



new north

creating, connecting & convening regional strategic initiatives for business & talent development in Northeast Wisconsin
2025-2026

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

- As an IEDC Accredited organization we are a resource for business and community development regional strategies
- Provide Business Intelligence and data analytics to our local partners
- Reduce Duplication – Scale Initiatives Across the Region
- Leverage Regional Brand
- Support the increase of State and Federal Grants into the Region
- Advance Infrastructure Development in Transportation, Technology, and Broadband
- Facilitate Business Expansion and Attraction
- Build Talent Pipeline
- Develop Entrepreneurial Ecosystem
- Provide inclusion and 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
- Support higher education entities with staff support
- Convene local partners to increase connections and share best practices through New North Economic Development Council
- Expand opportunities in all industries through training and cybersecurity certification



Impact Pillar



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 tour, collaborate on mission trips, and 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

NEW Building Collaborative – Engage private-sector partners involved in commercial real estate to boost regional business competitiveness

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

Changing Landscape of Entrepreneurship – Lead the regional implementation recommendations to align with WEDC’s vision to support high tech, high growth founders

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

Infrastructure – Advance transportation and technology, including the facilitation of broadband implementation through the NEW Broadband Alliance

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



Cultural Engagement & Sustainability

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

- Boost the WiDEN.biz platform for diverse-owned, women-owned, and veteran-owned businesses in Wisconsin
- Amplify social media of diverse businesses and professionals via Blueprint 365 Powered by New North and other channels
- Expand and connect our diverse professionals in the Region through Forward 48 and other programming
- Maintain Cultural events calendar
- Advance Area of Concern Community Advisory Committee (CAC) to be the diverse community voice in identifying and acting on environmental opportunities along the Green Bay Watershed
- Host an annual ESG Summit forum for businesses and communities to gain valuable insights, resources and tools for ESG program development and to accelerate the existing work through building a network of diverse engaging colleagues



Talent Development Strategy

Attracting, retaining and developing diverse talent in Northeast Wisconsin.

NEW Healthcare Alliance – Collaborate with healthcare, education and community organizations to grow a diverse healthcare workforce

NEW Educational Resource Alliance – Collaborate with public colleges and universities to foster regional collaboration and better serve the needs of students and communities

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

NEW Construction Alliance – Promote careers in the building and construction trades through K12 engagement, oversee talent committee and construction leadership academy

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

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 and increase number of regional SkillBridge training locations

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.

- Launch the second edition of the Livability publication and expanded digital media to reach a national audience for talent and business attraction
- 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
- Leverage expertise from regional marketing professionals through our Marketing & Branding committee
- Produce talent attraction marketing tools that can be used by our investors and local partners through our targeted campaigns: More YOU in NEW, Cool Stuff, Find your True North, and the New North Hires Heroes
- Roll out the Growing Roots, Finding Wings campaign to promote the value of higher education in the New North