



*Business. Life. Balance.*

2016

Economic Development Division  
Annual Report

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## Year in Review

The building scene continued to thrive in 2016, ranking as the City's fourth best year ever, with a total building valuation of \$159,096,517. The record for total valuation in a construction season was set in 2009 with \$197,605,369. The 15 year average is \$131.1 million. 2016 was a key year in residential development, with \$46.1 million in total building valuation.

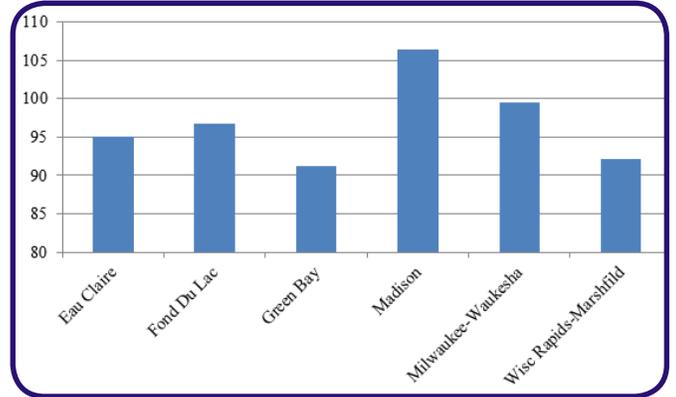
Unemployment in the City of Eau Claire and the Eau Claire MSA followed the State of Wisconsin and national trend, continuing to drop throughout 2016. Across the year, the City of Eau Claire decreased in the 3 percent range, while the Eau Claire MSA dropped 1 point for a December rate of 3.7 percent.

The Economic Development Division collected cost of living data for its quarterly report to submit to C2ER, a national economic development research organization. The data was then compared to that of other communities across the nation to create a cost of living index. Eau Claire continues to maintain its low cost of living, having an annual index of 95.0. This is below the national average of 100 and the state average of 96.9. Eau Claire consistently ranks as one of the most affordable metro communities in Wisconsin.

The Downtown area continues its renaissance. 2016 saw the opening of The Lismore Hotel, The Oxbow Hotel & The Lakely, and the North Barstow Parking Ramp. The Confluence Arts Center broke ground and was the focus of statewide attention through a Wisconsin Economic Development Association (WEDA) Community & Economic Development Award. The project and the City's music scene were also the focus of WEDA's Fall Convention.

2016 brought numerous awards and recognitions for the City of Eau Claire. Time Magazine featured the City's festival and music scene in its major summer issue. SmartAsset named Eau Claire as one of the Least Stressed Cities in the country. Value Penguin listed Eau Claire in the top 30 for Best Cities for New Grads. The City of Eau Claire was also designated a Playful City USA by Kaboom! Eau Claire received many other awards this year, including Tree City and Bird City. The City continues to be recognized by its peers and partners for being a great place for Business. Life. Balance.

### 2016 ANNUAL AVERAGE COST OF LIVING INDEX FOR WISCONSIN MSAs



C2ER 2016 Annual Average Data Report

### AWARDS AND RECOGNITIONS 2016



## CONSTRUCTION

### TOTAL BUILDING CONSTRUCTION

The 2016 construction season had a total building permit valuation of \$159,096,517. The record for total building valuation in a single construction season was set in 2009 with a valuation of \$197,605,369.

The top five building projects by valuation based on building permits issued for the 2016 construction season were:

<b>EAU CLAIRE CONFLUENCE ARTS CENTER:</b>	<i>\$41,000,000</i>
<b>MAYO CLINIC HEALTH SYSTEM 5TH FLOOR:</b>	<i>\$12,507,069</i>
<b>MOGENSEN MIXED USE BLDG (WATER ST):</b>	<i>\$10,000,000</i>
<b>OAKWOOD RIDGE APARTMENTS:</b>	<i>\$7,588,900</i>
<b>TARGET REMODEL:</b>	<i>\$4,155,000</i>

### INDUSTRIAL CONSTRUCTION

Total building valuation for industrial projects in 2016 was \$10.4 million. This compares to \$25.1 million in building valuation for 2015. New building construction for 2016 was \$0.7 million compared to \$14.7 million in 2015. Additions, alterations, repairs, and accessory structure permits accounted for \$9.7 million in 2016 compared to \$10.4 million in 2015.

There were four industrial projects that had a project valuation of greater than \$750,000.

