

## Introduction:

Economic development is vital for the City of Oconomowoc. With optimum paying jobs and growing businesses, the City and the region will be able to maintain and expand its quality of life. In order to maintain the highest quality of life for its residents, the City must be a partner in the regional economy. The City of Oconomowoc, Waukesha County and the region need to foster job growth and new business development.

When examining economic development, businesses and trends outside of the City need to be examined as the economic development in the City is not solely influenced by City decisions. Residents of the City work in places outside of Oconomowoc, and people living outside of Oconomowoc commute to the City for employment. Due to these factors, the Economic Development Chapter will discuss City, County and regional related economic development trends, issues and strategies.

**Vision Statement:** *In the year 2030, the City will continue to have a resilient, diverse economic base that provides a stratified range of jobs and entrepreneurial opportunities that help make the City of Oconomowoc a great place to live, work, and retire.*

## Oconomowoc Economic Development Strengths & Weaknesses:

This plan identifies strengths and weaknesses related to economic development within the area. Strengths in the area include:

- History of local entrepreneurship fostering business growth
- Sustained population growth
- Outstanding work ethic
- Growing tax base
- Attractive local, County, and State park system
- Innovative business leaders
- Quality schools that attract families and businesses
- Existing sustainable economic base

Weaknesses or concerns identified with economic development in the area include:

- The median price of a home is increasing at a faster rate than median income
- The need to generate enough revenue to continue all municipal services while balancing fees and taxes and remaining competitive at the same time
- Health care costs continue to rise
- Need to focus on regional cooperation
- Transportation costs continue to rise
- Continued population growth will impact local school districts
- Cyclical over-development of office space within the County
- Need for additional technology development

- Need to continue to increase the number of people with college and technical degrees
- Need to maintain and expand our transportation infrastructure
- Aging workforce
- Lack of population diversity

## Employee and Employer Trends:

In 2002, Waukesha County had 12,579 businesses. Ninety three percent of these businesses had less than 50 employees. The three (3) largest business establishment groups consisted of wholesale/retail trade, professional and administrative service, and construction. Waukesha County’s total share of regional employment in the seven (7) county Southeastern Wisconsin Region has grown from 3 percent in 1950 to 22 percent in 2000. In 2000, Waukesha County had over 270,000 jobs, an increase of over 80,000 jobs since 1990.

City Resident Employment by Industry Sector: 2000		
Industry Sector	Number	Percent
Agriculture, Forestry, Fish, Hunting, and Mining	37	0.6%
Construction	500	7.8%
Manufacturing	1,354	21.2%
Wholesale Trade	231	3.6%
Retail Trade	860	13.5%
Transportation, Warehousing, and Utilities	201	3.2%
Information	169	2.6%
Finance, Insurance, Real Estate, Rental and Leasing	511	8.0%
Professional, Scientific, Management, Administrative, and Waste Management Services	444	7.0%
Educational, Health, and Social Services	1,314	20.6%
Arts, Entertainment, Recreation, Accommodation, and Food Services	338	5.3%
Other Services (Except Public Administration)	270	4.2%
Public Administration	151	2.4%

Source: 2000 U.S. Census

The twelve (12) largest employers in Oconomowoc are:

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| 1. Oconomowoc Memorial Hospital | 7. Lutheran Homes of Oconomowoc   |
| 2. Target Stores                | 8. Bruno Independent Living Aids  |
| 3. Roundy's                     | 9. Aurora Wilkinson Medical Group |
| 4. Oconomowoc School District   | 10. CL&D Graphics                 |
| 5. YMCA at Pabst Farms          | 11. Olympia Resort & Spa          |
| 6. City of Oconomowoc           | 12. Brownberry Ovens              |

## Current Business Inventory and Business Environments:

In general, businesses within the City are clustered around four (4) roadways: Wisconsin Avenue, Summit Avenue, CTH P, and Interstate 94. The following summaries provide a brief profile of the present business clusters within the City.

