



## City of Port Washington Economic Development Newsletter 2015 Summer

### Mayor's Message

Dear City Business Partners:

I write this to you as we move into the heart of Summer in our great City of Port Washington. The 4th of July holiday has passed, with the parade, family activities, and fireworks once again being a huge hit. We've joined together to celebrate the 51st Anniversary of Fish Day, our iconic city festival that highlights the special historical and cultural role we've played as a proud Lake Michigan community. As always, the Summer months are busy and festive and memorable ones in "Our Home Port!"

We continue to have much to celebrate about our business partners who call our great city "their home Port." Once again in 2015, Milwaukee Journal-Sentinel's "Top Workplaces" list honored three City of Port Washington Businesses - Ansay & Associates, Molded Dimensions, and Port Washington State Bank. No other community in Ozaukee County had more than one business on that list. Additionally, just last month Ozaukee Economic Development announced their "Business of the Year" recipients - and our

very own Port Washington State Bank was announced as the "Large Business of the Year." In 2014, OED celebrated Ansay & Associates as its honored "Large Business of the Year" - and Modern Equipment as a finalist. Indeed, lots for us to celebrate here in Port Washington!

So many other companies who call Port home are making significant investments in themselves, their employees, and our city - and their substantial and continued investment in our community is making a difference. Businesses of all sizes in all areas and in all sectors throughout our city are succeeding and partnering with us, and thus are playing a critical role in our city's economic development efforts. Again, something of which all of us should be very proud and grateful!

And, I join the members of our Economic Development Committee in thanking you and committing our continued partnership and support to advance the success of your own business in the months and years to come here in our great City of Port Washington. Anytime we can be of help, please let us know!

Tom Mlada  
Mayor- City of Port Washington

## **[NEW Economic Development Website!](#)**

We're excited to introduce our new Economic Development webpage! Please take a moment to visit:

<http://www.cityofportwashington.com/EconomicDevelopmentSite>

We created this Economic Development page on our City website in response to the requests our Economic Development Committee (EDC) received from our city business partners for such a resource. Here, you can learn more about ongoing visioning initiatives, such as our Downtown Redevelopment Plan; explore programs available to you, including our Green Business Program and Revolving Loan Fund; access useful information such as current City demographics; and receive other updates, such as those surrounding our City Business Recognition Program (where you can now nominate a business in our City, including your own!). You can also find recent Economic Development Newsletters and recent EDC meeting

minutes. As time permits, please visit our city website and share your thoughts on other items we can add to make the resource relevant and useful for you!

## **The Good Jobs**

Join us Tuesday, August 11th at 11 AM PST to see The Good Jobs platform and discover how it can help optimize your recruiting strategies. Their talent branding tools are used by culture-minded companies like Zappos, Farmers Insurance and Kohls. Through this free webinar city business partners get a chance to listen in and learn a bit more, especially when in hiring mode right now.

- Share your culture on your career site
- Drive higher conversions-- make job postings and sourcing campaigns work better
- Take the Culture Quiz!
- Optimize recruitment strategies with proven reporting and metrics

Sign up now at [www.thegoodjobs.com](http://www.thegoodjobs.com)

## **Revolving Loan Fund Program**

Looking to expand or open a business in Port Washington? Looking for potential financing options? Consider the Port Washington Revolving Loan Fund (RLF) Program. The program is set up as a gap financing program to work with your conventional financing. The program provides a low-interest loan for companies that will be creating new employment within the City of Port Washington. Some highlights of the program:

- Low Interest Loans - half of current Prime Rate
- Terms - 7 years for working capital, 10 years for Machinery or Property Acquisition
- Job Creation required - up to \$20,000 per full-time job created
- Needs to be part of a Financing Package, RLF funding can be up to 50% of project
- Can't be utilized for construction or projects that have already started

Examples of recent projects funded by the Port Washington RLF program:

Modern Equipment's purchase of its new property on Western Avenue; Prism Manufacturing utilized the program for working capital as part of its move into the Simplicity Building and Custom Wire Technology utilized the program for the purchase of its new property on Sunset Drive. For more information on the program, please contact either Randy Tetzlaff at 262-284-2600 or [rtetzlaff@ci.port-washington.wi.us](mailto:rtetzlaff@ci.port-washington.wi.us) or Kathleen Schilling at 262-238-7730 or [kschilling@co.ozaukee.wi.us](mailto:kschilling@co.ozaukee.wi.us)

