

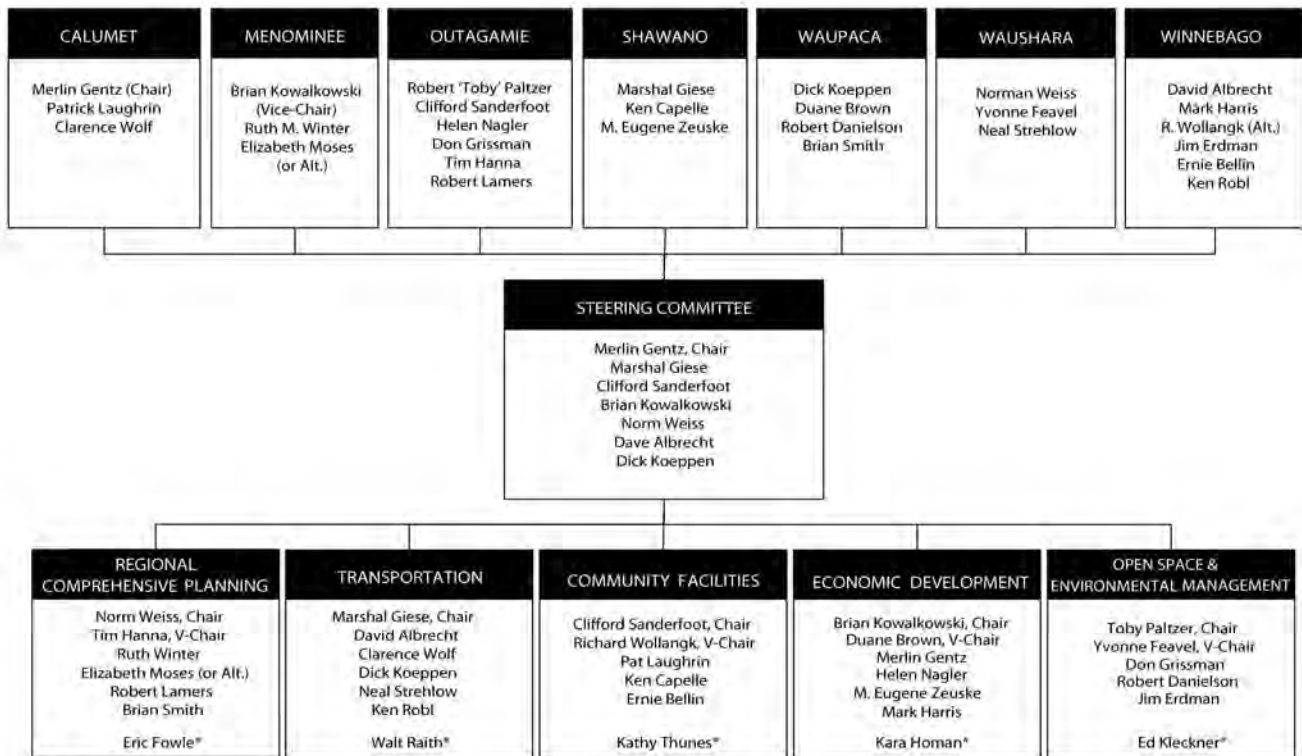
# CHAPTER 1: INTRODUCTION

## THE EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

The East Central Wisconsin Regional Planning Commission (the Commission) was established in 1972 and is an association of counties and other local units of government with statutory responsibility to plan and coordinate the physical and economic development of the region. The region consists of 10 counties, 27 cities, 29 villages and 156 towns (See Map 1). In terms of neighboring jurisdictions, the region is bordered by 3 regional planning commissions, North Central; Bay-Lakes; and South Eastern, and by 11 counties: Langlade; Oconto; Brown; Manitowoc; Sheboygan; Washington; Dodge; Columbia; Adams; Portage; and Marathon.

