

City of Waukesha Activity Report

The City of Waukesha is part of the larger county economic development ecosystem. 36,858 residents of the City commute out of the City for work, while 40,372 residents from other municipalities commute into the City of Waukesha.

The GROW Fund

WCCG's gap financing tool, the GROW Fund, is an **\$11 M Revolving Loan Fund** that targets two types of applicants:

- Manufacturers, service or other businesses located (or which will locate) in Waukesha County looking to expand operations and create jobs.
- Developers with workforce housing projects.

The GROW Fund complements lead lenders and other programs in a total financial structure. The fund offers: competitive interest rates, fixed rate availability, flexible amortization to match project terms, gap financing during construction, expansion or on equipment.

The GROW Fund has **six loans totaling \$1,882,000** invested in the city of Waukesha.

3 loans support the Habitat for Humanity of Waukesha and Jefferson County's Domenica Park project. The GROW Fund has provided a revolving construction loan to Habitat for Humanity totaling \$660,000. This financing will support three home construction projects at a time. Upon the completion of each home, the GROW fund will be repaid from the new owner's traditional mortgage process, at which time a new construction project will be initiated to support a future homeowner, designated by Habitat for Humanity. Additionally, the construction projects will foster continued construction employment.

Company #50157, a manufacturing company, received a \$545,000 real estate investment loan.

Company #50095, a well-known local commercial firm used a \$525,000 loan for real estate improvements.

Commercial Company # 50091 received a \$152,000 loan for real estate investment.

All of these loans build the tax base in the City of Waukesha which will generate sustained tax revenue to the city.

Business Retention

WCCG coordinates the **BRE (business retention and expansion) program** for the City of Waukesha. The primary goal of a BRE visit is to gather information to help local governments and economic development agencies better support existing businesses. These visits focus on understanding the opportunities and challenges faced by both small and large business owners. Economic development professionals collect data through interviews, surveys, and site tours to assess business expansion plans, workforce issues, new products, and any pain points.

BRE programs play a crucial role in preserving and increasing local jobs, tax revenues, and economic diversity while fostering strong relationships between economic development professionals and business owners. This ongoing strategy ensures continuous engagement, support, and adaptation to the evolving needs of the local business community.

WCCG completed 51 business retention visits in Waukesha county in 2024, 14 (27%) of those visits were with companies located in the City of Waukesha.

2024 Visits Included:

- Lifeway Foods, Inc.
- Husco International
- EmbedTek, LLC
- Baker's Quality Pizza Crusts Inc.
- Raised Grain Brewing Company
- The Gund Company
- Weldall Manufacturing, Inc
- Aries Industries, Inc
- INNIO Waukesha Gas Engines
- Schaefer Brush Manufacturing
- Prolec
- KDV Label
- Mathison Manufacturing, Inc.
- Oberlin Filter Company

Business Expansion and Attraction

Business Retention & Expansion (BRE) efforts can lead to business growth projects. WCCG collaborates with city staff and company representatives to identify suitable sites, state and local incentives, and other resources to support expansion in the City of Waukesha.

WCCG also responds to Requests for Information (RFIs) from M7 and the state for companies seeking sites and buildings. These RFIs are typically detailed spreadsheets outlining site and community assets, tax data, workforce statistics, demographics, and other key attributes. In 2024, WCCG responded to 10 RFIs.

Current Business Development Activity: WCCG is managing a portfolio of 14 business expansion and attraction projects, with three actively considering sites in the city. Additionally, in 2024, WCCG worked on five projects in Waukesha County that were either closed or lost, including two related to the City of Waukesha.

Business Assists

In addition to WCCG's core metrics, the organization tracks additional ways we support a vibrant business community called "Assists".

An Assist is a value-added connection or referral. Think of a hockey assist where a player who passes the puck to the player who scores the goal receives an assist.

WCCG logged 149 Talent Assists and 105 Business Assists in 2024. About 30% of these assists impacted City of Waukesha companies, educational institutions or the city staff.

Marketing

WCCG completed the [City of Waukesha Community Profile](#) which is included on the WCCG website. Additional hard copies and an electronic version of the profile were provided to the City.

The City of Waukesha figures prominently in the WCCG Annual Report, the organization's primary marketing piece for business and talent attraction.

Community Development Director Jennifer Andrews participates in the quarterly Economic Development Roundtable and is chairwoman of this group in 2025.

Business Growth Strategy

The Business Growth Strategy, WCCG's strategic plan, was updated in 2024 for the 2025–2027 period, marking its fourth edition. As part of this update, Jennifer Andrews, Community Development Director, participated in a focus group of municipal investors to provide input on WCCG's services—particularly prioritization and long-term visioning.

Given the city's role as the largest investor, WCCG Executive Director held a separate focus group with **Mayor Reilly** and **City Administrator Brown** to gain their insights on service priorities. Notably, Waukesha was the only community to receive a dedicated focus group.

Talent Development

WCCG partially supports WCBA's talent development program Schools2Skills. The Schools2Skills program completed 11 tours, exposing 249 City of Waukesha students to careers in manufacturing, from CEO to production, at 19 City of Waukesha businesses

Spring 2024: 6 S2S Tours/ 144 Students / Waukesha Businesses

- Horning Middle School, Waukesha West High School, Saratoga STEM Middle School, Waukesha North High School, and Les Paul Middle School

Fall 2024: 5 S2S Tours/ 135 Students / Waukesha Businesses

- Waukesha East High School, Waukesha North High School, Waukesha South High School, Horning Middle School, and Waukesha West High School

Companies:

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|--------------------------------------|-----------------------------------|
| 1. Mathison Manufacturing | 11. Bevco Precision Manufacturing |
| 2. Weldall Manufacturing | 12. Gorilla Mill |
| 3. KDV Label | 13. Dedicated Computing |
| 4. Woodway USA | 14. MetalTek |
| 5. Wisconsin Metal Parts | 15. Superior Crane |
| 6. Hydro-Thermal | 16. Eaton |
| 7. Eaton | 17. Wildeck |
| 8. EmbedTek | 18. Oberlin |
| 9. Fisher Barton (Waukesha location) | 19. Prolec-G |
| 10. Husco | |