

CHIPPEWA COUNTY
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING
AUGUST 6, 2025
CHIPPEWA COUNTY COURTHOUSE, RM 302
5:00 PM

1. CALL TO ORDER

2. ROLL CALL

Attendee Name	Organization	Title	Status	Arrived
James Ericksen	Chippewa County	District 8, Chair	Present	
Charles Bomar	Chippewa County	District 12, Vice-Chair	Present	
Pamela Guthman	Chippewa County	District 2	Present	
Lee Hennick	Chippewa County	District 15	Present	
Brian Flynn	Chippewa County	District 18	Present	

Others Present: Andy Albarado, Traci Bremness, Chuck Hull, Senator Jesse James, Charlie Walker, Allyson Wisniewski, Sue Leonard, Ellie Peabody, Charity Zich, Leah Simington, Doug Clary, and Brady Seidlitz.
Recorder: Lisa Merrell.

3. MEMBERS OF THE PUBLIC WISHING TO BE HEARD

4. CONSENT AGENDA

Ericksen pointed out that the next regular meeting has been moved up by one week due to the budget hearing in November.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pamela Guthman, District 2
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

1. Approve the Agenda
2. Approve the Minutes
3. Economic Development Committee - Regular Meeting - Feb 11, 2025 3:00 PM
4. Schedule Next Regular Meeting Date - October 29, 2025 at 3:00 PM

5. REPORTS

1. Regional Business Fund/Chippewa County Loan Fund - Tobi LeMahieu
Albarado asked Tobi LeMahieu to submit a report on the Regional Business Fund for the committee's review. Walker stated the Regional Business Fund was seeded with \$1.2 million from Chippewa County in 2006, but Chippewa County did not put all of their funds in that pool. They did reserve \$500,000 for a County Revolving Loan Fund. The committee that reviews the requests for Regional Business Fund loans is board members of the CCEDC, who then make a recommendation to the Regional Business Fund. For

Economic Development Committee

Minutes

August 6, 2025

Regular Meeting

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5:00 PM

County loans, the loan committee is the same, except it also includes the Finance Director for Chippewa County, and then the recommendation is forwarded to this Committee for a decision. The County Revolving Loan Fund has not had any defaults on any of their loans.

2. Chippewa County Tourism Council - Sue Leonard

Sue Leonard and Ellie Peabody presented a report on their efforts for tourism. The 2024 economic impact of tourism was \$193 million, which is a 4.9% increase since 2023.

3. Chippewa Valley Regional Airport - Charity Zich

Charity Zich, Airport Manager, provided a report on the Chippewa Valley Regional Airport. They are in the 2nd year of their sixth 5-year operating agreement with the County. The current agreement runs from 2024-2028. The operating agreement established an Airport Commission to run the airport. The dollars they receive from Chippewa County are used for capital projects. Their next large capital project will be a multi-year project to replace all of the airfield lights with LED lighting. In December of 2024 they celebrated the return of daily service with United Airlines. They also successfully completed negotiations with Sun Country to bring back seasonal service to Fort Myers, Florida. They want to continue to pursue additional seasonal destinations with them. They also welcomed another flight school to the airport. Total airline passengers through July, 2025 were up slightly at 31,140, and total aircraft operations were up 17% to 17,341.

4. Update on Chippewa Valley Cooperative Hospital - loan conduit request - Andy Albarado

Albarado said there have been no substantial conversations with the hospital in the last month except for the fact they acquired St. Joseph's Hospital. They have heard that the hospital will be coming to the County for conduit funding, and he has a meeting next week with one of their consultants. He did indicate they plan to make the official ask in September of each County. The request was for us to facilitate a \$10 million loan from the State Trust Fund Pool, and the Counties would be guaranteeing that loan to the State. Flynn asked if we have engaged in anything like that in the past, and Albarado stated he doesn't think we have. Flynn states he knows other counties have done conduit loans, but he doesn't know the success or failure rate. Albarado stated it is unique but not unheard of. They have the ability to do it by Statute, but the question is if they should. Guthman stated the reason as she understands it that they can't take on the loan themselves is because they don't have the operating history needed. Albarado stated they don't have the track record, so they need someone else to be the conduit to get the loan. Once they have three years under their belt, and a track record, there is other funding available to them.

5. Uniquely Wisconsin - Discover Wisconsin - Andy Albarado

Albarado included a memo in the packet on this opportunity. In their Wisconsin Counties magazine, they have probably heard about it. He included the proposal in the agenda packet. He hasn't looked at how we would fund it yet, but if people are interested in doing it, they can start looking at options. Albarado asked the committee to review the information and let him know their thoughts.

6. Chippewa County Economic Development Corporation Report- Charlie Walker

Walker presented his report. On August 14th they will hold their first BEAR (Business Expansion and Retention) Pitch Event at 6 p.m. They will be holding a speed dating event starting at 5 to allow entrepreneurs to talk to some of their angel investors.

6. BUSINESS ITEMS

1. Economic Development 2026 Budgets Review - Leah Simington/Andy Albarado

Simington noted there are no changes to the budget from the previous year.

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5:00 PM

RESULT:	FORWARD BUDGET TO THE COUNTY ADMINISTRATOR [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

2. The Committee will convene in Closed Session pursuant to Wisconsin State Statutes Sec. 19.85(1)(e) "Deliberating or negotiating the purchase of public properties . . . or conducting other specific business, whenever competitive or bargaining reasons require a closed session" (Discuss and take possible action on Project Rabbit regarding potential purchase or lease of County-owned land designated for economic development.)
- Roll Call vote was taken: Guthman-aye, Bomar-aye, Hennick-aye, Flynn-aye, Ericksen-aye. Meeting convened in closed session at 6:12 PM.

Present in Closed Session: All committee members, Charlie Walker, Andy Albarado, Doug Clary, Brady Seidlitz, Leah Simington, Traci Bremness, Lisa Merrell, representatives from Project Rabbit and County Board Chair Hull.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pamela Guthman, District 2
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

3. The Committee will return to open session to continue with the agenda.
- Roll Call vote: Hennick-aye, Bomar-aye, Guthman-aye, Flynn-aye, Ericksen-aye.
- Meeting reconvened to open session at 7:20 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lee Hennick, District 15
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

4. The Committee will convene in Closed Session pursuant to Wisconsin State Statutes Sec. 19.85(1)(e) "Deliberating or negotiating the purchase of public properties . . . or conducting other specific business, whenever competitive or bargaining reasons require a closed session" (Report on potential site location(s) for future business park.)
- Roll call vote: Guthman-aye, Bomar-aye, Hennick-aye, Flynn-aye, Ericksen-aye. Meeting convened in closed session at 7:25 PM.

Present in closed session: All committee members, Charlie Walker, Andy Albarado, Doug Clary, Brady Seidlitz, Traci Bremness, Leah Simington, Lisa Merrell, representatives affiliated with the Future Business Park, and County Board Chair Hull.

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August 6, 2025
5:00 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pamela Guthman, District 2
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

5. The Committee will return to open session to continue with the agenda.
Meeting reconvened to open session at 8:13 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

7. AGENDA ITEMS FOR FUTURE CONSIDERATION

8. ADJOURN

Meeting adjourned at 8:14 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lee Hennick, District 15
SECONDER:	Charles Bomar, District 12, Vice-Chair
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

CHIPPEWA COUNTY
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING
FEBRUARY 11, 2025
CHIPPEWA COUNTY COURTHOUSE, RM 302
3:00 PM

1. CALL TO ORDER

2. ROLL CALL

Attendee Name	Organization	Title	Status	Arrived
James Ericksen	Chippewa County	District 8, Chair	Present	
Charles Bomar	Chippewa County	District 12, Vice-Chair	Present	
Pamela Guthman	Chippewa County	District 2	Present	
Lee Hennick	Chippewa County	District 15	Present	
Brian Flynn	Chippewa County	District 18	Present	

Others Present: Randy Scholz, Doug Clary, Todd Pauls, Lori Zwiefelhofer, and representatives from Project Circle. Recorder: Lisa Merrell.

3. MEMBERS OF THE PUBLIC WISHING TO BE HEARD

4. CONSENT AGENDA

RESULT: APPROVED [UNANIMOUS]
MOVER: Brian Flynn, District 18
SECONDER: Charles Bomar, District 12, Vice-Chair
AYES: Ericksen, Bomar, Guthman, Hennick, Flynn

1. Approve the Agenda
2. Approve the Minutes

Economic Development Committee - Regular Meeting - Aug 7, 2024 3:00 PM

Economic Development Committee - Special Meeting - Nov 18, 2024 2:00 PM

Closed Session Minutes 11/18/2024

Economic Development Committee - Special Meeting - Nov 20, 2024 3:00 PM

Closed Session Minutes 11-20-2024

3. Schedule Next Meeting Date - May 7, 2025 at 3 PM

5. BUSINESS ITEMS

Minutes Acceptance: Minutes of Feb 11, 2025 3:00 PM (Consent Agenda)

Economic Development Committee

Minutes

February 11, 2025

Regular Meeting

Chippewa County Courthouse, Rm 302

3:00 PM

1. The Committee will convene in Closed Session pursuant to Wisconsin State Statutes Sec. 19.85(1)(e) "Deliberating or negotiating the purchase of public properties . . . or conducting other specified business, whenever competitive or bargaining reasons require a closed session" (Project K regarding potential sale of land in the Lake Wissota Business Park).

Meeting convened in closed session at 3:03 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Pamela Guthman, District 2
SECONDER:	Lee Hennick, District 15
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

2. The Committee will reconvene to open session to continue with the agenda.
Meeting reconvened to open session at 3:56 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lee Hennick, District 15
SECONDER:	Pamela Guthman, District 2
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

6. REPORTS

1. Chippewa County Economic Development Corporation Report - Charlie Walker
Walker presented his report. Walker noted that the CCEDC is contracted to do four things for the County: attract new businesses, help existing businesses expand, help with start ups and entrepreneurs, and talent attraction.

Walker noted that Chippewa County is anticipated to have 2.2% growth for the next 10 years, and they are covered with housing, but the issue is affordability.

Walker discussed some of the ways that businesses solve labor problems. They may relocate to an area with a large population, or they will try to grow their own labor force. Walker noted that their STEM and STEAM efforts are meant to grow our own labor force. A third way to solve labor problems is to automate. In the manufacturing sector, there are some things you can automate, but some you cannot. Another way to solve the problem is immigration, bringing people in from outside the area. The last thing that businesses do to solve labor problems, is to quit, or sell the business.

Walker invited members to attend speed dating at the Egg Break with our area legislators on February 21st. Walker noted they have legislation written to establish a pool of resources to fund infrastructure for industrial parks. There is also legislation removing limits on TIF Districts.

7. AGENDA ITEMS FOR FUTURE CONSIDERATION

8. ADJOURN

Meeting adjourned at 4:34 PM.

