

sharing *the* vision



2023 new north annual report





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costs at your business

Tip: Keep your
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with an energy
management system.



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BUILD LEGACIES

NEENAH HIGH SCHOOL
NEENAH, WI



As one of the largest school builders in the Midwest, Miron Construction understands how modern learning environments and safe educational buildings can set students up for success. From expanded curriculum opportunities to increased collaboration and accessibility, they are able to learn in updated spaces that support their growth.

Together, we're *Building Excellence*.



STAY GROUNDED : THINK BIG : RALLY TOGETHER : DIG DEEP : BUILD LEGACIES

Check out [MIRON-CONSTRUCTION.COM](https://www.miron-construction.com) to learn more about Miron's culture and how we bring our clients' dreams to life!

An equal opportunity, affirmative action employer.

2023 New North Report to the Community

PRODUCED BY



In cooperation with New North, Inc.

INSIGHT PUBLICATIONS

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career counselors throughout
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About New North, Inc.

NEW NORTH, INC

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thenewnorth.com

**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.**

Barb LaMue
PRESIDENT & CEO

Lorri LaPratt
OFFICE MANAGER,
ASSISTANT TO THE CEO

Rebecca Deschane
VICE PRESIDENT,
TALENT DEVELOPMENT

Renee Torzala
VICE PRESIDENT, MARKETING
AND INVESTOR RELATIONS

Barbara Koldos
VICE PRESIDENT,
BUSINESS DEVELOPMENT

Jason Mathwig
INDUSTRY ALLIANCE DIRECTOR

Juan Corpus
VICE PRESIDENT, DIVERSITY,
EQUITY AND INCLUSION

Ryan Long
RESEARCH DIRECTOR

Coalesce Marketing & Design
CREATIVE DESIGN,
PRODUCTION AND DISTRIBUTION

Blumb Communications
& Consulting
PUBLIC RELATIONS,
MEDIA MANAGEMENT



TRANSFORM YOUR WORLD THROUGH TECHNOLOGY

As an award-winning provider of world-class IT facilities, connectivity and infrastructure services designed to meet the most stringent security requirements, Involta is an innovative agent of change delivering solutions that provide impactful results.



Colocation



Enterprise Colocation



Cloud



Connectivity

Proud to be a supporter in the New North

www.involta.com | [@involtaLLC](https://twitter.com/involtaLLC) | www.linkedin.com/company/involta



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New North Co-chairs

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On the cover: Kewaunee Lighthouse Pierhead was constructed in 1869 and played an important role in guiding ships along the western shore of Lake Michigan for over a century. It is one of many historic lighthouses that have served as beacons of light in the New North while symbolizing our vision of coming together to navigate challenges and find our way home.

ONLINE:

View this issue online at
thenewnorth.com or
insightonbusiness.com



BARB LAMUE
New North, Inc.
President & CEO

Sharing the vision and success

New North's mission is to be the catalyst for regional prosperity for all through collaborative action. Our theme for this annual report — Sharing the Vision — demonstrates the partnerships formed across our 18-county region, focused on making Northeast Wisconsin a better place to live, work, learn, play and visit. Not only do our communities share this vision, but they also work hard to achieve results that enhance our entire region. We celebrate their unique differences, and we are grateful for strong collaboration that allows us to share a common bond and positive growth mindset.

In this report you will read a sampling of New North-led initiatives, as well as those of our business and local partner communities:

- » Creating a clear vision based on research
- » Leveraging our regional impact
- » Defining a direction for growth and progress
- » Boosting our workforce together
- » Creating a connected culture
- » Becoming One New North

Behind every story lies individuals, “people powered by purpose,” who turn ideas and creative thought into tangible outcomes. I am incredibly grateful to our Board of Directors for their direction, to our investors for providing resources to produce results, and to our New North team and collaborators for their daily engagement to keep our region moving in a positive direction.

We hope you enjoy this report, which is just a snapshot of the hard work, investment and dedication of many partners. We are 18 counties, one region, sharing the vision for regional economic prosperity and success.

Respectfully,

Barb
Barb



MICHELLE SCHULER
Microsoft
Co-chair



SACHIN SHIVARAM
Wisconsin Aluminum
Foundry Co.
Co-chair

Creating, connecting and convening for collective impact

As co-chairs of the New North Board of Directors, we wish to acknowledge and extend heartfelt appreciation for the ongoing investment from companies and organizations in our region. Together, we have witnessed great accomplishments in the areas of marketing, business intelligence, talent development and business investment attraction:

- » Federal Wisconsin Tech Hub designation led by BioForward; NSF awards to The Water Council and WiSys to support innovation in water, energy and advanced sustainable agriculture
- » NEW Digital Alliance increased focus on generative AI
- » Delivery of Economic Intel on healthcare and innovation
- » NEW BOOST™ for Hidden Talent — new technology for digital skilling
- » WiDEN.biz digital platform to identify and celebrate our minority owned-, women owned- and veteran-owned companies
- » Delivery of 20 Diversity, Equity & Inclusion microgrants, Forward 48 Leadership Program and Blueprint 365 media exposure
- » Broadband expansion with over \$26.5 million in grants and \$46 million in private investment
- » 8% increase in total real property with a \$123 billion value; new construction of \$2.5 billion
- » Annual gross regional product of over \$81 billion
- » WEDC's support of 51 local awards of \$24 million, leveraging \$346 million, supporting 4,200 jobs
- » 40 business site selection requests with over 50 site selectors, showcasing the region with 20 events and tours
- » 1,680 WEDC Main Street Bounceback grants administered by regional planning commissions totaling \$16.8 million
- » Global New North's increased activities for Foreign Direct Investment and increased exports
- » Expansion of our More YOU in NEW, Cool Stuff and New North Hires Heroes campaigns with over 4,000 new residents in Northeast Wisconsin

We know success is best when shared, and we are proud of our collective accomplishments. Thank you for supporting the vision.

Sincerely,
Michelle and Sachin

Do North. New North.

Encompassing innovation and strategic partnerships

new north at a glance



1.3M

New North's population



22%

of Wisconsin's population,
employment and GDP



667k

Total regional
employment



\$81.2B

Annual Gross
Regional Product

innovation & technology



RANKED

#18

Ranked 18 out of 122
places for innovation.*

*Jump-Starting America



TITLETOWNTech

Home to the Green Bay Packers Mentor-
Protege Program and many early stage,
high-growth innovators



CONNECTED

5G High Speed Broadband canvases
the Region

education & upskilling



New North Talent Hub
Central location for job
seekers and employers;
highlights region's
robust industry
alliances; first region
in the nation to launch
the Microsoft gener8tor
Upskilling initiative

cost of living



19%

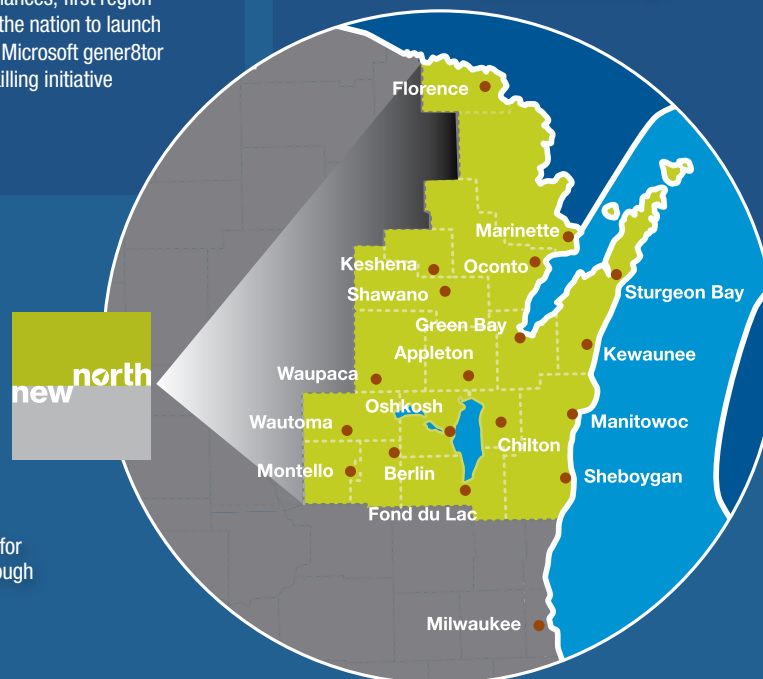
lower than the national
average, and **9%** lower
than the state average.

equity, diversity, inclusion



OUR MISSION

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



New North, Inc. 2023/2024 BOARD OF DIRECTORS



MICHELLE SCHULER
Microsoft
Co-chair*



SACHIN SHIVARAM
Wisconsin Aluminum
Foundry Co.
Co-chair*



MICHAEL ALEXANDER
University of Wisconsin
– Green Bay



BECKY BARTOSZEK
Fox Cities Chamber



DR. ASHWANI BHATIA
BayCare Clinic



BILL BOHM
USI Insurance Services*



FABIO BORDIGNON
Fincantieri Marine Group



COREY BRUMBAUGH
Miron Construction



KATE BURGESS
Elevate97



CHRIS CALDWELL
College of
Menominee Nation



PAUL CARLSEN
Lakeshore
Technical College*



BOB DEKOCH**
The Boldt Company*



DENNIS DELOYE
Associated Bank



**COREEN
DICUS-JOHNSON**
Network Health



MARY GOGGANS
Milliken/Encapsys, LLC*



BRYAN HOLLENBACH
Green Bay Packaging



JASON HOWE
Schneider National



LAURIE JOYNER
St. Norbert College



DAVE KIEVET
The Boldt Company



JOHN KREUL
Jewelers Mutual



ANDREW LEAVITT
University of Wisconsin
Oshkosh



MAGGIE LUND
ThedaCare



CHRIS MATHENY
Fox Valley
Technical College



BRICK MURPHY
Ruder Ware



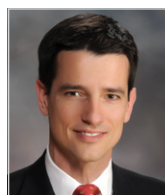
DOUG PAGE
EUA



SUNEER PATEL
FyterTech Nonwovens,
LLC



MAUREEN PISTONE
Wipfli, LLC



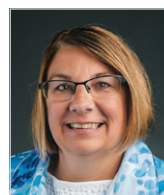
AARON POPKEY
Green Bay Packers



GREG SABEL
C.D. Smith
Construction, Inc.



