

COMPETITIVE ASSET ASSESSMENT

FINDINGS AND RECOMMENDATIONS

Regional Economic Growth Initiative

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Overview

- Study Process
- Key Findings
- Building Blocks
- Undermining Forces
- Synergistic Opportunities
- Summary Recommendations

STUDY PROCESS

Study Process



Interviews

Economic
Assessment

Asset
Inventory

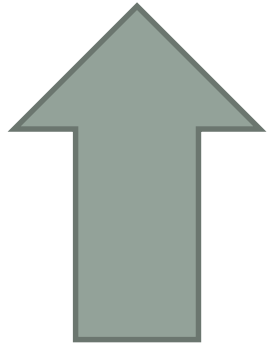
Benchmark
+
SWOT

KEY FINDINGS



BUILDING BLOCKS

Building Blocks



Cultural Vibe

Physical
Infrastructure



Human
Capital

Industrial
Foundation



UNDERMINING FORCES

Limited Regional Collaboration

Economic Drivers at Risk

Lack of Investment in
Central Place

Minimal
Infrastructure

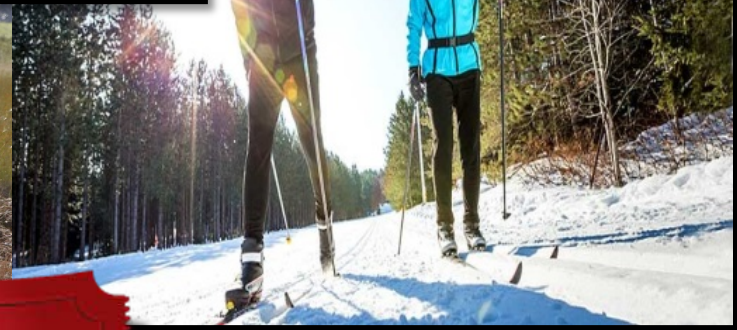
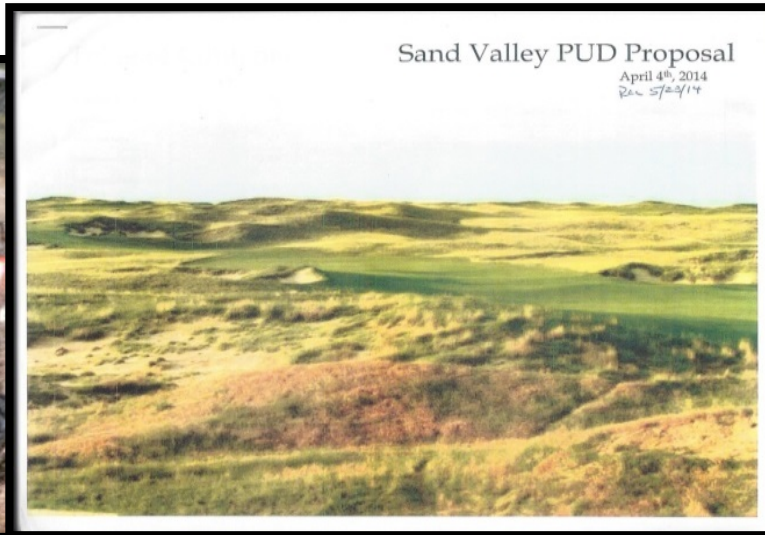
Limited
Economic
Development
Capacity



