

REGIONAL SWOT ANALYSIS SUMMARY OF COMMENTS

Strengths

Count of Category	
Category	Total
Affordability	5
Available Land	1
Business	10
Capital	1
Collaboration Efforts	1
Creative Class	1
Culture	6
Economic Dev.	6
Economic Dev. Organizations	1
Education	8
Geographic Location	4
Global	1
Growth in Area	1
Infrastructure	9
Local Government	2
Manufacturing	3
Medical Facilities	1
Natural Resources	10
Quality of Life	12
Taxes	1
Technology	1
Tourism	3
Understanding of Needs	1
Workforce	18
Grand Total	107

Weaknesses

Count of Category	
Category	Total
Business Climate	7
Capital	8
Creative Class	1
Culture	9
Demographics	1
Economic Dev. Groups	6
Education	6
Employee Attraction	4
Energy Prices	3
Environment	4
Geographic Location	4
Government	9
Image	2
Infrastructure	2
Jobs	2
Local Government	2
Narrow Focus	1
Natural Resources	3
Rising Standard of Living Cost	1
Taxes	10
Transportation	3
Urban Sprawl	2
Workforce	9
Grand Total	99

Opportunities

Count of Category	
Category	Total
Access to Capital	1
Agriculture	5
Business	11
Collaboration	2
Culture	3
Economic Development	6
Education	5
Employee Attraction	1
Energy	6
Geographic Location	7
Global	4
Government	1
Health	2
Housing	1
Infrastructure	1
Jobs	1
Local Government	2
Manufacturing	3
Natural Resources	2
Quality of Life	2
Taxes	1
Transportation	6
Workforce	2
Grand Total	75

Threats

Count of Category	
Category	Total
Business	7
Capital	2
Cost of Living	1
Culture	4
Economic Dev. Groups	1
Economy	3
Education	2
Employee Attraction	5
Energy	1
Energy Dependence	2
Energy Prices	5
Environment	3
Global	7
Government	4
Infrastructure	8
Insurance	3
Jobs	4
Lack of Regionalism	1
Land Use	1
Local Government	6
Manufacturing	3
Natural Resources	4
People	1
Poor	5
Quality of Life	1
Taxes	2
Transportation	1
Workforce	4
Grand Total	91

Strengths

Category	Comment	County
Affordability	affordable place to live and work	Calumet
Affordability	Reasonable cost of living	Waupaca
Affordability	On a national basis we have a reasonable cost of both commercial and residential real estate for the inquiring companies and its employees	Outagamie
Affordability	Our region also has a lower cost of living with many amenities	Fond du Lac
Affordability	The cost of living is low, the wages are okay	Fond du Lac
Available Land	Available, shovel-ready land for business development and growth	Fond du Lac
Business	many cluster industries in area that can support each other	Calumet
Business	Commercial Highway Development	Marquette
Business	Strong integration into the supply chains of several industries	Fond du Lac
Business	broad business types/expertise	Calumet
Business	Good diversity of businesses in the region	Calumet
Business	Good diversity of businesses and employers in region	Calumet
Business	Diversity within manufacturing base	Fond du Lac
Business	diversification of our employment base in rural/town/city	Shawano
Business	The area has become more diversified	Shawano
Business	We are becoming less dependant on manufacturing and more service related	N/A
Capital	High level of social capital	Fond du Lac
Collaboration Efforts	Regional collaborations for regular communication have already begun (even though there are kinks to be worked out).	Fond du Lac
Creative Class	Presence of a "creative class", to some extent	Outagamie
Culture	Access to cultural amenities	Fond du Lac
Culture	Small community appreciation	Waushara
Culture	Our willingness to change and improve things for the future	Outagamie
Culture	Many people that are smart and willing to help communities grow	Outagamie
Culture	Going Green is more evident	Shawano
Culture	Our strong heritage of hard-working families with great work ethic that goes back generations. Many companies have come to this region because of this work ethic in our population	Fond du Lac
Economic Dev.	strong entrepreneur support system in place -ample land to expand or start a business if needed	Calumet
Economic Dev.	good collaboration with ED professionals	Calumet
Economic Dev.	good collaboration with ED professionals, private businesses, etc. i.e. New North	Calumet