GENE SCHLEUSNER
Consolidated
Construction



JODI SCHOERNER
Masters Gallery Foods



KATHI SEIFERT**
Katapult, LLC*



GREG SMEDEMA
WEC Energy Group



TONY STEFFEK
Amundsen Davis LLC



CATHIE TIERNEY
Community First Credit
Union



JOHN VERICH
Oshkosh Corporation



MIKE VOGEL
Nicolet National Bank



VANESSA WELLENS
Amcort



CRAIG WIEDEMEIER
Werner Electric Supply



JAMESON WILSON
Oneida Nation



KEN ZACHARIAS
CLA (CliftonLarsonAllen)*

BOARD DEVELOPMENT COMMITTEE MEMBERS

CO-CHAIRS:

ANDREW LEAVITT
University of Wisconsin Oshkosh

MICHELLE SCHULER
Microsoft

DOUG PAGE
EUA

KATHI SEIFERT
Katapult, LLC

**EX-OFFICIO WITH VOTING PRIVILEGES

*EXECUTIVE COMMITTEE MEMBERS

We are grateful to these board members and those who served earlier during the 2023 calendar year. Please reference the Emeritus Board members listing. New North, Inc. could not exist without the direction and support of these community leaders.

The ISG logo consists of the letters "ISG" in a bold, black, sans-serif font, centered within a white square.

Make A Difference in the New North

Join our team!

bit.ly/join_ISG



new north investors – thank you!

platinum

thrivent

WISCONSIN
ECONOMIC DEVELOPMENT

WPS
Wisconsin Public Service

champion

Associated Bank

Microsoft

TITLETOWNTECH

leadership

amcor

BOLDT

visionary

G

Miron
Building Excellence

Nicolet
NATIONAL BANK

OSHKOSH

SCHNEIDER

we

founding

AMUNDSEN DAVIS

BAYCARE CLINIC

BERGSTROM AUTOMOTIVE

bugtussel
WIRELESS

Capital
Credit Union
Doing the Right Thing

C.D. SMITH
CONSTRUCTION

LA

COMMUNITY FIRST
We'll Find A Way!

MEYER

eua

GREEN BAY PACKAGING

network health

NORTHEAST
WI Technical College

Ruder Ware

Schreiber

ST. NORBERT COLLEGE

TDS

ThedaCare

USI
INSURANCE SERVICES

US Venture

sustaining

agrobaur

ATC
Elevating Your Future

ARIENS

belmark
Label Solutions to Business Problems

BMO

C.H. ROBINSON

CONSOLIDATED
CONSTRUCTION CO. INC.

FTI
FORTH TECHNOLOGIES

FINCANTIERI
MARINE GROUP

Fox Valley
Knowledge That Works

FYTERTECH
NONWOVENS

GRANDE
CHEESE COMPANY

Martin
BROS. SON, INC.

Jewelers Mutual
INSURANCE GROUP
SINCE 1917

J. J. Keller & Associates, Inc.
Since 1953

KI

LU
LAKELAND UNIVERSITY

LAKESHORE
TECHNICAL COLLEGE

LAWRENCE UNIVERSITY
APPALACHIAN REGION

MASTERS GALLERY
FINE ARTS & DESIGN

MICHEL'S

MILLENNIUM

PLEXUS

SMET
CONSTRUCTION SERVICES

Spectrum

VILLAGE
COMPANIES

GREEN BAY

UWO
UNIVERSITY OF WISCONSIN OSHKOSH

WALBEC
GROUP

WERNER
EQUIPMENT SUPPLY

WIPFLI

contributing

ABAXENT

AK
Aerial & Drone Technology

Alliance
CONSTRUCTION & DESIGN

Alliant Energy

AmeriLux
INTERIORS, LLC

AON

APPLETON AIRPORT

AVRES

bakertilly

BankFirst

BK

BASSETT
MULTIMEDIA

BAYLAND
BUILDINGS, INC.

BioForward
WISCONSIN

CCP

CARRON HET
CONSTRUCTION, INC.

Cedar
CORPORATION

CHASE

Chief Outsiders

Colliers

CORNERSTONE
TECHNICAL SERVICES

Cottingham & Butler

Creative Business Services
CRM Global.com

Current
RECREATION SERVICES

Door County Medical Center

ECS

Elevateqz

ELEXCO

ENCAPSYS, LLC

FEHR GRAHAM
ENGINEERING & CONSTRUCTION

First Business Bank

Foth
Building your future. Improving your community.

Frederick
Family Memorial

GKM WI

GRÆF

Great Northern

GBIG
GREEN BAY INNOVATION GROUP

GREENFIRE
RECYCLED OF THERMOCORE

HAWKINS/ASH
CPAs

Hoffman
Planning, Design & Construction, Inc.

IMI
Industrial Machinery

IMEL
CONSTRUCTION

Involta

ISG

IAHERN

KATAPULT

KAUKAUNA

Keystone Partners

Kimberly-Clark

LA FORCE

LAKESIDE FOODS

LMC
Lakeside Machine Corporation
Custom Machine Building Division

MARINE STAR TRAVELIFT

SHUTTLELIFT

EXACTECH

McMAHON
TECHNOLOGY SOLUTIONS

Michael Best

Milbach
CONSTRUCTION SERVICES

Mortenson

MSA

MAIPfefferle

Nichols Paper
PRINTING & CONVERTING SOLUTIONS

NORTH CENTRAL
A Better Construction Experience

NVNG

PACKER PARTNER

PALMER GROUP
PROPERTY CONSULTING

400
PIPE TRADES

Pumps

PRAIRIESTATES

PPC
PAPER PRODUCTS COMPANY

R&R
INSURANCE

RED SHOES INC.

ROBINSON

RSM

SECURA
INSURANCE COMPANIES

somerville
ENGINEERING

TIDI
Support Companies. Protect Patients.

Vande Hey Company, Inc.

WINTRUST
COMMERCIAL BANKING
At Home Bank, N.A.

WAF
WISCONSIN AERIAL FOUNDRY

WISCONSIN
TECHNOLOGY COUNCIL

WHEDA

WISCONSIN
TECHNOLOGY COUNCIL

in-kind

4imprint
A-mazing Events
Baker Tilly

Blumb Communications
& Consulting
Coalesce Marketing & Design
Fox Cities Chamber

Fox Valley Technical College
gener8tor
Gillespie Productions

Insight Publications
New Sage Strategies
Oneida Nation of Wisconsin
Reshaping HR

Stellar Blue Technologies
WEC Energy Group
Wisconsin Veterans Chamber
of Commerce

New North, Inc.

EMERITUS BOARD MEMBERS

This list reflects individuals who previously served on the New North, Inc. board. The organizations referenced are where they were employed at time of service. Many have new positions or are enjoying retirement, still giving back to our communities.

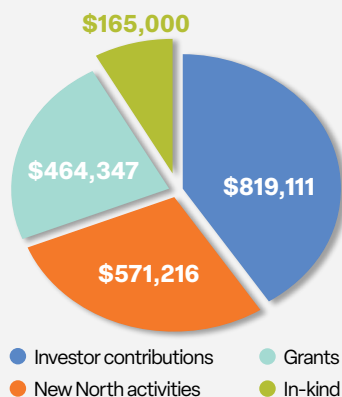
PEGGY AMENT Kimberly-Clark Corporation
DAN ARIENS AriensCo
PAUL BANIEL Green Bay Packers
GREG BARBER Schenck SC
PAUL BEIDEMANN Associated Bank
JOHN BERGSTROM Bergstrom Corporation
DONNA BRAATZ Alliant Energy
JOANIE BUCKLEY Oneida Nation
The late ALLEN BUECHEL Fond du Lac County
OLIVER BUECHSE Associated Bank
BRIAN BRUESS St. Norbert College
ESTELLA CAPUTO AT&T
KEVIN CORNELIUS Oneida Seven Generations
NEIL CORNELIUS Oneida Seven Generations
ANGELA CREELE Jewelers Mutual
JIM DOYLE State of Wisconsin
PETE DULCAMARA Kimberly-Clark Corporation
GARY DULMES Dulmes Décor Carpet One
TONY DUNNING Kimberly-Clark Corporation
TIM FELDHAUSEN Amundsen Davis, LLC
SHANNON FULL Fox Cities Chamber
TERRY FULWILER WS Packaging
DONALD GESIK Marinette Marine Corp.
CHUCK GODDARD Fincantieri Marine Group
JIM GOLEMBESKI Bay Area Workforce Development Board
JAY GOTTLIEB Kimberly-Clark Corporation
ROBYN GRUNER AT&T
TIM HANNA City of Appleton
CECILIA HARRY Envision Greater Fond du Lac
MARK HERZOG Holy Family Memorial Hospital
CHRIS HESS Goodwill
ANDY HETZEL, JR. FyterTech Nonwovens, LLC
LORRIE JACOBETTI Prevea Health
PAUL JADIN Greater Green Bay Chamber
JOHN JONES Green Bay Packers
DAVID JOYCE Ripon College

