

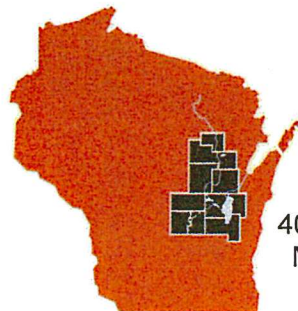
2015 Comprehensive Economic Development Strategy Executive Summary



East Central Wisconsin
Regional Planning Commission
ECWRPC

Calumet • Fond du Lac • Menominee • Outagamie
Shawano • Waupaca • Waushara • Winnebago

The 2015 CEDS Annual Performance Report can be viewed in its entirety at: <http://www.ecwrpc.org/programs/economic-development-housing/ceds/>



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2015 CEDS Executive Summary

What is the CEDS?

2015 Annual Update

In 1984, East Central Wisconsin Regional Planning Commission (ECWRPC) was designated as an Economic Development District (EDD) by the U.S. Department of Commerce, Economic Development Administration (EDA). The EDA provides financial assistance to designated districts, in part, for the purpose of developing a Comprehensive Economic Development Strategy (CEDS), the Region's economic roadmap to diversify and strengthen the regional economy.

CEDS Committee

The CEDS Committee for ECWRPC, required by EDA legislation, is made up of public and private partners and is designed to help guide the CEDS planning process. The Committee played a critical role in development of the 2013 CEDS 5-year Update and is a consortium of professionals representing local, regional and state Economic Development Organizations, Wisconsin Technical Colleges, Universities, Workforce Development Boards, Chambers of Commerce, the Menominee Tribe and other regional partners.

CEDS Plan for Action

Economic Development Vision

"The East Central Region conducts collaborative economic development efforts to be globally competitive, retaining and attracting new and diverse residents, businesses and investments. The region cultivates and promotes a unique culture that includes a high quality of life, preservation of natural resources, an educated and skilled workforce, and strong civic engagement."

CEDS Goals for the Region

A Supportive Regional Business Climate

Entrepreneurship & Innovation

Education & Workforce Development

Economic Impacts of Infrastructure

**Economic Benefits of Recreation
& Natural Resources**

Quality of Life & Livability



Photo: New Office Tower, City of Menasha. - ECWRPC Staff

Region's Vital Statistics

Regional Statistics

| | |
|--|-----------------|
| Population (01/01/2015) | 661,242 |
| Labor Force (2014) | 357,621 |
| Employment (2014) | 338,631 |
| Per Capita Income (2013) | \$39,157 |
| Municipalities | 212 |
| Square Miles | 5,900 |
| Public/Private Higher Ed Institutions | 7 |
| Tech Colleges | 6 |

Since the completion of the *2013 CEDS 5-Year Update*, the East Central Region has not experienced significant changes to the economic conditions of the region. Slight fluctuations are reflected in the following tables, focusing on the region's civilian labor force, unemployment rates, per capita income and average wages.

Regional Report Card

| | 2013 | 2014 | Change | Result |
|---|----------|----------|---------|--------|
| Employment | 333,124 | 338,631 | 1.65% | + |
| Unemployment Rate | 6.5 | 5.3 | -18.46% | + |
| Average Weekly Wage | \$674 | \$696 | 3.26% | + |
| | 2012 | 2013 | Change | Result |
| Per Capita Income | \$37,837 | \$39,157 | 0.03% | + |
| Public/Private College & University Enrollment | 21,485 | 21,675 | 0.88% | + |
| Technical College Enrollment | 173,029 | 173,206 | 0.10% | + |

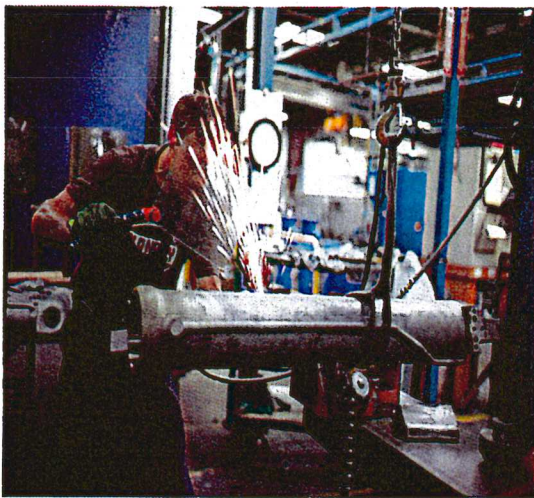


Photo: Jarp Industries - WEMP

Projected Industry Concentrations

Agriculture, Forestry, Fishing & Hunting Sector (NAICS 11)

