



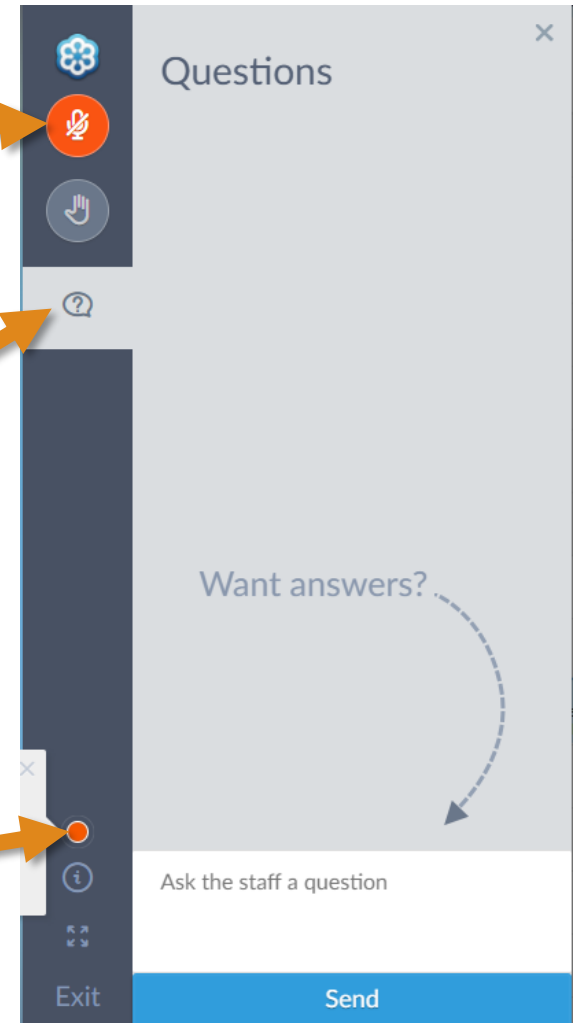
Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin: 2021-2025

Virtual Stakeholder Meeting
March 16, 2021

**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.**





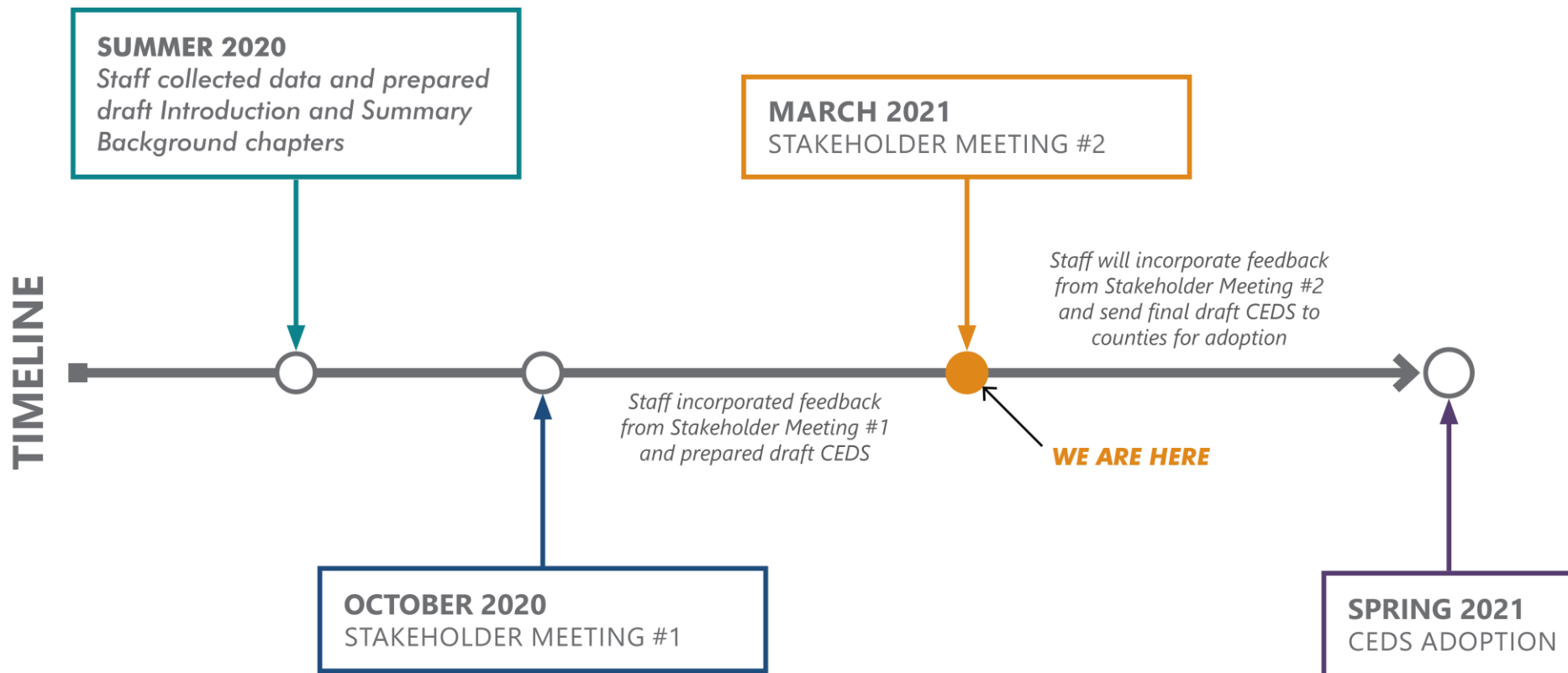
1. CEDS Overview and Background
2. Strategic Framework and Action Plan
3. Input on Goals, Strategies, and Actions

