

Annual Report 2007

Economic
Development
Division



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Key Economic Division Achievements

- Finalized 4 Business Development Fund Loans creating 131 jobs
- Issued 4 Revolving Fund Loans creating 64 jobs
- Assured creation of 575 jobs through business retention and prospect calls
- Attracted MN School of Business to open a new location in Eau Claire — \$2.9 million investment
- Assisted Luther Midlefort in \$23 million expansion
- Received 4 awards for quality of place
- Concluded negotiations to begin Phoenix Park Neighborhood development
- Maintained available property database

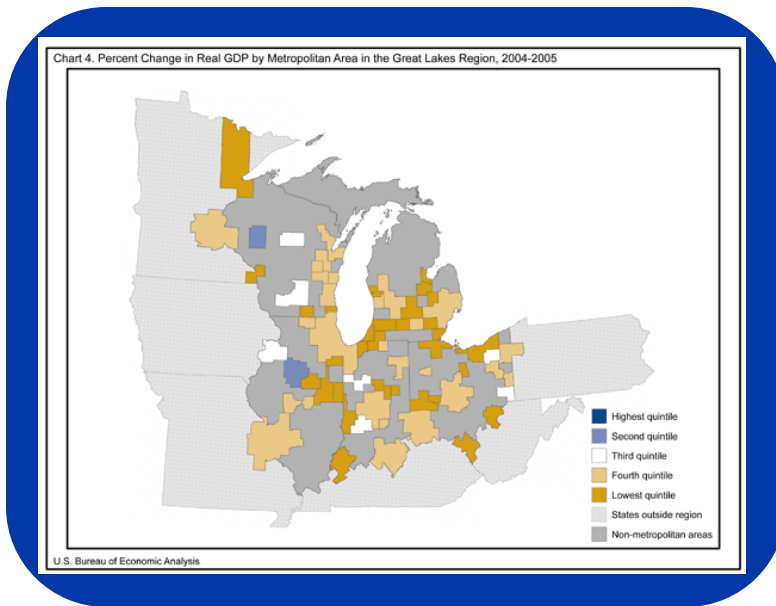


Luther Midlefort Expansion, \$23 million

A Year at a Glance

2007 was a year of achievements for the Eau Claire's economy. According to the Bureau of Economic Analysis, the Eau Claire GDP grew by 17% between 2001 and 2005. This makes it, together with Madison, one of the two metro areas that grew beyond the 11% post-inflation rate of the average U.S. city.

But also the single highest growing metro area in the state of Wisconsin. (see attached graph) Many analysts attribute this to the shift in Eau Claire's economy from traditional manufacturing to technology driven products and new focus on diversity.



There has also been a significant turn to medical device industry which climaxed in August, with the opening of NanoRite Center at CVTC.

This 40,000 square foot facility promises to bring together local researchers with R&D funds and become an incubator for high-tech based businesses. The first tenant is OEM Micro, a new division of OEM Fabricators based in Woodville, WI.

The Eau Claire population grew to 65,202 in 2007 continuing its steady growth.

2007 was also a year of awards.

Eau Claire received the **“100 Best Communities for Young People”** award from America's Promise - The Alliance for Youth.

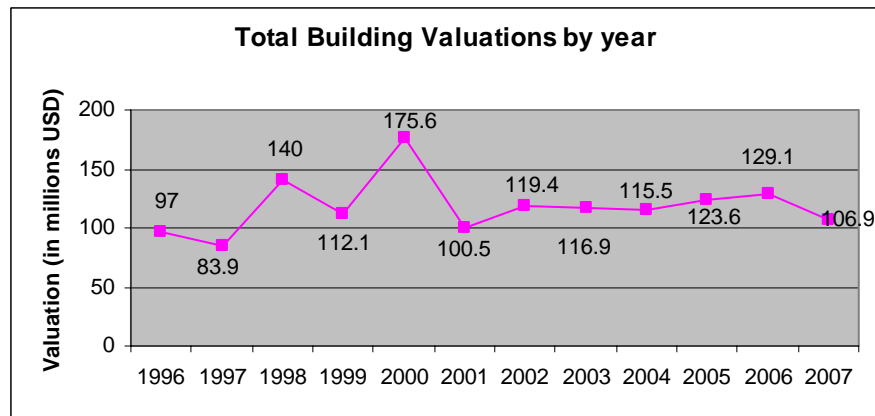
The city was also named the **“15th Best Green Place”** by Country Magazine, and one of the **“Eight Great Places You've Never Heard Of”** by Mother Earth News magazine.