Minutes Acceptance: Minutes of Feb 11, 2025 3:00 PM (Consent Agenda)

Economic Development Committee

Minutes

February 11, 2025

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RESULT:	APPROVED [UNANIMOUS]
MOVER:	Charles Bomar, District 12, Vice-Chair
SECONDER:	Brian Flynn, District 18
AYES:	Ericksen, Bomar, Guthman, Hennick, Flynn

Minutes Acceptance: Minutes of Feb 11, 2025 3:00 PM (Consent Agenda)



FUND ACTIVITY

Activity as of June 30, 2025

FUND BALANCE **\$16,982,365.14**

(Total cash, loan receivables, and other assets)

AVAILABLE CASH BALANCE
(Net of closed loans not yet funded and committed loans) **\$1,209,451.70**

JUNE REPAYMENTS **\$291,144.72**

CLOSED LOANS

- 22 totaling \$1,173,959
- 136 full-time jobs created/retained in the next 2 years
- \$11,275,975 private funds leveraged

COMMITTED LOANS

- 7 totaling \$472,005

APPLICATIONS PENDING

- 8 totaling \$506,260

2025 MONTHLY ACTIVITY REPORTS

[January](#) [February](#)

[March](#) [April](#)

[May](#) [June](#)

[July](#) [August](#)

[September](#) [October](#)

[November](#) [December](#)

LOAN METRICS BY COUNTY



PREVIOUS YEAR ACTIVITY REPORTS

[2013](#) [2014](#) [2015](#) [2016](#)

[2017](#) [2018](#) [2019](#) [2020](#)

[2021](#) [2022](#) [2023](#) [2024](#)

ANNUAL REPORT



RBF, Inc. Loans Closed through 07/31/2025

Business Name	Sector	County	Community	Amount	Fund	Closed	Funds Leveraged	Existing Jobs	Jobs Creating	
									Yr 1	Yr
Just Playing Child Care LLC	Education	Barron	C. of Rice Lake	\$ 30,000	Micro	4/18/2025	\$ 19,439	1	8	1
BCF Holdings LLC	Fitness and Recreation	Barron	C. of Rice Lake	\$ 60,000	Facade	4/21/2025	\$ 13,527	0	0	0
Evergreen Artisan, LLC	Retail	Barron	T. of Rice Lake	\$ 28,060	Micro	6/6/2025	\$ 12,765	0	1	0
Clutch Properties LLC	Service	Barron	C. of Rice Lake	\$ 40,000	Facade	7/9/2025	\$ 490	0	0	0
Egg Roll Chick LLC	Hospitality	Chippewa	T. of Holcombe	\$ 30,000	Micro	1/15/2025	\$ 20,000	1	1	0
Beckys Flowers and Framing LLC	Agriculture	Chippewa	C. of Chippewa Falls	\$ 60,000	Facade	4/24/2025	\$ 627,000	0	0	0
Colorful Clearouts LLC	Service	Chippewa	V. of Lake Hallie	\$ 30,000	Micro	5/20/2025	\$ 2,000	2	1	0
Martini Time LLC	Hospitality	Chippewa	C. of Chippewa Falls	\$ 60,000	Facade	7/3/2025	\$ 9,054	0	0	0
Two Keys LLC	Hospitality	Clark	C. of Neillsville	\$ 35,000	RLF	7/10/2025	\$ 157,000	1	0	0
Fox Hollow Cafe & Shoppe LLC	Hospitality	Clark	V. of Dorchester	\$ 30,000	Micro	7/18/2025	\$ 3,400	0	3	4
Rogers Plumbing, Inc	Service	Dunn	T. of Menomonie	\$ 113,310	RLF	3/28/2025	\$ 2,102,500	11	0	0
Elk Ridge Ranch LLC	Service	Eau Claire	T. of Union	\$ 36,200	RLF	1/10/2025	\$ 719,300	1	1	1
Rumps Meat LLC	Service	Eau Claire	C. of Altoona	\$ 30,000	Micro	2/26/2025	\$ -	6	1	1
Nordic Brue LLC	Finance	Eau Claire	C. of Augusta	\$ 30,000	Micro	4/22/2025	\$ 68,000	2	1	1
Dragonfly Property Holdings LLC	Manufacturing	Eau Claire	T. of Union	\$ 140,000	RLF	5/12/2025	\$ 1,264,000	15	3	2
Colorful Minds Parent Coaching LLC	Service	Eau Claire	C. of Eau Claire	\$ 12,000	EDA CARES - RLF	5/27/2025	\$ -	1	0	0
BAM Investment Properties, LLC	Service	Eau Claire	C. of Eau Claire	\$ 77,000	Cap. Cat. RLF	6/10/2025	\$ 448,000	3	3	1
Eau Claire Arena Football LLC	Fitness and Recreation	Eau Claire	C. of Altoona	\$ 60,000	RLF	6/12/2025	\$ 351,000	2	6	0
Stokes & Mundt Funeral Chapels, Inc.	Service	Eau Claire	C. of Altoona	\$ 32,000	RLF	6/19/2025	\$ 105,726	8	0	0
Julie Ann Lehrke	Service	Polk	C. of St. Croix Falls	\$ 15,000	RLF	2/5/2025	\$ 112,000	1	1	2
Priscilla R. Dorn Cutler	Service	Polk	V. of Osceola	\$ 39,500	Facade	5/9/2025	\$ -	0	0	0
St. Croix Machine LLC	Manufacturing	St. Croix	V. of Somerset	\$ 151,500	RLF	3/6/2025	\$ 4,380,900	23	0	0
Tender Loving Care LLC	Service	St. Croix	C. of Hudson	\$ 75,185	RLF	3/11/2025	\$ 674,900	0	13	0
Solace Health LLC	Service	St. Croix	C. of Hudson	\$ 52,304	RLF	4/14/2025	\$ 177,918	0	1	0
D1 Rink Systems LLC	Fitness and Recreation	St. Croix	T. of Troy	\$ 41,900	RLF	5/15/2025	\$ 175,000	3	2	3
Rambo Engraving LLC	Retail	St. Croix	v. of N. Hudson	\$ 30,000	Micro	5/15/2025	\$ 2,000	0	1	0
Nootz & Oz's Pub, LLC	Hospitality	St. Croix	C. of New Richmond	\$ 31,805	Facade	7/2/2025	\$ -	0	0	0
Bernard Real Estate Holdings, LLC	Service	St. Croix	C. of River Falls	\$ 25,200	Facade	7/18/2025	\$ -	0	0	0
Total - 28				\$ 1,395,964			\$ 11,445,919	81	47	16

RBF, Inc. Loans Committed through 07/31/2025

Sector	County	Community	Amount	Fund	Committed	Existing Jobs	Jobs Creating	
							Yr 1	Yr 2
Hospitality	Clark	C. of Neillsville	\$ 250,000	RLF	5/1/2025	1	4	3
Total - 1			\$ 250,000			1	4	3

RBF, Inc. Pending Applications through 07/31/2025

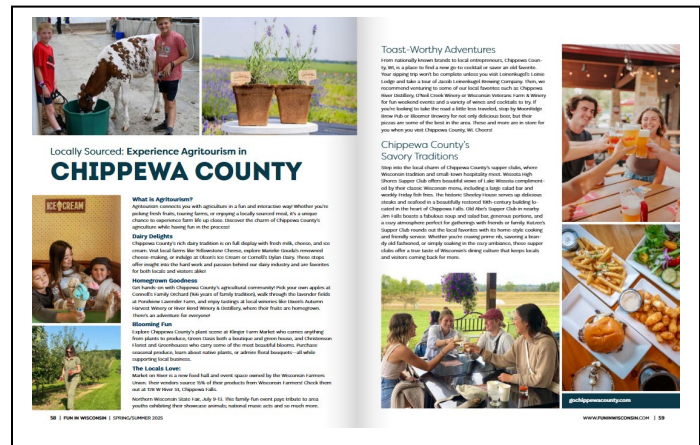
Sector	County	Community	Amount	Fund	Applied	Existing Jobs	Jobs Creating	
							Yr 1	Yr 2
Fitness and Recreation	Chippewa	V. of Lake Hallie	\$ 100,000	RLF	5/29/2025	5	3	3
Hospitality	Dunn	C. of Menomonie	\$ 40,000	RLF	6/17/2025	13	6	0
Service	Eau Claire	C. of Eau Claire	\$ 36,300	RBF - EDA	6/5/2025	3	6	9
Manufacturing	Eau Claire	C. of Eau Claire	\$ 50,000	RBF - EDA	7/7/2025	7	3	1
Business Service	Polk	V. of Balsam Lake	\$ 60,000	Facade	6/9/2025	0	0	0
Business Service	Polk	V. of Balsam Lake	\$ 60,000	Facade	6/9/2025	0	0	0
Service	St. Croix	C. of New Richmond	\$ 60,000	Facade	7/15/2025	0	0	0
Total - 7			\$ 406,300			28	18	13

Attachment: Combined 07.31.25 (9121 : Regional Business Fund Report)



TOURISM OVERVIEW

Chippewa County for 1H2025



WHO WE ARE: GO CHIPPEWA COUNTY

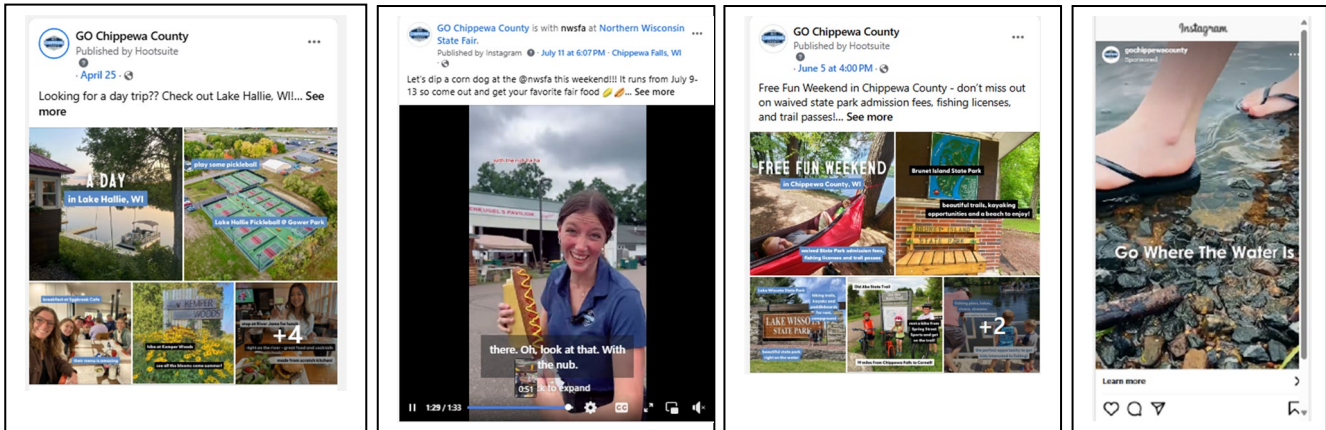
- The tourism marketing team consists of one tourism director, one communications and marketing manager and two tourism interns
- The Chippewa County Tourism Council contracts with the Chamber for provided services:
 - Annual budget funding of \$32,020, 7% of total budget for Go Chippewa County
 - Chippewa County also funds membership in Travel Northwest WI (ITBEC) of \$3K
 - The council consists of 9 community members from around the county
- Go Chippewa County also holds Destination Management Organization contracts with the City of Chippewa Falls, Village of Lake Hallie and Town of Lafayette to use room tax funding for promotional purposes

TOURISM SERVICES FOR 2025 YTD

- 2025 Travel Guide:
 - Printed 15,000
 - Distributed to more than 40 tourism visitor centers and key tourism stakeholders in the county
 - Fulfilled more than 300 visitor packets YTD
 - 3,000 guides to paid distribution point at WI DOT Rest Area near Poynette
- Go Chippewa County website:
 - Website views YTD is 374K; Top cities: Chicago, Minneapolis, Eau Claire, Dallas, CF, Milwaukee
 - Manage more than 500 business and event listings on gochippewacounty.com, travelwisconsin.com and northwestwisconsin.com websites
 - Page views YoY 1/1/25 – 7/3/25 – 26% increase in 2025
 - Website traffic (over same period as 2024):
 - Digital Travel Guide downloads increased 68.83%
 - Organic search total users up 10.68%
 - How visitors found our website:
 - Paid search up 281%; Display ads up 91%; Organic social is up 9.42%;
 - Chicago display ads had 2.38% CTR to the website

TOURISM OVERVIEW

Chippewa County for 1H2025



- Advertising:
 - Focused marketing on the leisure traveler for Chippewa County; outdoor recreation, area attractions
 - Digital marketing campaign in Wisconsin, typically spring and fall, outdoor recreation
 - Google Marketing: delivered 4.4MM impressions, 70K+ clicks to website YTD
 - Social media: Reach 248.8K, Followers 17.2K FB & 3.3K IG. Median Age: 35-54, Female
 - Out-of-home: 3 movie theaters (2 in MSP suburbs; 1 in MIL suburbs)
 - Content creation for e-news, blogs, pocket sized adventures, various events
 - On the Go monthly e-newsletter: 29% open rate, 53K emails sent, 9K subscribers
 - Travel Wisconsin's 100K e-newsletter: 4x in 2025 (music, parks, fall colors, holiday)
 - Print publications:
 - Our Wisconsin, Travel Wisconsin's e-News, Fun in Wisconsin
- Economic Impact: Department of Wisconsin Travel
 - Released press release for Annual Tourism Economic Report – June 10, 2025
 - \$193 Million, a 4.9% increase from 2023
 - \$11.6 Million in Local/State Tax (up 5.6%)
- Trade Shows:
 - Northern WI State Fair; 55th Annual Farmer Dinner; PPA WI Challenger Series; Schuetzky's Annual Jubilee (Aug); Association of Great Lake Outdoor Writers Conference (Sept)
- Partnerships:
 - West Central WI Regional Planning Commission for local state trail bike maps
 - Explore Menomonie, Visit Eau Claire and Visit Pepin County on shared expense for print state bike trails maps
 - Rural Partner Network for regional tourism plan
 - Northwest Wisconsin tourism social, blogs, website content & Governor's Fishing Opener
 - Various municipalities and key county departments like forestry/land conservation and parks
 - Lake Wissota Lake Association, Chippewa County State Park staff, Lake Wissota Catfish tournament and an Ice Racing event on Lake Wissota
- Memberships and Services:
 - Manage Visitor Center M-F along with 5 volunteers
 - Maintain Placer.ai visitor data collection subscription
 - Coordinate bi-monthly Chippewa County Tourism Council meetings

**Chippewa Valley
REGIONAL AIRPORT**

CY2024 ANNUAL REPORT

Vision

The Chippewa Valley Regional Airport will provide our users with a safe, efficient and welcoming operation while striving to meet the current and future needs of the community we serve, by ensuring the Chippewa Valley is connected to the world.

