



Calumet County Business Trends

A Report from the Calumet County Economic Development Office



Fall 2007

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New Hilbert company aims to serve rural telecom markets

Hilbert and Green Bay are home to a new company that is committed to improving telecommunications in rural areas across the Midwest. McKinley Reserve and Bug Tussel Wireless, LLC have combined to form Hilbert Communications, LLC, the newest telecom company to focus on rural areas.

McKinley Reserve is a Hilbert-based private equity firm and Bug Tussel Wireless provides wholesale service to national telecom carriers in Green Bay. Both companies bring valuable experience and a vast knowledge of the telecommunications industry and how to successfully run a business in a rural area.

Former Governor Tommy Thompson and senior adviser for McKinley Reserve made the announcement of the new company atop the Bellin

Building in downtown Green Bay where the company's engineering and operations will be housed. The building is owned by Steve Schneider who is also the president of Bug Tussel. Customer service and corporate offices will be based in Hilbert.

"It takes three farm kids to come with up with a way to figure out how to bring technology to rural America," said Todd Thiel, chief executive officer of McKinley Reserve. Thiel, Thompson and Schneider all grew up in rural farming communities.

Hilbert Communications will offer wireless, high-speed internet and other telecom services in select rural markets. The company is looking to have over 600 cell towers within the next two years in Wisconsin, Illinois, Iowa, Minnesota and the Dakotas. These new towers will result in up to 200 new employees in the next two to three years.

This new venture will benefit development initiatives in Calumet County and other rural communities looking to improve their business climate across the Midwest.

Time Warner will build in South Point Commerce Park

South Point Commerce Park was chosen as the site for Time Warner Cable's new customer service and operations facility. The \$18 million dollar project is located in the City of Appleton's TIF No. 6 District. Construction will begin this November and will be ready by December of 2008.

The City of Appleton will provide \$3.5 million in tax incremental financing to help develop the site. TIF districts allow cities, villages or towns to recover the costs of city involvement in a project by retaining property taxes levied on the increased value of the improved property. South Point Commerce Park is located in Calumet County near State Highway 441 and County Trunk KK.

The proposed building will include a 100,000 square foot office building and a 30,000 square foot warehouse. 500 jobs from the Time Warner facilities in Kimberly will transfer over to the new facility in South Point. Company officials said the project could add up to 300 new positions once it is finished.

Governor Jim Doyle announced the company would receive \$1 million in tax credits. The enterprise development zone tax credit will help with construction costs of the new facility.

Next Calumet County Inventors and Entrepreneurs Club

Inventors and entrepreneurs in the Calumet County area have been meeting regularly and exchanging ideas, experiences and advice at the Calumet County Area Inventor's and Entrepreneur's Club.

The club will meet on Wednesday, October 17 at the Calumet County Courthouse in Room 015 which is located at 206 Court Street in Chilton. The meeting starts at 6pm and lasts till 7pm.

Anyone who has their own business or would like to start their own business is encouraged to attend. Businesses of all types are welcome including retail, professional services, manufacturing, hospitality, agri-businesses, etc.

Contact Kelly Hoxtell at (920) 849-1493 ext 790 or kelly@calumetbusiness.com for more information on the event.

Calumet Economic Development Update

A Letter From Kelly Hoxtell, Calumet County Economic Development Specialist



Kelly Hoxtell, Calumet County
Economic Development Specialist

Phone: (920) 849-1493 ext 790

Email: Kelly@calumetbusiness.com

Fall has finally arrived in Calumet County. The temperature and leaves are falling, but Calumet County businesses are on the rise. Businesses are opening, companies are expanding, and tourists are visiting Calumet County to see the breathtaking fall colors.

Terra Verde Coffeehouse in Chilton recently opened and offers a variety of coffees from around the world. On Main Street in Chilton, a new Mexican food restaurant called Main Fiesta, opened up that serves Mexican food into the later hours of the night.

Hilbert Communications, LLC, a new telecommunications company has formed to service rural areas in the Midwest and improve their communications infrastructure. Hilbert Communications is the result of a Hilbert company, McKinley Reserve, combining forces with Bug Tussel from Green Bay. This new company will give rural businesses cutting edge technology that will keep them competitive in their respected businesses. The

telecom operation will also act as an attraction tool for businesses looking to relocate or start in rural areas across the Midwest.

The City of Brillion has had many exciting developments happening throughout the city and the City of New Holstein is working with the new tenant in the old Tecumseh building to help start their manufacturing business.

Take a drive through Calumet County and see progressive development occurring from city to city. Help improve your community's local economy and support local businesses in your area. This will help maintain our county's high quality of life that we enjoy today.

Calumet County Economic Development is dedicated to improving and maintaining the thriving economic environment that we reside in today. Please contact us with any questions, concerns or suggestions you may have. Your input is valuable to the county and its economic livelihood.