Strengths

Category	Comment	County
Economic Dev.	JOBS - In developing jobs in the area, you provide opportunities for everything else. From the farmer to the small business person to manufacturing and large businesses	Shawano
Economic Dev.	The Appelton area is espically suited to grow	Fond du Lac
Economic Dev.	We continue to change as the global economy changes	N/A
Economic Dev. Organizations	Much professional capacity in economic development organizations	Fond du Lac
Education	strong education institutions in area	Calumet
Education	Strong educational systems from grade school through college, including technical colleges	Calumet
Education	Quality Educational System from Pre-K through secondary	Calumet
Education	Many educational resources for entrepreneurs & small business owners	Fond du Lac
Education	excellent schools	Winnebago
Education	Educational quality and opportunity (diverse choices & high quality)	Fond du Lac
Education	Good post-secondary colleges and universities for education and training	Winnebago
Education	our strong educational institutions that can help prepare tomorrow's workforce	Fond du Lac
Geographic Location	Connectivity to Great Lakes	Fond du Lac
Geographic Location	Location	Shawano
Geographic Location	ideally centrally located with ample infrastructure	Calumet
Geographic Location	Centrality & accessibility to key markets for business & people	Fond du Lac
Global	Corporate connectivity to emerging global markets through parent companies, strategic alliances, or new business	Fond du Lac
Growth in Area	growing area	Calumet
Infrastructure	Ability to physically grow a business (good land, water and energy sources)	Calumet
Infrastructure	Good 4-lane highway connections to consumer markets and suppliers	Outagamie
Infrastructure	Good public utilities	Waupaca
Infrastructure	Good roads	Waushara
Infrastructure	Good public infrastructure	Winnebago
Infrastructure	good highways and train transportation	Outagamie

Strengths

Category	Comment	County
Infrastructure	we are served by a good infrastructure system	Fond du Lac
Infrastructure	We have USH 41,151 as well as STH 26	Fond du Lac
Infrastructure	The area is served by railroads including Wisconsin Southern, and Canadian National	Fond du Lac
Local Government	Good planning by local and county governments	Calumet
Local Government	Pro-active, business friendly local government	Fond du Lac
Manufacturing	quality manufacturers	Winnebago
Manufacturing	Numerous nimble, homegrown, & expanding new economy manufacturing companies	Fond du Lac
Manufacturing	the high quality manufacturing base	Outagamie
Medical Facilities	Good medical facilities	Waushara
Natural Resources	Land and water base	Calumet
Natural Resources	Natural Resources (Lakes, Escarpment, Angling, Boating, Biking, Hiking)	Fond du Lac
Natural Resources	Excellent water resources available	Waupaca
Natural Resources	Natural resources	Fond du Lac
Natural Resources	Environmental quality	Winnebago
Natural Resources	Our electrical power generation and availability of fresh water is also a benefit	Outagamie
Natural Resources	The lakes and rivers	Shawano
Natural Resources	hunting/fishing	Shawano
Natural Resources	Water	Outagamie
Natural Resources	We should never sell our Great Lakes water to other states. In the future fresh water will be worth more than oil	Outagamie

