

CEDS
comprehensive economic development strategy

Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin: 2021-2025

Milwaukee County Economic and
Community Development Committee
July 19, 2021

●●●●● What is the CEDS?



- Public/private sector collaboration to develop a strategy-driven plan for regional economic development
- Prepared by M7 and SEWRPC with input from Regional Economic Partnership (REP) and other stakeholders
- 2021-2025 CEDS will supplant the currently adopted 2015-2020 CEDS

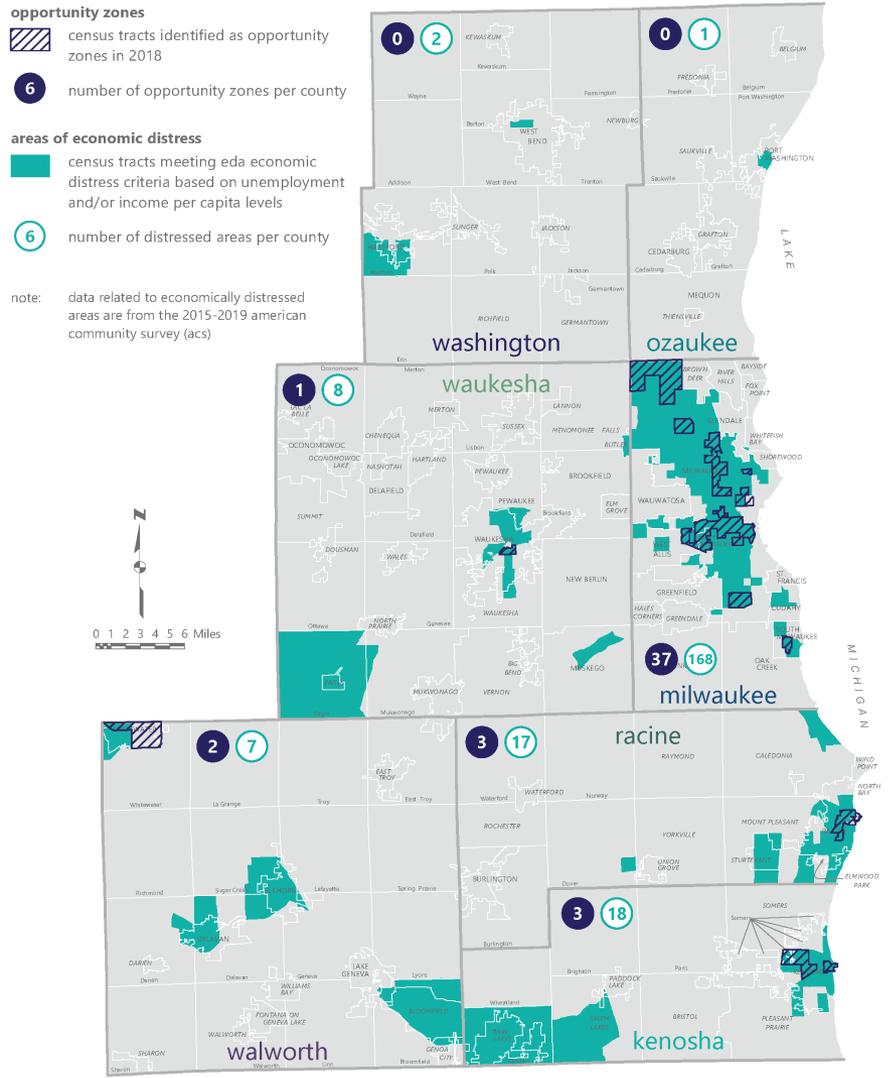
●●●●● Why Prepare a CEDS?

