

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 • TELEPHONE (262) 547-6721
FAX (262) 547-1103

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MEMORANDUM

TO: Chief Elected Officials and Common Council and Village Board members in Milwaukee County
c/o City and Village Clerks

FROM: Southeastern Wisconsin Regional Planning Commission Staff

DATE: January 6, 2016

SUBJECT: COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

A Comprehensive Economic Development Strategy (CEDS) has been completed for the Southeastern Wisconsin Region and is being provided for your information and for consideration for endorsement as a guide to economic development activities in your community. Copies of the report and executive summary are enclosed.

The CEDS is a strategic plan designed to strengthen the economy in Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties. The CEDS was prepared by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) and the Milwaukee 7 in cooperation with the Regional Economic Partnership (REP). The REP includes a representative from each of the county economic development organizations or staffs, the Milwaukee 7 (M7), and SEWRPC. Jim Tarantino, Milwaukee County Economic Development Director, represents Milwaukee County on the REP.

The CEDS identifies the business clusters comprising 1) energy, power, and controls; 2) water technologies; 3) food and beverage production and manufacturing; 4) finance and insurance services; 5) headquarters and business services; and 6) medical technology, bioscience, and health services as having the best potential for economic growth, expansion, and attraction in the Region. Machinery manufacturing, which is related to several of the preceding clusters, was also identified as an important cluster.

The CEDS recommends that economic development efforts focus on enhancing the export capability of businesses in the Region; aligning workforce development with growth opportunities in the key clusters; enhancing innovation and entrepreneurship; continuing economic place-making in the central cities and strategic locations throughout the Region; modernizing regional infrastructure; and enhancing public-private and interagency cooperation. The CEDS also includes an action plan and proposed economic development projects in the Region.

It is respectfully requested that your Common Council or Village Board consider endorsing the plan as a guide for economic development activities in your community and the Region. A sample resolution is enclosed.

The CEDS has been adopted by each County Board in the Region and by the Regional Planning Commission. Adoption of the CEDS by the County Board makes the county and local governments within the county with economically distressed areas eligible to apply for U. S. Department of Commerce Economic Development Administration (EDA) funding to assist the distressed areas. The Commission has also requested that EDA designate the Region as an Economic Development District. If the Region is designated as an Economic Development District, all county and local governments would be eligible to apply for a grant, provided the grant would directly benefit a distressed area. Adoption of the enclosed sample resolution would also support designation of the Region as an Economic Development District.

Please contact Nancy Anderson of the Commission staff at (262) 547-6721 or nanderson@sewrpc.org if you have questions about the CEDS, would like to schedule a presentation or meeting, or would like electronic or additional paper copies of the executive summary or the full report. Information about the CEDS is also available on the Commission's website:
<http://www.sewrpc.org/SEWRPC/communityassistance/Economic-Development.htm>.

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Enclosures

cc: Mr. James Tarantino, Milwaukee County Economic Development Director
(copy of resolution enclosed)
Ms. Angela Allen, Milwaukee County Extension (copy of resolution enclosed)
Mr. Pat O'Brien, M7

**SAMPLE RESOLUTION FOR CITY/VILLAGE/TOWN ENDORSEMENT
OF THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) FOR
SOUTHEASTERN WISCONSIN: 2015 - 2020**

RESOLUTION NO. _____

WHEREAS, the Milwaukee 7 (M7), the Southeastern Wisconsin Regional Planning Commission (SEWRPC), and the Southeast Wisconsin Regional Economic Partnership (REP) worked together in 2014 and 2015 to develop a Comprehensive Economic Development Strategy (CEDS) for the Southeastern Wisconsin Region, which includes the Counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha; and

WHEREAS, the CEDS recommends that economic development efforts focus on strengthening the Region's economy through business exports, workforce development, innovation and entrepreneurship, economic place-making, infrastructure improvements, and enhanced public-private and interagency cooperation; identifies key cluster industries believed to have the best potential for economic growth, expansion, and attraction in Southeastern Wisconsin; and includes an action plan and proposed economic development projects in the Region; and

WHEREAS, in addition to setting forth a strategy for economic growth in the Region, the CEDS is intended to meet the requirements of the U.S. Department of Commerce - Economic Development Administration (EDA) for such work, thereby buttressing efforts to secure Federal funding for projects in the seven-county Region that have a particular focus and impact on economic development, particularly projects that will benefit economically distressed areas; and

WHEREAS, the CEDS has been adopted by each of the seven County Boards in the Region and the Regional Planning Commission.

NOW, THEREFORE, BE IT RESOLVED:

FIRST: That the Common Council/Village Board/Town Board for the City/Village/Town of _____ concurs with the key cluster industries, economic development strategies, and other information included in the CEDS and hereby endorses the Comprehensive Economic Development Strategy for Southeastern Wisconsin for the period 2015 through 2020 as a guide for economic development-related activities.

SECOND: That the City/Village/Town of _____ supports the formation of an Economic Development District for the Southeastern Wisconsin Region by SEWRPC, with assistance to be provided by the M7 and REP, which would align local, county, and regional economic development efforts to carry out the recommendations of the CEDS.

THIRD: That the City/Village/Town Clerk transmit a certified copy of this resolution to the Southeastern Wisconsin Regional Planning Commission.

ADOPTED this _____ day of _____, 2016.

Mayor/Village President/Town Chairman

Attest:

City/Village/Town Clerk