### Downtown:

The heart of the City of Oconomowoc is the historic downtown with the center being defined as the “Four Corners”. The Four Corners is the intersection of Wisconsin Avenue and Main Street. Situated on Fowler Lake and Lac La Belle, the downtown has and continues to serve as the focal point of the City. To enhance the appeal of this business district further, the City completed roadway and streetscaping improvements in 2008 as part of the Wisconsin Avenue reconstruction project. This facelift along with the utilization of a tax increment financing district within downtown is helping to attract businesses and redevelopment to this area of the City. Presently, the downtown provides a mix of uses including residential, commercial, office, retail, restaurants and taverns. The area is a walkable environment where patrons can easily travel by foot to numerous establishments.



### East Wisconsin Avenue:

Located east of downtown until reaching the bypass, this district provides a mix of office, retail and industrial uses. Retail establishments located on Wisconsin Avenue are best defined as small strip malls, fast food restaurants, gas stations, and other automobile oriented uses. Located south of Wisconsin Avenue and adjacent to STH 67 is an industrial/warehousing area of the City. Businesses within this area include offices, light manufacturing and warehousing.

### West Wisconsin Avenue:

The West Wisconsin Avenue business district includes commercial land uses along Wisconsin Avenue, the Oconomowoc West Industrial Park and the Riverbend Industrial Park. Commercial uses along Wisconsin Avenue include a hotel, offices, and automobile service repair businesses. The two (2) industrial parks with this business district provide manufacturing and warehousing for industrial related corporations.

## Summit Avenue:

In general, this district is considered lands located along Summit Avenue not located within Pabst Farms. Businesses included within this cluster are the Oconomowoc Memorial Hospital, various strip malls shopping centers, the Target distribution center, and the Oconomowoc Corporate Center. This district, along with Pabst Farms, provides the bulk of office, industrial and retail employment within the City. Due to the close proximity to Interstate 94 and STH 67, developments within this area readily accessible by vehicles, including truck traffic.

## Pabst Farms:

Pabst Farms, the largest planned development (1,500 acres) in Wisconsin, has three (3) distinct areas providing for economic development within the City. The *Pabst Farms Market Place* and *Town Centre*, located south of Valley Road, east of STH 67, and north of I-94, is planned to provide for commercial and professional services. The *Business Tech Core*, located east of the Town Centre, is envisioned to have industrial and office related uses. The *Pabst Farms Commerce Center*, located west of STH 67 and south of I-94, contains the Roundy's distribution center, a hotel, and industrial businesses. Pabst Farms will continue to provide a mix of uses to serve the City.



## Economic Base Analysis for Waukesha County:

For planning and economic development purposes, it is important to analyze and understand what industry sectors have the greatest potential for future job growth. The data provided within in this analysis was obtained from the U.S. Bureau of Economic Analysis and the Southeastern Wisconsin Regional Planning Commission.

## Agriculture:

Agriculture is still a viable economic sector in Waukesha County. Production agriculture has shifted from dairy farming to specialty crop production, orchards, greenhouses, and plant and tree nurseries. Due to continued growth pressures, most agricultural employment is occurring from the growth of small family operated micro enterprise businesses that provide locally grown products for the expanding urban market and the growing green industry that include horticulture, vegetable farming, and tree and shrub farming. In 1990, Waukesha County had 1,191 jobs in agricultural production. In comparison, 1,011 people worked in production agriculture in 2000 resulting in a reduction of 180 jobs and an overall 15 percent job loss. However, in 2000, an additional 3,000 people were employed in Waukesha County in agricultural services positions. This includes farm equipment sales and service, landscaping services, and agricultural consulting.

## Construction:

Construction type jobs include all forms of building construction jobs as well as jobs in heavy construction, roads, bridges, sewer and water lines, and sewage treatment

facilities. Construction jobs include employment in new development, additions, reconstructions, installations, and repair and maintenance. Construction jobs will continue to provide job growth in Waukesha County. In 2000, Waukesha County had 18,462 jobs in construction for an increase of 5,783 jobs since 1990 and an overall 31 percent change in employment. Many of these jobs were in residential construction. Residential real estate made up nearly 76 percent of Waukesha County's equalized assessed value in 2005.

