

growing **north**

moving forward



2022 new north annual report



International Airports



The New North region is fortunate to have two international passenger airports — Appleton International Airport and Green Bay Austin Straubel International Airport. Both have full-service fixed base operators, along with multiple municipal airports.

Appleton International Airport, Green Bay Austin Straubel International Airport



	Combined Airport Passenger and Freight		
	2019	2020	2021
Total air passengers	1,500,941	665,803	1,258,385
Total air freight (lbs.)	22,039,338	18,452,938	20,457,840

Port of Green Bay



The Port of Green Bay is the westernmost port of Lake Michigan and an integral part of the region's economy, providing a critical link to national and global markets for Wisconsin enterprises. The port offers a direct route for shipping raw goods and materials using the most cost-effective and sustainable method of transportation available. An extensive network of highways and railroads provides a direct connection from the port to regional markets. There are 14 port terminals adjacent to the Fox River capable of handling a combination of dry bulk commodities, bulk liquids, wood pulp, machinery, agricultural commodities and forest products.

Port of Green Bay

Port Tonnage Comparison (metric)	
2019	2,277,652
2020	1,922,608
2021	1,968,967



Freight Rail



Wisconsin's approximately 3,300 miles of railroad system make up about 2% of the nation's rail network. The state's rail system is owned and operated by 10 active, privately owned freight railroads and the state, which operate over a network of mainlines, branches, industrial leads, spurs, rail yards, and terminals. The region is also home to the first publicly owned transload terminal in the State of Wisconsin, which is located in Oshkosh.

Wisconsin Department of Transportation

Foreign Trade Zone (FTZ)



The New North Region is home to FTZ #167, which includes approximately 2,300 acres. This zone allows certain types of merchandise to be imported, repackaged, assembled with other components and then exported without having to go through formal customs entry procedures or incurring import duties.

Port of Green Bay



Wisconsin's ports connect to an extensive infrastructure network

- COMMERCIAL PORTS
- LIMITED CARGO PORTS
- COMMERCIAL AIRPORTS
- FOREIGN TRADE ZONES
- HIGHWAY SYSTEMS
- RAILROAD LINES
- M90 TRANSFREIGHT HIGHWAY

Economic Impact: Tourism, Income, Employment & Total Business Sales

Tourism

New North accounts for 21% or more of the Direct Visitor Spending, Total Business Sales, Employment, Total Labor Income, and State and Local Taxes generated in Wisconsin.

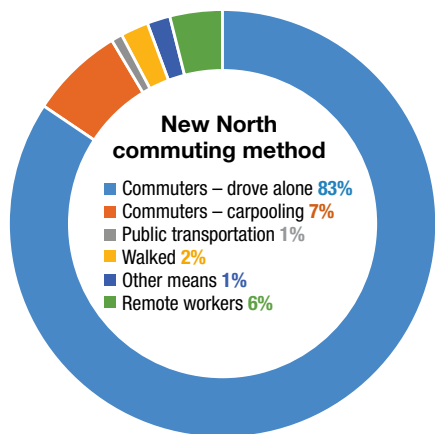
	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions		% Change
	2020	2021		2020	2021		2020	2021		2020	2021		2020	2021	
Wisconsin	\$9,804	\$12,856	31%	\$17,264	\$20,929	21%	157,332	169,707	8%	\$5,144	\$5,798	13%	\$1,165	\$1,388	19%
New North	\$2,073	\$2,698	30%	\$3,643	\$4,410	21%	33,873	36,617	8%	\$1,155	\$1,306	13%	\$260	\$311	20%

Source: Wisconsin Tourism Bureau/2020 County Economic Impact Table

Commuting

Mean travel time to work (minutes):

