

Business Idea refinement (Assist finalizing business products and concepts):

ADVOCAP, MPTC, SBDC, UWEX

Organizational structures (educate and assist in formation of the organization):

Nonprofit structure – SCORE, UWEX

Cooperative structure – USDA RD, UWEX

For profit structure –SBDC, SCORE

Business Plan (Provide examples to educate and review proposed plans):

ADVOCAP, MPTC, SBDC, SCORE

Market research (assist in determining the vitality of the business in the area):

Municipalities, SBDC, UWEX

Employee and operational training courses (Provide technical support and educate on regulations for employees):

ADVOCAP, MPTC, SBDC, SCORE, UWEX, WWBIC

One-on-one technical services for specific operational questions (One example how to increase workforce for their company and provide ideas and suggestions):

ADVOCAP, MPTC, SBDC, SCORE, UWEX

Location availability (Identify properties that fits the needs for the business):

Municipalities, GLCEDC

Finance package assemblage (Discuss how grants, loans, and capital can be bundled together to finance the project):

ADVOCAP, SBDC, SCORE

Financing (Entities working with business on providing financing of the project):

ADVOCAP, Municipalities, USDA RD, WEDC, WWBIC

Advocate for the business when dealing with financiers and regulators (Support the project to assist in making the project successful):

ADVOCAP, WWBIC

Business appreciation visit and communication (Direct visits on site with business asking about the vitality of their business and other types of communication such as quarterly meetings or emails):

ADVOCAP(assist in visits), Municipalities, UWEX (assist in visits), GLCEDC

Follow-up on potential business changes (Outreach to the business when there might be good or bad changes occurring at the business):

ADVOCAP (assist in visits), Municipalities, UWEX (assist in visits), GLCEDC

Recruiting business (Reaching out to entrepreneurs or existing businesses to relocate to the area):

Municipalities, NEW North (Northeastern Wisconsin), GLCEDC, WEDC (Wisconsin)

Including Green Lake County in state and regional economic development conversations (Local representatives have regular meetings with state or regional ED leaders to express the needs for the area): ADVOCAP, Municipalities, UWEX, GLCEDC

Housing (Discuss with employers the needs of housing for workforce recruitment and assist in the conversations with developers):

ADVOCAP, Municipalities, GLCEDC

Banks and Lenders in the Community

Community banks and lenders are the primary source for business financing.

- Assist in assembling a financial package from various sources
- Provide financing primarily in the form a loan

ADVOCAP, Inc

Business Development Specialists provide technical assistance to help participants start or expand a business. Technical assistance can include, but is not limited to the following:

- Business plan development
 - Marketing plan development and implementation
 - SBA* & USDA micro-loan application assistance (Loans provided through ADVOCAP)
*Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.
 - Locating other financial resources
 - Managerial evaluation
 - Referral services
 - Loan preparation
 - Employment recruitment assistance
 - Completing applications required by various state and federal agencies for identification numbers, sellers' permits, and various tax forms
- www.advocap.org

MPTC- Moraine Park Technical College partners with businesses to understand their needs and recommend the right performance-minded solution to deliver measurable improvement. Customized training can be offered on-site at the business location or at Moraine Park Technical College, on a schedule that meets the needs of your business.

Moraine Park helps you link learning to organizational performance.

- Needs Assessments to Identify and Align Solutions with your Goals
- Enterprise Alignment of Learning and Development Initiative
- Change Management Strategies to help you Activate New Initiatives
- Targeted, Flexible, Customized Learning Solutions
- Technical Expertise Applied to Your Business

Municipalities

The business assistance from municipalities in Green Lake County varies from one municipality to another. Municipalities have the opportunity to work together through membership in the GLCEDC. Typically a municipality will work with businesses and entrepreneurs located or interested in their municipality.

