

MEETING NOTICE

ECONOMIC DEVELOPMENT COMMITTEE MEETING East Central Wisconsin Regional Planning Commission

COMMITTEE MEMBERS: Alice Connors, Sam Kaufman, Kara Homan (Alt for Mayor Woodford), Karen Lawrence, Gene Caldwell, DuWayne Federwitz, Ken Capelle, Jerry Bougie (Perm Alt for Jon Doemel), Mark Rohloff (Perm Alt for Matt Mugerauer)

Place: East Central Offices (400 Ahnaip Street, Suite 100; Menasha)
Date: Wednesday, October 2, 2024
Time: 1:00 p.m.- In-Person

Members - Please contact the East Central office if you are unable to attend

AGENDA

1. **Welcome and Introductions**
2. **Roll Call**
 - A. Introduction of Alternates, Staff, and Guests
3. **Approval of Agenda / Motion to Deviate**
4. **Public Comment**
5. **Approval of the Minutes of the July 10, 2024 Economic Development Committee Meeting**
6. **Announcements and Updates**
 - A. Economic Development Staff Report
7. **Business / Action Items**
 - A. **Proposed Resolution 49-24:** Adopting the 2024 Comprehensive Economic Development Strategy (CEDS) Annual Performance Progress Report
 - B. **Review and Approval of the 2025 Work Program & Budget - 1500 Element – Economic Development Program**
8. **Informational / Discussion Items**
 - A. County Roundtable Discussion (*as time permits*)
9. **Establish Time and Place for Next Commission Meetings**
 - A. **Economic Development Committee Meeting:** The next Economic Development Committee meeting will take place on Wednesday, January 8, 2025 at 1:00 p.m. Further details will be forthcoming.
 - B. **Commission Meeting:** The next Commission Meeting will be held on Thursday, October 24, 2024 at Fond du Lac Highway Dept, 1028 S Hickory St, Fond du Lac WI 54937 at 10:00 a.m. Agenda and meeting packet will be forthcoming.
10. **Adjourn**

Any person wishing to attend this meeting or hearing who, because of a disability, requires special accommodations should contact the East Central Wisconsin Regional Planning Commission at (920) 751-4770 at least three business days prior to the meeting or hearing so that arrangements, within reason, can be made.

**MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
East Central Wisconsin Regional Planning Commission**

Date: Wednesday, July 10, 2024 – In Person

1. Welcome and Introductions

Mr. Bougie welcomed attendees to the meeting and called the meeting to order at 12:00 P.M.

2. Roll Call

Introduction of Alternates, Staff, and Guests.

Committee Members Present:

Jerry Bougie (Alt. for Jon Doemel) Winnebago County
 Kara Homan (Alt. for Jake Woodford) City of Appleton
 DuWayne Federwitz Waupaca County
 Gene Caldwell Menominee County
 Mark Rohloff (Alt for Matt Mugerauer) City of Oshkosh
 Ken Capelle Shawano County
 Karen Lawrence..... Outagamie County

Committee Members Absent:

Sam Kaufman Fond du Lac County
 Alice Connors..... Calumet County

ECWRPC Staff and Guests Present:

Melissa Kraemer Badtke Executive Director
 Craig Moser Deputy Director
 Mike Zuege GIS Manager
 Joe Stephenson..... Senior Planner
 Leann Buboltz..... Administrative Coordinator

3. Approval of Agenda / Motion to Deviate A motion was made by Mr. Caldwell and second by Mr. Federwitz to approve the Agenda as presented. Motion carried unanimously.

4. Public Comment - There was no public comment.

5. Election of Chair and Vice Chair

- A. Nomination for Committee Chair. Ms. Homan nominated Mr. Bougie for the Committee Chair position with a second by Mr. Caldwell.
 A motion was made by Ms. Homan and second by Mr. Caldwell to approve of Mr. Bougie to serve as the Economic Development Committee Chair for a 2-year term. Motion carried unanimously.
- B. Nomination for Committee Vice Chair. Mr. Bougie nominated Ms. Homan for Committee Vice Chair position with a second by Mr. Caldwell.
 A motion was made by Mr. Federwitz and second by Mr. Caldwell to approve of Ms. Homan to serve as the Economic Development Committee Vice Chair for a 2-year term. Motion carried unanimously.

6. Approval of the Minutes of the January 3, 2024 Economic Development Committee Meeting. A motion was made by Ms. Homan and second by Mr. Bougie to approve the minutes as presented. Motion carried unanimously.

7. Special Order of Business

- A. Presentation on Economic Development Program – Mr. Craig Moser and Mr. Joe Stephenson, Economic Development Lead presented an overview of the key components of the Program as a

whole and also shared a power point on The Small Community Technical Assistance Program activities within the region to the Committee members. He shared the workshops are held within one day which assists municipality develop an actual 'Plan in a Day'. Ms. Kraemer Badtke shared that staff are looking at various avenues of funding to make this Program available annually and self-sustaining. Mike Zuege-GIS Manager explained the ECWRPC the GIS Hub's available to the public which are used to obtain various demographic data and information within the region as well as Statewide. Mr. Moser indicated that staff has a newly developed Drone Program that will be launched soon to assist municipalities in those needs.

8. Announcements and Updates

A. Staff Report (Not all inclusive)

Association of Wisconsin Regional Planning Commissions (AWRPC) 2024 Annual meeting and Summit. Mr. Joe Stephenson on behalf of East Central presented on the Small Community Technical Assistance Program, which was well received by the group.

9. Business / Action Items – Nothing to report

10. Informational / Discussion Items

A. County Roundtable Discussion (*as time permits*)

1. Waupaca County – Updating the courthouse with the costs of \$35 million.
2. Menominee County – Recently opposed an ATV Ordinance due to the trespass violation.
3. Winnebago County – Big events happening currently are; Lifest, July EAA event and a music festival (Cross Roads USA)

11. Establish Time and Place for Next Commission Meetings

A. **Economic Development Committee Meeting:** The next Economic Development Committee meeting will take place on Wednesday, October 2nd at 1:00 p.m. Further details will be forthcoming.

B. **Commission Meeting:** The next Commission Board meeting is scheduled for Wednesday, July 24, 2024 at 10:00 a.m. at the Waupaca County Courthouse, 811 Harding Street-Room LL42 (lower level), Waupaca, WI 54981.

12. Adjourn – A motion was made by Ms. Homan and a second by Ms. Lawrence to adjourn the meeting. Motion carried unanimously with the time noted at 12:53 PM.

Respectfully submitted by
Leann Buboltz – ECWRPC Administrative Coordinator

TO: Economic Development Committee
FROM: Joe Stephenson, Senior Planner
DATE: October 2, 2024
RE: Economic Development Program Update

Below are updates regarding the recent initiatives of the ECWRPC economic development program.

EDA Planning Partnership Grant – Comprehensive Economic Development Strategy (CEDS) Annual Performance Progress Report

The Comprehensive Economic Development Strategy (CEDS) document is a significant component of remaining a designated Economic Development District. The Economic Development Administration (EDA) requires the Commission to complete a major update of the strategy every five years and a minor update to the strategy annually. East Central's last major update to the CEDS was completed in 2023, with the next major update set to occur in 2028. East Central staff have updated the 2023 CEDS with current information regarding socioeconomic measures for our region and other economic development data.

EDA Infrastructure Grant Groundbreaking at ATW

Staff attended a groundbreaking event at the Appleton Airport Business Park earlier this month. ATW is the recipient of a \$3M grant from the Economic Development Administration (EDA) for infrastructure improvements at the business park directly connecting the park to State Highway 76 and supporting quality, high-wage jobs.



NEW WEDC PROGRAMS

Staff participated in recent webinars with the Wisconsin Economic Development Administration (WEDC) regarding new grant programs, including the Small Business Development Grant and Vibrant Spaces Grant. Staff is consulting with other regional economic development contacts on ideas related to these grants and will be strategically engaging communities in the region on these opportunities.

TO: Economic Development Committee

FROM: Joe Stephenson, Senior Planner

DATE: October 2, 2024

RE: **Proposed Resolution 49-24:** Adopting the 2024 Comprehensive Economic Development Strategy (CEDS) Annual Performance Progress Report

The Comprehensive Economic Development Strategy (CEDS) document is a significant component of remaining a designated Economic Development District. The Economic Development Administration (EDA) requires the Commission to complete a major update of the strategy every five years and a minor update to the strategy annually. East Central's last major update to the CEDS was completed in 2023, with the next major update set to occur in 2028. East Central staff have updated the 2023 CEDS with current information regarding socioeconomic measures for our region and other economic development data.

In addition, EDA has streamlined the update/reporting process. Two reports, the Semi Annual Progress Reports and the CEDS Annual Performance Report, have been combined into a once yearly reporting document called the Annual Performance Progress Report.

A draft of the 2024 CEDS Annual Performance Progress Report is included in the meeting materials.

Staff Recommendation: Staff recommends approval of **Proposed Resolution 49-24:** Adopting the 2024 Comprehensive Economic Development Strategy (CEDS) Annual Performance Progress Report.



