

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

City of Milwaukee Community &  
Economic Development Committee  
July 14, 2021

# What is the CEDS?



- Public/private sector collaboration to develop a strategy-driven plan for regional economic development
- Prepared by M7 and SEWRPC with input from Regional Economic Partnership (REP) and other stakeholders
- 2021-2025 CEDS will supplant the currently adopted 2015-2020 CEDS

# ●●●●● Why Prepare a CEDS?

- EDA requires a CEDS to be updated every five years
- Adoption ensures that County and local governments with economically distressed areas remain eligible for EDA grants
  - EDA programs provide funding for infrastructure projects, revolving loan funds, and other business assistance programs
- Joint/regional planning efforts viewed favorably by other Federal agencies when reviewing proposed projects and grant requests
- An adopted CEDS enables potential future designation of the Region as an Economic Development District (EDD)

# Distressed Areas/Opportunity Zones

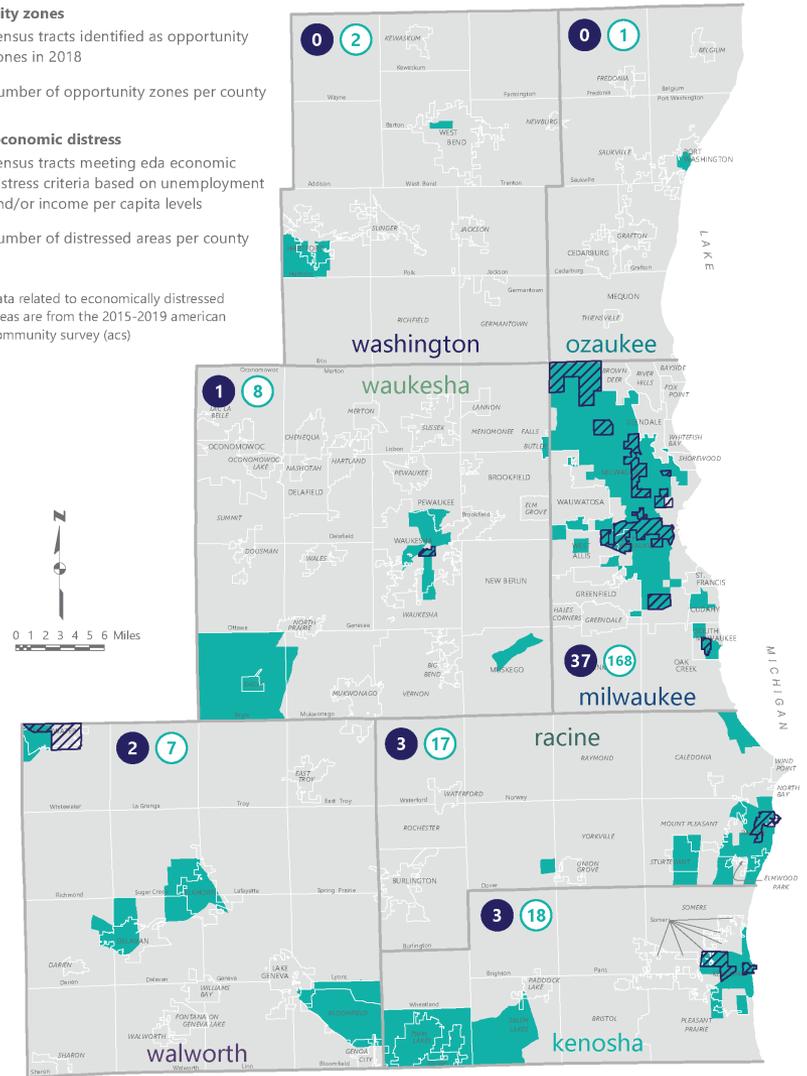
- EDA grants are intended to increase job opportunities and incomes in counties with census tracts that meet EDA's "economic distress" criteria:
  - Unemployment rate at least 1% over U.S. average, and/or per capita income 80% or less than U.S. average
  - 221 distressed areas in the Region (157 in the City of Milwaukee)

