



Welcome to Northeast Wisconsin!

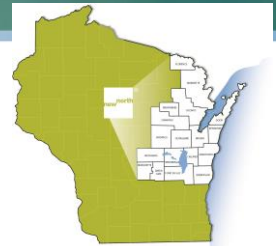
04.23.25



1

TOUCHDOWN TOUR OF NORTHEAST WISCONSIN

WEDNESDAY, APRIL 23 | 2 PM - 5 PM



2:30 PM WELCOME & INTRODUCTIONS
 Barb LaMue, New North
 Land Acknowledgement - Chris Caldwell, College of Menominee Nation

2:40 PM NEW NORTH
 Barbara Koldos, New North

2:50 PM WISCONSIN ALUMINUM FOUNDRY
 Sachin Shivaram, CEO | New North Co-Chair

3:00 PM COUNTY PRESENTATIONS
 Brown – Eric DeKorne, Greater Green Bay Chamber
 Calumet – Jason Pausma, Calumet County
 Door – Michelle Lawrie, Door County Economic Dev. Corp.
 Florence - Eric Printz, Florence County Economic Dev. Corp.
 Fond du Lac – Sadie Howell, Envision Greater Fond du Lac
 Manitowoc – Jamie Zastrow, Progress Lakeshore
 Marinette – Charlotte Kacsor, Marinette County
 Oconto – Jayme Sellen, TEDCOR
 Outagamie – Jack Herkowski, Fox Cities Chamber
 Shawano – Peter Thillman, Shawano County Economic Progress
 Sheboygan – Brian Doudna, Sheboygan County Economic Dev. Corp.
 Winnebago – Tricia Rathermel, Greater Oshkosh Economic Dev. Corp.

3:45 PM SITE SELECTOR PANEL DISCUSSION
 Moderator: Ron Starner, Site Selection Magazine/Conway Data
 Chris Hemans, Savills
 Dianne Jones, JLL
 John Wichman, Cushman & Wakefield
 Matt Szuhaj, Strategic Development Group
 Phil Schneider, Schneider Strategy Consulting

Scan for presentation and more about our region and local partners



2

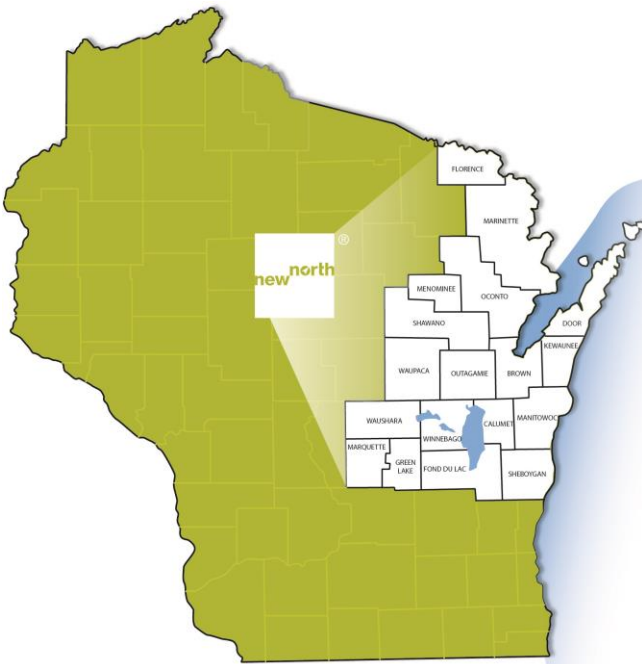
LAND ACKNOWLEDGEMENT



<https://www.menominee.edu/tmcs>

Chris Caldwell, President
College of Menominee Nation

3



Northeast Wisconsin:
A Region Built for Business,
Grounded in Community

Touchdown Tour of Northeast Wisconsin | 04.23.25



4

Infrastructure



1/3
OF U.S. POPULATION
WITHIN ONE DAY'S DRIVE

Wisconsin's ports connect to an extensive infrastructure network

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

Touchdown Tour of Northeast Wisconsin | 04.23.25



7

Quality of Life



north of what you expect®

COST OF LIVING

- 19% LOWER THAN NATIONAL AVERAGE
- 9% LOWER THAN STATE AVERAGE

FOUR SEASONS OF FUN

- \$9.8B ECONOMIC IMPACT OF OUTDOOR RECREATION IN WISCONSIN

OUTDOOR RECREATION: ONE OF THE TOP REASONS PEOPLE VISIT

- 93+ UNIQUE PARKS, TRAILS, CAMPS AND NATURE CENTERS
- 760 MILES OF HIKING
- 420 MILES OF GREAT LAKES SHORELINE



Touchdown Tour of Northeast Wisconsin | 04.23.25



8



Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.

