



City of Waukesha
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Committee: Finance Committee	Date: 1/9/2024
Common Council Item Number: ID#ID 23-8535	Date: 1/16/2024
Submitted By: Anthony Brown, City Administrator	City Administrator Approval: Click here to enter text.
Finance Department Review: Click here to enter text.	City Attorney's Office Review: Click here to enter text.
Subject: Consideration and Possible Action on an Agreement between the Waukesha County Center for Growth, Inc. and the City of Waukesha	

Details:
 Issue: Should the Finance Committee recommend approval of an agreement with the Waukesha County Center for Growth to continue providing economic development services for the City of Waukesha?

The City of Waukesha has been a partner with the Waukesha County Center for Growth (WCCG) since it was created in 2016. The partnership was established between the City of Waukesha, Waukesha County Business Alliance, the Wisconsin Small Business Development Center and local municipalities. Currently, the other local municipalities partners include: the City of Brookfield, City of Delafield, City of Oconomowoc, Village of Big Bend, Village of Butler, Village of Eagle, Village of Elm Grove, Village of Lannon, Village of Menomonee Falls, Village of Mukwonago, Village of Pewaukee and Village of Sussex.

WCCG was established to serve as Waukesha County's economic development organization. Their mission is to advance businesses and grow communities for the growth and prosperity of Waukesha County.

Through the City's partnership with the WCCG they assist the City with the following:

- Work to attract and retain businesses to our community
- Offer small business consulting and counseling programs at no cost
- Provide technical expertise to City staff (including data, best practices, marketing efforts)
- Support workforce housing initiatives
- Help businesses address workforce challenges
- Work with lenders and economic development partners to help tailor financial packages for projects

Over the next year, they will have four (4) primary focus areas, which are as follows:

1. Execution of Business Retention and Expansion (BRE) Programs
2. Strengthening the GROW Fund
3. Development of a Fourth Business Growth Strategy

4. Support Communities and Businesses with Workforce Solutions

The Finance Committee is being asked to approve a one-year agreement to continue to partner with WCCG for the related economic development services outlined above.

Options & Alternatives:

The City could choose to not continue the contract with WCCG, which would mean a greater reliance on City staff for business recruitment and retention. As a result, local businesses, specifically smaller business (i.e., less than 100 employees), would lose access to cooperative programs, technical services, financing program opportunities, and programming, e.g., workforce solutions, GROW Fund, roundtables, etc.

Financial Remarks:

The partnership agreement with the WCCG is \$50,000 per year. This is budgeted in the City Administrator's budget.

Executive Recommendation:

Staff recommends approval of the contract to continue to support and attract businesses to the City of Waukesha.

Recommended motion: "I move that the contract with the Waukesha County Center for Growth to provide economic development services be approved."