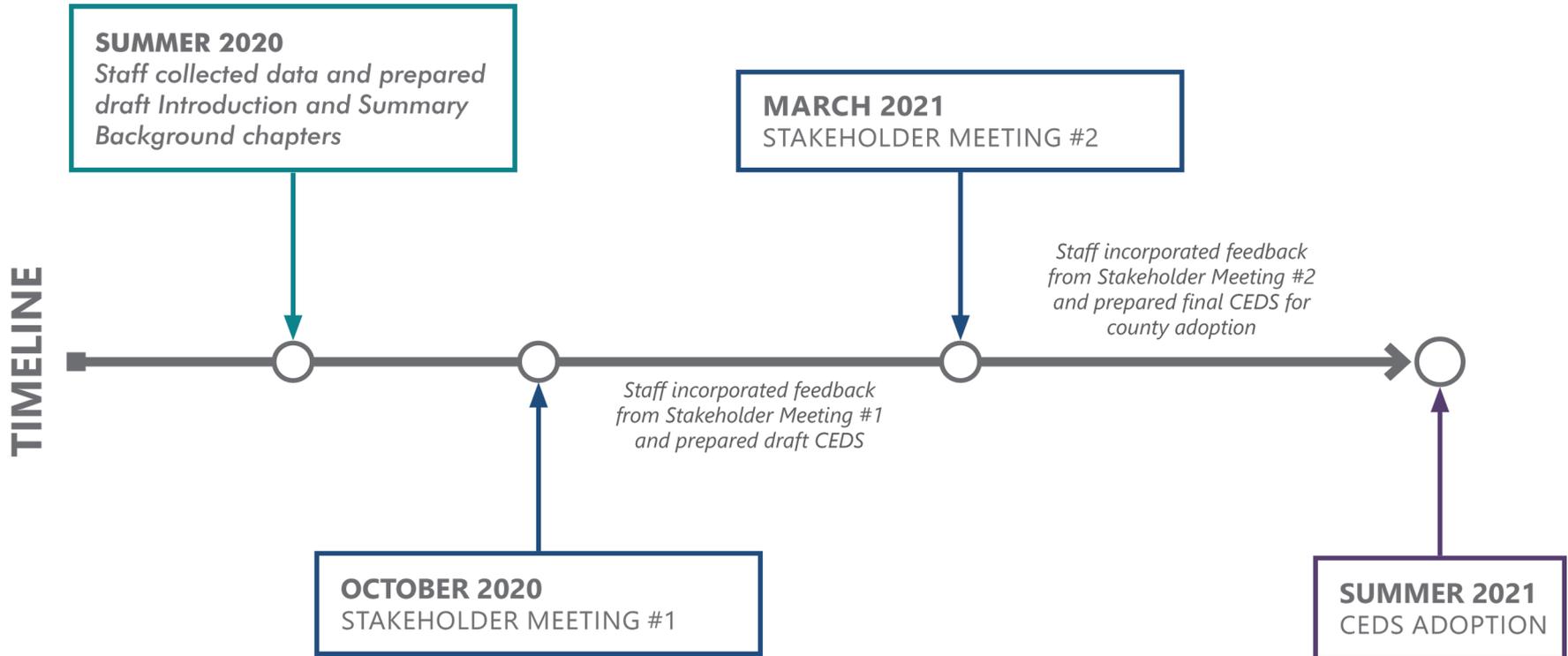
- Opportunity Zones
  - 46 in the Region (34 in the City of Milwaukee)

**opportunity zones**  
 census tracts identified as opportunity zones in 2018  
 number of opportunity zones per county

**areas of economic distress**  
 census tracts meeting eda economic distress criteria based on unemployment and/or income per capita levels  
 number of distressed areas per county

note: data related to economically distressed areas are from the 2015-2019 american community survey (acs)





# Summary Background

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



# ●●●●● Summary Background Key Findings

- Slow Growth Region
- Aging Population
- Affordable Housing Shortage
- Racial/Ethnic Disparities
- Strong Educational Institutions
- Important Natural, Cultural, and Park Assets
- Broadband Access Issues
- Transportation Challenges
- Key Industry Clusters
- Innovation/Entrepreneurship Opportunities