- New North: 22
- Minneapolis: 26
- Chicago: 32



Source: American Community Survey 2015-2019

Median Household Income

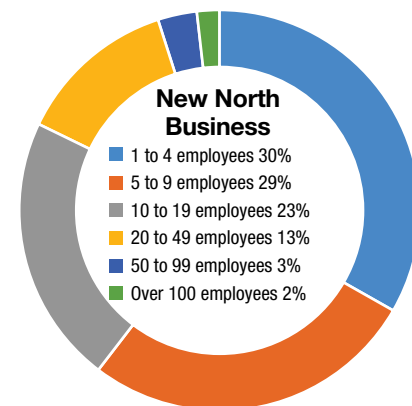
New North: \$60,080
Wisconsin: \$63,293
United States: \$64,994

Cost of Living – New North region is 8% lower than the national average and 6% lower than the state average.

Source: US Census Bureau 2015-2019

Source: Sperling Best Places

Business Size



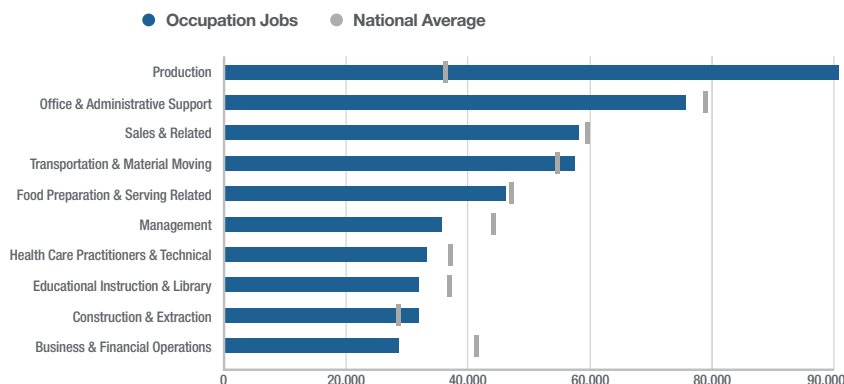
Source: EMSI

Unemployment

	United States	Wisconsin	New North
1/2022	4.4	3.2	2.9
2/2022	4.1	3.4	3.0
3/2022	3.8	3.4	3.0
4/2022	3.3	3.1	2.7
5/2022	3.4	2.9	2.6
6/2022	3.8	3.5	3.2
7/2022	3.8	3.3	3.0
8/2022	3.8	3.3	3.0
9/2022	3.3	3.2	2.9

Sources:
 - U.S. Bureau of Labor Statistics, Wisconsin Department of Workforce Development, Local Area Unemployment Statistics (LAUS)

Occupations Largest Occupations



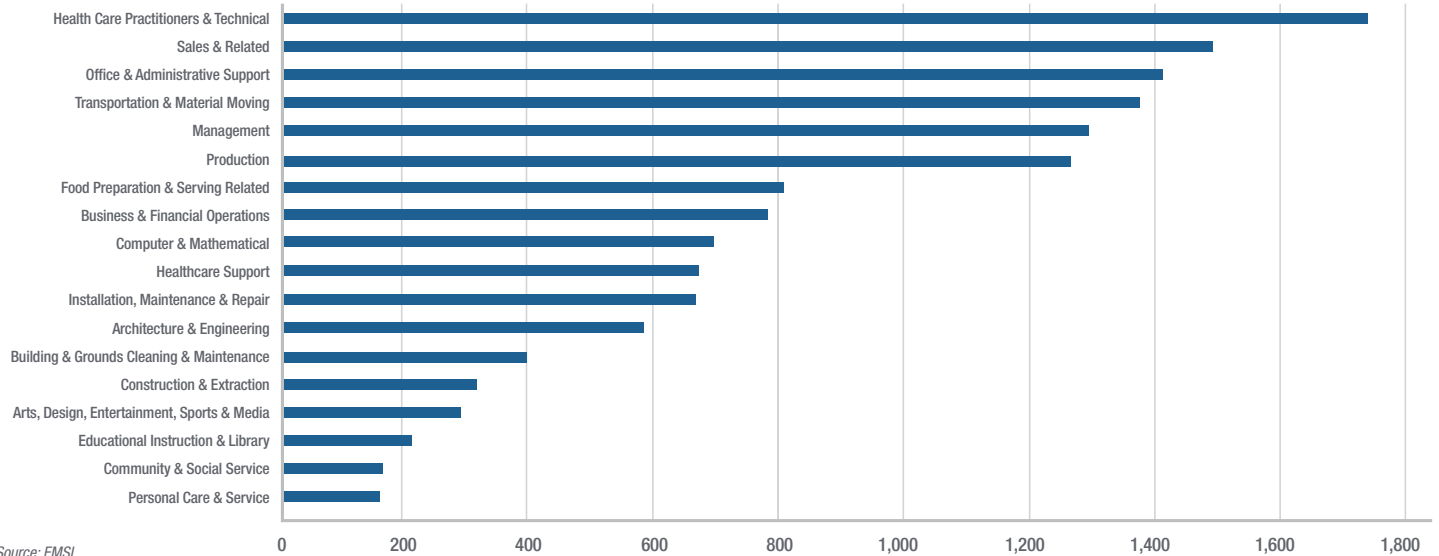
Sources: Wisconsin Department of Tourism, EMSI, US Census Bureau 2015-2019, American Community Survey 5-Year Estimates