EAST CENTRAL WISCONSIN

2024 EDA ANNUAL PERFORMANCE PROGRESS REPORT



CHAPTER 1

INTRODUCTION



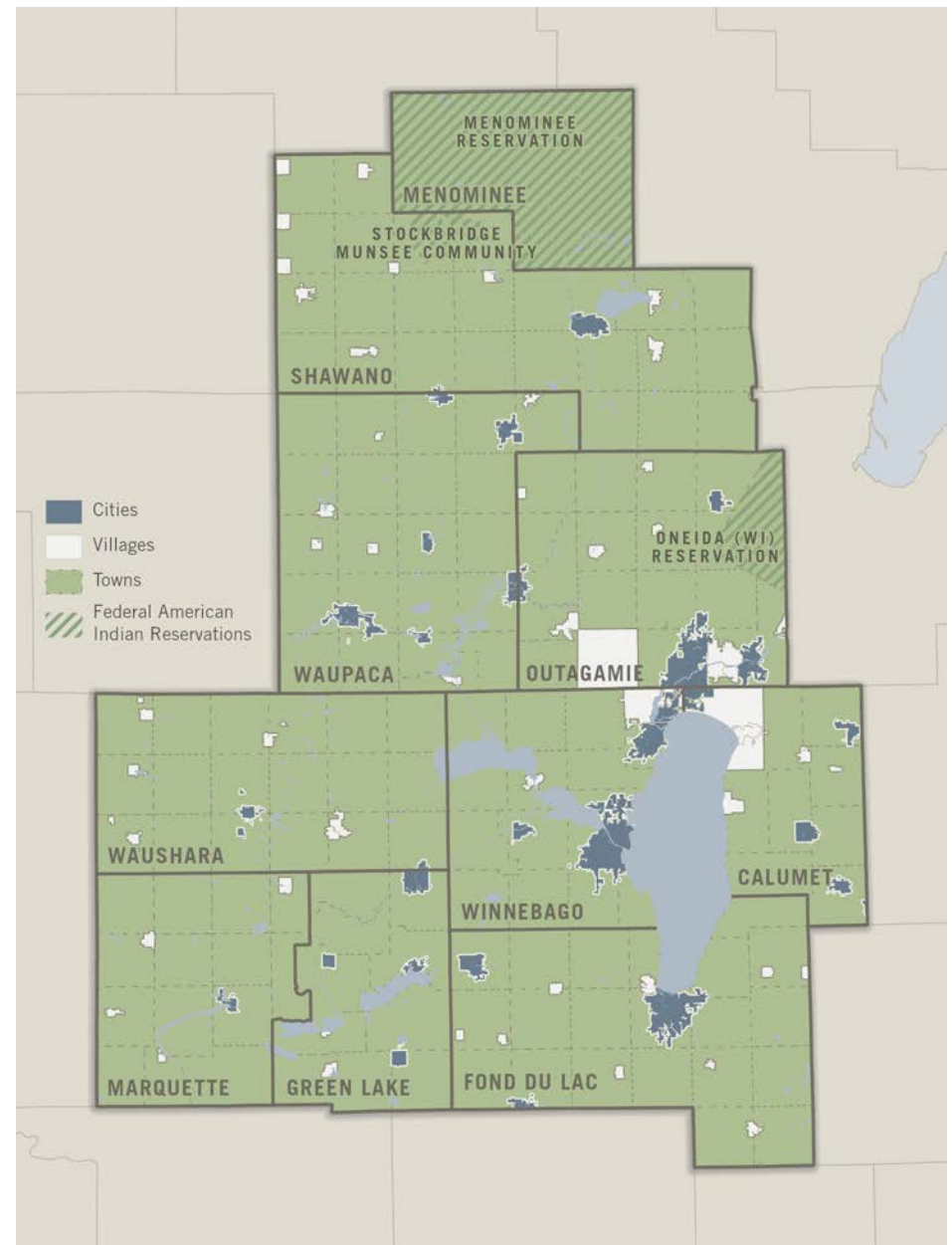
INTRODUCTION

The East Central Wisconsin Regional Planning Commission (ECWRPC) was established in 1972 and is an association of counties and other local units of government with statutory responsibility to plan and coordinate the physical and economic development of the region. Displayed in Map 1.1, the region consists of ten counties, 27 cities, 57 villages and 154 towns. ECWRPC is governed by 28 commissioners with all member county executives and member county board chairs serving as commissioners with additional seats held by other local representatives. ECWRPC maintains four formal subcommittees: Executive, Transportation, Environmental Management, and Economic Development. In 1984, the East Central Wisconsin Regional Planning Commission was designated as an Economic Development District (EDD) under the provisions of Title IV of the Public Works and Economic Development Act of 1965, as amended. Designation as an EDD allows ECWRPC to administer the district through EDA funding provided the district completes an update of the Comprehensive Economic Development Strategy (CEDS) every five years, submits an annual report, and frequently carries out economic development activities identified within the CEDS. ECWRPC receives funding to administer the EDD through an annual EDA Planning Partnership Grant. This funding allows ECWRPC staff to diligently update and implement the CEDS, partner with local communities and organizations to obtain EDA grants, and foster coordination and collaboration between the public, private, and non-profit sectors.

Since 1984, ECWRPC has managed the Economic Development District by consistently supporting a wide array of economic development efforts to successfully leverage \$20,983,488 in EDA grants. In addition to allowing ECWRPC to administer the Economic Development District, utilize EDA funding, and allow local governments within the EDD to apply for EDA grants, the CEDS is a crucial, strategy-driven plan for enhancing regional economic development, prosperity, and resiliency.



Map 1.1 East Central Wisconsin Region



CHAPTER 2

ACCOMPLISHMENTS



ACCOMPLISHMENTS

ECWRPC supported the implementation of the goals, objectives, and actions of the 2023-2027 CEDS Strategic Direction and Action Plan in Year 1 through an array of activities. These activities included but were not limited to: providing data and information, offering professional and technical expertise, maintaining an awareness in and beyond the region of economic development issues and priorities, and supporting regional development efforts. In addition, ECWRPC sought opportunities to partner with organizations outside of the EDD when possible to leverage knowledge, funding, and support.

ECWRPC conducted implementation activities according to the specifics outlined in the 2023-2027 CEDS Evaluation Framework. The framework identified the necessary roles, partnerships, timelines, and evaluation indicators for ECWRPC to properly support the implementation of the goals, objectives, and actions identified in the 2023-2027 CEDS. Overall no goals or objectives are at risk and a number of goals and objectives have been performed or are on track to completion. Below is a list of activities and how they correlate to the four goals of the CEDS.

Goal 1: Access to Housing and Quality of Life Amenities for All

- ▶ Participated on the advisory team for the Menominee Indian Tribe of Wisconsin Economic Resiliency Project, providing technical assistance and coordinating efforts between the project team and EDA.
- ▶ Provided economic, housing, and demographic data to support the Menominee Tribal Land Use Plan Update, which will guide economic development efforts for the tribe.
- ▶ Served on the advisory team for the Outagamie County ARPA Workforce Development Grant and the Community Foundation of the Fox Valley Housing Strategy Task Force.
- ▶ Participated in the Housing Alliance Task Force meetings on 2/12/24 and 3/25/24.
- ▶ Participated on the selection team for the Outagamie County ARPA

Housing Grant program.

- ▶ American Planning Association (APA) Meetings regarding housing and economic development.
- ▶ Provided technical assistance to APA and provided recommendations to improve state housing loans and grants procedures

Goal 2: Promote Regional Innovation and Collaboration That Supports A Thriving and Resilient Business Environment.

Collaboration with Regional Stakeholders:

- ▶ Participated in meetings with various regional economic development groups including:
 - ▶ Fox Cities Economic Development Professionals (FCEDP).
 - ▶ Northeast Wisconsin Regional Economic Partnership (NEWREP).
 - ▶ New North Local Partners Meetings.
 - ▶ Greater Oshkosh Partners Meetings.
- ▶ Served as Secretary of the Fox Cities Economic Development Partnership (FCEDP), attending monthly meetings and providing economic updates.
- ▶ Attended joint calls with the EDA Regional Representative and the Bay-Lake RPC to discuss grant opportunities.

Professional Development and Learning:

- ▶ Attended the Mid-America Economic Development Council 2024 Conference and received the Overcoming Adversity Award (Small Division) for the ECWRPC Small Community Technical Assistance Program.
- ▶ Attended the Wisconsin Regional Plan Commission Annual meeting and presented the Small Community Technical Assistance Program.

ACCOMPLISHMENTS CONTINUED...

- ▶ Participated in various webinars and events to stay updated on rural economic development trends, including:
 - ▶ Brookings Institute Webinar: “What’s in it for Rural” (2/1/24).
 - ▶ NADO Webinar: “RLFs 101” (3/29/24).
 - ▶ NADO Webinar: “Rural Housing Solutions: EDDs as Regional Housing Changemakers” (2/9/24).
 - ▶ NEW North Webinar: “Site Readiness in Site Selection” (3/13/24).

Goal 3: Sustain and Expand Regional Infrastructure, Assets, and Amenities

Technical Assistance:

- ▶ Provided data analysis support using Lightcast and ESRI Business Analyst software for various local stakeholders including:
 - ▶ City of Neenah, City of Appleton, Envision Greater Fond du Lac, Appleton International Airport, and Shawano County Economic Progress Inc..
- ▶ Created and distributed 11 Lightcast Reports with a 2024 economy overview for each county and the region.
- ▶ Economic Development Technical Assistance has been provided to various small community projects:
 - ▶ Rosendale Middle School Redevelopment
 - ▶ Menominee: Neopit and Keshena infill sites.
 - ▶ Town of Freedom Subdivision Ordinance Review and Economic Development Recommendations.

Grant Support and Letters of Support:

- ▶ Provided letters of support for grant applications, including:
 - ▶ Envision Greater Fond du Lac USDA grant application.
 - ▶ Shawano County Economic Progress Inc. WEDC grant application.