And in June the city's commitment to historic preservation was recognized by Advisory Council on Historic Preservation and the **“Preserve America”** award.

Other highlights from the year include: expansion of Harmon Solutions Group and US Bank calling centers in downtown Eau Claire, which together created additional 370 positions. Although home construction was down several multi-million dollar commercial projects began in 2007 including the \$22,000,000 expansion of Luther Midlefort, \$7,000,000 Metropolis hotel and water park complex and \$4,000,000 Gander Mountain building.

Construction

The total building valuation for all sectors of construction within the city decreased by \$106,977,537 in 2007 from \$129,344,904 in 2006. However, the city saw an increase in non-residential construction projects with valuations over \$100,000.



Non-residential Property Statistics

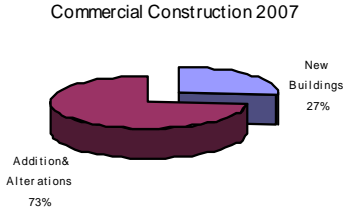
Commercial projects dominated the year with a total valuation of \$66.8 million due to a \$23 million expansion of Luther Midelfort. Industrial projects declined to \$4.0 million with the largest being a new facility constructed by Valley Builders Hardware in the Skypark Industrial Park.

	Industrial	Commercial	
		Retail/Service	Office
Construction Building Valuation	\$4.0 mil	\$66.8 mil	
Number of Construction Projects \$100,000+	7	22	34
Vacant/Available Square Feet	842,150*	195,414*	226,085*
Total Square Feet	11,256,954	6,018,022	3,610,134
Vacancy Rate (%)	7.5%	3.2%	6.3%
Average Lease (SF/year)	4.85	9.19	9.85

*Banbury Place Industrial=397,028; Service=11,260, Office=3,875

Commercial Construction

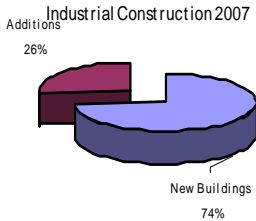
Medical facility expansions, the Action City development, retail strips and restaurants made up the bulk of large commercial projects for the year. The main areas of commercial construction included Clairemont Avenue, the London Square redevelopment area, Keystone Crossing and the Oakwood Mall area. There were 17 commercial projects with valuations greater than \$500,000:



Luther/Mayo Health	Bellinger Str.	\$ 23,764,700
Metropolis Action City	Fairview Dr.	\$ 7,000,000
Gander Mountain	Old Town hall Rd.	\$ 4,000,000
Sacred Heart	Clairemont Ave.	\$ 2,653,385
Eau Claire Children's Museum	Barstow St.	\$ 1,278,616
Larsco	Mall Dr.	\$ 1,115,000
Commonweal	Oakwood Mall Dr.	\$ 965,500
Chippewa Valley Homebuilders	Jeffers Rd.	\$ 957,000
Oakwood Mall	Golf Rd.	\$ 875,251
Goldridge Group	Water Str.	\$ 671,528
SLL Properties	Mall Dr.	\$ 600,000

Industrial Construction

In the industrial construction arena, CVTC NanoRite Center was the biggest project completed. In addition, eleven new projects began – three of which had valuations greater than \$500,000: Valley Builders Hardware and Badger State completed new buildings in Skypark and Gateway respectively. Phillips Plastics remodeled their current location in Skypark.



