

What's **GROWING** on  
in  
**PLATTEVILLE?**

Platteville Area Industrial  
Development Corporation

**2016**  
**Annual Report**

Business Development  
in  
**PLATTEVILLE**

[plattevilleindustry.com](http://plattevilleindustry.com)



We are a University town  
with great Engineering and  
Agricultural programs.

We are a family town –  
generations stay here.

We have big city amenities  
with small town  
connectedness and charm.

all this right here...  
in PLATTEVILLE



Ela Kakde  
PAIDC Executive Director

# Who we are

## What is PAIDC?

The Platteville Area Industrial Development Corporation began in 1956 as a stock business corporation by a group of business people who came together with the goal of making Platteville attractive to new businesses. The purpose was to assist prospective businesses interested in expanding or relocating in Platteville. In the early 1980s, the members decided that more action should be taken. Thus in 1986, the land was acquired to form the city's first Industry Park along Highway 151.

The purpose is still the same – our people believe that a community receives many benefits from having good jobs right here in our backyard. In partnership with the city, the university, and our local organizations, we are working to increase jobs and tax base here in Platteville. The PAIDC board is strictly volunteer and represents members from diverse business perspectives to provide a well rounded view on local and global growth potential. We work with new, existing and starting businesses to connect them to the right team of people and resources – all here in Platteville!

# Our Board

*Going top to bottom from Right to left*

## **EXECUTIVE TEAM**

Pete Mumm, Mound City Bank & PAIDC  
Board President

Dan Rohrbach, CEO Southwest Health  
Center & Vice President

Jim Schneller, Platteville Development  
Group & Secretary

Dan Dressens, Civil Engineer and Owner  
Delta 3 Engineering, Treasurer

## **BOARD DIRECTORS**

City Alderperson, Barb Daus

Ed White, Business Incubator and Economic  
Development Planner SWWRPC

Kevin Raisbeck, President, American Bank

Steve Lopes, CEO L&M Corrugated

Ron Brisbois, Director Grant County  
Economic Development Corporation

Thomas Geyer, Attorney

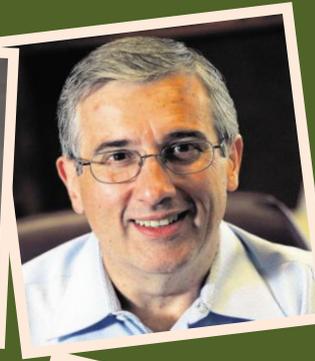
David Heimerdinger, Industrial Studies UW  
Platteville

Terry Vaassen, Vaassen Pluemer Accounting

City Manager, Karen Kurt

Tim Budden, Avista Esterline

Chamber Director, Kathy Kopp





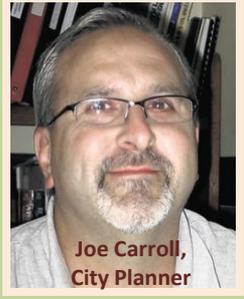
Dan Dreesens, Engineer  
Delta 3 Engineering



Howard Crofoot, City  
Public Works Director



Jim Schneller, Platteville  
Development Group



Joe Carroll,  
City Planner

## Site Development Team



Amy Charles,  
Workforce Ready  
SW Technical College



Kristin Gimmel Becker,  
Career Services  
UW - Platteville



Arna Schramke,  
Business Manager, DWD



Heather Ringberg,  
WIOA, CAP

## Workforce Development



Brock Waterman, SBDC  
SW WI



Julie Emslie, SW WI Rep  
for WWBIC



Jack Leudtke  
Main Street Director



Ron Brisbois,  
Grant County EDC  
Director

## Entrepreneurship

## Local Partners

Platteville Regional Chamber of  
Commerce

Platteville Main Street

Southwest Technical College

Platteville Business Incubator

Grant County Economic Development  
Corporation

City of Platteville

UW – Platteville

Platteville School District

## Regional Partners

SWWRPC: Southwestern Wisconsin  
Regional Planning Commission

WEDC: Wisconsin Economic  
Development Corporation

SBDC: Small Business Development  
Centers

University Wisconsin Extension

DWD: Department of Workforce  
Development

WIOA: Wisconsin Workforce  
Innovation & Opportunity Act  
administered through Community  
Action Programs