2024 Accomplishments

Commercial Airline Service

The Chippewa Valley Regional Airport, along with about 30% of U.S. airports offering airline service, benefits from the US Department of Transportation (US DOT) Essential Air Service (EAS) program. Through this program, the US DOT contracts airlines to provide service to these airports. The EAS contract with Sun Country Airlines was set to expire in November 2024, prompting the US DOT to issue a Request for Proposals for carriers interested in providing airline service to CVRA in May 2024. Two proposals were received by the US DOT: one from the current provider, Sun Country Airlines, and another from SkyWest Airlines, which had served the airport from 2010 to 2022 before departing due to a nationwide pilot shortage.

As part of the RFP process, the Chippewa Valley Regional Airport Commission was asked to provide a letter of support for one of the carrier proposals. The Airport Commission solicited public input and interview carriers during their very careful consideration of which proposal to support. The Chippewa Valley Regional Airport Commission carefully deliberated both proposals, solicited public input, interview both carriers, and ultimately supported the proposal by SkyWest Airlines as the best option to serve the most passengers with daily service to Chicago and connections beyond on United Airlines network of domestic and global flights. The US DOT officially selected SkyWest Airlines to provide service to CVRA and the United Express carrier started service on December 13, 2024.

While the EAS program prevents the US DOT from contracting with more than one airline at a time for each community, an airline can still choose to serve an airport outside of the EAS program. After the US DOT's final decision to contract with SkyWest Airlines, airport officials quickly began discussions with Sun Country Airlines about continuing seasonal service at CVRA. Given their commitment to the region, Sun Country Airlines agreed to maintain seasonal flights to Fort Myers, Florida, from January 31, 2025, through April 7, 2025. The future of these seasonal flights will depend on their success, and the airport has been actively promoting the service. If the public does not utilize the seasonal flights, it is unlikely they will continue.

Airline passenger numbers in 2024 were lower compared to the strong performance in 2023, which marked the first full year of scheduled service by Sun Country Airlines at CVRA. The decline in 2024 can be partially attributed to a reduction in the number of seasonal nonstop flights and uncertainty surrounding CVRA's airline service due to the transition between EAS providers. In total, 44,696 revenue airline passengers were recorded in 2024, down from 50,942 in 2023.

General Aviation

Demand for general aviation facilities continues to be strong at CVRA. Airport hangars were at 97% occupancy with 62 of 64 hangars rented for most of 2024. Additional demand continues to exist for larger aircraft storage with a waiting list in place for the heated 2,500-3,500 square foot hangars. Construction started in 2024 on a new 7,700 square foot hangar to relocate an existing tenant. This will open up a 3,600 square foot hangar for someone on the waiting list.

Tower operations reached the highest number since 2012 with 26,433 aircraft operations recorded in 2024 versus 23,088 aircraft operations in 2023. Aircraft operations include all aircraft takeoffs and landings during the tower hours of operation which are 5:30 a.m. to 8:30 p.m. Additional aircraft operations occur outside the tower hours but as there is no mechanism to count that traffic, they do not get included in our official airport operations count.

Essential services for general and corporate aviation continue to be available including aircraft rental, fueling, aircraft maintenance, heated hangar rental and on demand business and medical charters. Total gallons of fuel delivered to the airport in 2024 was 840,710 which increased slightly over 2023 which was 802,515 gallons.

Two flight instruction and aircraft rental businesses operated at CVRA in 2024: Gibson Aviation and Link Aviation. Both businesses offer comprehensive flight training from introductory to commercial pilot levels and aircraft rental services. The presence of both schools has significantly increased interest in flight instruction at CVRA, offering aspiring pilots a variety of training options and aircraft to choose from.

Airport Partners

Four car rental brands, Avis, Budget, Enterprise and National, continued to be available at CVRA in 2024. Cars rented at the airport decreased slightly year over year with a total of 5,777 cars rented in 2024 versus 5,959 in 2023. Car rental concession revenue was also down compared to the prior two years so it will be interesting to see the impact of the return of daily scheduled airline service on car rental revenue.

Hangar 54 Grill, the full-service restaurant and bar that opened at the airport in 2016, continues to be an asset to the airport and the community. The restaurant's spacious aviation themed interior provides a comfortable dining experience with a view of the airport tarmac, allowing patrons to watch aircraft activity while enjoying their meals. Hangar 54 Grill has received positive reviews for its food quality, service, and inviting atmosphere.

Airport Capital Improvements

In 2024, several capital improvement projects were carried out at CVRA, including the start of construction on a new 7,700 square foot corporate hangar, with completion anticipated in Spring/Summer 2025. The second and final phase of the airport fence replacement was finished. A new airport fire truck was delivered, enabling the airport to phase out the use of PFAS-containing firefighting foam. Work also continued on the update of the airport's Master Plan. A project was put out to bid for the replacement of several hangar taxilanes, and the design phase for an airfield lighting replacement project began. Finally, construction on a new private hangar in the south hangar area was completed.

Federally funded projects generally have 90% of the federal funds coming from the Federal Aviation Administration Airport Improvement Program (AIP) through the Airport and Airway Trust Fund (AATF). The AATF provides funding for the federal commitment to the nation's aviation system through several aviation-related excise taxes. State projects are also funded at least partially by aviation user fees. Local project commitments are funded with existing airport funds. **No new tax levy dollars are requested for airport projects.**

2025 Future Opportunities/Challenges

The return of daily scheduled airline service to Chippewa Valley Regional Airport in 2024 has been a significant development for our region. Sun Country Airlines, a low-cost carrier, has also been very well-received, as evidenced by the strong number of travelers in 2023 and 2024. The seasonal nonstop flights to Fort Myers, Florida, which began on January 31, 2025, are a promising start to a potential long-term partnership between Sun Country Airlines and CVRA.

To ensure the continuation of this service and to explore new opportunities, it is essential to demonstrate sustained demand. Our marketing and public relations efforts are focused on maximizing the number of travelers utilizing our facilities and inform the community about the advantages of flying locally, such as low-cost parking and shorter security lines.

We are also closely monitoring changes in legislation and funding for airport-related programs at both the state and federal levels. Engaging with our legislators is a priority to understand the impact of program changes on our region. If funding from the federal Bipartisan Infrastructure Law remains available in 2025 and 2026, we plan to pursue projects that will reduce airport expenses and/or increase revenue through improved infrastructure and equipment.

Additionally, we continue to focus on opportunities to grow corporate and general aviation utilization at the airport. Despite recent investments in hangar facilities, there is still a waiting list for hangar space. Expanding this area is important for the long-term success of the airport, alongside the growth in airline-related business.

By pursuing these initiatives, we aim to enhance the services and facilities at CVRA, benefiting both travelers and the broader community.

Department of Administration

Andy Albarado, County Administrator

August 5, 2025

TO: Economic Development Committee

FR: Andy Albarado

RE: Uniquely Wisconsin – Discover Wisconsin

Uniquely Wisconsin is a new video series started by Discover Wisconsin and the Wisconsin Counties Association in 2020. The intent of the series was to highlight stories in each County that make them unique. This series is different from the typical Discover Wisconsin tourism video in that they are more wide-ranging and can also touch upon economic development, community engagement and quality of life. Rather than one long episode, Uniquely Wisconsin produces three docu-series short form videos up to six minutes in length for each. Many of the Uniquely Wisconsin videos to date have featured organizations, businesses, and a human story unique to the County.

Almost half of Wisconsin counties have participated in Uniquely Wisconsin and they are currently accepting commitments for Season 5. The Uniquely Wisconsin attachments included in the agenda packet go over the details of what a County receives from Uniquely Wisconsin, including video details, distribution of videos, social media use and promotion, podcasts, and b-roll acquisition. Also included are the production steps, as well as information on the videos created for other Counties.

COST

If Chippewa County were to participate, the total cost would be \$60,000 and this cost could be paid all at once or spread out over a period of 2-3 years. If we were to move ahead and commit to Uniquely Wisconsin, my intent is to ask the Chippewa County Tourism Council to assist with production of the videos by identifying stories and coordinating production with Discover Wisconsin. The County would retain final control and approval of the stories. I think the stories should be consistent with current branding efforts (and investment) the Tourism Council has already developed. My expectation is the Chippewa Economic Development Corporation (CEDC) will also be consulted during this project and allowed to use the b-roll created through the project.

My purpose for including this item on the agenda is to initiate a conversation and feedback to gauge if there is any interest in participating with this initiative in 2026 or later. If the committee is supportive of this project, funds will need to be allocated in the budget before I present it to the Executive Committee on October 7, 2025.

Sincerely,



Andy Albarado
County Administrator

Attachment: CA Memo to EDC RE Uniquely WI Video 08-05-2025 (9123 : Uniquely Wisconsin)



Season 1:

Washington County (6 stories):

- [It Takes a Village: Washington County Foster Closet](#)
 - The Foster Closet is an organization in Washington County that provides resources to children that are being placed in a foster care situations. In this short, we sit down with each co-owner and hear about their story, what they provide to kids across the country, and the importance of community.
- [Building Up Our Community: 9/11 Memorial](#)
 - After tragically losing their daughter, Andrea, on September 11th, the family decided to take their grief and make something positive out of it. In this piece, we explore their creation of a place in Wisconsin to remember lives lost on that tragic day.
- [Rocking Retirement: The Music Man of Germantown](#)
 - A music teacher that dedicated his career to the School District in Germantown is now enjoying retirement by creating bands and musical opportunities for community members.
- [World Champion & Olympic Speed Skater: Jordan Stolz](#)
 - One of the Nation's brightest up and coming talents is born and trained in Washington County. We take a journey through his life as this hometown product is showcasing his talents to the world.
- [Creating Wisconsin Careers: Kreilkamp Trucking](#)
 - A local company combines with the area Technical College to develop a program that keeps students in Washington County and provides trained employees for regional companies.
- [The Spirit of Community: Washington County's Jeff Szukalski](#)
 - A man that defines community support. This is a story that shines a light on an individual that dedicates his time, funding and passion to many local initiatives.

Marathon County:

- [Farm to Table Pizzas: The Little Red Barn](#) **EMMY WINNER**
 - Stoney Acres Farm is a farm-to-table pizza experience that brings organic, healthy food options to people. This explores the people who open their doors to create a community.
- [Preserving Hmong Culture: Life After War](#)
 - Wausau is home to one of Wisconsin's largest Hmong populations. We explore how one county has embraced diversity and provided opportunities for the Hmong community to flourish.
- [Small Business Success: Timekeeper Distillery](#)
 - A story of entrepreneurs that took the chance to start a business and transform an iconic Wausau landmark in the process.