What is the CEDS?

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



Did you attend the first
CEDS stakeholder meeting
held in October 2020?

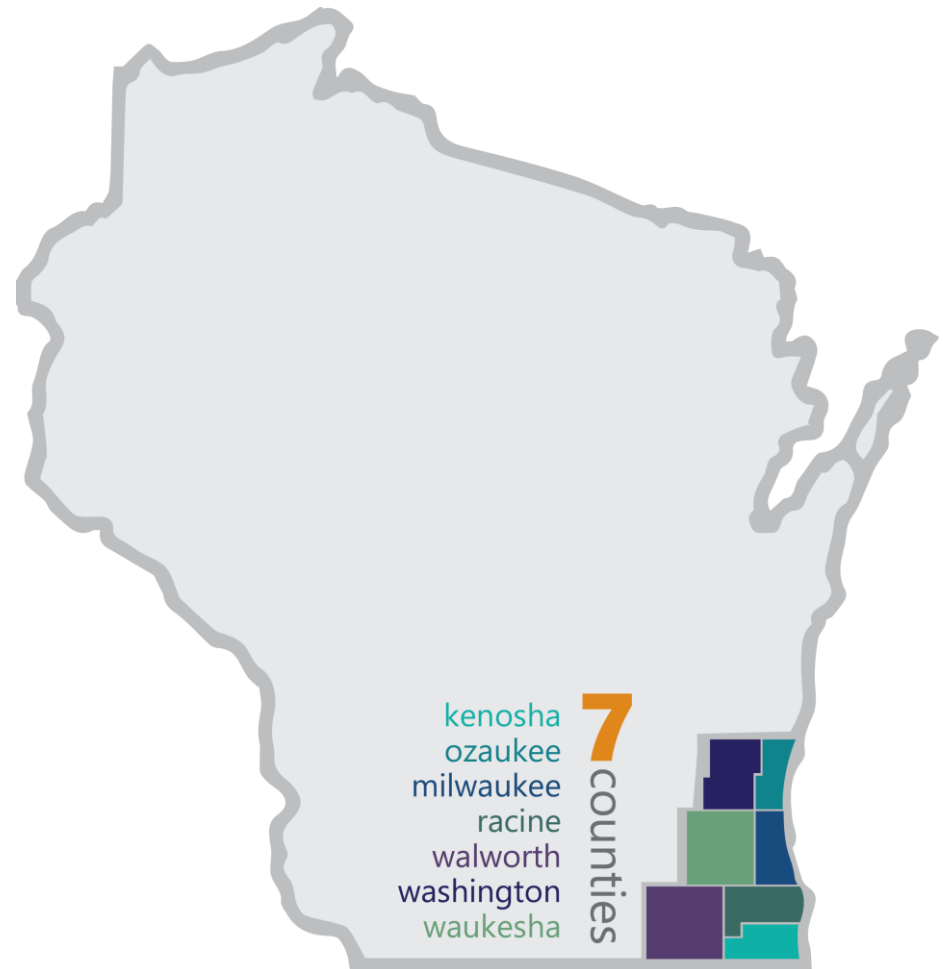
Summary Background

- Inventory of current conditions, historical trends, and future projections affecting the Region's economy
- Informed the CEDS Action Plan
- Identify existing disparities within the Region
- 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 population growth