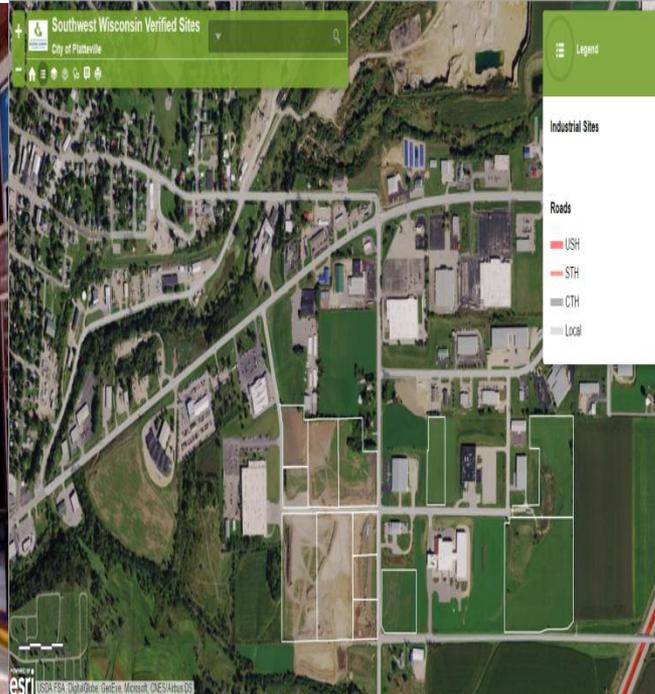
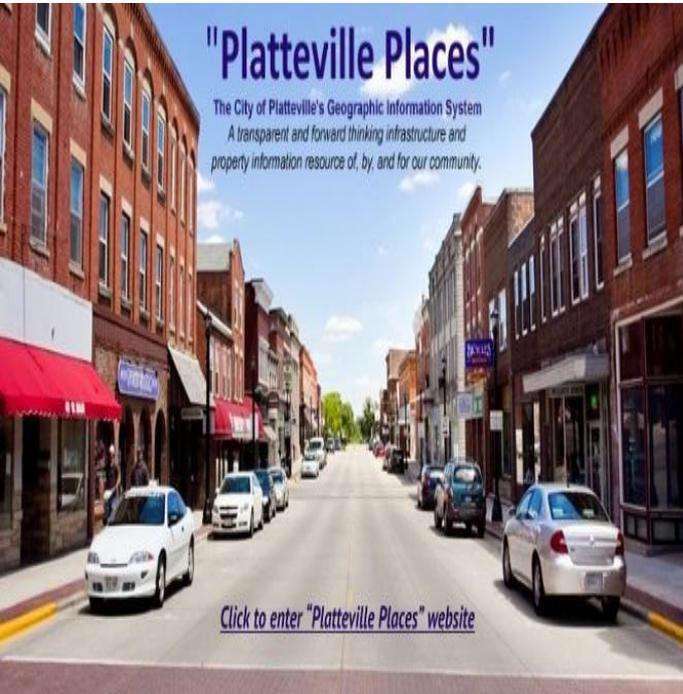
WWBIC: Wisconsin Women's Business  
Initiative Corporation

INFRASTRUCTURE  
**READY**  
**PLATTEVILLE**

This year, the Platteville Industry Park has completed a \$1.6 million infrastructure improvement to a 39 acre addition with 50% of funds supported from EDA (Economic Development Administration) which includes a regional stormwater pond to assist other local businesses. The park has between 2 acres to 20 acre lots available. Its location is in a city TID, also an SBA Hub zone, and can provide New Market Tax Credit opportunities. Its location near the highway 151 and the commercial corridor for the city offers quick connections to the tri-state.