Sauk County:

- [A Ringmaster's Final Bow: Al Ringling's Circus World](#)
 - We look at Circus World along and the people who make it happen. We talk with Dave SaLoutous, the ringmaster at Circus World for 33 years and is now stepping down from that position.
- [#1 Supper Club in the Midwest: Behind the Counter](#)
 - We go behind the scenes and see what makes Wisconsin's number supper club shine. This is a story that introduces the family legacy of the Ishnala owners and we meet the team that comes back to work season after season.
- [Shakespeare's Nature: American Players Theatre](#)
 - A world-renowned theatre under the stars in one of Wisconsin's most scenic areas. We visit with the artists, and team that brings Shakespeare to life in front of thousands of fans on the banks of the Wisconsin River.

Rock County:

- [Wisconsin's Underground Railroad: Escaping to the North](#)
 - We take a deep dive into the underground railroad and the freedom seekers who used it to escape to Wisconsin.
- [Helping our community: Friends of Rock](#)
 - Community support and volunteerism is highlight in a story that showcases a group of people who come together to take care of the trails that make Rock County special and maintain the southern most tip of the famous Ice Aged Trail
- [Emerging Talent: Spotlight on Kids](#)
 - Local children are given an opportunity build their courage and confidence on stage.

Portage County:

- [Polish Heritage in Portage County: The Backstory on the Blacksmiths](#)
 - Portage County is home to many Polish immigrants. The Kochanowski family is creating meaningful reminders of their culture for the whole city to enjoy using the time-honored craft of blacksmithing.
- [Generational Farming: Wisconsin's Dairy Industry](#)
 - Take a journey through a family that has grown their multi-generational farm into one of the largest producers in the world. While supplying the world with dairy, they also carved out the opportunity to educate others through their tour programs.
- [The Secret Behind the Sourdough: Portage County's Main Grain Bakery](#)
 - A UW-Stevens Point graduate, entrepreneur and community leader is highlighted as she shares her story from baking in a college dorm for friends to starting multiple businesses in downtown Stevens Point.



Monroe County:

- [Wisconsin Animal Rescue: Chasing Daylight](#)
 - Chasing Daylight Animal Shelter has rescued over 5000 animals. In this piece, we highlight the individuals who helped find those animals homes.
- [Barn Restoration: Music Before the Making](#)
 - When an old farm had reached its life, a new vision was created to take this barn and farm into the future. An old barn is transformed into a music studio allowing bands to come to the farm to spend days recording and growing together.
- [Fifth Generation Cranberry Farm: Reframing Farming.](#)
 - Cranberry farming is a staple in Wisconsin, and this story showcases one particular family that is watching their fifth generation take a role in producing the state fruit.

Sheboygan County:

- [Coasting with Confidence: Sheboygan Sailing](#)
 - We learn more about the journey with various students from the Sheboygan Youth Sailing Center and what it means to them to be apart of a program like this.
- [Supporting Sheboygan: From Environment to Economy](#)
 - Watch how a business can help a region grow to their potential. This female owned company takes pride in leading Sheboygan forward.
- [The Magic in the Melodies: The Sheboygan Symphony](#)
 - A symphony that combines local musicians offers an extraordinary musical experience that competes with symphony's across the globe.

Adams County:

- [The People Behind the Parks: Outdoors of Adams County](#)
 - In this piece, Darren Tolley, the park manager at Petenwell park, gives us a behind the scenes look into maintaining the natural beauty of Adams County.
- [Wisconsin Barns & Wedding Bells: A Diamond in the Rough](#)
 - A couple creates a new venue and blends old with new as they find a business that offers lasting memories for years to come.
- [The Family Behind Iconic Sod: Science in Wisconsin Soil](#)
 - A heartwarming story of a father and daughter who started a business no one thought could succeed in that soil and turned it into a massive success. Sod from Adams County is viewed by millions and is the grass of choice at some of sports most iconic venues.



Season 2:

Price County:

- [50 Years as a Snow Groomer: Frank Dusek](#)
 - Highlighting the person who started the grooming services in Price County. 50 years of volunteering, while showcasing the hundreds of miles of trails.
- [The Best Rods on Earth: St. Croix Rods](#)
 - Visit the global leader in fishing rods, based in a small town in Price County. Learn about the art form that goes into each rod.
- [Barrel Racer Turned Rodeo Wrangler](#)
 - Follow along with an entrepreneur who has taken her love of horses and rodeo and brought a major event to Price County.

Green Lake County:

- [A Legacy on Green Lake" The Nortons](#)
 - A multi-generational family is attached the water that makes Green Lake famous. We are guided through the artistic expression spent restoring classic boats, charter fishing, dining, etc. How one family has become a pillar of the community and posed to grow with the next generation.
- [Russell Moccasin: A Journey Through Time and Craftsmanship](#)
 - 125 year old business, known world wide in a small town in Green Lake County. A business that retains its employees and is a sense of pride in the community. Recently purchased by a young business leader from Alabama, the business is staying put to continue to grow and produce at the same quality the have always had. A beautiful look at how when times change and faster and less quality is the norm, this business embraces what has made them legendary.
- [Art is for Everyone: The Soul Hammer Collective](#)
 - Two entrepreneurs decided after decades of working to branch out and open an art studio that blows glass, paints, does blacksmith work, etc. See the behind-the-scenes journey on how and why they started their business. An inspiration for future entrepreneurs.

Wood County:

- [Behind the Aqua Skiers: Show Ski Capital of the World](#)
 - A national event is hosted right here in Wisconsin. The community of Wisconsin Rapids comes together to volunteer, support and attend the Show Ski Championships. We learn about the volunteers and performers that bring millions of eyes and attention to central Wisconsin.
- [Passion Behind Powers Bluff: The Bluff to Bluff Race](#)
 - Natural beauty and silent sports are showcased in this deep dive into an event that is put on by those who want to give back to their community.



- [Bridging Education to the Next Generation: C2 Makerspace](#)
 - A collaboration between a County, communities and secondary education comes to life in this story of the brand new C2 Makerspace. This opportunity in Marshfield could be a launching pad for new businesses and products.

Racine County:

- [Birthplace of the NEA: Racine's Connection to Art](#)
 - Art is strong in Racine County, and the idea for the National Endowment of the Arts was born in Racine. We learn the history of NEA, and visit the local arts scene and how there is opportunity for anyone with an artistic eye.
- [Giving Back to Burlington: Ardagh Group](#)
 - A small community, a global business and a school district come together in this story to show how a global manufacturer, that is key to major a major industry in Wisconsin, is working with the local school district to provide STEM based learning.
- [Racine's Legendary Kringle: O&H Danish Bakery](#)
 - Wisconsin's State Pastry, the Kringle, is celebrated in what is often referred to as the Kringle Capital of the World. This bakery is 95-years old and is a multi-generational family-owned business. We follow along as they guide us through the history of the Kringle, its relationship to Wisconsin and see how this company has created a wonderful culture.

Kenosha County:

- [Field of Dreams: AAGPBL 80th Reunion](#) **EMMY WINNER**
 - A League of Their Own was based in this area of Wisconsin. We go back and touch on history and how a community came together to celebrate women in sports. The 80th reunion of these players was held in the summer of 2023, and Uniquely Wisconsin was able to capture powerful moments of courage and pride as we visit the past.
- [Unearthing the Past: A Hidden Gem in Archeology and Paleontology](#)
 - A hidden gem that all of Wisconsin should be proud of. Archaeology & Paleontology has become front and center in Kenosha, with mammoths found during construction projects. We visit the people that have developed a museum, planned future digs and invite the community to participate.
- [Revitalization of our Community: Past, Present, and Beyond of Kenosha's History](#)
 - A look at a community that put the focus of revitalization along one of the areas key natural landscapes. The history of AMC is shared, and how the community leaders looked at the shoreline of Lake Michigan and revitalized the area to set the stage for future generations to grow and enjoy.



Season 3:

Lincoln County

- [Wisconsin Musher & the Love for Their Dogs | Beauty Behind Dog Sledding](#)
 - Step into the town of Gleason, Wisconsin, where the serene beauty of rural life meets the exhilarating world of dog sledding. Join us as we follow Melissa Omernick, a passionate musher whose love for the sport and her beloved sled dogs is truly infectious.
- [From Vision to Reality | The Impact of Chris Schotz on Lincoln County Trails](#)
 - The story of a family and individual that was integral to the development and maintenance of the Ice Age Trail in Lincoln County
- [The People Behind the Thunder | Tomahawk Fall Ride](#)
 - Lincoln County's biggest tourism draw is well known throughout the Midwest. Uniquely Wisconsin visits with the volunteers, attendees and community members that bring the culture to this event.

Oconto County

- [Roaring Engines & Rising Stars Off-Road Racing at Wisconsin's Dirt City Motorplex](#)
 - Lena, Wisconsin comes to life with high action motor sports. This story dives into the passion in the community that brought this track and all the events to Oconto County.
- [Uncover Culinary Charm in the Northwoods | Braise North](#)
 - Nestled amidst the wooded beauty of Lakewood, Wisconsin, Braise North emerges as a beacon of culinary excellence. Founded by the dynamic husband-wife duo, Dave and Rebecca Swanson, this second location of the acclaimed Braise Restaurant in Milwaukee promises an unforgettable experience against the backdrop of Wisconsin's Northwoods.
- [Gillett Roots & Oconto County Fishing | Mirrocraft & Montego Bay Pontoons](#)
 - A story of the water, fishing and a sense of home for Oconto County. Our story starts in the year 1956 when Wisconsin's very own Mirro Aluminum set out to redefine recreational boating through MirroCraft. After relocating to Gillett, Northport, Inc. was born, ushering in a new boating era.

Ashland County

- [Weaving Passion with Tradition in Bad River April Stone The Art of Basket-Weaving](#)
 - As a member of Bad River, April Stone is a renowned basket weaver who uses traditional crafting and artistry to create them. Living on the Bad River Reservation, April's journey into basketry began when she sought to repair her husband's worn-out basket. Little did she know, this simple act would lead her to rediscover the teachings of her ancestors.
- [Reviving Tradition, Ensuring Tomorrow | Ashland Fishing & Bad River Fish Hatchery](#)
 - Come along as we discover The Bad River Tribe of Ashland County, and their mission to revive treasured fishing traditions. We visit the Bad River Fish Hatchery, where several workers share their love of fishing and the great outdoors. As the #1 Hatchery on Lake



Superior, this facility and team of passionate workers strive to restore cherished species, including walleye and yellow perch. Because of their dedicated efforts, the waters of Lake Superior offer endless opportunity and hope for tomorrow.

- [Ryan Thimm | A True Champion For Accessibility in Glidden](#)
 - In 2011, Ryan Thimm, a local to the small town of Glidden, Wisconsin, was involved in a life-altering four-wheeler accident that left him paralyzed and bound to a wheelchair. Grateful for the overwhelming support he received, Ryan was inspired to transform his personal adversity into a catalyst for positive change within Glidden. Fueled by a deep sense of gratitude and a commitment to inclusivity, he founded a volunteer-based organization dedicated to making Glidden more handicap-accessible.

