



# new north

creating, connecting & convening regional strategic initiatives for business & talent development in Northeast Wisconsin  
**2023-2024**

## 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
- 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
- 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



## How the New North Organization Supports Local Partners

- Provide Business Intelligence software and data analytics to our local partners
- 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
- Provide Diversity-Equity-Inclusion-Belonging Framework



## 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 business events for the 18-county region
- Key Partner with DOT Freight Rail Intermodal Market Assessment
- Support industry alliances with staff and additional resources
- Convene local partners to increase connections and share best practices
- Expand opportunities in the Defense Industrial Base through training and cybersecurity certification



## 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

**Global New North** – Coordinate Foreign Direct Investment opportunities and provide resources for companies to increase their exports through technical expertise and education

**Infrastructure** – Advance transportation and technology development and facilitate implementation of broadband plans

**Investment Attraction** – Represent New North region at national and international events, such as Select USA and International Economic Development Council (IEDC)



## Diversity, Equity & Inclusion

Improving the retention, advancement, and attraction of BIPOC talent to the region and providing opportunities for success for all historically marginalized individuals.

- Build the WiDEN.biz platform for diverse-owned, women-owned, and veteran-owned businesses in Wisconsin
- Expand social media of diverse businesses and professionals via Blueprint 365 Powered by New North
- Expand and connect our diverse professionals in the Region through Forward 48
- Develop DEI community events calendar



## Talent Development Strategy

Attracting, retaining and developing diverse talent in Northeast Wisconsin

**Talent Hub** – Redesign digital platform and integrate it with New North's website to help users navigate resources for attracting, retaining, and upskilling talent

**NEW Digital Alliance** – Advance collaboration to promote tech health to increase IT talent and digital careers through roundtables, mentorship program and education committee

**NEW Construction Alliance** – Promote careers in the building and construction trades; develop robust talent pipelines through K12 engagement and launch an industry leadership academy

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

**Targeted Recruitment** – Use LinkedIn Talent Insights and other channels to target specific segments, including alumni of area colleges

**Talent Upskilling** – Provide digital literacy training opportunities with NEW BOOST™ for Hidden Talent and gener8tor Skills Accelerators

**Veteran Recruitment** – Expand New North Hires Heroes talent attraction initiative and Veteran Ready Best Practices resource guide

**Career Pathways** – Promote pathways created for Advanced Manufacturing; Agriculture; Business Administration: Finance, Management, Marketing; Construction; Digital Technology; Education & Training; and Patient Care

**Inspire New North** – Increase number of businesses utilizing the Inspire platform to engage with regional high schools and connect with a future talent pipeline



## Branding & Marketing Strategy

Providing branded communication tools, collateral materials, digital assets, social media engagement and events to build awareness of the New North and to increase visibility of our businesses and quality of life.

- Implement ongoing local and external earned media strategies
- Create measurable marketing strategies and talent attraction campaigns
- Host events to showcase strengths of the region and provide networking opportunities for investors and stakeholders
- Create marketing tactics for new and innovative products and site selection evaluation
- Leverage expertise from regional marketing professionals through our Marketing & Branding committee
- Develop a series of More YOU in NEW testimonial videos available to our investors for a talent attraction tool