*EDA has awarded money to Platteville 3 times – which is uncommon. But it makes sense in Platteville when you keep seeing the growth.*

*~ Jerry Figliulo, Project Manager, Economic Development Administration*



# PLATTEVILLE

## Information & Services Infrastructure

Our PAIDC website features **Gold Shovel** like GIS Layers with searchable criteria for site selection Infrastructure. This is critical for selectors being able to find information in one location

With internet access defining how fast you can do business, Platteville is a rural GIG city with multiple Internet Service Providers that can utilize our Community Area Network (PCAN)

The city has **Platteville Places** which offers interactive maps from zoning to parcel information for all sectors of the city

For a small community, Platteville has a shared ride **Taxi Service** and several **Bus Lines** servicing around the Industry Park and Commercial Corridor connecting the community and the UW Platteville Campus. It is important for our community to assist people in their travel needs



# Our Strengths:

# Agriculture and Value Added Food Manufacturing

## Dairy & Beef are key Industries for Grant County

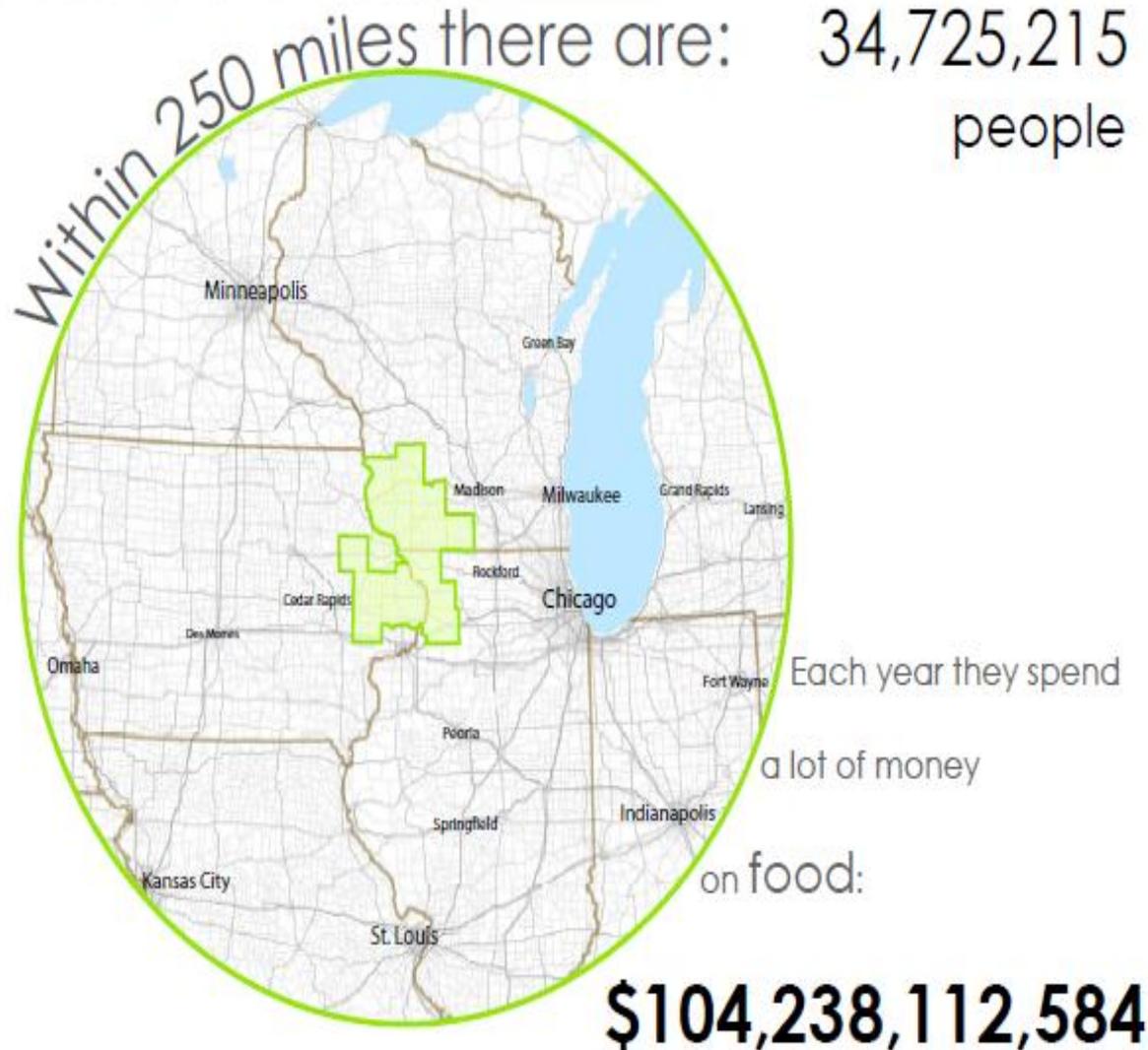
Dairy on farm production and milk sales account for \$260.2 million. Processing milk into dairy products generates another \$396.2 million. As a result, Southwest Wisconsin is a strong agricultural and cheese cluster for Wisconsin with over 30 cheese producers – four located in the Platteville vicinity.