East Central is governed by 28 Commissioners. All county executives and county board chairs are commissioners. Towns and cities are also represented. One commissioner from each county is appointed by the Governor to represent state interests. East Central maintains five formal subcommittees: Regional Comprehensive Planning; Transportation; Community Facilities; and Open Space & Environmental Management. Exhibits 1 and 2 show the 2007-2008 Commissioners and Planning Staff. Ad-hoc advisory committees exist for the Transportation and Economic Development (the CEDS Strategy Committee) planning programs.

**Exhibit 1. East Central RPC Table of Organization, 2007-2008**



\*Indicates East Central Staff Contact

## Exhibit 2 – East Central RPC Staffing, 2007-2008

### Administrative Staff

Eric W. Fowle, AICP - Executive Director  
Walt Raith, Assistant Director / MPO Director  
Vicky Johnson, Administrative Coordinator  
Edalia Haney, Administrative Assistant  
Angela Cottrell, Financial Specialist

Joe Huffman, Sewer Service Area Planner  
Todd Verboomen, Sewer Service Area Planner  
Melissa Kraemer Badtke, GIS/Planning Specialist (Transp)  
Scott Konkle, Mine Reclamation Specialist  
Andrew Jennings, Emergency Management Planner

### Planning Staff

Jason Kakatsch, Principal Transportation Planner  
Ed Kleckner, Principal Community Development Planner  
Kathy Thunes, P.E., Principal Community Development Planner  
David Moesch, Associate Transportation Planner  
Betty Nordeng, Associate Housing Planner<sup>1</sup>  
Christine Kaup, Associate Economic Development Planner<sup>1</sup>  
Kara Homan, Associate Economic Development Planner<sup>1</sup>  
Melinda Barlow, Associate Community Development Planner<sup>1</sup>  
Jon Motquin, Community Development Planner<sup>1</sup>  
Tom Baron, Community Development Planner<sup>2</sup>

### Geographic Information Systems Staff

Rick Stadtmueller, GIS Coordinator<sup>1</sup>  
Trish Nau, GIS Coordinator  
Mike Zuege, GIS Specialist II  
Adam Pfefferle, GIS Specialist I  
Mike Patza, GIS/Planning Assistant

### Information Technology Staff

Tim Badtke, IT Coordinator

### Notes

<sup>1</sup> - Employed for a portion of 2007

<sup>2</sup> - Employed for a portion of 2008

## PURPOSE OF THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

The purpose of the CEDS is multifaceted. The CEDS is designed to provide baseline information, development strategies, and projects to Commissioners, the CEDS Strategy Committee, staff, local government officials, interest groups and citizens from throughout the region, while meeting the requirements of the Economic Development Administration. This CEDS should be viewed as one of many tools in the economic development toolkit.

### EDA District Status

In 1984 East Central was designated as an Economic Development District (EDD) under the provisions of Title IV of the Public Works and Economic Development Act of 1965, as amended. The U.S. Department of Commerce, Economic Development Administration (EDA) provides financial assistance to designated districts for the purpose of developing a Comprehensive Economic Development Strategy (CEDS) and provides funding, in part, for community development planning that is designed to assist in alleviating economic distress and unemployment.

The CEDS document is a significant component of remaining a designated EDD. Continued eligibility of the East Central Economic Development District is based upon the Commission completing an update of the CEDS, in conformance with 13 CFR Chapter III §303.7, every 5 years, and submitting a supplemental annual report for all other years.

The East Central Wisconsin Comprehensive Economic Development Strategy (CEDS) is designed to:

*...bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen the regional economy. The CEDS analyzes the regional economy and serves as a guide for establishing region goals and objectives, developing and implementing a region plan of action, and identifying investment priorities and funding sources. As a performance-based plan, the CEDS will serve a critical role in the region's effort to defend against economic dislocations due to global trade, competition and other events resulting in the loss of jobs and private investment. CFR §303.7(a)*

**MAP 1.**

**East Central Wisconsin Regional Planning Commission  
& Economic Development District**

## EDA Investments in the Region

Since gaining EDD status in 1984, the Commission has been successful in securing over \$9.7 million in EDA funding for projects throughout the region, as seen in Table 1. By continually updating the CEDS, the Commission ensures that communities within the region remain eligible for EDA funding to use in leveraging additional private and public sector investment.