Strengths

Category	Comment	County
Quality of Life	excellent quality of life	Calumet
Quality of Life	Relatively high quality of life (much open space, safe area, opportunities for education at all levels, close access to major markets of Milwaukee, Madison, Chicago, Great Lakes)	Fond du Lac
Quality of Life	Quality of life, including recreational opportunities, cultural amenities, and affordable housing	Outagamie
Quality of Life	quality of life (low crime, good natural environment, clean, etc.)	Winnebago
Quality of Life	Safety - MSA's in the region are always some of the safest in the country	Fond du Lac
Quality of Life	the positive reputation of this area for quality of life	Outagamie
Quality of Life	Low rates of crime and quality of life advantages are also an advantage	Outagamie
Quality of Life	Great quality of life, cultural attractions, shopping, safety	Waupaca
Quality of Life	shopping opportunities	Shawano
Quality of Life	We have a lot of wonderful activities available to us in this region. By developing them you are making everyone aware of it	Shawano
Quality of Life	Its number of places to shop	Outagamie
Quality of Life	the entertainment opportunities are awesome	Fond du Lac
Taxes	Cheap tax rates within some small communities	N/A
Technology	technology	Shawano
Tourism	Tourism, gambling	Shawano
Tourism	tourism brings in a lot of people and money into many communities	Outagamie
Tourism	tourism and our abundance of lakes	Shawano
Understanding of Needs	There's a better understanding of what our needs are	Calumet
Workforce	skilled labor force	Calumet
Workforce	Good quality labor force	N/A
Workforce	Workforce availability and work ethic of labor	Outagamie
Workforce	A labor force with a strong work ethic	Waupaca
Workforce	Work force available	Waushara
Workforce	dependable workforce	Winnebago
Workforce	A strong pool of mid-level managers who have lost their jobs in key sectors, yet decided to stay in the region	Outagamie
Workforce	Strong workforce competencies in emerging alternative energy, materials, and production markets	Fond du Lac
Workforce	Lower than average wages are paid	Waushara
Workforce	Relatively younger workforce	Calumet
Workforce	good work ethic	Calumet

Strengths

Category	Comment	County
Workforce	work ethic	Calumet
Workforce	Skilled workforce, particularly for manufacturing	Winnebago
Workforce	The work ethic of our citizens	Outagamie
Workforce	low employment	Shawano
Workforce	reliable workforce	Shawano
Workforce	Good work force	Calumet
Workforce	the people of East Central Wisconsin have a good work ethic, and take pride in the community they live in	Fond du Lac

Weaknesses

Category	Comment	County
Business Climate	poor business climate (high taxes, low wages)	Calumet
Business Climate	State business climate (though it is improving)	N/A
Business Climate	The lack of major corporate headquarters	Outagamie
Business Climate	We need to publicize the incentive programs we have to convince companies to locate in Wisconsin	Outagamie
Business Climate	We need to provide more incentives for business to want to develop here	Shawano
Business Climate	letting companies get benefits while hurting our economy like moving out to foreign countries	Outagamie
Business Climate	We are losing the manufacturing base	N/A
Capital	Access to capital	Calumet
Capital	Lack of venture capital investment sources within the region	Outagamie
Capital	Low support for risk-taking exhibited by financial sector and by many community leaders	Outagamie
Capital	Capital investors willing to take a risk in a small community	Waushara
Capital	Little venture capital & angel funding	Winnebago
Capital	Limited access to investment capital	Winnebago
Capital	Conservative lending practices	Winnebago
Capital	monies	Shawano
Creative Class	Lack of a "creative class"	Fond du Lac
Culture	culture resistant/fearful of change	Calumet
Culture	Need more arts, music, cultural opportunities	Fond du Lac
Culture	Need for a more diverse workforce and welcoming atmosphere across differences	Fond du Lac
Culture	Prevailing attitude that if you've failed at a business venture, you yourself are a failure	Outagamie
Culture	Lack of value that many communities place on teenagers, which contributes later to "brain drain" of talented young adults	Outagamie
Culture	Lack of diversity and respecting of differences	Fond du Lac
Culture	Insular nature of social networks	Fond du Lac
Culture	Unsophisticated entrepreneurial culture	Fond du Lac