<b>XCEL ENERGY REMODEL:</b>	<i>\$3,586,080</i>
<b>MAYO CLINIC SPRING ST OFFICE REMODEL:</b>	<i>\$1,788,800</i>
<b>TANGLEY PROPERTIES WAREHOUSE ADDITION:</b>	<i>\$1,600,000</i>
<b>XCEL ENERGY WESTERN AVE REMODEL:</b>	<i>\$1,116,900</i>

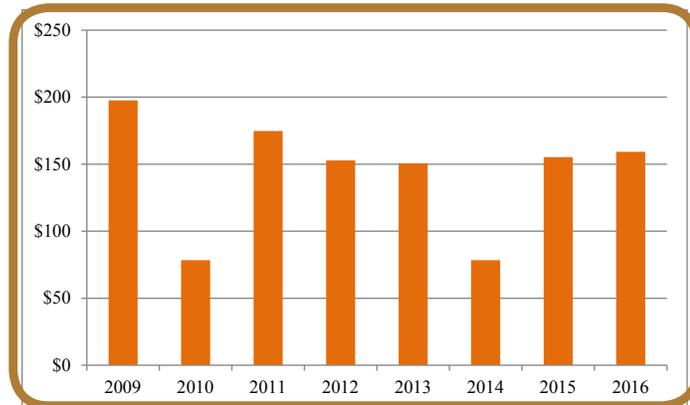
### MISCELLANEOUS CONSTRUCTION

Miscellaneous projects include government, education, religious institutions, airports, public museums, and signs. In 2016, there was \$8.1 million in total valuation, compared to \$13.1 million for 2015. There was \$3.0 million worth of new buildings for 2016, which compared to \$8.7 in 2014. Additions, alterations, repairs, accessory structures, signs, and other permits in 2016 accounted for \$5.1 million compared to \$4.4 million in 2015.

There were three miscellaneous projects in 2016 with a building valuation of more than \$750,000:

<b>N. BARSTOW PARKING RAMP 4TH LEVEL:</b>	<i>\$2,217,000</i>
<b>CHIPPEWA VALLEY TECHNICAL COLLEGE ADDITION:</b>	<i>\$1,517,142</i>
<b>BOYS &amp; GIRLS CLUB REMODEL:</b>	<i>\$760,000</i>

### BUILDING VALUATIONS (IN MILLION US \$)



Advanced Engineering Concepts  
Sky Park Construction



N. Barstow Parking Ramp



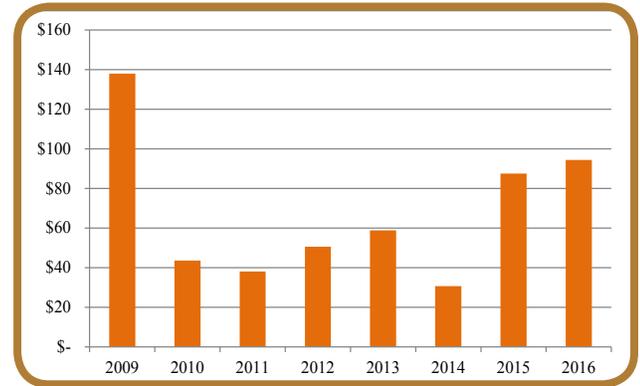
## COMMERCIAL CONSTRUCTION

Development for the 2016 construction season saw a total building valuation of \$94.4 million compared to \$87.5 million in 2015. New building construction accounted for \$59.2 million for 2016 compared to \$39 million in 2015. Additions, alterations, repairs, accessory structures, electrical, mechanical and plumbing permits accounted for \$35.2 million in building valuation in 2016 compared to \$48.5 million in 2015.

The following 2016 projects were tops in commercial building valuations exceeding \$700,000.

<b>EAU CLAIRE CONFLUENCE ARTS CENTER</b>	<b>\$41,000,000</b>
<b>MAYO CLINIC HEALTH SYSTEM 5TH FLOOR:</b>	<b>\$12,507,069</b>
<b>MOGENSEN MIXED USE BLDG (WATER ST):</b>	<b>\$10,000,000</b>
<b>TARGET REMODEL:</b>	<b>\$4,155,000</b>
<b>MEDICAL CLINIC REMODEL (FORMER OAK LEAF):</b>	<b>\$2,474,000</b>
<b>ACTION CITY ADDITION:</b>	<b>\$2,221,889</b>
<b>MAYO CLINIC CLAIREMONT AVE REMODEL:</b>	<b>\$1,721,272</b>
<b>MICON CINEMA 7 ADDITION:</b>	<b>\$1,300,000</b>
<b>MCDONALD'S (CRAIG RD):</b>	<b>\$1,058,232</b>
<b>MIDELFORT CLINIC BUILDING:</b>	<b>\$1,047,145</b>
<b>OFFICE BUILDING (KEYSTONE):</b>	<b>\$1,000,000</b>
<b>TACO BELL:</b>	<b>\$717,100</b>

## COMMERCIAL VALUATION (IN MILLION US \$)



## SITE SELECTION

Staff continued to offer site selection assistance to prospective and expanding businesses through a variety of methods. Online, the division maintained a property search database at [www.EauClaireDevelopment.com/properties](http://www.EauClaireDevelopment.com/properties). A quarterly e-mail was sent to local real estate contacts to remind them to update their listings to ensure the database is current and accurate. Personal site selection assistance and property searches were also done frequently throughout the year.