Goal 4: Cultivate Organizational Capacity

Economic Development Programming:

- ▶ Provided updates on EDA programming to the ECWRPC Economic Development Committee on 1/3/24.
- ▶ Revised the ECWRPC Economic Development Hub to promote the Economic Development Program and CEDS goals, adding further details on economic resiliency.

Partnership Planning Grant:

- ▶ Completed final progress and financial reporting requirements for the 2021-2023 Partnership Planning Grant.
- ▶ Began work on the 2024-2026 Partnership Planning Grant, focusing on advancing CEDS vision and goals.

Internal and External Coordination:

- ▶ Coordinated and attended the FCEDP executive committee meetings on 1/4/24, 2/1/24, and 3/7/24.
- ▶ Facilitated the ECWRPC Economic Development Committee Meeting on 1/3/24.
- ▶ Implemented elements of CEDS related to enhancing economic resiliency, especially in housing and workforce development.
- ▶ Held internal meetings to coordinate the CEDS Annual Performance Report workflow.

Administrative and Reporting Support:

- ▶ Supported the ECWRPC Economic Development Committee in tracking program deliverables and overseeing audits (annual and federal single audits).

Pursuing Additional Grants:

- ▶ Staff has been looking into a number of grants to expand our economic development resources and menu of services. HUD Pro-Housing, WEDC Small Business Development Grant, and EPA Brown Fields are grants that have risen to increased capacity and activities.

CHAPTER 3

COMMITTEES AND STAFFING



COMMITTEES

There are three primary committees within the Economic Development Program Area:

- ▶ **Economic Development Committee:** responsible for all economic development policy and review. They review all CEDS documents and help give direction on where staff can best assist the region economic development activities.
- ▶ **CEDS Steering Committee:** responsible for providing input during the CEDS annual and five-year update. They provide industry knowledge and create recommendations for goals and objectives within the CEDS document.
- ▶ **Regional Aviation Development Committee:** responsible for administering the regional aviation development fund, promoting regional aviation and tourism.

A list of all members within the committees are listed below in Table 1.1. The composition of the CEDS Committee has not changed. While various individual members may have changed, the organizations represented remain the same. The Commission strives to get a wide variety of skills sets and representation from around the region. All counties are represented in one or more of our committees and a number of elected officials and community representatives are present.

STAFFING

Staffing has changed, Colin Kafka was the previous Economic Development Program Manager. He has since left East Central to work with the City of Appleton. Joe Stephenson, previously the Commission's Water Quality Program Manager, has taken over the economic development role. Joe has experience in municipal economic development, redevelopment program administration, and grant writing. He previously worked at the City of Menasha and City of Kaukauna performing economic development activities and managing economic development programs including: housing

rehabilitation, redevelopment authority, and community development block grant programs. He will make an excellent addition to the team.

ECWRPC is also in the state of transition. We have recently performed an organizational study and are looking to expand our economic development program area. During our strategic planning we met with numerous communities and county members. We heard that assistance for grant administration, housing, and other economic development activities would be very beneficial, especially for the smaller municipalities in our region. Many of the smaller rural communities in our region do not have the staff to perform economic development activities and ECWRPC would like to fill that need for them.

ECWRPC is exploring adding another economic development position that can help with grant administration and other economic development activities. This position is pending funding from our board.

COMMITTEE STRUCTURE

Table 1.1 Committees

Economic Development Committee	
County/Organization	Name
Calumet County	Alice Connors
Fond du Lac County	Sam Kaufmann
Outagamie County	Kara Homan
Outagamie County	Nadine Miller
Menominee County	Gene Caldwell
Waupaca County	Duwayne Federwitz
Shawano County	Steve Gueths
Winnebago County	Jerry Bougie
Winnebago County	Mark Rohloff

Regional Aviation Development Committee	
County/Organization	Name
Calumet County	Alice Connors
Winnebago County	Mark Rohloff
Waupaca County	Dave Morack
Outagamie County	Kevin Englebert
Menasha Packaging	Gena Miller
Air Wisconsin	Rob Binns
Fox World Travel	Chip Juedes
Ex-Officio (Non-Voting)	Abe Weber
Ex-Officio (Non-Voting)	Pam Seidl
Ex-Officio (Non-Voting)	Melissa Kraemer Badtke

CEDS Steering Committee	
County/Organization	Name
WEDC	Jon Bartz
City of Fond du Lac	Dyann Benson
Nijlii Capital Partners, Inc. (NiiCap)	Pamela Biovin
Winnebago County Planning Dept.	Jerry Bougie
Bay Bank	Jeff Bowman
Outagamie County	Kevin Englebert
Menominee Indian Tribe of Wisconsin	Marci Hawpetoss
Titelown Tech / Seymour Business League	Madilyn Heinke
City of New London	Chad Hoerth
Immel Construction	Carol Karls
Oshkosh Chamber of Commerce	Rob Klemen
NAI Pfefferle	Teresa Knuth
Calumet County	Jason Pausma
Community Foundation for the Fox Valley Region	Jenny Krikava
Village of Campbellsport	Charlie Kudy
New North, Inc.	Barb LaMue
Green Lake Area Chamber of Commerce	Lisa Meier
Waupaca County EDC	Jeff Mikorski
Fox Valley Workforce Development Board	Bobbi Miller
Goodwill - North Central Wisconsin	Jennie Moore
City of Oshkosh	Kelly Neiforth
City of Waupaca	JarodRachu
Greater Oshkosh EDC	Tricia Rathermel
City of Appleton Community Development	Matthew Rehbein
CCRS	Jeff Sachse
WEDC	Naletta Sanchez
City of Neenah	Brad Schmidt
WHEDA	Jon Searles
Fox Cities Convention and Visitor's Bureau	Pam Seidl
Marquette County	Keri Solis
City of Kaukauna	Joe Stephenson
Oshkosh Chamber of Commerce	Colan Tremli
Shawano County Economic Progress, Inc.	Peter Thillman
Envision Greater Fond du Lac	Sadie Vander Velde
Fox Valley Technical College	Dale Walker
Appleton International Airport	Abe Weber

Source:

CHAPTER 4

ADJUSTMENTS TO STRATEGY



ADJUSTMENTS TO STRATEGY

Since the completion of the 2023 CEDS 5-year Update, there have been no major adjustments to the strategy. Data points and trends collected have stayed consistent with the 2023 CEDS and no notable change has occurred.

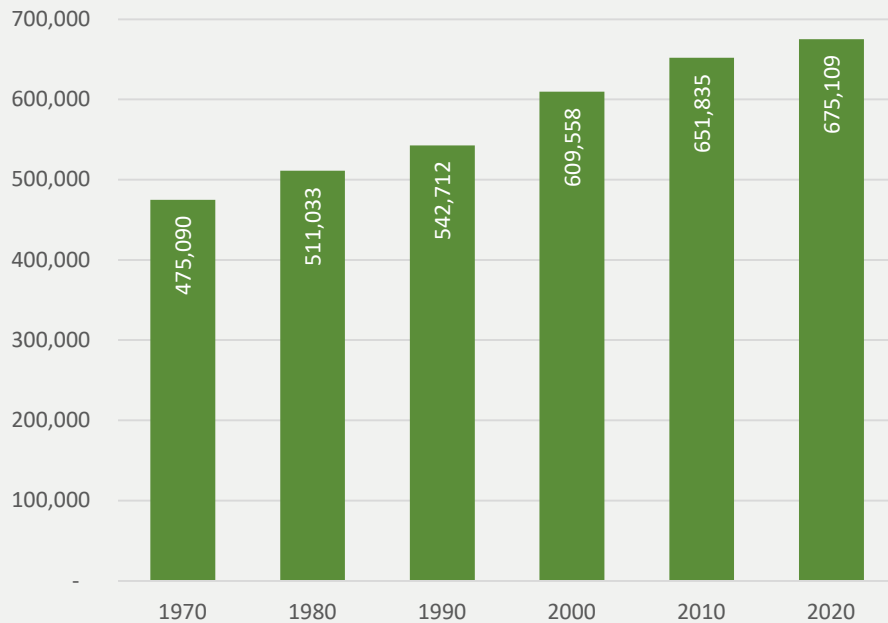
Population

Approximately 675,000 people resided in the ECWRPC EDD in 2020, an increase of nearly 250,000 people since 1970 (Figure 1.1). The region also continued to witness steady population increase in more recent years, increasing by 3.2% between 2012 and 2021, a rate of growth comparable to the State of Wisconsin during the same period (Figure 1.2). Six of the ten counties in the EDD experienced a fair degree of population growth, with the

population of Outagamie County increasing the most over the last decade by 7.8%. Two counties Waupaca, and Shawano, witnessed population decrease between 2012 and 2023.

