



# 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 for all through collaborative action.

## values

Inclusive 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 partners
- Host annual New North Summit as one of the largest events over the 18-county region
- Key Partner with DOT Freight Rail Intermodal Market Assessment
- Support industry alliances with staff and additional resources
- Identify educational alliance opportunities
- Convene local partners for best practice sharing and idea creation



## How the New North Organization Supports Local Partners

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



# Impact Pillar



## Business Development Strategy

Leading market diversification and business attraction while enhancing the entrepreneurial climate in the region.

**Site Selection** – Coordinate and disseminate site selection leads, host familiarization tours, promote the 18 Opportunity Zones in the region.

**Certified Sites & Gold Shovel Certification** – Assist communities and property owners with site preparation and documentation to actively market sites to real estate expansion decision makers.

**Supply Chain Maps** – Navigate the Wisconsin Suppliers Network for local companies to provide connections to markets and customer diversification.

**NEW Launch Alliance** – Support business discoveries and idea creators in Northeast Wisconsin through collaboration with local partners, growth of entrepreneurial density, identification/access to capital and other resources, and promotion of innovative discoveries.

**Global New North** – Connector to resources to increase companies' exports through technical expertise, education, and foreign direct investment.

**Infrastructure** – Advance transportation and technology development and develop broadband assessment - implementation plans.

**Equity, Diversity, Inclusion (EDI)** – Identify, launch, and connect resources for diverse businesses and entrepreneurs.



## Business Intelligence Strategy

Creating the platform and environment to inform regional leaders on how to advance business and talent development based on data-driven decision making.

- Collect and share data into performance, regional economic health, and trend line information that shapes strategy or anticipates impactful change to our regional economy through disruptive technologies.
- Prepare customized research requests.



## Talent Development Strategy

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

**Talent Hub** – Enhance a digital platform that helps users navigate the programs and resources for attracting, retaining, and skilling-up talent, including access to K-12 connections to businesses, career pathways planning, and industry alliance development.

**NEW Digital Alliance** – Administratively support the alliance and collaborate on elements of their plan of work.

**Workplace Excellence Awards** – Recognize organizations that improve their competitive advantage through people practices that lend to successful business results.

**Regional Talent Recruitment Videos** – Develop a series of videos, available to our investors, that highlight new talent to the region or those returning.

**Talent Upskilling** – Expand gener8tor Upskilling program in partnership with Microsoft and investors.

**Veteran Recruitment** – Expand New North Hires Heroes talent attraction initiative and Veteran Ready business awareness.

**Career Pathways** – Promote pathways created for Advanced Manufacturing, Digital Technology, Patient Care, and Construction. Launch Business Administration pathways.

**Inspire New North** – Expand Inspire deployment to area high schools, increasing the connection to local employers.



## Marketing & Branding Strategy

Providing 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 strategies.
- Maintain high standards and performance outcomes for New North events.
- Create regional marketing toolkit.
- Host events to showcase strengths of the region and provide networking opportunities for investors and stakeholders.
- Create marketing campaigns for new and innovative products and site selection evaluation.