

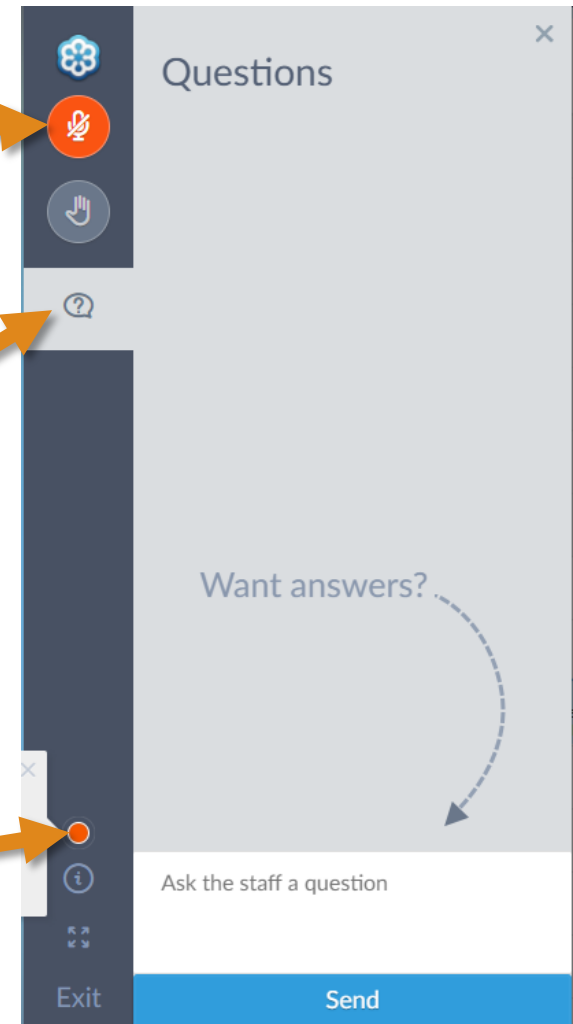
Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin: 2021-2025

Virtual Stakeholder Meeting
October 26, 2020

**Participants are all in
'Listen Only' mode.**

**Use the 'Questions' pane to
ask staff questions or submit
a written comment.**

**Meeting is being recorded.
Recording will be shared via
email after the meeting.**



1. CEDS Overview

2. Background Information

3. SWOT Exercise

- **Pat O'Brien**
Executive Director, M7
- **Jim Zehner**
Director, Economic Development Programs & Communications, M7
- **Kevin Muhs**
Executive Director, SEWRPC
- **Ben McKay**
Deputy Director, SEWRPC
- **Eric Lynde**
Chief Special Projects Planner, SEWRPC
- **Chris Parisey**
Senior Planner, SEWRPC
- **Kaleb Kutz**
Planner, SEWRPC
- **Xylia Rueda**
Planner, SEWRPC

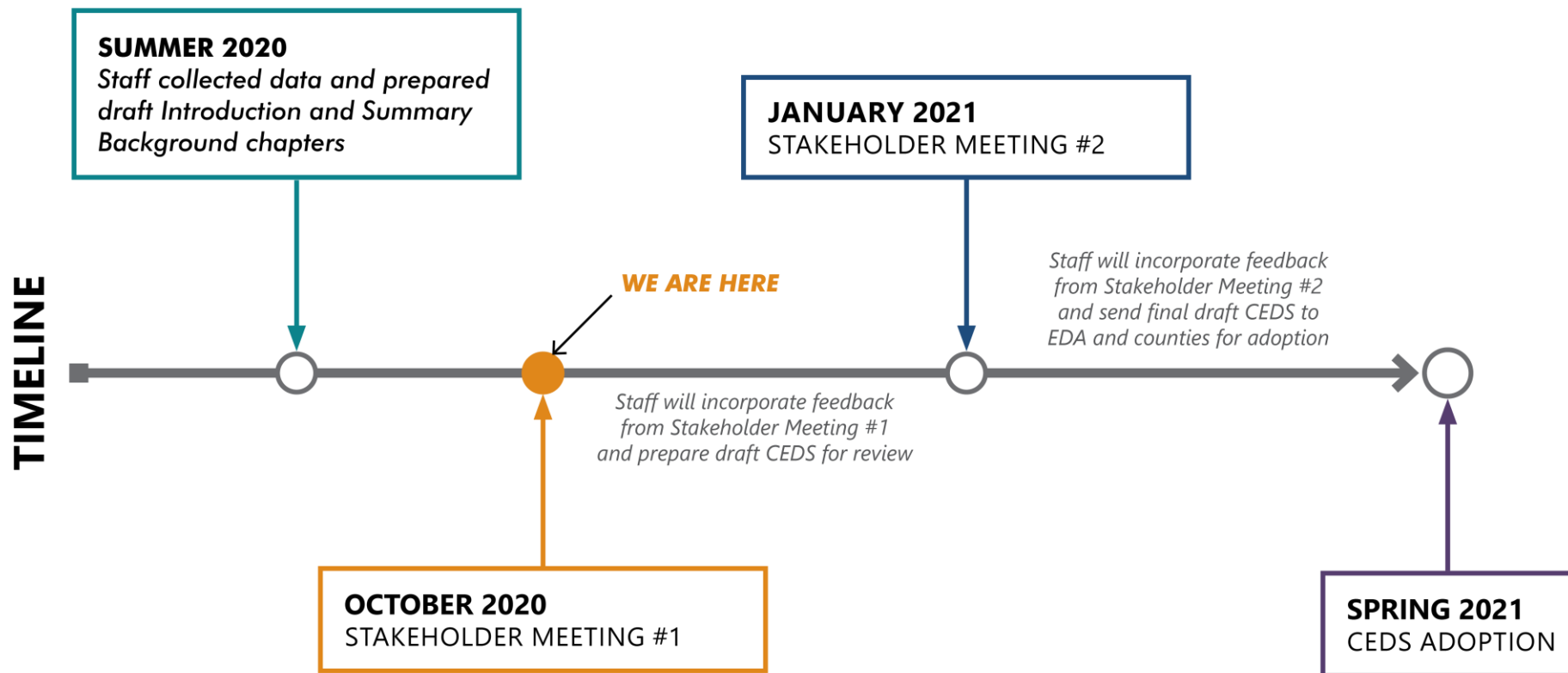


●●●●● What is the CEDS?

