



CCEDC *News*

2nd Quarter, 2011

Annual Meeting Highlights



Joe Van Groll, Head of Research and Development, Caseus Energy

The Clark County Economic Development Corporation Annual Meeting was held on Monday, April 25 at the Loyal American Legion Hall. Guest speakers included Joe Van Groll of Caseus Energy, Jerome Donohoe and Toby Hovde of the Omega 3 Project, and Toby Kinkaid from Algaedyne Corporation. Each speaker gave an overview of their company and how their companies will benefit Clark County and the surrounding region.



**Jerome Donohoe, Researcher; Toby Hovde, Dairy Production Specialist of Heartland Cooperative
Team members for the Certified Omega 3 Project**

CCEDC Executive Director, Sheila Nyberg presented her report. CCEDC President, Tim Swiggum gave an update on the Agribusiness Innovation Center and Agribusiness Park.

During the Annual Meeting, retiring board members Tom Duell and Jim Leonhardt and major contributors to CCEDC were recognized. Mayor Dave Jankoski, City of Stanley, accepted a recognition award for being a first time major contributor. Other major contributors included: Clark County, City of Thorp, Village of Withee, City of Owen, Village of Dorchester, City of Abbotsford, City of Colby, City of Loyal, City of Greenwood, City of Neillsville, Village of Granton, Listeman Foundation, Time Federal Savings, Loyal Economic Development Corporation, Wisconsin Bench, and Xcel Energy.



Toby Kinkaid, Vice President and Chief Science Officer of Algaedyne Corporation

New directors were elected/reelected to the CCEDC Board of Directors. They were John Gaier—Neillsville, James Hanke—Xcel Energy, Mike Ruff—Clark Electric Cooperative, Mary Domanico—City of Greenwood, and Chuck Rueth—Loyal.

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(L) Mayor of Greenwood, Jim Scheckman, announces Biff Hendersen from the David Letterman Show will be coming to Greenwood.



(R) CCEDC President, Tim Swiggum, presents 1st Time Major Contributor Plaque to Mayor of Stanley, Dave Jankoski.

WI & Clark County Tourism's Economic Impact—2010



THE POWER OF TRAVEL

Marketing tourism has a direct return-on-investment for Wisconsin jobs, tax revenues and local economies.

Measuring only those travelers who would not otherwise have chosen Wisconsin, the Department's 2010 summer and fall ad campaigns generated a 7:1 return on investment in state and local tax dollars. In other words, for every \$1 spent on advertising the state received \$7 taxes.

Travel spending generated \$662 million in local government revenues and nearly \$1.4 billion in state revenues.

Approximately 1 in 13 of all jobs in the state are supported by traveler spending.

Tourism supported nearly 292,000 full-time equivalent jobs in 2010, the vast majority of which are tied to small businesses.

Tourism jobs are largely found in small businesses. Wisconsin businesses reporting less than 50 employees are currently providing 220,000 tourism jobs in Wisconsin.

In fiscal 2010, \$1.14 million in Joint Effort Marketing (JEM) grants generated \$32 million for local communities.

Tourism in Wisconsin began a slow climb to recovery in 2010 as each season showed stronger traveler spending than the previous one. By the fall season, traveler spending was up 4.1%.

CLARK COUNTY

Clark County ranks 61 in the state for traveler spending.

Travelers spent an estimated \$39.4 million in Your County in 2010, a change of 2.89% from 2009.

Clark County is a four-season destination. In 2010, travelers spending impacted all four seasons as follows: 16% percent of all expenditures were made in the winter, which amounted to \$6.3 million; 18% were made in the spring (\$6.9 million); 41% in the summer (\$16.2 million) and 25% in the fall (\$10 million).

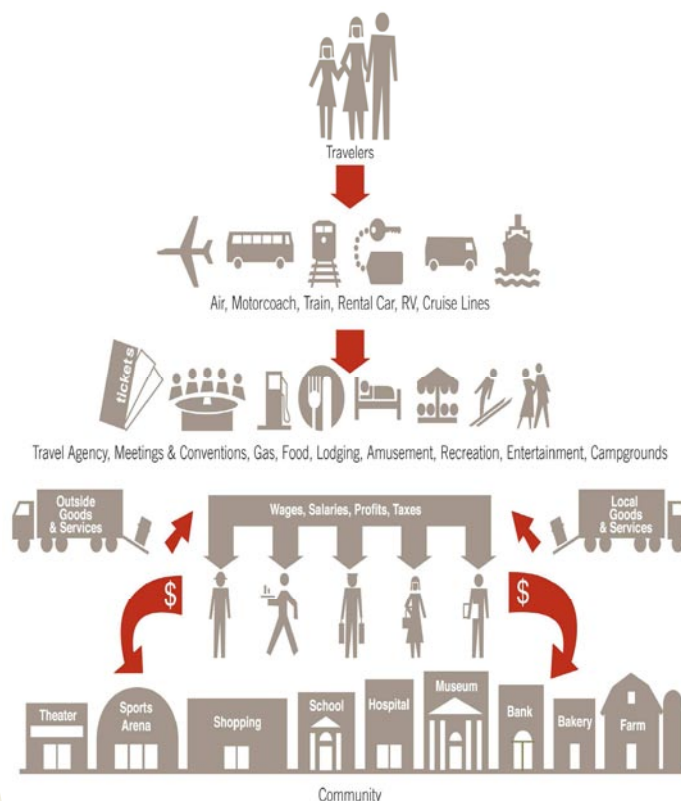
Traveler spending in 2010 supported 930 full-time equivalent jobs and \$24.3 million in wages and salaries. The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management and executive level positions.