Weaknesses

Category	Comment	County
Culture	Lack of risk taking or of trying something new and different	Shawano
Demographics	Demographics are catching up to us	Waupaca
Economic Dev. Groups	too many economic development groups working on the same thing, not collaborating	Calumet
Economic Dev. Groups	Communication is weak between government organizations and ED groups and does not include smaller communities	Calumet
Economic Dev. Groups	Region is diverse, and regional partnerships like the New North do not accurately represent all the Counties' needs	Fond du Lac
Economic Dev. Groups	Unfocused New North regional program	Fond du Lac
Economic Dev. Groups	Insular nature of economic networks	
Economic Dev. Groups	Lack of aggressive coordinated efforts to promote the region. Lack of funding as well.	Waupaca
Education	no PHD programs at local colleges	Calumet
Education	limited professional programs at local colleges	Calumet
Education	Lack of career path awareness & development by middle school and high school-aged youth	Outagamie
Education	Need to provide continuing education in order to meet tomorrows industrial/manufacturing needs	Waupaca
Education	Training programs mismatched to area need for technical manufacturing workforce development	Fond du Lac
Education	Lack of universities and colleges involved in major research activities	Winnebago
Employee Attraction	ability to attract highly trained individuals	Calumet
Employee Attraction	Absence of next-generation retail and services necessary to attracting a younger workforce	Fond du Lac
Employee Attraction	younger people moving out of area	Calumet
Employee Attraction	lack of opportunities for young college grads	Shawano
Energy Prices	Travel (gas prices)	Waushara
Energy Prices	high fuel prices	Outagamie
Energy Prices	High cost of energy and need for heating in the winter and cooling in the summer	Calumet
Environment	Environmental Issues	Shawano

Weaknesses

Category	Comment	County
Environment	Not getting green sooner	Outagamie
Environment	We need to work at not buying as much natural gas and petroleum products	Outagamie
Environment	not enough inquiry about fuel alternatives	Shawano
Geographic Location	Small communities are often far from large populations of potential customers and major transportation systems	N/A
Geographic Location	Ability to move product to urban areas	Waushara
Geographic Location	distance from major markets and national transportation corridors	Outagamie
Geographic Location	Distance from major markets; rising cost of transportation to those markets	Calumet
Government	Little local ability to site or regulate wind turbines given current laws	Fond du Lac
Government	decrease of financial assistance from gov't for start ups or expansions	Calumet
Government	Too little funding available through the state	Winnebago
Government	Too many levels of government	Winnebago
Government	State talks a lot about economic development but doesn't look at long term policies that affect ED	Fond du Lac
Government	The government not stopping bad mortgage practices	Outagamie
Government	I think the East Central Region of Wisconsin is at the same disadvantage as the state as a whole. Wisconsin is unfriendly to business	Fond du Lac
Government	we over regulate our business	Fond du Lac
Government	I also think our Governor is not helpful, unless you write him a check	Fond du Lac
Image	Poor image - nothing exists in Wisconsin north of Milwaukee/Madison - also "Frozen Tundra"	Winnebago
Image	Perception of region isn't reflective of actual circumstances	Fond du Lac
Infrastructure	Transportation infrastructure hasn't kept up with the growth of the Hwy. 41 corridor	Calumet
Infrastructure	Substandard and aging transportation infrastructure	Calumet
Jobs	loss of good-paying jobs	Calumet
Jobs	Lack of quality jobs	Marquette
Local Government	Little or no planning (or in some cases no zoning) in towns	Calumet
Local Government	All Counties/municipalities do not have the same professional capacity for fostering economic development opportunities	Fond du Lac
Narrow Focus	Seems most of the focus on growth and development is on the Hwy. 41 corridor	Calumet