Other small industrial additions and alterations occurred throughout the year including among others, a 3,000-square-foot addition of L&M Mail Services, a maintenance shop for Indianhead Food Service , and industrial condos built by RM Services.

Valley Builders Hardware	International Dr.	\$ 1,566,000
Badger State	Fortune Dr.	\$ 850,000
Phillips Plastic	Skypark Blvd	\$ 504,505

Vacancy Inventory Rates

The city's inventory of available large industrial and commercial buildings (> 20,000 sq. ft.) decreased from five to three. MN Wire and Cable purchased the former Intek Building at 2515 Prospect Drive and move there their operations from downtown. Great Lakes Higher Education purchased and expanded into the former Strandware building at 1529 Continental Drive. The former showroom/warehouse at 1814 Oxford Street was purchased and remodeled by the Eau Claire Children's Theater.



Vacancy rates for industrial property in Eau Claire ended the year at 17.7%, while retail and office rates sat artificially low at 3.3% and 7.7% respectively. The low rates are misleading because they do not include new commercial projects in progress. As the Waterford development takes shape and lifestyle centers in the London Road area are finished in the coming year, the 2007 vacancy rates will reflect the increase in available retail space. Current inventory of available large industrial and commercial buildings (> 20,000 sq. ft.):



23,000 SF Industrial
3120 Melby Street
Sale:\$950,000
Lease: Negotiable



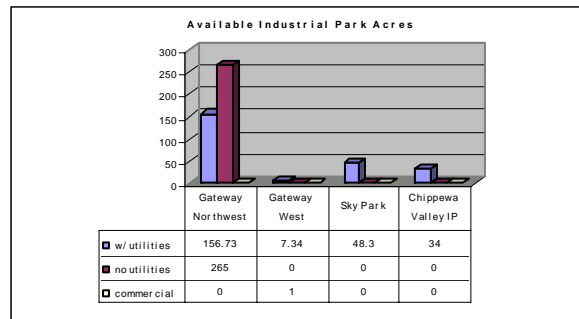
532,000 SF Industrial/Warehouse
800 Wisconsin Avenue (Banbury Place)
Lease: \$1.35/SF



261,600 SF Corporate Campus
2020 Prairie Lane
Sale: Negotiable

Industrial Park Absorption

In 2007 **SkyPark** gained several new tenants: Valley Builders Hardware purchased lot #32 (3.1 acres) and built a new facility, Great Lakes Education purchased Strandware building and surrounding 8.4 acres; Grace Lutheran Foundation purchased lot #10 (1.6 acres) and moved into the existing building.



MN Wire and Cable purchased Intek building (4.77 acres) in **Gateway Northwest**, Badger State built a \$850,000 facility on lot #27 (2.26 acres), and Dunham Express expanded on lot #26 (2.26 acres). Lot #40, former 3M building was listed for sale in 2007.

In **Gateway West**, L&M Services built a \$112,000 expansion.

	2001	2002	2003	2004	2005	2006	2007
Gateway Northwest	15.83	0	0	4	15.23	3	2.26
Gateway West	3.14	0	16.9	2.98	2.96	2.9	0
Sky Park	0	0	0	3.34	1	0.18	3.1
Chippewa Valley IP	19.95	29.9	0	0	1.57	0	0
Total	38.92	29.9	16.9	10.32	20.76	6.08	5.36

Site Selection Assistance

Assisting Prospects

- MN School of Business
\$2,900,000
25 jobs

The Division worked with the Eau Claire Area Economic Development Corporation (ECAEDC), Momentum Chippewa Valley, the Wisconsin Department of Commerce, and Forward Wisconsin to attract industries that would strengthen Eau Claire's economy by providing good wages and benefits. Staff developed proposals and responded to information requests from site selectors, prospect companies and entrepreneurs, which resulted in successful expansion of the MN School of Business (\$2.9million building), and new location for the U.S. Census Bureau.