— *Vince Lombardi* —

Touchdown Tour of Northeast Wisconsin | 04.23.25



9



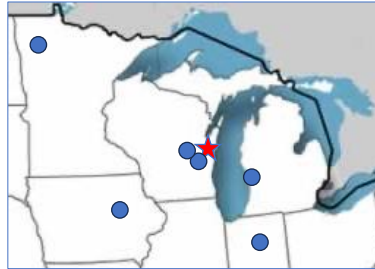
WAF

*Our Growth Story:
Why We Keep Choosing the New North*

10

A 116-YEAR-OLD START UP

Rooted in Manitowoc, Growing Nationally



- Based in Manitowoc since 1909
- Multi-site aluminum casting
- Key supplier to top medical, industrial, aerospace sectors
- Founded by Abe Schwartz, still owned by Schwartz family
- Scaling like a modern industrial player

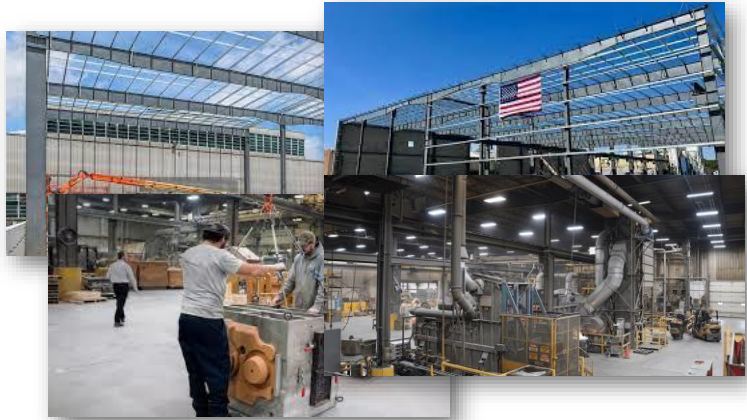
SOMETIMES WE MAKE COOL STUFF



OUR 2023 EXPANSION — WHY HERE?

We Had Easier Options. We Chose Manitowoc.

- \$25 million investment in new foundry
- We were out of land — built a retention pond underground
- Other sites had easier paths
- But we chose Manitowoc for the people, the culture, the infrastructure, and the ecosystem



13

WAF

13

MORE THAN A BUSINESS DECISION

It's About People. Not Just CapEx.

- Deep bench of skilled, committed workers
- Culture of craftsmanship and problem-solving
- Strong technical colleges and training partners
- A community that roots for us



14

WAF

14

OUR 2023 EXPANSION — WHY HERE?

We Had Easier Options. We Chose Manitowoc.

- \$25 million investment in new foundry
- We were out of land — built a retention pond underground
- Other sites had easier paths
- But we chose Manitowoc for the people, the culture, the infrastructure, and the ecosystem



15

WAF

15



16

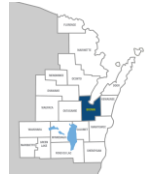
Brown County

Growing Population, Strong Workforce, Skilled Talent

- 4th Most Populous County in WI
- Generational Workforce & Strong Work Ethic
- 2nd Highest Concentration of Manufacturing in USA
- Home to Global Brands