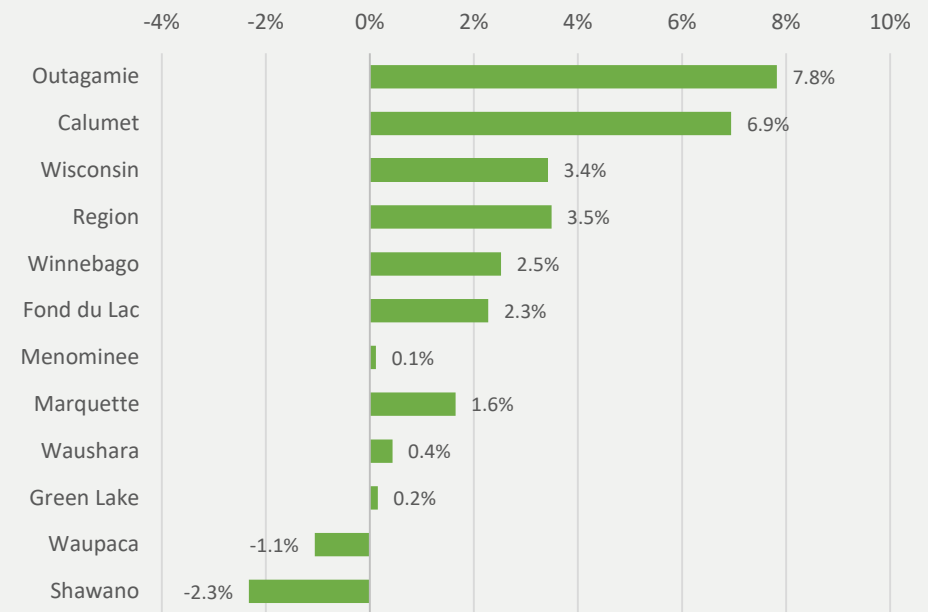
The population of the ECWRPC EDD is projected to reach 725,000 by 2040 according to the Wisconsin Department of Administration, an addition of nearly 50,000 people. Future population growth is projected to be dispersed fairly evenly between both more urban incorporated areas and more rural unincorporated areas of the region, consistent with the historic physical distribution of the region's population. Regional population has grown steadily in recent decades and is projected to increase in the coming years, although the rate of growth will become smaller.

Figure 1.1 Regional Historic Population, 1970-2020



Source: Wisconsin Department of Administration, State and County Household Projections, 2010-2040, Retrieved August 2024

Figure 1.2 Change in Population by County, 2012-2023



Source: United States Census Bureau, ACS 2012 and ACS 2023 5-year Estimates, Retrieved August 2024

Education

More than 35% of all residents age 25 and older in the ECWRPC EDD possessed an associate's degree or higher level of educational attainment in 2021 (Figure 2.1). This rate was slightly below the State of Wisconsin average in 2021, where 41% of residents age 25 and older held an associate's degree or higher (Figure 2.6). Three counties, Calumet, Outagamie, and Winnebago, had greater proportions of residents age 25 and older with an associate's degree or higher than the regional average.

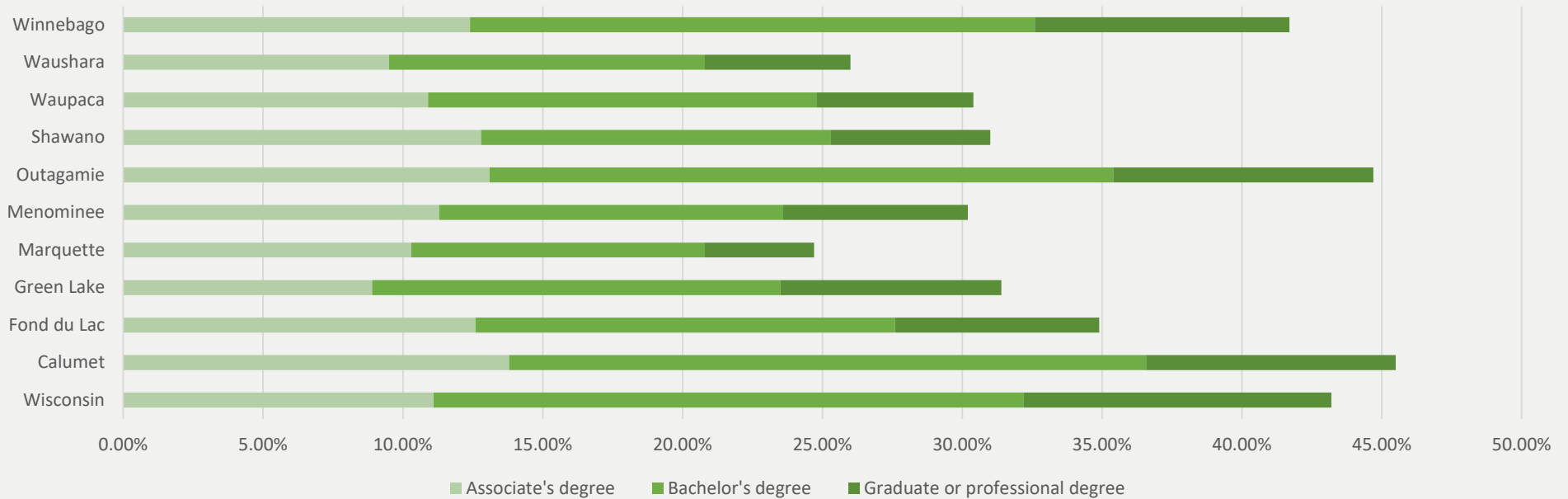
In 2022, the largest programs in the region by total degree completions were related to Health, Business, Education, Liberal Arts, and Law Enforcement. Undergraduate and graduate degrees for these programs were

offered at various public and private technical and four-year universities across the region. Of the twelve largest programs in the region by total completions in 2021, seven recorded a decrease in total completions compared to 2012. This decrease may be a result of the shrinking of younger age cohorts in the region over the past decade or may indicate regional challenges to develop and maintain a talented workforce.

Regional Labor Force

Regional labor force indicated in figure 3.1, shows relatively stable data over the years, with values ranging close to 350,000 for the entire period.

Figure 2.1 Share of Population Age 25+ with an Associates Degree or Higher by County, 2022



Source: United States Census Bureau, ACS 2022 5-year Estimates, Retrieved August 2024

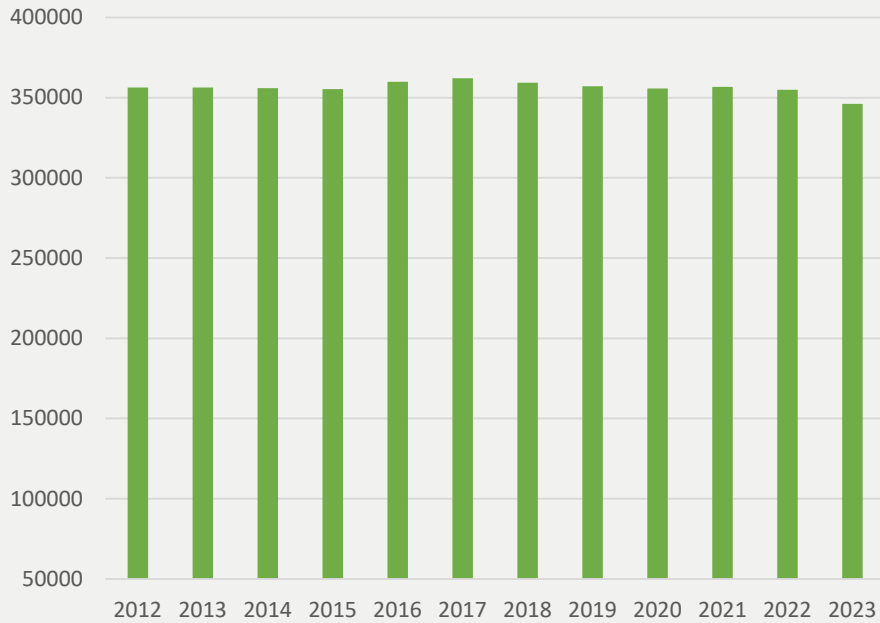
This suggests consistent trends, likely in employment or population metrics, without significant fluctuations between 2012 and 2023.

The second chart highlights a comparison between counties in Wisconsin and the state average for a specific metric (such as unemployment or another economic indicator). Menominee County has the highest value at 10.70%, standing out significantly compared to other counties. Several counties, including Green Lake and Fond du Lac, match the 3.30% mark, similar to the regional median of 3.20%. On the lower end, Calumet County has the smallest percentage at 2.30%, followed by Winnebago County at 2.40%.

Household Income:

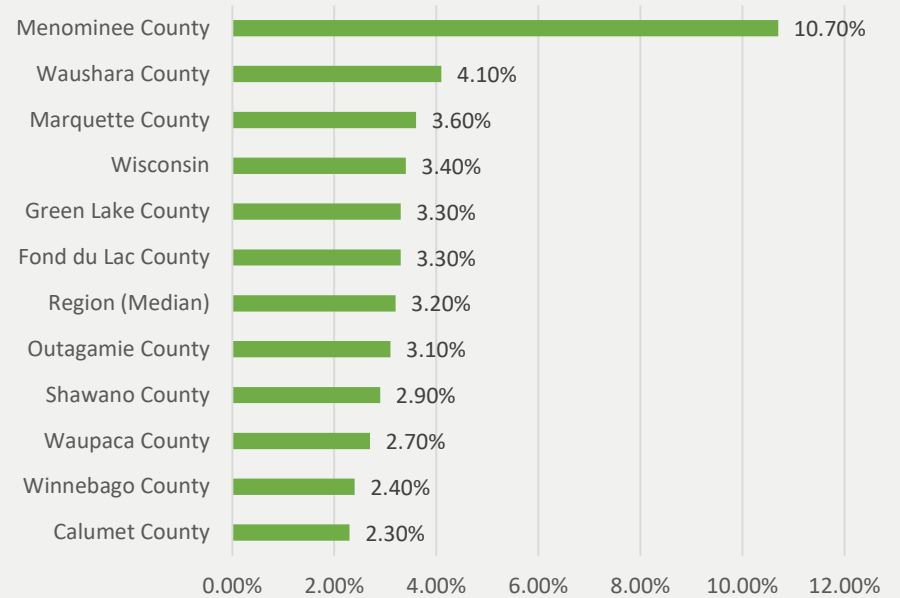
The median household income in the ECWRPC EDD was approximately \$68,733 in 2022, lower than the Wisconsin median of \$72,458 (Figure 4.1). Median household income in five counties, Calumet, Outagamie, Fond du Lac, Waupaca, and Winnebago, was higher than the regional median, with both Calumet and Outagamie counties also surpassing the Wisconsin median. While Menominee County recorded an impressive 65% change in median income since 2012. Overall, most counties in the EDD recorded greater rates of growth than the State of Wisconsin in median household income, suggesting healthy economic growth in the region during the period.