Occupation	2021 Median Hourly Earnings
Production	\$19.80
Office & Administrative Support	\$18.40
Sales & Related	\$15.50
Transportation & Material Moving	\$17.83
Food Preparation & Serving Related	\$11.28
Management	\$40.01
Educational Instruction & Library	\$24.02
Health Care Practitioners & Technical	\$33.05
Construction & Extraction	\$25.43
Business & Financial Operations	\$30.98

Job Growth & Income

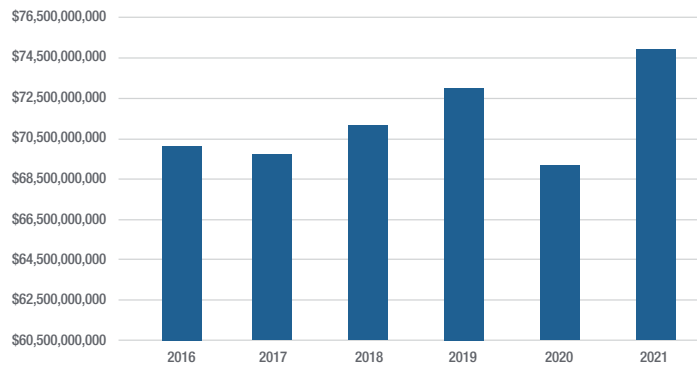
Top Posted Occupations

● Unique Average Monthly Postings



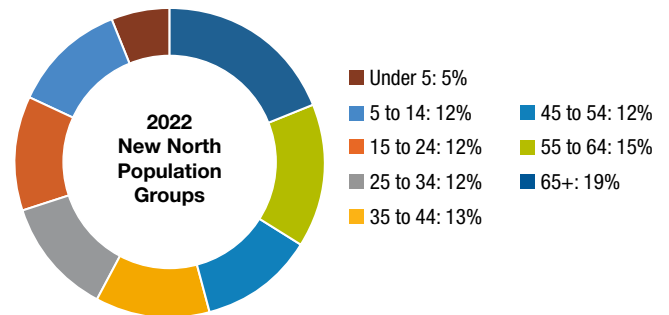
Source: EMSI

Gross Regional Product (GRP)