Source: UW Extension

Grant County is also the top beef producing county in the state with about 10% of the states cows grown here.

**Platteville has the prime location to get product to market**



Easy accessible  
Commodities  
**PLATTEVILLE**

*We came here  
for Wisconsin's  
Brand of milk  
and cheese  
~ Emmi Roth*

*Expanded to Platteville*



# Emmi Roth



# New Cheese Plant

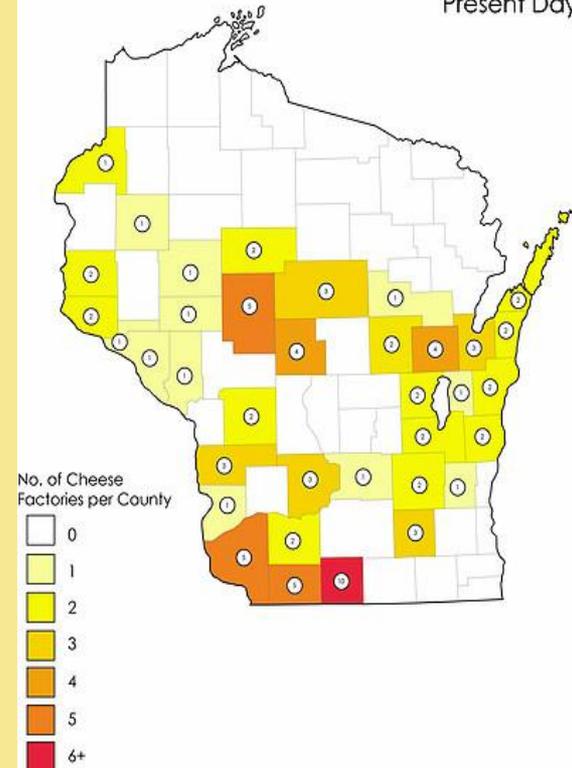
A new cheese plant has located in Stoneman’s Mill (the former Dick’s bakery.) They made inquiries in late 2015 and now plan to be operational early 2017 and are working with PAIDC to secure employees. They are incorporating green pre-treatment methods to minimize any waste impacts from their process. They are working with a number of markets both in the US and abroad. We are excited to work with them!



# Cheese Cluster

Wisconsin has a Master Cheesemaker program, and it’s the only program of its kind outside of Europe. PAIDC’s role is to work with the city, region, and state, to build on our natural assets. Since our region is attractive to cheese producers, this presents an opportunity for Platteville to develop the supply chain and supporting needs for our cheese and agricultural processing producers. PAIDC is working with Prosperity Southwest in defining our region’s brand.

Number of Cheese Factories per County Present Day



Emmi Roth worked with PAIDC and DWD to hire more workers for all shifts at their Platteville location, through career fairs and community marketing. Emmi Roth expanded from Monroe, WI – just another example of local businesses expanding within the region. They are looking to do more renewable energy generation with prospects including solar and biogas. PAIDC is working with them to meet energy developers and state partners that could assist.

# Prospects

PAIDC has received 19 prospects over the course of 2016. Some may come as state sent proposals or specifically we meet with businesses over the phone or directly. Of those proposals about 25-35% are related directly to food processing and another 20% are associated in some way with such supporting industries. Many businesses inquiring about land and resources tend to be existing businesses in the manufacturing or service fields that are within the Southwestern Wisconsin region. The relationships that the PAIDC board has, has helped to bring more businesses to the community through their wide social networks.

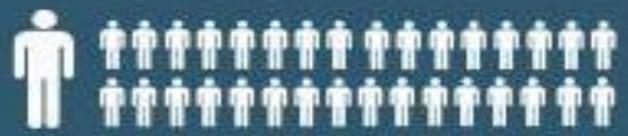


# MANUFACTURING

BY THE NUMBERS >

**466,083** JOBS

**87%** GREATER EMPLOYMENT CONCENTRATION THAN THE NATIONAL AVERAGE



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, June 2014 Private Employment

**7.4%**

GROWTH IN MANUFACTURING EMPLOYMENT FROM 2009 TO 2014 COMPARED TO NATION'S 5.9%



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, June 2014 Private Employment

**2<sup>ND</sup>**

HIGHEST MANUFACTURING CONCENTRATION OF ANY STATE IN THE NATION.



