



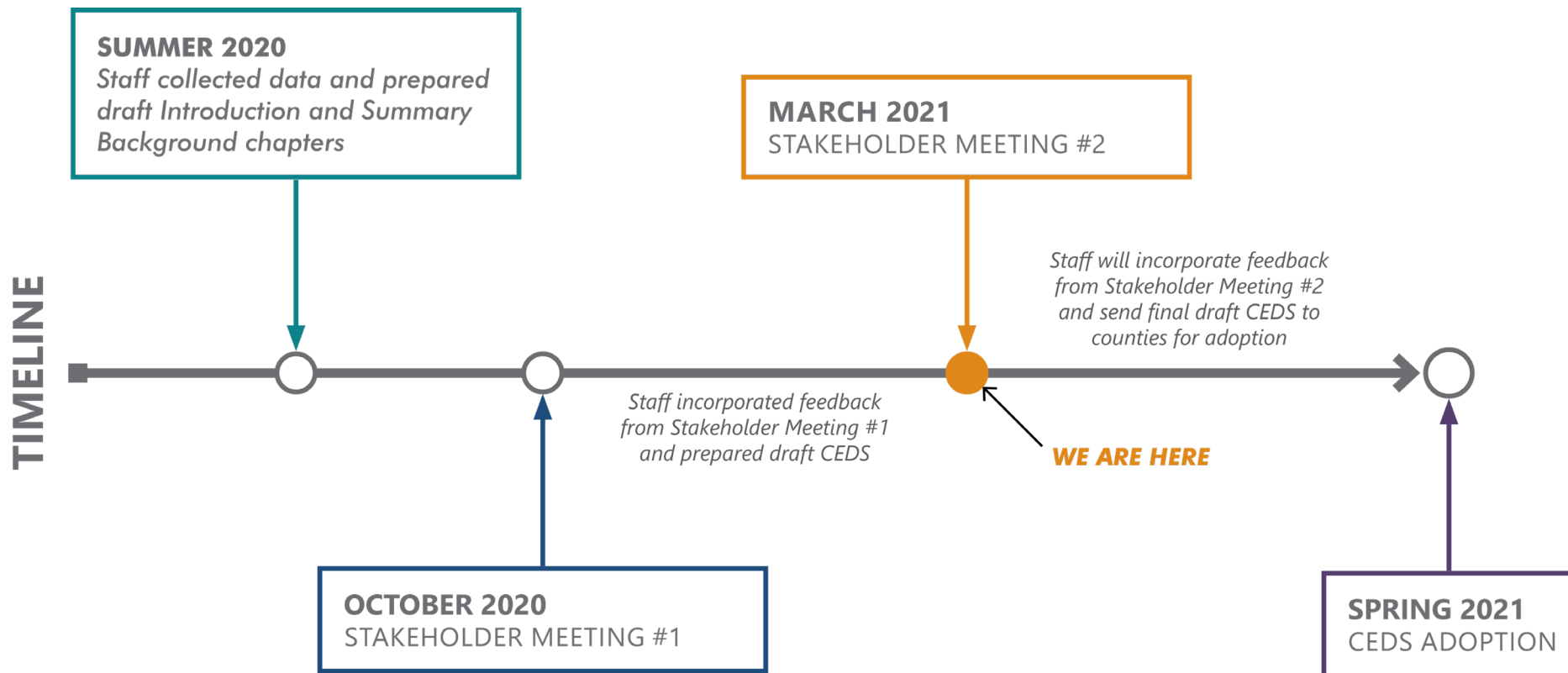
# Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin: 2021-2025

Environmental Justice Task Force Meeting  
March 9, 2021

# What is the CEDS?



- 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 Administration (EDA) grant funding





