

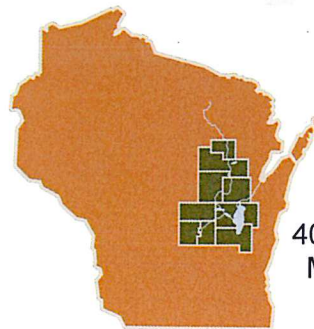
# 2016 Comprehensive Economic Development Strategy Executive Summary



East Central Wisconsin  
Regional Planning Commission  
**ECWRPC**

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

The 2016 CEDS Annual Performance Report can be viewed in its entirety at: <http://www.ecwrpc.org/programs/economic-development-housing/ceds/>



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# 2016 CEDS Executive Summary

## What is the CEDS?

### 2016 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 (01/01/2016)	663,726
Labor Force (2015)	357,562
Employment (2015)	341,971
Per Capita Income (2013)	\$39,044
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

	2014	2015	Change	Result
Employment	338,631	341,971	0.99%	+
Unemployment Rate	5.3%	4.4%	-16.98%	+
Average Weekly Wage	\$696	\$718	3.16%	+

	2013	2014	Change	Result
Per Capita Income	\$37,763	\$39,044	3.39%	+
Public/Private College & University Enrollment (degree seeking)	21,675	21,912	1.09%	+
Technical College Enrollment (Degree seeking; Does not include Wittenberg Campus of NTC)	13,694	13,422	0.11%	-



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

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



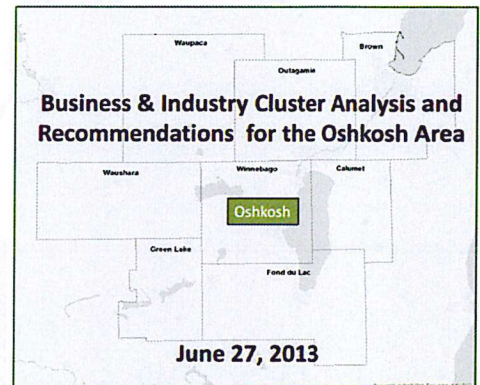
Joint EDA Trade Adjustment Assistance (TAA) Grant between ECWRPC and Bay-Lake RPC to complete a Northeast Wisconsin Global Trade Strategy which focuses on the 18 county area. Hired economic consultant Newmark Knight Frank to focus on how Northeast Wisconsin can leverage its core assets and overcome weaknesses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



# Top Economic Development Projects

## Ranked by Committee

Project	Description	Location	Cost	Rank
Brillion Iron Works Redevelopment	Planning for future use of 125 acres site of the Brillion Iron Works	City of Brillion	\$30,000,000	1
Hill Street Station	Refurbishing abandoned Green Lake County Sheriff's Department and Jail into a Business Incubator	City of Green Lake	\$2,000,000	2
Kaukauna Industrial Park Network	Industrial Park Expansion	City of Kaukauna	\$7,000,000	3
City of Oshkosh Water Access	Construct water main outside of the boundaries of the Aviation Business Park to connect with a high pressure main near I-41	City of Oshkosh	\$1,993,727	3
Defense Industry Cluster/Supply Chain Marketplace	Supply Chain Initiative	New North Region	\$200,000	3
Global New North Technical Assistance	Providing technical support to increase exports	New North Region	\$300,000	6
Waupun Industrial Park	Install roads and infrastructure to support expansion of Waupun industrial park	City of Waupun	\$4,000,000	7
Aviation Cluster	Aviation supply chain development	New North Region	\$20,000,000	7
Coordinated External Marketing Outreach for Region	Work with public and private partners to coordinate extensive external marketing for region	New North Region	\$200,000	9
Wisconsin Energy Works: Energy Cluster Initiative	Energy and alternative/green fuels supply chain development	New North Region	\$100,000	9

## Project Scoring Criteria

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