



Interim Executive Director—Vicki Resech

As 2019 draws to a close, MCDEVCO’s 2018-2019 calendar year has been a time of change and reflection. Our reach and accomplishments were numerous and laid the groundwork for the future.

Some of our highlights from the year are:

- Opened the *GEARS* Center - a co-working/*IDEA* environment for Entrepreneurs, Innovators, Remote Workers, Freelancers, Independent Contractors, and Small Business Owners.
- Launched two new *GAP* financing loan funds.
- Collaborated with Marathon County CPZ to create the guidelines for the Marathon County Private Onsite Wastewater Treatment Systems (POWTS) loan fund beginning January 1, 2020.
- MCDEVCO.org – a new website platform to grow with our future requirements.
- Brand development includes a new blog, online ads, email blasts, outside banner, updated logo, and brochures.
- Out in the community found MCDEVCO speaking at educational programs, on panels, and volunteering throughout the community.
- MCDEVCO brought the concept of pop-up shops to the community by holding not one but two of them this year!
- Our board went through a strategic planning with key metrics for 2020-2023. Our mission statement stayed the same but we have added core values to our plan. These values are stewardship, community, respect, empowerment, encourage, promotion, ethics, and integrity.
- Monthly municipalities meetings at MCDEVCO with a new strategy/vision for the future.
- Investment in Economic Development* is our membership drive for 2019-2020.
- We have a full slate of board of directors.
- GAP* finance education/training sessions with financial institutions throughout the county.
- Entrepreneur development was achieved by running thirteen programs with 213 people attending, and 56 entrepreneurs received one-on-mentoring.

A huge thank you goes out to all of our volunteers, the board of directors, investors in economic development, and Brigid who believes in me and our mission.

You all are the best!



Moving forward, MCDEVCO’s focus will be *GAP* financing, Entrepreneur development, Municipalities, and Businesses. Join us in 2020 as an *Investor in Economic Development!*

Merry Christmas to each of you and your families!



Inside this issue:	
<i>MCDEVCO Out and About</i>	2
<i>Investors in Economic Development</i>	2
<i>Investment in Economic Development</i>	3
<i>Marathon County Conservation Planning—POWTS</i>	4
<i>Loan Client Highlight</i>	4
<i>Volunteer of the Quarter</i>	5
<i>Winter Programing</i>	6
<i>Calendar</i>	7

Vicki

MCDEVCO Out and About

September:

GAP Financing Presentation – Peoples State Bank.
Arise Luncheon.
Polka Dot Powerhouse Meeting.
Marathon County Municipality Meeting.

October:

City of Wausau Council Meeting to receive Women's Small Business Month Proclamation.
Incredible Bank's Open House.
Grant request presentation to the City of Wausau about MCDEVCO's economic impact lending of CDBG funds to the community.
Marathon County Municipality Meeting.
CWED Board Meeting.
Ribbon Cutting for Wausau Animal Hospital, LLC.

November:

Heavy Metal Tour Meeting.
Panelist for Entrepreneurial Training Program for SBDC.
Marathon County Municipality Meeting.
MCDEVCO's Annual Meeting.
Presentation at the Entrepreneurial Boot Camp at the Entrepreneurial and Education Center.
Hosted the Wausau Round Table Group.

December:

Regional Morgue Task Force Meeting.
GAP Financing Presentation – Abby Bank.
Volunteering for Blessings in a Backpack.
POWTS collaboration and press release with Marathon County.



Investors in Economic Development

Citizens State Bank of Loyal
Co-Vantage Credit Union
Crystal Finishing Systems, Inc.
Leigh Yawkey Woodson Art Museum
Major Industries, Inc.
Peoples State Bank
Runkel Abstract & Title Company

REI Engineering, Inc.
Small Business Development Center at UWSP
Sulzer Machine & Manufacturing, Inc.
Town of Rib Mountain
Village of Rothschild
Wausau Container Corporation

THANK YOU for your partnership with MCDEVCO and Investment in Economic Development for Marathon County!



Investment in Economic Development

Locally created strategic planning is critical to facilitating countywide economic development efforts. Effective planning and collaborations such as with MCDEVCO can be used to identify and take the steps necessary to realize the county's economic vision.

Partnering with MCDEVCO and *GAP* financing creates a level playing field for new and expanding businesses in Marathon County – creating a path to prosperity.

Building financial knowledge through educational classes and one-on-one mentoring, MCDEVCO is focused on human-centered customer needs and cultural considerations. This equates to a better-educated small to midsize business owner who will grow and expand with our community throughout the years.

