



Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin: 2015 - 2020

City of Milwaukee
March 21, 2016



Why Prepare a CEDS?

- Brings together the public sector and business interests to develop a strategic plan to strengthen the regional economy, including:
 - Decrease unemployment and increase incomes
 - Increase private investment
 - Encourage innovation

- Promote a more widespread understanding of the Region's economic development work program
 - The CEDS is based the M7 “Framework for Economic Growth” and also includes information from the City’s “Growing Prosperity” Plan
 - The Regional Economic Partnership (REP) assisted with the CEDS
 - 60-day public review and comment period (through May 1, 2015)
 - Reviewed and adopted by all seven County Boards and by SEWRPC



Regional Strengths and Challenges

- The CEDS provides background information on population, land use, infrastructure, and regional economy
- Economic strengths were identified, and include employment concentrations, natural resources, strong technical college and university system, good supply chain/location
- Based on these strengths, key business clusters were identified
- “Challenges” and actions to address them were also



Key Business Clusters

- The following **business clusters** were identified as having the best potential for economic growth, expansion, and attraction in the Region:
 - **Energy, power, and controls**
 - **Water technologies**
 - **Food and beverage production and manufacturing**
 - **Finance and insurance services**
 - **Headquarters and business services, including distribution**
 - **Medical technology, bioscience, and health services**
 - **Machinery manufacturing (related to several of the preceding clusters)**
 - **Printing (legacy cluster)**



Strategies for Regional Prosperity

Economic development efforts will be focused on:

- Expanding and attracting **key cluster industries**
- Enhancing the **export capacity and capability** of the region's firms
- Aligning **workforce development** with growth opportunities
- Fostering **innovation and entrepreneurship**
- Catalyzing “**economic place-making**” in urban areas
- Modernizing **regional infrastructure** (transportation, broadband, energy)
- Enhancing public-private and interagency **cooperation and collaboration**



Action Plan

- Promote cluster business development
 - Energy, Power, and Controls Cluster (Mid-West Energy Research Consortium (M-WERC))
 - Food and Beverage Cluster (FaB Wisconsin)
 - Water Technologies Cluster (Water Council)
- Assist existing businesses to remain/expand in the Region
- Encourage businesses from outside the Region to locate here
 - Develop a network of site selectors and CEOs
 - Continue calling campaigns (focus on northern Illinois and western Europe)



Action Plan (continued)

- Improve the Climate for Economic Development
 - Workforce Development
 - Talent Attraction and Retention
 - Entrepreneurship
 - Public Policy (public incentive programs; EB-5 visa program; maintain/improve transportation and other infrastructure)
 - Regional Export Initiative
- Achieve Greater Equity in Employment and Income
 - Grants to assist economically distressed areas
 - Workforce development programs
 - Small business assistance
 - Improved transit service



Performance Measures

- Quarterly M7 “Scorecard”
 - New business or business expansion in Region
 - Total Jobs, Direct and Indirect
 - Total Payroll, Direct and Indirect
 - Average Wage
 - Capital Investment



Proposed Projects

- Two tables near end of report that list proposed economic development projects for the Region
 - Tier I: Would directly implement one or more regional strategies; typically will also have an impact on the Region as a whole or in a community with areas of economic distress (50 projects)
 - Tier II: Community projects (67 projects)
- Identified by REP members, WEDC, and local community development staff



Economic Distress Criteria


- EDA grants are intended to increase job opportunities and incomes in counties and census tracts that meet EDA “economic distress” criteria
 - Average 24-month unemployment rate of one percent or more above the national average
 - Average annual per capita income of 80 percent or less than the national average
- 223 census tracts (42 percent) in the Region meet economic distress criteria based on high unemployment rates and/or low per capita incomes
- 155 of 209 census tracts (74 percent) in the City of Milwaukee meet distress criteria