Staff actively recruited prospects from the Twin Cities out of the new office in Eagan, Minnesota and participated in site selector luncheon in early fall. Staff also represented Eau Claire on one Forward Wisconsin marketing trip to Minneapolis to strengthen relationships with site selectors and meet with companies interested in relocating to or expanding in Wisconsin and participated in a Medical Device tradeshow held at the Minneapolis convention center.

Downtown Revitalization

In the downtown area, a new development has begun adjacent to the Phoenix Park. Phoenix Parkside LLC (Lander Group) has signed an agreement with the City of Eau Claire to complete a \$10 million development in the designated four block area. The Redevelopment Authority has taken initial steps towards creating a new Redevelopment District on Oxford street by purchasing former MN Cable and Wire building.

The vacancy rate of downtown dropped from 11.1% in 2002 to 6.79% in 2007, and the number of businesses grew from 392 (2002) to 476 (2007). That's an increase of 21.4%. Property values continue to increase. In 2002, the total property assessment for downtown was \$112,333,800. In 2007, the total property assessment was \$158,342,000. That's an increase of 41%.

Downtown has established itself as a place for new events featuring Taste of Eau Claire and Open Air Festival of the Arts, which attracted crowds of 10,000 and 8,000 attendees respectively. In addition the traditional festivals organized by Downtown Eau Claire, Inc. boasted record crowds at events like International Fall Festival and Trick or Treating. The "Sound like Summer" Concert series attracted an average of 500 people a week. Idea Lounge Series continued to attract large crowds and was recognized by an Honorable Mention in Special Events Category by the International Economic Development Council.

The Division worked with Downtown Eau Claire, Inc. (DECI), downtown business improvement districts (BIDs), and other downtown organizations to support revitalization efforts, encourage property owners to construct loft apartments, promote downtown entertainment, and encourage businesses to locate downtown.

Business Expansion

Revolving Loan Fund

The Revolving Loan Fund is a program funded by the Economic Development Administration of the U.S. Department of Commerce and allows the city of Eau Claire to create financial incentives for local businesses without using taxpayers dollars. The funds are administered by staff and decisions are made by appointed RLF administration board.

In 2007 the Revolving Loans Funds were used to help four local companies to expand their operations and create up to 47 jobs. All four loans were issued to purchase higher quality equipment to produce high-technology products.

It is worth noting that \$310,000 loaned were used to leverage a total project funding of \$2,870,000. 89.2% of total loan project was invested from other sources.

2007 Revolving Loan Fund in Numbers

- 4 approved loans
- \$310,000 of loan funds
- \$2,870,000 total project value
- 17 immediate job openings
- 47 jobs in the long term

Business Development Fund

Business Development Fund was established by the City of Eau Claire as a flexible source of local funding for projects which create jobs in the city.

Most notable investment in 2007 is the new NanoRite Center, a project of the Chippewa Valley Technical College. The \$5 million center represents 40,000 square feet of incubation space equipped with cutting edge technology and Class 100 Clean Room.

91.49% of total loan project was invested from sources other than the city.

2007 Business Development Fund in Numbers

- 4 approved loans
- \$576,667 of loan funds
- \$6,780,000 total project value
- 22 immediate job openings
- 109 jobs in the long term

Clearwater Development Fund

The Clearwater Development Fund is a partnership between the City of Eau Claire and Xcel Energy. Its goal is to encourage new construction, purchase or major renovation of an existing building in the Downtown Eau Claire Area.

In 2007 the Clearwater board of directors approved one loan of \$150,000 for a purchase of \$450,000 building in downtown Eau Claire.