MCDEVCO is actively working with lending institutions, municipalities, and businesses to create solutions and solve the problems that our communities throughout the county are facing. Our 2020-2023 strategic planning addresses MCDEVCO's plan of action to be your economic development partner.

A 2020 *Investment in Economic Development* through your membership with MCDEVCO will promote growth, accessibility and stability, establish strong cohesive businesses, and generate regional partnerships. The ultimate goal - economic benefits for everyone, as well as for future generations.

Call (715.298.0084) today to find out how you and/or your business can become an investor in economic development at MCDEVCO.

**Entrepreneurs start 2020 with an investment
in your future.**

**Become a member of the *GEARS*
Co-Working Center TODAY!**

1415 Merrill Ave, Ste. 140 | Wausau WI 54401 | 715.298.0084

Marathon County Conservation Planning and Zoning—Dale Diamond



PRIVATE ONSITE WASTEWATER TREATMENT SYSTEM (POWTS) LOAN PROGRAM

We have exciting news to share. **Marathon County, in collaboration with MCDEVCO, has developed a POWTS Loan program to provide eligible property owners with a low interest loan to help offset a portion of the cost of replacing a failing POWTS. This loan will provide an avenue for financially challenged citizens to secure funding to upgrade their failing septic system.**

“POWTS” stands for Private Onsite Wastewater Treatment Systems, more commonly known as “septic systems”.

Over the next 6 years, the Marathon County Conservation, Planning and Zoning Department (CPZ) will add approximately 6,000 POWTS (those installed before July 1, 1980) to the county’s current POWTS maintenance program. This will require that property owners have their septic systems visually inspected by a licensed professional to determine the condition of the septic tank, to ensure that aboveground manhole openings are properly locked, and to check if pumping is needed or if sewage is discharging onto the ground surface. It is estimated that up to 1,250 of these septic systems may need to be repaired or replaced.

In the past, low income property owners replacing a failing POWTS were able to apply for financial assistance through the Wisconsin Fund Grant Program. Unfortunately, this state-funded grant program is ending December 30, 2019.

The Marathon County–MCDEVCO POWTS Loan has been created to ensure that financial assistance will be available to low-income residents for the replacement of failing POWTS. Certain small businesses, including farms, will also be eligible for a POWTS Loan under this program.

Eligibility for this loan is based upon criteria such as owner income, age of failing POWTS, category of failure, occupancy of the structure, etc. Details concerning eligibility and the loan application process are available from either the CPZ Department or MCDEVCO.

If have questions or are interested in applying for a POWTS Loan, please contact the Marathon County CPZ Department at:

**Marathon County
CPZ Department**
210 River Drive
Wausau, WI 54403

715-261-6000
cpz@co.marathon.wi.us



Loan Client Highlight: Wausau Animal Hospital - Dr. Jamie Gifford Gorr & Jeff Gorr



Don't *fear* our new animal hospital!

Our *Fear Free* designed animal hospital is now a reality thanks to MCDEVCO. It couldn't have happened without them!

We have begun the process of becoming Marathon County's first and only ***Fear Free Certified Practice***.

Where are the cold metal exam tables? Our padded tables are hidden in the wall and rarely used, and muzzles are an even bigger rarity here. You will find treats and free pet toys everywhere however. Separate rooms for dogs and cats, each with calming pheromone diffusers and room for the pets to stretch out and relax. Yes, we even have our own certified rehab and massage therapist!

The original 1600 sq. foot Wausau animal hospital was first opened in 1967 by Dr. Norb Arnoldi. In 1996 it was purchased by Dr. Jeff Hinueber. Both former owners still live in the Wausau area and stop by to say hi.

In 2014 the practice was purchased by Jeff Gorr who was born in Sheboygan and Dr. Jaime Gifford Gorr who was born in Lake Geneva. Wausau Animal Hospital has always been locally owned and operated.

The brand new 4500 sq. foot facility was built by Scherrer Construction and financed through Peoples State Bank and MCDEVCO.

It features 4 dog only and 2 cat & small mammal exam rooms, a rehab & massage room, and a high definition digital x-ray machine.

We feature fully electronic medical records with free client access, our own app, and a rewards program.

We love pets!



Volunteer of the Quarter Highlight - Jennifer Tryba

MCDEVCO would like to thank Jennifer Tryba as this quarter's outstanding volunteer.

In October, Jennifer moderated MCDEVCO's Round Table/Panel Discussion for Women's Small Business Owners – the Pros & the Cons of Owning Your Own Business. The event was to celebrate National Women's Small Business Month.

Jennifer was a fantastic moderator. She made the panelists feel comfortable and relaxed as she kept the conversation flowing. She also kept the audience engaged and asking questions.

