



# new north

creating, connecting & convening regional strategic initiatives for business & talent development

## shared vision

To be nationally and globally competitive for personal, community and economic growth.

## mission

To be the catalyst for regional prosperity through collaborative action.

## values

Collaboration - Representing the collective region for business investment and for individuals looking to make the New North their home.

## outcome

Measurable net increase in higher paying jobs, improved social and economic well-being, while maintaining our superior quality of life.



## Collaborative Pillar

Collaborations are formed and evolved around mutual objectives, shared inputs and appreciation of the unique specialties throughout the region and commonalities with state and federal partners.

*Examples of collaboration:*

- **Support Local Partners** – A directory of economic development, Chamber, municipal, and academic resources/organizational capacities to support business development, particularly for small business enterprise.
- **NEWERA (Northeast Wisconsin Educational Resource Alliance)** – Consortium that fosters regional partnerships among the public colleges and universities in the New North to better serve the educational needs in northeast Wisconsin.
- **NEWREP (Northeast Wisconsin Regional Economic Partnership)** – Consortium of local economic development professionals in the New North Region.
- **Northeast WI Chamber Coalition** – Unified regional voice in advocacy of public policy.
- **NEW Manufacturing Alliance** – Manufacturers working with local, regional and state partners to address talent needs.
- **Industry Consortia** – Engagement of private industry, education, government and service providers to support a variety of other industry drivers in the New North Region.
- **I41 Corridor** – Consortia addressing workforce and industry opportunities along Interstate 41 in the New North region.



## Foundation Pillar

A strong foundation is key to supporting New North Inc.'s organizational structure and systems, which we do by providing:

- **Stability**
- **Predictability**
- **Data for decision makers**
- **Communications**
- **Organizational talent**
- **Funding**
- **Leadership continuity**





# Impact Pillar



## Business Development Strategy

The Targeting and Cluster formation strategies of New North include market diversification and enhancing the Small Business and Entrepreneurial climate in the region.

**Certified Sites & Gold Shovel Certification** – This real estate site certification process identifies sites that are ready for development. The New North actively markets sites to regional, national and international site selectors.

**Development of Supply Chain Markets** – The Wisconsin Supply Chain Marketplace, founded by New North, provides connections to markets and customer diversification for area suppliers.

**Entrepreneurial & Innovation Ecosystem** – From mentor matching and co-working spaces to connecting entrepreneurs and resources, the New North is identifying and scaling the region’s entrepreneurial and innovation ecosystem through entrepreneurial density, the attraction of risk capital, and engagement with corporate New North.

**Prospect Protocol** – Coordinates and disseminates site selection leads, hosts familiarization tours for site selectors and business expansion editors, promotes the 18 Opportunity Zones in the region.

**Global New North** – Global New North provides resources to increase companies’ exports through jointly funded technical expertise, education, and foreign direct investment.



## Branding & Marketing Strategy

The New North provides creative/design support to our partners by developing branded communication tools, collateral materials, and event and promotional materials that advance the brand values and overall awareness of the New North Region.

- Implement ongoing local and external earned media strategy
- Prepare customized research requests
- Maintain high standards and performance outcomes for New North partner events



## Talent Development Strategy

**Attracting, retaining and developing diverse talent** in Northeast Wisconsin has been a key initiative of New North since its inception.

**IT Alliance** – The NEW IT Alliance is engaged in building up the digital economy by increasing the volume and supply of near-term and long-term IT talent for regional employers to support the digital economy.

**Fabrication Labs** – Support the development of FAB Labs in K-12 schools to support hands on learning and support for STEM initiatives.

**Inspire Platform** – Inspire New North connects K-12 students to businesses, providing career-planning pathways for the students to explore and a direct line of communication to a future workforce for businesses.

**Regional Talent Recruitment Videos** – As part of a collaboration with the WEDC’s ‘Think-Make-Happen’ recruitment campaign, a series of videos is available for New North companies to use for their talent recruitment.

**Workplace Excellence Awards** – The New North Workplace Excellence Award recognizes organizations that improve their competitive advantage through people practices that lend to successful business results.

**Veteran’s Outreach Campaign** – New North outreach to veterans through Mission Wisconsin, which includes matching future retiring veterans with available skilled jobs in the region.

**Diversity & Inclusion** – The New North works to identify and connect resources for minority-owned, women-owned, and veteran-owned entrepreneurs and companies in the region.



## Business Intelligence Strategy

The New North Business Intelligence Initiative informs the regional community and the committees working to advance business and talent development in northeast Wisconsin.

The information and data collection strives to provide insight into performance (metrics), regional economic health (data), and trend line information/data that shapes strategy or anticipates impactful change to the regional community/economy through disruptive technologies.