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- Strategy-driven plan for regional economic development
- Public/private sector collaboration
- Updated at least every five years
- Required for Region to qualify for U.S. Economic Development Agency (EDA) grant funding



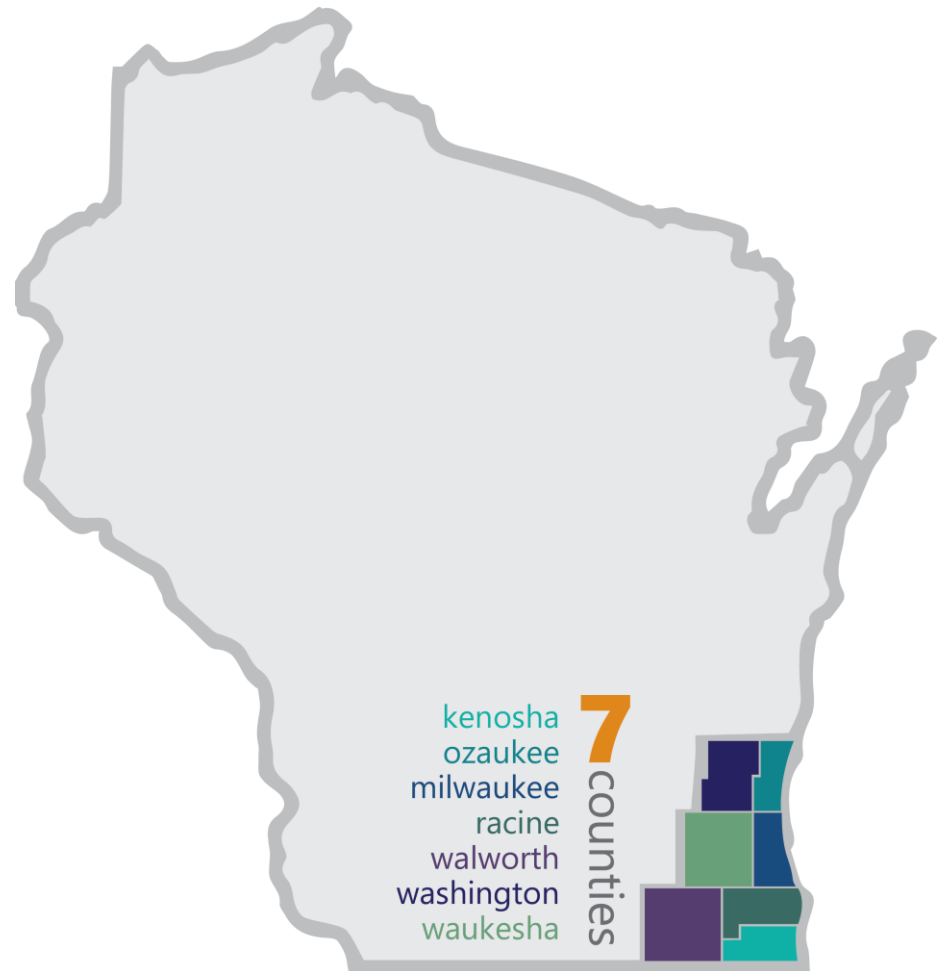
Summary Background

- Inventory of current conditions, historical trends, and future projections affecting the Region's economy
- Informs economic development goals, objectives, and strategies
- Identify vulnerabilities to Region's economic resilience (ability to prevent, withstand, and recover from major disruptions)



SE Wisconsin Region

- 7 Counties
- 147 local governments
- 2.04 million residents
- 1.3 million jobs



➤ Growth

- Slow growth

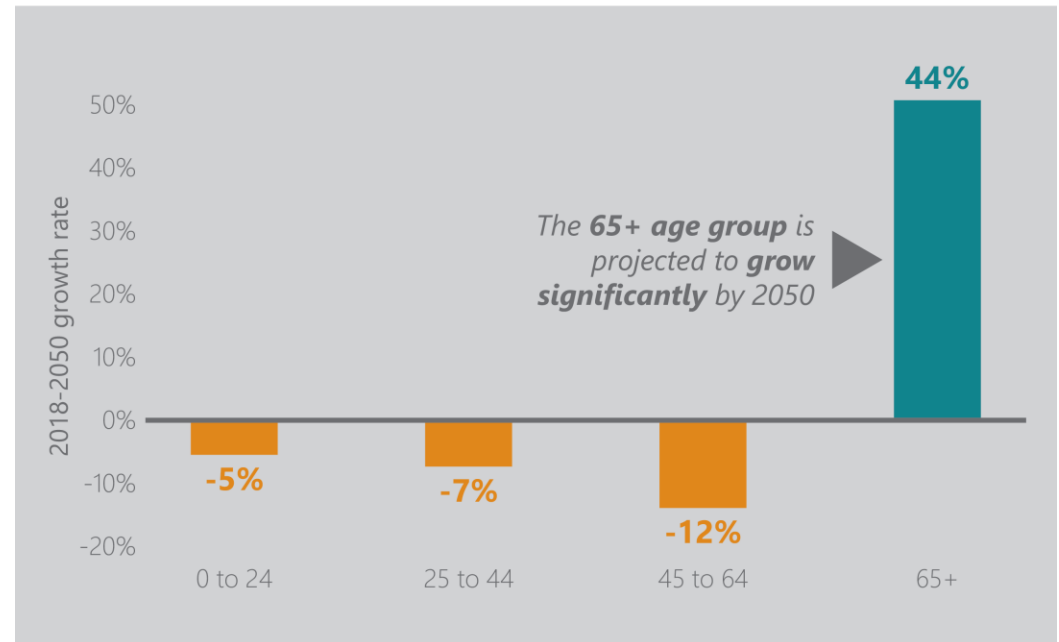
➤ Distribution

- Historical shift away from Milwaukee County

➤ Age

- Residents age 65+ increasing significantly
- Aging out of workforce

aging population

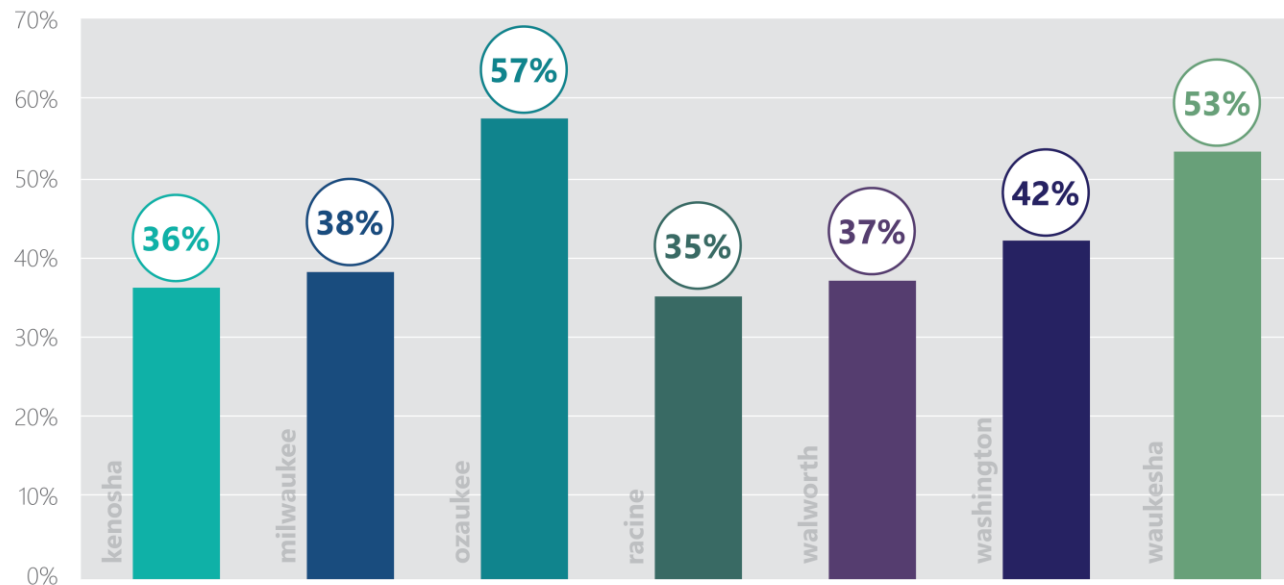


Source: U.S. Census Bureau American Community Survey and SEWRPC

●●●●● Educational Attainment

- Relatively high overall
- Uneven throughout Region
- Need to align programs more closely to needs of employers