➤ Age

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

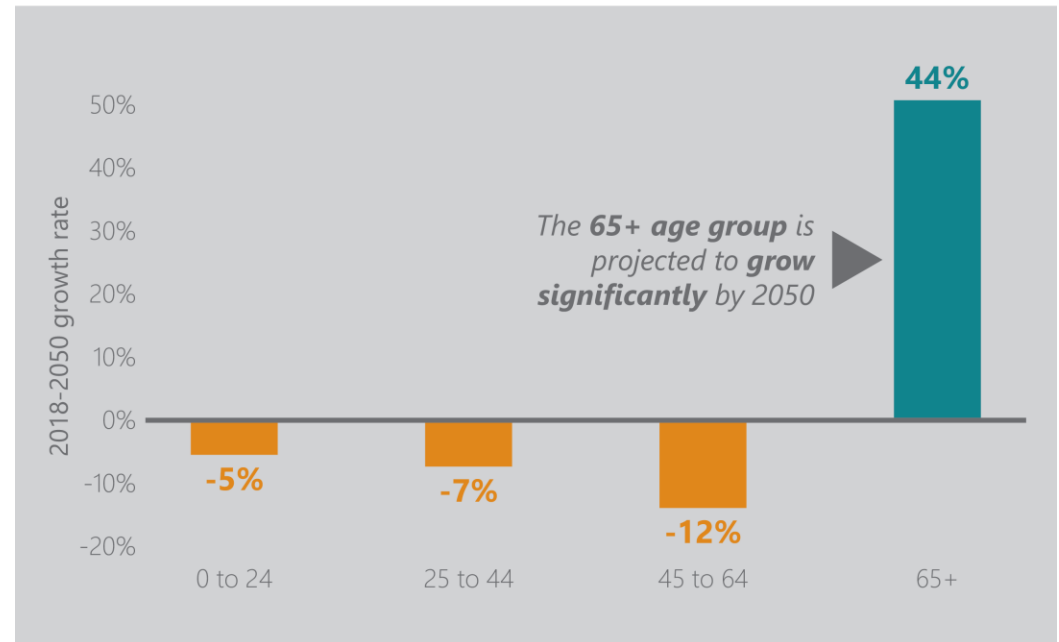
➤ Housing

- Shortage of affordable housing

➤ Education

- Improving but disparities persist

aging population



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

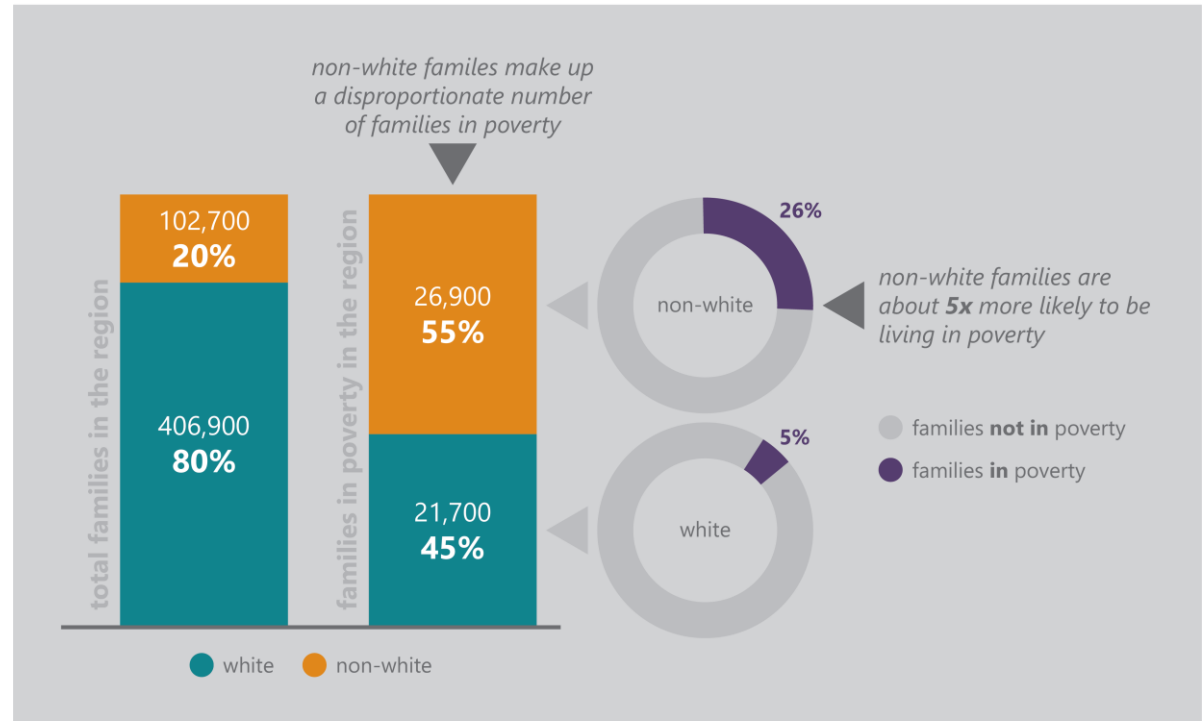
➤ More pronounced disparities than almost all other peer metro areas

