

POWER OF
place
2023 new north mid-year report



new northbrook

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Building Excellence



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Health and well-being are critical elements in sustaining a strong, resilient community. Residents can rest easy knowing they have access to specialized healthcare services that will meet their evolving needs.

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Thank you!



Greetings,

It is with deep gratitude and a sense of pride that I share with you a sampling of our collective wins for our 18-county region through this mid-year report. At our recent annual summit, we chose the theme “Power of Place” to highlight the many places that allow for innovation, creativity, recreation, education and commerce. Behind each physical place, people are the secret ingredient that make these spaces special.

While we couldn’t even begin to showcase ALL of the business investment in our communities, the unique talent development, and the hundreds of cool spaces, we hope after reading the report you come away with a sense of the “Power of Place” in our region. It highlights how our innovation, community and workplace culture are powerful differentiators.

Our collaborative work has made our region stronger:

- Tech Hub collaboration for business discoveries and startups
- New digital platform for digital skilling
- New digital tool to identify and celebrate our minority-owned, women-owned and veteran-owned companies — connecting companies to new business prospects, supplier diversity training and leadership opportunities within their communities
- Global New North’s increased activities for foreign direct investment and exports
- Expansion of our More YOU in NEW campaign for talent attraction
- Launch of our “Cool Stuff” campaign spotlighting innovative products, people and places

- Increased broadband access and affordability
- Increased federal and state funding to support local communities and businesses
- Enhanced Regional Framework for Diversity-Equity-Inclusion-Belonging
- Recruitment of business investment
- Delivery of economic intel to support data-driven decisions

While this report is just a snapshot of initiatives, we realize that growth and development happen every day because of dedicated business and community leaders. Thank you! I wish to acknowledge the support of our New North Board of Directors, investors and hundreds of volunteers coordinated by our dedicated New North team — passionate people powered by purpose.

While we have an aggressive plan of work moving forward, we are optimistic about the continued growth and development of Northeast Wisconsin because of the strength and determination of YOU, our partners. To quote an African proverb, “If you want to go fast, go alone. If you want to go far, go together.”

Thank you for all you do to underscore Northeast Wisconsin’s “Power of Place.”

Barb LaMue
President & CEO

2022/2023 New North Board of Directors

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Sachin Shivaram, Wisconsin Aluminum Foundry Co (co-chair)*

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Ken Zacharias, CLA (CliftonLarsonAllen)*

* Serves on executive committee

** Ex-officio with voting privileges

Encompassing innovation and strategic partnerships

1.29M

22%



682к

\$75B



RANKED

#18



TITLETOWNTech



CONNECTED

[illegible]

TALENT HUB
new north

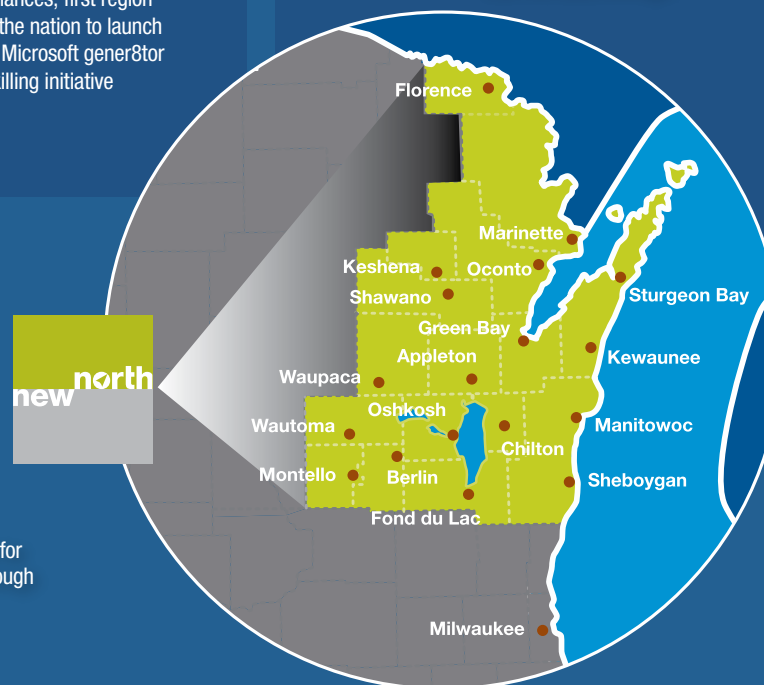


8%

equity, diversity, inclusion



New North – to be a catalyst for regional prosperity for all through collaborative action.



new north investors – thank you!