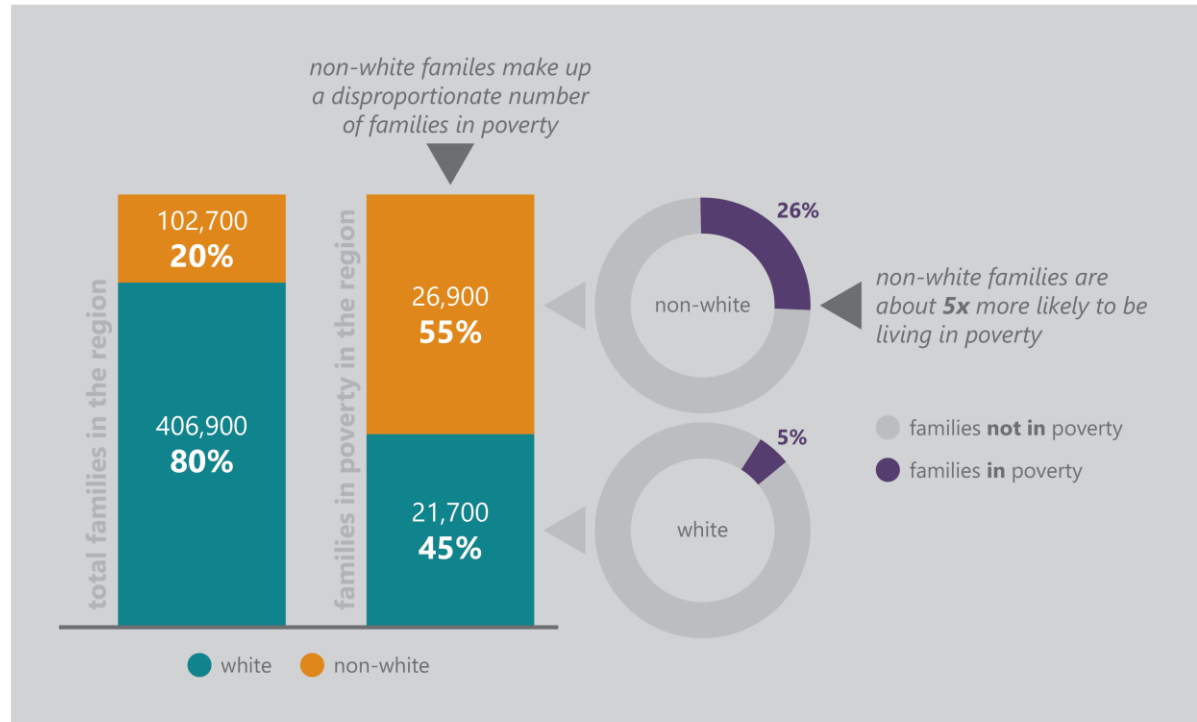
percent of population 25+ with an associate's degree or higher: 2018



Source: U.S. Census Bureau American Community Survey and SEWRPC

- More pronounced disparities than almost all other peer metro areas
- Educational attainment
- Income levels
- Poverty rates

families in poverty: 2018

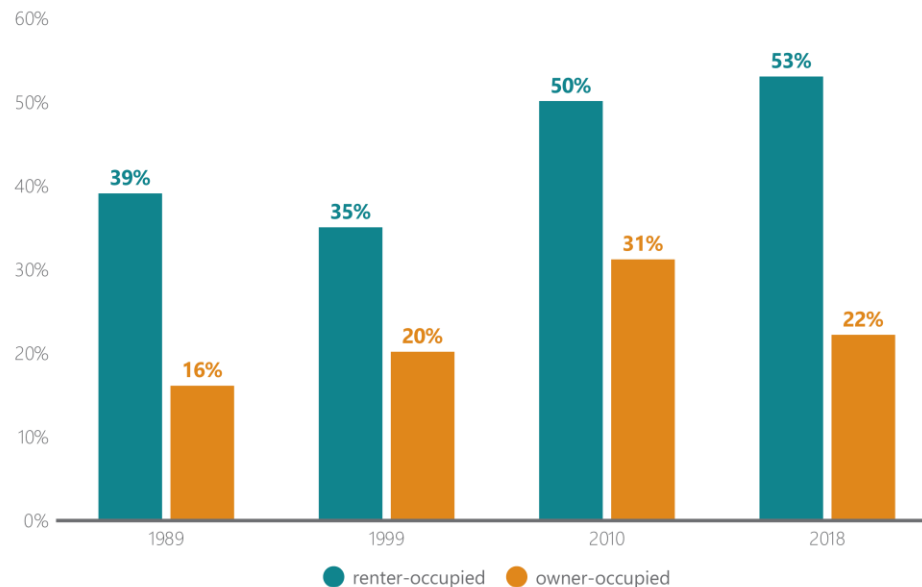


Source: U.S. Census Bureau American Community Survey and SEWRPC

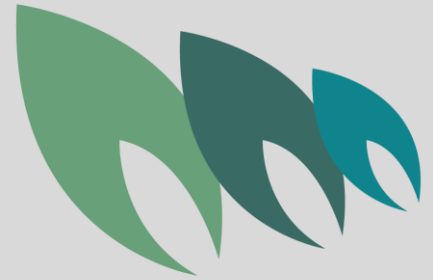
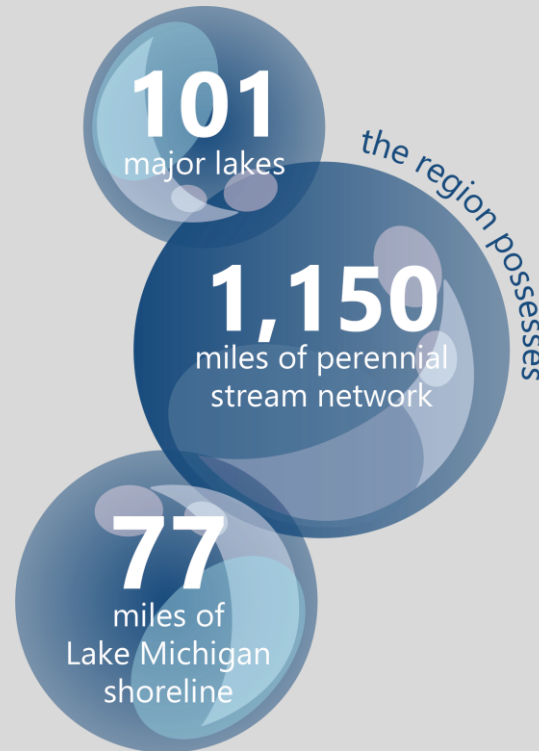
●●●● Affordable Housing