Staff also continues to actively promote available industrial park land online through listings on Locate in Wisconsin, a site selection tool from the Wisconsin Economic Development Corporation (WEDC), which offers a one-stop shop for information on statewide available sites, buildings, and demographic data. Currently, there are 487 acres of vacant land available in the four industrial parks.

Division staff also continues to work with partners like the Gateway Industrial Park Corporation to evaluate available potential future industrial park land and consider requests for changes to industrial park covenants that are better for businesses.

## BLUE MAPLE TECHNOLOGY NEW SITE



## TOP SITE SELECTION PAGES ON WEBSITE

Rank	Website Section	Pageviews in 2016
1	Property Search	6,487
2	Area Employers	3,209
3	Doing Business	1,350
4	Redevelopment	1,066
5	News & Events	928
6	Financial Assistance	894



## BUSINESS RECRUITMENT

Economic Development Division staff responded to sixteen requests for proposals. Some were distributed by the Wisconsin Economic Development Corporation (WEDC), and others were requested by individuals or brokers. The responses were provided in a customized document tailored to each prospect's needs and specifications.

The division worked with the Eau Claire Area Economic Development Corporation (EDC), the WEDC, and Momentum West to attract industries that would strengthen Eau Claire's economy. Staff also worked closely with entrepreneurs and business development organizations, such as the SBDC, Western Dairyland, and SCORE.

Staff actively assisted in the development of a site in the Sky Park Industrial Center for the location and construction of a new facility for Advanced Engineering Concepts/Real Land Surveying. This required working with the other Sky Park tenants on an amendment to the protective covenants.

### SKY PARK INDUSTRIAL CENTER CONSTRUCTION - AEC/RLS



## BUSINESS RETENTION/EXPANSION

Once again in 2016, the division partnered with the Eau Claire Area Economic Development Corporation (EDC) to conduct business retention calls with local companies key to the economic health of the area (technology, health care, education, food distribution, food processing, plastics, metal manufacturing, and printing).

As staff is able to learn about the issues and opportunities facing the companies, they are then able to provide information and assistance whenever possible.

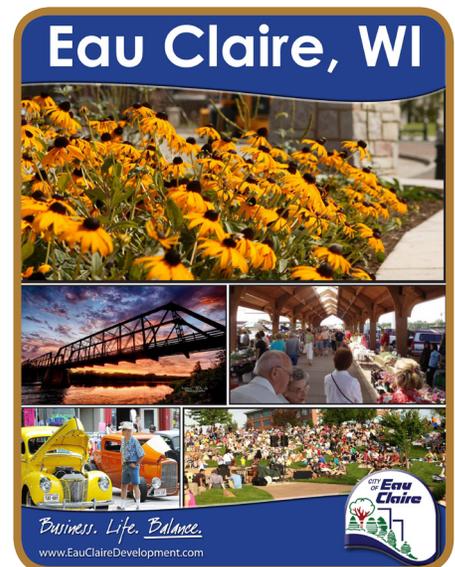
In addition to these one-on-one meetings, the division maintained regular communication with the local business community through its now-monthly electronic newsletter, business alert emails, updates to the website, surveys, polls, and calls.

In 2016, Eau Claire saw the opening of the new FedEx Ground facility in the Gateway Business Park. FedEx Ground's new facility is 163,717 square feet and was chosen because of proximity to major highways and distribution centers. A ribbon cutting was hosted by the Eau Claire Area Chamber of Commerce in August. The division continues to work with existing companies on assisting and guiding them with their expansion and retention needs in the city.

### FEDEX GROUND RIBBON CUTTING



### SITE PROPOSAL



## BUSINESS INCENTIVES

The City of Eau Claire strives to help local businesses to expand and invest in Eau Claire through a variety of funding sources. The Economic Development Division promotes these programs on its website and through the quarterly e-Newsletter, as well as press releases.

### COMMERCIAL CENTER FACADE LOAN PROGRAM

The City of Eau Claire offers a facade loan program for Eau Claire businesses that are looking for a face lift. The program offers business owners a zero-percent-interest loan of \$5,000 to \$30,000, with up to 15 years to repay.

The facade program is aimed to encourage the revitalization of old commercial strip centers in the City of Eau Claire, with preference given to projects that improve buildings constructed before 1990. These funds can be used for a wide variety of projects, including facade renovations, signs, exterior doors, windows, awnings, exterior graphics, exterior lighting, and other facade or landscape improvements.