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WEC Energy Group

Quality of Place

Why PLACE matters

As the demand for talent increases, it is becoming more evident that the quality of a place is critical to the health of a region. In today's digital economy, people are choosing where

to live first, and deciding where they want to work second. The role of placemaking has become increasingly important to economic development as communities seek to improve the overall attractiveness and livability of an area.



New North's competitive advantage

New North strives to highlight why our region is one of the best places to live and work in the country. The ongoing investment by area businesses, local and state partners is making a difference, with Northeast Wisconsin ranking as the top place to live in the United States (U.S. News & World Report, 2023-24). We also continue to have one of the highest net migration totals in the state, with 14,159 from April 2020 – January 2022 (U.S. Census Bureau).

We're north of what you expect

Cost of Living



8% lower than national average
6% lower than state average

Healthcare Wisconsin ranked as top state in nation for overall healthcare quality



30 hospitals & countless medical clinics

(Federal Agency for Healthcare Research & Quality, AHRQ — Jan. 2023)

Education



20 post-secondary colleges
95% of college graduates stay in Wisconsin

Outdoor Recreation

The top reason people visit the New North



309 miles Great Lakes shoreline
1,134 lakes
4,957 miles of rivers

We invite you to **"Live + Work Where You Play"** (Travel Wisconsin)

Telling your stories – Marketing & Branding



Cool Stuff Campaign

A 12-week digital marketing campaign was held to promote innovative people, places and products in Northeast Wisconsin. Short videos were featured on our social media channels and New North website each week from February to May. The ads were promoted in Minnesota and Illinois.

**supported by WEDC*



More YOU in NEW Talent Attraction

New testimonial videos were produced to tell the stories of real people who moved to the New North from other parts of the country. They were included in the More YOU in NEW 2023 campaign and used as recruitment tools for area companies.

**supported by WEDC*



New North Hires Heroes

A new informational video and landing page were produced to promote the New North Hires Heroes talent recruitment program. Paid digital ads were placed in markets near military bases where Mission Wisconsin hosted talent recruitment events. **supported by WEDC*



New North Summit

On June 8, nearly 600 leaders convened at the iconic Lambeau Field atrium to experience the "Power of Place." Three national keynote speakers with ties to our region highlighted how innovation, community and culture are powerful differentiators that help create a sense of place.

Talent Development & Education



Microsoft Teals Program

2022 Impact: 97 industry volunteers in 35 classrooms



NEW BOOST™ for Hidden Talent

Launched digital literacy program



Inspire Northeast Wisconsin

Brought industry and education together with online career software program:

- 66% of New North Schools participated
- 300+ companies connected with future talent



Career Pathways Program: 33% of State Youth Apprenticeship program were from New North

- 2,670 students
- 1,700+ employers
- 85% students offered employment



Berlin High School and Moraine Park Technical College

Partnered to open the Nursing Assistance Lab to increase available healthcare training



New North Hires Heroes

Helped 57 service members transition to new jobs and communities



Governor Evers visited **Florence High School's** welding lab featuring hands-on learning



Fab Lab Grants Five schools across Northeast Wisconsin (Gresham, Omro, Mishicot, Seymour and Weyauwega-Fremont) were among 25 districts to receive part of \$560,000 in state fab lab grants to train students in science, technology, engineering, arts and mathematics (STEAM).



New North's Talent & Education

Video can be found on the New North website talent resources section

Purpose Driven Culture

Diversity, Equity & Inclusion



New North hired
VP of Diversity,
Equity &
Inclusion
Juan Corpus.

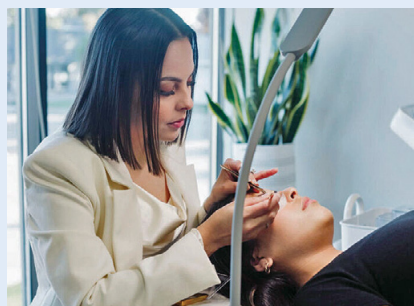
DEI Initiatives

New North's initiatives to improve the retention, advancement and attraction of BIPOC talent to the region, and provide opportunities for historically marginalized individuals:



Provided micro-grants to
20 organizations who support
diverse businesses

Launched the WiDEN.biz platform for
minority-owned, women-owned and
veteran-owned businesses in Wisconsin



Promoted minority businesses and
professionals via Blueprint 365
powered by New North