Source: EMSI

Population by Age

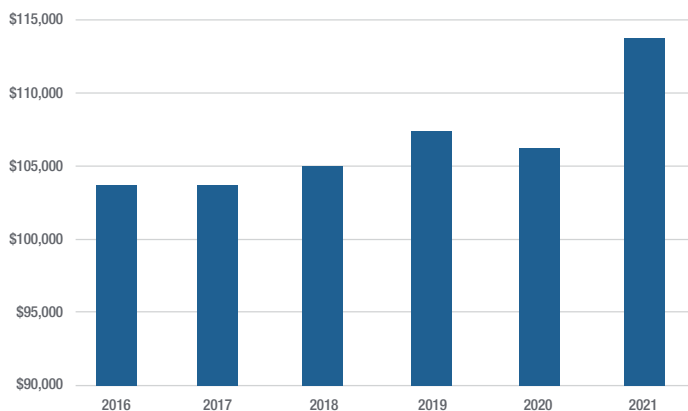


Source: EMSI

Production Capita

Source: EMSI

GRP / Job



New North Job Growth

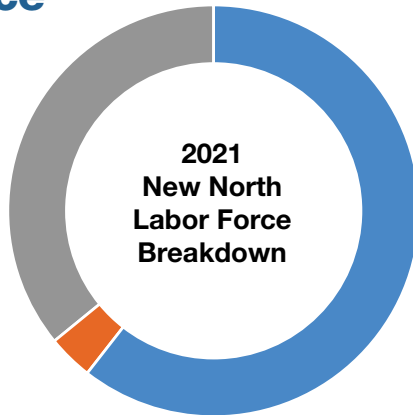
	Labor Force	Jobs	GRP	Imports	Exports
New North	682,626	650,379	\$74.70B	\$88.10B	\$87.37B
State	3,153,688	3,132,760	\$360.42B	\$354.92B	\$331.46B

Source: EMSI

Job Growth & Income Continued

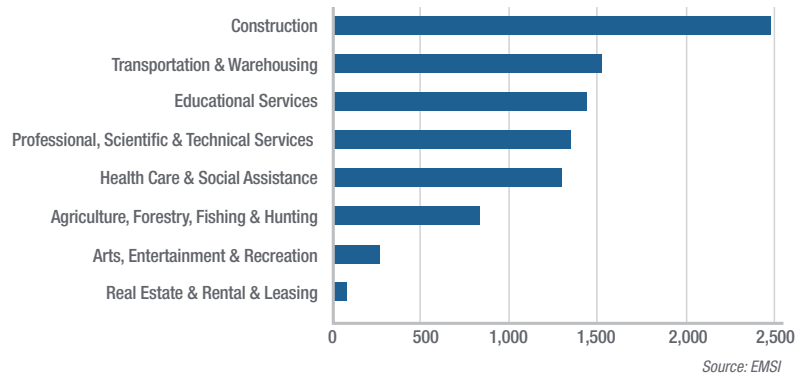
Labor Force

- Labor Force – Employed 64%
- Labor Force – Unemployed 2%
- Not in Labor Force – 33%



Top Growing Industries

2017-2022 New North top growing industries



Property Values in the New North

Property values in all categories of the New North continue to increase year over year.

Real Property Class	2020	2021	% Increase Over 2020
Total Real Property	\$109,693,643,708	\$114,481,588,025	4%
Residential	\$80,224,706,684	\$84,067,303,014	5%
Commercial	\$19,540,821,042	\$20,277,473,318	4%
Manufacturing	\$3,974,827,300	\$4,036,460,400	2%
Other	\$5,953,288,682	\$6,100,351,293	2%

Source: Department of Revenue

American Rescue Plan Act Funding

Over the course of the last two years, funding opportunities were available to communities and organizations through the state's allocation of the Coronavirus Aid, Relief, and Economic Security Act (CARES) and the American Rescue Plan Act (ARPA) funding. In the New North, the following awards were made to organizations in our region. The total reflects direct awards made in our 18-counties; additional funding through statewide awards is not reflected in this graph. Direct funding to local units of government are also not included.