- Educational attainment
- Income levels
- Poverty rates

➤ Unemployment rate disparities

- Rates much higher for Black and Hispanic residents

families in poverty: 2018



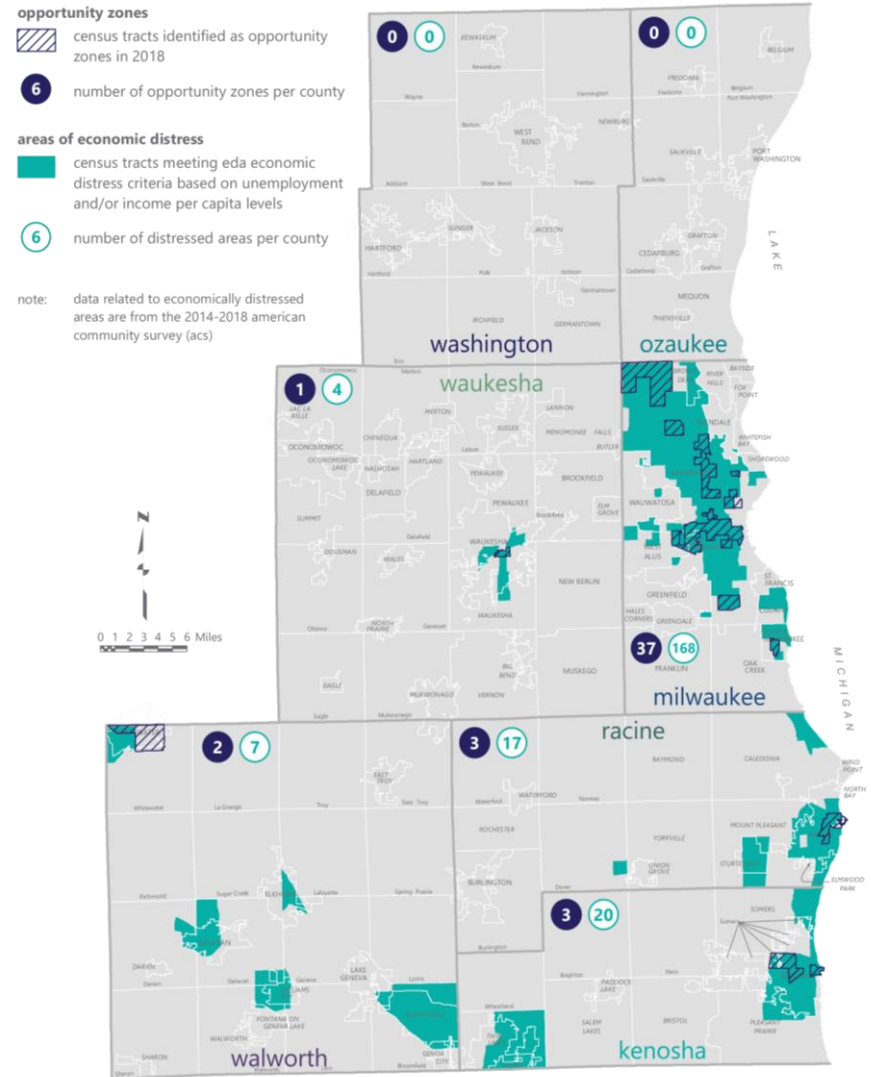
Source: U.S. Census Bureau American Community Survey and SEWRPC