RON KAZMIERCZAK Department of Natural Resources
NICOLE KITOWSKI Associated Bank
ROB KLEMAN Oshkosh Chamber
DAVID KLUMPYAN Grant Thornton
ALEX KOWALSKI INFO-PRO
JOHN KRAUSE Baker Tilly
THOMAS KUNKEL St. Norbert College
DAMIAN LACROIX Howard-Suamico School District
ERIC LAMPE Oshkosh Corp.
PAUL LINZMEYER Innovative Sustainability for Organizations Int.
DAVID LISLE Wausaukee Composites
CONNIE LODEN Progress Lakeshore
DAVID MARTIN H.J. Martin and Son
PHIL MARTINI CR Meyer
GREG MATSON Oneida Nation
WAYNE MATZKE Grande Cheese Company
SUSAN MAY FVTC
RICHARD MCCREARY BAE Systems
MIKE MCEVOY Sargento Foods
MATT MCLEISH Pierce Manufacturing
GARY MILLER UW-Green Bay
BETSY MITCHELL Green Bay Packers
HEIDI MITCHELL Fincantieri Marine Group
PAUL MUELLER Thrivent Financial
JERRY MURPHY NEW ERA
DAN NERAD Green Bay Area Public Schools
LORI NEY Kimberly-Clark Corporation
AARON OLIVER Wisconsin Department of Commerce
CHRIS PAHL Ruder Ware
BOB PEDERSEN Goodwill Industries
TED PENN Wisconsin Public Service
JIM PERRY UW-Fox Valley
VERN PETERSON Wisconsin Public Service
AMY PIETSCH Venture Center
JEFF RAFF NWTC
ASHOK RAI Prevea Health

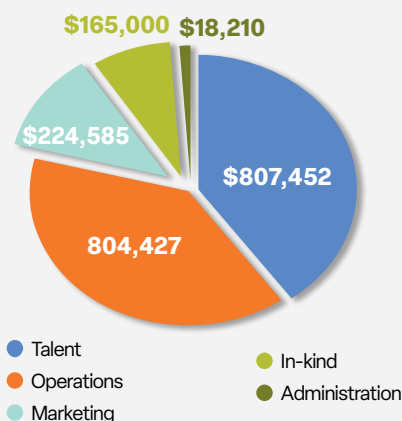
ROBERT RIORDAN Nsight/Cellcom
MARK ROURKE Schneider National
LAURA SANKEY Green Bay Packers
PATRICK SCHILLINGER WEC Energy Group
TIM SCHNEIDER Nicolet Bank
CHARLIE SCHROCK Wisconsin Public Service
TERRI SCHULZ Waupaca Area Chamber
MARK SCHWEI Consolidated Construction Co.
JULIA SMITH Kimberly-Clark Corporation
SUSAN STAEDE Schreiber Foods
STEPHANIE STREETER Libbey Inc.
DONISIA STRONG HILL Tyson Strong Hill Connor, LLP
SCOTT TEERLINCK Werner Electric
DAVID THIEL Waupaca County EDC
ED THOMPSON Thompson Management Associates
JOHN TOUSSAINT ThedaCare
VICKI UPDIKE New Sage Strategies
FRANCESCO VALENTE Fincantieri Marine Group
VICKI VANNIEUWENHOVEN Green Bay Packers
RANDY VAN STRATEN Bellin Health
PAUL VERBETEN Bemis Company, Inc.
BILL WARD Procter and Gamble
DAVID WARD NorthStar Analytics, LLC
SCOTT WEAS EUA
BILL WELCH Fox Cities Chamber
CHERYL WELCH FWDB
MIKE WELLER Miller Electric Mfg. Co.
RICHARD WELLS UW Oshkosh
TIM WEYENBERG Foth
LARRY WEYERS Integritys
TOM WILTZIUS EnVision Performance Solutions, LLC
BILL WOODWARD von Briesen & Roper, s.c.
DAVID YEGHIAIAN Holy Family Memorial Hospital
BOB ZEMPLE Baker Tilly

The following represents New North's \$2 million annual budget for the fiscal year ending June 30, 2023. We thank our investors and program partners for their support of New North, which allows us to put these dollars back into the communities we serve, leveraging additional community capital.

New North, Inc. **Revenue 2022-2023**



New North, Inc. **Expenses 2022-2023**



*Dollar amounts may change during the fiscal year.

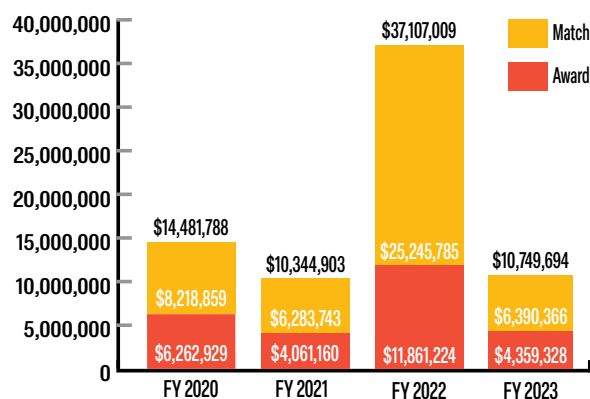
Broadband Planning

More than \$1 billion in federal dollars will be deployed in Wisconsin through the Broadband Equity, Access and Deployment (BEAD) program as part of a \$42.45 billion national effort established through the Infrastructure Investment and Jobs Act. The New North Broadband Alliance is working collaboratively on the BEAD Local Planning Grant which is being administered by the Public Service Commission of Wisconsin's Broadband Office (WBO). Other grants administered by the WBO in 2023 were the Workforce Planning Grant and Digital Equity Outreach Grant. The regional vision is for all residents in the New North to have equitable access to affordable internet with a minimum of 100 Mbps down/20 Mbps up speeds.



New North's VP Business Development Barbara Koldos serves on the Governor's Task Force on Broadband Access and CEO Barb LaMue participates in the Digital Equity Stakeholder Group.

BROADBAND EXPANSION INVESTMENT UPDATES



Research

New North subscribes to multiple research tools that provide up-to-date employment and industry data. This research is available for our investors and partners to identify insights and trends for making strategic decisions.



Economic Intel Forums

New North hosts investor-exclusive events in partnership with St. Norbert College's Center for Business & Economic Analysis to highlight economic and industry trends centered around specific topics. The 2023 events focused on Innovation and Healthcare.



Innovation

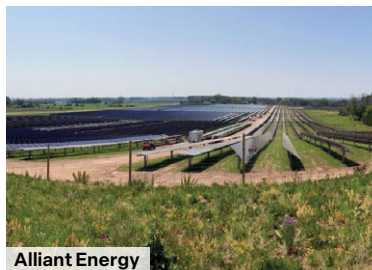


Healthcare

ESG – Environmental, Social and Governance

We feature a listing of our New North investor companies' ESG reports in the business section of our website. These companies have made great strides in their sustainability efforts.

- **Orion Energy Systems, Manitowoc** is helping customers produce less waste with energy-efficient lighting, an environmental impact of planting 71,175 trees in 2023.
- **Schneider's** fleet of 90 battery electric trucks helped reduce carbon emissions earning it the Deloitte Wisconsin 75 Sustainability Award.
- **Fincantieri Bay Shipbuilding, Door County** built Clean Everglades, the latest LNG (liquefied natural gas) bunker barge, to support the maritime industry that is transitioning to lower-carbon fuels. Fincantieri is also celebrating its second year of green certification.
- **Kinnard Farms, Kewaunee County** is working with Sedron Technologies on a treatment plant for treating liquid manure, creating dry organic fertilizer to combat groundwater contamination.
- **The Boldt Company** installed a ground-mounted solar array behind its corporate office at 2121 E. Capitol Drive, Appleton that features 929 solar voltaic modules.
- **Alliant Energy, Sheboygan County's** 1,000-acre Onion River Solar Project will be a key element in a greener future for the Town of Holland and Wisconsin, producing enough energy to power 40,000 homes.
- **Green Bay Packaging** was the first paper mill to achieve "net-zero" water use, with its low consumption of water. The mill returns the same amount of water it uses.
- **Redline Plastics, Manitowoc** was one of 10 Wisconsin businesses to receive a 2023 Energy Efficiency Excellence Award from Focus on Energy.
- **Shea Electric, Amplify Oshkosh** and others gathered at an EV Infrastructure event to share information about the Wisconsin Electric Vehicle Infrastructure Plan (WEVI), released in July 2022 by WisDOT to access National Electric Vehicle Infrastructure (NEVI) funding.



TALENT & EDUCATION BOOSTING OUR WORKFORCE TOGETHER

New North Hires Heroes

Through our partnership with Mission Wisconsin, more than 65 families are finding their opportunity to thrive in the New North.



NEW BOOST™ for Hidden Talent

NEW BOOST™ for Hidden Talent program helps increase access to digital skills training by building capacity among community partners and recruiting participants through grassroots outreach.