Blueprint365
powered by **new north**



Participated in Green Bay Packer Mentor Protégé Program – Supplier Diversity Session



Sponsored Forward 48 Leadership
Program



Hosted Supplier Diversity Training
and Certification Sessions

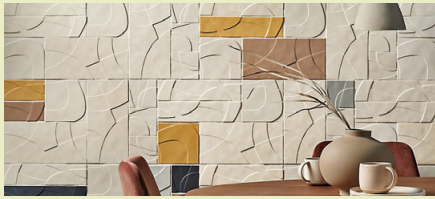


Presented at Toward One Wisconsin
Diversity Conference



Participated in Northeast Wisconsin
Leadership Summit hosted by 365 Media

Environment, Social & Governance (ESG)



Kohler Company has been on the forefront of environmental sustainability and social impact since it was founded in 1873. Ongoing progress includes the Innovation for Good program, the I-Prize innovation competition, Safe Water for All, Kohler WasteLAB and their first ESG report in 2022.



Amcor was recently recognized as a top leader in Sustainable Innovations by the Plastics Industry Association (PLASTICS).



Green Bay Packaging won multiple sustainability awards in 2022 including Sustainable Product of the Year by Wisconsin Sustainable Business Council, the Recycling Excellence Award by the WDNR, Leadership in Sustainability by the American Forest & Paper Association and Green Masters Certification.



AriensCo earned Wildlife Habitat Council Gold-Level Certification for its conservation efforts.



New North features our investors' **ESG reports** in the business section of our website.

Collaboration/Alliances



New North hired Industry Alliance Director **Jason Mathwig**.



NEW Digital Alliance

Collaborated with corporate leaders and educational institutions to advance digital technology growth in Northeast Wisconsin. Recent initiatives:

- Investor mentorship program
- IT and cybersecurity roundtables

**Special thank you to NEWDA investors*



NEW Construction Alliance

Brought together employers in the construction trades to collaborate with leaders in education, workforce development, economic development and government to promote careers in the building and construction industry. Activities include:

- Annual meeting featuring Dennis Winters, chief economist at WI DWD
- Expanded K-12 engagement and talent pipelines

**Special thank you to NEWCA investors*



NEW Manufacturing Alliance

Ann Franz leads the NEW Manufacturing Alliance, a group of manufacturers working with educators, workforce development, chambers of commerce and state organizations to promote manufacturing in Northeast Wisconsin. New North hosts Manufacturing All Stars videos in the Talent Attraction section of our website.

Innovation and Growth

Broadband Access and Infrastructure



Broadband Alliance brought the New North counties together to position our region for future broadband investments, such as Broadband Equity, Access and Deployment (BEAD) grants from the Public Service Commission of Wisconsin (PSC).



Our region participated in the PSC Internet for All Listening Tour to help develop the 5-year state plan for BEAD funding.

Broadband Expansion Grant for Fiscal Year 23 from PSC of Wisconsin First Round



New North Region:

5 awards to 4 counties, \$4.4 million awarded, \$6.4 million matched

Prior Awards since FY20:

\$22.2 million awarded, \$39.8 million matched

Port of Green Bay



US DOT Secretary Buttigieg visited Green Bay to discuss the port's redevelopment and \$10.1 million federal grant with the Brown County Harbor Commission and city officials.

Entrepreneurism & Startups



Northeast Wisconsin more than doubled its number of startup deals in the past two years (*Wis Tech Council*), and our region continues to attract new venture capital thanks to organizations like TitledownTech, a partnership between the Green Bay Packers, Microsoft and multiple Northeast Wisconsin companies.



NEW Launch Alliance hosted a Corporate Innovators Roundtable with private sector chief innovation officers, TitledownTech and gener8tor to discuss emerging technology and trends.



2022 New Launch Alliance Regional Pitch Contest



Collaborated with WEDC on a **Regional Tech Hub** designation by the U.S. Department of Commerce to drive technology, innovation and growth.



Business Investment

Economic Intel Forums

In partnership with the St. Norbert College Center for Business & Economic Analysis, we presented two investor-exclusive events focused on state and regional economic impact:



Healthcare Industry



Sustainability Movement & Electrification of Vehicles



Select USA



VP Business Development Barbara Koldos attended this investment summit in Washington D.C. with 4,900 attendees spanning 83 international markets.

Converters Expo



New North is the heart of the nation's largest converting corridor. This one-day expo brought together converters of paper, film, plastics and nonwovens.