## **Manufacturing:**

Waukesha County grew from 44,870 manufacturing jobs in 1990 to 56,754 manufacturing jobs in 2000 for a 21 percent increase in the number of jobs over the decade. In 2000, the Southeastern Wisconsin Region had 224,300 manufacturing jobs. Since 2000, the number of manufacturing jobs in Wisconsin has declined. Most of these jobs were lower skilled positions with manufacturers producing commodity goods that were eliminated by technological developments, or moved to Mexico or overseas where costs are lower. Wisconsin continues to maintain more skilled manufacturing positions than other states. Many of these manufacturers have a niche product that is not directly subject to the pressure of lowering costs. This is not the case for local manufacturers that produce commodity goods. These manufacturers will continue to experience intense pressure to lower costs resulting in outsourcing to foreign countries. This is significant since manufacturing jobs provide the third highest average wage for workers in Waukesha County.



The Milwaukee-Waukesha MSA (metropolitan statistical area) has a fewer percentage of total jobs in manufacturing than other areas in the state, but a higher percentage than other areas in the nation. Milwaukee-Waukesha MSA ranks ahead of all MSA's in the Midwest and others of similar size across the country in the total percent of manufacturing jobs. Historically, manufacturing has laid a foundation for optimum paying jobs within the Milwaukee metropolitan area and Wisconsin.

## **Transportation, Communication and Utilities:**

This sector includes jobs in passenger and freight transport, shipping, communication services, gas, electric, water and sanitary services. Businesses in this sector experienced some growth in the 1990's, but new jobs slowed significantly beginning in 2000 due to recession. In 1990, Waukesha County had 8,185 people employed in this sector. This figure increased to 9,516 in 2000 for an increase of 1,331 jobs resulting in a total percent increase of 14 percent for this sector.

## **Wholesale Trade:**

This sector includes businesses that employ people who primarily sell products and goods to retailers. Wholesale trade in Waukesha County is linked to manufacturing. In

1990, 16,128 jobs in Waukesha County were in wholesale trade. Jobs increased to 22,508 in 2000 for a gain of 6,380 jobs over the decade and a 28 percent increase.

## Retail Trade:

This industry includes businesses engaged in selling merchandise primarily for personal or household consumption. Employment in retail trade grew steadily in Waukesha County throughout the 1990's. Jobs in retail trade grew from 31,054 in 1990 to 43,132 in 2000 showing a 12,078 gain in the number of jobs and a 28 percent increase.

## Finance, Insurance and Real Estate:

This sector includes banks, credit unions, security brokerages, insurance carriers, real estate agencies, and land development firms. This sector experienced significant growth in the 1990's and grew from 13,131 jobs in 1990 to 22,340 jobs in Waukesha County in 2000 for a total gain of 9,209 jobs and a 41 percent increase.



## Services:

Categories in this sector include business, repair, personal, recreation, accommodations, food, entertainment, social and professional services. This sector has experienced phenomenal growth in jobs in Waukesha County. The number of people employed in services increased from 46,293 in 1990 to 76,265 in 2000. Continuing population growth, the County's aging population, and business growth have all contributed to this growth of 29,972 jobs and an overall 39 percent increase.

## Government and Government Enterprises:

These jobs include all nonmilitary government positions at the Federal, State, County, City, Village, Town and school district levels of government. Between 1990 and 2000, Waukesha County governmental positions grew from 13,994 jobs to 17,059 jobs for a modest gain of 3,065 jobs resulting in an 18 percent increase in this sector.

## Employment Projections by Sector:

The following employment projections by sector are based on the selected intermediate projections for the seven (7) County Southeastern Wisconsin Region for the year 2035. Projections show that the greatest growth in employment will occur in services, especially business, health, and social services.