Figure 3.1 Regional Labor Force, 2012-2023



Source: Lightcast 2023.2 Local Area Unemployment Statistics (LAUS), Retrieved August 2024

Figure 3.2 Change in Population by County, 2012-2023



Source: Lightcast Local Area Unemployment Statistics (LAUS), Retrieved August 2024

Figure 4.1 Median Household Income by County 2022

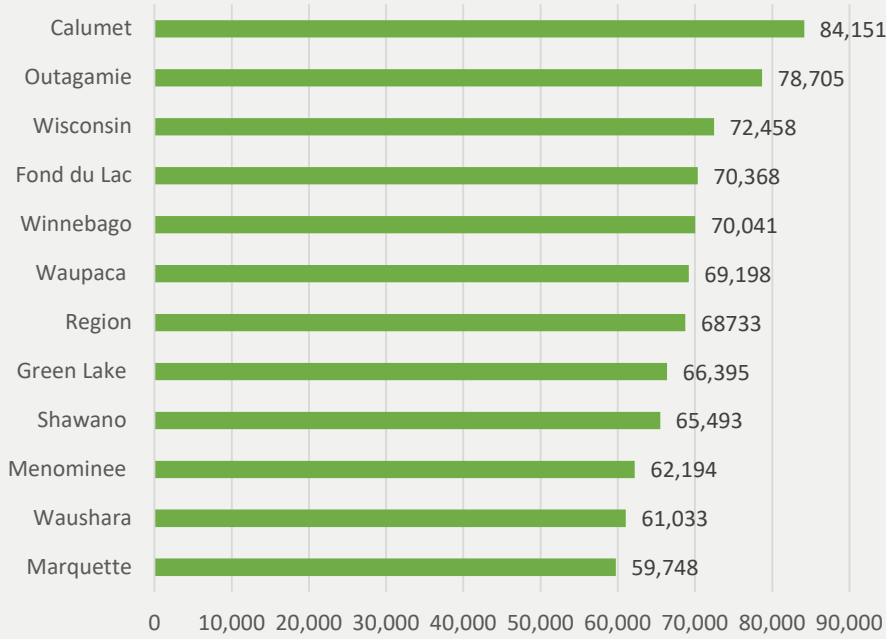


Figure 4.2 Change in Median Household Income 2012-2022

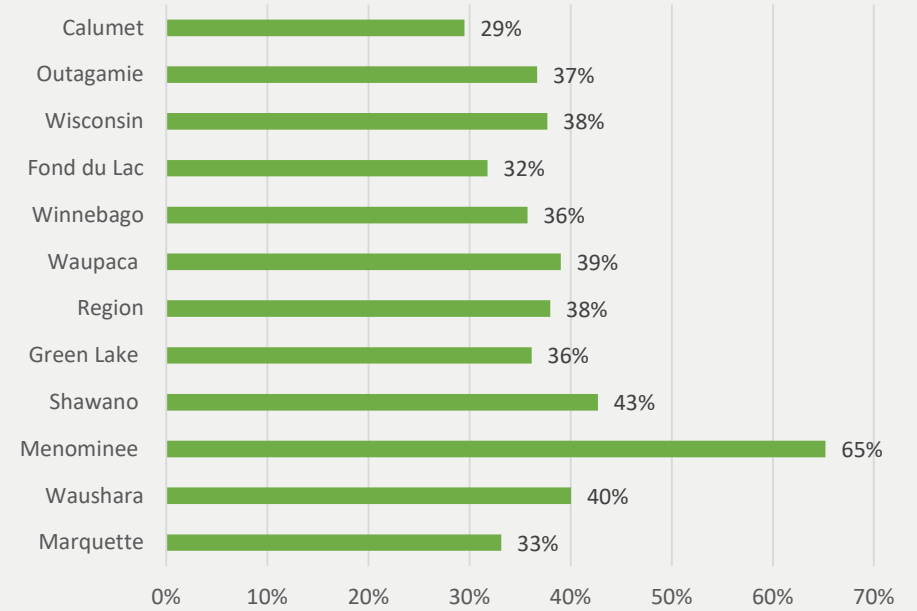
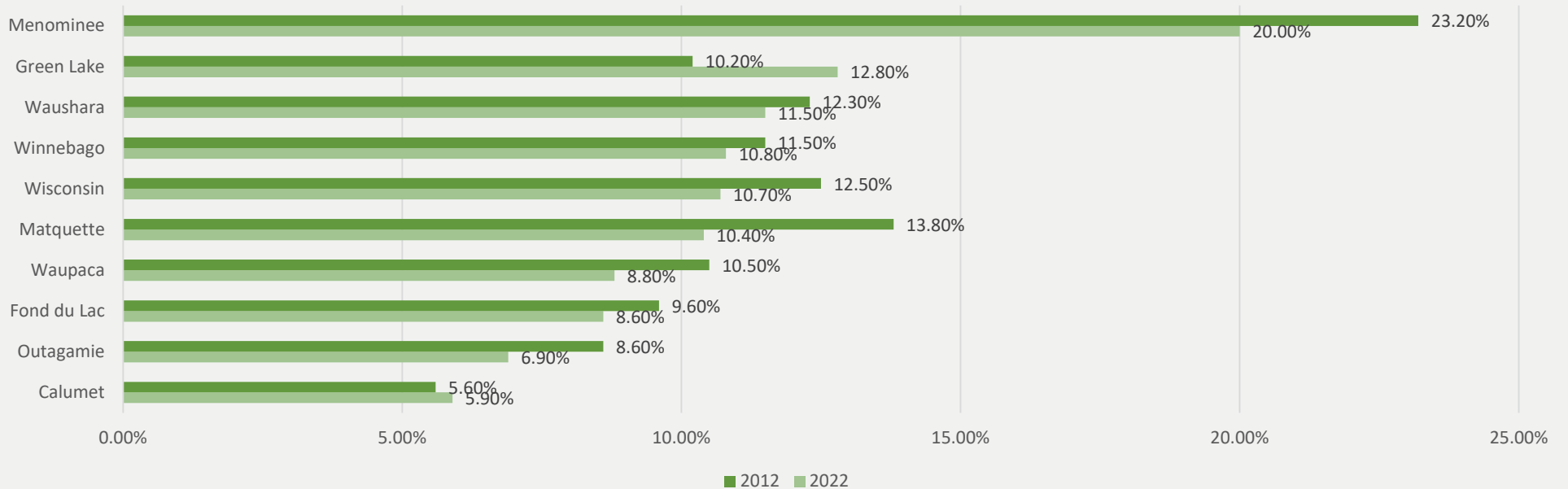


Figure 4.3 Poverty Rate by County, 2012-2022



Source: United States Census Bureau, ACS 2022 5-year Estimates, Retrieved August 2024

Housing:

At \$221,500, the regional median home sale price was about \$40,000 lower than the State median, although three counties in the EDD, Outagamie, Calumet, and Menominee, recorded median sale prices higher than both the regional and State median price in 2023.

Figure 5.1 shows the distribution of rent costs across various counties in Wisconsin, divided into. Most counties, including Wisconsin as a whole, have the majority of rents falling between \$700 and \$1,499, with smaller percentages in the higher ranges, especially over \$2,500.

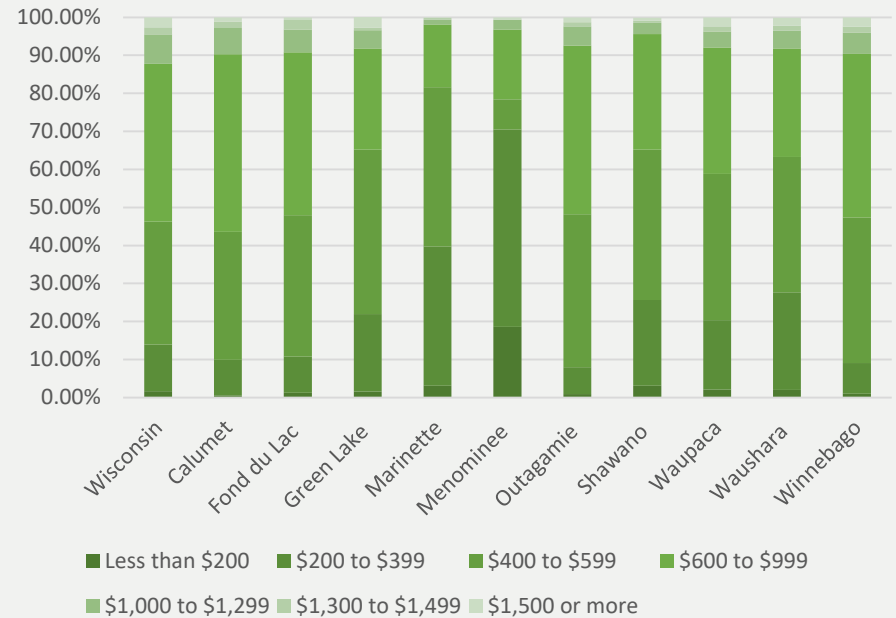
Figure 5.2 similarly displays housing costs, The majority of rents across all counties and Wisconsin as a whole fall between \$600 and \$999, with fewer percentages in the lower ranges below \$200 or higher ranges above \$1,500. This suggests a concentration of rent costs in the mid-range.