### DOWNTOWN CODE COMPLIANCE LOAN PROGRAM

The City of Eau Claire also offers a code compliance loan program for any Downtown-area commercial, industrial, or mixed-use building. The purpose is to encourage property owners to reinvest in the existing buildings and make vacant and under-used space more usable by providing low-interest loans to finance the alterations and improvements necessary for compliance with building and fire codes. The program offers a loan equal to 50% of the cost of the changes and improvements required to correct building or fire code deficiencies, not to exceed \$10,000. A loan under this program must be matched by an equal investment in related improvements to the building by the property

### REVOLVING LOAN FUND

The Revolving Loan Fund (RLF) is a program funded by the Economic Development Administration of the U.S. Department of Commerce. The funds are administered by staff, and decisions are made by a City Council-appointed RLF Administration Board.

### REGIONAL BUSINESS FUND PROGRAMS

In 2009, the City entered into a Regional Business fund that enabled Eau Claire businesses to take advantage of a larger pool of low-interest financing opportunities. In 2016, two Downtown Facade Loans were approved for \$30,000 each at zero-percent interest for 10



years for The Oxbow Hotel and The Lakely project. Another Downtown Facade Loan was approved for Ramone's Ice Cream Parlor at \$30,000 for 7 years, as well as a Micro Loan for the same project for \$30,000 at four-percent interest for 10 years.

\*As of March 1, 2017, the City of Eau Claire is no longer eligible to participate in the Regional Business Fund.\*



### TAX INCREMENT FINANCING

Tax Increment Financing (TIF) is available for economic development and redevelopment in our TIF districts. The financing can be used for roads, utilities, and other infrastructure. In 2016 the City Council approved a policy for using TIF in projects after a year of study with the assistance from Division staff.



## ENTREPRENEUR SERVICES

Downtown Eau Claire Inc. (DECI) continued the Jump-Start Downtown Competition. The 12th annual competition included the Jim Mishefske Award for \$5,000 to the Midthuns of Ramone’s Ice Cream Parlor. Ramone’s will be a 1920s-era, old fashioned ice cream parlor occupying the renovated Smith Insurance Agency building on Galloway Street.

The luncheon also featured the recognition of Charles Grossklaus, former President and CEO of Royal Credit Union, with a special “Jump-Start Downtown Eau Claire Award”. He also delivered the keynote address reflecting on the progress that has been made in the Downtown area of Eau Claire. The Award acknowledged his vision in spurring Downtown development following the decision by Royal Credit Union to locate its headquarters in the blighted Phoenix Park area.

In the history of the competition, over 73 entrepreneurs have submitted business plans, with four submissions in 2016. DECI has awarded over \$70,000 to 32 winners and honorable mentions/runners-up. The competition has increased the diversity of downtown businesses by attracting a wide variety of companies from manufacturing to healthcare.

DECI partners with the Eau Claire Area EDC, UW-Eau Claire Small Business Development Center, Western Dairyland Women’s Business Center, SCORE, and Downtown Business Improvement Districts to help entrepreneurs to get the best start on their new business.

### AWARD WINNERS - BLAYNE & KAYLA MIDTHUN OF RAMONE’S ICE CREAM PARLOR



“JUMP-START DOWNTOWN AWARD” - CHARLES GROSSKLAUS WITH MIKE SCHATZ

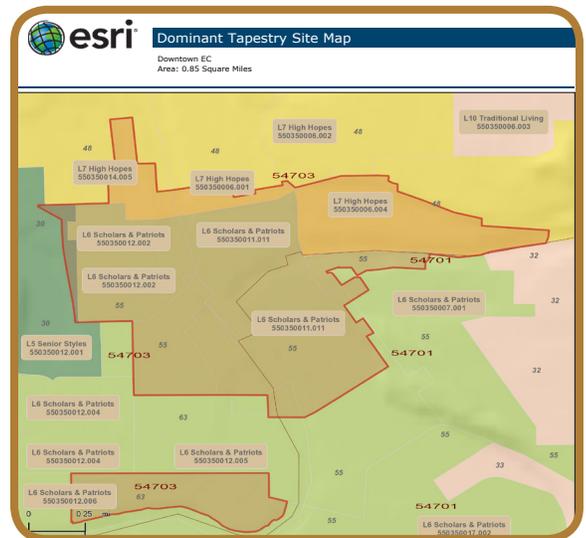


## ESRI COMMUNITY ANALYST

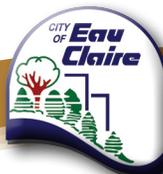
The division continues to utilize the Community Analyst software that for businesses research, both internally and as requested. The variables include demographics, health, economic/business, education, housing, crime, and market potential, which are helpful in the site selection process. These tools can help to better understand the behaviors and preferences of a community.

