

2013 Comprehensive Economic Development Strategy Executive Summary



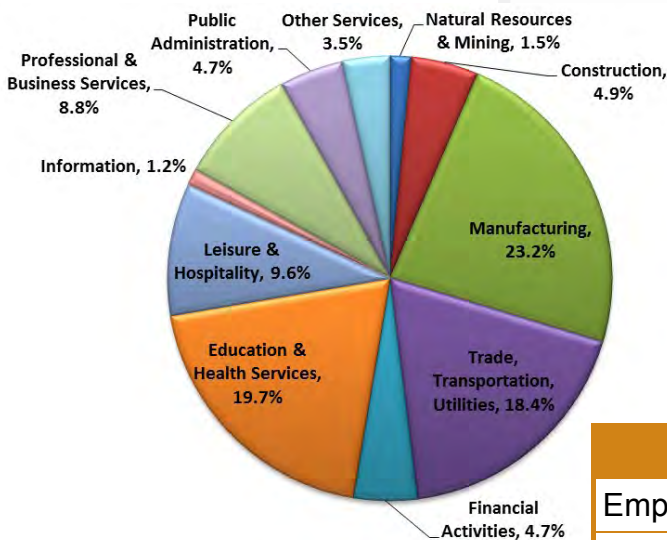
What is the CEDS?

5-Year 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.

The 2013 CEDS 5-Year Update analyzes the East Central WI Region's current economic conditions and serves as a guide for establishing regional goals and objectives, developing and implementing a region plan of action, and identifying community and economic development projects throughout the region that meet EDA investment priorities and pertain to various funding sources. It is a working document used by both the public and private sectors to provide leadership with a current picture of the economic state of the region.

Employment Share by Super Sector, 2012



Source: Wisconsin Department of Workforce Development, Quarterly Census of Employment and Wages (ES202), 2013

Regional Report Card

	2011	2012	Change	Result
Employment	332,214	329,829	-0.7%	—
Unemployment Rate	7.2	6.7	-6.9%	+
Average Weekly Wage	\$644	\$662	2.8%	+
	2010	2011	Change	Result
Per Capita Income	\$33,660	\$35,160	4.5%	+
Public/Private College & University Enrollment	21,737	22,381	3.0%	+
Technical College Enrollment	190,772	192,074	0.7%	+



Photo: The Landing Redevelopment, Appleton - ECWRPC Staff

For more information on these and other indicators, please go to:
http://www.eastcentralrpc.org/planning/economic/EDD/2013%20CEDS_Final%20reduced.pdf

EDA Grants Since 2008

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



Community
Economic Recovery
Guidebook



Safeguarding
Your Economy
from Disaster

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

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



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



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

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



What is the CEDS Plan for Action?

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.



Photo: Tall Ships Paddle 2013 - Fox-Wisconsin Heritage Parkway Facebook

Economic Development Vision

“The East Central Region conducts collaborative economic development efforts to be globally competitive, 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.”

Goals of the 2013 CEDS

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: City of Neenah Farmer's Market, Shattuck Park - ECWRPC Staff

Top Ranked Economic Development Projects

Project	Location	Cost	Score
North Business Park Retention Pond	City of Berlin	\$175,000	55
TIF 5	City of Kiel	\$20,000,000	52
Clean Energy Program	City of Kaukauna	\$500,000	46
Calumet Agribusiness Research & Technology Park Feasibility Study	Calumet County	\$30,000	43
Install Industrial Park Infrastructure	Village of Hortonville	\$1,100,000	42
Oshkosh Regional Innovation and Growth Incubator Network (ORIGIN)	City of Oshkosh	\$3,000,000	41
Grand Kakalin Site Redevelopment	City of Kaukauna	\$7,500,000	41
Construction of Business Accelerator	City of Oshkosh	\$1,000,000	40
River Heath Mixed Use Development/ Redevelopment	City of Appleton	\$55,000,000	39
Construction of Aviation Business Park	City of Oshkosh	\$9,000,000	39
Redevelopment of Kimberly New Page Mill	Village of Kimberly	\$10,000,000+	37
Wisconsin Energy Works: Energy Cluster Initiative	New North Region (18 counties)	Unknown	36
Northeast Wisconsin Business Accelerator & Growth Management Program	City of Oshkosh	\$150,000	36

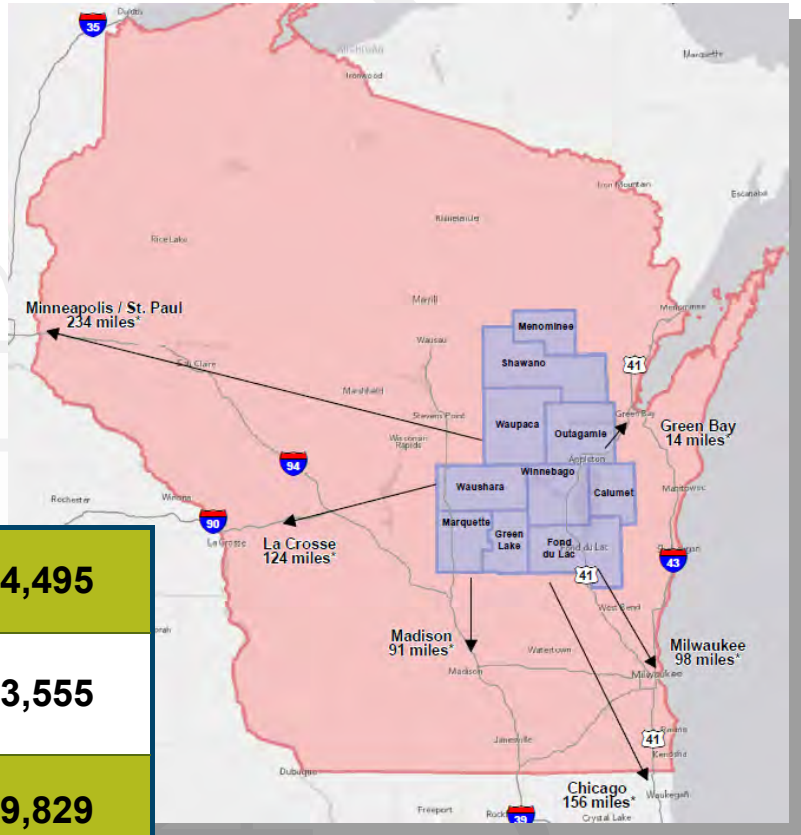


Project Scoring Criteria:

(Max of 85 points)

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

Region's Vital Statistics



Regional Statistics

Population (2012)	654,495
Labor Force (2012)	353,555
Employment (2012)	329,829
Municipalities	212
Square Miles	5,900
Public/Private Higher Ed Institutions	7
Tech Colleges	6

Region's Projected Industry Concentrations

- Agriculture, Forestry, Fishing and Hunting Sector (NAICS 11)**
- Construction Sector (NAICS 23)**
- Manufacturing Sectors (NAICS 31 - 33)**
- Retail Trade Sector (NAICS 44)**
- Information Sector (NAICS 51)**

For more information:

The 2013 CEDS 5-Year Update can be viewed in its entirety at: http://www.eastcentralrpc.org/planning/economic/EDD/2013%20CEDS_Final%20reduced.pdf

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