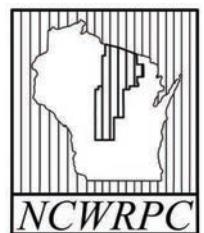
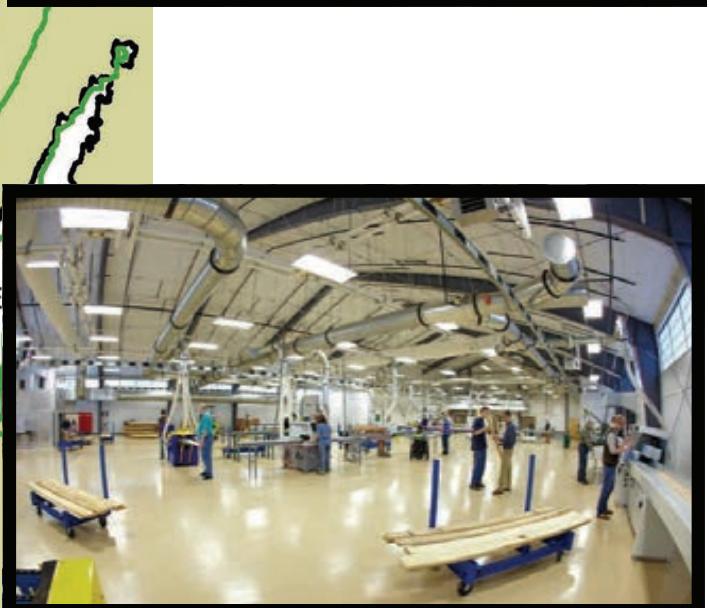
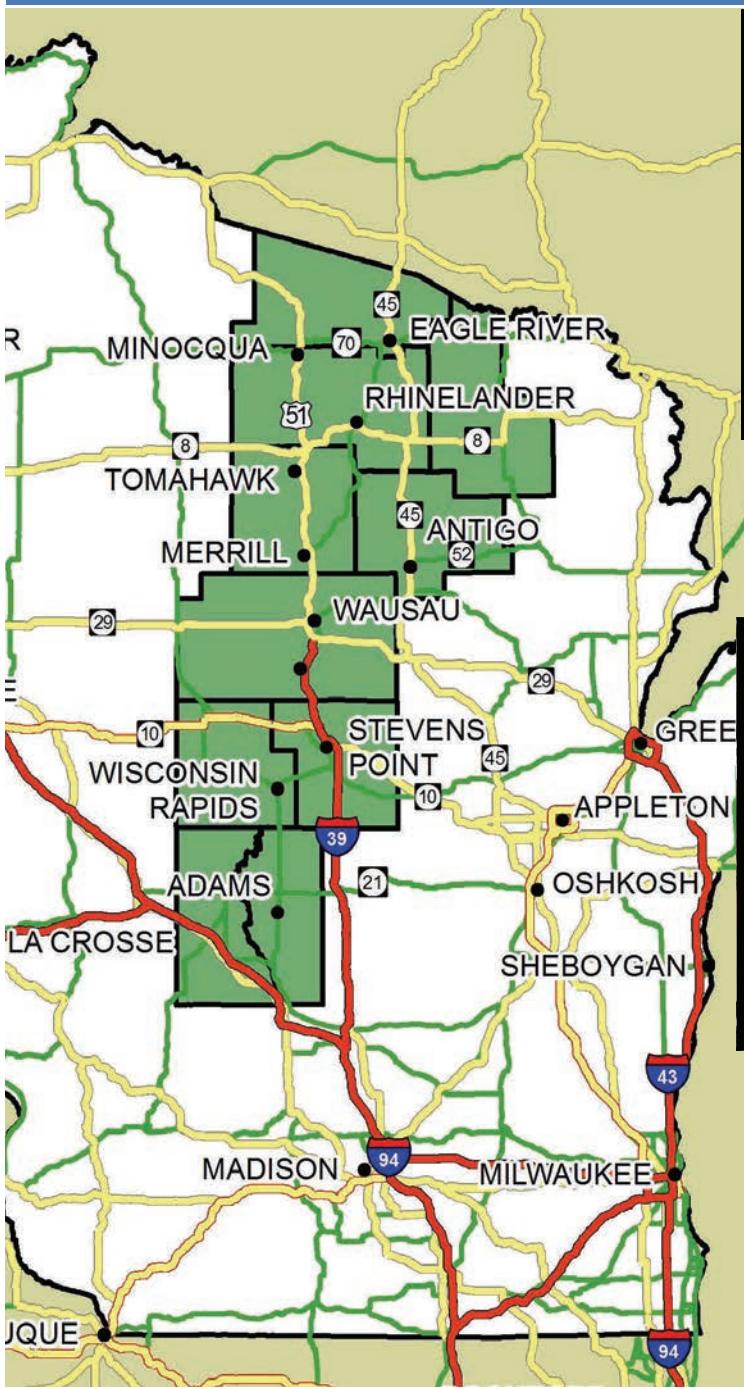


North Central Wisconsin Regional Planning Commission

2015 Comprehensive Economic Development Strategy (CEDS)

Executive Summary



What is the CEDS?