Digital Inclusion Event

New North is collaborating with regional and statewide partners to build a digital inclusive ecosystem, enabling opportunities for greater broadband services, increased access to digital skilling and affordable device ownership.



Regional Career Pathways – Inspire for Businesses

Through regional collaboration, InspireWI connects students and educators to career professionals who will inspire and expose them to new opportunities across all industry sectors. Learn more about how your business can join in creating a career-ready Wisconsin on our website.



Celebrating regional efforts to attract and develop talent in the New North

View our 2023 Talent & Education video on the New North website.

Youth Apprenticeship



Youth apprenticeship provides juniors and seniors an opportunity to explore career options in the region, building skills for the future and connecting participating businesses with a talent pipeline that meets tomorrow's demands today.



New North is home to over 30% of Wisconsin's YA students.

NEW ERA

Northeast Wisconsin is home to the NEW Educational Resource Alliance, a collaboration of the region's public colleges and universities. Working with New North, NEW ERA will continue to advance educational opportunities that drive talent solutions and economic vitality.



New North is also home to private colleges and universities, such as: Lakeland University, Lawrence University and St. Norbert College.

2023 Workplace Excellence Award Winners

New North and Keystone Partners presented the 2023 Workplace Excellence Award to CLA and Wisconsin Aluminum Foundry. The award recognizes organizations that are leading the way in employee engagement and business results in our region.



Winning with Wisconsin's Workforce

The New North region hosted three of DWD's Winning with Wisconsin's Workforce events in 2023, highlighting regional workforce trends as well as available technical assistance and financial resources.

New North is working to improve the retention, advancement and attraction of BIPOC talent to the region and to provide opportunities for all historically-marginalized individuals.



Forward 48 Cohort & Alumni

Forward 48 brings together Wisconsin's most dedicated civic changemakers, aiming to cultivate the next generation of impactful leaders.



BluePrint365 Partnership

New North is in partnership with Blueprint365; a new publication from Madison 365 covering Wisconsin's business community from the perspective of diversity and inclusion.



BluePrint With Starr Merrie Native Gifts, Eliza Skenandore looks to celebrate Oneida culture

WiDEN.biz – Wisconsin Diverse Enterprise Network



The new WiDEN.biz platform helps discover and support ethnic, diverse and underserved businesses in Wisconsin to foster a more inclusive and collaborative business landscape — connecting opportunities, events, networking and procurement.

Ethnic & Diverse Microgrants for Nonprofits

Twenty nonprofit organizations within the New North region received awards totaling \$110,000 from a microgrant fund designed to support ethnic and diverse businesses in their startup or growth phase. The fund was established earlier this year by New North, Inc. in partnership with The Business Council (TBC) and the Ethnic & Diverse Business Coalition (EDBC).

1. 365 Media Foundation: NEW Leadership Summit
2. Asian Corporate + Entrepreneur Leaders of ACEL-NEW: Networking events at diverse-owned businesses
3. Bay Area Workforce Development Board: Outreach to underserved business owners
4. Casa Alba Melanie: Pop-Up shops at Estamos Aqui Festival in Green Bay
5. Color Bold Business Association: Green Bay Pop-Up shops during Levit Amp Music series
6. Dragon Boat Festival: Oshkosh Pop-Up shops
7. Fox Cities Chamber Foundation: Monthly events to serve 1,000 ethnic and diverse businesses
8. Fox Valley Workforce Development Board: Food truck rally of minority-owned restaurants at job fair
9. Friends of Appleton Public Library: Co-working experiences for BIPOC small-business owners, entrepreneurs
10. Lovin' The Skin I'm In: Celebration of Black Women Brunch
11. Multicultural Coalition: Learning sessions to raise up small, minority businesses
12. NEW Hmong Professionals: Technical assistance and strategies to help Hmong-owned businesses
13. NWTC Educational Foundation: Trade-show event to highlight diverse businesses and entrepreneurs
14. People of Progression: Entrepreneurial support and technical assistance
15. Pointtters Community Initiatives: Women in Business seminars targeted to minority women
16. St. Norbert College Mulva Library: Open-air market celebrating Black-owned businesses
17. Sheboygan County EDC: Launch of BIPOC business networking and product development events
18. Someday Studios: Highlighting diverse business vendors at community mural reveal
19. United Way Fox Cities: Startup support of 10 businesses located inside Long Cheng Marketplace
20. We All Rise African American Resource Center: Hosting Black Business Technology Center, Green Bay

**ETHNIC & DIVERSE
MICROGRANT RECIPIENTS**



ACEL Launch Event



Multicultural Coalition



Estamos Aqui



Color Bold Winners



Dragon Boat Festival



Lovin the Skin I'm In



ColorBold Pop-up



The Market



Mural Reveal



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BUSINESS DEVELOPMENT LEVERAGING OUR REGIONAL IMPACT

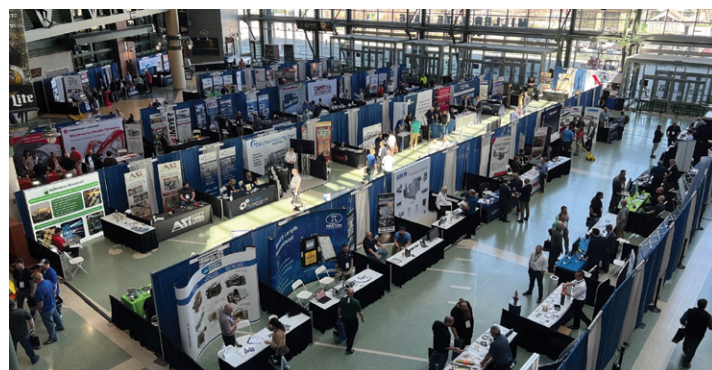
New North Business Development

Responded to 42 site selection information requests

20 successful site selection projects

Over \$2.48 billion in new construction starts

Connected with over 50 site selectors at more than 25 events/tours



2023 Converter's Expo



SCEDC Developers Tour at Road America



Opportunity Great Lakes Developer's Conference



Team Wisconsin at Select USA



German American Business Awards with WEDC



Barbara Koldos at InDevelopment Conference



Barb LaMue, board member for International Economic Development Council (IEDC), attends conference in Calgary



Select USA, Marc E. Knapper, U.S. Ambassador to Vietnam



Tissue World in Dusseldorf with Stefan Piekert, WEDC German Trade Rep



U.S. SBA Deputy Administrator Dilawar Syed at ACEL National Conference

Global New North

New North markets the region to companies looking to expand operations or relocate domestically and across the globe.



Top 10 countries with investments in the New North (with most locations):



1. Germany



2. Canada



3. Japan



4. United Kingdom



5. France



6. Switzerland



7. Sweden



8. Netherlands



9. Italy



10. Australia

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Expansions & Business Development projects in the New North

In addition to this list, more projects are featured in the business development video on our website.



Global company **Nouryon** opened its Expancel-brand expandable microspheres production plant in **Green Bay**.



Kimberly-Clark Corporation, Neenah celebrated 10 years producing 30 million micro-preemie and nano diapers made for premature babies.



Door County Medical Center opened a new Sister Bay Clinic and Rehab Facility to serve the needs of Northern Door patients.



Setzer Properties, Manitowoc built a 218,000-square-foot FedEx distribution facility on a 39-acre parcel on the south side of Manitowoc, adding 80 new employees.



Wisconsin Aluminum Foundry, Manitowoc is adding 50,000 square feet to its manufacturing facility and renovating 12,000 square feet of office space.



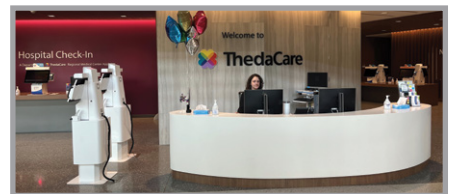
Ameriquip, Kiel is constructing a 32,000-square-foot addition to its manufacturing facility, increasing its plant size to nearly 350,000 square feet by the end of 2023.



Gulfstream Aerospace Corporation, Appleton — an aircraft company that designs, develops, manufactures, markets and services business jet aircraft — completed construction on a 73,000-square-foot paint hangar at Appleton International Airport (ATW).



U.S. Navy commissioned the **USS Marinette**, the first naval warship to be named after Marinette, Wisconsin, and is one of three commissioned U.S. naval ships to ever be named in honor of the city where it was built.



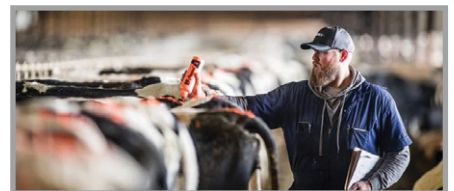
ThedaCare, Neenah completed the next phase in its \$100 million investment to modernize the regional medical center, including a redesign of the Behavioral Health Services inpatient space and a new Women's Center.



Fifteen chefs and food influencers from nine different countries took part in a week-long **International Chef and Food Influencer Tour**, hosted by the Wisconsin Dept. of Agriculture, Trade and Consumer Protection (DATCP) in collaboration with UW-River Falls. The goal was to introduce prominent chefs to food producers and products in Wisconsin.



Oshkosh Defense LLC, an Oshkosh Corporation company, announced it received a \$57 million order from the U.S. Army Contracting Command – Detroit Arsenal (ACC-DTA) to produce 116 Enhanced Heavy Equipment Transporter System trailers.