Business Retention

The Division met with local companies key to the economic health of the area (technology, health care, education, food distribution, food processing, plastics, metal manufacturing, and printing). Staff recorded the issues and opportunities facing them and provided information and assistance when possible. Through these efforts staff was able to identify and assist business considering expansion including: MN Wire and Cable (purchased Intek bldg in Skypark), National Presto Industries.

Groundbreaking



Ground Breaking for Valley Builders Hardware

Through its efforts the division was able to assist several businesses in expanding their facilities. Groundbreakings in 2007 included Valley Builders Hardware in Skypark, Cascade Tissue expansion, Chippewa Valley Home Builders' new office building next to Gateway Northwest, and the Metropolis Hotel & Water Works Waterpark south of I-94.



Ribbon Cutting for Luther Midlefort Healing Garden

Ribbon Cuttings

Many projects were completed in 2007. In August the new 40,000 square foot NanoRite facility opened its doors in the Gateway Industrial Park. The first tenant is OEM Micro, a new division of OEM Fabricators based in Woodville, WI.

In December, Luther Hospital completed its \$23,000,000 addition to the Critical Care Unit and Sacred Heart finished remodeling the Cardiac Rehab Center. The Chippewa Valley Technical College opened "Simulation City" on the west campus, a series of buildings designed to train students and first responders.

Business Recruitment

The Division worked with the Eau Claire Area Economic Development Corporation (ECAEDC), the Wisconsin Department of Commerce, Forward Wisconsin, and Momentum Chippewa Valley to attract industries that would strengthen Eau Claire's economy by providing good wages and benefits. Staff developed proposals and responded to information requests from site selectors, prospect companies and entrepreneurs. Staff used an office in Eagan, Minnesota, to conduct recruitment activities in the Twin Cities. Staff also represented Eau Claire on two Forward Wisconsin marketing trips to Minneapolis to strengthen relationships with site selectors and meet with companies interested in relocating to or expanding in Wisconsin. Additional recruitment activities included participation in tradeshow and site-selector luncheon held in the Twin-Cities.

Reports /Data Collection

The Economic Development Division is often asked for reports or data that help investors, business owners and city government make decisions. Throughout the year staff continuously collects data and maintains several databases. The most significant of which is quarterly cost of living data collection submitted to ACCRA, a national economic development research organization. The data is compared to that of other communities across the nation to create a cost of living index. Eau Claire maintains its low cost of living, below the national average of 100, and is one of the most affordable metro communities in Wisconsin. (see table)

ACCRA	Q3 2007
Wisconsin Rapids	91.7
Green Bay	92.7
Eau Claire	94.3
Wausau	95.9
Stevens Point	98.2
Sheboygan	100.1
Milwaukee	100.5
WI average	96.20

Staff also wrote and filed six economic development reports, including: two major project reports, a budget brochure insert, the Comprehensive Economic Development Strategy Report, a Revolving Loan Fund Annual Report, and the Division's Annual Report.

Vacancy Inventory

The most frequently used database is an online vacancy inventory, which includes pictures and specifications of available industrial and commercial property within city limits. This inventory allows business prospects to access available building information via the Internet and easily locate the property on an interactive map.

It can be accessed through the Division's website or the State's Forward Wisconsin website. The Division also continued a subscription to LoopNet, one of the leading commercial and industrial real estate search websites. This vacancy inventory is updated quarterly by staff.

Entrepreneur Assistance

For three years now, the Economic Development Division has been assisting Downtown Eau Claire, Inc. with its Jump-Start Downtown Program. This program not only awards start-up capital but also assists entrepreneurs in writing their business plan and helps make them succeed in the long run.

In only 3 years the Jump-Start Downtown contest helped bring 7 new businesses downtown, including such well-established names as Just Local Food Coop, Café 420, and Diamond School of Dance.

The 2007 winner was Rebecca Spina with “Becki’s Mediterranean Olive Salsa”, her business is now located at 210 S. Barstow.