Program Name Funding in Region	Totals
Beyond the Classroom	\$10,946,211
Broadband	\$7,498,274
Contact Tracing Allocation	\$9,892,788
Cultural Grants	\$3,706,510
Destination Marketing Organizations	\$3,565,916
Diverse Business Assistance	\$985,194
Diverse Business Investment	\$3,240,820
Education Stabilization Fund	\$397,223,565
Equitable Recovery Program	\$2,237,279
Farm Support	\$18,555,250
Food Security	\$13,800

Program Name Funding in Region	Totals
Get Kids Ahead	\$6,786,554
Health Care Infrastructure	\$8,131,761
K-12 School Aides	\$40,786,509
Live Event Venue	\$8,656,410
Lodging	\$14,829,207
Main Street Bounceback	\$13,180,000
Minor Leagues	\$406,724
Movie Theaters	\$1,976,301
Neighborhood Investment Fund	\$53,041,090
Nonprofit Grants	\$1,356,819
Out of School	\$1,265,868

Program Name Funding in Region	Totals
Pandemic Plan Allocation	\$519,168
Rental Assistance	\$45,558,033
Routes to Recovery	\$41,182,852
Safer Community Law Enforcement	\$3,796,879
Small Business Assistance	\$129,583,700
Summer Camps	\$400,000
Testing Coordination Allocation	\$964,561
Tourism Capital	\$4,500,000
Workforce Innovation	\$3,528,162
TOTAL	\$838,316,211

Education, Diversity, Health Care

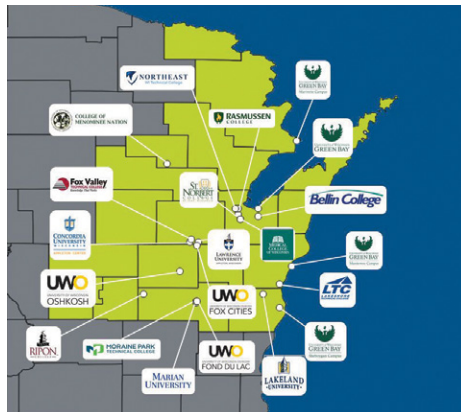
Health Care

Thank you to our health care professionals for their heroism on the front line in the fight against COVID-19. With over 30 hospitals and countless medical clinics close to home, regional health care organizations, doctors and staff are dedicated to significantly improving health and quality of life for the people in Northeast Wisconsin.

- Ascension
- Aspirus
- Aurora Baycare
- Aurora Healthcare
- Bellin Health
- Childrens Hospital Of Wisconsin Fox Valley
- Dickenson Memorial Hospital - Florence Medical Center
- Door County Medical - HSHS
- Froedtert Holy Family Memorial Hospital
- Gunderson Moundview Hospital & Clinics
- Prevea Health
- Ripon Medical Center - SSM Health
- St. Agnes Hospital - SSM Health
- St. Clare Memorial Hospital - HSHS
- St. Mary's Hospital - HSHS
- St. Nicholas Hospital - HSHS
- St. Vincent Hospital - HSHS
- ThedaCare

Source: WISCONSIN DEPARTMENT OF HEALTH SERVICES, Division of Quality Assurance Provider Portal

Colleges & Universities



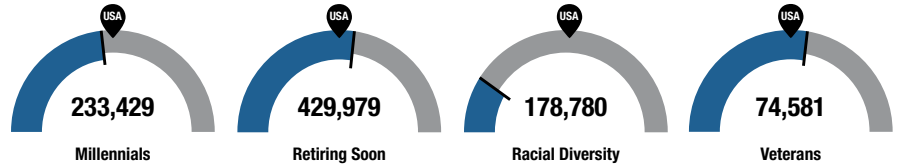
Colleges and universities train and educate more than 200,000 workers annually.

92.3% of New North college graduates remain in Wisconsin after graduation.