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, June 2014 Private Employment

**\$50 BILLION**

WISCONSIN MANUFACTURERS PRODUCED NEARLY \$50 BILLION WORTH OF OUTPUT IN 2013, ACCOUNTING FOR OVER 19% OF THE STATE'S GROSS DOMESTIC PRODUCT.



Source: U.S. Commerce - 2014 DRI & Data at Work

*Southwest Wisconsin will be growing in Manufacturing jobs.*  
 ~ STEEP Report 2015

A *Nidec* Group Company

**Nidec**

All for dreams

Nidec has an R&D branch located in Platteville. PAIDC assisted them in finding a suitable location and additional interns and employees from the UW Platteville Engineering school

The **PAIDC** Team works closely with area businesses of all sizes and sectors connecting them to the resources they need, including tax incentives, available sites and buildings, qualified talent and much more.

## OUR MANUFACTURING Cluster

Just some of the companies we have worked with this year to get them where they need to go

PAIDC connected students from the UW Platteville Engineering school to look for space in Platteville to begin their product ideas. PAIDC also connected students to key business owners that mentored and provided internships locally



UNIVERSITY OF WISCONSIN  
**PLATTEVILLE**



PAIDC worked with Daleo machining in finding state resources to assist for accessing additional contracts.

**DMI** Daleo  
Machining  
Inc.

now

  
**SKYWAY  
PRECISION INC.**



4X Innovation started by Adam Weigman as a student when at UW Platteville has continued to grow while at the Platteville Business Incubator. PAIDC assists with possible sites and internet connectivity

# Mapping the IT Jobs Landscape

The top 25 states for IT occupations account for 88% of total IT jobs.

1. California
2. Texas
3. New York
4. Florida
5. Virginia
6. Illinois
7. Pennsylvania
8. New Jersey
9. Massachusetts
10. Ohio
11. Washington
12. Georgia
13. North Carolina
14. Maryland
15. Michigan
16. Colorado
17. Minnesota
18. Arizona
19. Missouri
20. Wisconsin
21. Indiana
22. Tennessee
23. Oregon
24. Connecticut
25. Utah



## Technology & Education Clusters

Platteville is the home to the University of Wisconsin Platteville which boasts robust engineering and agricultural programs. Our local businesses benefit from this relationship. Avista Esterline, a brand of the engineering services group at Esterline Control & Communication Systems, hires interns and graduates from the university. The university is looking into expansion of their engineering programs in order to bring in more opportunity for innovation. PAIDC will continue to work closely with university departments and connect business to students.



UW Platteville was dubbed the 2<sup>nd</sup> best value Engineering school in Wisconsin

Southwest Technical College & four higher educational institutions in Dubuque are all located in a 35 minute drive time



## Business Spotlight

**In May of 2016, ACC was under new management and was growing due to success in winning diverse customer contracts. As a result, they were looking to add forty people to their workforce within two months! Being unfamiliar with Platteville, they came to PAIDC to help get connected into the community. “We had been here but were unsure of who to turn to. We called the city and they connected us to PAIDC,” said LuAnn Lamorte, Operations Manager at ACC.**

**The mandate was if they could find and add the right people as they got more contracts, then ACC would look to expand in Platteville. If not, they would have to leave. PAIDC brought its partners together to get ACC connected with different services, networked and**

**part of the social fabric of the community. PAIDC also developed marketing materials and distributed flyers in city locations and with university departments. As a result, ACC has added 85 people with 40 new slots available while they continue to win more contracts in technology, gaming, food products, health services, and distribution.**

**Since ACC is growing with people and with new contracts, they are looking to expand their operations and update their facility! They would like a place that makes their employees feel comfortable with larger lounge amenities, additional offices and ideally be able to have space to accommodate onsite daycare. Again PAIDC is working with them to realize their ambitions in Platteville.**



## Connecting people with ACC through WIOA & DWD

Amanda Sutton was 25 years old, about to lose her housing while working at K-Mart trying support her two children after her fiancé left her. She went online to seek assistance through the Department of Workforce Development and was connected to Platteville based WIOA Career Specialist Heather Ringberg.