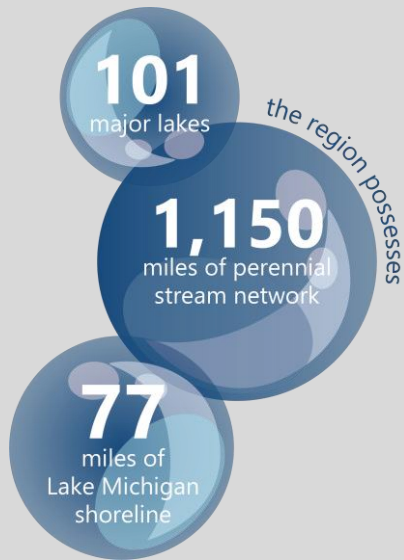
➤ Distressed Areas

- High unemployment rate and/or low per capita income
- Mostly in Milwaukee, Racine, and Kenosha
- 81% have a minority population higher than the regional average

➤ Opportunity Zones

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





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

➤ Natural Resources

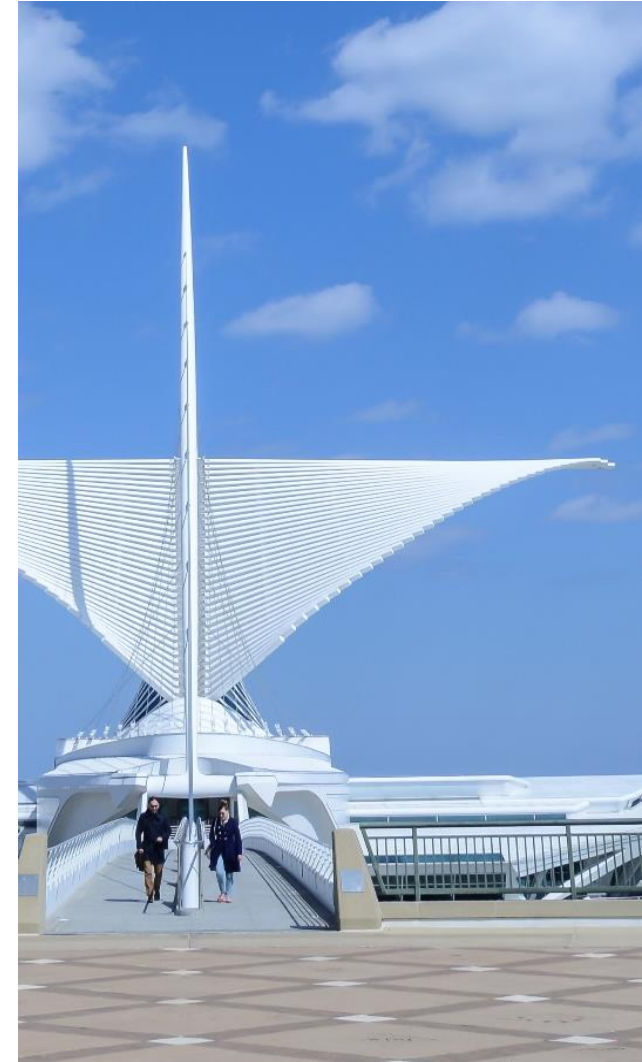
- Water
- Environmental corridors

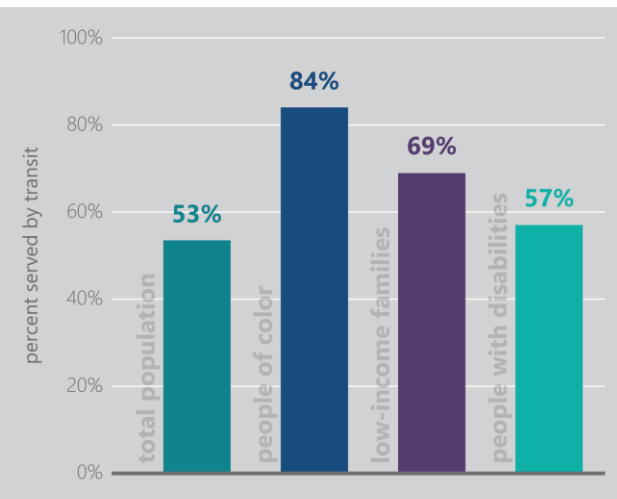
➤ Tourism and Cultural Resources

- Over \$4B in annual visitor spending

➤ Parks

- Widely distributed and variety of amenities





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

➤ Transportation

- Well-performing street and highway system that faces a funding shortfall
- Efficient transit services, but major challenges
- An expanding 1,300-mile bike network
- Other assets as part of the multimodal system