Sources: UW System & Wisconsin Technical College System

Population

Area	2010 Population	2022 Population	% Change	2027 Projected Population
New North	1,229,533	1,287,704	4.7%	1,296,261
State	5,690,538	5,923,000	4.1%	5,971,321
Nation	309,327,143	334,161,482	8.0%	340,759,421



Sources: EMSI, U.S. Census Bureau

Diversity

	2015	2016	2017	2018	2019	2020	2021	2022	Projected 2026
White, Non-Hispanic	88.1%	87.7%	87.4%	87.0%	86.7%	86.5%	86.1%	85.7%	84.4%
White, Hispanic	4.2%	4.3%	4.4%	4.5%	4.6%	4.7%	4.9%	5.0%	5.5%
Asian, Non-Hispanic	2.6%	2.6%	2.7%	2.7%	2.8%	2.8%	2.8%	2.9%	3.3%
Two or More Races	1.6%	1.7%	1.8%	1.8%	1.9%	1.9%	1.7%	1.7%	2.1%
Black, Non-Hispanic	1.4%	1.5%	1.5%	1.6%	1.6%	1.6%	1.9%	1.9%	2.2%
American Indian or Alaskan Native, Non-Hispanic	1.6%	1.6%	1.6%	1.7%	1.7%	1.8%	1.6%	1.6%	1.7%
Other	0.6%	0.6%	0.6%	0.7%	0.7%	0.7%	1.0%	1.2%	0.8%

Veteran

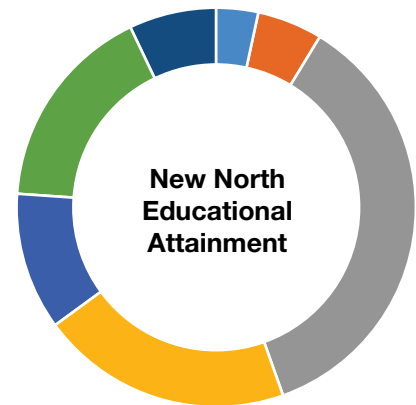
Percent of Population: New North: 5.8% | Wisconsin: 5.4% | United States: 5.3%

Source: EMSI

Education

School	Total Graduates (2021)
Fox Valley Technical College	3,502
Northeast Wisconsin Technical College	3,027
University of Wisconsin Oshkosh	2,682
University of Wisconsin-Green Bay	1,855
Moraine Park Technical College	1,490
Lakeshore Technical College	1,004
Lakeland University	685
St. Norbert College	540
Marian University	364
Lawrence University	352

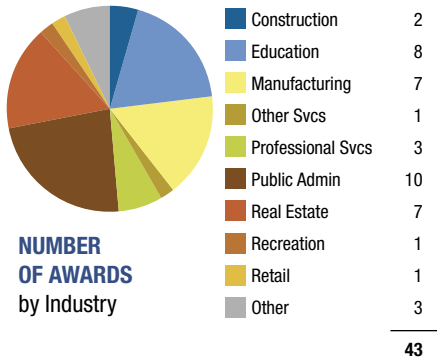
Sources: EMSI, US Census Bureau 2015-2019 American Community Survey 5-Year Estimates



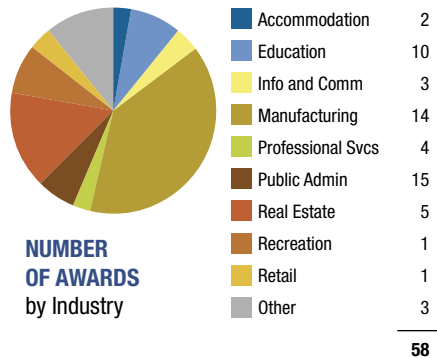
- Less than 9th Grade 2%
- 9th Grade to 12th Grade 5%
- Some College 20%
- Associate's Degree 12%
- Bachelor's Degree 19%
- High School Diploma 34%
- Graduate Degree and Higher 8%

New North is a key strategic partner of the WEDC. The following charts reflect the level of investment engagement into the New North Region.

FY20



FY21



FY22