GENEX — which stands for Genetic Excellence — has about 5,000 member-owners across the U.S. and brings in \$160 million in annual revenue, making it one of the leading cooperatives in the cattle improvement industry, as a result of several mergers.



Komatsu-Timber Pro announced an \$8 million expansion to support the forestry industry.



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Tech Hub

Wisconsin received the U.S. Economic Development Administration (EDA) Regional Tech & Innovation Hub designation, leading to new opportunities for collaboration and resources in biohealth technology, precision manufacturing and automation.



Cooler Things Made in Wisconsin

Three New North companies were in the Top 4 finalists in the Cooler Things Made in Wisconsin held by Wisconsin Manufacturers & Commerce and Johnson Financial Group. First place went to Plexus Corp., Neenah: Bevi Bottleless Water Dispenser. Other finalists were Nueske's Applewood Smoked Meats, Wittenberg and AriensCo, Brillion.



Technology & Innovation



U.S. EDA Assistant Secretary Alejandra Castillo met with New North to discuss technology and innovation in the region.

NEW Launch Alliance Pitch Event



Photo of 2023 Pitch Finalists



Photo of top three winners: 1st Place-NEW Compost, Connor Freimuth; 2nd Place-Preempt Physical Therapy, LLC, Sara Ziegele; 3rd Place-Kids In Combat Boots, Deanne Herber, MPA



Winners of Audible Pitch contest (Brown County)



Winners of Accel SC Pitch Contest (Sheboygan County)



Winners of Envision This Pitch Contest (Fond du Lac County)



Winners of Fast Pitch contest (Outagamie and Winnebago Counties)



Winners of Level Up contest (Manitowoc County)



Winners of Lighthouse Launch (Door and Kewaunee Counties)

NSF Grant

UW-Green Bay and UW Oshkosh, both a part of WiSys-led partnership, received a \$1 million U.S. National Science Foundation (NSF) grant to make Wisconsin a global leader in sustainable agriculture.



Small Business Resources

Isabella Casillas Guzman, U.S. Small Business Administrator, visited TitledTownTech to share info about SBA and entrepreneur resources.



Midwest Games launched earlier this year in Green Bay by Ben Kvalo, a UW-Green Bay alum, game developer and former Netflix executive. The video game publishing company raised \$3 million from TitledTownTech and other Wisconsin investment funds.



TitledTownTech, a venture capital firm formed out of a partnership between the Green Bay Packers and Microsoft, successfully closed its second fund of \$70 million from 27 new and existing investors, including the Green Bay Packers and Microsoft. Launched in 2019, TitledTownTech now has \$95 million in assets under management.

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BRANDING & MARKETING CREATING A CONNECTED CULTURE

Cool Stuff Campaign

Our 12-week digital marketing campaign culminated with a Cool Stuff display at the New North Summit, featuring 12 cool people, places and products in our region. **supported by WEDC*



More YOU in NEW

Four new testimonial videos were produced and promoted outside Wisconsin to attract talent to our region. In addition, a New North Hires Heroes video, ads and landing page were created to attract service members transitioning to civilian life. **supported by WEDC*



Measuring our Progress

4,007 **Net migration to New North**
(2021-22 U.S. Census)

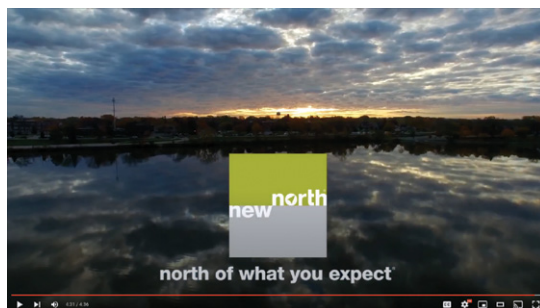
20%+ **Social media followers**

24%+ **Number of investors**

65+ **Veterans/families moved to NE WI**

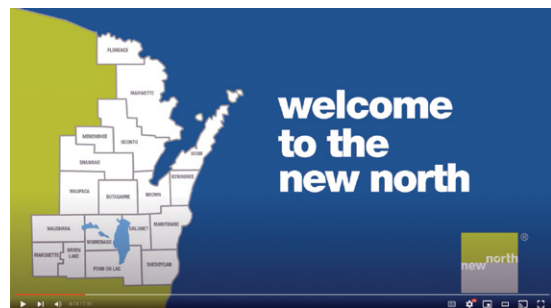
Promotional Tools

Two videos are now available for our local partners, businesses and visitor centers to use for talent attraction:



North of What you Expect video

4 ½ minute video highlighting the vibrant quality of life in Northeast Wisconsin



Welcome video

30-second silent video featuring the four seasons in the New North to welcome visitors on digital signage throughout our region

**Contact New North to use in your welcome lobby or visitor center.*

New North Summit at Lambeau Field

Nearly 600 people attended the New North Summit at Lambeau Field June 8, 2023 where they heard economic development updates and vibrant keynotes centered around the “power of place” by three national speakers with ties to our region.



Investors Appreciation Event at Foth

New North investors gathered to celebrate our region’s progress while recognizing the impact of our more than 150 investors and dozens of volunteers.



Collaborating to create regional brand

Wisconsin had the most golf courses on Golf Digest’s newest list of America’s 100 Greatest Public Courses, including New North locations: Whistling Straits, Straits Course and Irish Course, Sheboygan County; Blackwolf Run, River Course and Meadow Valleys Course, Kohler; The Golf Courses of Lawsonia, Green Lake; The Bull at Pinehurst Farms, Sheboygan Falls



EAA AirVenture 2023 in Oshkosh had record-setting year with 677,000 in attendance, 27,000 more than 2022.



NFL Commissioner Roger Goodell announced that the 2025 draft will be in Green Bay, providing a national stage for our region during the event.



Discover Green Bay Visitor Center opened its doors, featuring a display by New North, Inc. and other Northeast Wisconsin history. Six million people visit the area each year, creating a \$1.3 billion economic impact.



Some of the Marketing & Branding Committee



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New North Summit

Thursday, June 6, 2024
Lambeau Field | Green Bay, WI



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:



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thenewnorth.com



Mid-Year & Annual Report



New North Summit
newnorthsummit.com

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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: [v](#) and send via mail to:

New North, Inc., 2740 W. Mason St., Suite BT344, Green Bay, WI 54303

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	2022
Total air passengers	1,500,941	665,803	1,258,385	1,459,379
Total air freight (lbs.)	22,039,338	18,452,938	20,457,840	19,177,058

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.

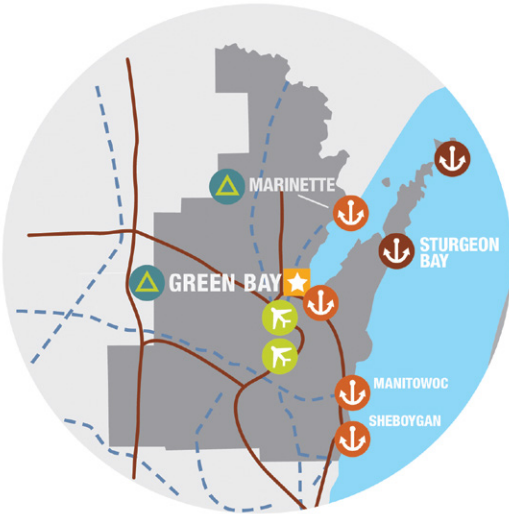
Port of Green Bay

Port Tonnage Comparison (metric)	
2019	2,277,652
2020	1,922,608
2021	1,968,967
2022	1,765,834

Freight Rail



The Oshkosh Transload Terminal celebrated its 5-year anniversary serving businesses that do not have access to rail. It is the first of its kind in Northeast Wisconsin and the first publicly-owned terminal in the state.



Foreign Trade Zone (FTZ)



The New North region is home to FTZ #167, which includes approximately 2,300 acres, and areas of our region are covered by FTZ #41 Port of Milwaukee. These zones allow certain types of merchandise to be imported, repackaged and assembled with other components, and then exported without having to go through formal customs entry procedures or incurring import duties.



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.

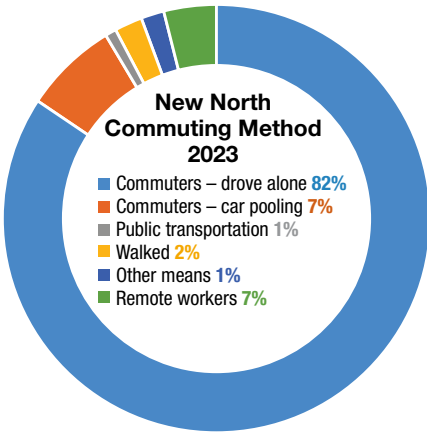
	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions		% Change
	2021	2022		2021	2022		2021	2022		2021	2022		2021	2022	
Wisconsin	\$12,856	14,880	16%	\$20,929	\$23,655	13%	169,707	174,623	3%	\$5,798	\$6,526	13%	\$1,388	\$1,516	9%
New North	\$2,698	\$3,374	25%	\$4,410	\$4,995	13%	36,617	37,807	3%	\$1,306	\$1,460	12%	\$311	\$342	10%

Source: Wisconsin Tourism Bureau/2020 County Economic Impact Table

Commuting

Mean travel time to work (minutes):

- New North: 22
- Minneapolis: 15
- Chicago: 31



Source: US Census Bureau, American Community Survey 2021 5-Year Estimates

Median Household Income

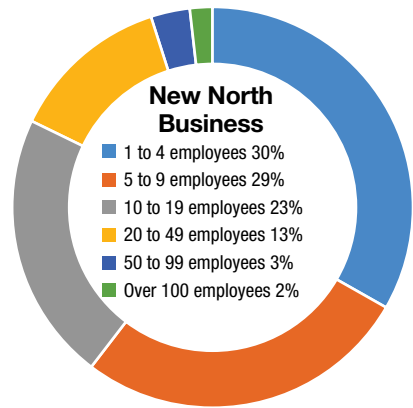
New North: \$66,473
Wisconsin: \$67,080
United States: \$69,021

Source: US Census Bureau, American Community Survey 2021 5-Year Estimates

Cost of Living — New North region is 19% lower than the national average and 9% lower than the state average.