esri Business Summary			
Downtown Eau Claire Area: 0.85 Square miles		Prepared by EDC	
<b>Data for all businesses in area</b>			
Total Businesses:	683		
Total Employees:	16,402		
Total Residential Population:	2,375		
Employee/Residential Population Ratio:	2:1:1		
<b>by SIC Codes</b>			
	Number	Percent	Employee Percent
Agriculture & Mining	7	1.0%	15
Construction	22	3.2%	233
Manufacturing	4	0.6%	240
Transportation	8	1.2%	45
Wholesale Trade	6	0.9%	10
Wholesale Trade	14	2.0%	200
<b>Retail Trade Summary</b>			
Home Improvement	5	0.7%	20
General Merchandise Stores	6	0.9%	1
Food Stores	8	1.2%	30
Auto Dealers, Gas Stations, Auto Aftermarket	19	2.8%	17
Apparel & Accessory Stores	2	0.3%	18
Furniture & Home Furnishings	15	2.2%	55
Eating & Drinking Places	47	6.9%	486
Healthcare Retail	42	6.1%	275
<b>Finance, Insurance, Real Estate Summary</b>			
Banks, Savings & Lending Institutions	106	15.5%	758
Securities Dealers	7	1.0%	17
Insurance Carriers & Agents	32	4.7%	269
Real Estate, Holding, Other Investment Offices	33	4.8%	176
<b>Services Summary</b>			
Health & Lodging	288	42.2%	4,897
Automotive Services	3	0.4%	21
Recreation & Amusements	20	2.9%	112
Health Services	28	4.1%	2,284
Legal Services	25	3.7%	163
Education Institutions & Libraries	11	1.6%	84
Other	12	1.7%	62

### SAMPLE ESRI REPORT



### SAMPLE ESRI REPORT



## Marketing

Staff continued to promote the brand “Business. Life. Balance.” developed in 2008. The division used an e-Newsletter, press releases to local media, and its website to increase awareness of resources available for local businesses, including financial assistance programs and property search capabilities.

### NEWSLETTERS

The Economic Development Division sends out a quarterly electronic newsletter to its 1,340 active contacts featuring local business news, development stories, and resources. Throughout 2016, the average email open rate was 28 percent, four percentage points above the “All Stars” of email marketing at 24 percent.

### PUBLIC RELATIONS

Distributing information to the general public and the business Community remains a top priority for the Division. The goal of regular communication is met through press releases, maintaining an updated website, and media engagements. Several press releases were sent in 2016 using an internal list of media contacts. The website is updated when a new story, program, or opportunity is announced. Media engagements included appearances on TV-13, TV-18, Leader-Telegram, The Business News, The Bottom Line, the Chippewa Valley Business Report, Wisconsin Public Radio, iHeart Media, and Mid-West Family Broadcasting.

### WEBSITE

The Economic Development Division’s website [www.EauClaireDevelopment.com](http://www.EauClaireDevelopment.com) has a strong number of users, with 2016 recording 17,141 web sessions. Top visited pages were the commercial and industrial property search, employment pages, news and events, redevelopment, financial assistance, and home pages.

A large amount of traffic was organic, and some was generated by our partner websites, including the City of Eau Claire, Eau Claire Area Economic Development Corporation, and Downtown Eau Claire, Inc. In total, about 6% of site traffic came from partners’ links, about 71% was from search engines, and another 15% from direct traffic. The remaining were from media like VolumeOne and Social Media campaigns utilizing the City’s Economic Development Division Facebook page, as well as email blasts with newsletters.

