

DRIVING THE FUTURE

A STRATEGY FOR FOSTERING COLLABORATIVE ECONOMIC DEVELOPMENT ALONG THE I-41 CORRIDOR

In 2017, the East Central Wisconsin Regional Planning Commission engaged TIP Strategies, an Austin-based economic development consulting firm, to prepare a regional economic development strategy designed to build a more resilient and diversified manufacturing base in the five-county I-41 Corridor.

GOALS

- 1 Implement a cohesive regional talent strategy.
- 2 Enhance the corridor's infrastructure and economic competitiveness.
- 3 Foster a stronger collaboration ecosystem.

KEY STRATEGIES

- Establish an I-41 Corridor talent council to implement the talent strategy.
- Design and launch a regional talent campaign to support the recruitment of talent to the I-41 Corridor.
- Strengthen collective efforts to improve and expand the region's transportation and mobility infrastructure.
- Develop the I-41 Corridor as a "smart corridor."
- Advocate forcefully and collaboratively around key infrastructure issues.
- Launch an internal marketing campaign designed to reinforce the collective approach for the region and create a sense of regional identity within the corridor.

TARGET CLUSTERS

- Aerospace Vehicles & Defense
- Automotive
- Food Processing & Manufacturing
- Metalworking Technology
- Paper & Packaging
- Production Technology & Heavy Machinery
- Hospitality & Tourism
- Information Technology & Analytical Instruments
- Insurance Services
- Financial Services
- Printing Services
- Business Services
- Transportation & Logistics

I-41 BY THE NUMBERS

45,000 RESIDENTS
added to the population
from 2006 to 2016¹

869,000 PEOPLE
are projected live in I-41
by 2030²

3.7 PERCENT
unemployment rate in the
region for 2016³

26,000 COMMUTERS
arrive from outside the
region daily (net figure)⁴

**69,000 JOB
OPENINGS**
expected over the next
five years⁵

80 PERCENT
of all job openings will be
replacement jobs (many due
to retirements)⁶

Sources: 1) US Census Bureau 2) State of Wisconsin's Demographic Services Center 3) US Bureau of Labor Statistics 4) US Census Bureau 5) and 6) EMSI 2017.1 – QCEW Employees, Non-QCEW Employees, and Self-Employed.