Weaknesses

Category	Comment	County
Natural Resources	Questionable water quality practices and little possibility for enforcement with existing laws	Fond du Lac
Natural Resources	Manage our water resources so that we are not like California and Arizona	Outagamie
Natural Resources	The lakes and waterways need better management of runoff and weed control	Shawano
Rising Standard of Living Cost	rising cost of standard of living	Calumet
Taxes	High taxes and cost of living	N/A
Taxes	Political pressure to reduce taxation which will lead to deterioration of infrastructure and environmental quality	Winnebago
Taxes	We have negative reputation as being a tax hostile state for both companies and individuals	Outagamie
Taxes	High state taxes	Outagamie
Taxes	High state and local taxes	Calumet
Taxes	We have a high corporate tax	Fond du Lac
Taxes	We have a high income tax	Fond du Lac
Taxes	We have very high property taxes	Fond du Lac
Taxes	And we have a personal property tax, that is only on business	Fond du Lac
Taxes	Not to mention our high gas tax	Fond du Lac
Transportation	Lack of Public Transportation	Fond du Lac
Transportation	Inadequate railroad infrastructure and service	Outagamie
Transportation	for rural workers, lack of adequate transportation if they don't drive	Fond du Lac
Urban Sprawl	Urban sprawl	Calumet
Urban Sprawl	Urban sprawl	Shawano
Workforce	Aging population	Waupaca
Workforce	loss of workforce due to retirement	Calumet
Workforce	Aging workforce	Fond du Lac
Workforce	Aging workforce	Winnebago
Workforce	Lack of global competency in the workforce	Fond du Lac
Workforce	Weak workforce skills in critical new economy functions (data analysis, engineering, technical, creative, research, etc.)	Fond du Lac
Workforce	The area is losing its industrial base	Outagamie

Weaknesses

Category	Comment	County
Workforce	we are not training our children that it is OK to pursue a career in manufacturing	N/A
Workforce	Workers that don't have updated skills for today's changing workplace and jobs of the future	Fond du Lac

Opportunities

Category	Comment	County
Access to Capital	Consolidate revolving loan funds	Fond du Lac
Agriculture	In agriculture -- combining land, animal husbandry, renewable energy systems, and food processing industries in combined synergies	Calumet
Agriculture	The bio-economy sector, including biorefineries (cellulosic feedstock), biofuels, and "farmaceuticals"	Outagamie
Agriculture	Agricultural diversification into fresh vegetable crops for local & regional consumption	Outagamie
Agriculture	Agricultural diversification	Winnebago
Agriculture	Expansion of ag industry to incorporate more organic farming/niche opportunities	Fond du Lac
Business	local companies using other local companies for products	Calumet
Business	develop supply chain network for area	Calumet
Business	Ability to capitalize on existing businesses and create clusters around them	Calumet
Business	Our greatest opportunity for growth is in our home-grown businesses. We must continue to nurture and grow these entrepreneurs	Calumet
Business	Grow the capacity of economic development professionals across the region	Fond du Lac
Business	Renewable energy industries, such as manufacturing of wind turbine components	Outagamie
Business	Just in time and requirements for tighter and tighter supply chains	Fond du Lac
Business	Technology	Fond du Lac
Business	sustainability for businesses	Calumet
Business	We need to build on the quality companies we have here by working with those companies on their needs, expansion plans and on suppliers or customers that would be good fits for us	Outagamie
Business	How long Ariens remains in Brillion is a question	Calumet
Collaboration	continue collaboration and communication amongst agencies, organizations and private businesses	Calumet
Collaboration	To further solidify regional collaborations in a way that is relevant for most stakeholders, most of the time	Fond du Lac
Culture	Welcome & value diversity of people and opinions as essential to economic growth	Fond du Lac
Culture	Incorporation of local arts & culture into economic development strategy mix	Outagamie
Culture	A "pro-development" mentality	Waupaca
Economic Development	The public/corporate awareness of ED issues is growing	Fond du Lac
Economic Development	need to foster entrepreneurial efforts and encourage business start ups with financial and technical assistance	Calumet
Economic Development	We've been able to tackle regional projects in other areas successfully, so I believe we have the opportunity to do it in economic development, at least to do it more effectively than we have been.	Waupaca