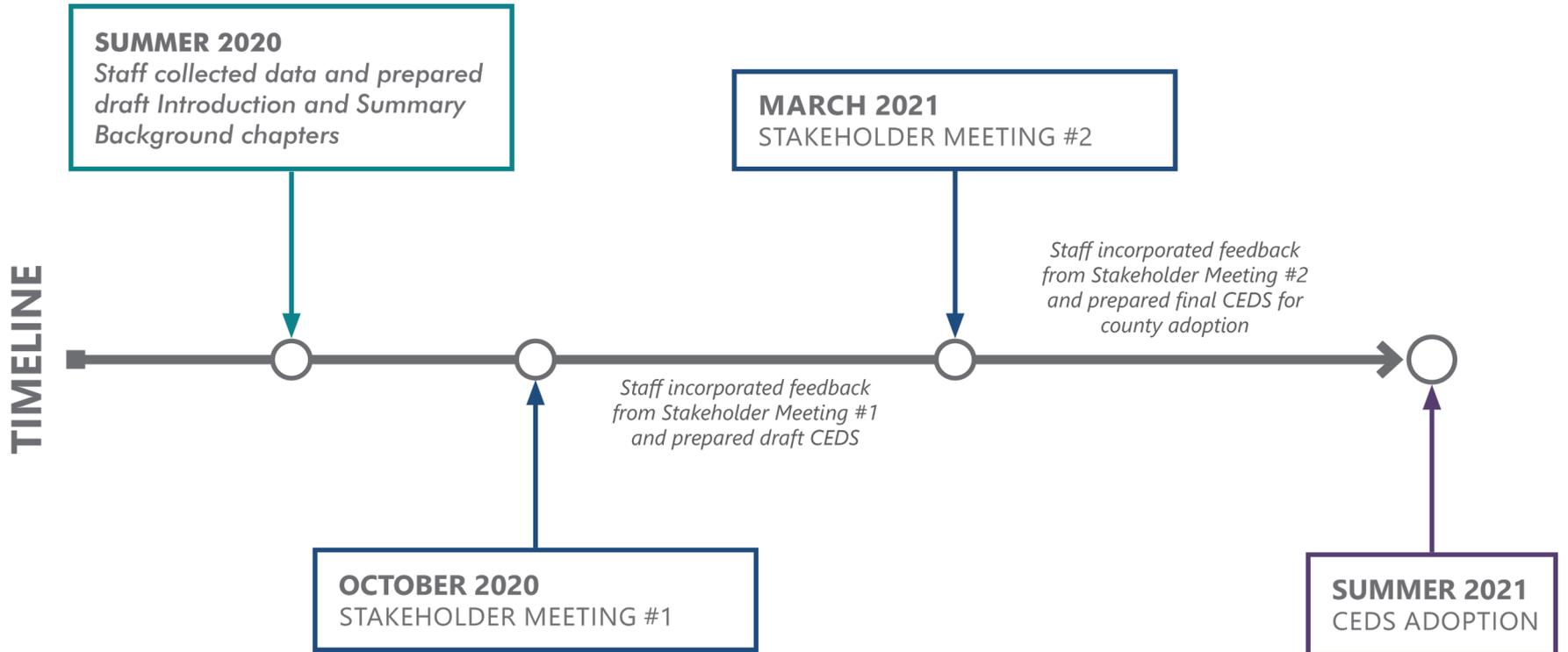
- EDA requires a CEDS to be updated every five years
- Adoption ensures that County and local governments with economically distressed areas remain eligible for EDA grants
 - EDA programs provide funding for infrastructure projects, revolving loan funds, and other business assistance programs
- Joint/regional planning efforts viewed favorably by other Federal agencies when reviewing proposed projects and grant requests
- An adopted CEDS enables potential future designation of the Region as an Economic Development District (EDD)

Distressed Areas/Opportunity Zones

- EDA grants are intended to increase job opportunities and incomes in counties with census tracts that meet EDA's "economic distress" criteria:
 - Unemployment rate at least 1% over U.S. average, and/or per capita income 80% or less than U.S. average
 - 221 distressed areas in the Region (168 in Milwaukee County)

- Opportunity Zones
 - 46 in the Region (37 in Milwaukee County)