Report: Rural development trends in the Midwest

Business Economist David Oppedahl of the Federal Reserve Bank of Chicago was recently a guest speaker at the Hilbert Economic Summit. Oppedahl discussed Midwest agriculture, the changing agri-business climate and the rural development issues that many Midwestern communities are facing today.

Farmers are embracing different niche agri-businesses such as organics, renewable energy, and wineries. These new ventures give farmers the ability to diversify their land uses and embrace new viable agri-business markets.

Manufacturing is playing an important role in strengthen the Midwest's economy. Many industries that support agricultural feedstocks

continue to be a leader in rural manufacturing. In the future, biotechnology and renewable energy look to be profitable business opportunities for rural areas in the Midwest.

Entrepreneurship is steadily growing in the Midwest as more individuals are starting their own business which helps contribute to rural revitalization and job creation in rural areas.

Other trends discussed were the decline in traditional family farms, and a relative income decline in the Midwest due to a population shift out of the Midwest.

Source: Federal Reserve Bank of Chicago, 2007

Business Toolbox: Making the most out of your business plan

- Take the long view and do long-term planning. Map out where you want to be in five years from now and how you plan to get there.
- Write the plan yourself. You will learn more about your business by doing so.
- Think of your plan as a living document. Review it regularly to make sure you are on track or to adjust it to market changes.
- Share the plan with others who can help you get where you want to go—such as lenders, key employees and advisors.

Tips courtesy of SCORE

Calumet Business Corner

Announcements from Local Businesses

New Business: Terra Verde Coffeehouse

Chilton: Chilton is home to a new coffee shop that offers customers a "drink of the world." Owners Marko and Melissa Sosa offer thirsty coffee lovers many different options to choose from. The coffeehouse is located in the Northside Shopping Center Plaza where the Subway used to be located.

Patrons of the coffeehouse can expect a relaxing and natural atmosphere with plenty of coffee to drink and food to eat. Different types of coffee from all over the world are served at Terra Verde. There are also paninis, breakfast sandwiches and pastries to feast on. Brunch will be coming soon.

Terra Verde is committed to bringing in local talent such as artists, musicians or poets to showcase their talents in the coffeehouse. Free wireless internet access is also available to customers.

The coffeehouse is open Monday-Friday, 5:30am-7pm; Saturday, 7am-7pm; and Sundays, 9am-1pm.

Did You Know?

Calumet County has eight companies that export internationally. Businesses in Chilton, New Holstein, Stockbridge and Brillion all conduct business overseas as well as in the United States.

The Wisconsin Department of Commerce lists Ariens Company, Briess Malt and Ingredients, Brillion Iron Works, Kaytee Products, M-B Companies, Milk Products Inc, Plitt International and Alstor International as Calumet County companies who export out as part of their business.

Upcoming Event: New North Summit

Mark your calendars for the 3rd Annual New North Summit on December 14! The event will be held at the Blue Harbor Resort and Conference Center in Sheboygan. The day-long summit will encompass insightful speakers, networking opportunities and discussions of economic development trends for the future. Check out www.thenewnorth.com for more information and to sign up for this exciting and informative event.



News Release: Area Co-op receives grant

Chilton: A Chilton-based dairy goat Co-op has been awarded a national USDA Rural Development grant of \$37,500. Quality Dairy Goat Producers Cooperative of Chilton was one of 162 recipients in 40 states and Puerto Rico to receive a grant through the Value-Added Producer Grant program.

Cooperative President Larry Hedrich says the product bodes well for the Wisconsin dairy industry.

Value-Added Producer Grants may be used for planning activities or to provide working capital to market value-added agricultural products and farm-based renewable energy projects. A value-added product is created when a producer takes an agricultural commodity, such as milk and vegetables, and processes or prepares it in a way that increases its value to consumers. Rural Development has committed more than \$158 million to value-added agricultural investments since 2001.

A complete list of grant recipients is available at the USDA's website at <http://www.rurdev.usda.gov>.

Source: USDA



A look inside Terra Verde Coffeehouse in Chilton.



A goat from the Quality Dairy Goat Producers Cooperative of Chilton at the Fall Food and Energy Fest at Ledge View Nature Center this fall.

Do you have a business announcement like a new business opening, expansions or moving to the area?

If you have a business announcement that you would like to share, please call Kelly Hoxtell at (920) 849-1493 ext 790 or email at kelly@calumetbusiness.com.

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Editor: Kelly Hoxtell, Economic Development Specialist

E-mail: kelly@calumetbusiness.com

206 Court Street

Chilton, WI 53014

Phone: (920) 849-1493 ext 790

Fax: 920-849-1481

We're On the Web!

www.calumetbusiness.com