Figure 3.1 Renter Occupied Monthly Housing Cost 2022



Source: United States Census Bureau, ACS 2022 5-year Estimates, Retrieved September 2024

Figure 5.2 Owner Occupied Monthly Housing Cost 2022



Source: United States Census Bureau, ACS 2022 5-year Estimates, Retrieved September 2024

CHAPTER 5

EVALUATION FRAMEWORK



EVALUATION FRAMEWORK

The strategic direction and action plan of the 2023 CEDS, covered in Chapter 4, will be implemented in the EDD through the efforts of many partners, with ECWRPC providing leadership or support where necessary. The Evaluation Framework chapter is used specifically to assess ECWRPC's role in implementing the strategic direction and action plan of the 2023 CEDS. This framework outlines the role of ECWRPC in implementation, identifies crucial partnerships, sets general timelines, and establishes evaluation indicators to monitor ECWRPC efforts towards implementing or supporting each action.

- ▶ **Role** - ECWRPC will participate in implementation efforts with partners through an array of possible roles. As defined below, ECWRPC will lead, collaborate with, or support partners when relevant and practical depending on the specific action.
- ▶ **Partnerships** - The success of many actions will depend on effective coordination among a diverse array of partners. Identifying a wide range of potential partners is crucial to successfully implement and support the actions in the CEDS. Abbreviations for types of potential partners referenced in the framework are identified below:

LG - Local Governments

NPs - Non-Profits

TGs - Tribal Governments

EDOs - Economic Development Organizations

CoC - Chambers of Commerce

SO/D - State Organizations/Departments

ED - Education

SBDC - Small Business Development Center

WFDB - Workforce Development Boards

- ▶ **Timelines** - Realistic timeframes are vital for implementing actions in an effective manner. Some actions may have established timeframes for deliverables to be met in the next year or upcoming years, while others may be on-going, requiring continual progress to keep momentum.
- ▶ **Evaluation Indicators** - Implementation efforts taken by ECWRPC will be evaluated by measurable outputs which include developing deliverables, regularly collaborating on projects, facilitating connections, and supporting the actions of partners, among others.

ECWRPC will support the implementation of the 2023 CEDS through an array of activities, including but not limited to: providing data and information, offering professional and technical expertise, maintaining an awareness in and beyond the region of economic development issues and priorities, and supporting regional development efforts as necessary. In addition, ECWRPC will seek opportunities to partner with organizations outside of the EDD when possible to leverage knowledge, funding, and support.

Reporting

The 2023 CEDS will be reviewed annually to evaluate progress made towards implementing the strategic direction and action plan and to conform to the CEDS Annual Performance Report required by EDA. Evaluation will include an assessment of progress towards implementing the strategic direction and action plan and will include a review of economic and demographic data found in the Summary Background. The performance report will also holistically review the goals, objectives, and actions of the strategic direction and action plan, with necessary updates to be made under the guidance of the CEDS Strategy Committee, to maintain relevancy and enhance resiliency of the CEDS 2023. The annual report will be submitted to EDA, and will be available on the ECWRPC website.

EVALUATION FRAMEWORK

GOAL 1

ACCESS TO HOUSING AND QUALITY OF LIFE AMENITIES FOR ALL

	Role	Partnerships*	Evaluation Indicator	Timeline
Objective 1.1: Encourage housing diversity, availability, and affordability.				
Develop and provide materials and tactics including developer tours that educate region on the best management practices for improving housing diversity (type and inclusivity), availability, and affordability	Lead Partner	LGs, WRA, WHEDA, EDOs, TGs	Development of materials	< 1 year
Collaborate on regional housing efforts by participating in housing initiatives, encouraging public-private partnerships, and optimizing communication and information sharing networks	Support	LGs, WRA, WHEDA, EDOs, TGs	# of meetings attended	On-going
Facilitate legislative forums that educate on the dynamics of housing challenges for residents and communities alike, as well as potential policy changes necessary to address housing challenges	Project Partner	LGs, WCA, WTA, WRA, WHEDA, WEDC, EDOs, TGs	# of forums held	< 1 year
Explore need for additional housing data and further studies	Lead Partner	LGs, WRA, WHEDA, EDOs, TGs	Need explored	On-going
Objective 1.2: Increase access to quality of life amenities including but not limited to: childcare, mental health, and access to transportation.				
Collaborate with public and non-profit organizations that support the resiliency, capacity, and affordability of childcare	Support	LGs, NPs, TGs	# of meetings attended	On-going
Engage with organizations that support capacity and provide resources for mental health care challenges	Support	NPs, LGs, TGs	# of meetings attended	On-going
Support activities that sustain or develop multi-modal transportation services that meet basic social and economic needs	Support	LGs, NPs, TGs, SoW	Actions supported	On-going
Objective 1.3: Advance the resiliency of vulnerable populations.				
Collaborate and assist both public and non-profit organizations that connect vulnerable populations to resources and provide services	Support	LGs, NPs, TGs, EDOs, SoW, TGs	Connections made	On-going
Assist efforts to incorporate vulnerable populations into the regional workforce, including but not limited to low-income, minority, and immigrant households	Support	LGs, NPs, TGs, WFDB, ED	Actions supported	On-going
Objective 1.4: Develop and sustain the presence of natural and lifestyle amenities which retain residents and attract visitors.				
Provide technical assistance to local governments that increases access to quality of life amenities, strengthens community identity, and sustains the local economy	Lead Partner	LGs, TGs, NPs, EDOs, SBDC, CoC	# of technical assistance services provided	1-3 years
Support efforts that sustain, market, and promote the region's natural and lifestyle amenities to both residents and potential visitors	Support	LGs, NPs, TGs, EDOs, SBDC, CoC	Connections made	On-going
Assist continued maintenance and development of trails, parks, and healthy lifestyle amenities	Support	LGs, NPs, TGs, EDOs, SBDC, CoC, SoW	Projects supported	On-going

*See partnership abbreviations on page 65

EVALUATION FRAMEWORK

GOAL 2

PROMOTE REGIONAL INNOVATION AND COLLABORATION THAT SUPPORTS A THRIVING AND RESILIENT BUSINESS ENVIRONMENT

	Role	Partnerships*	Evaluation Indicator	Timeline
Objective 2.1: Retain current businesses, especially those in high-demand, high growth sectors				
Support automation efforts, particularly in goods-producing sectors, by identifying relevant funding opportunities and coordinating public-private collaboration	Support	LGs, CoC, EDOs, WEDC, SoW, ED	Connections made	On-going
Foster information sharing and network building between the public and private sectors to properly support business retention and expansion efforts	Support	LGs, CoC, EDOs, WEDC, SoW	Connections made	On-going
Monitor trends in economic data to discern potential challenges and priorities for legacy sectors of the regional economy	Support	LGs, CoC, EDOs, WEDC, SoW	# of reports distributed	On-going
Objective 2.2: Attract new and emerging businesses that diversify and enhance the resiliency of the regional economy				
Enhance the entrepreneurial ecosystem by fostering an entrepreneurial spirit, connecting entrepreneurs to existing resource and mentorship networks, and supporting the development of incubator spaces	Support	LGs, CoC, EDOs, WEDC, SoW, ED	Connections made	On-going
Optimize communication and information sharing networks to coordinate site selector efforts	Support	LGs, CoC, EDOs, WEDC, SoW	Connections made	On-going
Objective 2.3: Support workforce development, recruitment, and retention efforts				
Increase opportunities for workforce development by sustaining and promoting existing training programs	Support	LGs, CoC, EDOs, WEDC, SoW, WFDB, ED	Actions supported	On-going
Support and promote career transition and elevation programs, especially to occupations in goods-producing sectors vulnerable to economic disruptions	Support	LGs, CoC, EDOs, WEDC, SoW, WFDB, ED	Actions supported	On-going
Collaborate on initiatives that engage with youth to provide quality education and encourage workforce participation	Support	LGs, CoC, EDOs, WEDC, SoW, WFDB, ED	Actions supported	On-going
Enhance regional promotion efforts that encourage recruitment of diverse talent pool	Support	LGs, CoC, EDOs, WEDC, SoW, WFDB, ED	Actions supported	On-going