Throughout the year the staff receives many calls from beginning entrepreneurs requesting information and financial assistance. We were able to establish partnerships that allow us to help entrepreneurs get the best start on their new business. From electronic resources listed on our website to business consultant referrals, we are able to provide helpful information.

Entrepreneur Partnerships:

- Eau Claire Area EDC
- UWEC Small Business Development Center
- Western Dairyland Women’s Business Center
- Downtown Business Improvement District

Manufacturing Growth

The shift from traditional manufacturing to value-added manufacturing has been significant in the last year. The number of workers employed in manufacturing

significantly increased due to focus on high-tech medical and military device industries. Examples include the expansion of OEM Fabricators, Minnesota Cable and Wire, as well as Accu-Tech plastics expansion.

Eau Claire GDP grew by 17% between 2001 and 2005, the fastest in the state of Wisconsin. Many analysts attribute this to the shift in Eau Claire’s economy from traditional manufacturing to technology driven products and new focus on diversity. Note that the percentage of manufacturing employment is one of the lowest in Wisconsin.

	Total Employed	Manufacturing	Percentage of manufacturing
Madison	309,579	33,049	10.7%
La Crosse	71,552	9,130	12.8%
Eau Claire	85,250	13,859	16.3%
Milwaukee	757,716	132,412	17.5%
Green Bay	156,138	29,363	18.8%
Appleton	118,435	27,538	23.3%
Janesville	79,776	18,788	23.6%
Racine	94,583	24,412	25.8%
Wausau	70,724	18,573	26.3%
Sheboygan	60,856	19,928	32.7%
Wisconsin	2,887,436	559,499	19.4%

Workforce Data

Overall employment for the city increased 2.2% in 2006. The largest growth was seen in the service providing, retail trade, and trade, transportation & utilities sectors. Menards continued to be the largest employer in the Eau Claire metro statistical area (MSA) The area's unemployment rate of 4.4% remained relatively level with last years rate of 4.5% and ended the year lower than the unemployment rates for West Central Wisconsin, the state, and the nation.

(All workforce data in this section was tabulated by the Wisconsin Department of Workforce Development—Office of Economic Advisors unless cited otherwise.)

Largest Employers (2007)

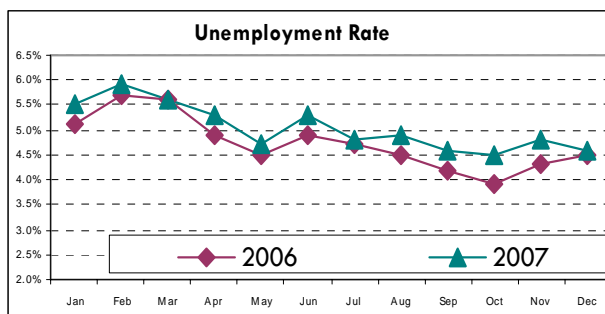
1	Menard Inc
2	Eau Claire Area School District
3	Hutchinson Technology Inc
4	Luther Hospital
5	University of Wisconsin- Eau Claire
6	Sacred Heart Hospital
7	Midelfort Clinic LTD Mayo Health
8	United Health Group
9	City of Eau Claire
10	Chippewa Valley Technical College
11	The Charlton Group Inc
12	Wal-Mart Associates Inc
13	County of Eau Claire
14	Brotoloc Health Care Systems Inc
15	Royal Credit Union
16	Nestle USA Inc
17	Xcel Energy Services Inc
18	Gsi Call Center Inc
19	Consumer Cooperative Assn
20	Pan O Gold Baking Co
21	Northern States Power Co
22	Phillips Plastics Corp
23	Community Health Ptrshp Inc
24	McDonald's
25	Target Corporation
26	YMCA of Eau Claire
27	The Clairemont Healthcare Center
28	Grace Lutheran Foundation Inc
29	Sodexo Service
30	PDM Bridge

Labor Force (2007)