- Increasing housing cost burden
- Imbalance between jobs and affordable housing in many parts of the Region

households paying more than 30 percent of their income for housing: 1989-2018



Source: U.S. Census Bureau American Community Survey and SEWRPC

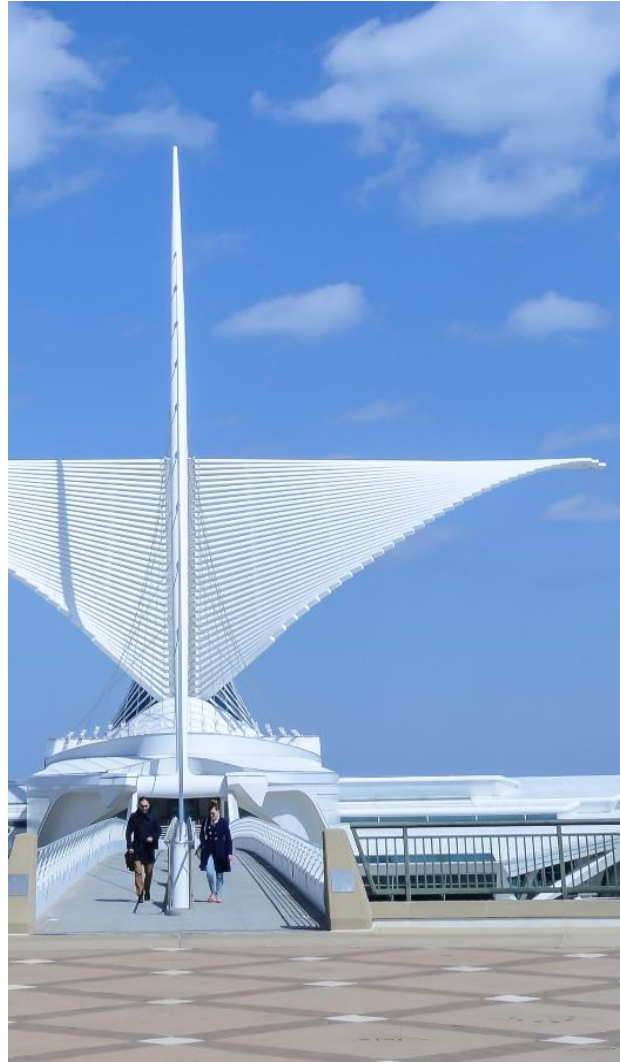


8% of the region is
public park and open space



the region contains **633** square
miles (about **24%** of the region)
of environmental corridors and
isolated natural resource areas

in 2019, the region
saw visitors spend
\$4.37 billion,
a **4%** increase from 2018
and a **39%** increase over
2009 spending





➤ Utilities

- Widely available broadband, electric, and gas utilities

➤ Transportation

- Well-performing street and highway system that faces a funding shortfall
- Robust level of public transit per capita, but troubling ridership decline and lack of funding to maintain/increase service levels
- An expanding 1,300-mile bike network
- Access to international airports
- Port Milwaukee – State's largest intermodal sea container yard
- Record high passengers on Amtrak's Hiawatha line
- Significant amount of freight shipped by rail