*See partnership abbreviations on page 65

EVALUATION FRAMEWORK

GOAL 3

SUSTAIN AND EXPAND REGIONAL PHYSICAL INFRASTRUCTURE, ASSETS, AND AMENITIES

	Role	Partnerships*	Evaluation Indicator	Timeline
Objective 3.1: Emphasize multi-modal transportation projects, including but not limited to maintaining and improving roadways, commodity rail, passenger rail, air transportation, and Electric Vehicle (EV) systems.				
Maintain existing and encourage innovative transportation infrastructure networks	Support	LGs, NPs, TGs, EDOs, SO/D	Actions supported	On-going
Support efforts to improve commodity rail capacity and availability for current and emerging industries	Support	LGs, NPs, TGs, EDOs, SO/D	Actions supported	On-going
Enhance the efficiency and resiliency of regional air transportation by investing in air infrastructure and services	Support	LGs, NPs, TGs, EDOs	Actions supported	1-3 years
Collaborate on initiatives to secure funding for the planning and implementation of Electric Vehicle infrastructure	Project Partner	LGs, NPs, TGs, EDOs, SO/D	# of Actions supported	On-going
Provide data analysis services and coordination across local, county, MPO, state, and federal levels on significant transportation projects vital to the resiliency of the regional economy	Project Partner	LGs, NPs, TGs, EDOs, SO/D	# of Actions supported	On-going
Objective 3.2: Secure and deploy funding for municipal infrastructure and amenities.				
Secure or develop a grant screening tool to identify infrastructure grants that are most competitive in the region	Lead Partner	LGs, NPs, TGs, EDOs	Development of tool	1-2 years
Educate municipalities regarding funding for maintaining or expanding infrastructure and amenities	Lead Partner	LGs, NPs, TGs, EDOs	Development of materials	1-2 years
Objective 3.3: Allocate resources to address rural infrastructure challenges, particularly broadband affordability and access.				
Continue to support efforts and initiatives that provide planning and/or implementation for enhancing rural broadband affordability and access	Project Partner	LGs, NPs, TGs, EDOs, SO/D	# of Actions supported	On-going
Provide assistance to rural communities seeking state and/or federal grants related to infrastructure and capacity challenges	Project Partner	LGs, NPs, TGs, EDOs, SO/D	# of Actions supported/connections made	On-going
Objective 3.4: Encourage responsible land use development and redevelopment by balancing open space preservation and growth needs.				
Encourage intergovernmental coordination of residential, commercial, and industrial land development	Support	LGs, TGs, EDOs, SO/D	Actions supported	On-going
Develop and provide materials that educate region on land development/redevelopment best management practices	Lead Partner	LGs, TGs, EDOs, SO/D	Development of materials	1-2 years
Assist efforts in the region that address brownfield identification and redevelopment	Project Partner	LGs, TGs, EDOs, SO/D	Development of program(s)	On-going
Encourage land development practices rooted in sustainability, particularly opportunities for redevelopment, zoning code updates, and development of multi-modal infrastructure	Support	LGs, TGs, EDOs, SO/D	Actions supported	On-going

*See partnership abbreviations on page 65

EVALUATION FRAMEWORK

GOAL 4

CULTIVATE ORGANIZATIONAL CAPACITY WITHIN THE PUBLIC, NON-PROFIT, AND PRIVATE SECTORS TO STRENGTHEN THE RESILIENCY OF THE REGIONAL ECONOMY AND ADVANCE AN EXCEPTIONAL QUALITY OF LIFE

	Role	Partnerships*	Evaluation Indicator	Timeline
Objective 4.1: Improve collaboration among inter and intra-regional public, non-profit, and private-sector organizations				
Continue to develop ECWRPC Economic Development dashboard to serve as a hub to monitor regional economic and demographic performance measures, and identify grant resources, best management practices, and other vital economic development resources	Lead Partner	LGs, TGs	Development of Dashboard	< 1 year
Objective 4.2: Enhance the capacity of local governments to effectively allocate resources and manage challenges to local quality of life				
Develop and provide materials that educate region on municipal financing best management practices and resources	Lead Partner	LGs, TGs	Development of materials	1-2 years
Increase awareness of financial resources at the local, state, and federal levels	Lead Partner	LGs, TGs, EDOs, SoW, WEDC	Connections made	On-going
Provide grant screening and application technical assistance to local governments in the EDD	Lead Partner	LGs, TGs, EDOs, SoW, WEDC	# of technical assistance services provided	On-going
Provide technical assistance for local data needs by using data tools, including but not limited to, IMPLAN, Lightcast, and ESRI Business Analyst	Lead Partner	LGs, TGs, EDOs, SoW, WEDC	# of technical assistance services provided	On-going
Evaluate feasibility of developing and providing a regional grant writing and administration technical assistance program	Lead Partner	LGs, TGs, NPs, EDOs, SoW, WEDC	Explored	< 1 year
Objective 4.3: Strengthen the capacity and capability of economic development organizations				
Assist economic development organizations in securing funding for continuity and enhancing capacity to best serve public and private needs	Support	NPs, EDOs, WEDC, CoC	Actions supported	On-going
Encourage networking and collaboration between economic development organizations to improve efficiency and enhance regional quality of life	Support	NPs, EDOs, WEDC, CoC	Actions supported/connections made	On-going
Objective 4.4: Augment the competitiveness, efficiency, and resiliency of the private sector				
Enhance utilization of foreign direct investment opportunities	Support	NPs, EDOs, WEDC, CoC	Actions supported	On-going
Improve access to succession planning education programming that connects experienced business owners to young entrepreneurs	Support	NPs, EDOs, WEDC, CoC, ED, WFDB	Actions supported	On-going

*See partnership abbreviations on page 65

CHAPTER 6

2025 GOALS AND OBJECTIVES



GOALS AND OBJECTIVES

- ▶ Objective 1.1: Encourage housing diversity, availability, and affordability.
 - ▶ Develop and provide materials and tactics, including developer tours, that educate the region on best management practices for improving housing diversity, availability, and affordability.
 - ▶ Continue to work with APA to forward housing goals and best practices throughout the region.
 - ▶ Conduct three convener meetings with economic development topics for the region.
 - ▶ Provide insights on best practices for housing and strategies to increase housing stock throughout the region.
- ▶ Objective 3.1: Collaborate on initiatives to secure funding for Electric Vehicle (EV) infrastructure planning and implementation.
 - ▶ Continue to work with Oshkosh on the EV readiness plan and expand the EV readiness plan to other municipalities.
- ▶ Objective 3.2: Secure and deploy funding for municipal infrastructure and amenities.
 - ▶ Secure a position that can help with grant administration.
- ▶ Objective 3.4: Encourage responsible land use development and redevelopment
 - ▶ Assist efforts addressing brownfield identification and redevelopment.
 - ▶ Explore applying for the EPA's Brownfields Grant with expanded staff capacity.
 - ▶ Hire a new position focused on grants administration and expand the economic development department to allow for increased support to rural communities.
- ▶ Objective 4.2: Enhance the capacity of local governments to allocate resources and manage challenges to local quality of life.
 - ▶ Develop and provide materials that educate the region on municipal financing best practices and resources.
- ▶ Increase awareness of financial resources at the local, state, and federal levels.
- ▶ Provide grant screening and application technical assistance to local governments.
- ▶ Provide technical assistance for local data needs using tools like Lightcast, and ESRI.
- ▶ Get the small communities technical assistance program funded and have at least three communities receive technical assistance in 2025.
- ▶ Work to support small community's economic development capacity by providing economic development insights, visualizations, data, and professional help.



PROPOSED RESOLUTION NO. 49-24

**ADOPTING THE 2024 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)
ANNUAL PERFORMANCE PROGRESS REPORT**

WHEREAS, the East Central Wisconsin Regional Planning Commission (Commission) and its planning jurisdiction were designated as an Economic Development District (EDD) on August 6, 1984 by the Economic Development Administration (EDA); and

WHEREAS, the Commission has continued to conduct and keep current an economic development planning program designed to create employment opportunities, foster stable and diversified local economies, improve local conditions, and provide a mechanism for guiding and coordinating the efforts of local individuals and organizations concerned with the economic development of the EDD; and

WHEREAS, the 2024 CEDS Annual Performance Report provides updated socio-economic data and a report of 2024 completed activities to update the 2023 CEDS Update which serves as the 5-year CEDS Update pursuant to EDA requirements; and

WHEREAS, recognition of the EDD's CEDS Annual Performance Progress Report by the EDA regional office will enable continued participation by eligible counties and communities in the EDA grant and loan programs; so

**THEREFORE, BE IT RESOLVED BY THE EAST CENTRAL WISCONSIN REGIONAL
PLANNING COMMISSION:**

Section 1. That the Commission adopts the 2024 CEDS Annual Performance Progress Report.

Section 2. That the Commission submit the 2024 CEDS Annual Performance Progress Report to the Regional Office of EDA requesting approval of the document and continued designation as an Economic Development District.

Effective Date: October 24, 2024

Submitted For: Economic Development Committee

Prepared By: Craig Moser, Deputy Director ECWRPC

Alice Connors, Chair – Calumet Co.

Melissa Kraemer Badtke, Executive Director- ECWRPC

Approval Date



1500 ECONOMIC DEVELOPMENT

Table 8: ECWRPC Economic Development Program Budget

1500 Work Program Elements		EDA			Other Funding		Commission	
		Budget	Dollars	%	Dollars	%	Dollars	%
1510	EDA Partnership Planning Grant	\$ 100,000.00	\$ 70,000.00	70.0%			\$ 30,000.00	30.0%
1511	EDA Planning Partnership Grant Administration	\$ 11,000.00	\$ 8,000.00	77.8%			\$ 3,000.00	22.2%
1512	CEDS Implementation	\$ 45,000.00	\$ 30,000.00	70.6%			\$ 15,000.00	29.4%
1513	CEDS Annual Update	\$ 10,000.00	\$ 7,000.00	67.7%			\$ 3,000.00	32.3%
1516	Data and Analysis Services	\$ 8,500.00	\$ 6,500.00	64.9%			\$ 2,000.00	35.1%
1517	Program Outreach and Collaboration	\$ 11,500.00	\$ 8,500.00	67.6%			\$ 3,000.00	32.4%
1520	General Technical Assistance - Partnership Planning	\$ 14,000.00	\$ 10,000.00	67.6%			\$ 4,000.00	32.4%
	Total EDA Partnership Planning Grant	\$ 100,000.00	\$ 70,000.00	70.0%			\$ 30,000.00	30.0%
	<i>*Additional Commission funding to maintain consistent Economic Development Program total funding level</i>	\$ 16,667.00					\$ 16,667.00	
	Total Economic Development Work Program (1500)	\$ 116,667.00	\$ 70,000.00	60.0%	\$ -		\$ 46,667.00	40.0%

** The 2024-2027 EDA Grant requires a 30% local match based on the Region’s economic indicators. The prior program cycle (2020-2023) required a 40% local match. The federal funding remains consistent at \$70,000/year or \$210,000 for the 3-year program period. The additional \$16,667 Commission funding maintains consistent total funding levels for the Economic Development Program over grant cycles and avoids fluctuations. This entire amount is budgeted for 1512 CEDS Implementation.*

1500 ECONOMIC DEVELOPMENT PROGRAM

1500 MAJOR WORK PROGRAM ELEMENT: ECONOMIC DEVELOPMENT

Objective: The primary focus of the economic development program is to promote economic development activities within the East Central Wisconsin region. This includes coordination and implementation of federal, state, regional, and local economic development efforts.