Jennifer is the sales director at Primrose Retirement Communities. In her free time, she volunteers at New Life Pet Adoption Center and Arise. She enjoys running, biking and kayaking triathlons!

Thank you Jennifer for your continued support and all you do at MCDEVCO!



	<p>MISSION To Invest in Business Development and Community Growth Through the Integration of Resources.</p> <p>Values Stewardship - Community - Respect Empowerment - Encourage - Promotion Ethics - Integrity</p>	
<p>Businesses GAP Financing Economic Development New & Expanding Recruitment Awareness Resources</p>		<p>SUCCESS</p>
<p>GAP Financing Collaborating Partnerships Community Awareness Growth of Funds Utilization Economic Development Job Creation New & Expanding Businesses</p>	<p>Municipalities GAP Financing Municipalities Agreement Economic Development New Businesses Advertising/Marketing Awareness/Tradeshaw Resources</p>	
	<p>Entrepreneur Development GEARS Center Collaboration Mentoring - Volunteers Educational Programs Expand - Type/Industry</p>	<p>1415 Merrill Ave, Ste. 140 Wausau, WI 54401</p> <p>715.298.0084 info@mcdevco.org www.mcdevco.org</p>



Entrepreneur Business Plan Workshop Series
January 6, 13, AND 20, 2020 from 6:00pm - 7:30pm
 Join us as Amy Plier leads you through the steps to develop your personal business plan.

Finances for Entrepreneurs & Small Businesses
January 30, 2020 from 5:30pm - 7:30pm
 Learn how to understand and manage your finances to better manage your business with Vicki Resech.



LUNCH and LEARN
Women's Bridge to Empowerment - Book Discussion
February 26, March 4, 11, 18, AND 25, 2020
From 12:00pm - 1:00pm
BOOK - *Dare to Lead* by Brene Brown
 Includes a TED talk presentation and an hour Netflix presentation.

Creative Conversation for Women
March 31, 2020 from 5:30pm - 7:30pm
 Create a 10X10 painting and conversation.
Cost is \$15.00



March TBA - Social Media for Adults Class
 Check your email and/or MCDEVCO Facebook for date and time!



Upcoming Events for MCDEVCO, Inc.

*All Programs and Meetings will be held at MCDEVCO's *GEARS* Center unless noted*

December 2019

Marathon County Municipality Meeting
December 16, 2019 from 7:30am to 9:00am

MCDEVCO—Executive Committee Meeting
December 16, 2019 from 11:30am—12:30pm

January 2020:

MCDEVCO—Board Meeting
January 20, 2020 from 4:00pm—5:00pm

MCDEVCO's Programming:
Entrepreneur Business Plan Workshop Series
Amy Plier—Wausau Container Corp
January 6, 13, AND 20, 2020 6:00pm—7:30pm

Finances for Entrepreneurs & Small Businesses
Vicki Resech—MCDEVCO
January 30, 2020 5:30pm –7:30pm

Central Wisconsin's Chinese New Year Festival
U.S.—China Trade Tensions: Revisited
January 24, 2020 4:00pm-5:30pm
UWSP- Wausau—518 S 7th St Wausau, WI

Cultural Festival
January 25, 2020 10:00am-3:00pm
East Gate Hall at Marathon Park—801 Garfield Ave
Wausau WI



February 2020:

MCDEVCO Executive Committee Meeting
February 17, 2020 from 11:30am—12:30pm

MCDEVCO's Programming:
4-H Program
Collaboration with the UW Extension
February 6, 13, 20, 2020 5:00pm—6:30pm

Get Smart Wausau Financial Conference
February 8, 2020 8:00am—12:00pm
Location: NTC
Presentation by MCDEVCO

March 2020:

MCDEVCO Board Meeting
March 16, 2020 from 4:00pm—5:00pm

MCDEVCO's Programming:
Social Media for Adults
Collaboration with the UW Extension.
TBA

MCDEVCO's Women Programming:
Bridge to Empowerment—A Women's Read LUNCH and LEARN 12:00pm—1:00pm
February 26, 2020, March 4, 11, 18, and 25 2020
Book: Dare to Lead by Brené Brown
Sessions will include TED Talk and Netflix special.

Creative Conversation for Women
10x10 Painting and Conversation
March 31, 2020
Cost - \$15.00

MCDEVCO will be closed Dec. 24, 25, 31 2019 & Jan. 1, 2020.

JANUARY							FEBRUARY							MARCH								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
				1	2	3	4						1	1	2	3	4	5	6	7		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14		
12	13	14	15	16	17	18	9	10	11	12	13	14	15	15	16	17	18	19	20	21		
19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28		
26	27	28	29	30	31	23	24	25	26	27	28	29	29	30	31							