➤ Growth

- Slower growth than most peers

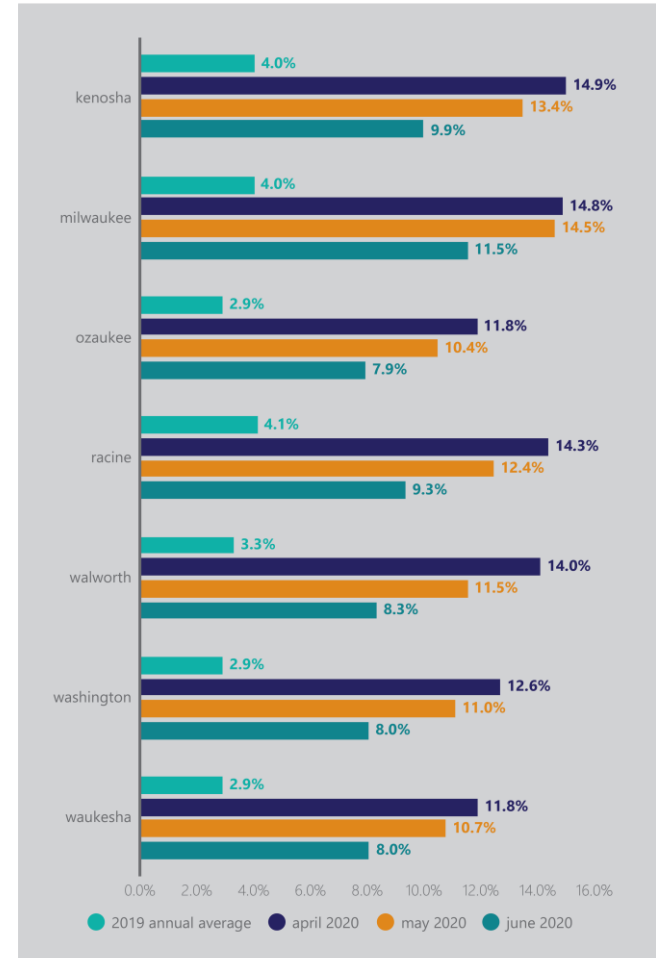
➤ Distribution

- Historical shift away from Milwaukee County

➤ Unemployment

- COVID-19 impact
- Higher impacts to people of color

unemployment rate by county

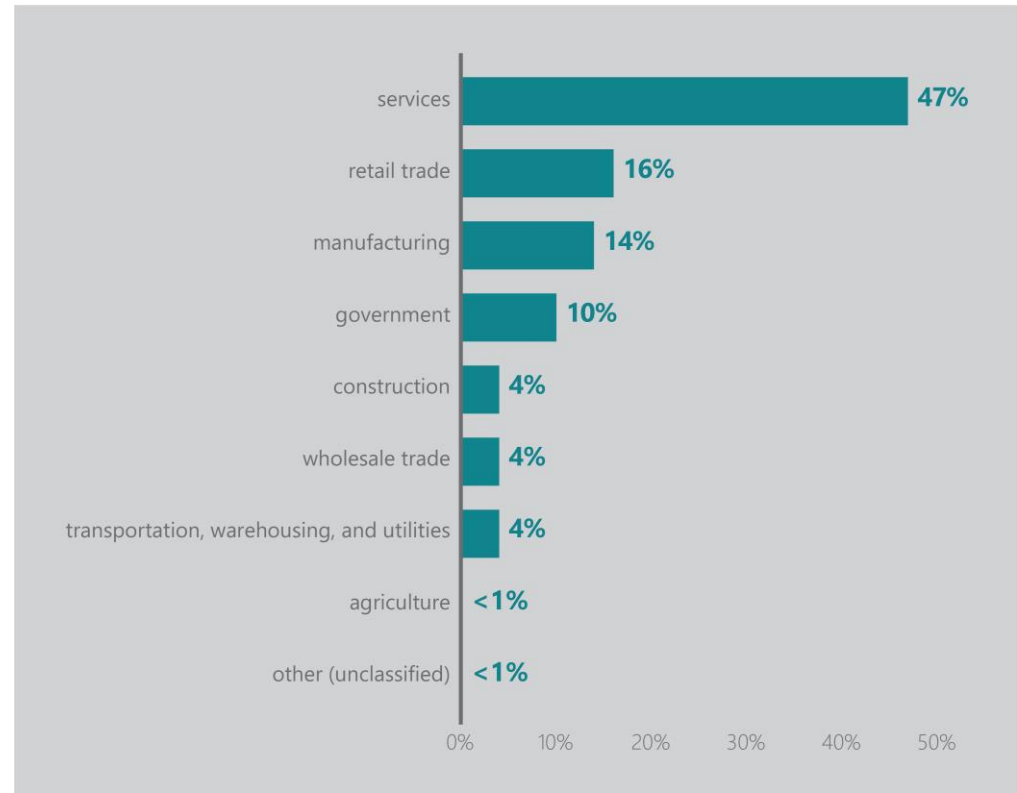


Source: U.S. Bureau of Labor Statistics and SEWRPC

➤ Growing Industries

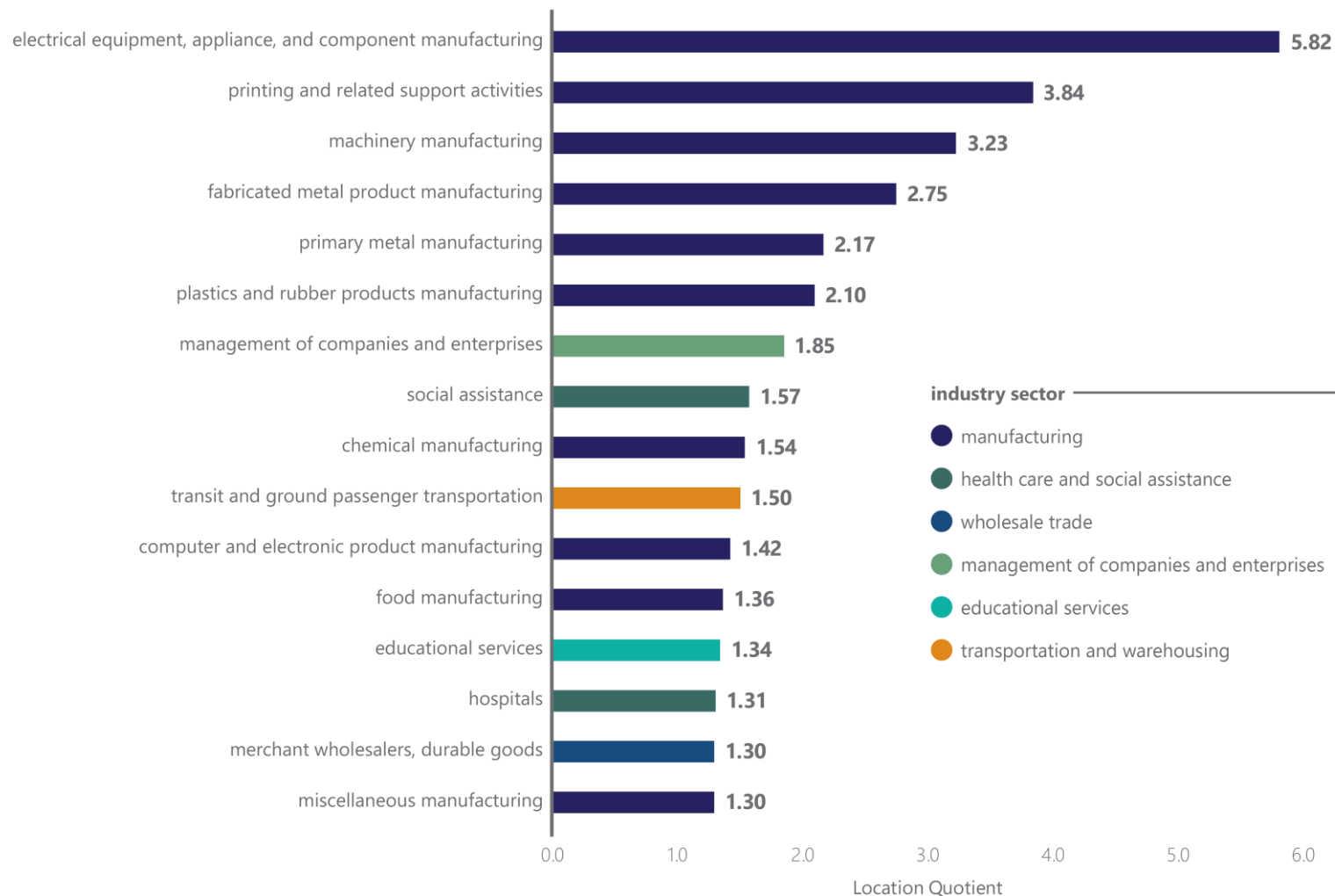
- Management of companies and enterprises
- Administrative and support services
- Arts, entertainment, and recreation