The North Central Wisconsin Regional Planning Commission (NCWRPC) is designated as an Economic Development District (EDD) by the U. S. Department of Commerce, Economic Development Administration (EDA). Current members of the EDD are Adams, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, and Vilas Counties, as well as parts of Portage and Wood Counties. 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 purpose of the CEDS is multifaceted. The CEDS is designed to provide baseline information on demographics and economic data, development of strategies, and identify potential projects within the Region. Preparation and adoption of the CEDS maintains both the Region's EDD designation, but also maintains grant eligibility for those participating units of government. The CEDS document 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.

Region's Projected Industry Concentrations

Agriculture, Forestry, Fishing and Hunting Cluster

Manufacturing Cluster

General Merchandise Stores and Non-store Retailers Cluster

Transportation and Warehouse Cluster

Finance and Insurance Cluster

Health Care and Social Assistance Cluster

Regional

	2012	2013	Change	Result
Employment	217,022	217,862	0.4%	
Labor Force	235,283	235,570	0.12%	
Unemployment	7.8%	7.5%	0.3%	
	2012	2013	Change	Result
Job Growth	220,469	220,863	0.18%	
Population	443,067	443,597	0.12%	

Regional Statistics

Population (2013)	443,597
Labor Force (2013)	235,570
Employment (2013)	217,862
Per Capita Income (2010)	\$25,012
Median Household Income (2010)	\$45,045

CEDS Committee

The CEDS Strategy Committee includes representatives from a variety of organizations from both the public and private sector. CEDS Committee members include Richard Bakovka, Tom Haferman, Craig McEwen, Bucky Dailey, Ron Nye, Thomas Rudolph, Doug Williams, Ken Winters, Bruce Trimble, Susan Ryman, Christine Berry, Naletta Burr, Jim Warsaw, Peggy Sullivan, Bob Egan, and Daric Smith.



The CEDS Committee recommended adoption of the document. In January 2014, the CEDS was adopted by the NCWRPC.

Regional SWOT Analysis

Strengths

Strong Manufacturing Base
Access to quality Interstates
Access to Regional airport
Regional economic development efforts and communication
Innovative population
Tourism
Knowledgeable and hardworking workforce
Competitive wages for businesses
Lower Cost of Living
Quality education system
2 year and 4 year college programs
Access to natural resources
Quality freshwater resources
Quality of life/place
Quality healthcare options
Wealth of recreational activities
Low state taxes for businesses

Opportunities

Industry specific 2 year training programs
Innovative workforce
Creative new uses for existing infrastructure i.e. paper mills
Emerging healthcare sector
Better use of the Regional airport
Access to Federal Lands timber
Specialized manufacturing clusters
Access to freshwater
Natural resources and environment
Entrepreneurial support
Increasing number of incubators and seed accelerators
Increase Regional collaboration
Capitalization of educated, active retiree population

Weaknesses

Lack of access to broadband
Roads limits for heavy transportation
Unprepared future workforce
Lack of skilled labor for specialties
Lack of knowledge of manufacturing careers
Location to major markets
Limited freight rail access in North
High dependence on traditional manufacturing industries
Waste disposal/ solid waste issues
Declining young population
Aquatic/ natural and terrestrial invasive species
Lack of national forest access for timber cutting
Lower wages for workers
Availability of diverse affordable housing options

Threats

Slow population growth
Shrinking workforce
Unprepared workforce
Low wages result in low quality workers
Aging population
Manufacturing dependency
Paper manufacturing dependency
Lack of diversity in industries
Shortage of older woods supply
Shrinking manufacturing workforce
Aquatic and terrestrial invasive species
Lack of creative industry clusters
Decreasing population under 17 years of age
Aging/ retiring workforce
Growing healthcare costs

Regional CEDS Goals

- 1. Encourage business retention and expansion to maintain and increase employment opportunities in the Region.**
- 2. Create an innovative atmosphere to foster an entrepreneurially supportive environment.**
- 3. Promote and attract new business to the Region.**
- 4. Encourage the reuse of existing commercial and industrial sites for more sustainable economic development.**
- 5. Ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging industries and technologies.**
- 6. Meet the full range of business' infrastructure needs with emphasis on transportation, utilities and communications.**
- 7. Promote and increase communication between Regional and county economic development, workforce development and other organizations.**

Recent EDA Grants

- 2007– NCWRPC Grow North Project—\$25,000
- 2007– City of Wisconsin Rapids Wastewater Treatment Facility- \$1,500,000
- 2008– NCWRPC Flood Recovery Coordinator- \$104,592
- 2008– Heart of Wisconsin Entrepreneur Boot Camp - \$100,000
- 2009– Langlade County Wood Technology Center—\$1,280,000
- 2010– City of Adams Business Park Development—\$608,935
- 2010– City of Mauston Industrial Park Expansion- \$1,246,500



Photo: Langlade County Wood Technology Center