



new north

creating, connecting & convening regional strategies for business & talent development

shared vision

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

mission

To be a 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.



About New North – Why We Exist

- 501(c)3 non-profit, regional marketing and economic development corporation that fosters collaboration among private and public sector leaders
- New North Counties: Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara, and Winnebago
- Created in 2005 by business leaders to implement economic development strategies that leverage regional assets/capacities and engage regional collaborators to maximize the collective economic power of 18 counties



Collaborative Initiatives

- Key Strategic partner with WEDC – connecting state economic development resources with business, community and local partner projects
- Host annual New North Summit with over 600 attendees
- #CensusChallenge, a campaign to encourage residents to be counted in the United States Census 2020
- Infrastructure - DOT Freight Rail Intermodal Investment market and location assessment
- Freight Rail Intermodal Summit to assist businesses in region with their intermodal freight needs
- Industry, educational alliances, and local economic development partners collaboration



How the New North Organization Supports Local Partners

- Lead the Regional COVID-19 Recovery Efforts
- Connector of Resources
- Reduce Duplication – Scale Initiatives Across the Region
- Leverage Regional Brand
- Increase State and Federal Grants for Local Partners
- Advance Infrastructure Developments in Transportation and Technology
- Provide Research
- Facilitate Business Expansion and Attraction
- Build Talent Pipeline
- Develop Entrepreneurial Ecosystem



Leading Collaborative Efforts during COVID-19 Crisis and Into Recovery Period

Development and implementation of a regional recovery plan

- Address PPE demand with regional companies
- Identify and assist in the deployment of federal and state financial resources
- Coordinate financial resource guide
- Launch economic impact survey with UW Oshkosh for recovery decision-making
- **Strength and Determination video** to highlight ways the region is tackling obstacles
- Coordinate weekly, statewide CEO Leadership Series
- Provide resources to downtown districts for reopening
- Host weekly local partner best practices sessions
- Lead broadband assessment to address lack of digital access in rural portions of the region

Talent Initiatives – New North Talent Hub

- **Talent Hub** to provide a central platform as the region retrains, attracts, and develops talent from K-12 and beyond.
- **“More YOU in NEW”** talent recruitment campaign
- **Diversity & Inclusion** to include highlighting companies in collaboration with Fox Valley Society for Human Resources, the planning of the Toward One Wisconsin Inclusion conference and the **Ethnically Diverse Business Council** expansion
- Recruit military veterans for talent with companies and business starts
- **Talent testimonials** by diverse young professionals
- Evolution of the **NEW IT (Digital) Alliance** to address the region’s talent shortage in information technology
- Expansion of **INSPIRE** program, which connects students to meaningful career experiences
- **Regional Career Pathways** for manufacturing, IT, construction, and health care.
- Co-sponsor the annual **Workplace Excellence Awards**

Business Attraction and Development

- **Site Selection** – Represent Region at regional and national events and coordinate site selection leads
- **Global New North** - Export and FDI such as hosting European trade representatives; ExporTech certifications, and technical assistance sessions; leverage foreign-owned companies that have a significant presence in our region for future investment
- **Gold Shovel Certification** to help prepare sites for business development
- Develop and connect **supply chain markets** in and outside of the region

Business Intelligence

- **Business Intelligence** initiative to inform the regional community on data trends and advancing disruptive technologies, integration into Talent Hub
- Provide **research** to local partners for business and community development
- Creation of **dashboards and radar screens** to disseminate trends and digital transformation applications
- Awareness of **Digital Transformation (DT)** within region to help spur adoption and benefits through Digital Transformation (DT) learning sessions

Entrepreneurial Innovation – NEW Launch Alliance

- **NEW Launch Alliance** to provide a more connected and resourceful entrepreneurial ecosystem across the region
- HATCH **pitch event** and support of four local pitch contests
- **Resource roundtable** to determine entrepreneurial density, resources, and leverage corporate innovation
- **Start In Wisconsin** entrepreneurial platform, connecting entrepreneurs with resources
- Co-sponsor the annual **Innovation Awards**

Branding & Marketing Strategy

- Marketing **tool kit** for local partners
- Talent **recruitment videos**
- **Hiring our Heroes** campaign to support the recruitment of Veterans to our region