# ●●●●● SWOT Analysis

## ➤ Key Strengths

- Leading manufacturing region
- Industry Clusters

## ➤ Key Weaknesses

- Racial disparities
- Policy differences

## ➤ Key Opportunities

- Technological transformation in manufacturing
- Improve entrepreneurial climate

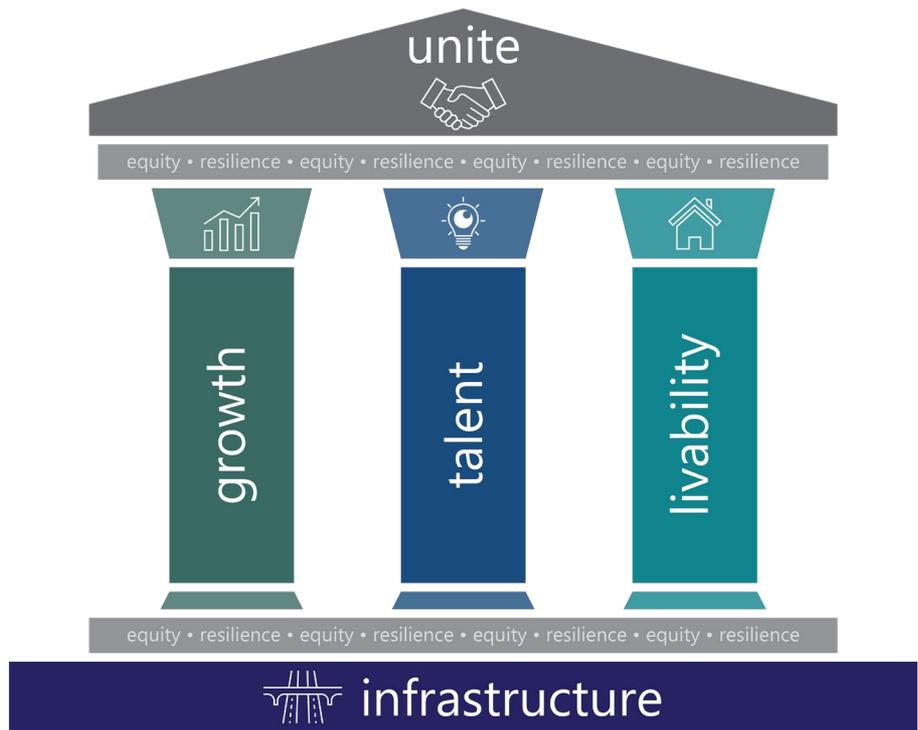
## ➤ Key Threats

- Aging population/workforce
- Talent shortage and skills mismatch



# ●●●● Strategic Framework/Action Plan

- Informed by Summary Background, SWOT analysis, and stakeholder input
- Heavily influenced by MMAC/M7 *Prosperity 2025* campaign
- Vision: *"to be a globally competitive region that fosters innovation, collaboration, sustainable prosperity, and a high quality of life for all"*
- Goals, strategies, and actions
- Equity and resilience addressed through multiple strategies and actions



- Resilience = *“ability to prevent, withstand, and quickly recover from major disruptions to the economic base and adapt to changing internal or external economic conditions”*
- CEDS Action Plan seeks to:
  - Bolster economic diversity
  - Enhance the ability of industries and workforce to adapt to technological shifts
  - Promote attractive and sustainable development
  - Ensure reliable and durable infrastructure that meets future needs
  - Enable active and regular communication among stakeholders
- Addressing COVID-19 pandemic impacts is a top priority



- Equitable access to economic opportunity is essential to a prosperous, resilient regional economy
- Southeastern Wisconsin has some of the greatest racial and geographic disparities in the nation
- Pandemic has intensified these disparities
- For the Region to succeed, we must address the socioeconomic inequities faced by people of color





*Unite the Region around a comprehensive, equitable, and ongoing economic development agenda built on the pillars of Growth, Talent, and Livability*

- Enhance regional **cooperation and collaboration**
- Develop a process to **analyze the economy** and adapt to evolving conditions
- Support **policy and processes** that will improve the Region's competitive standing
- Align economic development agendas under a mindset that **victories for equity are victories for everyone**