Source: Sperling Best Places

Business Size



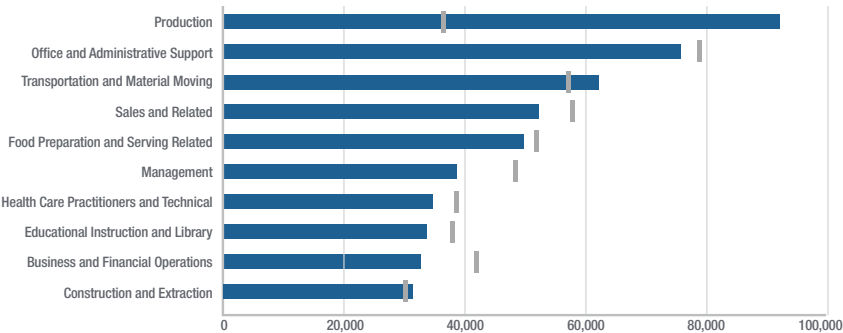
Source: Lightcast

Unemployment

	United States	Wisconsin	New North
1/2023	3.9	2.7	2.5
2/2023	3.9	2.8	2.5
3/2023	3.6	2.5	2.2
4/2023	3.1	2.3	2.0
5/2023	3.4	2.7	2.4
6/2023	3.8	3.4	3.2
7/2023	3.8	3.2	3.0
8/2023	3.9	3.7	3.5
9/2023	3.6	3.2	3.0

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

Occupations Largest Occupations



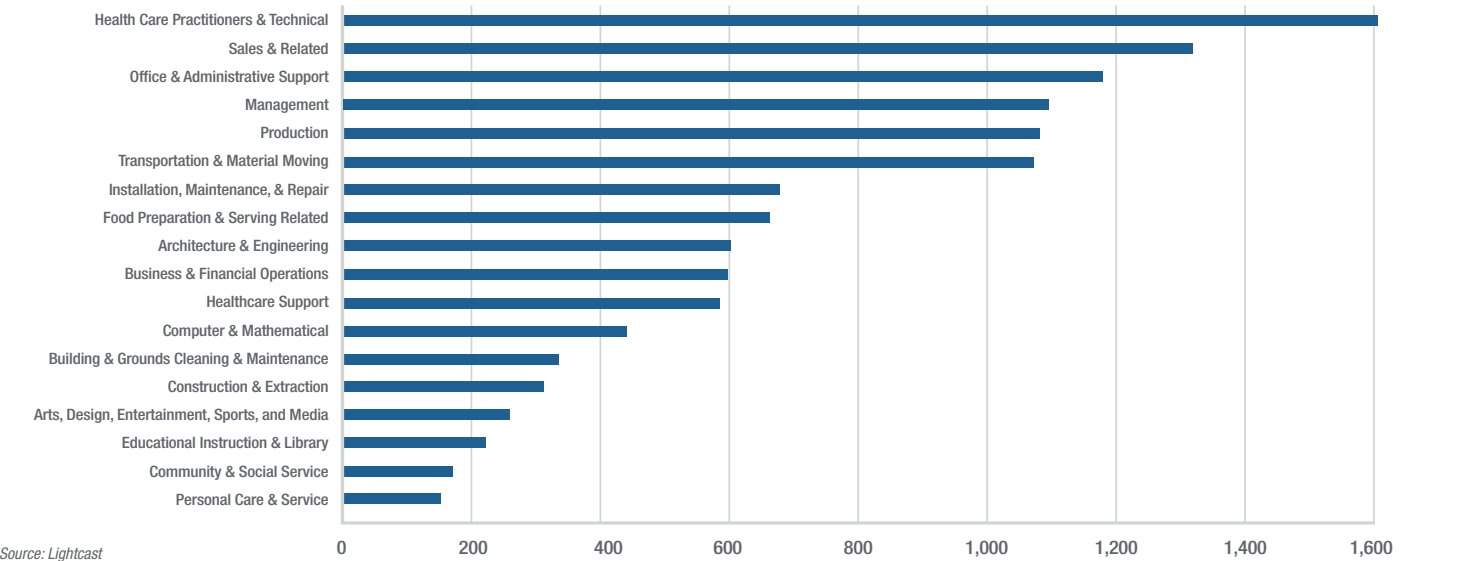
Sources: Wisconsin Department of Tourism, Lightcast, US Census Bureau, American Community Survey 2021 5-Year Estimates

Occupation	2022 Median Hourly Earnings
Production	\$21.26
Office & Administrative Support	\$19.29
Transportation & Material Moving	\$18.44
Sales & Related	\$16.72
Food Preparation & Serving Related	\$12.90
Management	\$43.78
Health Care Practitioners & Technical	\$34.30
Educational Instruction & Library	\$24.00
Business & Financial Operations	\$32.04
Construction & Extraction	\$26.65

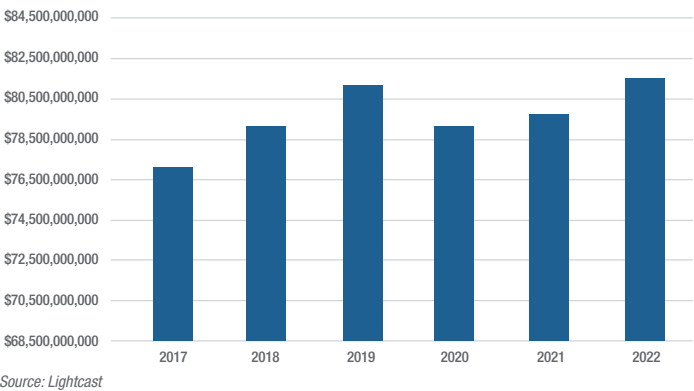
Job Growth & Income

Top Posted Occupations

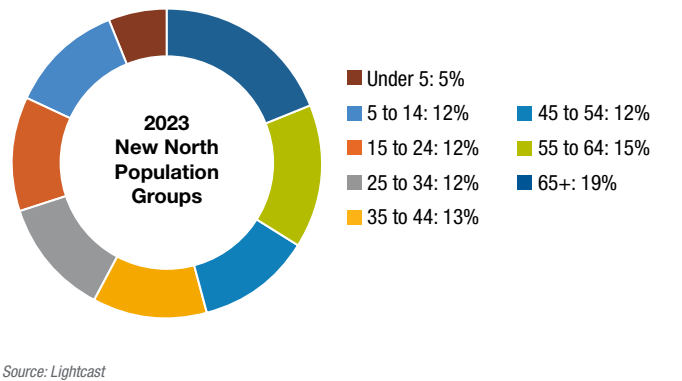
● Unique Average Monthly Postings



Gross Regional Product (GRP)

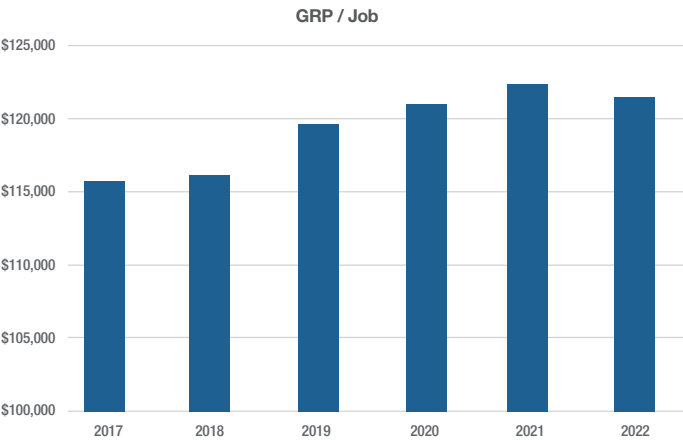


Population by Age



Production Capita

Source: Lightcast



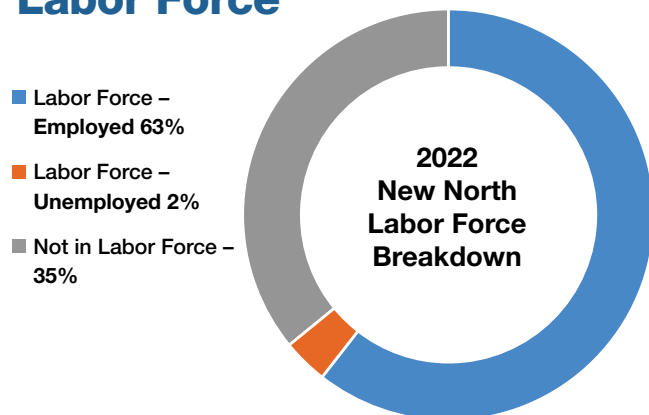
New North Job Growth

	Labor Force	Jobs	GRP	Imports	Exports
New North	673,874	667,006	\$81.19B	\$94.57B	\$96.75B
State	3,119,251	3,177,345	\$392.30B	\$356.36B	\$386.63B

Source: Lightcast

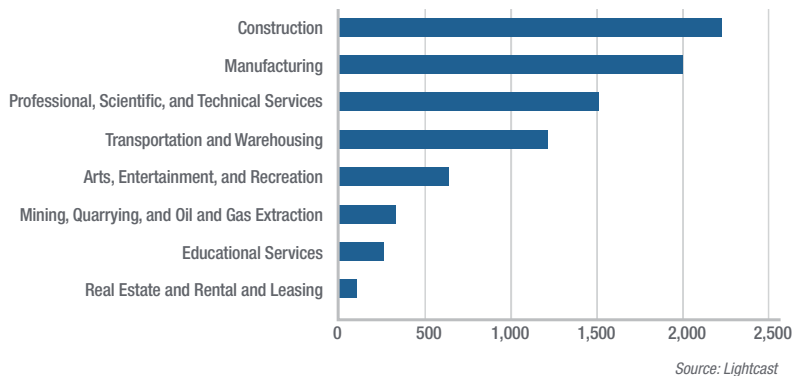
Job Growth & Income Continued

Labor Force



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.