➤ Broadband

- Essential for economic competitiveness and quality of life
- Widely available but issues with access and affordability

➤ Growth

- Slow job growth

➤ Unemployment

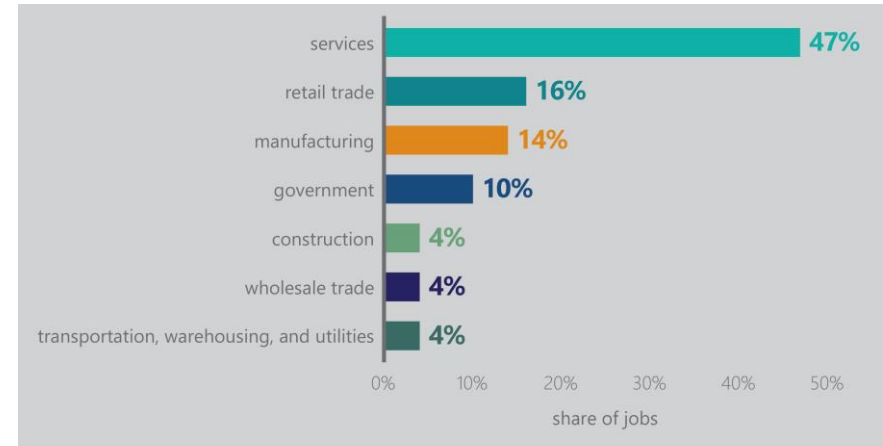
- Effects of COVID-19
- Higher impact on people of color

➤ Industry

- Shift from manufacturing to service-oriented
- Competitive advantage in advanced manufacturing

➤ Innovation/Entrepreneurship

- High share of scientific and technical occupations
- Poor performance on entrepreneurship metrics



Source: EMSI and SEWRPC

Metro Milwaukee had **fewer** total micro businesses (0-9 employees) and small businesses (10-99 employees) in 2016 than in 2005.

While non-whites comprised **33%** of metro Milwaukee's population in 2016, only **11.9%** of businesses were minority owned.



●●●●● SWOT Analysis

➤ Key Strengths

- Leading manufacturing region
- Industry clusters

➤ Key Weaknesses

- Racial disparities
- Policy differences

➤ Key Opportunities

- Technological transformation in manufacturing
- Improve entrepreneurial climate