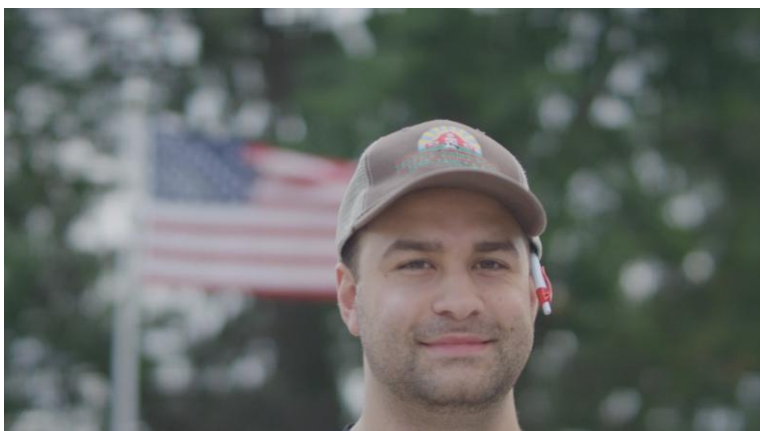
Calumet County

- [Olympic Biathlon Training Facility | Ariens Nordic Center In Brillion](#)
 - Ariens Nordic Center stands as a testament to the enduring legacy of the Ariens family. Spanning over 90 years, the family's commitment to the Brillion area has been unwavering, with a deep-rooted desire to give back to the community. We showcase this with in-depth interviews with Monica Ariens, now the center's director, her husband, Stephen Ariens, and her father-in-law Dan Ariens who have a strong commitment to the biathlon as sponsors of the sport for the Olympics.
- [Family Farms, Community Gatherings & Homegrown Wines The Woelfel Homestead's Journey in New Holstein](#)
 - Nestled amidst the serene farmlands of New Holstein, Wisconsin is a special place—the Woelfel Homestead and Wolf & Fox Winery. The tale of the Woelfel Homestead and Wolf & Fox Winery is one of family, heritage, and the pursuit of a dream. Uncover its origin story, dating back to 1857, when George Woelfel established the historic homestead. Jon Woelfel, the sixth generation of the family, shares childhood memories on the farm and calls to return home. Alongside his wife Kerri, Jon transformed the family farm into one of Calumet County's finest vineyards and event venues, honoring its rich history and natural beauty.
- [Coffee Roasting & Ice Cream Making | Partners Behind Terra Verde's Coffeehouse & Scoops Ice Cream](#)
 - Terra Verde Coffeehouse and Scoops Ice Cream House, tucked in the charming town of Chilton, Wisconsin, stand as a beacon of community and entrepreneurship. Founded by Marko Sosa, a native of Honduras, Terra Verde has become a beloved hangout in Calumet County. As we interview Marko, learn about his heartfelt journey of bringing the treasured tastes of Honduras to Chilton, where he was welcomed and presented with more opportunities, such as purchasing Scoops Ice Cream Shop. His wife, Melissa Sosa, offers a look into their inspiration and craft of creating Chilton's beloved flavors.



Jefferson County

- [The Artists Behind Trek's Project One Bikes | Cycling in Waterloo](#)
 - Experience the beauty and craftsmanship that make Jefferson County a cycling haven. Follow a cyclist as they explore the serene Interurban Trails, winding through lush woods and open fields. Learn how Trek Bikes, founded right here in Wisconsin, blends artistry and innovation to create custom bikes through their Project One program. Meet the talented local artisans and builders who bring these creations to life, turning every bike into a masterpiece. Discover the deep connection between this scenic area, its vibrant cycling community, and Trek's unwavering dedication to quality and design.
- [Lifeline for Youth | Jefferson County's Brand New Youth Stabilization Program](#)
 - Encounter Jefferson County's miraculous Matz Center—a lifeline for youths in a crisis. Through the collaborative efforts of the Wisconsin Department of Health Services and the Wisconsin Community Services, under the Jefferson County Human Services Department, the brand-new Youth Stabilization Program and revamped Matz Center provide numerous resources and a supportive environment for youth experiencing mental health crises. Hear from specially trained staff at the Center, who help youth develop coping skills, manage stress, and build community connections, crucial for thriving in the face of adversity.
- [How William Hoard Created the Dairy State | Jefferson County's Hoard's Dairyman](#)
 - Delve into the rich history of dairy farming in Jefferson County, as we explore the incredible contributions of William D. Hoard. This Uniquely Wisconsin video reveals how Hoard's visionary efforts helped shape the farming industry of Jefferson County and far beyond its county borders. Brian Knox, President of Hoard's Dairyman Farm, recounts the fascinating history of the farm, from its founding in 1899 by William D. Hoard to its current status as a leading dairy operation. Building off Hoard's foundation—a deeply rooted dedication to dairy farming—Wisconsin as we know it became America's Dairyland.



5.5.c

Attachment: Uniquely Wisconsin 2025 Season 5 (9123 : Uniquely Wisconsin)

Uniquely
WISCONSIN 



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Uniquely Wisconsin

What is Uniquely Wisconsin?

Uniquely Wisconsin is an Emmy Award Winning series that spotlights the untold stories of Wisconsinites and highlights the communities in which they live. From the emotional and heartwarming, to the humorous and the historic, the Uniquely Wisconsin brand captures the essence of the people of America's Dairyland. Each story is shown through the lens of any of the following: ***Economic Development, Community Engagement, Quality of Life & Tourism.***

Participating Counties

Season 1: Washington, Adams, Rock, Sauk, Sheboygan, Marathon, Portage & Monroe

Season 2: Racine, Kenosha, Price, Green Lake, Wood

Season 3: Calumet, Jefferson, Lincoln, Oconto, Ashland

Season 4: Pierce, Brown, Outagamie, Marathon, Washington

Types of Stories

- **Washington County: Wisconsin 9/11 Memorial**
 - Highlight the dedication and community support behind making the State's 9/11 Memorial in Washington County
- **Marathon County: Preserving Hmong Culture – Life After War**
 - See and feel the history of the Hmong culture that lives in Wausau, while listening from multiple generations
- **Monroe County: Barn Restoration – Music Before the Making**
 - A young entrepreneur purchased an old farm and restored the barn into a music studio to provide new life into the heart of Monroe County



Attachment: Uniquely Wisconsin 2025 Season 5 (9123 : Uniquely Wisconsin)



County Exposure

Outreach Platforms

Uniquely Wisconsin takes advantage of the built audience of Discover Wisconsin and is shared across the platforms in an affiliated marketing partnership.



Television

- 605 Episodes
- Commercial Spots, featured segments, etc.
- 25 Emmy Nominations, 5 Wins (2012, (2) 2023, (2) 2024)

Podcast

- 1,100,000+ podcast downloads
- Weekly Production
- 54% Listenership - Wisconsin

Social Media

- Facebook
- Twitter
- Instagram
- Pinterest

Digital Streaming

- Digital series (shorts)
- OTT Channels for streaming distribution
 - YouTube

discoverwisconsin.com

- 12-month placement in Calendar of events

Blog

- Dedicated editorials

eNewsletter

- Monthly e-Newsletters
- 18,000+ email recipients



Discover Wisconsin Audience Profile

	Facebook	Instagram	YouTube	TV	Podcast
Stats	195,000+ Followers	130,000+ Subscribers	22,000+ Subscribers 6,100,000+ Views	211,566 Q4 2024 Weekly viewers 8,298,730 2024 Broadcast Viewers 7.08% Increase YOY	1,100,000+ podcast download 300,000+ unique listeners 3,000 – 6,000 downloads/week
Gender	31.1% Male 68.9% Female	30.7% Male 69.3% Female	67.8% Male 32.2% Female	54% Female 46% Male	
Age	Age 18-34: 12.1% Age 35-44: 22.4% Age 45-54: 22.9% Age 55+: 42.6%	Age 18-34: 22.3% Age 35-44: 32.8% Age 45-54 : 22.3% Age 55+: 22.6%	Age 18-34: 32.8% Age 35-44: 20.6% Age 45-54 : 15.6% Age 55+: 30.4%	Core demo: Adults 35-54 & Adults 55+	
Top Locations	1. Milwaukee 2. Madison 3. Janesville 4. Appleton 5. Green Bay	1. Madison 2. Milwaukee 3. Appleton 4. Green Bay 5. Chicago	1. Chicago 2. Milwaukee 3. Madison 4. Minneapolis 5. Detroit	1. Milwaukee 2. Green Bay 3. La Crosse/Eau Claire	1. Wisconsin (54%) 2. Illinois (10%) 3. Minnesota (5%)

Attachment: Uniquely Wisconsin 2025 Season 5 (9123 : Uniquely Wisconsin)

Uniquely Wisconsin Documentary Shorts

The Idea

- Documentary style video that focuses on an organization, business, area of a County and the human story within.

Video Content

- Acquire on-site footage, interviews with key representatives, et
- Video footage will be shared as an embedded link to be used on websites, social media, etc.

Production

- Video shared on Discover Wisconsin platforms
- Includes full day(s) of field production, as well as pre- and post production per original short video
- Three (3) – six (6) minutes of content per original short video

Current Results (as of Feb. 2025):

16,508,369 Digital Impressions
6,732,475 Total Views
265,409 Social Engagements

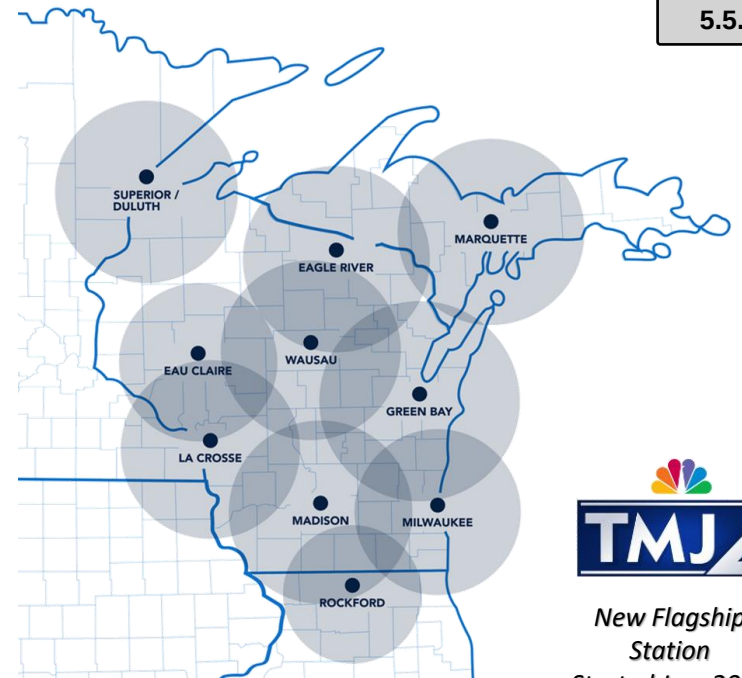


Regional Television Network

Capitalize on an audience that has followed Discover Wisconsin for 38 years, and has built reputation as a reliable and authentic source for Wisconsin destinations, businesses and culture.