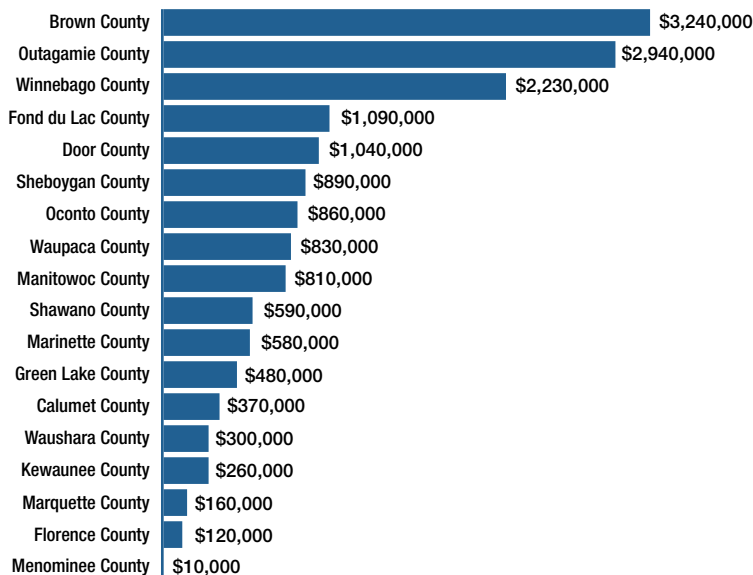
Real Property Class	2021	2022	% Increase Over 2021
Total Real Property	\$114,481,588,025	\$123,430,073,118	8%
Residential	\$84,067,303,014	\$91,319,794,418	9%
Commercial	\$20,277,473,318	\$21,684,487,314	7%
Manufacturing	\$4,036,550,400	\$4,123,079,100	2%
Other	\$6,100,261,293	\$6,302,712,286	3%

Source: Department of Revenue

Main Street Bounceback Grants Program

Throughout 2022, the Bay Lake Regional Planning Commission and the East Central Wisconsin Regional Planning Commission administered the Wisconsin Main Street Bounceback Grants Program on behalf of the Wisconsin Economic Development Corporation. The grant program provided \$10,000 grants to new or existing businesses and non-profit organizations expanding into vacant commercial and industrial buildings. In 2022, the Commissions administered 1,680 grants to businesses representing \$16,800,000 invested in the region. The program ended on December 31, 2022. Awards made to businesses by counties in the region are depicted in the figure to the right.

Main Street Bounceback Grant Awards



Education, Diversity, Health Care

Health Care

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. Growth continues with an investment of more than \$125 million for an additional 500,000 sq. ft. of medical space.

- Ascension
- Aspirus
- Advocate Aurora Health
- Bay Care Clinic
- Bellin Health - Gundersen Health System
- Childrens Hospital Of Wisconsin Fox Valley
- Dickenson Memorial Hospital
 - Florence Medical Center
- Door County Medical - HSHS
- Froedtert Holy Family Memorial Hospital
- Gundersen Moundview Hospital & Clinics
- Hospital Sisters Health System
 - HSHS St. Vincent Hospital
 - HSHS St. Mary's Hospital Medical Center
 - HSHS St. Nicholas Hospital
 - HSHS St. Clare Memorial Hospital
- Prevea Health
- Ripon Medical Center - SSM Health
- St. Agnes Hospital - SSM Health
- ThedaCare

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

Colleges & Universities



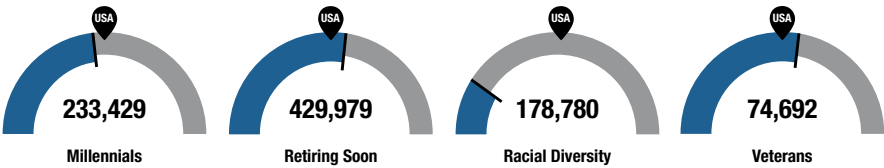
Colleges and universities train and educate more than 200,000 workers annually.

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

Sources: UW System & Wisconsin Technical College System

Population

Area	2010 Population	2023 Population	% Change	2028 Projected Population
New North	1,229,533	1,305,834	6.2%	1,355,970
State	5,690,538	5,965,358	4.8%	6,103,433
Nation	309,327,143	335,839,277	8.6%	344,440,643



Sources: EMISI US Census Bureau, American Community Survey 2021 5-Year Estimates

Diversity

	2016	2017	2018	2019	2020	2021	2022	2023	Projected 2028
White, Non-Hispanic	88%	87%	86%	86%	86%	86%	86%	85%	84%
White, Hispanic	4%	4%	5%	5%	5%	5%	5%	5%	6%
Asian, Non-Hispanic	3%	3%	3%	3%	3%	3%	3%	4%	3%
Two or More Races	1%	2%	2%	2%	2%	2%	2%	2%	2%
Black, Non-Hispanic	2%	2%	2%	2%	2%	2%	2%	2%	3%
American Indian or Alaskan Native, Non-Hispanic	2%	2%	2%	2%	2%	2%	2%	2%	2%

Veteran

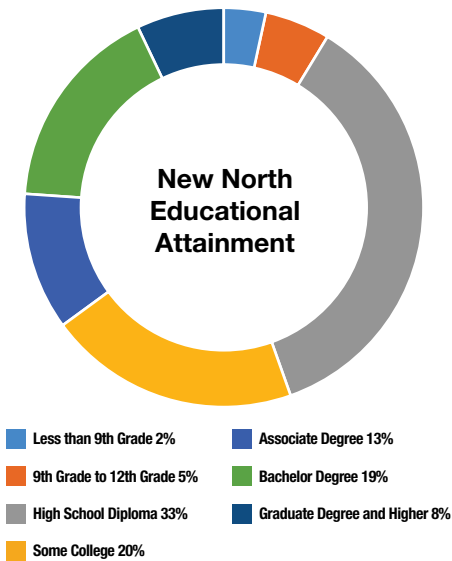
Percent of Population: New North: 5.8% | Wisconsin: 5.3% | United States: 5.2%

Source: Lightcast

Education

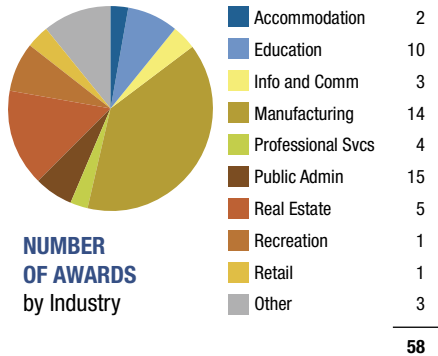
School	Total Graduates (2022)
Fox Valley Technical College	3,502
Northeast Wisconsin Technical College	3,027
University of Wisconsin Oshkosh	2,682
University of Wisconsin-Green Bay	1,855
Moraine Park Technical College	1,490
Lakeshore Technical College	1,004
Lakeland University	685
St. Norbert College	540
Marian University	364
Lawrence University	352

Sources: Lightcast, US Census Bureau, American Community Survey 2021 5-Year Estimates

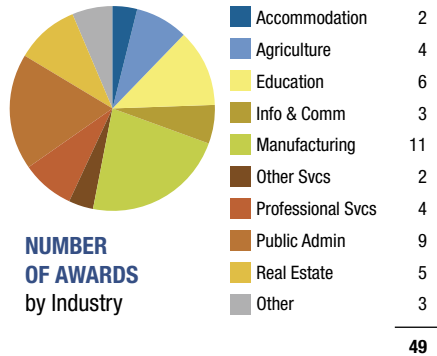


New North is a key strategic partner of the WEDC. The following charts reflect the level of investment engagement into the New North Region.