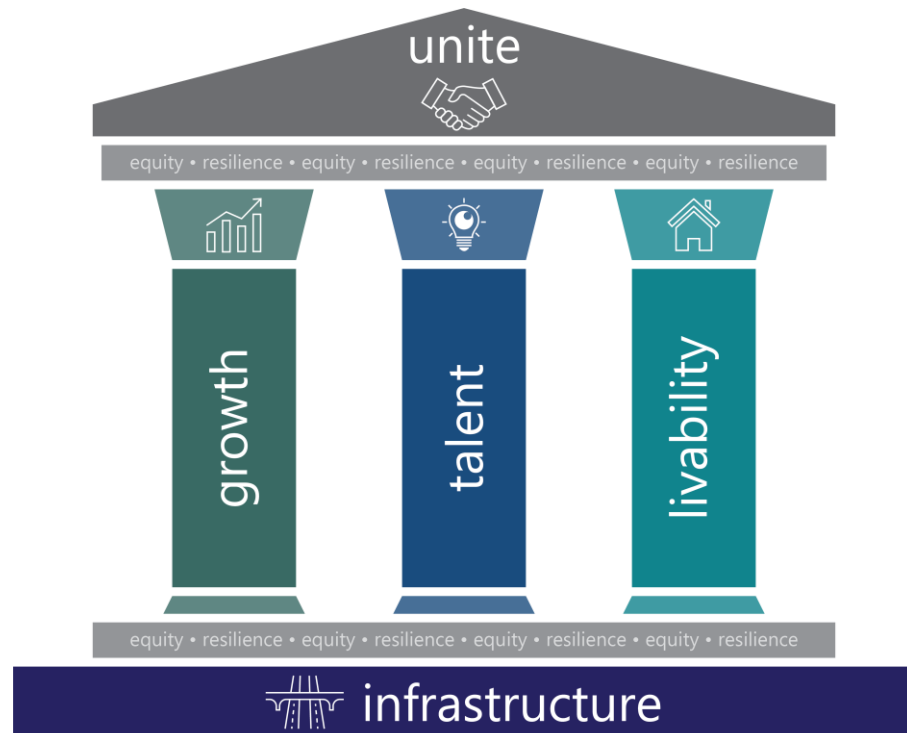
➤ Key Threats

- Aging population/workforce
- Talent shortage and skills mismatch



●●●●● Strategic Framework/Action Plan

- Informed by Summary Background, SWOTs, and stakeholder input
- Heavily influenced by MMAC/M7 *Prosperity 2025* campaign
- Vision: *"to be a globally competitive region that fosters innovation, collaboration, sustainable prosperity, and a high quality of life for all"*
- Goals, strategies, and actions
- Equity and resilience incorporated throughout



- Resilience = *"ability to prevent, withstand, and quickly recover from major disruptions to the economic base and adapt to changing internal or external economic conditions"*
- CEDS Action Plan seeks to:
 - Bolster economic diversity
 - Enhance the ability of industries and workforce to adapt to technological shifts
 - Promote attractive and sustainable development
 - Ensure reliable and durable infrastructure that meets future needs
 - Enable active and regular communication among stakeholders
- Addressing COVID-19 pandemic impacts is a top priority



- Equitable access to economic opportunity is essential to a prosperous, resilient regional economy
- Southeastern Wisconsin has some of the greatest racial and geographic disparities in the nation
- Pandemic has intensified these disparities
- For the Region to succeed, we must address the socioeconomic inequities faced by people of color

Use the 'Questions' pane to submit questions or comments on the five goals as they are reviewed.

Before beginning your question/comment, type the goal number (e.g., "Goal 1") to help us track.

- All feedback will be considered as the final CEDS is prepared

The screenshot shows a mobile application interface for submitting questions or comments. On the left is a dark blue sidebar with several icons: a gear, a microphone, a hand, and a question mark. The main area is light gray and titled 'Questions' at the top right. Below the title, it says 'Want answers?' with a dashed curved arrow pointing to a text input field. The input field contains the placeholder text 'Ask the staff a question'. At the bottom of the sidebar are 'Exit' and 'Send' buttons. Two orange arrows originate from the text boxes on the left: one points to the question mark icon in the sidebar, and the other points to the text input field.



Unite the Region around a comprehensive, equitable, and ongoing economic development agenda built on the pillars of Growth, Talent, and Livability

- **Strategy 1.1:** Enhance regional **cooperation and collaboration**
- **Strategy 1.2:** Develop a process to **analyze the economy** and adapt to evolving conditions
- **Strategy 1.3:** Support **policy and processes** that will improve the Region's competitive standing

Submit Comments on Goal 1
using the Questions pane
(type “Goal 1” first)

●●●●● Goal 2 – Growth



Grow, expand, and attract businesses

- **Strategy 2.1:** Create a comprehensive **growth strategy**
- **Strategy 2.2:** Leverage assets to facilitate **corporate retention, expansion, and attraction**
- **Strategy 2.3:** Develop **crosscutting technology disciplines** critical to our Region's economic success
- **Strategy 2.4:** Build on the Region's strength as a **leading manufacturing center** and international supply chain anchor

●●●●● Goal 2 – Growth (continued)

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*Grow, expand, and
attract businesses*

- **Strategy 2.5:** Advance specific **industry clusters** that offer competitive advantages
- **Strategy 2.6:** Foster a dynamic, richly networked **innovation and entrepreneurship ecosystem**
- **Strategy 2.7:** Enhance the **export capacity** of firms, focusing on small- and medium-sized enterprises

Submit Comments on Goal 2
using the Questions pane
(type “Goal 2” first)



Ensure a qualified workforce that meets the future needs of employers

- **Strategy 3.1:** Match the skills of the **Current Workforce** with the needs of employers
- **Strategy 3.2:** Align the **Educational Pipeline** with the needs of employers
- **Strategy 3.3:** Foster greater employment of the **Untapped Potential** talent pool
- **Strategy 3.4:** Attract **Out of Market** talent



