



Annual Report

1. Consolidated 2 businesses into 1 – physical move, business practice and document consolidation, secured storage
2. Initiated Strategic Planning for RCDA which led to our mission statement
3. Developed RCDA Operational Plan
4. Managed membership drive which led to over \$38,000, 20 new members and climbing
5. Secured municipal funding for RCDA of \$84,250 from City, County & Lone Rock
6. Secured \$1500 grant from Alliant Energy for Business Center Services
7. Complete overhaul of Chamber, Economic Development and Alliance websites which led to member business being recognized on WI Tourism home page – increased sales for that business
8. Developed Member survey as a tool for tracking R.O.I. value and satisfaction
9. Organized Marketing Workshop in partnership with UW Richland Business learning project as a result of member surveys requesting marketing and networking opportunities- led to new member
10. Hosted 1st Meet & Greet as a result of member survey requests for networking opportunities – led to new members
11. Created Welcoming Visitor Center open 7 days per week
12. Organized & Promoted Annual Meeting 2010
13. Organized & Promoted Rodeo Parade
14. Organized & Promoted Center Color Fest
15. Developed Business Displays within the Visitor Center
16. Hosted Visitor Center Open House
17. Finalized production of R.C. Visitor Center Guide
18. Distributed over 50 relocation packets
19. Distributed over 300 visitor packets
20. Created Souvenir Center within Visitor Center
21. Manage WI Tourism website with R. C. information
22. Manage R. C. Calendar of Events and visitor information requests
23. Administer Room Tax funds for the City to promote and advertise for tourism
24. Administration of the Tourism Committee Meetings
25. Administration and marketing committee of the Lower Wisconsin River Road (Hwy 60 Scenic Byway) Project
26. Facilitated R.C. map/marketing product and distribution
27. Facilitated & distributing free Small Business Marketing On a Shoestring booklet
28. Initiated the Screamin' Half Mile Snowmobile race
29. Initiated WI Tourism free promotion of snowmobile race
30. Facilitated Tourism Marketing Plan
31. Participating in the planning and recruitment of the Driftless Film Festival Fall 2011
32. Organizing & Promoting Business Outreach Tours

33. Organized and Promoted 6 Ribbon Cuttings
34. Generated 3 RCDA Revolving Loans which supports 11 jobs
35. Assisted a business with product market expansion and increased sales
36. Assisting business rebuild after a devastating fire
37. Administering County CDBG 08 Flood Disaster Relief to 4 businesses
38. Assisting a business expansion plan supporting 70 jobs
39. Assisting a retail business recruitment supporting 8 jobs
40. Developed Manufacturing Consortium representing over 1500 jobs facilitating solutions to business challenges
41. Administered City RLF Loan for a business purchase supporting 18 full time jobs
42. Assisting 2 service businesses with relocation requests
43. Finalized County CDBG loan paperwork
44. Assisting with the sale of member business
45. Assisting new business with rail upgrade requests in Lone Rock
46. Facilitated expansion of free business consulting service territory to outlying townships
47. Assisting commercial property owners with listings and showings to potential buyers/leases
48. 268 general business contacts or assistance
49. Chair of site selection committee for Senior/Community Center
50. Facilitated Housing and downtown redevelopment projects – work in progress
51. Liaison between businesses, city, WI D.O.T., Federal D.O.T. and WI Dept. of Commerce for a solution to improve driver safety while reducing negative impacts to businesses and residents of Richland County along Hwy 14 E.
52. Participating in discussions regarding Hwy 14 W. road construction project and challenges
53. Facilitated Community Christmas Tree on the Courthouse lawn
54. Representing R.C. as a committee member of the 5 year SW WI regional comprehensive planning advocating - which affords a seat at the table for opportunities and decision making
55. Representing R.C. as a member of the planning committee for the SW WI Legislative Day advocating for the importance of advanced manufacturing, advanced agriculture and tourism to SW WI.
56. Secretary/Treasurer of Prosperity SW WI Economic Development Region – which leads to relationships and a seat at the table for opportunities and decision making – ability to provide input on the Dept of Commerce restructuring into an Economic Development Corp. Prosperity is currently developing regional brand and marketing materials.
57. Reputation management of the RCDA
58. Manage the Day to Day operations of the RCDA
59. Communications in various forms – email blasts, monthly Observer column, press releases, radio shows and invited presentations.
60. Participated in 3 professional development trainings and seminars, leading to better communication and leadership skills.