share of jobs by industry: 2018



Source: EMSI and SEWRPC

highest location quotients: 2018



Source: EMSI and SEWRPC

➤ Notable strength in concentration of talent

- Scientists and engineers
- Tech-dependent occupations
- Knowledge workers

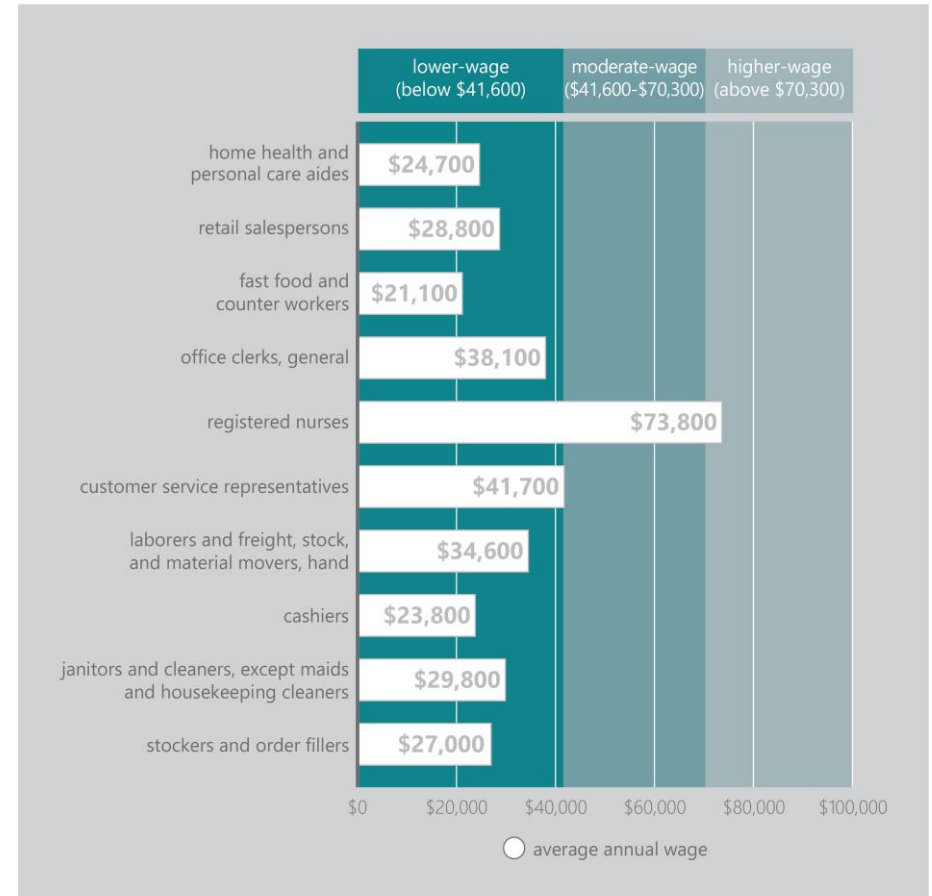
➤ Areas of weakness

- Small business activity
- Minority business ownership
- Venture capital investment per capita
- Business births-to-deaths ratio



- Comparable to State and Nation
- Varies throughout Region
- Racial/ethnic disparities
- Many of the largest occupations considered lower-wage (under \$41,600)

the region's 10 largest occupations and their average annual wage: 2018



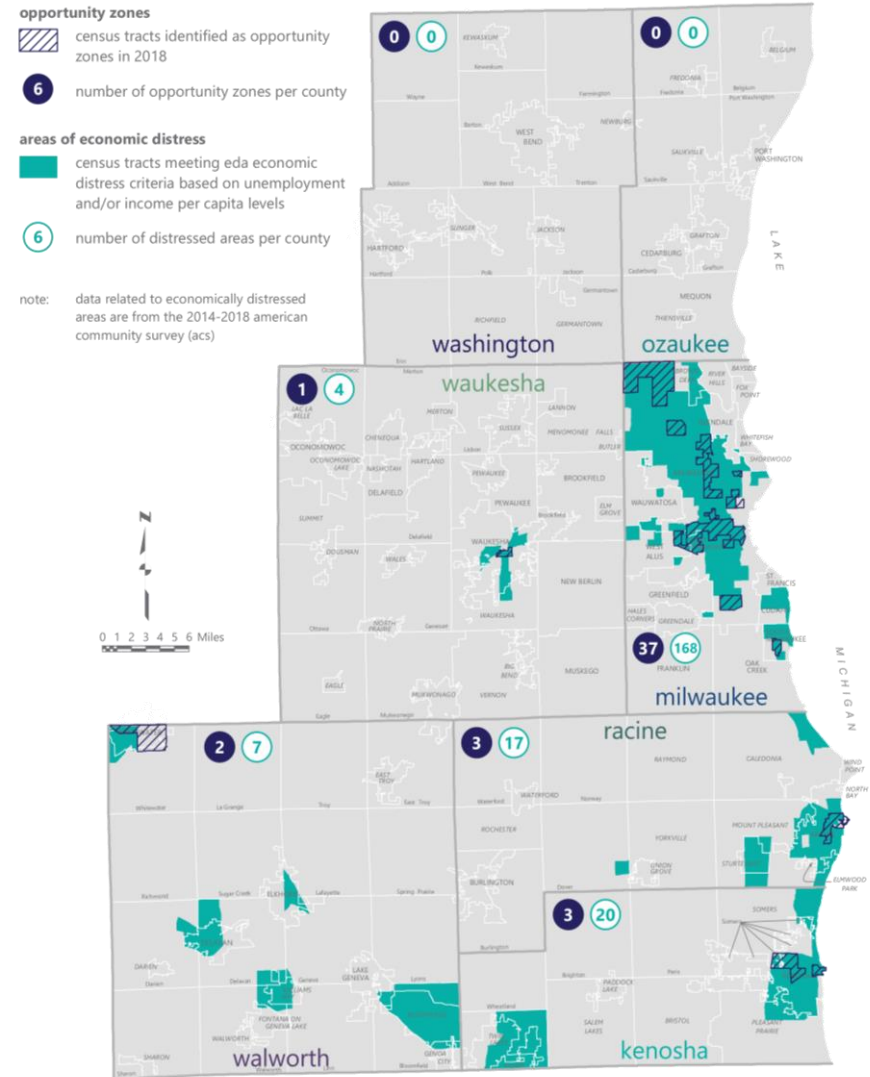
Source: EMSI, U.S. Bureau of Labor Statistics and SEWRPC

➤ Distressed Areas

- Unemployment rate at least 1% over U.S. average, and/or per capita income 80% or less than U.S. average
- Mostly in Milwaukee, Racine, and Kenosha
- 81% have higher minority population than regional average

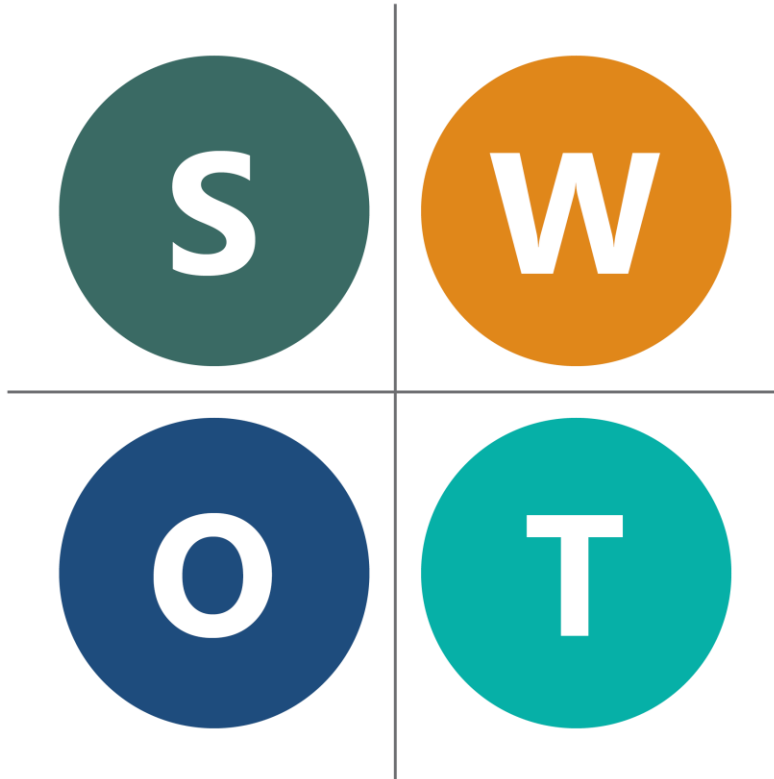
➤ Opportunity Zones

- 46 in the Region, 80% in Milwaukee County
- Nearly all are in distressed areas



- EDA requirement for CEDS
- Informs goals, objectives, and strategies
- SWOTs from 2015-2020 CEDS used as a starting point