# Summary Background

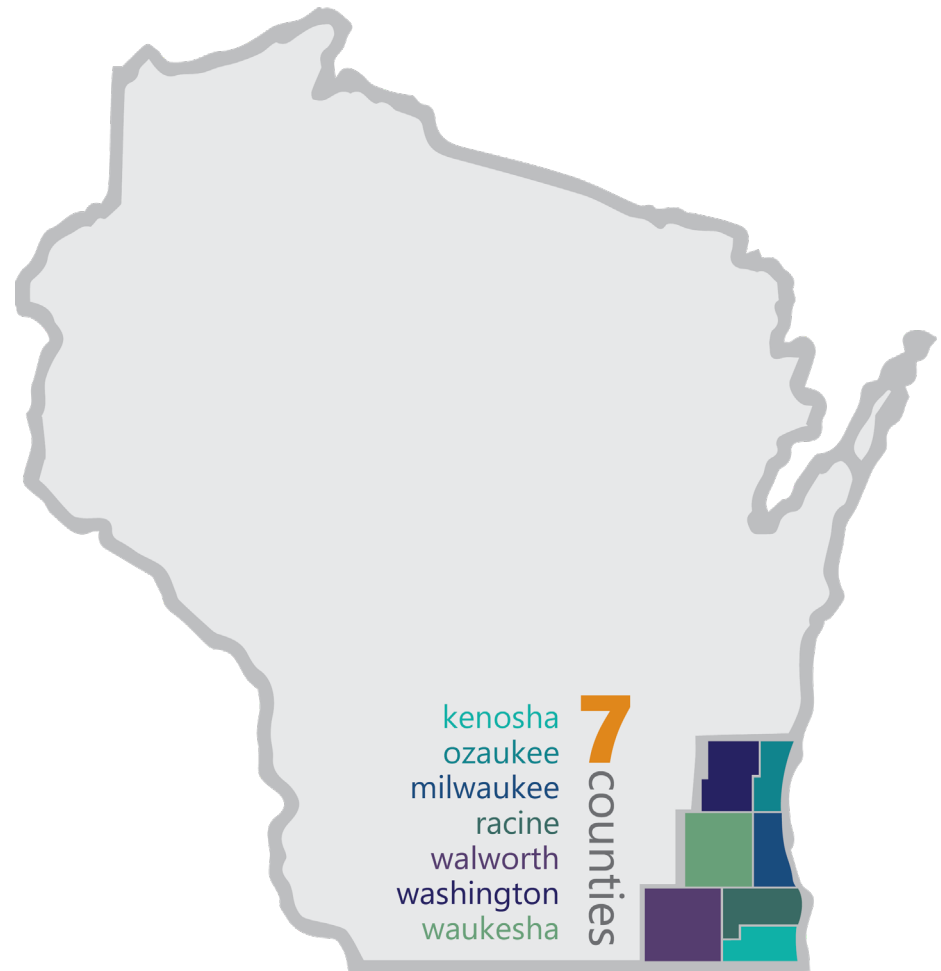
- Inventory of current conditions, historical trends, and future projections affecting the Region's economy
- Informed the CEDS Action Plan
- Identify existing disparities within the Region
- Identify vulnerabilities to Region's economic resilience (ability to prevent, withstand, and recover from major disruptions)