Summary Background

- Inventory of current conditions, historical trends, and future projections affecting the Region's economy
- Informed the CEDS Action Plan
- Identified existing racial disparities within the Region
- Identified vulnerabilities to Region's economic resilience (ability to prevent, withstand, and recover from major disruptions)



●●●●● Summary Background Key Findings

- Slow Growth Region
- Aging Population
- Affordable Housing Shortage
- Racial/Ethnic Disparities
- Strong Educational Institutions
- Important Natural, Cultural, and Park Assets
- Broadband Access Issues
- Transportation Challenges
- Key Industry Clusters
- Innovation/Entrepreneurship Opportunities

●●●●● SWOT Analysis

➤ Key Strengths

- Leading manufacturing region
- Industry Clusters

➤ Key Weaknesses

- Racial disparities
- Policy differences

➤ Key Opportunities

- Technological transformation in manufacturing
- Improve entrepreneurial climate

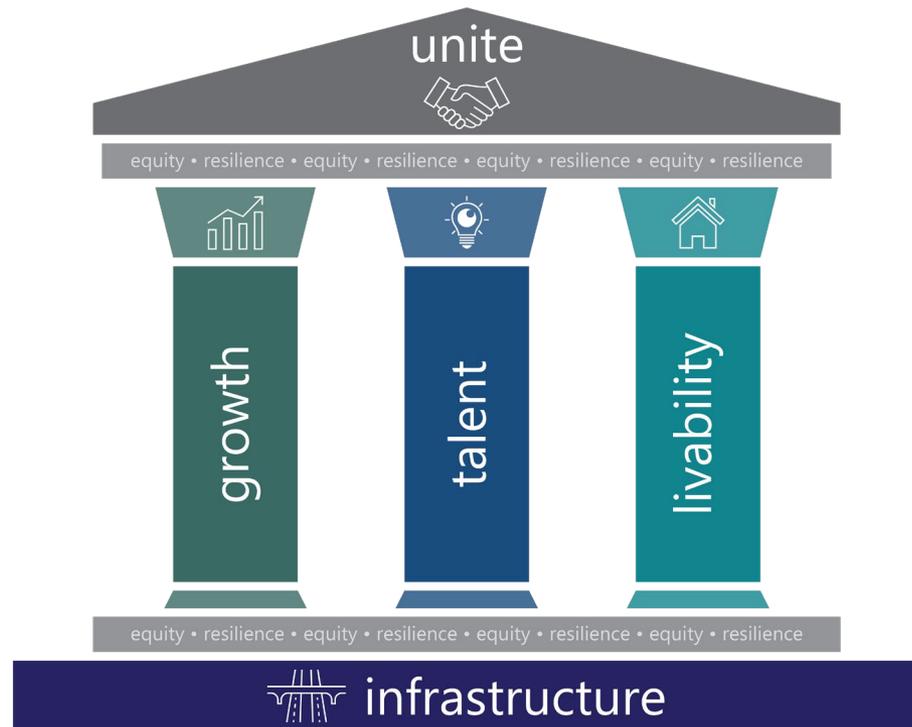
➤ Key Threats

- Aging population/workforce
- Talent shortage and skills mismatch



●●●● Strategic Framework/Action Plan

- Informed by Summary Background, SWOT analysis, and stakeholder input
- Heavily influenced by MMAC/M7 *Prosperity 2025* campaign
- Vision: *"to be a globally competitive region that fosters innovation, collaboration, sustainable prosperity, and a high quality of life for all"*
- Goals, strategies, and actions
- Equity and resilience addressed through multiple strategies and actions



- Resilience = *“ability to prevent, withstand, and quickly recover from major disruptions to the economic base and adapt to changing internal or external economic conditions”*
- CEDS Action Plan seeks to:
 - Bolster economic diversity
 - Enhance the ability of industries and workforce to adapt to technological shifts
 - Promote attractive and sustainable development
 - Ensure reliable and durable infrastructure that meets future needs
 - Enable active and regular communication among stakeholders
- Addressing COVID-19 pandemic impacts is a top priority