Opportunities

Category	Comment	County
Economic Development	Comes with the younger generation and the understanding of world networking	Shawano
Economic Development	Our children, grandchildren will be able to take in the development	Shawano
Economic Development	To build a convention center	Outagamie
Education	need to capitalize on strong educational system	Calumet
Education	need to get into schools and reach younger kids to keep them in the area or help them develop skills early that can be used in the local workforce	Calumet
Education	Entrepreneurial program fully integrated into the community	Fond du Lac
Education	Training and workforce development structure nimble enough to respond to changing needs of advanced manufacturers	Fond du Lac
Education	Get our Universities smartest people funding for the future of thousands	Outagamie
Employee Attraction	Encouragement of young-to-middle aged adults to return to the area and start innovative businesses, after they have "seen the world"	Outagamie
Energy	Improve oversight of wind turbines	Fond du Lac
Energy	Renewable energy	Winnebago
Energy	Production of alternative energy itself or components required for	Fond du Lac
Energy	Develop alternative fuels etc	Outagamie
Energy	if the area would become more dependant on alternative fuels, hybrid vehicle, solar energy, etc. job opportunities could become available again	Shawano
Energy	Develop "Green Jobs" We need to invest in training that provides jobs and companies that are involved in renewable energy and related business	N/A
Geographic Location	Utilization of Great Lakes Shipping Systems	Calumet
Geographic Location	Plenty of open areas for economic development	Marquette
Geographic Location	Available land area	Waupaca
Geographic Location	We have space for growth	Outagamie

Opportunities

Category	Comment	County
Geographic Location	Location! I think it's important to promote our area's location	Fond du Lac
Geographic Location	we are close to Milwaukee, the Twin Cities, and Chicago	Fond du Lac
Geographic Location	I think Wisconsin needs to stop competing with Chicago, and use it as an asset. Chicago is a hub for shipping, rail, trucking and is the third largest city in America.	Fond du Lac
Global	Growth in export markets	Fond du Lac
Global	Growing demand and economic activity in the traditional 3rd world (growth opportunity for food processing, advanced manufacturing, etc.)	Fond du Lac
Global	World is flat, outsourcing to region by companies around the globe	Fond du Lac
Global	Weak dollar	Fond du Lac
Government	State focus on economic development issues with long-term planning	Fond du Lac
Health	More wellness-oriented promotions for the area	Shawano
Health	As the Boomers age, they are more and more interested in staying or re-establishing health and wellness	Shawano
Housing	There are an abundance of housing on the market. There should be a push for people buying housing for cottages and summer homes as in Door County.	Shawano
Infrastructure	A great infrastructure for future growth	Outagamie
Jobs	Quality job creation	Marquette
Local Government	Great law enforcement thus increasing area visibility	Waushara
Local Government	Regional cooperation among units of government	Winnebago
Manufacturing	manufacturing companies diversifying products	Calumet
Manufacturing	new technology manufacturing possibilities	Calumet
Manufacturing	Take advantage of manufacturing resources (both education and business) and environmental connections to move into industries focused on products and services that focus on improving the energy and resource use efficiency of businesses and communities	Winnebago
Natural Resources	Improve eco-tourism and eco-recreation opportunities to capitalize & protect natural resources	Fond du Lac
Natural Resources	Great area to come to for recreation	Waushara

Opportunities

Category	Comment	County
Quality of Life	Wisconsin is still relatively peaceful and has the potential to be noted as a serene place with a comfortable way of life	Shawano
Quality of Life	continue to promote tourism and the lifestyle that this area offers	Shawano
Taxes	Perhaps tax breaks for farmers and businesses. This could be on a limited time period for them to get started, or continue to keep them in the area.	Shawano
Transportation	Improve public transportation	Fond du Lac
Transportation	High speed rail connectivity between Green Bay, Fox Valley, FdL, Milwaukee, & Chicago MSA's	Fond du Lac
Transportation	Utilizing rail system	Shawano
Transportation	The only industrial opportunities will be in communities with freight rail service	Calumet
Transportation	Extensive abandonment of rail lines over the last 20 years have essentially sealed the economic obituary of communities such as Seymour, Pulaski, Reedsville	Calumet
Transportation	I again stress the highways, railroads, waterways, etc.	Fond du Lac
Workforce	A great work force	Outagamie
Workforce	Nobody works like midwest people they have a great work ethic	Outagamie

