



ECONOMIC OPPORTUNITY STUDY



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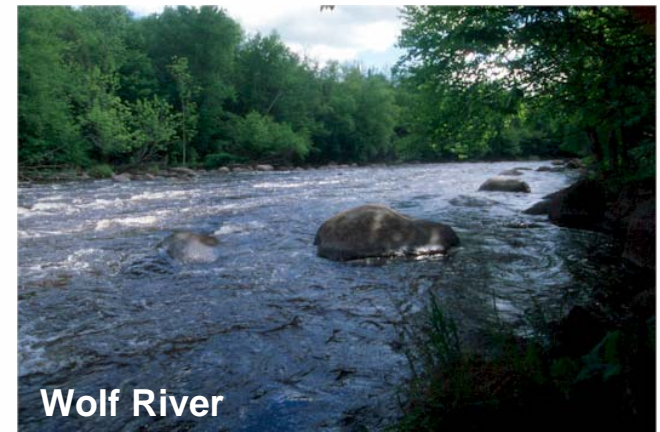
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GROW NORTH - Where great things begin



Wisconsin River



Wolf River



GROW NORTH ECONOMIC OPPORTUNITY STUDY

Dashboard Economic Indicators

- Population
- Education
- Income
- Employment
- Business





GROW NORTH DASHBOARD ECONOMIC INDICATORS

Population = 123,037

- Growth - Less than State and U.S.
- Age 60+ (2005) - 25%
- Age 60+ (2030) - 38%

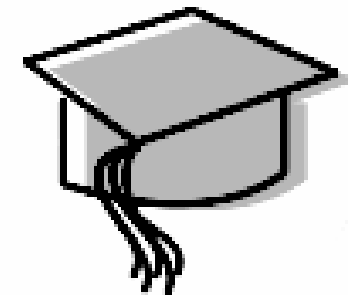




GROW NORTH DASHBOARD ECONOMIC INDICATORS

Education

	High School Graduates	College Graduates
● Grow North	83%	16%
● Wisconsin	85%	22%
● U.S.	80%	24%





GROW NORTH DASHBOARD ECONOMIC INDICATORS

Income

Per Capita Income

- Grow North \$27,091
- Wisconsin \$32,166
- U.S. \$33,050





GROW NORTH DASHBOARD ECONOMIC INDICATORS

Employment

	% Payroll	% Employment
● Manufacturing	23%	17%
● Health Care	20%	15%
● Retail	15%	19%
● Construction	10%	6%
● Accommodations	6%	14%





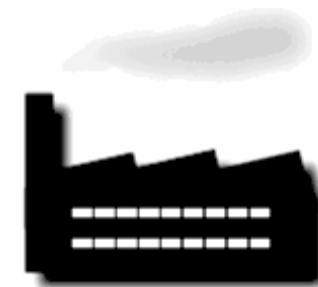
GROW NORTH DASHBOARD ECONOMIC INDICATORS

Business

Growth in Business Establishments

1998-2005

- Grow North 2.3%
- Wisconsin 4.5%





GROW NORTH ECONOMIC STUDY

SWOT ANALYSIS

SWOT Analysis Overview:

Strengths:

- Timber/wood resources
- Water - rivers and lakes
- Quality of life
- Local schools
- Manufacturing cluster
- Grow North organization

Weaknesses:

- Brain drain
- Aging population
- Lack of recognition
- Parochialism
- Geography - size/distance
- High taxes

Opportunities:

- Forest products
- Alternative energy
- Tourism
- Technology companies
- Services-seasonal residents

Threats:

- Resistance to change
- Restrictive timber sales
- School funding from State
- Changes in tourism



GROW NORTH ECONOMIC OPPORTUNITY STUDY

Key Market Driven Economic Opportunities:

1. Alternative Energy / BioFuels
2. Cellulose / Wood Fiber
3. Retail / Services for High Income Seasonal and Second Home Residents



