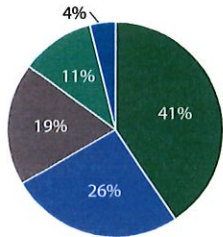


**ECONOMIC DEVELOPMENT**

**Business retention and expansion company visits**



**Met with 27 companies**

- 11 Service firms
- 7 Manufacturers
- 5 Commercial real estate firms/developers
- 3 Lenders
- 1 Retailer

This exceeds Q2 by 4%.



5 of those manufacturers are active **prospects for expansion** (companies that have a need for a physical expansion and anticipate adding workforce)

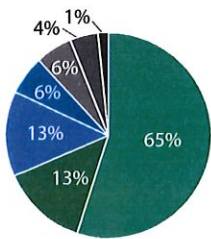
3 commercial real estate firms/developers are working with the Center for Growth representing **active prospects**

12 municipalities have committed to working with the Center for Growth on collaborative economic development efforts:

- |                            |                                   |
|----------------------------|-----------------------------------|
| <b>City of Brookfield</b>  | <b>Village of Lannon</b>          |
| <b>City of Oconomowoc</b>  | <b>Village of Menomonee Falls</b> |
| <b>City of Waukesha</b>    | <b>Village of Mukwonago</b>       |
| <b>Village of Big Bend</b> | <b>Village of Pewaukee</b>        |
| <b>Village of Dousman</b>  | <b>Village of Sussex</b>          |
| <b>Village of Hartland</b> | <b>Town of Lisbon</b>             |

The Center for Growth completed **"Deep Dive" research** on the economic base of Waukesha County and presented that information to county and community stakeholders.

**BUSINESS CONSULTING SERVICES**



**Met with 67 companies**

- 37 Service firms
- 9 Manufacturers
- 9 Retailers
- 4 Nonprofits
- 4 Resource partners
- 3 Lenders
- 1 Construction business

This exceeds Q2 by 43%.  
 43 of these are new outreach connections.  
 28% of these (excluding lenders and resource partners) are members of the Alliance.

**Of the 60 businesses served in Q3, excluding lenders and resource partners, 68% have signed on as clients.**

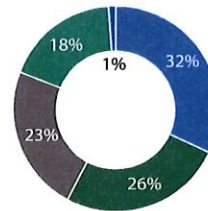
22 companies are now long-term clients, or have received 5 or more counseling hours. Consulting work totaled 148 hours.

The Center for Growth's Business Consultant helped with the launch of **2 new ventures** with capital investments totaling **\$50,000**.

The Business Consultant developed strong relationships with **4 new resource partners** to increase community awareness of the Center's consulting services in Waukesha County. In addition, at the invitation of a local chamber of commerce, the Center met with business leaders and presented on **local resources for business growth and entrepreneurship**.

Outreach efforts have yielded so much client activity that a **second Business Consultant** was added on September 15th to help more businesses grow and seek financing. The Center anticipates helping more companies that want to grow their sales by improving their internet and digital marketing, and through product/service development.

**Consulting areas:**



- Business planning & startup
- Financial & capital access
- Managing a business
- Market & sales growth
- Financial management

9 businesses with the potential for becoming clients have been identified, including 6 service firms, 2 retailers and 1 manufacturer.

**WORKFORCE DEVELOPMENT**

The Center for Growth and the Alliance hosted **Rita Atkinson**, Department of Workforce Development, to speak about **"Writing a Successful DWD Fast Forward Grant Application"** for more than 30 employers. During this session employers learned about the state's worker training grant fund program and were given some useful tips for writing applications. The Fast Forward Grant Program has over \$20 million available to train and retain highly skilled workers.

The Center for Growth and the Alliance continue to support the efforts of **Academic Career Planning** and the launch of **Inspire Southeastern Wisconsin**. Inspire is a powerful web-based tool that connects students with employers to help the students explore all the available career opportunities in our area.

In July, the Talent & Education Manager completed her first session with the U.S. Chamber of Commerce's **Talent Pipeline Management (TPM) Academy** in Washington D.C. TPM is an employer-led approach which organizes the business community into employer collaboratives to address its most critical workforce needs. Three out of six strategies were addressed: organizing employer collaboratives, engaging in demand planning and communicating competency and credential requirements. The second session is October 15-17.

The Center for Growth has joined M7 and other key stakeholders from the region to **address the need for a talent pipeline**. On September 25 the Center for Growth and the Alliance joined more than 100 key stakeholders at UW Parkside to work together to form a model to develop, attract and retain tomorrow's workforce.