➤ Equitable access to economic opportunity is essential to a prosperous, resilient regional economy

➤ Southeastern Wisconsin has some of the greatest racial and geographic disparities in the nation



➤ Pandemic has intensified these disparities

➤ For the Region to succeed, we must address the socioeconomic inequities faced by people of color

●●●●● Goal 1 – Unity



Unite the Region around a comprehensive, equitable, and ongoing economic development agenda built on the pillars of Growth, Talent, and Livability

- Enhance regional **cooperation and collaboration**
- Develop a process to **analyze the economy** and adapt to evolving conditions
- Support **policy and processes** that will improve the Region's competitive standing
- Align economic development agendas under a mindset that **victories for equity are victories for everyone**

●●●●● Goal 2 – Growth



Grow, expand, and attract businesses

- Create a comprehensive **growth strategy**
- Leverage assets to facilitate **corporate retention, expansion, and attraction**
- Develop **crosscutting technology disciplines** critical to our Region's economic success
- Build on the Region's strength as a **leading manufacturing center** and international supply chain anchor
- Capitalize on specific **industry clusters** that offer competitive advantages
- Foster a dynamic, richly networked **innovation and entrepreneurship ecosystem**
- Increase the **export capacity** of firms, focusing on small- and medium-sized enterprises



Ensure a qualified workforce that meets the future needs of employers

- Match the skills of the **Current Workforce** with the needs of employers
- Actively align the **Educational Pipeline** with the needs of employers
- Foster greater employment of the **Untapped Potential** talent pool
- Attract **Out of Market** talent, including remote workers
- Position Southeastern Wisconsin as a **region of choice** for diverse talent
- Align **workforce development** with growth opportunities in targeted clusters

●●●●● Goal 4 – Livability



Enhance the Region's quality of life and attractiveness to businesses, residents, workers, and visitors

- Support **sustainable development** that balances growth and quality of life
- Make the Region **attractive to residents, businesses, workers, and visitors**
- Support policies that seek to **remedy racial and economic segregation** and address long-standing disparities



Modernize regional infrastructure to enhance efficiency, cost-effectiveness, and connectivity

- Evolve to a **financially and environmentally sustainable transportation system**
- Ensure the efficient, cost-effective provision of **public infrastructure and services**
- Connect **underserved populations** to economic and employment opportunities
- Expand **broadband speed, availability, and access**

- Performance Measures
- EDA Investment Priorities
- Economic Development Projects
 - Pages 96-97 of CEDS include projects in Milwaukee County



location	project information	strategies
business park		
City of Franklin	Elm Road Business Park – Development of new 650-acre industrial park at Elm Road and 27th Street	1.3, 2.2
City of Milwaukee	MKE Regional Business Park – Convert former 440 th Air Base (adjacent to Mitchell Airport) into Business Park	1.3, 2.2
City of Milwaukee	Reed Street Yards Business Park – Redevelop 17-acre property, adjacent to the Global Water Center, as a research and technology park with space to accommodate 1 million sq. ft. of new office, research, and light industrial uses	1.3, 2.2, 2.5
City of Oak Creek	OakView Business Park – Development of vacant sites and necessary infrastructure improvements to support new development and future expansion	1.3, 2.2
City of Wauwatosa	UW-Milwaukee (UWM) Innovation Campus/Innovation Accelerator – Attract biomedical and energy-related businesses to UWM Innovation Campus and research-intensive technology companies that would benefit from collaboration with UWM or the institutions located at the nearby Milwaukee Regional Medical Center	2.2, 2.5, 2.6

Final Draft

- Work with each county's REP member to achieve county board adoption

CEDS Submission

- After all counties adopt, SEWRPC will consider adoption and submit final draft to EDA

Thank You

sewrpc.org/CEDS

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