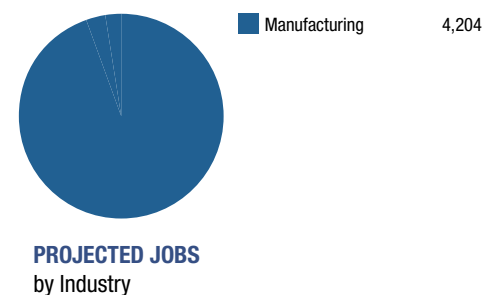
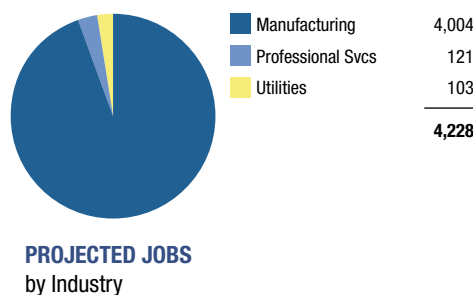
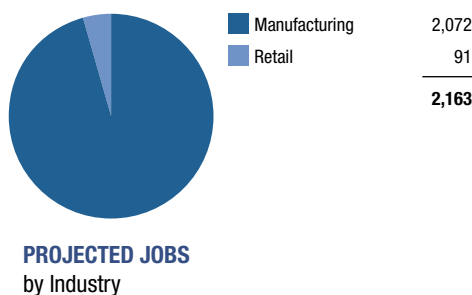
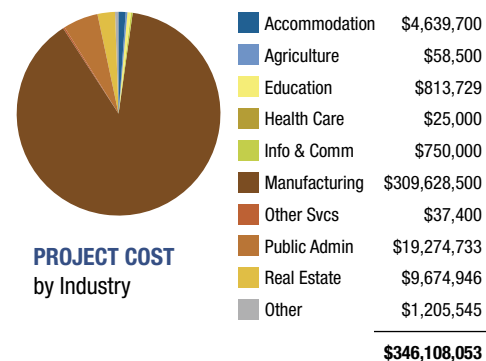
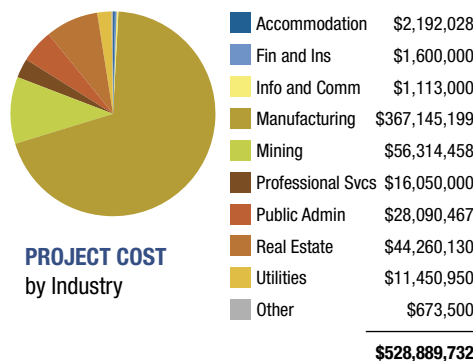
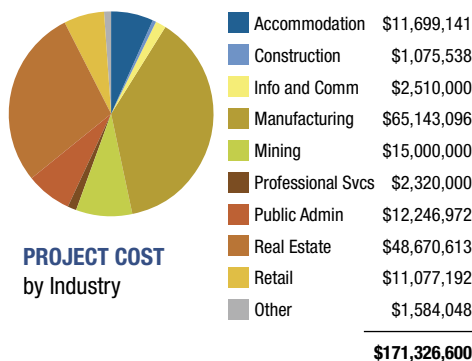
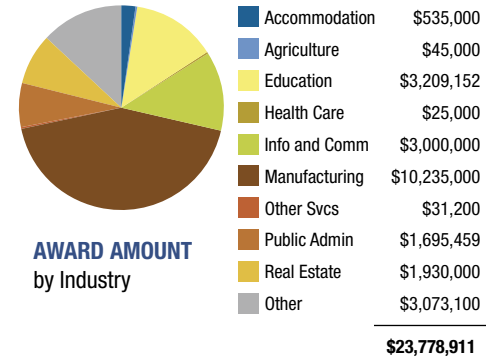
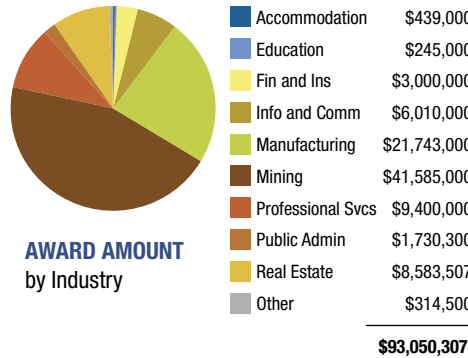
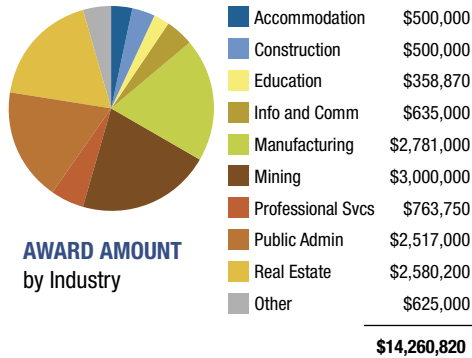
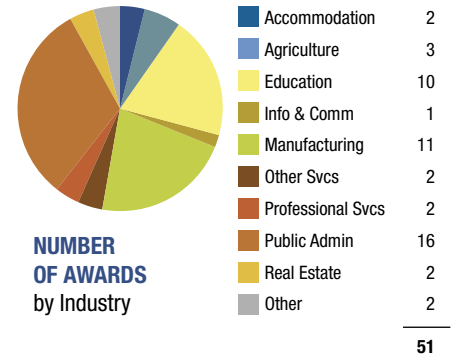
FY21



FY22



FY23





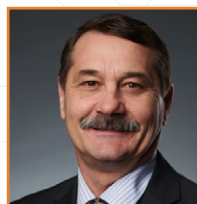
A TOP MANUFACTURING CHALLENGE: PENDING RETIREMENTS & NEW EMPLOYEES

Standardized Work is a solution that will help your company ensure all processes are documented, repeatable and consistently followed.

Benefits of Standardized Work include:

- Increase employee retention by improving onboarding.
- Improve the effectiveness of new employees.
- Employees will feel more engaged and have a better understanding of what is expected of them.
- Proactively addresses the looming retirement bubble.
- Stem the loss of tribal knowledge walking out the door.
- Lessen the impact of employee turnover.
- Increase process predictability and measurement of results.
- Reducing errors so management has more time for strategic objectives.
- Improve quality and reduce waste due to variation.

WMEP Manufacturing Solutions can help make Standardized Work happen in your organization. Contact us today.



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ECONOMIC IMPACT PROVIDING TECHNOLOGY FOCUS NEW DIGITAL ALLIANCE



The NEW Digital Alliance (NEWDA) is a collaborative effort led by Northeast Wisconsin IT executives with a focus on building digital talent and promoting the tech health of our region. NEWDA partners with educators, workforce development experts and industry professionals to develop strategies for a robust pipeline of digital talent in Northeast Wisconsin.

2023 Initiatives and Highlights

- » Six (6) IT roundtables
- » Six (6) cybersecurity roundtables
- » 2nd Mentorship Program Cohort
- » 2023 NEWDA Tech Summit: Generative AI
- » IT Registered Apprentices graduation recognition event at Associated Bank
- » Investor Mentorship Program Celebration



Bertello



Steinfort

Executive Committee

Co-Chairs:

Mike Bertello,
Faith Technologies, Inc. (FTI)
and Scott Steinfort,
Community First Credit Union



Associated Bank



Executive Committee



NEWDA Tech Summit



NEWDA Tech Summit



Investor Mentorship Program

NEW Digital Alliance





new
construction
alliance



Board of
Directors Chair:
Michelle Rueckl,
Consolidated
Construction Co.

Rueckl

The NEW Construction Alliance (NEWCA) is an association of employers in the construction industry collaborating with educators, workforce development, economic development and government to promote careers in the building and construction trades in Northeast Wisconsin.

2023 Initiatives and Highlights

- » Annual meeting: Construction Economic Forecast
- » Fall quarterly meeting: Workforce Development
- » Fox Valley Technical College tour of construction division
- » Co-hosted Lean Construction Event



Tour of FVTC



Annual Meeting



Fall Quarterly Meeting

NEW Construction Alliance



top new north industries

manufacturing

The New North Region is home to one of the highest manufacturing concentrations in the nation.

Nearly

25%

of all Wisconsin manufacturing careers

More than

27%

of all Wisconsin manufacturing operations

\$20B+
GRP

transportation & logistics

The region hosts the 18th largest employment concentration in the transportation and logistics industry in the United States.

1,355

companies

24,039

direct employment positions

\$3.3B+

in direct annual sales within the region

health care

Residents and employees have significant choices for top quality health care. Feel better faster with great value and better outcomes in all of our health care centers.

78,527

direct patient care and bio-health careers

\$6.6B GRP

supporting industries – construction, finance & insurance

Industries that support entrepreneurs, second-stage companies and multibillion-dollar enterprises.

5,021

establishments

66,849

careers

\$10.6B+
GRP

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Great
Place

FOR YOUR BUSINESS



"When it came time to renew our lease in the 222 building, we decided that it was time to find a new permanent location, my only stipulation was it had to be in Downtown Appleton. Our modern space is matched by Downtown amenities that surround us including covered parking, multiple dining sources and countless choices to meet friends and colleagues for coffee or cocktails. Downtown Appleton continues to raise the bar as the go-to place for entertainment. We are blessed to be a part of a Downtown community!"

— Dan Van Daalwyk, President,
Telmark Sales Solutions, Inc.



"Moving my business Downtown was one of the easiest decisions I have ever made! Downtown Appleton is a culturally diverse location with a small-town feel. Our new location allowed us to expand our product lines with the larger storefront and our customer base with its prime location. We are excited to continue expanding our customer reach and participate in Downtown events and activities."

— Nicole Rocheleau, Owner,
Sugar Rushlow Boutique



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past 3 years



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person
workforce
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45 minutes



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use projects
downtown in
past 3 years



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