Foreign Direct Investment

Foreign Direct Investment conference in Dusseldorf, Germany with 1,500+ attendees from 80+ countries



Main Street Bounceback

Communities in the New North region received 1,680 WEDC Main Street Bounceback awards totaling \$16.8 million to rebuild and renew downtowns.

New North Exports



Partnered with DATCP to host buyers from Mexico, Taiwan, Thailand and India at five lumber mills in the region

Growth & Development

**sampling of development projects in our region*



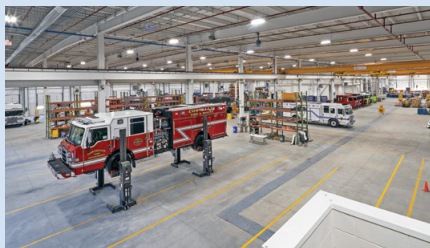
Orthopedics & Sports Medicine BayCare Clinic, Green Bay

137,000 sq. ft. inpatient and outpatient rehabilitation facilities



BC Organics Biogas Facility, Greenleaf

Commercial biorefinery providing area farms with a more sustainable manure management practice, featuring 16 anaerobic digesters



Pierce Manufacturing, Appleton

New 85,000 sq. ft. manufacturing expansion



Ariens Nordic Center, Brillion

3K asphalt cross-country roller ski loop for year-round training and competitions



Green Bay Packaging – Folding Carton, 385,000 sq. ft. addition



ThedaCare Medical Center – Orthopedic, Spine and Pain, Appleton

New 230,000 sq. ft. healthcare facility, office, surgery center and orthopedic and spine hospital



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 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.

How are investors recognized?

As a thank you for your support, investors are highlighted through:



New North Website
thenewnorth.com



Mid-Year & Annual Report



New North Summit
newnorthsummit.com

New North Daily E-newsletter



New North Social Media

Business Connections

Public Relations Support

Access to New North Research/databases

Event Promotions/Invitations

Investment pledge

Name _____

Company _____

Investment Level _____

Street Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Website Address _____

Renee Torzala will contact you to confirm your investment contribution and discuss payment options. If you have any questions, please email renee.torzala@thenewnorth.com. Feel free to download a pledge form at the following link: <https://tinyurl.com/y4av6fbb> and send via mail to: New North, Inc., 2740 W. Mason St., Suite BT344, Green Bay, WI 54303

I WOMEN OF INFLUENCE

IN THE NEW NORTH REGION™

JOIN THE CELEBRATION at the Radisson Hotel & Conference Center in Green Bay as we honor these women who are making a difference in New North businesses and communities.

TUESDAY, AUGUST 1 | 11 AM TO 2 PM

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AbaCor, an Abaxent Company



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NAN BUSH
President,
The Bellin Health Foundation



DIFFERENCE MAKER Community

MAI J. LO LEE
Culture and Engagement
Strategist, Wisconsin
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About New North, Inc.

New North, Inc. is a 501(c)3 nonprofit, regional marketing and 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 counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago.

The mission: To be the catalyst for regional prosperity for all through collaborative action.

Core value: Inclusive Collaboration — representing the collective region for business investment and for individuals looking to make the New North their home.

New North Pillars:

- Diversity, Equity and Inclusion
- Talent Development
- Business Development
- Marketing and Branding

NEW NORTH, INC.

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920-336-3860 | www.thenewnorth.com/about

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Office Manager / Assistant to the President / CEO

Lorri LaPratt

Vice President, Talent Development

Rebecca Deschane

Vice President,
Marketing and Investor Relations

Renee Torzala

Vice President, Business Development

Barbara Koldos

Vice President, Diversity, Equity & Inclusion

Juan Corpus

Industry Alliance Director

NEW Digital Alliance and

NEW Construction Alliance

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Research Director

Ryan Long

Creative Design,
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A TOP MANUFACTURING CHALLENGE: HIGH EMPLOYEE TURNOVER & TIGHT LABOR MARKET

Manufacturing solutions to this challenge (check all that apply).

- ☐ Improve employee onboarding.
- ☐ Develop and use work instructions to improve effectiveness of new employees.
- ☐ Provide training to foster a culture of continuous improvement and optimize contributions.
- ☐ Improve supervisor and manager skills to meet employee's changing workplace needs.
- ☐ Improve employee engagement to increase productivity.
- ☐ Improve organizational culture and employee experience.

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Reduce energy use and
costs at your business

Tip: Keep your
team comfortable
with an energy
management system.



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