Employment Projections by Industry Sector: 2035		
Industry Sector	Number	Percent Change from 2000 - 2035
Social Services	62,100	81%
Business Services	164,600	60%
Other Employment	16,200	39%
Health Services	132,000	35%
Other Services	231,300	35%
Finance, Insurance, and Real Estate	103,600	11%
Construction	57,100	6%
Retail Trade	205,400	6%
Government and Government Enterprise	115,300	1%
Printing and Publishing	24,700	0%
Wholesale Trade	64,400	0%
Transportation, Communications and Utilities	51,100	-7%
Other Manufacturing	89,400	-10%
Agriculture	4,800	-20%
Electronic and Electrical Equipment	15,300	-43%
Industrial Machinery and Equipment	24,900	-48%
Fabricated Metal Products	11,600	-55%

Source: U.S. Bureau of Economic Analysis and SEWRPC

## Social Services:

These establishments provide help and rehabilitation services to individuals with needs requiring special care and to the disabled and disadvantaged. The industry group also includes child day-care facilities and certain residential care facilities for children, the elderly, and others who need help with self-care. This sector will continue to see significant growth as the aging of baby-boomers continues along with the movement to outpatient care and more home-based assistance living. Under the intermediate projection, social services employment will increase in the Region from 34,300 jobs in 2000 to 62,100 jobs in 2035, for an increase of 81 percent.

## Business Services:

These establishments provide services such as advertising, computer programming, data processing, security systems services, and building cleaning and maintenance services. Businesses that provide engineering, accounting, research, management, and other related services are not included in this sector. They are grouped in the “other

services” category. Business services also include workers with temporary employment firms and people that provide services on a contract or fee basis to others. This sector will continue to grow rapidly. Under the intermediate projection for the Region, business services employment will increase to 164,600 jobs in 2035, a 60 percent increase over the 2000 level of 102,800 jobs.

### Other Employment:

This category includes jobs in forestry, commercial fishing, mining, and agricultural services such as crop services, veterinary services, landscaping services, and lawn and garden services. As urbanization continues, employment will continue to grow in landscaping and lawn and garden services. The intermediate projection for the Region shows a 39 percent increase for such jobs from 11,700 in 2000 to 16,200 in 2035.

### Health Services:

The health services industry includes establishments engaged in furnishing medical, surgical, and other health services including hospitals, offices and clinics of physicians and health care practitioners, nursing and rest homes, medical and dental laboratories and home health care services. This sector is poised for growth as Waukesha County’s median age continues to increase, as the baby-boomer generation continues to grow older, and the overall population continues to increase. Under the intermediate projection, employment in health services in the Region will exceed 132,000 jobs in 2035, an increase of 35 percent over the 2000 level of 97,700 jobs.

### Other Services:

This category includes a diverse range of services including lodging places, laundry and dry-cleaning, funeral homes, automotive repair and miscellaneous repair shops, motion picture theaters, recreational services, and engineering, accounting, research, management and other consulting services. The intermediate projection reveals that Regional employment for other services will increase from 171,200 jobs in 2000 to 231,300 jobs in 2035 for an increase of 35 percent.

### Finance, Insurance, and Real Estate:

This sector includes banks, credit unions, security brokerages, insurance carriers, real estate agencies, and land development firms. This sector will grow from 93,700 jobs in 2000 to 103,600 jobs in year 2035, resulting in an 11 percent increase for the Region.

### Construction:

Construction will continue to create new jobs in the Region and Waukesha County, but at a much slower rate than what was experienced in the 1990s. Under the intermediate projection, Regional construction employment would increase from 53,800 jobs in 2000 to 57,100 in 2035, a 6 percent increase.



### Retail Trade:

Retail trade employment will grow in the Region and Waukesha County through 2035, however not at the pace it experienced in the 1980’s and 1990’s. A focus on reducing

costs, more emphasis on e-commerce, and the lower wages associated with the retail sector, which may create labor shortages are all issues that will slow job growth. The rate of growth will also depend on the health of the economy and how much personal income continues to increase. The intermediate projection predicts that jobs in retail trade will grow by six (6) percent between 2000 and 2035 resulting in an increase from 193,700 to 205,400 such jobs in the Region.

### **Government and Government Enterprises:**

This area includes all City, Village, Town, County, State, and Federal units and agencies of government, public schools, publicly owned enterprises, and the U.S. Postal Service. Government employment is projected to slightly increase over the next 30 years. In 2000, 114,400 people were engaged in employment regionally in this sector, and this figure will slightly increase to 115,300 by 2035, for an increase of one (1) percent. This slight increase over the next 30 years is due to the fact that government is projected to create more efficiency, and more opportunities for collaboration and intergovernmental cooperation.