“I didn’t know where to turn,” Amanda said. “I couldn’t make it with the K-Mart job as it was part-time at minimum wage -- I just couldn’t cover all my costs. I was really in trouble.” She was behind in her rent by \$750 and \$500 in her electric bill.

Amanda was limited in her job searches as she had hip surgery with two pins placed in her when she was younger. “In grade school I was in a wheelchair. But Heather was an angel. Through WIOA, she helped me to get my car fixed, helped me to go to school to earn my GED while I was at K-Mart... but even more so, she was a tremendous emotional support for me,” Amanda said. Heather even came to Amanda’s residence to pick her up and transport her when needed! “I couldn’t have done this without her help,” Amanda said.

Heather through her contacts with Director Ela Kakde with the Platteville Area Industrial Development Corporation (PAIDC), connected Amanda to American Customer Care (ACC). There Amanda was interviewed and hired for full time work including benefits. ACC is an inbound customer care call center, which provides services for various companies such as Motorola and a well known food companies. "They take calls to offer advice and solutions from almost every topic and answer customer questions. Plus they have a small outbound department calling businesses and providing free magazines specific to the veterinary industry as well as various businesses specifying company's products.

The job works well for Amanda as they have no shifts later than 6 p.m. and no weekends. To date they have hired 85 people, of which seven have come from W2 and the WIOA Youth programs. "I'm able to sit at work, which helps given my hip problems," Amanda said happily.

WIOA has a number of programs to gear people for the rigors of the workplace and life. "One such program is the Moral Excellent in the Workplace Series, which provides a positive way of thinking about life," explained Heather. "The curriculum focuses on communication, respect, disrespect and how to manage others and ourselves," Heather added, which fit perfectly with ACC and their need for individuals who can handle all kinds of customer calls.

Amanda has been able to move into income-based housing in Platteville and also now has reliable daycare for her four-year-old son and one-year-old daughter. With the help of W2 and WIOA along with her support rep Heather Ringberg, Amanda has been able to turn her life around. She's very happy at ACC and indicated when her children are older, she looks to advancing in the company. "They're very good about promoting internally," replied Amanda.

But for now, Amanda Sutton is happy just to be earning a better wage and have the flexibility ACC offers. "I couldn't have done this without WIOA, W2 and Heather's help," Amanda beamed.

## Workforce Development... What is it?

Workforce Development, Education & Training (WDET) is a critical human capital system concerned with identifying future needs, developing a productive workforce, identifying and examining the competencies and skill levels of employees at all levels, and determining both proficiency and skill gap.

Without enough people to work, our businesses are unable to expand. Our region has low unemployment but an opportunity to tap into underemployment – people currently working but unable to connect to the kinds of jobs they want. PAIDC's workforce team is working together to make people like Amanda Sutton get jobs that can get them where they want to go.