# SE Wisconsin Region

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



## ➤ Growth

- Slow growth

## ➤ Age

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

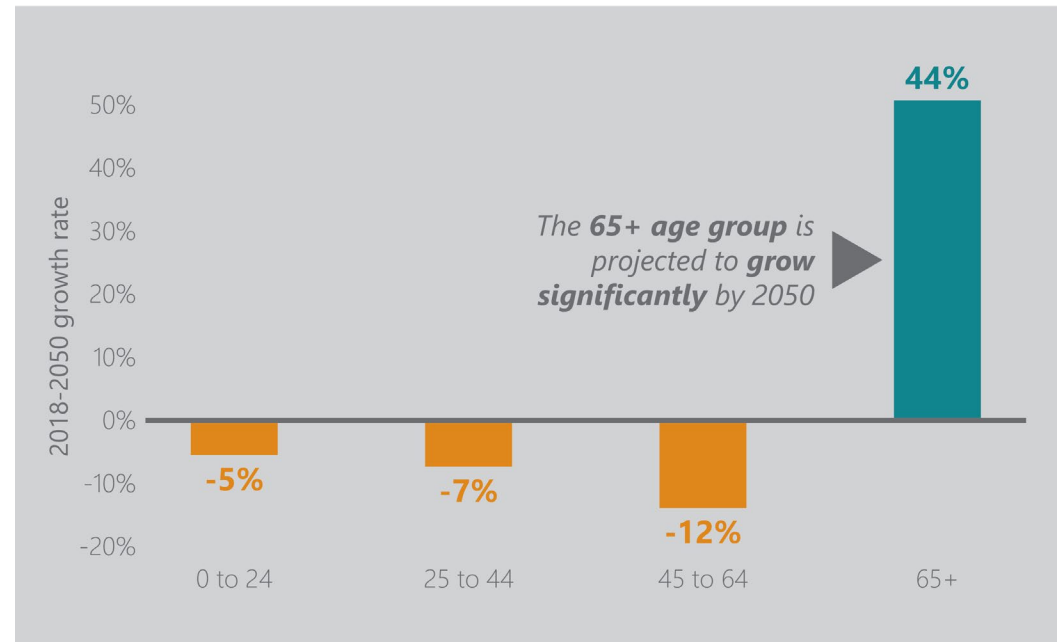
## ➤ Education

- Improving but disparities persist

## ➤ Housing

- Shortage of affordable housing

### aging population



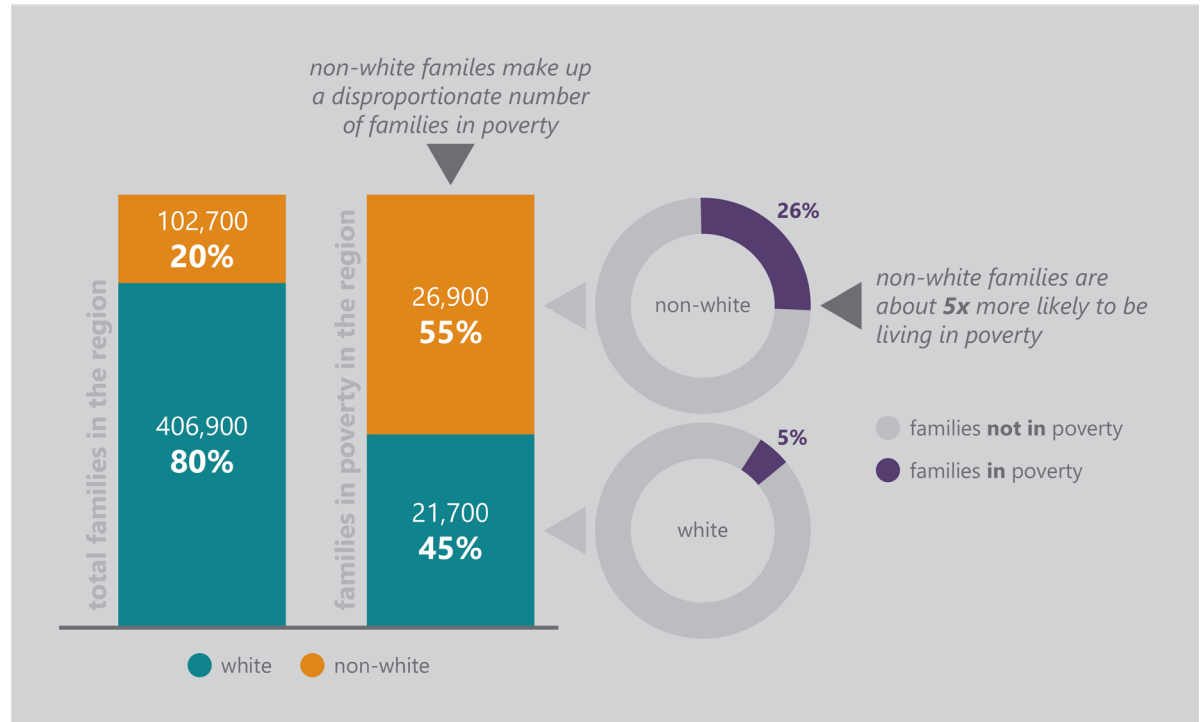
Source: U.S. Census Bureau American Community Survey and SEWRPC