Uniquely Wisconsin Special Episode

- Limited commercial episode compiling the stories will air on the Discover Wisconsin Regional Television Network



5.5.c



*New Flagship
Station
Started Jan. 202*

WISCONSIN

WTMJ – Milwaukee	SUN 10:30 AM
WKOW – Madison	SAT 6:30 PM
WFRV – Green Bay	SAT 6:30 PM
WAOW – Wausau	SAT 6:30 PM
WQOW – Eau Claire	SUN 5 PM
WXOW – La Crosse	SUN 5 PM
WMOW – Eagle River	SAT 6:30 PM
CBS 3 – Superior/Duluth	SAT 6:30 PM
KBJR 6 – Superior/Duluth	SAT 5:30 AM

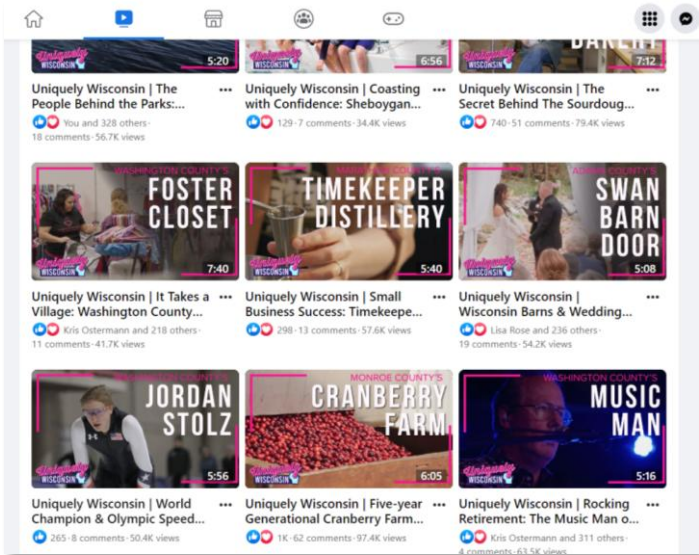
OTHER

WIFR – Rockford, IL	SAT 6:30 PM
WJMN – Marquette	SAT 7:30 PM EST

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Attachment: Uniquely Wisconsin 2025 Season 5 (9123 : Uniquely Wisconsin)

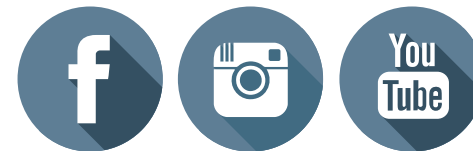
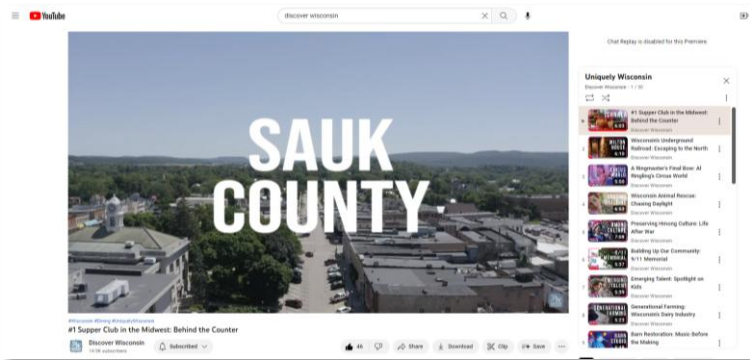
Streaming - Distribution



Binging Discover Wisconsin & Uniquely Wisconsin

Uniquely Wisconsin episodes, original shorts and social videos are also released on all of the Discover Wisconsin streaming and digital platforms.

- Video content (Episodes & Shorts) will air and live on OTT platforms and discoverwisconsin.com
 - ***Available on discoverwisconsin.com for up to two (2) years***
- Video content will also air and live on Discover Wisconsin YouTube channel and Discover Wisconsin Facebook & Instagram page
 - ***Available on YouTube into perpetuity***
 - ***Available on Facebook & Instagram into perpetuity***



The Cabin Podcast

Welcome to *The Cabin*, a weekly 35-40 minute podcast produced by the crew that brings you the nation's longest-running tourism TV show, *Discover Wisconsin*.

Joined by producers, travel experts and tourism leaders, Andrea Boehlke and Megan Christian and Guests take you behind-the-scenes to the heart of the Midwest.

The Cabin Episode

- **Dedicated/Bonus:** Bonus podcast episode dedicated entirely to destination, business or event and released across Discover Wisconsin podcast and social platforms
 - Includes dedicated social posts, e-newsletter and blog editorial

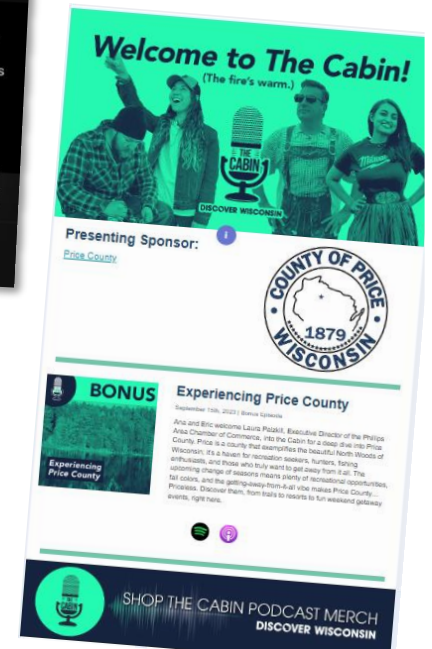
Podcast By The Numbers

- **1,100,000+** total downloads
- 300,000+ total unique listeners
- 3,000 – 6,000 downloads per week
- 60,000+ impressions per week on Discover Wisconsin Facebook & Instagram on average
 - Top listeners by state:
 - Wisconsin (54%), Illinois (10%), Minnesota (5%)

*Data updated May 2025



Trending “Places & Travel” Podcast on Apple Podcasts



Social & Digital

Discover Wisconsin Social Posts and Giveaways

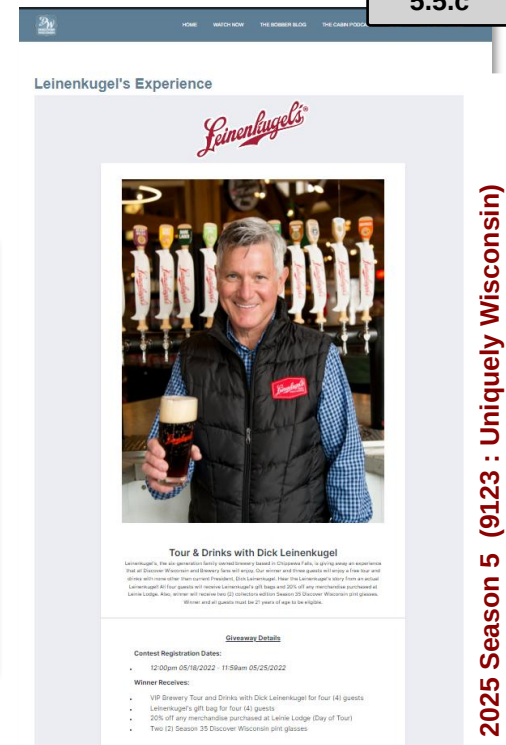
- Posts across Discover Wisconsin social platforms based on guaranteed impressions or number of posts.
- Ability for data acquisition with engaging giveaway contests.
 - Giveaway contests run for a week and include guaranteed impressions

The Bobber Blogs

- Editorials written by Discover Wisconsin team that align with client focused information. Shared across social and digital platforms.

Discover Wisconsin E-Newsletters

- Ability to reach thousands of engaged Discover Wisconsin fans on a monthly basis, with blog editorials, video stories, logo placement, etc.
 - e-Newsletter subscribers: 24,000+
 - Average open rate: 18.0%+





Video Edits

B-Roll

Video acquired and utilized during shorts is available in b-roll form.

- Transferred via a downloadable link

Social Video Editing

Video acquired during shorts will be available to be edited into social media and digital marketing assets

- :15-:60 social media ads





Total Cost: \$60,000

***Each County Recieves**

VIDEO STORIES

- THREE (3) DOCU-SERIES SHORT-FORM VIDEOS UP TO SIX (6) MINUTES IN LENGTH EACH
 - DEVELOP STORIES THAT TOUCH ON A COMBINATION OF CULTURE, COMMUNITY ENGAGEMENT, ECONOMIC DEVELOPMENT, AND TOURISM
- ONE (1) :60 SOCIAL MEDIA EDIT VIDEO
 - SOCIAL MEDIA AND DIGITALLY EDITED VIDEOS DESIGNED FOR USE ON COUNTY-SPECIFIC PAGES
- FIVE (5) MINUTE PORTION OF BROADCAST DOCUMENTARY ACROSS DISCOVER WISCONSIN REGIONAL TELEVISION NETWORK
 - HAVE THE STREAMING-ONLY DOCU-SERIES DEVELOPED INTO A BROADCAST EPISODE
- SHARED B-ROLL OF FOOTAGE ACQUIRED

PODCAST & SOCIAL MEDIA

- ONE (1) DEDICATED "THE CABIN" PODCAST FOR COUNTY
 - CELEBRATE WHY THE COUNTY IS UNIQUE AND THE CULTURE WITHIN FOR EACH SPECIFIC COUNTY
- ONE (1) DATA ACQUISITION SIGN-UP CONTEST ON DISCOVER WISCONSIN SOCIAL MEDIA
 - OPPORTUNITY TO GROW DATABASE FOR COUNTY-SPECIFIC ITEMS (JOB BOARDS, RELOCATION, ETC.)
- MULTIPLE BLOGS, E-NEWSLETTERS, SOCIAL IMPRESSIONS, ETC. IN PROMOTION OF THE SERIES



OWN
THE
GAME
Uniquely
WISCONSIN

Post-Plans

Continue the Momentum

Campaign Recap

- Receive information from Uniquely Wisconsin campaign to gauge success of program
 - Example Results – Marathon County
 - Broadcast Viewership: **218,642**
 - Digital Impressions: **937,641**
 - Digital Views: **218,192**
 - Digital Engagements: **14,159**
 - Podcast Downloads: **3,399**
 - Emails Contacted: **159,326**

How to Use Content

- All video stories, blog and podcast will be shared with county for placement on their pages, as well as Discover Wisconsin
- All b-roll videos will be shared with county for use on their sites and outreach campaigns
 - Example Uses:
 - Development of County specific page to drive economic development and/or Tourism
 - DMW can provide a landing page to assist counties in creation of information hub



Uniquely WISCONSIN

DISCOVER
► MEDIA WORKS





Uniquely Wisconsin Action Steps

1. **Agreement Paperwork Completed**
2. **Virtual Creative Meeting (Within 1-month of paperwork being signed)**
 - a. Involving County Team (limited to 5 people or less) & Discover Mediaworks Team
 - b. Can utilize larger County Team, but have a point of contact for the larger group
3. **Discussing Potential Stories**
 - a. Stories are sent to Discover Mediaworks Team through email to digest and research.
 - b. Potential virtual meeting if needed for County Team to further introduce story topics to Discover Mediaworks Team
4. **Finalization of Stories**
 - a. Discover Mediaworks will send the stories chosen via email
 - b. County Team will review for approval
5. **Introductions/Pre-Production for Filming**
 - a. Discover Mediaworks connects with story subjects for logistics and pre-interviews
 - b. Recommended: County Team introduces subject and Discover Mediaworks team (This is a good outreach opportunity for the County and ensures we have connected with correct people.)
6. **Story Treatment Approval**
 - a. Discover Mediaworks writes and shares story treatment/outline with County Team for approval
 - b. Discover Mediaworks communicates the filming schedule
7. **Filming**
 - a. Discover Mediaworks field produces story
 - b. Discover Mediaworks communicates with how the shoot went
8. **Edits & Additional Marketing Feedback**
 - a. Discover Mediaworks to share review cuts with County Team for recommended changes/approval
 - b. Any blogs, e-newsletters, social posts, press releases to be approved by County Team prior to release
9. **Release**
 - a. Discover Wisconsin shares release schedule with County Team with plan for full campaign

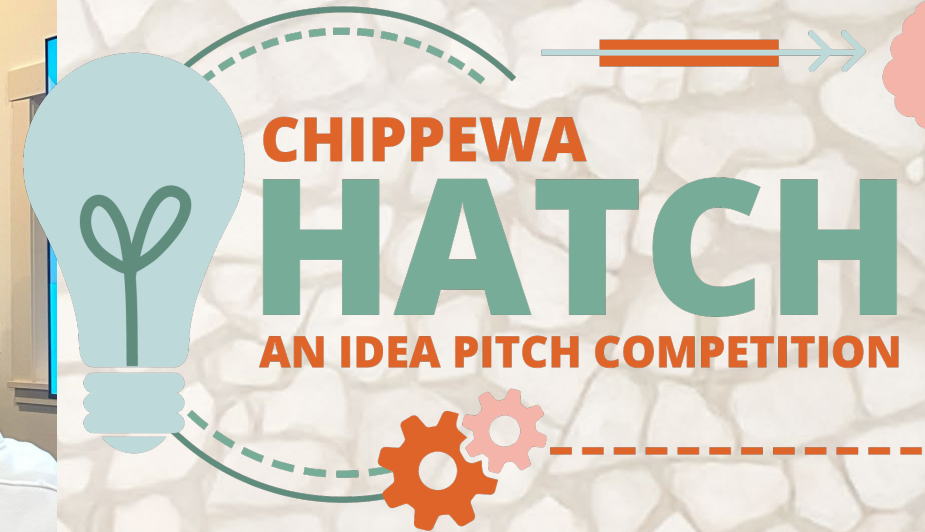
**CHIPPEWA
ECONOMIC
DEVELOPMENT
CORPORATION**



**Economic Development Committee
Regular Meeting
8/6/2025 5:00 PM
Chippewa County Courthouse, Rm 302**

Since 2007, the Chippewa Economic Development Corporation (CEDC) has been dedicated to supporting startups- In 2012-CEDC expanded programs to include a range of resources, including mentoring, coaching, networking, and other activities designed to help entrepreneurs thrive. At the heart of CEDC's entrepreneurial program is the annual HATCH Idea Pitch Competition Launched in 2018 (HATCH).