### **Printing and Publishing:**

Printing and publishing is a strong employment sector within Waukesha County and regional projections show that it will remain a stable industry. The outlook for this sector is promising due to the continued expansion of periodical publications and bookbinding, which are expected to offset the reduced growth in newspaper publishing. In addition, this sector requires investment in the latest of technologies to control costs and enhance product quality. The intermediate projection for Regional jobs in 2035 is 24,700, which is nearly the same as 2000 (24,500 jobs).

### **Wholesale Trade:**

Wholesalers, for the most part, are engaged in selling merchandise to professional business customers, retail establishments, industrial, commercial, institutional, farm, or construction contractors, and other wholesalers. Wholesale trade is highly dependent on providing merchandise to manufacturers. The projected slow growth of manufacturing will have a significant impact on wholesale trade employment. The intermediate projection predicts that jobs in wholesale trade will remain the same at 64,400 jobs in the Region between 2000 and 2035.

### **Transportation, Communications and Utilities:**

This industry sector will not be a significant provider of new jobs for Waukesha County. The best potential for future job growth projected to occur in the transportation sector is in shipping, especially in the motor freight and warehousing segments. Increasing demand for air travel will continue to contribute new jobs as well. Projections show that the communication and utility segments will continue to lose jobs. New technology and competition in these sectors will continue to reduce the number of jobs in these sectors. The intermediate projection shows an overall loss of jobs in the Region from 2000 to 2035 in the transportation, communication, and utilities sectors. Under the intermediate projection, 51,100 people will be employed in transportation, communication, and

utilities by 2035 in the Region. This is a 7 percent decrease from the 2000 level of 54,800 jobs.

### Other Manufacturing:

These are jobs in a wide range of manufacturing businesses that, taken individually, are not large enough to be considered as a separate category. Using the intermediate projection, jobs in other types of manufacturing would decline in the Region by 10 percent from 99,200 jobs in 2000 to a projected 89,400 jobs in 2035.

### Agriculture:

Agricultural enterprises include farms, orchards, greenhouses and nurseries engaged in the production of crops, plants, trees, or livestock. The Region will continue to hold a comparative advantage in dairy, grain, and vegetable production especially in Walworth, western Racine, and western Kenosha Counties. However, due to increasing technology and mechanization, modern management practices, and global competition, the employment levels in agriculture will continue to decline. Using the intermediate projection, agricultural employment in the Region will decrease from 6,000 jobs in 2000 to 4,800 jobs in 2035, resulting in a 20 percent decrease.



### Electronic and Electrical Equipment:

The electronic and electrical equipment sector will experience decline in the Region and Waukesha County. This sector includes businesses engaged in manufacturing of electricity distribution equipment, electrical industrial apparatus, household appliances, electrical wiring and lighting, and electronic components. The intermediate projection for the number of jobs in this sector for the Region in 2035 is 15,300. This would result in a 43 percent decrease from the 27,000 such jobs in 2000.

### Industrial Machinery and Equipment:

The industrial machinery and equipment industry includes the manufacture of engines, turbines, farm and garden machinery, construction machinery, metalworking machinery, and computer and office equipment. The intermediate projection shows a loss of jobs in this sector. In 2000, 48,000 people worked in this sector in the Region, but by 2035 the intermediate projection shows that only 24,900 will be employed in this industry resulting in a 48 percent decrease.

### Fabricated Metal Products:

This sector is projected to continue to decline. It includes establishments engaged in producing metal products, such as metal cans, tin ware, hand tools, cutlery, general hardware, fabricated structural metal products, and metal stampings. Much of this sector will move overseas where it is possible to reduce labor costs and remain competitive. Within the Region, fabricated metals will be reduced from 25,600 jobs in 2000 to 11,600 by 2035, a decrease of 55 percent.

## Desired Business and Industry:

The City of Oconomowoc encourages new business development in the City that enhances the quality of life. Businesses that located in the City are encouraged to be environmentally friendly, provide aesthetically pleasing building materials, and blend with existing neighborhood. The City encourages the development of shops, restaurants, cafes, coffee houses, and pubs in downtown.