Threats

Category	Comment	County
Business	bad business climate will keep prospective businesses away from area	Calumet
Business	rising prices to operate businesses (healthcare, oil, wages, transportation)	Calumet
Business	Loss of local ownership of corporations and businesses, particularly in areas of potential growth	Winnebago
Business	Discouraging new businesses coming into the area with too many restrictions. We need to be more flexible.	Shawano
Business	Staying the current course	N/A
Business	We need bold moves and bold planning to move forward. The time to act is now. Don't plan for the future, plan for now	N/A
Business	uncertain economic times that may delay or prevent future expansion of companies in the region	Fond du Lac
Capital	not enough financial assistance to entice companies to move here or expand	Calumet
Capital	Lack of investment capital to support innovation and entrepreneurship	Winnebago
Cost of Living	People can't afford the high price of living	Shawano
Culture	NIMBYism (Not In My Back Yard) may stymie development of alternative energy and large-scale agriculture	Outagamie
Culture	Potential abandonment of cultural amenities and emphasis if economy continues to tighten	Fond du Lac
Culture	Sometime being narrow and too conservative to new ways	Shawano
Culture	too much alcohol and a growing drug population	Shawano
Economic Dev. Groups	Unfocused and uncomplimentary New North regional program (with some exceptions)	Fond du Lac
Economy	tough economy to survive in	Calumet
Economy	Weak economy	Marquette
Economy	If something isn't done about the economy	Shawano
Education	Need to continue to educate our work force	Waupaca
Education	Education is slipping especially in the technical capacities	Fond du Lac
Employee Attraction	As workforce ages, will the region lose its blue-collar work base? The region needs to do a better job in directing potential workers into these careers	Calumet
Employee Attraction	Our young moving out of state	Waupaca
Employee Attraction	No jobs will drive younger population out of small communities leaving retired fixed income people left to pay higher taxes for services	Waushara
Employee Attraction	Retaining quality educated workforce	Winnebago
Employee Attraction	loss of young talent to larger markets	Shawano

Threats

Category	Comment	County
Energy	gas	Shawano
Energy Dependence	High dependence on out-of-state energy sources for electrical energy, and high dependence on imported oil and natural gas for transport and heating	Outagamie
Energy Dependence	Lack of energy independence	Fond du Lac
Energy Prices	Higher energy prices especially how it affects the entire economy	Calumet
Energy Prices	Rising transport costs for products manufactured in NEW, given distances from some key markets	Outagamie
Energy Prices	gas prices becoming prohibitive	Shawano
Energy Prices	high fuel prices	Shawano
Energy Prices	Can't afford gas or keep the vehicle running lose a job	Outagamie
Environment	Water contamination issues	Fond du Lac
Environment	Environmental issues	Shawano
Environment	Pollution	Shawano
Global	Increasing sophistication of third world economies (taking higher levels of the production and service food chain)	Fond du Lac
Global	World is flat, outsourcing of key strengths to companies across the globe	Fond du Lac
Global	Too weak dollar	Fond du Lac
Global	Decisions to reduce the size of existing operations made by out of the area decision makers	Outagamie
Global	The sale/merger of local companies to national or multi national concerns	Outagamie
Global	The cheap dollar is driving export sales and employment. When the dollar firms against foreign currencies our exports these companies will be hard pressed to keep sales up.	Outagamie
Global	the continuing out-sourcing of jobs to other countries	Fond du Lac
Government	Lack of State policy/funding emphasis on economic development issues	Fond du Lac
Government	National debt	Fond du Lac
Government	The Government not looking out for anything but big business	Outagamie
Government	Social Security is a huge problem, it will probably not be there by the time I need it	Outagamie
Infrastructure	Lack of transportation funding	Shawano
Infrastructure	Aging infrastructure - sewer, water, transportation	Winnebago
Infrastructure	Its inability to gain a better transportation system	Outagamie
Infrastructure	if we put our monies towards improving our infrastructure we can have a very strong economy	Fond du Lac
Infrastructure	Companies need to ship goods, and services. So I feel we need better highways (USH 41 improvements)	Fond du Lac
Infrastructure	More access to Airports	Fond du Lac
Infrastructure	More access to ports on Lake Michigan and the Mississippi River	Fond du Lac