**Table 1. EDA Investments in the East Central Wisconsin Region Since 1984**

| Year   | Recipient                      | County      | Project Description                                | Program              | EDA Funding         |
|--|--------------------------------|-------------|--|----------------------|---------------------|
| 1984   | City of Fond du Lac            | Fond du Lac | Industrial Park Improvements                       | Public Works         | \$ 385,350          |
| 1984   | Fox Valley Technical Institute | Outagamie   | Sewer, Road and Building                           | Public Works         | \$ 770,000          |
| 1984   | Oneida Tribe                   | Outagamie   | Sewer & Water Extension                            | Public Works         | \$ 477,254          |
| 1987   | City of New Holstein           | Calumet     | Industrial Development                             | Public Works         | \$ 400,000          |
| 1987   | Fox Valley Technical Institute | Outagamie   | Develop Export Trade                               | Technical Assistance | \$ 31,182           |
| 1990   | City of Green Lake             | Green Lake  | Water System Improvements                          | Public Works         | \$ 366,222          |
| 1992   | East Central Wisconsin RPC     | Regional    | Economic Development Feasibility Study             | Technical Assistance | \$ 45,000           |
| 1993   | East Central Wisconsin RPC     | Regional    | Flood Recovery Strategy                            | Technical Assistance | \$ 80,000           |
| 1995   | City of Brillion               | Calumet     | Water, Storm Basin Improvements                    | T9                   | \$ 505,058          |
| 1998   | Menominee Tribal Enterprise    | Menominee   | Construction of Industrial Building                | Public Works         | \$ 490,800          |
| 1999   | Village of Bonduel             | Shawano     | Industrial Park Infrastructure                     | Public Works         | \$ 748,200          |
| 2000   | Village of Westfield           | Marquette   | Industrial Park Development                        | Public Works         | \$ 835,100          |
| 2001   | Menominee Tribal Enterprise    | Menominee   | Construction of Wood Products Manufacturing Center | Public Works         | \$ 807,000          |
| 2002   | City of Berlin                 | Green Lake  | Industrial Park Infrastructure                     | Public Works         | \$ 1,606,200        |
| 2002   | City of Shawano                | Shawano     | Industrial Park Development                        | Public Works         | \$ 808,000          |
| 1984-2008  | East Central Wisconsin RPC     | Regional    | Ongoing Economic Development Planning              | Planning             | \$ 1,388,902        |
| <b>Total EDA Investment in the East Central Region</b> |                                |             |  |                      | <b>\$ 9,744,268</b> |

Source: EDA 2008

## BACKGROUND AND PROCESS

The 2008 CEDS update is the culmination of a year-long planning process. The planning process consisted of the collection and dissemination of background information, gauging economic development perceptions in the region, inventorying regional economic development projects, and prioritizing these projects. The Comprehensive Economic Development Strategy (CEDS) Committee played a crucial role in this process.

### CEDS Strategy Committee

The CEDS Strategy Committee, an ad-hoc advisory committee, is designed to help guide the CEDS planning process. Input from this committee is reported back to the Commission's Economic Development Standing Committee, and the Full Commission. The makeup of the CEDS Strategy Committee is guided by EDA legislation, CFR §303.6(a), which stipulates the

committee should have representation from the following: private sector, public officials, community leaders, workforce development boards, institutions of higher education, minority and labor groups, private individuals, and tribal governments where applicable. The CEDS Strategy Committee (Appendix A) played a critical role in development of the 2008 CEDS Update, and many thanks go out to the committee for their assistance in preparing the document.