## **UPDATE: Business Recognition Program**

In 2013, our City Economic Development Committee (EDC) launched a formal Business Recognition Program (BRP) to celebrate and thank successful businesses that have contributed in unique, significant, and sustainable ways to our city's overall economic well-being. Since then, we've acknowledged nine city business partners, the most recent being Drews True Value, Franklin Energy, and Kleen Test Products in April of this year. We'll announce our next BRP Award recipients later this month, and look forward to presenting them with their commemorative plaques! Additionally, we will recognize BRP Award recipients at City Council meetings, on our City website, and in our City e-Newsletter. Now, via our new Economic Development webpage, we invite you to nominate a city business (including your own!) that you believe merits special recognition. To do so, please visit: <http://cityofportwashington.com/featuredBusiness> and complete and submit the nomination form.

Criteria for being selected to receive a BRP Award includes, but is not limited to, the following:

- \* Longevity - 20 or more years of operation in the City of Port Washington;
- \* Creation of new jobs over past 12 months or long-term efforts to provide high-quality jobs;
- \* Significant business growth or investment in future growth over past 12 months;
- \* Profound impact on the larger business community over the past 12 months;
- \* Introduction of a unique product or service innovation within its industry;
- \* Exceptional customer service, as indicated by its customers or business

partners;

\* Proven contributions to the enhancement of the community and/or locally operating charities (examples include high school mentoring/internship programs, support of community events, and employee volunteerism);

\* Major renovation of, improvement to, or investment in existing buildings or structures;

\* Construction of new permanent buildings or infrastructure supportive of office or retail space;

\* Commitment to green business and sustainability practices (examples include waste reduction and recycling, water conservation and pollution prevention, energy efficiency and conservation)

## **Company Outing Opportunity**

This Summer, we've had an additional very unique and special opportunity to celebrate: our city's partnership with Discovery World Science & Technology Center in the City of Milwaukee, enabling us to welcome the tall ship *S/V Denis Sullivan-the world's only recreation of a 19th century three-masted Great Lakes schooner that offers sails to the general public*- for three scheduled Summer visits, with a fourth engagement in September just recently added. Our city's partnership with Discovery World, bringing that amazing tall ship asset to ports other than Milwaukee for numerous engagements, is the first-of-its-kind for the organization, a true testament to our ability to advance such mutually-beneficial regional partnerships - and leverage them as opportunities to positively impact our city's economy. I believe Joel Brennan, president and CEO of Discovery World Science & Technology Center, captured it best in our shared announcement about the partnership when he declared:

**"It's an opportune time right now for this partnership because there's so much happening in Port."**

And, September is a great time to enjoy some reinvigorating recreation out on Lake Michigan - in fact, as Captain Tiffany of the Denis Sullivan shared with me recently, it's the best time! Weather tends to be beautiful and winds are historically ideal for sailing.

**So, for you as city business partner, that means the Labor Day weekend visit of the Denis Sullivan could present a perfect opportunity for a company outing or employee appreciation event!** We can work directly with you to find a sail time that would work well, and with discounted per-

ticket pricing in place for groups of 20 or more, it's a chance for you to enjoy a very memorable trip out of our beautiful lakefront! The Denis Sullivan will be here in Port Washington for sails on Friday, September 4th - Monday, September 7th. For more information or to reserve a block of seats, please contact me directly at [mladaforportmayor@gmail.com](mailto:mladaforportmayor@gmail.com). I look forward to working with you personally to ensure we meet your business needs!

## **Our City of Port Washington - EDC**

Interested in chatting with us? We'd welcome the opportunity to speak by phone or visit you onsite! And, outside of personal conversations, our EDC meets monthly (third Wednesday of each month), and we'd love to have our meeting onsite and enjoy an opportunity to speak with your leadership team and tour your facility!

We are here to partner, support, advocate, and listen - please contact us!

If you have any questions or ideas please contact our Marketing and Economic Development Intern, Leah Kapp, at [lkapp@ci.port-washington.wi.us](mailto:lkapp@ci.port-washington.wi.us) or 262-284-2600 ext 1013

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