strength

A strong quality or advantage; an area in which a community or region excels
Often internal, strengths are resources or capabilities that can help a community or region accomplish its goals

weakness

Vulnerable to outside factors; an area in which a community or region lacks strength or is at a disadvantage
Often internal, weaknesses are deficiencies in resources and capabilities that hinder a community's or region's ability to accomplish its goals

opportunity

A set of promising conditions; something that a community or region can take advantage of in order to advance or progress
Often external, opportunities are factors or situations that can affect a community or region in a positive way

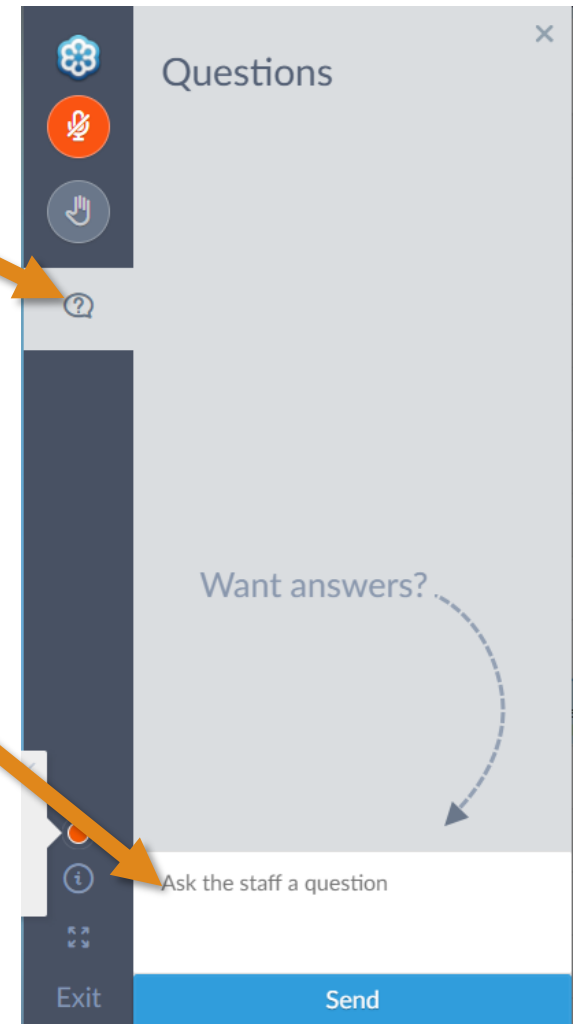
threat

A set of harmful conditions; something existing, upcoming, or approaching that compromises the ability of a community or region to advance or progress
Often external, threats are factors or situations that can affect a community or region in a negative way

Use the 'Questions' pane to submit additional SWOTs to be considered for the CEDS.

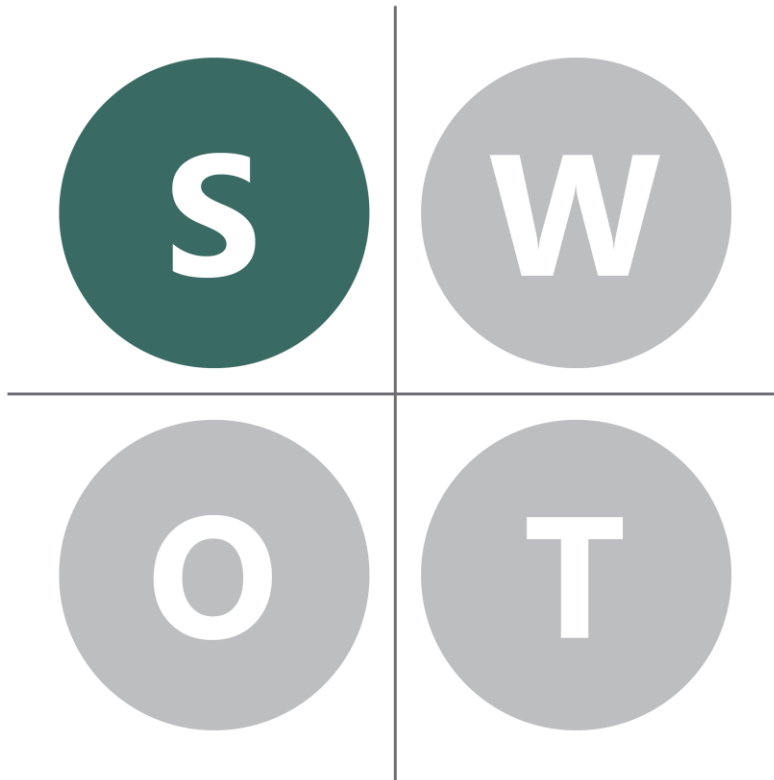
For each SWOT suggestion, type "Strength," "Weakness," "Opportunity," or "Threat" as the first word.

- Staff will enter SWOTs into a virtual whiteboard
- All SWOTs will be considered as the draft CEDS is prepared



●●●●● Topics to Consider for SWOTs

- State of the Regional Economy
- Regional Clusters
- External Trends and Forces
- Workforce Considerations
- Spatial Efficiencies/Sustainability
- Infrastructure
- Natural Hazards
- Equitable Development
- Economic Resilience



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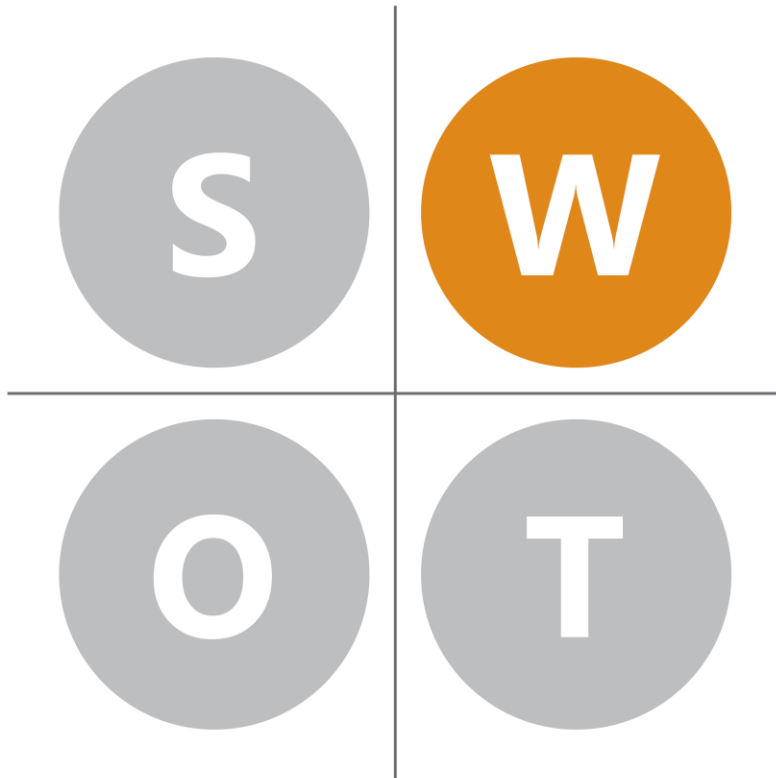
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Strengths Poll #1