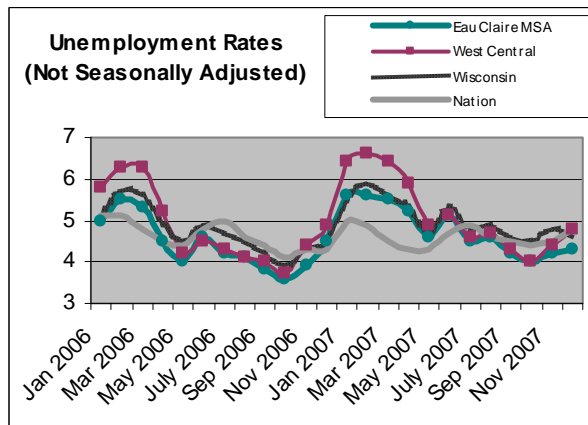
	Civilian Labor Force	2007	2006
City	Labor Force	37,736	37,665
City	Employed	36,097	36,029
City	Unemployed	1,639	1,637
City	Unemployment Rate	4.3%	4.3%
MSA	Labor Force	89,156	88,473
MSA	Employed	85,250	84,574
MSA	Unemployed	3,906	3898
MSA	Unemployment Rate	4.4%	4.4%

<http://worknet.wisconsin.gov/worknet/dalaus.aspx?menuselection=da>

Unemployment Rate (2007) Eau Claire MSA



http://dwd.wisconsin.gov/oea/xls/wi_msa_quick_table.xls



Average Annual employment (Eau Claire MSA)

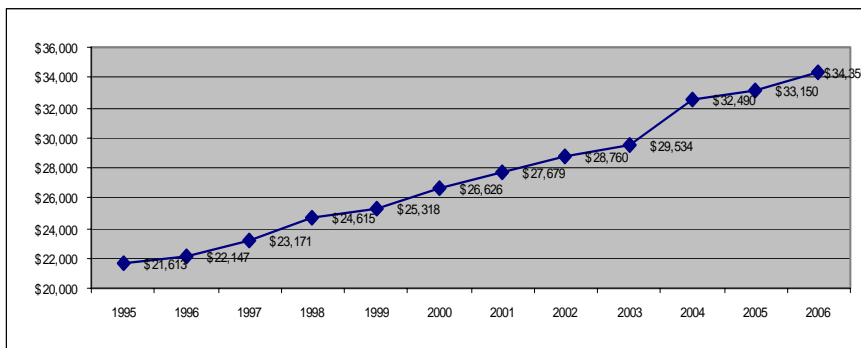
Median Family Income 2006

Series Description	Dec-07	Dec-06	Annual Increase
Goods Producing	14,600	14,200	3%
Construction, Mining & Natural Resources	3,100	2,800	11%
Manufacturing	11,500	11,400	1%
Service Providing	70,200	69,200	1%
Trade, Transportation & Utilities	17,700	17,300	2%
Wholesale Trade	2,800	2,700	4%
Retail Trade	11,500	11,400	1%
Transportation, Warehousing & Utilities	3,400	3,200	6%
Information	1,200	1,200	0%
Financial Activities	4,500	4,300	5%
Professional & Business Services	8,900	8,400	6%
Education & Health Services	13,900	13,500	3%
Leisure & Hospitality	7,400	7,600	-3%
Other Services, exc Public	3,800	3,800	0%
Total Government	12,800	13,100	-2%
Total Private	72,000	70,300	2%

Madison MSA	\$74,500
Appleton MSA	\$65,228
Milwaukee MSA	\$64,433
Oshkosh-Neenah, MSA	\$61,233
Wausau MSA	\$61,105
La Crosse MSA	\$61,078
Sheboygan MSA	\$60,488
Racine MSA	\$60,432
Janesville MSA	\$60,257
Green Bay MSA	\$59,353
Fond du Lac MSA	\$59,057
Eau Claire MSA	\$57,393