# ●●●●● Racial/Ethnic Disparities

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

families in poverty: 2018



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

101

major lakes

the region possesses

1,150

miles of perennial  
stream network

77

miles of  
Lake Michigan  
shoreline



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

## ➤ Natural Resources

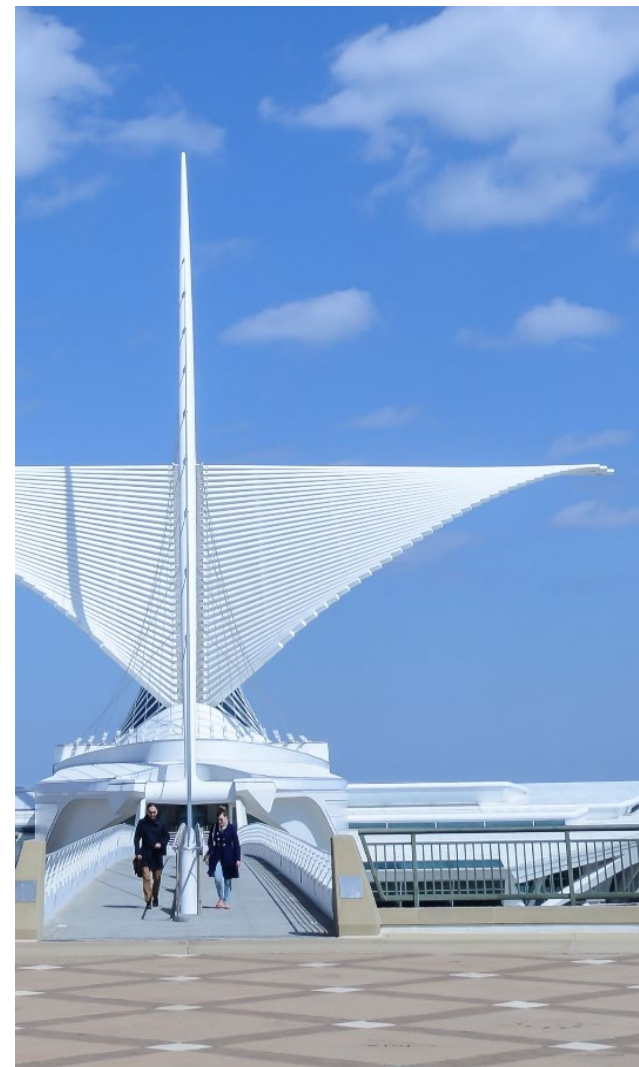
- Surface water
- Environmental corridors

## ➤ Tourism and Cultural Resources

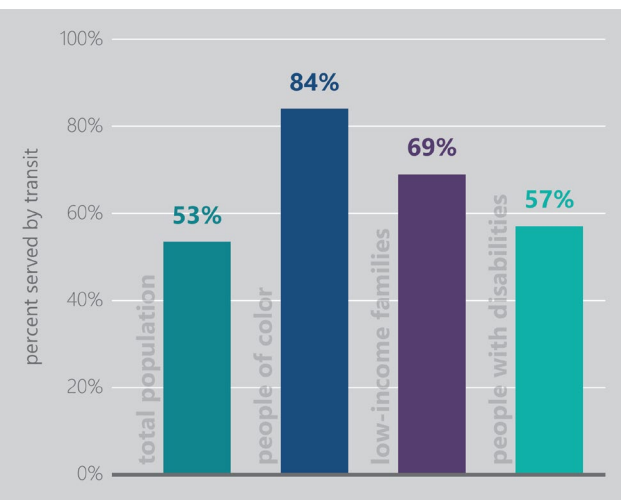
- Significant employment share
- Visitor spending