Touchdown Tour of Northeast Wisconsin | 04.23.25



Brown County

Robust Infrastructure, Available Sites, Quality of Life



Touchdown Tour of Northeast Wisconsin | 04.23.25

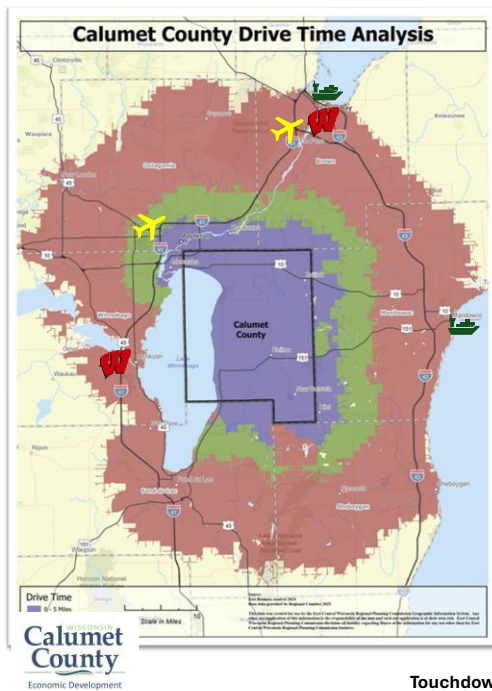


Calumet County Manufacturing Workforce

- Fastest growing county in Wisconsin since 2020
 - 7.17% growth compared to state average 1.62%
- Highest Median Household Income of New North Counties (5th in the state)
- Manufacturing jobs accounts for 30% of all industries
- Embedded Talent: 3 times the national average number of manufacturing jobs shows strong base for manufacturing
 - 6 times national average for agriculture jobs
 - 28k total labor force
- Two UW campuses within 25 miles and served by Fox Valley Technical College Chilton campus.

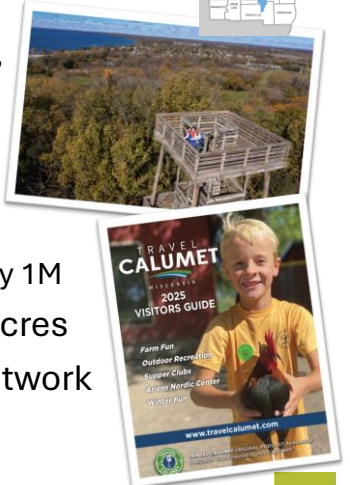


Touchdown Tour of Northeast Wisconsin | 04.23.25



Calumet County

- Within 25 miles of Green Bay, Appleton, Oshkosh, Sheboygan, Fond du Lac, Manitowoc
- Within 25 miles
 - Two international airports
 - Two international ports
 - Daytime population nearly 1M
- Sites available up to 90 acres
- Strong Transportation Network
- Very high quality of life




Touchdown Tour of Northeast Wisconsin | 04.23.25



Door County

Premier Destination for Visitors, Visionaries and Ventures

30,000
Primary Residents
11,000
Secondary Residents



Largest
Industry
MANUFACTURING



400
New Housing Units
since 2022



380 Acre
Industrial Park
50 Companies
1,500 Employees



Touchdown Tour of Northeast Wisconsin | 04.23.25



Door County

Our People Are Our Biggest Commodity



Brad M. Andreae

President and COO, Therma-Tron-X

- In 1969, Brad's father visited Door County and brought his start up business with him
- TTX founded in 1969 in an old apple warehouse
- Industrial finishing systems manufacturer
- 300 employees
- 350,000 square foot facility
- Recently completed an 88,250 square foot expansion
- Donated \$2M to Sevastopol School District for fab labs and science and technology rooms



Christiana Trapani

Owner, Door County Candle

- In 2021, Christiana purchased Door County Candle Company
- Of Ukranian dissent, Christiana quickly responded to the war effort in 2022
- More than \$1M has been raised by the sale of candles made for the effort
- 200,000 Door County resident volunteer hours were tracked toward the making and shipping of the Ukranian candles



Touchdown Tour of Northeast Wisconsin | 04.23.25



Florence County Overview



Workforce Quality & Quantity

- Florence County's workforce has seen steady growth, with employment increasing slightly year over year since 2020.
- The county benefits from Wisconsin's overall low unemployment rate, which was 3.7% as of December 2024

Talent Development Programs

- Florence County offers various education and training programs through the Bay Area Workforce Development Board
- Northeast Wisconsin Technical College is a local partner that provides lifelong learning opportunities for individuals and businesses

County Location & Transportation Networks

- Located in northern Wisconsin, Florence County is accessible via major highways including US 2
- The county features well-maintained local road networks and transportation infrastructure

Available Buildings & Sites

- Florence County Economic Development Corporation (EDC) offers resources for commercial businesses, industrial parks, and other sites
- Various properties are available for sale, including land listings and commercial spaces

Always events happening around the county such as Farmers Markets and Music in the Park!