1500 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$70,000	\$0	\$30,000	\$100,000
70%	0%	30%	100%
	<i>*Commission overmatch</i>	\$16,667	\$116,667

1500 - Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
336	642	31	40	1,049

FY 2024 Major Accomplishments

- Completed the 2024 Annual Performance Progress Report for the 2023 Comprehensive Economic Development Strategy (CEDS).
- Recruited and transitioned staff into the Economic Development Planner position.
- Implemented the first year of the 2024-2026 EDA Planning Partnership Grant.

1500 Work Program – FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Continuation of the 2024-2026 EDA 3-Year Planning Partnership Grant	January 2025 – December 2025
1.2 Continued implementation of the 2023 Comprehensive Economic Development Strategy	January 2025 – December 2025

1510 MAJOR WORK PROGRAM ELEMENT: PLANNING PARTNERSHIP GRANT AND ECONOMIC DEVELOPMENT PLANNING

Objective: Plan for and implement the 2024-2026 EDA Planning Partnership Grant including the Comprehensive Economic Development Strategy (CEDs) and CEDs annual updates. Provide economic development coordination for the region.

1510 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$70,000.00	\$0	\$46,667	\$116,667
60%	0%	40%	100%

1510 - Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
336	642	31	40	1,049

FY 2024 Major Accomplishments

- Completed the 2024 Annual Performance Progress Report for the 2023 Comprehensive Economic Development Strategy (CEDs).

1510 Work Program – FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Administration of the 2024-2026 EDA Planning Partnership Grant.	January 2025 – December 2025
1.2 Implementation of the regional CEDs.	January 2025 – December 2025
1.3 Data analysis and technical assistance for local communities and economic development stakeholders.	January 2025 – December 2025

1511 WORK ITEM: PLANNING PARTNERSHIP GRANT ADMINISTRATION, ECONOMIC DEVELOPMENT COMMITTEE COORDINATION

Objective: Coordinate activities for the Commission’s Economic Development Committee. Administer all aspects of the EDA Planning Partnership Grant and required reporting.

1511 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$8,000	\$0	\$3,000	\$11,000
72.7%	0%	27.3%	100%

1511 - Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
48	32	0	24	104

FY 2024 Major Accomplishments

- Submitted semi-annual progress report in April, annual performance progress report in October and two SF425 reports for the EDA Planning Partnership Grant.
- Submitted GPRA reports to EDA as required.
- Prepared meeting materials and conducted Economic Development Committee Meetings throughout the year.
- Participated in Economic Development District Quarterly Calls with EDA regional staff.

1511 Work Program – FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Prepare semi-annual progress report for the EDA Planning Partnership Grant.	April 2025
1.2 Prepare annual EDA performance progress report	October 2025
1.2 Prepare SF-425 and SF-270 reports for the EDA Planning Partnership Grant.	April 2025, October 2025
1.3 Prepare GPRA reports and submit to EDA.	February 2025, August 2025
1.4 Conduct Economic Development Committee Meetings.	January 2025, April 2025, July 2025, & October 2025
1.5 Other grant administration and reporting activities as required.	Ongoing

1512 WORK ITEM: CEDS IMPLEMENTATION

Objective: Staff will facilitate implementation of the adopted Comprehensive Economic Development Strategy (CEDS) for the East Central region. East Central staff will work with communities, counties, and other public and private economic development entities to evaluate or support state and federal funding opportunities.

1512 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$30,000	\$0	\$31,667	\$61,667
48.6%	0%	51.4%	100.0%

1512 - Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
128	371	0	0	499

FY 2024 Major Accomplishments

- Attended Wisconsin Policy Academy Meetings and the Wisconsin Economic Summit.

1512 Work Program – FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Implement the goals, objectives, and actions of the 2023 CEDS.	Ongoing
1.2 Assist communities with applications for economic development funding from federal, state, and private entities.	Ongoing
1.3 Assist with economic diversification activities with Menominee Indian Tribe of Wisconsin and Menominee Tribal Enterprises including EDA grant administration assistance.	Ongoing
1.4 Assist Appleton International Airport administer their EDA Economic Adjustment Assistance Grant.	Ongoing
1.5 Attend conferences and trainings to increase institutional knowledge of economic development best practices.	Ongoing

1513 WORK ITEM: ANNUAL COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY UPDATE

Objective: Staff will facilitate the annual update of the adopted Comprehensive Economic Development Strategy (CEDS) for the East Central region. East Central staff will work with communities, counties, and other public and private economic development entities to incorporate feedback on the CEDS update.

1513 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$7,000	\$0	\$3,000	\$10,000
70.0%	0%	30%	100%

1513- Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
48	48	0	0	96

FY 2024 Major Accomplishments

- Completed the 2023 Comprehensive Economic Development Strategy (CEDS) annual performance progress report for the region.

1513 Work Program – FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Develop the 2023 Comprehensive Economic Development Strategy (CEDS) annual performance progress report for the region.	June 2025 - October 2025
1.2 Continue to engage the CEDS Steering Committee for the CEDS annual performance progress report.	April 2025– July 2025
1.3 Approve and submit the 2023 CEDS annual performance progress report to EDA.	October 2025

1516 WORK ITEM: DATA AND ANALYSIS SERVICES

Objective: To utilize Lightcast, ESRI Business Analyst, and other economic development data and tools to provide economic analysis to requesting economic development entities or communities in the East Central Region. Provide U.S. Census and American Community Survey data to stakeholders.

1516 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$6,500.00	\$0	\$2,000	\$8,500
76.5%	0%	23.5%	100%

1516- Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
16	32	31	16	95

FY 2024 Major Accomplishments

- Compiled data reports for the following entities: Envision Greater Fond du Lac, Oshkosh Chamber of Commerce, City of Waupaca, City of New London, City of Weyauwega, FVWDB, Realtors Association of Northeast Wisconsin

1516 Work Program—FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Use Lightcast software to provide reports to economic development organizations and communities throughout the region.	Ongoing
1.2 Analyze ESRI Business Analyst capabilities and apply them for our region.	Ongoing
1.3 Apply knowledge to fulfill local requests for data and information which will help better understand the local economy and consider collaborative strategies to address issues or opportunities.	Ongoing

1517 WORK ITEM: PROGRAM OUTREACH AND COLLABORATION

Objective: To participate in, coordinate, and continue active membership in local, regional and state economic development activities and organizations. Build and develop relationships with economic development stakeholders throughout the region. Share information regarding various local and regional efforts so as to provide a presence for the Economic Development Administration.

1517 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$8,500	\$0	\$3,000	\$11,500
73.9%	0%	26.1%	100.0%

1517 - Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
48	64	0	0	112

FY 2024 Major Accomplishments

- Attended Fox Cities Economic Development Professionals (FCEDP) monthly meetings, Greater Oshkosh Partners meetings, and NEWREP. Participated in New North Local Partner Meetings for economic development planning coordination.
- Participated on Advisory Team for the Menominee Indian Tribe of Wisconsin's Economic Resiliency Project on a monthly basis
- Participated on Advisory Committee for Outagamie County Workforce Development ARPA Grant Program and selection team for the Housing Grant Program.

1517 Work Program – FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Serve as a liaison with EDA's Regional Economic Development Representative and serve as active members of other regional, county, local and state economic development groups/committees and associated working groups and task forces.	Ongoing
1.2 Improve internal and external communication across these organizations and with the public through interactions and other communication activities.	Ongoing
1.3 Provide support services to these organizations where needed.	Ongoing
1.4 Build and develop relationships with economic development stakeholders throughout the region and state.	Ongoing

1520 WORK ITEM: GENERAL TECHNICAL ASSISTANCE

Objective: To assist regional, county, and local economic development efforts and activities. To promote the use of applicable EDA programs and funding sources, as necessary. To provide expertise and support on economic development projects to stakeholders.

1520 Work Program Cost Summary			
EDA	Other Funding	ECWRPC	ELEMENT TOTAL
\$10,000	\$0.00	\$4,000	\$14,000
71.4%	0%	28.6%	100%

1520- Staff Allocations in Hours				
Executive Director/ Deputy Director	Planning Staff	GIS Staff	Administrative Staff	Total Hours
48	95	0	0	143

FY 2024 Major Accomplishments

- Launched pilot drone economic development technical assistance program.
- Applied for a USDA Grant in collaboration with the National Association of Development Organizations modeled on the successful Small Communities Technical Assistance Program

1520 Work Program – FY 2025 Schedule of Activities & Work Products	
Description	Timeline
1.1 Market pilot economic development program for drone flights.	January 2025 - June 2025
1.2 Identify/implement funding mechanism (potential USDA Grant) to continue small communities’ economic development technical assistance program. Implement technical assistance program for 2025.	January 2025 – December 2025
1.3 Provide technical assistance activities as requested based on capacity.	Ongoing