Using the City results from the Comprehensive Planning Public Opinion Survey, the City would like to attract the following types of industries:

## Emerging Technologies:

There is no exact definition that defines emerging technologies. In general, this business field is best defined as businesses that engage in new or cutting edge technology or a technology that improves on an existing product. The classic example used is DVD technology replacing the compact cassette. In the public opinion survey, 38% of City respondents indicated attracting emerging technologies are the most important future business development. The City strongly supports the attraction and retention of businesses that focus on emerging technologies.

## Medical Services:

The health care industry or medical services provide health care services in the medical, dental, or other wellness fields. As the nation's and the City's population continues to age, additional health care professionals and facilities will be required to serve this aging population. Presently, the City has one (1) hospital and numerous clinics and other health care providers within the City. The City continues to support the medical service employment as it provides services and employment to City residents.

## Manufacturing:

Oconomowoc has a long manufacturing history that dates back to the incorporation of the City. The public opinion survey indentified manufacturing as an important future business to develop within the City. Presently, the City has a supply of existing manufacturing buildings and new construction sites for manufacturing use. These areas are located within existing industrial parks and industrial areas. As development pressures increase, additional industrial and manufacturing sites may be necessary for the City to provide a solid manufacturing base for employment. Presently, only a few vacant lots remain in the Corporate Park for development. However, several vacant lots are available in the *Pabst Farms Commerce Center* for development.

## Past and Future Planning Efforts

The City of Oconomowoc has a long history of planning for growth. Past planning efforts relating to economic development are provided within this document. However, this plan also recognizes future planning studies will be completed by the City related to economic development and recommendations provided within this plan may need to be completed based upon the outcomes of those studies.

## City of Oconomowoc Downtown Plan:

Downtown Oconomowoc is the historic center of the community retail, services, government, and recreation. The City of Oconomowoc worked to develop a downtown revitalization plan in 2003. The plan has ten (10) goals:

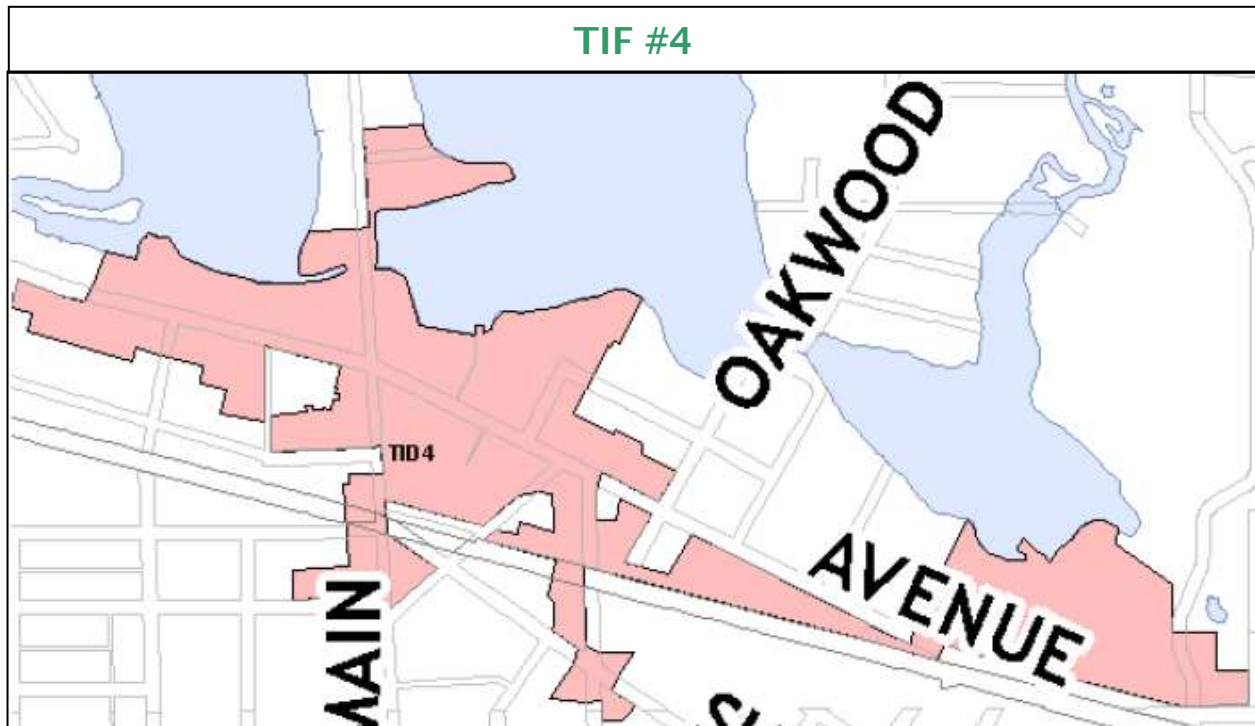
1. Establish downtown Oconomowoc as an important multi-use activity center for the community and the region including recreational, cultural, residential, retail, entertainment, office, high-tech business and government land uses.
2. Improve public access to the downtown through improvements in parking and multi-modal transportation.
3. Balance the need for efficient automobile circulation with improvements aimed at strengthening the historic downtown core as a pedestrian-orientated business district.
4. Preserve the historic character of downtown Oconomowoc while accommodating new urban infill development.
5. Reinforce downtown Oconomowoc's role as the Heart of Lake Country through better utilization of the lakes and lake frontage.
6. Establish a complimentary and synergistic relationship between downtown Oconomowoc and Pabst Farms through coordinated business mix, joint marketing and transportation linkages.
7. Improve connections between downtown and community destinations such as the YMCA, the public library, the community center, schools, City parks, recreational trails and neighborhoods.
8. Identify new development within the downtown T.I.D. to fund public improvements for streets, parking, transit, pedestrian and bicycle access, and public space development.
9. Promote environmentally friendly improvement strategies.
10. Build partnerships between the State, local government and the private sector to accomplish downtown revitalization goals.