- Provide financing primarily in the form a loan, grant, or infrastructure often financed through Tax Incremental Financing , developers agreement or similar program
- Business appreciation visits and communication
- Inquire into potential business changes and assist them in addressing their needs to remain or expand in the county
- Recruitment of business to the municipality
- Ensuring the Green Lake County, especially their municipality, is included in regional and state economic development discussions and activities
- Assist in research for the demand in the municipality or county
- Provide available locations within the municipality or county for business to relocate or expand
- Determine the needs for housing in the municipality or county, which typically is due to workforce shortage

Cities and villages:

Berlin: <https://cityofberlin.net/>

Green Lake: <https://cityofgreenlake.com/>

Markesan: <http://www.markesanwi.gov/>

Princeton: <https://www.cityofprincetonwi.com/>

SBDC – Small Business Development Center

The Wisconsin Small Business Development Center network provides consulting, education, referrals, sophisticated tools and resources to help businesses evolve while delivering value to our stakeholders.

- Assists with business idea refine
- Business structure assistance
- Directions to develop a business plan
- Assists in research about the market for business
- Employee and operational training courses online
- Technical assistance for specific operational questions
- Assists in assembling a financial package from various sources

Oshkosh: <https://wisconsinsbdc.org/oshkosh>

Stevens Point: <https://wisconsinsbdc.org/stevenspoint>

SCORE – Service Corps Of Retired Executives

SCORE is a network of volunteer expert business mentors dedicated to helping small businesses get off the ground, grow and achieve their goals.

- Business structure assistance
- Directions to develop a business plan
- Employee and operational training courses online
- Technical assistance for specific operational questions through a mentoring program
- Assists in assembling a financial package from various sources

<https://foxcities.score.org/>

USDA RD – United States Department of Agriculture Rural Development

USDA Rural Development helps improve the economy and quality of life in rural America through financial and technical assistance.

- Provides instruction on cooperative startup and operation
- Provides gap financing through loans, grants, and loan guarantees

<https://www.rd.usda.gov/wi>

WEDC – Wisconsin Economic Development Corporation

USDA Rural Development helps improve the economy and quality of life in rural America through financial and technical assistance.

- Provides gap financing through loans, grants, and tax credits
- Recruitment of business to the state

<https://wedc.org/>

NEW North

NEW North is a regional marketing and economic development organization that fosters collaboration among private and public sector leaders throughout the 18 counties and Northeastern Wisconsin.

- Recruitment of business to the Northeastern Wisconsin

<https://www.thenewnorth.com/>

UWEX – University of Wisconsin-Madison Extension Green Lake County

The University of Wisconsin-Madison Extension Green Lake County brings the knowledge and resources of the University of Wisconsin to the people of Green Lake County.

- Assists with business idea refine
- Provides instruction on nonprofit or cooperative startup and operation
- Assists in research about the market in Green Lake County
- Employee and operational training courses in Green Lake County
- Technical Services for specific operational questions, particularly for nonprofits and agriculture
- Directions to financial resources
- Farm management
- Assist Municipalities and GLCEDC with business appreciation visits and communication
- Ensuring the Green Lake County is included in regional and state economic development discussions and activities

<https://waushara.extension.wisc.edu/>

GLCEDC – Green Lake County Economic Development Corporation

The Green Lake County Economic Development Corporation works in cooperation with other entities to foster and encourage economic development activities that result in job creation and retention, increase the tax base, and improve the quality of life for the citizens of Green Lake County.

- Provide a list of potential locations for a business
- Business appreciation visits and communication
- Inquire into potential business changes and assist them in addressing their needs to remain or expand in the county
- Recruitment of business to the county

- Ensuring the Green Lake County is included in regional and state economic development discussions and activities

WWBIC – Wisconsin Women’s Business Initiative Corporation

Wisconsin Women’s Business Initiative Corporation (WWBIC) assists individuals who are interested in starting, strengthening or expanding businesses. Services are open to anyone but their focus is on women, minorities and people of lower wealth – those most likely to face barriers in accessing financing or educational support.

- Employee and operational training courses online
- Provides gap financing primarily in the form a loan
- Advocate for the business with when dealing with financers and regulators

<https://www.wwbic.com/>