GROW NORTH ECONOMIC STUDY **STRATEGIES AND TACTICS**

Focus on Forest Products Cluster

- Establish group to address gaps & opportunities
 - Engage consultant to build consensus and cooperation among economic development groups
 - Partner with Centergy to convene a summit
 - Support expansion of regional research activity
- Establish effort to identify and retain businesses
 - Assess past and current business retention efforts
 - Design retention plan serving Chambers and EDCs
- Target alternative energy and cellulose biofuels
 - Form biofuels group with Centergy & New North
 - Seek state & federal support to apply new research and technologies to existing and new businesses



GROW NORTH ECONOMIC STUDY STRATEGIES AND TACTICS

Increase Workforce Education and Skill Levels to Retain and Attract Growing Businesses

- Align perspectives and relationships of education community, workforce development organizations and economic development interests with the needs of major employers and businesses
- Raise educational attainment in the region



GROW NORTH ECONOMIC STUDY STRATEGIES AND TACTICS

Form a Regional Tourism Effort to Increase Economic Impact and Create More Year Round Jobs

- Establish regional marketing campaign to position the region as a tourist destination
- Examine workforce training and education needs of in response to the changing dynamics of the tourism industry



GROW NORTH ECONOMIC STUDY STRATEGIES AND TACTICS

Build Organizational Capacity to Effectively Compete for Resources and to Implement Recommendations

- Increase private sector membership and leadership and formulate low cost staffing plan
- Establish funding plan to seek support from foundations, state & federal government, etc.
- Develop a regional identity to position the region to businesses, policy makers and the public
- Develop a communication strategy to promote the region and to build energy around the plan



GROW NORTH ECONOMIC STUDY STRATEGIES AND TACTICS

Build Investment Capacity in the Grow North Region

- Develop regional revolving loan fund to build loan capacity and better utilize existing loan fund resources
- Develop a regional angel investing group and links to other angel network groups to build early stage, equity investment capacity in the region



GROW NORTH ECONOMIC STUDY **STRATEGIES AND TACTICS**

Learn About and Build Relationships with Seasonal Residents and Retirees

- Build profile of seasonal and retired residents to help businesses and develop better market information
- Assess labor market potential of retirees
- For seasonal residents, assess business connections and potential to move businesses or parts of businesses to the region
- Build relationships with seasonal residents through support, growth and expansion of cultural events, including the arts



FOREST PRODUCTS CLUSTER BIG IDEAS

Big Ideas:

- BioEnergy
- Research Corridor / Summit



FOREST PRODUCTS CLUSTER BIG IDEAS

Big Ideas:

- Bioenergy Research Center at UW-Madison
- Cellulosic ethanol and other biofuels
- Link through UW-Stevens Point
- \$125 million funding



FOREST PRODUCTS CLUSTER: BIG IDEAS

WOOD, FIBER, PAPER, FOREST RESEARCH CORRIDOR



- **HOUGHTON, MI**
 - Michigan Tech. University
- **RHINELANDER, WI**
 - U.S. Forest Service North Central Research Station
- **STEVENS POINT, WI**
 - UW-Stevens Point
- **MADISON, WI**
 - U.S. Forest Products Laboratory
 - UW-Madison



FOREST PRODUCTS CLUSTER BIG IDEAS

Other Big Ideas:

- Raise educational attainment -
Goal: every high school graduate completes one semester of college / technical college or workforce certification before high school graduation.
- Connect to seasonal residents through the arts / culture
- Form a Grow North Foundation to seek grants and other support



CENTRAL WISCONSIN ECONOMIC OPPORTUNITY STUDY Implementation Plan

- Set goals and priorities
- Shoot for early successes
- Communicate successes and needs
(Create a Grow North Region “buzz”)





GROW NORTH OPPORTUNITIES

FIRST PRIORITY

Communication Plan

- Tell people what Grow North intends to do:
 - Legislators / Congressional Reps
 - State Agencies (Commerce, Agriculture)
 - Universities and Colleges
 - Wisconsin Technology Council
 - Regional Planning Commission
 - Workforce Development Board
 - County Boards
 - Newspapers and Electronic Media
 - Federal Agencies (EDA)



GROW NORTH OPPORTUNITIES **FIRST PRIORITY**

Communication Plan

- Develop a 1-3 year plan to do keep the study in front of the public, seasonal residents, and leaders
- Communicate early successes
- Build communication links with Centergy and other regional groups



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