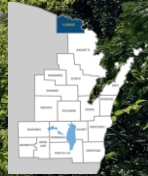


Touchdown Tour of Northeast Wisconsin | 04.23.25



23

Florence County Highlights



Incentives

- Florence Utilities provides incentives for energy efficiency projects, including cash incentives for solar and geothermal installations
- Tax Increment Financing (TIF) and other business assistance programs are available through the EDC

County Uniqueness

- Florence County is known for its pristine wilderness, with over 250,000 acres of publicly owned forest
- The Wild Rivers Interpretive Center showcases the county's rich history and natural beauty

County Amenities

- The county offers a balance of nature and amenities, including 265 lakes and 165 miles of rivers
- Recreational opportunities abound with ATV/UTV trails, snowmobiling, fishing, hunting, and hiking
- Keyes Peak Ski Hill and surrounding area offer skiing, tubing and snowboarding
- Home to the Pine and Popple Rivers which are 2 of the states 5 designated Wild Rivers
- Beautiful waterways to paddle and numerous waterfalls with breathtaking views

Annual events such as Keyes Peak Up Hill Truck Drags and Christmas in Florence!



Touchdown Tour of Northeast Wisconsin | 04.23.25



24

Fond du Lac County

Fond du Lac: A Hidden Hub of Engineering Excellence



One of the highest concentrations of engineers per capita in the U.S.



13% of the total workforce is employed in advanced industries



Powered by industry leaders



A strong pipeline of talent



Fond du Lac isn't just part of the innovation conversation — we're helping to lead it.



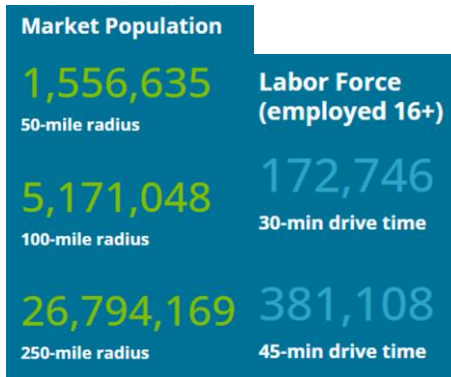
Touchdown Tour of Northeast Wisconsin | 04.23.25



Fond du Lac County

Fox Ridge Business Park

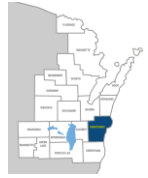
- Flexible lot sizes for any business.
- City of Fond du Lac amenities
- 276 total acres



Touchdown Tour of Northeast Wisconsin | 04.23.25



Manitowoc County



Touchdown Tour of Northeast Wisconsin | 04.23.25



27

Port of Manitowoc



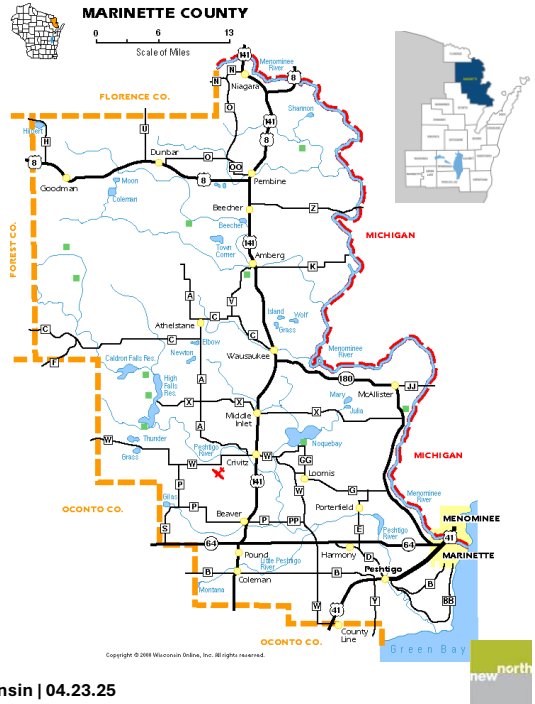
Touchdown Tour of Northeast Wisconsin | 04.23.25



28

Marinette County

- **Waterfall Capital of Wisconsin** – 15 scenic falls
- **Outdoor Recreation** – 200+ miles of trails, Strong Falls Trails, 442 lakes
- **Water Access** – Menominee River, Lake Michigan, Green Bay
- **Affordable Living** – Small-town charm, modern amenities
- **Accessibility Advantage** – Direct access via US-41, US-141, US-8 and the M-90 Marine Highway. Air travel through Green Bay’s Austin Straubel Airport and Iron Mountain’s Ford Airport.