# ●●●●● Goal 2 – Growth



*Grow, expand, and attract businesses*

- Create a comprehensive **growth strategy**
- Leverage assets to facilitate **corporate retention, expansion, and attraction**
- Develop **crosscutting technology disciplines** critical to our Region's economic success
- Build on the Region's strength as a **leading manufacturing center** and international supply chain anchor
- Capitalize on specific **industry clusters** that offer competitive advantages
- Foster a dynamic, richly networked **innovation and entrepreneurship ecosystem**
- Increase the **export capacity** of firms, focusing on small- and medium-sized enterprises



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

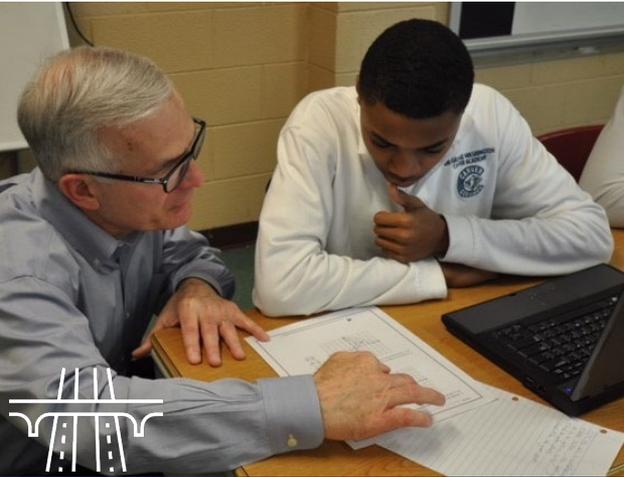
- Match the skills of the **Current Workforce** with the needs of employers
- Actively align the **Educational Pipeline** with the needs of employers
- Foster greater employment of the **Untapped Potential** talent pool
- Attract **Out of Market** talent, including remote workers
- Position Southeastern Wisconsin as a **region of choice** for diverse talent
- Align **workforce development** with growth opportunities in targeted clusters

# ●●●●● Goal 4 – Livability



*Enhance the Region's quality of life and attractiveness to businesses, residents, workers, and visitors*

- Support **sustainable development** that balances growth and quality of life
- Make the Region **attractive to residents, businesses, workers, and visitors**
- Support policies that seek to **remedy racial and economic segregation** and address long-standing disparities



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

- Evolve to a **financially and environmentally sustainable transportation system**
- Ensure the efficient, cost-effective provision of **public infrastructure and services**
- Connect **underserved populations** to economic and employment opportunities
- Expand **broadband speed, availability, and access**

- Performance Measures
- EDA Investment Priorities
- Economic Development Projects
  - Pages 96-97 of CEDS include projects in Milwaukee County



location	project information	strategies
<b>business park</b>		
City of Franklin	<b>Elm Road Business Park</b> – Development of new 650-acre industrial park at Elm Road and 27th Street	1.3, 2.2
City of Milwaukee	<b>MKE Regional Business Park</b> – Convert former 440 <sup>th</sup> Air Base (adjacent to Mitchell Airport) into Business Park	1.3, 2.2
City of Milwaukee	<b>Reed Street Yards Business Park</b> – Redevelop 17-acre property, adjacent to the Global Water Center, as a research and technology park with space to accommodate 1 million sq. ft. of new office, research, and light industrial uses	1.3, 2.2, 2.5
City of Oak Creek	<b>OakView Business Park</b> – Development of vacant sites and necessary infrastructure improvements to support new development and future expansion	1.3, 2.2
City of Wauwatosa	<b>UW-Milwaukee (UWM) Innovation Campus/Innovation Accelerator</b> – Attract biomedical and energy-related businesses to UWM Innovation Campus and research-intensive technology companies that would benefit from collaboration with UWM or the institutions located at the nearby Milwaukee Regional Medical Center	2.2, 2.5, 2.6

## Final Draft

- Work with each county's REP member to achieve county board adoption

## CEDS Submission

- After all counties adopt, SEWRPC will consider adoption and submit final draft to EDA

# Thank You

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

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

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