## Economic Development Programs

A variety of economic development programs are available for utilization by the City and private organizations to assist or promote economic development within the City. Some of these programs are currently being used in the City:

### Tax Increment Financing:

Wisconsin's Tax Increment Finance (TIF) program was approved by the legislature in 1975. Its purpose is to provide a way for a City, Village or Town to promote tax base expansion through its own initiative and effort. TIF is aimed at eliminating blight, rehabilitating declining property values, and promoting industry and mixed-use development. The City of Oconomowoc currently has two (2) active TIF's (see maps).



**Waukesha County Action Network (WCAN):**

The WCAN is a business coalition that recommends strategies for community issues important to maintaining Waukesha County’s success in the region. The coalition addresses unique issues of public interest related to the conditions and improvements of the infrastructure, educational systems, cultural, social and economic welfare of the broader community of Waukesha County by providing a forum to exchange information, research and alignment of resources of business and community leaders who will spur action through recommendations toward solving matters of concern.

**Waukesha County Community Block Grant Program:**

Waukesha County receives funds from the U.S. Department of Housing



and Economic Development for community and economic development projects. These projects must benefit areas of the County with at least 51 percent low to moderate income.

### **Southeastern Wisconsin Regional Planning Commission (SEWRPC):**

SEWRPC is considered the official area-wide planning agency for the highly urbanized southeastern region of the State. The commission serves seven (7) counties, and includes the City of Oconomowoc. The Commission was created to provide the basic information and planning services necessary to solve problems, which transcend the corporate boundaries and fiscal capabilities of the local units of government comprising the region.

### **Milwaukee 7:**

This Council of representatives from the seven (7) county region is made up of about 35 civic and business leaders. The Milwaukee 7 was formed with the idea that a regional approach is the key to fostering economic growth and is engaged in efforts focusing on a regional strategic planning for economic development. Among the Council's goals are to pull together comprehensive information about the region, creating a way for businesses to tap easily into data that can help them plan expansion or location decisions.