Construction Sector (NAICS 23)

Manufacturing Sectors (NAICS 31-33)

Retail Trade Sector (NAICS 44)

Information Sector (NAICS 51)

Recent EDA Grants

2009 – EC Economic Flood Recovery Study – \$60,000

In response to the June, 2008 floods, the ECWRPC secured funding from the EDA to engage in efforts that help the region's economy recovery from the floods. As part of this effort, Commission staff collaborated with other Regional Planning Commissions and the Wisconsin Department of Commerce to develop a State-wide Model for Post-Disaster Economic Recovery. As part of this effort, a "Community Economic Recovery Guidebook" and website was created and can be viewed here:

<https://sites.google.com/a/schoolfactory.org/recovery/>



Community Economic Recovery Guidebook

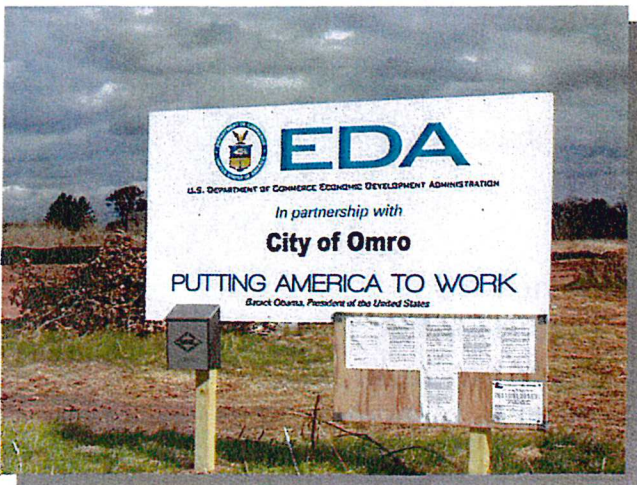


Safeguarding
Your Economy
from Disaster

2010 – Fond du Lac County Economic Development Corporation grant for economic gardening project – \$438,000

Fond du Lac County Economic Development Corporation (FCEDC) and Center for Enterprise Development (CED) received a \$437,899 grant from the EDA. The grant is being utilized to fund the implementation and three years of services that will expand and enhance FCEDC's current existing business development services in the form of an economic gardening program called "Impact!".

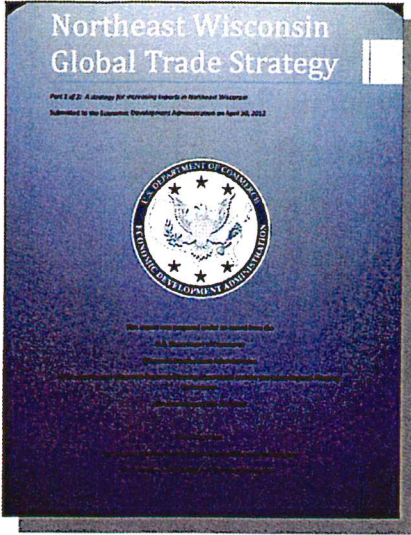
2011 – City of Omro Industrial Park expansion – \$850,000



The City of Omro, Winnebago County received a \$400,000 from the EDA for infrastructure needs like roads and utilities in the 25-acre expansion of their existing industrial park.

Recent EDA Grants Cont.

