



CEDS
comprehensive economic development strategy

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

Summary of Adopted CEDS
September 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
- Adopted 2021-2025 CEDS replaces the previous 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
 - 81% have a minority population higher than the regional average
- Opportunity Zones
 - 46 in the Region


opportunity zones

 census tracts identified as opportunity zones in 2018

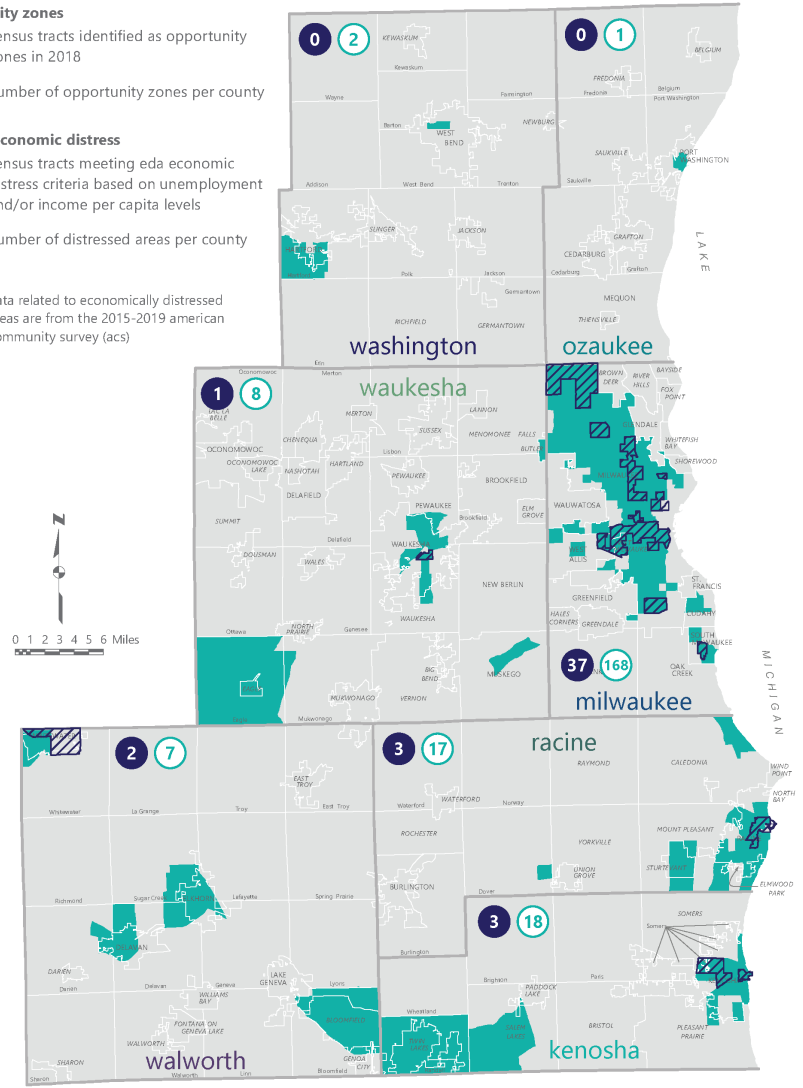
 number of opportunity zones per county

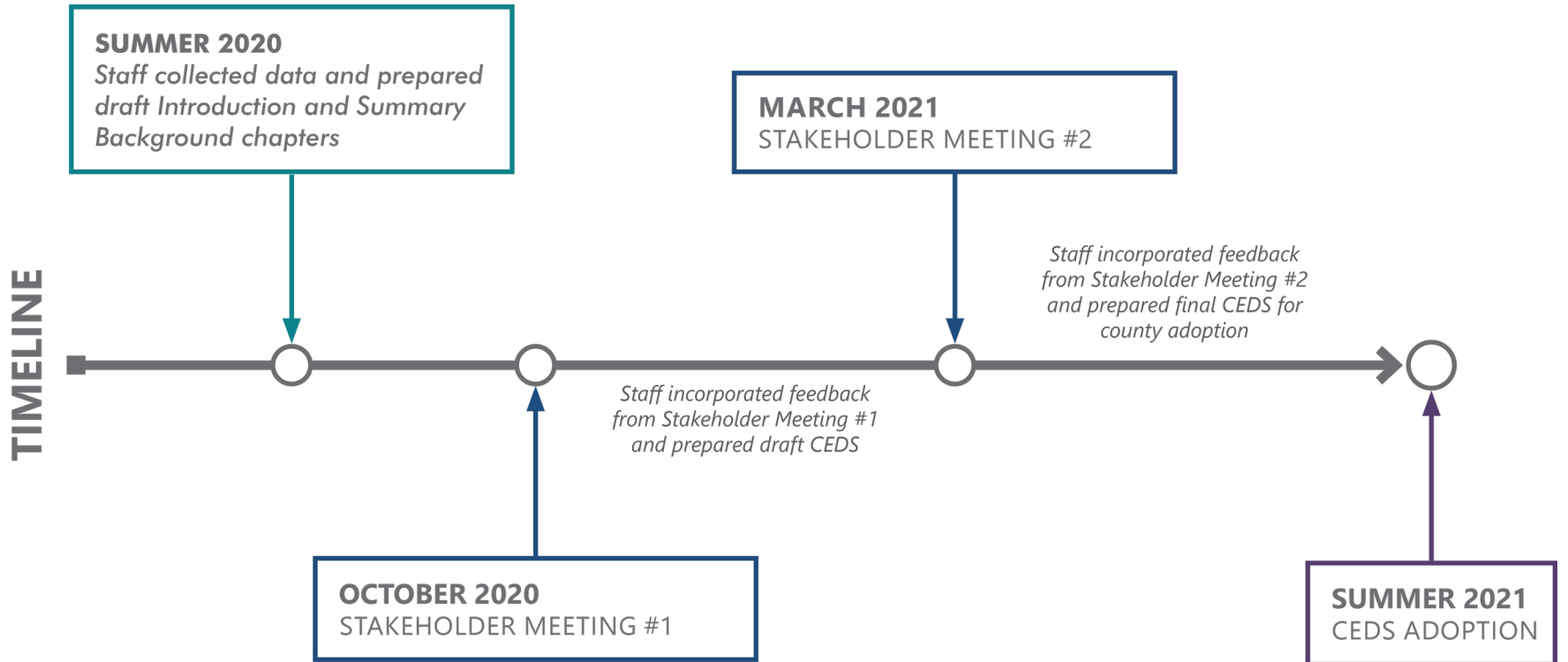
areas of economic distress

 census tracts meeting eda economic distress criteria based on unemployment and/or income per capita levels

 number of distressed areas per county

note: data related to economically distressed areas are from the 2015-2019 american community survey (acs)





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

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- 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

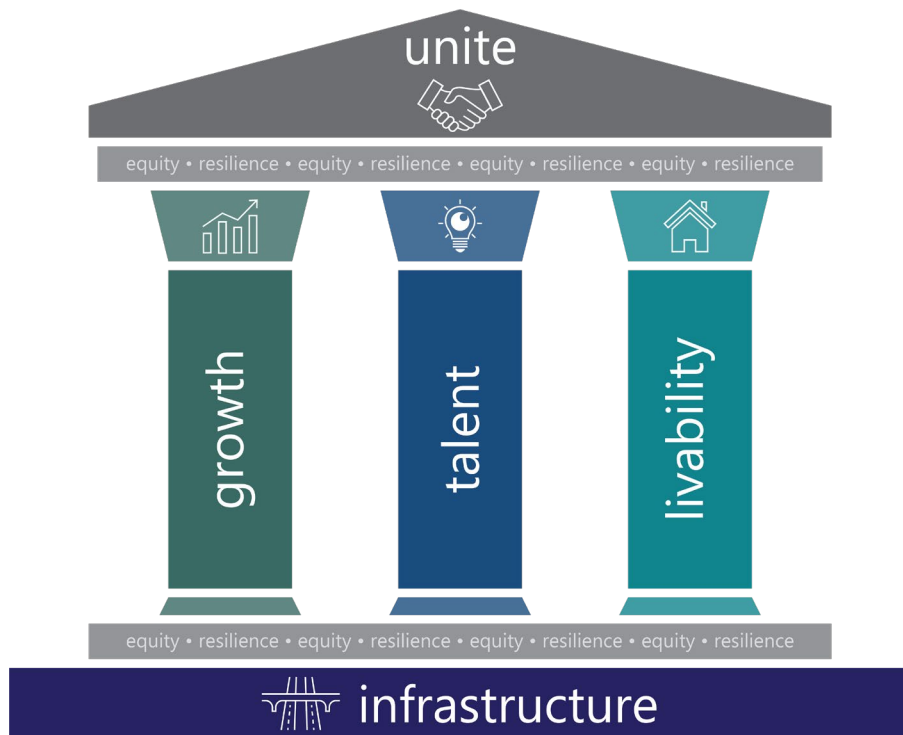
➤ Key Threats

- 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
 - Listed on pages 94-104 of full report



location	project information	strategies
business advancement		