5.6.a



Business Plan Competitions & Pitch Events as Economic Development Tools—Strategic levers that CEDC uses to ignite innovation, attract investment, and build a resilient economy **Strategic Goals**

- **Stimulate Innovation & New Business Formation**—They encourage entrepreneurs to refine ideas, validate business models, and launch ventures—fueling job creation and economic diversification.
- **Talent Development & Retention**—By engaging students, creatives, and professionals, these events help Chippewa retain bright minds and attract new ones.
- **Capital Access & Investor Engagement**—Pitch events connect startups with angel investors, VCs, and lenders, often leading to funding.
- **Strengthening Entrepreneurial Networks (connections)** CEDC gatherings foster relationships among founders, mentors, service providers, and builds a collaborative ecosystem.
- **Place-Based Branding & Visibility**—Hosting high-energy competitions positions Chippewa as a hub for innovation, drawing attention from media, talent, and investors.

Practical Outcomes

- **Pipeline for Incubators & Accelerators**—Winners often feed into local programs, creating a structured path for growth and support.
- **Policy & Program Alignment**—Events can surface gaps in infrastructure, financing, or workforce—informing future economic development strategies.
- **Community Engagement & Inclusion**—Competitions like HATCH invite public participation, making entrepreneurship a shared civic experience.



5.6.a



Attachment: 8.6.25 County Presentation (9120 : CCEDC Report- Charlie Walker)

COMING SOON





CHIPPEWA
HATCH
AN IDEA PITCH COMPETITION

2025 *BEAR Pitch Showcase*

**Thursday
August 14th, 2025
6:00 PM**

**EastBay Lodge
Holcombe, WI**

This inaugural event spotlights growth-stage businesses ready to scale, offering six finalists the opportunity to pitch to investors for funding, exposure, and prizes, all while celebrating entrepreneurship and economic momentum in the Chippewa Valley.

[Click HERE for more info](#)





Who Is BEAR '25 For?

- Growth-stage businesses ready to expand
- Investors, lenders, and business advocates
- Chambers, EDCs, colleges, and economic partners
- Anyone passionate about entrepreneurship and regional growth

CHIPPEWA ECONOMIC DEVELOPMENT CORPORATION 
WWW.CHIPPEWA-WI.COM

Strategic Objectives

- **Knowledge Transfer & Capacity Building**—These sessions provide bite-sized professional development, helping local businesses, entrepreneurs, and community leaders stay informed on trends, tools, and opportunities.
- **Connecting (Networking) & Relationship Building**—CEDC uses informal setting that encourages cross-sector connections—between public officials, private investors, educators, and entrepreneurs—**which can spark collaborations and new ventures.**
- **Community Engagement & Inclusion**—By being open to the public and often free, Lunch and Learns democratize access to economic development conversations, making it easier for diverse voices to participate.
- **Showcasing Local Assets**—Hosting events at local venues or featuring regional experts highlights community strengths and builds pride in local talent and infrastructure.
- **Supporting the “Fourth Wave” of Economic Development**—We’re entering a new phase-focused on innovation, entrepreneurship, and inclusive growth—Lunch and Learns are a nimble tool to support this shift.





Topics Targets

Infrastructure & Innovation

- Broadband Expansion & Digital Equity
- Industrial Parks & Site Readiness Strategies
- Public-Private Partnerships for Regional Growth

Workforce & Entrepreneurship

Innovation Ecosystems

Global & Local Dynamics

- Foreign Trade Zones & Export Strategies
- Reshoring & Supply Chain Resilience

Emerging Trends

- AI & Automation in Local Economies
- Circular Economy & Green Business Models
- Holistic Health as an Economic Driver
- Kindness & Attitude as Strategic Tools

5.6.a

LUNCH & LEARN



AUG
30

11:30AM-1PM

770 TECHNOLOGY WAY
CHIPPEWA FALLS, WI

\$20

LUNCH PROVIDED

Understanding & Utilizing New Market Tax Credits

The New Market Tax Credit Program is a U.S. federal financial program that was designed to stimulate real estate investment and business in low income communities.

Join the CCEDC and guest speaker, Vassil Zanev of Bremer Bank to discuss the benefits of the NMTC program and who qualifies.

Space is limited at this eye-opening lunch event that will not only provide you with more information on what this federal program is and who qualifies, but also gives you the foundation to make the informed decision to best utilize these credits.

PRESENTED BY

Vassil Zanev
Bremer Bank
Capital Markets Director



SPONSORED BY



REGISTER AT: CHIPPEWA-WI.COM/EVENTS



Packet Pg. 45

Business Visits : A Strategic Doorway to Economic Growth

These aren't just photo ops—they're tactical tools. They work behind the scenes to strengthen Chippewa's economy

Business Visits (Retention & Relationship Building BEAR)

- **Retention First:** Visiting existing businesses helps identify challenges before they become crises. It's often more cost-effective to retain and expand current employers than recruit new ones.
- **Trust & Visibility:** Regular visits build rapport, showing businesses, they're valued and supported. This leads to stronger partnerships and more candid feedback.
- **Data Collection:** These visits often uncover insights about workforce needs, infrastructure gaps, or expansion plans—fuel for strategic planning and growth.
- **Resource Connection:** CEDC connects businesses to incentives, workforce programs, or technical assistance during these visits.



Business Collaboration Showcase (Promotion & Pride)

- Celebrate Local Success:** Showcasing businesses—through tours, open houses, or media—builds community pride and highlights Chippewa’s economic vitality.
- Attract Investment:** They impress site selectors, investors, and policymakers by demonstrating a thriving business climate.
- Talent Magnet:** Showcasing innovation and workplace culture can help attract skilled workers and entrepreneurs.
- Cross-Sector Engagement:** Inviting schools, civic groups, and other businesses fosters collaboration and strengthens the local ecosystem.
- Builds a **feedback loop** between businesses and encourages ambassadorship for Chippewa





5.6.a

Attachment: 8.6.25 County Presentation (9120 : CCEDC Report- Charlie Walker)



5.6.a

Attachment: 8.6.25 County Presentation (9120 : CCEDC Report- Charlie Walker)

Strategic Communication

- **Humanize the Mission**-Allows CEDC to speak directly to our audience in a conversational tone, making complex strategies feel personal and relatable.
- **Amplify Local Voices**-Featuring entrepreneurs, community leaders, and innovators helps showcase Chippewa's talent and diversity, reinforcing pride and attracting interest.
- **Content That Scales**-Unlike one-time events, podcast episodes live on and can be shared widely—extending the reach

Economic Development Goals

- **Business Expansion And Retention (BEAR)**-Interviews with local businesses can surface challenges, celebrate successes, and strengthen relationships.
- **Talent Attraction & Place Branding**-It highlights our lifestyle, culture, and career opportunities, helping recruit new residents and workers.
- **Thought Leadership & Policy Influence**-CEDC discusses trends, policy shifts, and innovation, positioning Chippewa as forward-thinking and informed.
- **Trust & Transparency**-Builds familiarity and trust with stakeholders, from elected officials to entrepreneurs.
- **Community Branding**-The podcast positions the Chippewa as a place where innovation, kindness, and collaboration thrive—attracting talent, investment, and new ideas.
- **Entrepreneurial Inspiration**-Sharing authentic stories of grit, growth, and gratitude motivates listeners to start or expand their own ventures, fueling grassroots economic activity.
- **Data & Insight Collection**-Informal interviews often reveal challenges, opportunities, and trends that can inform broader economic development strategies.





Award Celebration-Strategic Objectives

- **Retention Through Recognition**-Awards celebrate existing businesses, reinforcing their value and encouraging continued investment in the Chippewa.
- **Brand Building & Place Marketing**-Honoring our local success stories helps shape a positive narrative about Chippewa, attracting talent, investors, and new businesses.
- **Encouraging Innovation & Best Practices**-Awards spotlight forward-thinking local companies, setting benchmarks and inspiring others to adopt similar strategies.
- **Strengthening Ecosystems**-Recognizing diverse sectors—from manufacturing to startups—helps showcase the depth and resilience of Chippewa’s economy.
- **Fostering Public-Private Collaboration**-Award ceremonies bring together elected officials, business leaders, and community members, reinforcing trust and shared goals.

Visibility & Influence

- **Media Coverage & Storytelling**
Awards generate buzz, offering a platform to share compelling business stories that resonate beyond the local media and can go national.
- **Third-Party Validation**-Recognition from respected organizations (like [IEDC’s Excellence Awards](#) or [Business Facilities’ EDO Awards](#)) boosts credibility and can help businesses secure funding or partnerships.
- **Talent Attraction & Retention**
Celebrating workplace culture, innovation, and leadership helps position the region as a great place to work and grow.





5.6.a



Attachment: 8.6.25 County Presentation (9120 : CCEDC Report- Charlie Walker)

Advocacy a vital tool in Chippewa's economic development

- **Shapes the environment-** which helps growth happens — from influencing legislation to securing resources and amplifying local priorities. We work to ensure that laws and regulations reflect the needs of local businesses, workers, and residents.
- **Secures Funding & Incentives:** Helps Chippewa access state and federal grants, infrastructure dollars, and tax incentives that fuel development.
- **Protects Local Interests:** It gives Chippewa County a voice in broader policy debates, safeguarding against decisions that could harm our local economy.
- **Builds Political Capital:** Regular engagement with our elected officials builds trust and positions us as a credible partner.
- **Raises Awareness:** CEDC advocacy campaigns spotlight local challenges and opportunities, attracting attention from policymakers and investors
- **Mobilizes Stakeholders:** It unites business leaders, nonprofits, and residents around shared goals, creating momentum for change.
- **Drives Systemic Change:** Address root causes — like housing shortages or workforce gaps





5.6.a



Attachment: 8.6.25 County Presentation (9120 : CCEDC Report- Charlie Walker)



Packet Pg. 55

Advocacy Issues

- **Modernize TIF Law:**-Update Tax Increment Financing to better support workforce housing, infrastructure, and redevelopment. Improve Joint Review Board qualifications.
- **Create a Statewide Deal Closing Fund:** Offer financial incentives to attract major business investments and help fund business parks.
- **Strengthen Energy Infrastructure:** Streamline approvals for high-demand energy projects to support industrial growth.
- **Clean Energy Innovation:** Expanding nuclear and fusion energy, including the creation of the Wisconsin Nuclear Power Summit Board and funding for siting studies
- **Enhance the Economic Development Toolbox**-Advanced manufacturing grant program and preserve the Manufacturing and Agriculture Tax Credit.
- **Workforce & Childcare Investment**-incentivize employer-supported childcare and Reform training programs to align with business needs.
- **Infrastructure & Broadband**-Invest in transportation, industrial site development, and broadband expansion.
- **Creative Economy & Film Industry**-Establishing the Office of Film and Creative Industries to support Wisconsin's creative sectors
- **Restore lost health/mental care capacity caused by HSHS Closure -**



5.6.a



Attachment: 8.6.25 County Presentation (9120 : CCEDC Report- Charlie Walker)

Business attraction/recruitment (BAR) plays a pivotal role in shaping Chippewa's community's economic vitality, but its true value lies in how it complements broader CEDC development efforts.

- **Job Creation:** New businesses bring employment opportunities, often diversifying the local job market and reducing dependency on a single industry.
- **Tax Base Expansion:** Attracting businesses increases property, sales, and income tax revenues, which can fund Chippewa's public services
- **Stimulates Investment:** A thriving business environment encourages further private and public investment, creating a ripple effect of growth.