Threats

Category	Comment	County
Infrastructure	If it's easier to come and go to East Central Wisconsin, it'll be easier to grow it	Fond du Lac
Insurance	Too many people losing insurance benefits	Outagamie
Insurance	Low paying jobs with poor insurance	Outagamie
Insurance	Too many companies using part time help and they have very little money and no insurance	Outagamie
Jobs	loss of workforce due to cuts	Calumet
Jobs	Loss of jobs	Marquette
Jobs	Exporting jobs to other countries	Waupaca
Jobs	People will lose their homes and become street people and too many are losing jobs	Outagamie
Lack of Regionalism	I also think we need to stop competing with each other communities. We need to look at ourselves as a region. Just because a factory or distribution center is in a nearby community doesn't mean you can't profit off of it	Fond du Lac
Land Use	Failure to protect agricultural land and water resources from encroachment by suburban sprawl	Outagamie
Local Government	Poor land planning. We need to identify land and set it aside for housing, business, commercial and agricultural development	Calumet
Local Government	Local zoning committees are not as informed or judicious with their power as they might be	Fond du Lac
Local Government	Comprehensive plans don't get used as they are intended	Fond du Lac
Local Government	Parochialism of local governments that won't collaborate for the good of the region	Outagamie
Local Government	Another threat is elected officials who refuse to think outside the box. We need more elected officials, younger elected officials, who see things in a 21st. Century set of mind	Fond du Lac
Local Government	We also need to get rid of townships!	Fond du Lac
Manufacturing	Aging manufacturing facilities - need reinvestment before it's too late	Winnebago
Manufacturing	We have to grow and nurture the manufacturing base here in Wisconsin. Our large manufacturing firms drive employment down their supply chain.	Outagamie
Manufacturing	Challenges to the paper industry make the need for economic development more serious than at any time in our past	Waupaca
Natural Resources	Air quality - do not want to become a non-attainment area	Winnebago
Natural Resources	Loss of working land/water base	Calumet

Threats

Category	Comment	County
Natural Resources	Sprawl which diminishes open space/natural resources	Fond du Lac
Natural Resources	We have to protect our great lakes from other states which would want to use our water	Shawano
People	loss of educated people from area	Calumet
Poor	The more homeless the worst things will get	Outagamie
Poor	More and more people are falling between the cracks	Outagamie
Poor	More are showing up at food pantries that used to be able to sustain themselves and their families	Outagamie
Poor	Utility bills and food will be unaffordable for too many too soon	Outagamie
Poor	If we decide to put our efforts towards expensive social programs that cost employers money eg. Healthy Wisconsin, we could seriously be at a competitive disadvantage	Fond du Lac
Quality of Life	decline in quality of life in area	Calumet
Taxes	Loss of quality labor force due to high taxes and cost of living	N/A
Taxes	Political pressure from aging population to reduce taxes and increase public services	Winnebago
Transportation	Transportation: Needs to be dependable and affordable (especially rail)	Calumet
Workforce	Retiring Workforce	Fond du Lac
Workforce	Shrinking & aging workforce	Fond du Lac
Workforce	loss of workforce due to retirements	Calumet
Workforce	The Middle class people need help	Outagamie