Multiple Municipalities	Business Growth Services – Build out continuum of services such as Scale Up Milwaukee (whose SPARC Accelerator program has a specific focus on Black-, Hispanic-, and woman-owned businesses), Economic Gardening, Cluster Accelerators, and BizStarts	1.4, 2.1, 2.2, 2.5, 2.6
Multiple Municipalities	Regional Growth Model Initiative – Develop a data-driven economic model for the Region to project the effects of various growth variables and potential strategies and investments, including use of supporting dashboards	1.2, 2.1
Multiple Municipalities	M7 Export Initiative/Brookings Global Cities Initiative – Assist area firms in developing export strategies and plans, with a focus on small- and mid-sized firms	2.1, 2.2, 2.7
Multiple Municipalities	Minority Business Development Revolving Loan Fund (RLF) – RLFs and technical assistance for minority business creation and expansion via chambers and nonprofit minority business associations	1.4, 2.1, 2.6, 3.5, 4.3
Multiple Municipalities	WI Manufacturing Extension Partnership (WMEP) Profitable Sustainability Initiative – Support small and midsize manufacturers in achieving profitable sustainability	2.1, 2.2, 2.4, 2.5
City of Milwaukee	Century City Advanced Manufacturing Training Center – Provide advanced manufacturing training and facilities for prototype and small-run production located in the historically disinvested central city	1.4, 2.1, 2.4, 2.5, 3.1, 3.3, 3.6

Thank You

sewrpc.org/CEDS

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