

# PRESS RELEASE



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## **New North to offer free economic outlook for state, region on Dec. 9** *Event is result of new partnership with St. Norbert College, Wisconsin Dept. of Revenue*

NEW NORTH, December 1, 2020 – New North Inc., the regional economic development corporation for the 18 counties of Northeast Wisconsin, is presenting an economic outlook for Wisconsin and the New North region on Wednesday, Dec. 9, from 1:30-2:30 p.m. The free webinar is being offered through a partnership between New North Inc., The Schneider School of Business & Economics at St. Norbert College and the Wisconsin Department of Revenue.

Registration is available at <https://schneiderschool.snc.edu/newsandevents/economicintelwebinar.html>. Live Zoom access will be provided to those who sign up.

The event will offer an overview of the economic outlook for the state and New North region directly from the experts. Peter Barca, secretary of the Wisconsin Department of Revenue (DoR), and Marc Schaffer, St. Norbert economics professor and Center for Business & Economic Analysis (CBEA), will be joined by DoR economists and CBEA research students for a discussion on where the state and regional economies are headed in the wake of the COVID-19 pandemic, the prospects for recovery, and the key indicators of economic health in Wisconsin and the New North region.

“We are excited to begin this partnership with the Wisconsin Department of Revenue and St. Norbert College to bring important economic information, including trends and forecasts, to the New North community on a biannual basis,” says Barb LaMue, president and CEO of New North Inc. “We know that our region is a good gauge of how state revenue will be achieved.

“At the event we also will be unveiling the new IntelTracker tool, which shows our economy at a glance, along with vital statistics, labor market and talent availability, livability, economic vitality, industry clusters, education, capital investment, retail sales, and more.”

Opening remarks will be provided by St. Norbert President Brian Bruess, who serves as a New North board member and co-chair of the New North Business Intelligence Council (BIC), and by Phil Flynn, CEO of Associated Bank, sponsor of the event.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara.

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