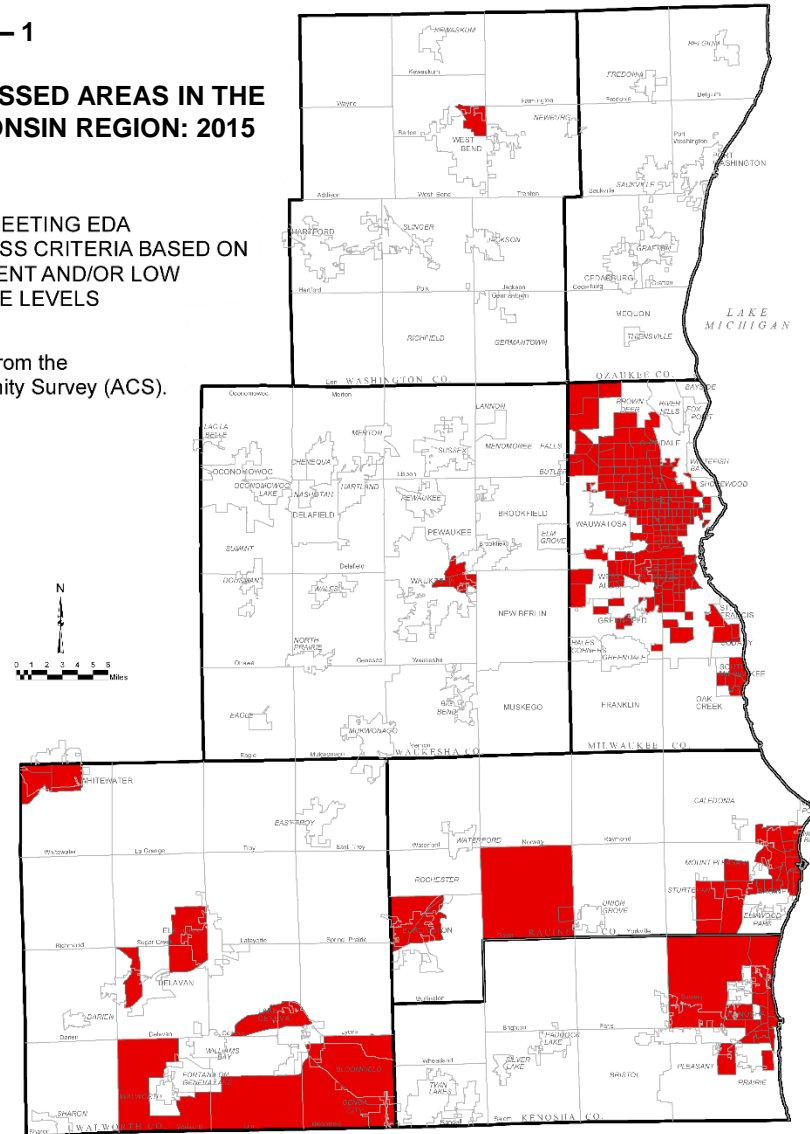
Areas Meeting Economic Distress Criteria

Map VI – 1

ECONOMICALLY DISTRESSED AREAS IN THE SOUTHEASTERN WISCONSIN REGION: 2015

 CENSUS TRACTS MEETING EDA ECONOMIC DISTRESS CRITERIA BASED ON HIGH UNEMPLOYMENT AND/OR LOW PER CAPITA INCOME LEVELS

NOTE: Data on this map are from the 2009-2013 American Community Survey (ACS).



Source: StatsAmerica and SEWRPC.



EDA Grants

- Adoption of the CEDS by a County Board enables the county and communities within the county with a distressed area to apply for EDA grants. Project area must include and benefit an economically distressed area.
- Designation of the Region as an Economic Development District would make all county and local governments in the Region eligible to apply for EDA grants, if the grant would have a substantial direct benefit on an economically distressed area.
- SEWRPC is working with EDA on District Designation



EDA Grants (continued)

- EDA grant programs provide funding for infrastructure projects and revolving loan funds and other business assistance programs, respectively, that will benefit economically distressed areas
- Nationwide, about 100 grants under these programs awarded annually by EDA; average award \$1.05 million



Contact Information

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