**I love working at ACC– they are laid back and a lot of fun. And they understand my family needs**

**~ Amanda Sutton**

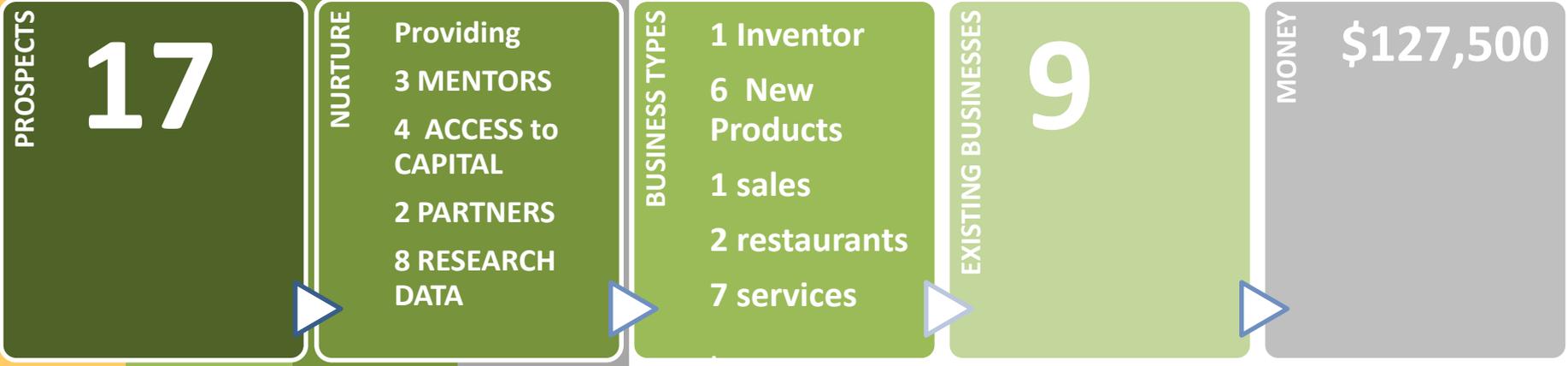
# Entrepreneurship

# & Small Business

in

# PLATTEVILLE

## By the Numbers



**SBDC** is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. They support Existing businesses that want to expand, transition, or improve and new ventures including local, regional, and international lifestyle businesses. SBDC can help with scalable innovation development and liquidity events

**WWBIC** provides expertise in business planning, financing, and accessing resources that will assist in getting businesses off the ground. As a statewide organization, WWBIC works with both women and men by offering relevant business classes, business loans up to \$250,000, assistance with your personal financial management, and connections to people who can make things happen.

As reported by SBDC & WWBIC

# Measuring Success

## Actions

### Marketing & Prospect Outreach

Getting the information to our clients in a way they can use so that they come to you

- Networking local, regional and state relationships to bring information to and about prospects to Platteville
- Aggregating and providing up to date information concerning Platteville's available sites and buildings

### Workforce Development

To connect businesses to the right talent

- Connect with other organizations working in this area i.e. WIOA, DWD, and Southwest Tech

### Business Retention & Expansion

To work with current businesses to help them grow. (This is where 85% of business growth comes from!)

- Made 23 visits to industry businesses, 14 different businesses

## Outcomes

- **New Website** - with all searchable information in one place for commercial/industry site selection for the city. Updated information, Reports and Data, Clusters for supply industries
- **Verified Sites** which is the Gold Shovel equivalent for interactive GIS mapping
- **Land price Formula and Covenants confirmed** for the new portion of the park
- Helped business get connected to resources that helped fill **117 jobs** in Platteville
- Two Businesses received monies for workforce training
- Three Career Fairs conducted on business premises to recruit workers
- Eleven displaced and underemployed workers finding more suitable employment
- Prevented one business from leaving Platteville and instead expand which equal greater property tax generation
- Connected another business to state services to find additional contracts
- Provided professional development opportunities for 3 local businesses on data research, human resources management, and useful tech apps

# Strategic Planning into Our Future

---

Strategic Planning as a PAIDC Board and with KEY community organizations will help us tie development goals to cohesive strategies. In our a maiden voyage we have defined as a group where will focus our efforts. For 2017 we will include expert perspectives from outside the board in order to ensure we have full understanding of the paths we want to take.

## Session 1

Identify assets

# SWOT

In 2016 we analyzed our strengths, weaknesses, opportunities and threats. We identified key stakeholders and assets that we have to apply

## Session 2

Narrow down to 3

# FOCUS

In 2016 we determined what areas to focus our resources being:  
**Marketing**  
**Workforce**  
**Infrastructure**

## Session 3

Learn best practices

# BMPs

In 2017 each focus area will be expanded with other expert stakeholders participating. We will explore best practices to see how to adapt them here

## Session 4

Make plan & metrics

# MAP

In 2017 the PAIDC Team will develop a roadmap with teams in place to meet set goals put forth.

# Development around the city that supports business growth in Platteville



## Villas at the Pool Apartments

The city has assisted a private local developer to build quality workforce housing in the heart of city amenities (not pictured). This is a step forward in the city providing housing options for all ages and occupations no matter where they may be in life.

## Library Block

This redevelopment represents a unique public/private partnership and will bring a new 22,000 sq. ft. commercial space which will house the Platteville Public Library and a 72 room Holiday Inn Express.



## Pioneer Ford Redevelopment

The city is working with a private developer to help build density to the Main Street and create a vibrant focal point at the city entrance.



Find YOUR  
Business needs  
in  
**PLATTEVILLE**

Looking forward to a great  
2017!

52 Means Dr. Platteville, WI 53818  
(608)348-3050

[plattevilleindustry.com](http://plattevilleindustry.com)