

Business Growth Strategy Refresh for Waukesha County Project Charter

Objective:

Update the Business Growth Strategy for Waukesha County to serve as an implementation guide for the Waukesha County Center for Growth, municipal economic development staff, business organizations and Waukesha County by establishing multi-year objectives by April 12, 2019.

Background:

In 2015, UW-Extension and the University of Wisconsin – Madison prepared two reports for Waukesha County to shape a strategic plan to form a new economic development organization in Waukesha County. The reports were titled:

- “Waukesha County by the Numbers Using Economic and Demographic Data to Understand Economic Development Opportunities”
- “Waukesha County Economic Assessment 2015: Competing in an Uncertain World – Metrics of Comparator Counties, July 2015”

The first strategic plan called the Business Growth Strategy for Waukesha County: 2016-2018 needs to be updated for the years of 2019-2021.

Part 1: Data Refresh

To assist with the data refresh component and to ensure there is sufficient data to create the regional workforce strategies, the data elements should be examined to determine what should be updated, added, and/or discarded. Special consideration should be given to setting the geographic boundaries and time periods for historical and projected data. The UW-Extension and the Southeastern Wisconsin Regional Planning Commission (SEWRPC) has updated the data collected in 2015 along with a deeper dive into business sector and workforce information. This data collection was completed by February 15, 2019.

Part 2: Business Growth Strategy

Now that the Waukesha County Center for Growth (WCCG) has been operational for three years, it is time to update the Business Growth Strategy. Current business sector, demographic and workforce data will be very helpful in setting or reaffirming existing key performance indicators for the WCCG. Workforce development continues to be one of the top issues facing Waukesha County businesses and overall business growth potential. To ensure we retain and grow businesses in Waukesha County, coordinated and strategic workforce development strategies are needed. The Waukesha-Ozaukee-Washington Workforce Development Board (WOWWDB) and WCCG will work together to create innovative solutions.

Business Growth Strategy Advisory Council:

Project Managers:

Robyn Ludtke	Waukesha County Business Alliance
Laura Catherman	Waukesha-Ozaukee-Washington Workforce Development Board Strategy Action Team:

Strategy Action Team:

Tim Casey	Waukesha County Center for Growth
Neil Lerner	University of Wisconsin – Small Business Development Center
Suzanne Kelley	Waukesha County Business Alliance
Dale Shaver	Waukesha County Department of Parks and Land Use

Mike Payne R&R Insurance
Tom Fotsch EmbedTek, LLC
Patti Kneiser Vice President, Froedtert Health

Municipal Partners:

Jennifer Andrews Community Development Director, City of Waukesha
Todd Willis Economic Development Coordinator, City of Brookfield
Greg Kessler Community Development Director, City of New Berlin
Matt Carran Community Development Director, Village of Menomonee Falls
Bob Duffy Economic Development Director, City of Oconomowoc
Kevin Lahner Administrator, City of Waukesha
Steve Bierce Mayor, City of Pewaukee
John Weidl Village Administrator/Director of Economic Development, Village of Mukwonago
Kayla Chadwick Village Administrator, Village of Butler
Bruce Kaniewski Village Planner, Village of Dousman
Richard Spurrell Village President, Village of Eagle
Tom Gudex Village President, Village of Lannon
Scott Gosse Village Administrator, Village of Pewaukee
Jeremy Smith Village Administrator, Village of Sussex
Paul Decker Waukesha County

Stakeholders:

Tina Chitwood Wisconsin Economic Development Corporation
David Latona Milwaukee Economic Development Corporation
Waiting on Member Milwaukee 7
Brian Engelking Waukesha Metro Transit

Business:

Greg Bauer BMO Harris
Jay Mack Town Bank
Nate Zastrow First Bank Financial Centre
Gus Hernandez Johnson Bank
Mike Judson Judson and Associates
Mike Mooney MLG Capital
Peter Bacon ProHealth Care
Jennifer Zierer We Energies
Ty Staviski Milwaukee Tool
Stan Sudgen Ruckert & Mielke, Inc.

Education:

Mike Schiels Waukesha County Technical College
Mark Hansen School District of Elm Brook
Cindy Gnadinger Carroll University
Mark Mone University of Milwaukee

Additional Staff:

Jason Fruth Planning and Zoning Manager, Department of Parks and Land Use
Lucy Waldhuetter Waukesha County Center for Growth
Ben McKay Southeastern Wisconsin Regional Planning Commission
Jerry Braatz Department Head, UW-Extension Waukesha County
Allison Bussler Director, Waukesha County Public Works

Task list and Timeline: (Laura to update project charter weekly. Robyn and Laura to update Dale, Suzanne, and Tim weekly on progress made during existing WCBA and PLU weekly staffing meetings.)

Task	Lead Entity(s)	Timeline
Secure meeting logistics, draft agenda and secure speakers, and draft and send invitation	Project Managers and Staff	February 28
BGS Advisory Council Meeting #1: Kick off <ul style="list-style-type: none"> • Introductions – Paul Farrow • Status of the WCCG presentation – Tim Casey • Workgroup communications and project charter overview – Robyn and Laura • Data update presentations – Matt Kures 	Project Managers and BGS Advisory Council	March 21
Review and adjustments to Strategic Outcome: (1) <i>A central point of contact for businesses looking to expand in or relocate to Waukesha County. Develop a strategy for engaging and retaining partners.</i>	Waukesha County Center for Growth Lead: Tim Workgroup: Suzanne, Dale, Tom Fotsch, Mike Payne, Patti Kneiser	April 15
Review and adjustments to Strategic Outcome: (2) <i>A business outreach strategy to identify the needs of businesses seeking to expand in or relocate to Waukesha County. Update pages 20-21 in 2015 BGS.</i>	Waukesha County Center for Growth and University of Wisconsin – Small Business Development Center Lead: Tim Workgroup: Neil Lerner	April 15
Review and adjustments to Strategic Outcome: (3) <i>A strategy to identify Waukesha County business workforce needs and</i>	Waukesha County Center for Growth and WOW Workforce	May 1

<i>connect to available workforce development resources.</i>	Development Board Co-Leads: Robyn and Laura	
Review and adjustments to with Strategic Outcome: (4) <i>A strategy to develop a collaborative fund to increase financial tools to businesses in Waukesha County and sustain the Economic Development Organization.</i>	Waukesha County Center for Growth, Wisconsin Economic Development Corp and Milwaukee Economic Development Corp Lead: Dale	May 1
BGS Advisory Council Meeting #2 to discuss refinements to and metrics associated with Strategic Outcomes 1-4. Guest presentation(s) on automation/AI impact on the future of business growth.	Project Managers and BGS Advisory Council	April 26
Adjustments to Strategic Objectives and text preparation for the Business Growth Plan.	Waukesha County Center for Growth	May 3
Presentation of draft Business Growth Strategy for Waukesha County 2019 – 2021 to Waukesha County Center for Growth Board of Directors	Tim Casey and Project Managers	May 10
Presentation of Business Growth Strategy at WCCG Anniversary Event	Tim Casey and Project Managers	May 23

Resources:

- [Business Growth Strategy for Waukesha County 2016-2018](#)
- Business sector, demographic and workforce data provided by the SEWRPC and the UW-Extension
- Metrics data from the Waukesha County Center for Growth and the University of Wisconsin Small Business Development Center