Source: http://dwd.wisconsin.gov/oea/xls/wi_msa_quick_table.xls

Average Annual Wage (Eau Claire MSA)



Wages by MSA

	% change	2006	2005	2004	2003
Madison MSA	4.5%	\$ 40,050	\$ 38,340	\$ 38,860	\$ 36,875
Appleton MSA	4.3%	\$ 36,150	\$ 34,670	\$ 35,100	\$ 33,022
Racine MSA	3.6%	\$ 35,930	\$ 34,670	\$ 34,290	\$ 34,368
Eau Claire MSA	3.6%	\$ 34,350	\$ 33,150	\$ 32,490	\$ 29,534
Wausau MSA	3.4%	\$ 35,270	\$ 34,100	\$ 33,810	\$ 31,202
LaCrosse MSA	3.2%	\$ 34,360	\$ 33,310	\$ 31,690	\$ 29,954
Janesville/Beloit MSA	2.7%	\$ 35,160	\$ 34,250	\$ 34,200	\$ 34,012
Milwaukee, MSA	2.5%	\$ 40,030	\$ 39,070	\$ 38,530	\$ 37,941
Green Bay MSA	2.2%	\$ 36,440	\$ 35,650	\$ 35,760	\$ 33,698
Sheboygan MSA	1.8%	\$ 35,870	\$ 35,250	\$ 34,960	\$ 33,188

Source: http://dwd.wisconsin.gov/oea/occupational_employment_and_wages/wages_msa_may06.xls

Other Economic Development Initiatives

Community Involvement

The Division focused on improving its communication with the general public through speaking engagements in local community clubs, neighborhood associations, UW classes and student organizations. Regular communication with the media is a must and staff participated in many TV, radio, and newspaper interviews addressing economic development issues.

Media Engagements

- TV-13
- TV-18
- Leader Telegram
- Chippewa Valley News
- The Business News
- The Bottom Line
- Wisconsin Public Radio

Student Talent Retention

This year again staff continued to encourage local college population to find employment in the area. Staff led a bus tour of the city's industrial parks and downtown redevelopment area for students enrolled in the UWEC Entrepreneurial Program to create awareness of local opportunities. The Division also created a resource book of businesses offering employment and internship to college students in Eau Claire. The book lists 70+ businesses interested in participating broken out by type of employment and major preferred. It was distributed to university and technical college department heads and career services offices, handed out to juniors and seniors at UW-Eau Claire's Internship Mania expo, Campus Connection, and posted on the City of Eau Claire's website under the Community tab.

Creative Class Efforts

During 2007 staff continued efforts to raise awareness of "creative class", which had begun the previous year. Three more Idea Lounges were held in partnership with VolumeOne during the winter and fall months of 2007. These community forums addressed issues as diverse as "Entrepreneurship in the Chippewa Valley" and "Savvy Spaces".



Idea Lounge at Pizza Plus

Community Partnerships

Economic development is impossible without collaboration from a diverse group of organizations. The Economic Development Division is proud to have created many long lasting partnerships over the years. Our leadership is valued by those organization that need for their everyday operations.

Thank you to our economic development partners,
without you our work couldn't be done:

- Chippewa Valley Convention and Visitors Bureau
- Chippewa Valley Technical College
- Clearwater Development Corporation
- Downtown Eau Claire, Inc.
- Eau Claire Area Chamber of Commerce
- Eau Claire Area Economic Development Corporation
- Eau Claire Redevelopment Authority
- Economic Policy Advisory Committee
- Forward Wisconsin
- Gateway Industrial Park Corporation
- Momentum Chippewa Valley
- University of Wisconsin – Eau Claire
- VolumeOne
- Wisconsin Department of Commerce
- Xcel Energy



Ribbon Cutting for Becki's Mediterranean Olive Salsa at 210 S. Barstow



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Community Development

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