Strategic Positioning

- **Fills Market Gaps:** BAR targets businesses that meet unmet local needs or support existing industries — for example, attracting a supplier that strengthens our regional manufacturing clusters.
- **Enhances Competitiveness:** BAR helps us stay ahead by adapting to market trends and positioning Chippewa as hubs for innovation.

Community Benefits

- **Improves Quality of Life:** New businesses often bring amenities, services, and cultural offerings that enhance livability.
- **Builds Social Capital:** New Businesses in a community frequently supports local events, nonprofits, and educational programs
- **Encourages Collaboration:** BAR efforts often involve partnerships between government, education, and industry — fostering a culture of cooperation.





Frequency Factors

- **Population Size:** Chippewa's smaller towns often struggle to attract new firms due to limited workforce and infrastructure.
- **Economic Development Strategy:** Chippewa's strong branding attract more interest.
- **Industry Clusters:** Chippewa supports existing clusters (e.g., manufacturing, tech, agriculture) hence draw more related businesses.
- **Proximity to MSP and EAU:** Chippewa benefits from spillover growth or satellite expansions.



Why Net New Construction Matters in Wisconsin

- **Levy Limit Increases:** Chippewa like all Wisconsin municipalities are restricted in how much they can raise property taxes — but net new construction is the key exception. More construction = higher allowable levy without raising rates for existing taxpayers.
- **Budget Flexibility:** With more levy capacity, local governments can invest in services like police, fire, parks, and economic development itself.
- **Community Growth Signal:** High net new construction reflects a thriving local economy, attracting further investment and talent.





Economic Development
Questions ?

Economic Development 2026 DH Requested Budgets Synopsis

Airport – no changes with the amount for the new contract for 2024-2028

Economic Development – no changes for 2026.

Tourism – no changes for 2026.

Fund 226 (ED Revolving Loan Fund) – all COVID loans are paid.

Fund 602 (Land Development Fund) – no changes for 2026.

County of Chippewa*			
Finance (Economic Development) - Budget Detail			
2026 DH Requested Budget			
		2026 Initial Budget Request Total incl. Worksheets	2026 Worksheet Total
Worksheet Line Item	Full Postingstring		
Grand Total		0	0
100 - General Fund		0	0
03 - General County		0	0
53510 - Airport		0	0
492909 - Transfer In - Sales Tax Fund		(132,890)	(132,890)
Appropriated from sales tax with annual resolution with CIP (Res 17-25)	100.03.53510.492909	(132,890)	(132,890)
521200 - Contracted Services		132,890	132,890
2025-2028 \$132,890.00 Approved Contract Amount	100.03.53510.521200	132,890	132,890
56710 - Economic Development		0	0
411100 - General Property Taxes		(187,600)	(187,600)
Property Tax Levy	100.03.56710.411100	(187,600)	(187,600)
521200 - Contracted Services		187,000	187,000
Chippewa County Economic Development Corporation Contract	100.03.56710.521200	195,000	195,000
Chippewa Valley Innovation Center (CVIC) Annual Contribution	100.03.56710.521200	10,000	10,000
Transfer portion of CCEDC contract to Land Development	100.03.56710.521200	(18,000)	(18,000)
533500 - Conventions & Meetings		600	600
Registration and meals for training in Economic Development and CCEDC events	100.03.56710.533500	600	600
56720 - Tourism Development		0	0
411100 - General Property Taxes		(32,270)	(32,270)
Property Tax Levy	100.03.56720.411100	(32,270)	(32,270)
521200 - Contracted Services		32,270	32,270
2026 Contribution to Chippewa County Tourism	100.03.56720.521200	32,270	32,270
602 - Land Development		0	0
04 - Department of Administration		0	0
54712 - Land Development Fund		0	0

Worksheet Line Item	Full Postingstring	2026 Initial Budget Request Total incl. Worksheets	2026 Worksheet Total
483010 - Sale Of County Property		(280,000)	(280,000)
Possible sales of remaining lots in the Lake Wissota Business Park	602.04.54712.483010	(280,000)	(280,000)
521200 - Contracted Services		150,000	150,000
Contracted services needed for lots	602.04.54712.521200	150,000	150,000
530000 - Program Expenditures		73,000	73,000
Future Projects and/or Land Purchase for Economic Development/Tourism	602.04.54712.530000	73,000	73,000
593200 - Cost Of Land Sold		57,000	57,000
Cost of possible lots sold	602.04.54712.593200	57,000	57,000

County of Chippewa*						
Finance (Economic Development) - Budget Summary						
2026 DH Requested Budget						
Account	2024 Annual Budget	2024 Full Year Actuals	2025 Annual Budget	2025 June YTD Actuals	2025 Annual Projection	2026 Initial Budget Request
Grand Total	0	35,673	0	(131,207)	(613)	0
100 - General Fund	0	(37,945)	0	(181,680)	0	0
03 - General County	0	(37,945)	0	(181,680)	0	0
53510 - Airport	0	0	0	(66,445)	0	0
Revenue	(132,890)	(132,890)	(132,890)	(132,890)	(132,890)	(132,890)
411100 - General Property Taxes	0	0	0	0	0	0
492909 - Transfer In - Sales Tax Fund	(132,890)	(132,890)	(132,890)	(132,890)	(132,890)	(132,890)
Expense	132,890	132,890	132,890	66,445	132,890	132,890
521200 - Contracted Services	132,890	132,890	132,890	66,445	132,890	132,890
56710 - Economic Development	0	(37,945)	0	(99,100)	0	0
Revenue	(187,600)	(224,945)	(187,600)	(187,600)	(187,600)	(187,600)
411100 - General Property Taxes	(187,600)	(187,600)	(187,600)	(187,600)	(187,600)	(187,600)
465610 - Other Revenues	0	(37,345)	0	0	0	0
492999 - Transfer In - Other Funds	0	0	0	0	0	0
493000 - Fund Balance Applied	0	0	0	0	0	0
Expense	187,600	187,000	187,600	88,500	187,600	187,600
500099 - Non-Lapsing Funds	0	0	0	0	0	0
511100 - Salaries And Wages	0	0	0	0	0	0
511200 - Overtime	0	0	0	0	0	0
515000 - Fringe Benefits	0	0	0	0	0	0
515400 - Health Insurance Benefit	0	0	0	0	0	0
521200 - Contracted Services	187,000	187,000	187,000	88,500	187,000	187,000
521225 - Contracted Services-Airport	0	0	0	0	0	0
522300 - Cell Phone Costs	0	0	0	0	0	0
522500 - Telephone	0	0	0	0	0	0
530000 - Program Expenditures	0	0	0	0	0	0
531000 - Office Supplies	0	0	0	0	0	0
531100 - Postage	0	0	0	0	0	0

Account	2024 Annual Budget	2024 Full Year Actuals	2025 Annual Budget	2025 June YTD Actuals	2025 Annual Projection	2026 Initial Budget Request
531200 - Copies/printing	0	0	0	0	0	0
533500 - Conventions & Meetings	600	0	600	0	600	600
581000 - Capital Equipment > \$5,000	0	0	0	0	0	0
595000 - Expenditure Transfer	0	0	0	0	0	0
56720 - Tourism Development	0	0	0	(16,135)	0	0
Revenue	(32,270)	(32,270)	(32,270)	(32,270)	(32,270)	(32,270)
411100 - General Property Taxes	(32,270)	(32,270)	(32,270)	(32,270)	(32,270)	(32,270)
Expense	32,270	32,270	32,270	16,135	32,270	32,270
521200 - Contracted Services	32,270	32,270	32,270	16,135	32,270	32,270
226 - County Economic Development	0	(1,100)	0	(613)	(613)	0
03 - General County	0	(1,100)	0	(613)	(613)	0
56770 - Loan Funds Available	0	0	0	0	0	0
Revenue	0	0	0	0	0	0
493000 - Fund Balance Applied	0	0	0	0	0	0
Expense	0	0	0	0	0	0
500099 - Non-Lapsing Funds	0	0	0	0	0	0
530000 - Program Expenditures	0	0	0	0	0	0
56804 - O'Neil Creek Winery	0	0	0	0	0	0
Revenue	0	0	0	0	0	0
486010 - Loan Principal Payment	0	0	0	0	0	0
486020 - Loan Interest Income	0	0	0	0	0	0
Expense	0	0	0	0	0	0
530000 - Program Expenditures	0	0	0	0	0	0
56805 - Just Jen Fitness	0	(1,100)	0	(613)	(613)	0
Revenue	(1,287)	(1,100)	(338)	(613)	(613)	0
486010 - Loan Principal Payment	(1,270)	(1,087)	(337)	(611)	(611)	0
486020 - Loan Interest Income	(17)	(13)	(1)	(2)	(2)	0
Expense	1,287	0	338	0	0	0
530000 - Program Expenditures	1,287	0	338	0	0	0
56806 - Lake Holcombe Cafe	0	0	0	0	0	0
Revenue	0	0	0	0	0	0
486010 - Loan Principal Payment	0	0	0	0	0	0
486020 - Loan Interest Income	0	0	0	0	0	0

Account	2024 Annual Budget	2024 Full Year Actuals	2025 Annual Budget	2025 June YTD Actuals	2025 Annual Projection	2026 Initial Budget Request
Expense	0	0	0	0	0	0
530000 - Program Expenditures	0	0	0	0	0	0
602 - Land Development	0	74,718	0	51,087	0	0
04 - Department of Administration	0	74,718	0	51,087	0	0
54712 - Land Development Fund	0	74,718	0	51,087	0	0
Revenue	(300,000)	(102,000)	(280,000)	0	(280,000)	(280,000)
411100 - General Property Taxes	0	0	0	0	0	0
411120 - Return Of Tax Increment Dist T	0	0	0	0	0	0
465610 - Other Revenues	0	0	0	0	0	0
481000 - Interest Income	0	0	0	0	0	0
482010 - Rental/Lease Income	0	0	0	0	0	0
483010 - Sale Of County Property	(300,000)	(102,000)	(280,000)	0	(280,000)	(280,000)
492109 - Transfer In - General Fund	0	0	0	0	0	0
492999 - Transfer In - Other Funds	0	0	0	0	0	0
493000 - Fund Balance Applied	0	0	0	0	0	0
Expense	300,000	176,718	280,000	51,087	280,000	280,000
500099 - Non-Lapsing Funds	0	0	0	0	0	0
511100 - Salaries And Wages	0	0	0	0	0	0
511200 - Overtime	0	0	0	0	0	0
515000 - Fringe Benefits	0	0	0	0	0	0
515400 - Health Insurance Benefit	0	0	0	0	0	0
521002 - Commissions Paid On Land Sales	0	0	0	0	0	0
521200 - Contracted Services	150,000	55,852	150,000	42,087	150,000	150,000
522300 - Cell Phone Costs	0	0	0	0	0	0
526500 - Engineering	0	0	0	0	0	0
530000 - Program Expenditures	93,000	89,355	73,000	9,000	73,000	73,000
559100 - Bad Debts Expense	0	0	0	0	0	0
562000 - Interest Payments	0	0	0	0	0	0
562100 - Principal Payments	0	0	0	0	0	0
584900 - Other LWBP Improve/Maint Expen	0	0	0	0	0	0
593200 - Cost Of Land Sold	57,000	31,511	57,000	0	57,000	57,000
595000 - Expenditure Transfer	0	0	0	0	0	0

County of Chippewa*			
Finance (Economic Development) - Budget Tax Levy			
2026 DH Requested Budget			
ALFRE	2023 Annual Budget	2024 Annual Budget	2025 Initial Budget Request
Grand Total	(224,870)	(219,870)	(219,870)
53510 - Airport			
Revenue	0	0	0
Total 53510 - Airport	0	0	0
56710 - Economic Development			
Revenue	(192,600)	(187,600)	(187,600)
Total 56710 - Economic Development	(192,600)	(187,600)	(187,600)
56720 - Tourism Development			
Revenue	(32,270)	(32,270)	(32,270)
Total 56720 - Tourism Development	(32,270)	(32,270)	(32,270)