**Undermining
Forces**

SYNERGISTIC OPPORTUNITIES

Tourism and Recreation



HO-CHUNK GAMING
WISCONSIN

Healthcare





TRIBUNE BUILDING

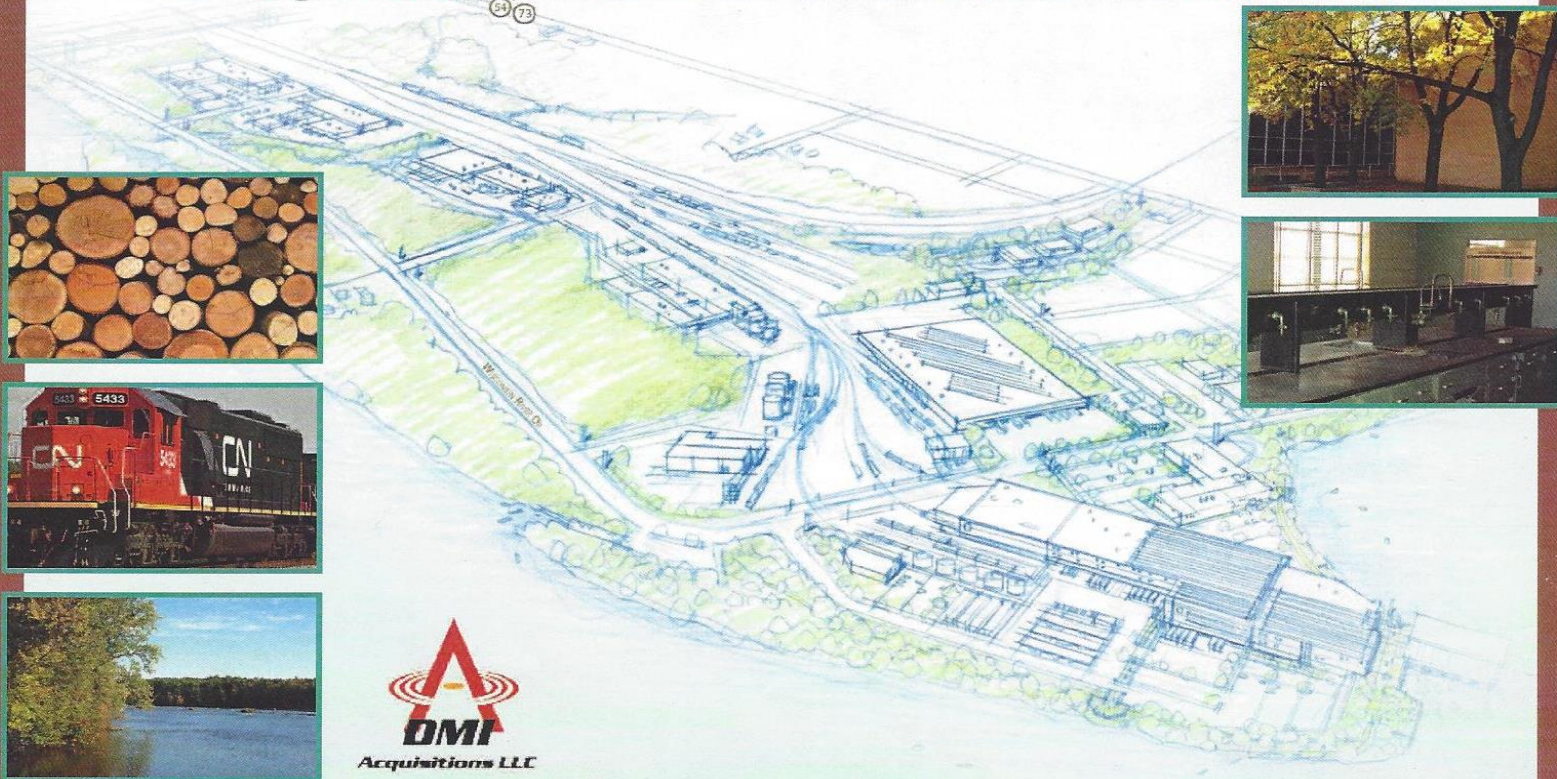


Central Place



CENTRAL WISCONSIN APPLIED RESEARCH & BUSINESS PARK

GROWING INNOVATIVE NEW BUSINESSES FROM DEEP WISCONSIN ROOTS



Former Port Edwards Mill Site

SUMMARY

RECOMMENDATIONS

- Redefine and **Work Together as a Region**
- Enhance basic infrastructure with **Inter-governmental Agreements**
- Support **Economic Drivers**
- Develop a **Distinctive Central Place** where residents and newcomers choose to live
- Develop a full – service **Economic Development Organization**

Summary Recommendations