Ensure a qualified workforce that meets the future needs of employers

- **Strategy 3.5:** Position Southeastern Wisconsin as a **region of choice** for diverse talent
- **Strategy 3.6:** Align **workforce development** with growth opportunities in targeted clusters

Submit Comments on Goal 3
using the Questions pane
(type “Goal 3” first)

●●●●● Goal 4 – Livability

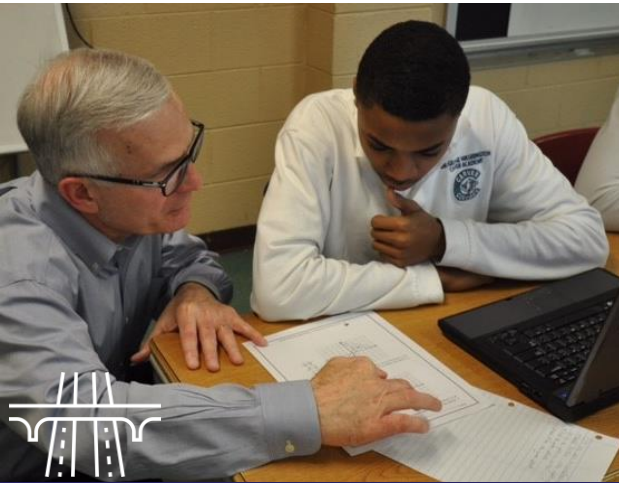
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*Enhance the Region's
quality of life and
attractiveness to
businesses, residents,
workers, and visitors*

- **Strategy 4.1:** Support **sustainable development** that balances growth and quality of life
- **Strategy 4.2:** Make the Region **attractive to residents, businesses, workers, and visitors**
- **Strategy 4.3:** Support policies that seek to **remedy racial and economic segregation** and address long-standing disparities

Submit Comments on Goal 4
using the Questions pane
(type “Goal 4” first)



Modernize regional infrastructure to enhance efficiency, cost-effectiveness, and connectivity

- **Strategy 5.1:** Improve and maintain a **financially sustainable transportation system**
- **Strategy 5.2:** Ensure the efficient, cost-effective provision of **public infrastructure and services**
- **Strategy 5.3:** Connect **underserved populations** to economic and employment opportunities
- **Strategy 5.4:** Expand **broadband speed, availability, and access**

Submit Comments on Goal 5
using the Questions pane
(type “Goal 5” first)

- Performance Measures
- EDA Grant Programs
- EDA Investment Guidelines
- Economic Development Projects



Location	Project Information	Strategies
Business Advancement		
Multiple Municipalities	Business Growth Services – Build out continuum of services such as Scale Up Milwaukee, Economic Gardening, Cluster Accelerators, BizStarts, etc.	2.1, 2.2
Multiple Municipalities	Regional Growth Model Initiative – Develop a data-driven economic model for the Region to project the effects of various growth variables and potential strategies and investments, including use of supporting dashboards	2.1
Multiple Municipalities	M7 Export Initiative/Brookings Global Cities Initiative – Assist area firms in developing export strategies and plans, with a focus on small- and mid-sized firms	2.2, 2.7
Multiple Municipalities	Minority Business Development Revolving Loan Fund (RLF) – RLFs and technical assistance for minority business creation and expansion via chambers and nonprofit minority business associations	2.6, 3.5, 3.6, 4.3
Multiple Municipalities	WI Manufacturing Extension Partnership (WMEP) Profitable Sustainability Initiative – Support small and midsize manufacturers in achieving profitable sustainability	2.2, 2.4

●●●●● How to Provide Feedback

- Website: www.sewrpc.org/CEDS
- Email: CEDS@sewrpc.org
- Phone: (262) 547-6721
- Fax: (262) 547-1103
- U.S. Mail:

P.O. Box 1607

Waukesha, WI 53187-1607

**Comment period open
through March 31**

- All feedback will be considered as the draft CEDS is prepared

Second Round of Public/Stakeholder Input

- Input on draft CEDS
- Open through March 31

Final Draft

- Incorporate public/stakeholder feedback
- Request adoption by county boards

CEDS Submission

- Submit final draft to EDA

Thank You

sewrpc.org/CEDS

choosemilwaukee.com

MKE7.com