Strengths Poll #2

Submit Additional Strengths
using the Questions pane
(type "Strength" as the first word)



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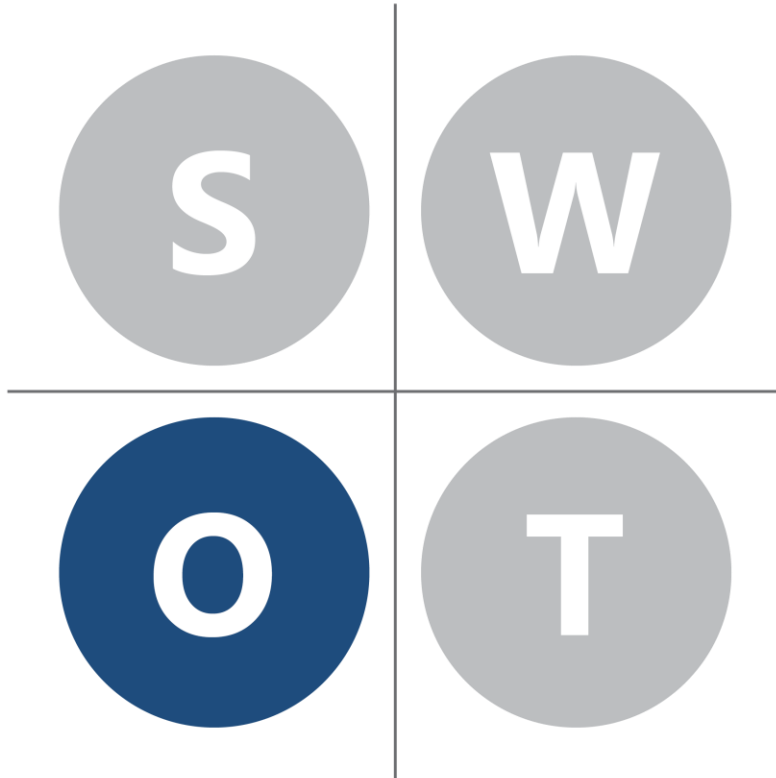
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Weaknesses Poll

Submit Additional Weaknesses
using the Questions pane
(type “Weakness” as the first word)



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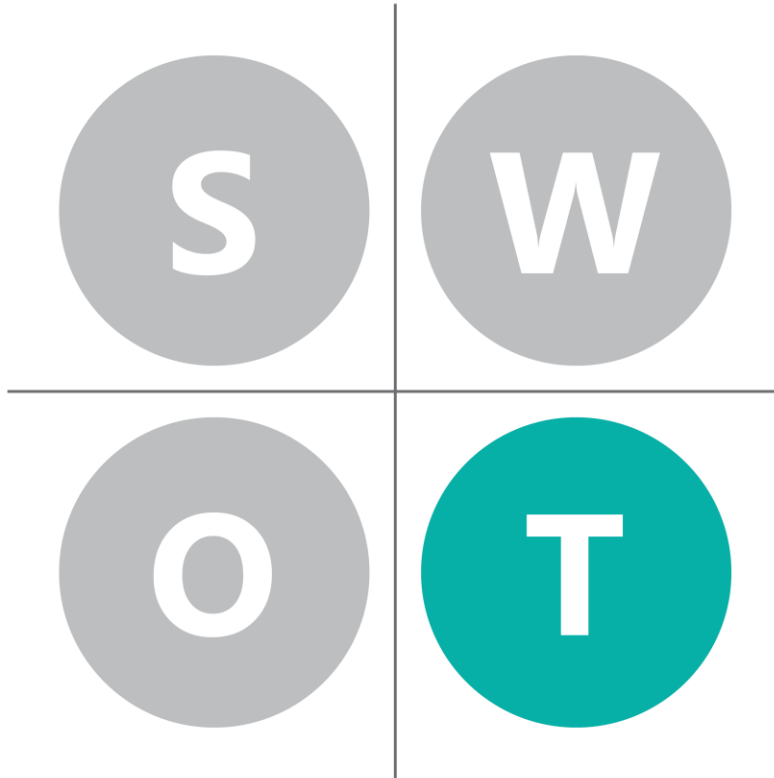
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Opportunities Poll #1

Opportunities Poll #2

Submit Additional Opportunities
using the Questions pane
(type "Opportunity" as the first word)



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Threats Poll

Submit Additional Threats
using the Questions pane
(type "Threat" as the first word)

●●●●● How to Provide Feedback

40

➤ Online SWOT Survey

➤ Traditional Methods:

- Email: CEDS@sewrpc.org
- Phone:
 - Ben McKay: (262) 953-2229
 - Chris Parisey: (262) 953-3236
- Fax: (262) 547-1103
- U.S. Mail:

P.O. Box 1607

Waukesha, WI 53187-1607

**Comment period open
through November 2**

CEDS 2021-2025 SWOT ANALYSIS SURVEY: FALL 2020



The Comprehensive Economic Development Strategy (CEDS) brings the public and private sectors together to develop a strategic plan to diversify and strengthen the Region's economy. M7 and SEWRPC are partnering to prepare a 2021-2025 CEDS for Southeastern Wisconsin. For more background on the CEDS, we encourage you to visit www.sewrpc.org/CEDS and review drafts of the initial chapters for the CEDS. These chapters provide more details on the planning process and the historical trends, current conditions, and future projections that will guide the goals, objectives, and strategies of the 2021-2025 CEDS.

To further inform the strategic direction of the CEDS we are asking stakeholders from the seven-county Southeastern Wisconsin Region to complete the following Strengths, Weaknesses, Opportunities, and Threats (SWOT) survey. The survey should take about 15-20 minutes to complete and will be open through Monday, November 2.

Next

Page 1 of 7

Action Plan

- Goals, objectives, and strategies
- Informed by Summary Background and SWOT Analysis

Proposed Economic Development Investments

- Projects proposed by stakeholders
- Potential EDA grant funding

Second Round of Public/Stakeholder Input

- Early 2021
- Input on draft CEDS

Thank You

sewrpc.org/CEDS

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MKE7.com