Touchdown Tour of Northeast Wisconsin | 04.23.25



Marinette County



Top Industry- Manufacturing (30%)



Available Industrial Sites – Shovel-ready industrial parks and vacant buildings for commercial use



Skilled Regional Workforce – Draws from WI & MI, supported by NWTC & UWGB



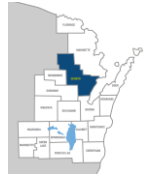
Supply Chain Opportunity – Growth potential for upstream suppliers and downstream services



Touchdown Tour of Northeast Wisconsin | 04.23.25



Oconto County



- Fastest growing county in NE WI (14.9%)
- We have **TALENT!**
 - Oconto County has more people than jobs
 - >52% of labor force commutes out of OC for work
 - Competitive wages and benefits will keep them in OC
- We have **Space!**
 - City of Oconto Falls owns 60 acres in Industrial Park
 - Village of Lena owns 17 acres & rights to another 60 acres
- NWTC satellite campus in Oconto Falls & OFHS Champion of NationalSkills USA in metal fabrication



Touchdown Tour of Northeast Wisconsin | 04.23.25



31

Oconto County



Located just north of Green Bay / Brown County



Four Lane State Highways 141 and 41 with strong county highway network



TIF incentives and low interest Capital Catalyst RLF program available



Touchdown Tour of Northeast Wisconsin | 04.23.25



32

Outagamie County



Fox Valley Tech offers highly rated programs in

- Truck Driving
- Welding
- Manufacturing
- Diesel Technology
- Plumbing



On-Campus Recruitment



Employee Partnerships

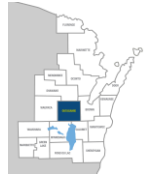


FOX CITIES CHAMBER
CONNECT | GROW | LEAD

Touchdown Tour of Northeast Wisconsin | 04.23.25



- Appleton Airport is growing opportunities with a terminal expansion
- Airport business park
 - Eco-friendly, shovel-ready sites
 - Direct runway access
- Largest commercial airport in NE WI



CITY OF APPLETON

- The City of Appleton has been listed in the top 100 Best Places to live. Affordable housing and accessibility to amenities and experiences are among the reasons why.
- Thrivent Development
 - The last remaining segment of I-41 visibility in the Fox Cities
- Southpoint Commerce Park

27 ready-to-build lots available, ranging from 2.5 to 12 acres.



FOX CITIES CHAMBER
CONNECT | GROW | LEAD

Touchdown Tour of Northeast Wisconsin | 04.23.25

Manufacturing & Industrial

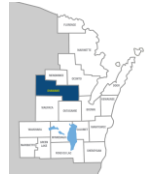
- The Fox Cities has a rich history of industrial and manufacturing businesses; we are excited to keep that sector of the market growing.
- Municipalities are conveniently situated on the Fox River which offers great opportunities for manufacturers interested in renewable energy.



Shawano County

Labor Force Highlights

- County's average Labor Force averages around 20,000
- Unemployment hovers consistently around 3.5%
- 40% of the labor force leaves the county for work
 - Recent expansions by Belmark, Komatsu, Charter Manufacturing and Marion Body Works were based on this "fun fact"



Transportation

- County bisected by Highway 29 four lane interstate level highway
 - 4 hours to Chicago and Minneapolis
 - 20-40 minutes to Green Bay, Appleton or Wausau
 - 2 hours to Milwaukee
- Home to the longest runway in Wisconsin:
 - Shawano has a seaplane base on the airport
- Rail service with WATCO's Lake Superior and Fox River Rail



Touchdown Tour of Northeast Wisconsin | 04.23.25

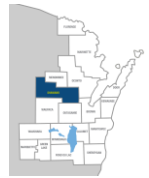


35

Shawano County

Available Sites

- Bonduel, Shawano and Wittenberg have business parks and privately owned parcels available and ready for development. Land prices both private and public significantly below metro prices.
- All three communities have new and active TIDs
- Approval times greatly expedited with "developer friendly" staffs and councils