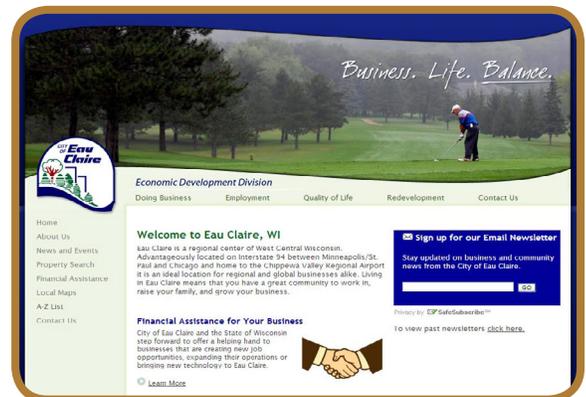
## DECEMBER E-NEWSLETTER



## Chippewa Valley Business Report

West Central Wisconsin's Business-to-Business Journal

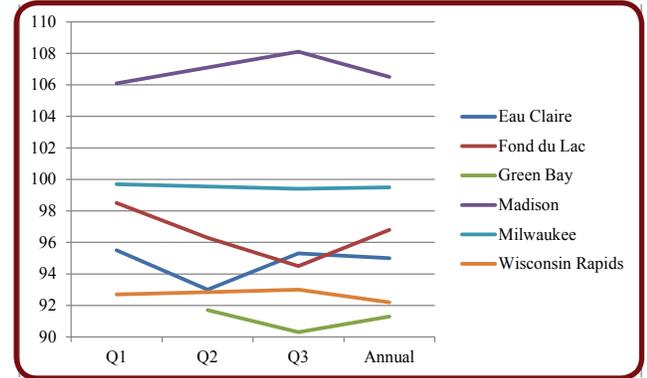
## ECONOMIC DEVELOPMENT WEBSITE



## COST OF LIVING

The Economic Development Division collects cost-of-living data quarterly and submits it to C2ER, a national economic development research organization. The data is compared to that of other communities across the nation to create a cost of living index. Eau Claire maintains its low cost of living, having an annual index of 95.0. This is below the national average of 100.0 and the state average of 96.9. Eau Claire consistently ranks as one of the most affordable metropolitan communities in Wisconsin.

### 2016 WISCONSIN COST OF LIVING INDEX



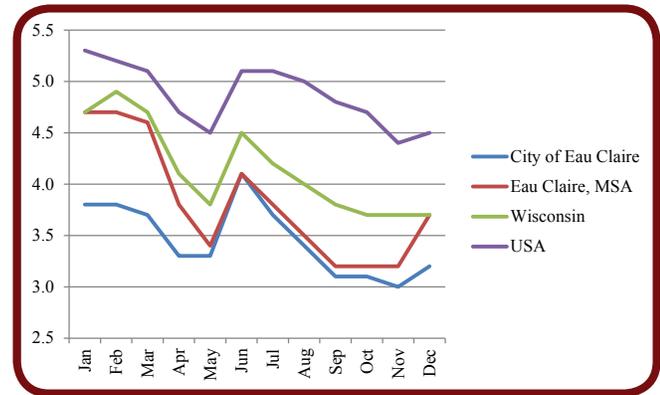
C2ER 2016 Annual Average Data Report

## UNEMPLOYMENT

Unemployment in the City of Eau Claire and Eau Claire MSA followed the State of Wisconsin and national trends, continuing to drop throughout 2016 with a spike in the summer months. Rates for the City of Eau Claire were far below state and national averages the entire year, and the Eau Claire MSA also trailed below state and national averages as well.

Across the year, the City of Eau Claire hovered in the 3 percent range. The Eau Claire MSA dropped 1 point for a December rate of 3.7 percent; Wisconsin was also at 3.7 percent in December, and the US at 4.5 percent in December.

### 2016 UNEMPLOYMENT RATES (NOT SEASONALLY ADJUSTED)



Wisconsin Department of Workforce Development (DWD)

## WAGES AND WORKFORCE

Total nonfarm employment in the Eau Claire MSA averaged 85,900 in 2016. Average annual wages in the Eau Claire MSA of all employees on nonfarm payrolls, not seasonally adjusted, are \$41,840.

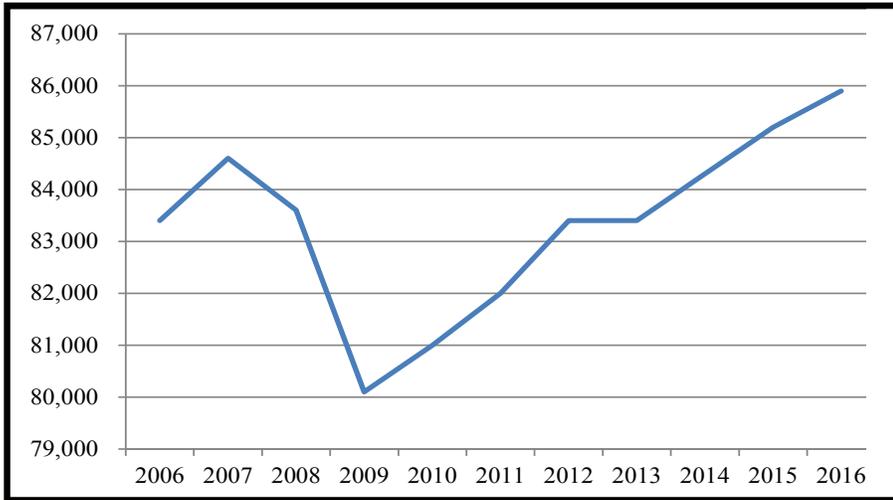
There were six major employers in Eau Claire in 2012, defined as having more than 1,000 employees. These employers were Menards, Mayo Clinic Health System, Eau Claire Area School District, Midelfort Clinic Ltd Mayo Health, Sacred Heart Hospital, and UW-Eau Claire.