## ➤ Parks

- Widely distributed and variety of amenities







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

## ➤ Broadband

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

## ➤ 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
- Well-rounded multimodal system

## ➤ Growth

- Slow growth

## ➤ Unemployment

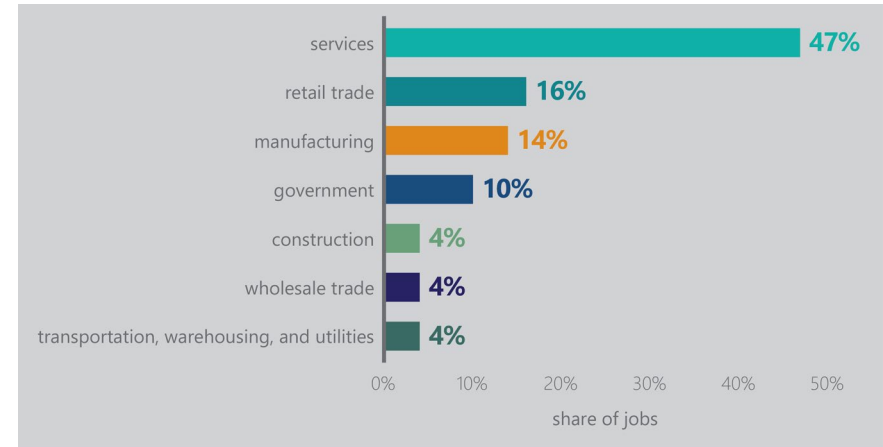
- COVID-19
- Higher impact on people of color

## ➤ 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

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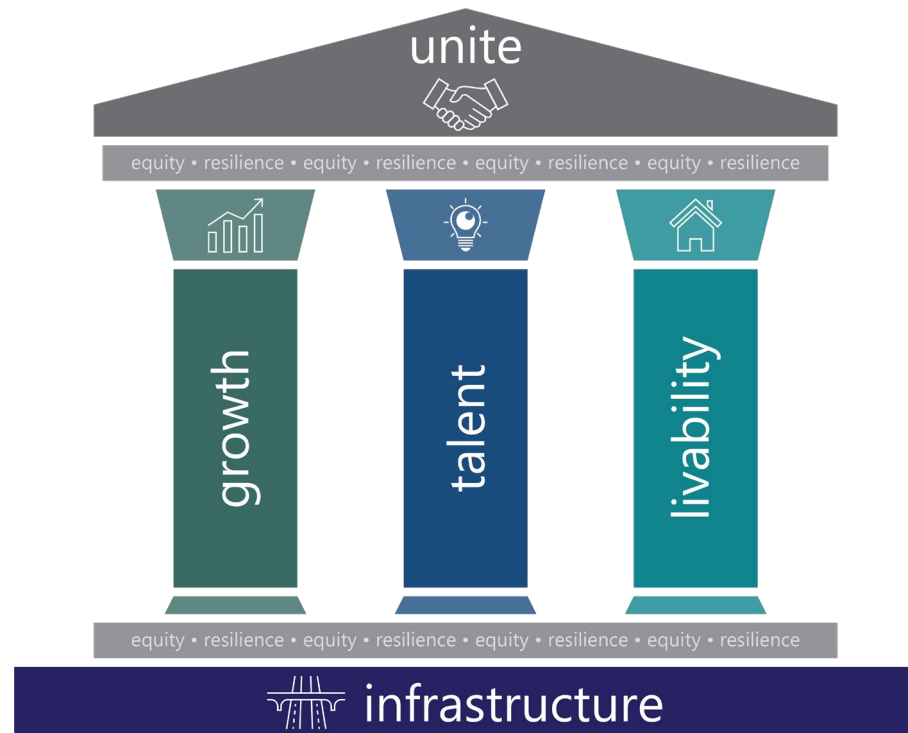
➤ Economic development vision: “to be a globally competitive region that fosters innovation, collaboration, sustainable prosperity, and a high quality of life for all.”