Quality of Life

- County is home to three sovereign nations The Ho-Chunk, Menominee, and Stockbridge-Munsee.
- Communities invested in their historic downtowns
- Abundant outdoor activities: whitewater rafting, snowshoeing, ATV/UTV trails, water activities on our lakes and rivers, hunting and fishing
- Home to three casinos
- Recent housing developments from workforce housing to high end market continues

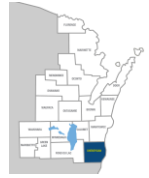


Touchdown Tour of Northeast Wisconsin | 04.23.25



36

CORPORATE HEADQUARTERS



OTHER MAJOR MANUFACTURERS & FOOD PROCESSOR



SHEBOYGAN COUNTY
WORLD CLASS - GOLF, MARINE & AUTO RACING AND RESORT LIVING

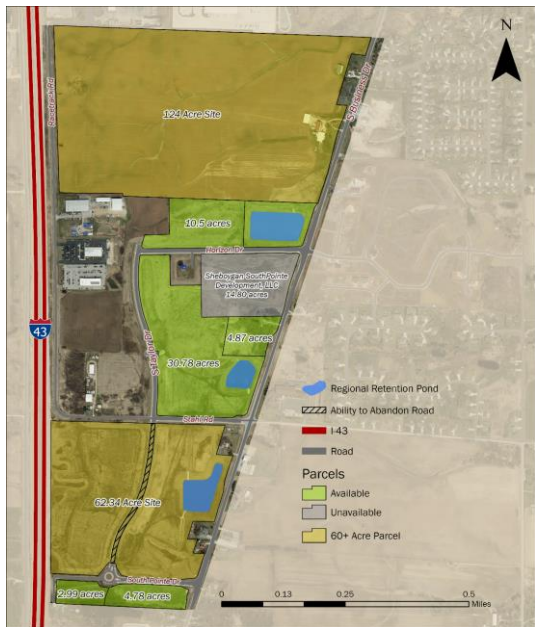
WWW.SOMEPLACEBETTER.ORG



Touchdown Tour of Northeast Wisconsin | 04.23.25



37



124 Acre Site & 62 Acre Site



- I 43 access 1.5 miles (2 interchanges)
- Located in Tax Incremental Finance District
- **36 MGD** water capacity
- **6 MGD** wastewater capacity
- Cooling water is not discharged into the wastewater system.
- Transmission Lines (138 kV/345kV located .8 miles from 124-acre site)
- 6 in Natural Gas Line
- Fiber optics at site



Touchdown Tour of Northeast Wisconsin | 04.23.25



38

Winnebago County

Community, Business and Natural Resources

#1
Best Places for New College Graduates
(SmartAsset, 2024)

#2
America's Best Cities for Gen Z Workers
(Checkr, 2024)

#10
Most Livable Small Cities
(SmartAsset, 2024)

Population: **171,735**

Major Communities:

City of Oshkosh



City of Neenah



City of Menasha



Village of Fox Crossing



Village of Winneconne



Jericho





WATCO Oshkosh Transload Terminal

OSHKOSH AVIATION PARK

Touchdown Tour of Northeast Wisconsin | 04.23.25

39

Winnebago County

Community, Business and Natural Resources

Industry Mix:

Paper Converting Flexible Packaging Specialty Vehicles + Equipment

Major Employers/Brands:



Prime Development:

Hwy 41 Frontage Rail Access 100+ acres Industrial Sites

Re/Development Opportunities:



Touchdown Tour of Northeast Wisconsin | 04.23.25

40


 TOUCHDOWN TOUR OF NORTHEAST WISCONSIN

WEDNESDAY, APRIL 23 | 2 PM - 5 PM

Transition / Break



41


 TOUCHDOWN TOUR OF NORTHEAST WISCONSIN

WEDNESDAY, APRIL 23 | 2 PM - 5 PM

3:45
PM

SITE SELECTOR PANEL DISCUSSION

Moderator: Ron Starner, Site Selection Magazine/Conway Data
 Chris Hemans, Savills
 Dianne Jones, JLL
 John Wichman, Cushman & Wakefield
 Matt Szuhaaj, Strategic Development Group
 Phil Schneider, Schneider Strategy Consulting



42



... and now onto the refreshments!