The following table shows the Eau Claire MSA's Annual Average Employment by Category for 2016. The following graph demonstrates the Eau Claire's MSA Total Nonfarm Annual Area Employment for the years 2006 to 2016.



## WAGES AND WORKFORCE CHARTS

TOTAL NONFARM AREA EMPLOYMENT -- EAU CLAIRE, WI -- MSA -- NOT SEASONALLY ADJUSTED  
THIS DATA WAS RETRIEVED FROM WISCONSIN'S WORKNET -- CURRENT EMPLOYMENT STATISTICS



ANNUAL AVERAGE EMPLOYMENT -- NOT SEASONALLY ADJUSTED  
EAU CLAIRE, WI MSA

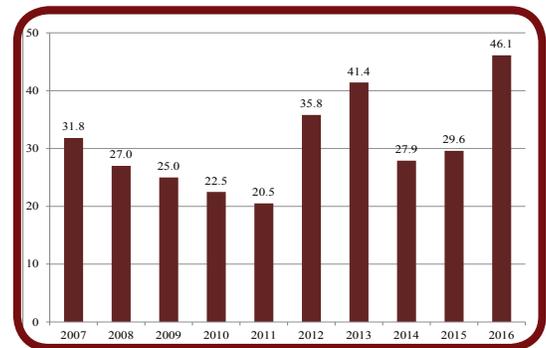
Total Nonfarm	85,900
Total Private	73,900
Goods Producing	14,100
Service Providing	71,800
Private Service Producing	59,800
Mining, Logging and Construction	3,600
Manufacturing	10,500
Trade, Transportation, and Utilities	17,300
Wholesale Trade (WI)	3,100
Retail Trade	10,900
Transportation, Warehousing, and	
Utilities (WI)	3,300
Information	900
Financial Activities	3,800
Professional & Business Services	9,100
Educational & Health Services	16,100
Leisure and Hospitality	8,300
Other Services, exc Public	4,200
Government	12,000

## RESIDENTIAL CONSTRUCTION

The 2016 construction season had an overall building valuation for residential development of \$46.1 million compared to \$29.6 million for 2015. The valuation for all new residential dwellings equaled \$35.7 million compared to \$21.1 million in 2015.

The total valuation for residential additions, alterations, repairs, accessory structures, electrical, mechanical, plumbing, and pool permits amounted to \$10.5 million in 2016, compared to \$8.5 million for 2015.

RESIDENTIAL CONSTRUCTION (IN MILLION US \$)



## QUALITY OF PLACE

Quality of Place is important for the long-term growth of our community. That is why the Economic Development Division provides staff and support for the Redevelopment Authority (RDA).

### CANNERY REDEVELOPMENT DISTRICT

Planning continued throughout 2016 for the recently-designated Cannery Redevelopment District. The RDA hired Ayres Associates to create the public and private space plans for the District. A public Visioning Session was held in January where input was gathered from the surrounding neighborhood and businesses in the area. The Public Space Plan was then presented.

The RDA continued environmental remediation of acquired properties in the District and began negotiating the partial sale of 1807 Oxford Avenue for redevelopment. They also continue to negotiate the purchase of property within the district.

The year culminated in the presentation of the final conceptual plans for the District, which will assist in marketing and planning efforts. A State-of-the-Art “Flyover” video of the conceptual plans was also published. With these tools, Staff will continue to support the RDA’s efforts to acquire and redevelop the District.

### CONFLUENCE ARTS CENTER

The Confluence Arts Center reached a major milestone in 2016 when it broke ground in October. The facility will feature a 1,200-seat theatre, a 400-seat theatre, classrooms, offices and public spaces.

The project received great statewide recognition in 2016 from the Wisconsin Economic Development Association (WEDA). In September it was awarded a Community & Economic Development Award for the Public-Private Partnership category. WEDA then held its Fall Convention in the City of Eau Claire with a focus on the role of arts and a “music” scene in economic development. The Confluence Arts Center was the primary case study of interest.

Construction will continue until the facility opens in 2018. The companion building Haymarket Landing opened in 2016 and now houses around 400 University students in the center of Downtown.

CONCEPTUAL VIEW FROM  
MADISON ST TO THE NORTH



CONCEPTUAL VIEW OF MULTI-FAMILY  
ALONG THE RIVER LOOKING EAST



CONFLUENCE ARTS CENTER GROUNDBREAKING



Photo Credit: Marisa Wojcik, the Leader-Telegram



## THE YEAR OF THE HOTEL

The Downtown areas saw the opening of two major hotel projects. The Lismore Hotel opened to guests in May and introduced new food and drink spaces to the South Barstow District. The opening ceremonies included the Mayor of Lismore, Australia in person. The Oxbow Hotel & The Lakely opened in September in the North Barstow District. The boutique hotel and restaurant provide a unique experience for their guests and features locally grown and prepared food in the restaurant.

