

## **FLORENCE COUNTY'S PATH TO GROWTH 2006-2014** (Wendy Gehlhoff - FCEDC)

- Entrepreneurs & Inventors Club and other educational business seminars
- Partnerships for free business counseling for existing and new entrepreneurs
- County RLF Loan Program (14 active loans in 4 Townships – have done loans in all 8)
- UW-Extension First Impressions project provided outsider insight/input
- SRTS Grant for sidewalks and US 2 crosswalks
- US 2 Wayfinding signs for key public facilities
- UW Madison Sr. Thesis Capstone project to create downtown plan
- Partnered with Chamber of Commerce, Town of Florence, Master Gardeners and FHS for downtown beautification, signage and morale building info:
  - US 2 banner, planter boxes and yearly flowers
  - Facilitated metal art/wood “Welcome to Florence” signs at major hwy entrances
  - Town of Florence playground equipment and perennial plantings
  - Town of Florence upgrades to pavilion and gazebo
  - Quarterly 2 page glossy Chamber Newsletter
- Facilitated NWTC Woodland Kitchen & Business Incubator creation in empty elementary
- NWTC Service Learning project to ID key tourism niches, how to leverage and logos
- New NWTC Micro Loan program via USDA grant for \$1,000-\$10,000 loans (3 in 2 towns)
- Attend Canoeopia trade show in Madison to target paddlers and market Wild Rivers
- Rolled out new [www.ExploreFlorenceCounty.com](http://www.ExploreFlorenceCounty.com) website and mobile app
- Developed Wild Rivers Tour in partnership with state DOT, Tourism, DNR & local groups
- WEDC grant for full service grocery/hardware store to building empty for 7 years
- 3 Tourism grants to promote Wild Rivers Tour and Badwater Bash & Bass Tourney
- Ongoing help for sawmills. Started with 4 mills (40 jobs), now have 5 mills (98 jobs)
- 2 regional WEDC grants: CNNF Stewardship Initiative and Hardwood Products Industry Retention and Expansion to improve raw material supply and market reach
- Developed first ever County based TIF District certified 3/2014
- TIF approved projects for grocery store, new Family Dollar and sawmill expansions



**Wendy Gehlhoff- Director**

**FCEDC - Helping Business Grow**

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