2011 – EC/BLRPC Global Trade Strategy – \$135,000



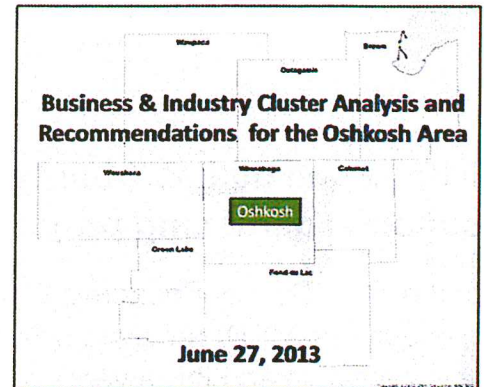
Joint EDA Trade Adjustment Assistance (TAA) Grant between ECWRPC and Bay-Lake RPC to complete a Northeast Wisconsin Global Trade Strategy which focuses on the 18 county area. Hired economic consultant Newmark Knight Frank to focus on how Northeast Wisconsin can leverage its core assets and overcome weaknesses to increase exporting capabilities to key foreign markets.

Global New North Stakeholder Committee still meets and has created a web based clearinghouse of export information for businesses in the New North Region looking to add or expand their exports: <http://www.thenewnorth.com/strategic-initiatives/global-new-north>

2012 – Oshkosh Chamber of Commerce Oshkosh Area Business and Industry Cluster Analysis – \$40,000

The Oshkosh Chamber of Commerce's *Oshkosh Area Business and Industry Cluster Analysis* was funded by an EDA Local Technical Assistance Grant to identify components of company and industry specific issues, scenarios, strategies and actions.

The Cluster Study recommends specific actions to be taken to address potential contributions and or losses within the local economy. The top 5 recommendations included: Information Technology, Manufacturing, "Second Stage" Growth Companies, Aviation, and Talent (Recruit, Retain, and Develop Workforce). The presentation can be found here: http://www.oshkoshchamber.com/assets/PDF/cluster_presentation_20130627.pdf



2013 – City of Oshkosh & Winnebago County Aviation Business Park – \$2 M

EDA Public Works Grant between the City of Oshkosh & Winnebago County for an Aviation Business Park located in the City of Oshkosh, adjacent to the Wittman Regional Airport.

The Oshkosh Aviation Business Park would provide much needed space for expansion in aviation related business and have direct taxi-way access. It is expected to create an estimated 236 direct jobs over a ten year period which in turn will spur over \$73 M annually in additional economic activity in Winnebago County.



Photo: Aviation Business Park, City of Olatosh - Jennifer Jensen

Top Economic Development Projects

Ranked by Committee

| Project | Description | Location | Cost | Rank |
|--|---|---------------------|--------------|------|
| Defense Industry Cluster | Strengthen, expand, and market the region's defense industry cluster and supply chain. | New North Region | \$200,000 | 1 |
| Fast growth entrepreneurship accelerator program | Create fast growth entrepreneurship accelerator mentor program. | New North Region | \$50,000 | 2 |
| Coordinated External Market Outreach for Region | Develop partnerships to coordinate marketing of new talent and businesses. | New North Region | \$200,000 | 3 |
| IT Talent Cluster | Attract, develop, and retain talent in IT career pathway. | New North Region | \$100,000 | 4 |
| Construction of the Business Accelerator | Construct a business accelerator facility at the Aviation Business Park. | City of Oshkosh | \$1,000,000 | 5 |
| Grand Kakalin | Redevelopment of an old paper mill. | City of Kaukauna | \$8,000,000 | 6 |
| Customs and Border Protection—User Fee Facility | Construct a user-fee facility to facilitate attraction of international businesses to the region. | Outagamie County | \$1,750,000 | 7 |
| TIF 5 | Addition of Amerequip and Land O'Lakes. | City of Kiel | \$20,000,000 | 8 |
| The Cedars at Kimberly | Redevelop Old Kimberly New Page Mill to create housing, commercial, and multi-use areas. | Village of Kimberly | \$16,990,000 | 9 |
| Aviation Cluster | Strengthen, expand, and market the region's aerospace industry cluster and supply chain. | New North Region | \$100,000 | 10 |

Project Scoring Criteria

1. Project Tier
2. Unemployment Rate (County)
3. Per Capita Income (County)
4. Number of Jobs Created
5. Project Readiness
6. Regional Significance
7. Local Significance
8. EDA Investment Policy Guidelines