### **Wisconsin Department of Commerce:**

The Wisconsin Department of Commerce has a broad range of financial assistance programs to help businesses undertake economic development. The Department maintains a network of area development managers to offer customized services to each region of Wisconsin. Additional information about the Department of Commerce is available at <http://www.commerce.state.wi.us/>.

### **The Wisconsin Department of Workforce Development:**

The Wisconsin Department of Workforce Development (DWD) is the State agency charged with building and strengthening Wisconsin's workforce. DWD offers a wide variety of employment programs and services, accessible at the State's Job Centers, including securing jobs for the disabled, assisting former welfare recipients to transition to work, linking youth with jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring worker's compensation claims are paid in accordance with the law.



### **Wisconsin Housing and Economic Development Authority:**

Wisconsin Housing and Economic Development Authority (WHEDA) offers innovative products and services in partnership with others to link Wisconsin residents and community with affordable housing and economic development opportunities. WHEDA helps borrowers obtain financing on favorable terms to start up, acquire, or expand small businesses. WHEDA also offers assistance to experienced developers or existing business owners in obtaining financing to stimulate economic development in urban neighborhoods.

## **Forward Wisconsin:**

Forward Wisconsin's role in economic development is to help businesses establish profitable Wisconsin operations. They provide State cost comparisons, Wisconsin financial information and a variety of other relocation consulting services to prospective expanding businesses. Forward Wisconsin also offers a database of available buildings and sites complemented by community profile information.

## **Wisconsin Main Street Program:**

The Wisconsin Main Street Program is a comprehensive revitalization program designed to promote the historic and economic development of traditional business districts in Wisconsin. The Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin communities. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

## **Wisconsin Economic Development Association:**

The Wisconsin Economic Development Association (WEDA) is a statewide non-profit organization dedicated to expanding the economy of the State of Wisconsin. Since 1975, WEDA has successfully represented the collective economic development interests of both the private and public sectors by providing leadership in defining and promoting statewide economic development initiatives. WEDA provides members a variety of benefits including professional development, continuing education opportunities, legislative affairs, and resources and networking.

## **U.S. Small Business Administration:**

The missions of the SBA is to maintain and strengthen the nation's economy by aiding, counseling, assisting, and protecting the interests of small business and by helping families and businesses recover from national disasters.

## **U.S. Department of Housing and Urban Development (HUD):**

The mission of HUD is to increase home ownership, support community development, and expand access to affordable housing free from discrimination. For many families, the American dream means owning their own home. One of HUD's highest priorities is to help more families realize this dream for themselves. Through its programs and initiatives, HUD is breaking down the barriers that lock families out of homeownership.

## **Service Corps of Retired Executives:**

The Service Corps of Retired Executives (SCORE) is a group of retired business professionals who donate their time to provide guidance and advice to business owners. The expertise that this group provides can be helpful whether the business owner is just starting out or have been in business for years. SCORE provides resources and expertise to maximize the success of existing and emerging small business.



## Oconomowoc Area Chamber of Commerce:

The Oconomowoc Area Chamber of Commerce is a private, member-based organization. It was established in 1969 and incorporated in 1976. The Chamber is not a department of any governmental or social service agency, charitable institution, private advertising, private advertising, publicity relations agency. The Chamber is financed through membership investments (dues) that are tax-deductible as a legitimate business expense. Membership is strictly voluntary and is an investment in the present and future of Oconomowoc. The mission of the Chamber is to partner in the growth, development and success of the Oconomowoc area business community.

## Downtown Oconomowoc Merchants Association (DOMA):

The mission of DOMA is to create an energetic, vibrant and financially thriving downtown that exists to solely promote the successful entrepreneurial spirit that has been long established in the rich history of Lake Country and the community that it serves. Some items DOMA focuses on are being a voice for the downtown business owners, promoting fiscal responsibility, the retention of existing business, coordinating downtown events, and pursuing future opportunities for downtown



## Economic Development Policies

Recruit new business and industry to Oconomowoc with the potential for market longevity and creating quality jobs that allow people to live and work in the community.

Continue to utilize the City's Capital Improvement Program to anticipate future budget expenses and support infrastructure investments that are necessary for economic development.

Promote the retention and expansion of existing industry.