### Public Participation

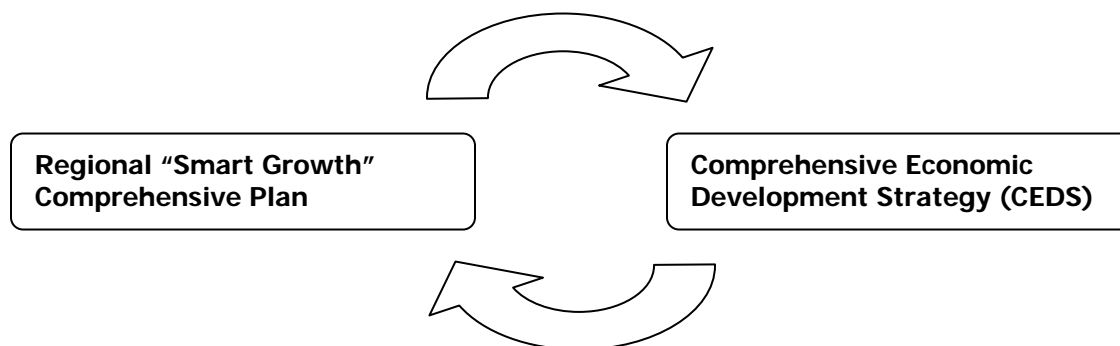
Public participation opportunities were made available throughout the process through the development of a CEDS website, a SWOT (Strengths, Weakness, Opportunities, and Threats) survey, and a 30-day public comment period, culminating in a public comment item on the October 31<sup>st</sup>, 2008 Commission Agenda. A summary of public input can be found in Appendix H. All meetings of the CEDS Strategy Committee were open to the public.

### Integration with Regional Comprehensive Plan

East Central adopted *Shaping our Future in the 21<sup>st</sup> Century: The East Central Wisconsin Regional Comprehensive Plan 2030* on April 25, 2008. This plan supplants the Commission's prior regional plan, which was adopted in the early 1970's. The new plan was developed in compliance with the State of Wisconsin's "Smart Growth" legislation (§66.1001 and §16.965), which requires that plans contain an Economic Development element. Other required "elements" are: issues and opportunities; housing, transportation; community and public facilities; agricultural, natural, and cultural resources; land use; intergovernmental cooperation; and implementation.

The Commission has taken the approach to integrate the comprehensive planning efforts into the CEDS planning process. Both the Regional Comprehensive Plan and the CEDS are continuous planning processes; the documents that come out of these processes at particular points in time merely reflect the status of the document when printed. Both plans are designed to be 'living' documents, and as such, can and should be continually updated. The Commission intends to utilize the CEDS process to update the Economic Development Element of the Regional Comprehensive Plan on a regular basis. This concept is depicted in Figure 3.

**Figure 3. Interrelationship Between Planning Process**



## REPORT STRUCTURE

The CEDS is intended to provide the baseline information that will enable Commissioners, staff, advisory committee members, interest groups, and citizens to understand the basic make-up of the region. It provides background information on demographic trends and socio-economic conditions, including population, labor force, personal income and wage information, as well as regional infrastructure, geography, and natural resources. The following is a brief description of chapters within the CEDS.

### Section I: Introduction

#### Chapter 1: Introduction

*This chapter provides a context for which the CEDS is created. Description of the Commission, functions and programs of the EDA, and the planning process are included.*

### Section II: A Description of the Region

#### Chapter 2: Population & Housing

*This chapter sets the context for population and demographic conditions, by analyzing historical and projected socioeconomic trends, while illustrating these trends through maps, graphs, and charts.*

#### Chapter 3: Geography and Regional Resources

*This chapter provides a general overview of the region's climate, topography, and natural resources.*

#### Chapter 4: Regional Infrastructure

*This chapter describes the region's infrastructure, including: transportation infrastructure, existing utilities, and community facilities. Information regarding industrial/business parks is also covered.*

#### Chapter 5: Economic Development Trends

*This chapter provides a general overview of the region's employment, income, industries and clusters. Economic development strengths, weaknesses, opportunities and threats are also included.*

### Section III: Economic Development Action Plan & Projects

#### Chapter 6: A Plan for Action

*This chapter provides the region's economic development goals and objectives, sets forth performance measures, and presents a plan of action.*

#### Chapter 7: EDA Program Criteria and East Central Project Inventory

*This chapter describes in more detail the EDA program, investment criteria and funding distress levels. Also, the regional project inventory, along with ranking criteria and included.*