Another major development announcement was the purchase of The Plaza Hotel & Suites by neighboring Marshfield Clinic. Demolition has begun and plans are to construct a new hospital and cancer center on that site

## PUBLIC MARKET FEASIBILITY STUDY

In 2016, the City of Eau Claire conducted a public market feasibility study to determine if a year-round enclosed public market facility if possible. Although the study found that a traditional larger-scaled public market is not feasible, two alternatives were supported as a progressively prudent approach for what may work in the community.

The first was a concept of a privately-led hybrid indoor public market, which includes an anchor grocer and a number of independent local food vendors. The second concept was the creation of a “Market District” for the branding of a physical area centered around food. The study serves as a useful market research tool for consideration.

## THE LISMORE HOTEL



## CONCEPTUAL SITE PLAN FOR PRIVATELY-LED HYBRID PUBLIC MARKET



## QUALITY OF LIFE

Once again, Eau Claire was recognized for its many quality of life attributes in 2016.

- Featured in Summer 2016 Time Magazine for Festival and Music Scene
- SmartAsset named Eau Claire as the #5 Least Stressed City out of 500 cities of 67,500 people
- Value Penguin listed Eau Claire in the top 30 for Best Cities for New Grads
- Eau Claire was also designated a Playful City USA by Kaboom!
- Eau Claire was selected as one of ten All-America City Award winners in 2014, the country's most prestigious award for outstanding, community based civic accomplishments. Eau Claire continued celebration of this with banners in the downtown area.



## MISSION STATEMENT

As a division of the City of Eau Claire, our mission is to grow local businesses, facilitate expansions, and recruit outside businesses to locate in Eau Claire in order to increase the quality of living, add well-paying jobs, and grow tax base.

## DIVISION SERVICES

- Meeting with Eau Claire manufacturers and other local companies to thank them for their contributions to Eau Claire, inform them of services provided by the City, and listen to any concerns or issues
- Assisting existing businesses to expand
- Recruiting more businesses to locate in Eau Claire, developing proposals in response to prospects' needs, and assisting them during the site selection and development/permit process
- Answering economic development questions and providing information to businesses, developers, entrepreneurs, and citizens
- Administering economic development loan programs
- Maintaining the City's economic development website – [www.EauClaireDevelopment.com](http://www.EauClaireDevelopment.com)
- Maintaining the City's economic development Facebook page with over 500 followers
- Maintaining an available property inventory on [www.EauClaireDevelopment.com](http://www.EauClaireDevelopment.com)
- Collecting data for the quarterly Cost of Living Index and gathering other community statistics
- Researching economic development trends, best practices, and growth industries
- Marketing the strengths/assets of the community
- Preparing economic development reports each year and evaluating existing programs and resources effectiveness
- Supporting and working with other economic development agencies in the area
- Working with the media as the City's Economic Development contact
- Providing staff and management for Downtown Eau Claire, Inc., the City of Eau Claire Redevelopment Authority, the North Barstow/Medical BID, South Barstow BID, West Grand Avenue BID and Water Street BID
- Encouraging Creative Class and other talent recruitment and retention efforts
- Quality of place initiatives that helps attract talented workers

AERIAL VIEW OF NORTH BARSTOW AREA



## COMMUNITY OUTREACH

The Division focused on communicating with the general public through speaking engagements in local community clubs, neighborhood associations, UW-Eau Claire classes, and student organizations. Regular communication with the media is important and staff participated in many TV, radio, and newspaper interviews addressing economic development issues.



## COMMUNITY PARTNERSHIPS

Economic development is impossible without collaboration from a diverse group of organizations. The Economic Development Division is proud to have created many long-lasting partnerships over the years.

2016 Community Partners	
Chippewa Valley Innovation Center	Revolving Loan Fund Board
Chippewa Valley Technical College	South Barstow BID
Downtown Eau Claire, Inc.	University of Wisconsin – Eau Claire, SBDC, CE
Eau Claire Area Chamber of Commerce	Visit Eau Claire
Eau Claire Area Economic Development Corporation	Water Street BID
Eau Claire Redevelopment Authority	West Grand Avenue BID
Gateway Industrial Park Corporation	Western Dairyland Women’s Business Center
Momentum West	Wisconsin Economic Development Corporation
North Barstow/Medical BID	Xcel Energy

City of Eau Claire’s 2016 Funding for Development Organizations	
Eau Claire Area Economic Development Corporation	\$88,000
Downtown Eau Claire, Inc.	\$85,000
Redevelopment Authority	\$350,000
Chippewa Valley Innovation Center	\$14,100

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*Business. Life. Balance.*



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