## ➤ Goals

- Unite
- Growth
- Talent
- Livability
- Infrastructure

## ➤ Strategies and actions

➤ Equity and resilience incorporated throughout Strategic Framework





*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 inter-jurisdictional collaboration for economic growth
- **Strategy 1.2:** Develop and implement a structured, regional process to continually analyze the economy and strategically adapt to evolving economic conditions
- **Strategy 1.3:** Support public policy and processes that will foster achievement of the regional vision and goals to improve the Region's competitive standing



# ●●●●● Goal 2 – Growth

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*Grow, expand, and attract businesses*

- **Strategy 2.1:** Create a comprehensive growth strategy, targeting specific areas of investment, based on an economic analysis of the causes, supports, and deterrents of economic growth
- **Strategy 2.2:** Leverage regional and State assets to facilitate corporate retention, expansion, and attraction
- **Strategy 2.3:** Focus on developing the Region's overall crosscutting technology disciplines that are embedded in every sector of the economy and that are critical to our Region's economic success in the new global digital economy
- **Strategy 2.4:** Build on the Region's strength as a leading manufacturing center and an anchor of many international supply chains, growing this critical sector by improving the competitiveness and resilience of individual operations and supporting a vibrant manufacturing ecosystem

## ●●●●● Goal 2 – Growth (continued)

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*Grow, expand, and  
attract businesses*

- **Strategy 2.5:** Advance specific industry clusters that offer competitive strengths, assets, and supply chain advantages in the global economy and can be positioned for increased investment and growth from within and outside the Region
- **Strategy 2.6:** Foster a dynamic, richly networked innovation and entrepreneurship ecosystem, building on nascent but fragmented activities
- **Strategy 2.7:** Enhance the export capacity and capability of the Region's firms, focusing on small- and medium sized enterprises



*Ensure a qualified workforce that meets the future needs of employers*

- **Strategy 3.1:** Ensure the skills of the Region's Current Workforce meet the needs of employers
- **Strategy 3.2:** Better align the efforts of the Region's Educational Pipeline with the needs of employers
- **Strategy 3.3:** Foster greater employment of the Region's nontraditional, or Untapped Potential, talent pool
- **Strategy 3.4:** Attract Out of Market talent to the Region
- **Strategy 3.5:** Continue and expand efforts to engage businesses to position Southeastern Wisconsin as a region of choice for diverse talent
- **Strategy 3.6:** Align workforce development with growth opportunities in targeted, high-potential industry clusters and sectors through employer-led sector collaborations

# ●●●●● 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 economic growth and quality of life
- **Strategy 4.2:** Enhance and promote the attractiveness of the Region to residents, businesses, workers, and visitors
- **Strategy 4.3:** Support policies and initiatives that seek to remedy racial and economic segregation and address long-standing disparities between whites and people of color



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

- **Strategy 5.1:** Improve and maintain a transportation system that meets the needs of residents and businesses, supports economic growth, and is financially sustainable
- **Strategy 5.2:** Ensure the efficient, cost-effective provision of public infrastructure and services throughout the Region
- **Strategy 5.3:** Support efforts to better connect underserved populations to economic and employment opportunities
- **Strategy 5.4:** Support efforts to expand broadband speed, availability, and access to ensure everyone has access to high-speed internet



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



Location	Project Information	Strategies
<b>Business Advancement</b>		
Multiple Municipalities	<b>Business Growth Services</b> – Build out continuum of services such as Scale Up Milwaukee, Economic Gardening, Cluster Accelerators, BizStarts, etc.	2.1, 2.2
Multiple Municipalities	<b>Regional Growth Model Initiative</b> – 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	<b>M7 Export Initiative/Brookings Global Cities Initiative</b> – Assist area firms in developing export strategies and plans, with a focus on small- and mid-sized firms	2.2, 2.7
Multiple Municipalities	<b>Minority Business Development Revolving Loan Fund (RLF)</b> – 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	<b>WI Manufacturing Extension Partnership (WMEP) Profitable Sustainability Initiative</b> – Support small and midsize manufacturers in achieving profitable sustainability	2.2, 2.4

## ➤ Virtual Stakeholder Meeting:

- March 16, 2021 at 1:00 pm (register in advance)

## ➤ Website: [www.sewrpc.org/CEDS](http://www.sewrpc.org/CEDS)

## ➤ Email: [CEDS@sewrpc.org](mailto:CEDS@sewrpc.org)

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Waukesha, WI 53187-1607

**Comment period open  
through March 31**

## 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](http://sewrpc.org/CEDS)

[choosemilwaukee.com](http://choosemilwaukee.com)

[MKE7.com](http://MKE7.com)