Travel spending in Your County generated a total impact of \$2 million in taxes and other fees for local government last year.

Travelers generated \$4.8 million in state revenues (lodging, sales, excise and meal taxes, etc.) in 2010.

In 1996 travelers spent \$20.9 million in Clark County. In the year 2010 travelers spent \$39.4 million, representing an increase of almost 89%.

Economic Impact of Traveler Expenditures



Where does the money go?

The dollars Wisconsin travelers spend are re-circulated back into the local, state and national economies and directly benefit other related industries. Examples include medical, construction, technology, manufacturing, agriculture, food processing and other service industries who rely on tourism for their growth and stability. This multiplier benefits virtually everyone in Wisconsin by generating tax revenues, which help pay for our roads, schools, programs for the disabled and elderly and more. Travel spending also helps support shopping and historical areas, art galleries, museums and many cultural and community events.

Updates

Alumni Recruitment Project

The Clark County Alumni Recruitment Project's purpose is to recruit our alumni to live, work, and to start businesses in Clark County to aid in the diversification of our job market. We want to inform them about Clark County's available opportunities in the bio-energy/alternative fuel field and especially the Agribusiness Technology Park and Innovation Center. We want to show them what we have to offer for their families, for potential businesses, for investment, and to let them know "You Can Come Home".

The Project is almost ready to go on the road. Marketing materials for each community's industrial/business park have been designed and are ready to go to the printer. We are working with our schools to help get the information out. If you know of alumni events and gatherings coming up, please call our office.

Artist Studio Tour

Our first Artist Studio Tour was held April 30 and May 1. Fifteen local artists opened their studios for the public. The tour was well attended and enjoyed by many. One visitor commented, "We took in the Studio Art Tour and enjoyed it very much in spite of the weather. The variety of talent was very good. Hope you do this again."

Surveys were sent to all the artists to get their comments and suggestions for improvement for next year. If you know of anyone that would like to be on the tour next year please call (255-9100) or email (clarkwi@tds.net) our office with their name and contact information.

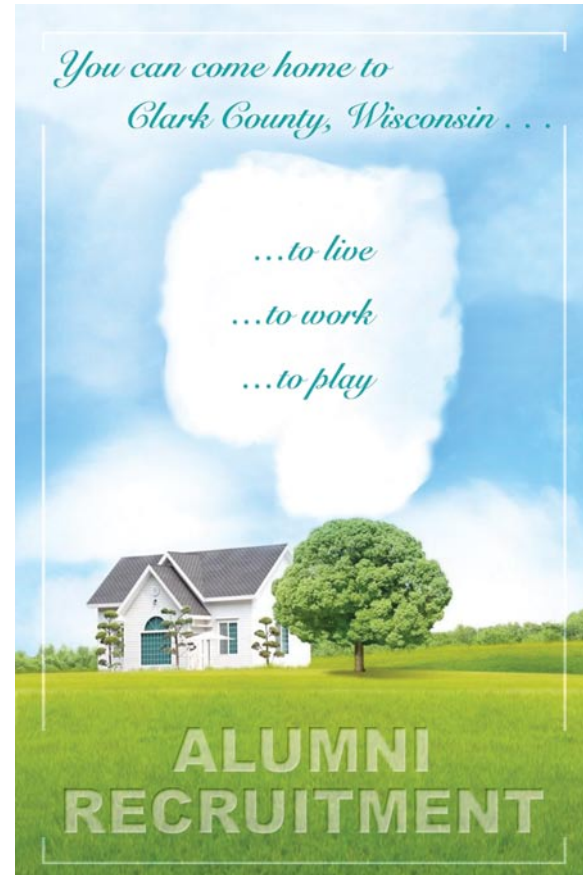
Farm Technology Days

July 12-14

*Seehafer Farms
Marshfield, WI*

Farm Technology Days

Clark County Economic Development Corporation will have a booth at Farm Technology Days at Seehafer Farms near Marshfield on July 12-14. We are in need of volunteers to staff the booth from 8 a.m. to 4:30 p.m. each day. Please contact our office at 255-9100 if you can help us for a few hours. Also, stop by to check out our displays and see what's happening in Clark County.



For more information, brochure and map, contact: Clark County Economic Development Corporation at 715-255-9100 or clarkwi@tds.net.

