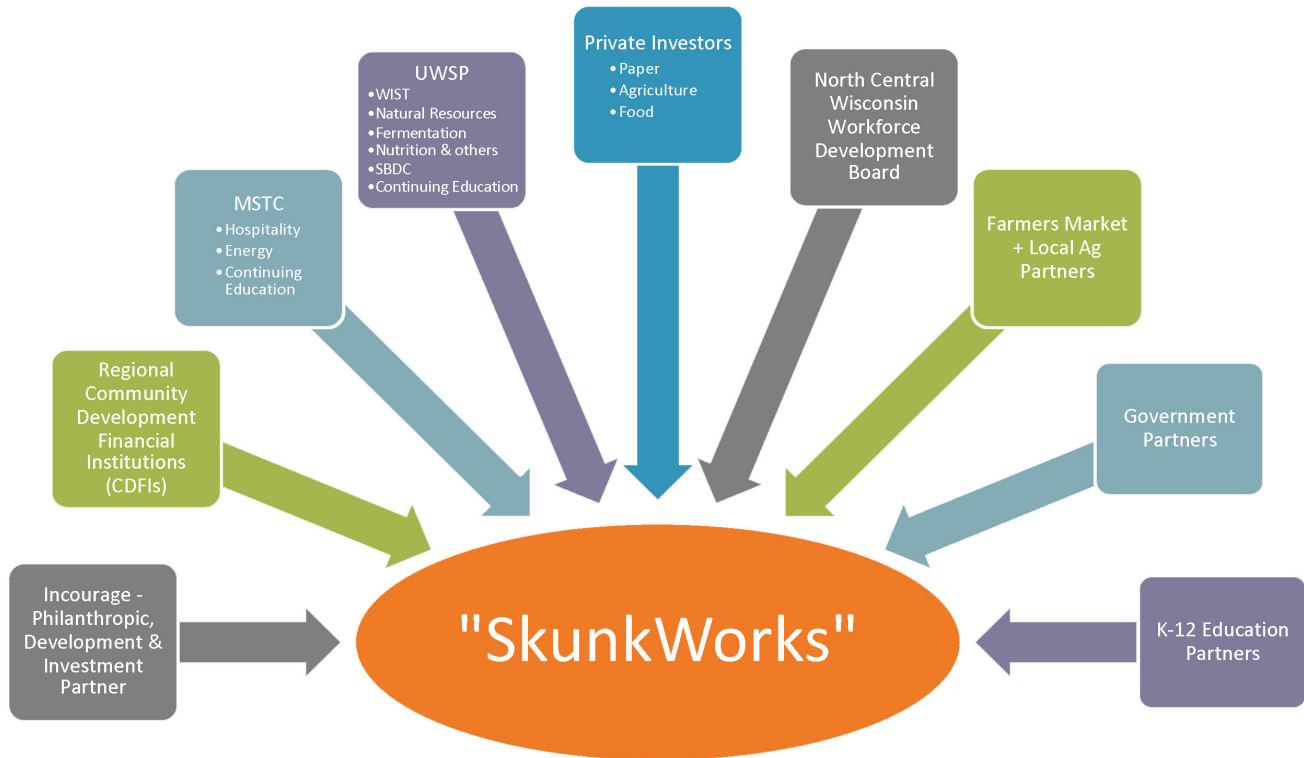


Partnership for Sustainable Communities

An Initiative of Incentive and University of Wisconsin-Stevens Point



A SkunkWorks is an innovative undertaking, with the term originating during WWII at Lockheed Corporation in response to an urgent request from the Pentagon for a new fighter jet. Delivery of the prototype was required in 150 days. Lockheed engineers understood this would require intense collaboration across disciplines and multiple organizations. Using the SkunkWorks concept, they delivered in 143 days. SkunkWorks represents work that occurs outside the normal channels of research and development within any individual institution. This and similar Partnership activities aim to allow competitors (public, private, and nonprofit) to collaborate, eliminate bureaucratic restrictions, and enable ideas to collide across disciplines to create new ideas, more innovative products, and stronger solutions rarely possible within a single institution.

Far more than shared office space, the Partnership for Sustainable Communities and its critical institutions together have the potential to inform, support, and enable the economic change envisioned by the region. Research, training, lectures, conferences and workshops, business and entrepreneurship support, alternative career pathways and models for ownership, access to financing, and informal collaboration among partners and the community create a vibrant “ecosystem” grounded in regional intellectual capital and its practical application. The Partnership for Sustainable Communities honors the key assets that have long fueled the economy while providing the infrastructure needed to foster, retain and attract the innovators and entrepreneurs of the future.

The importance of this project as a visible representation of the changes our cherished institutions must make individually, and demonstration of the collaborations required for those individual transitions to achieve meaningful impact, cannot be understated. The Tribune Building and its partners demonstrate the process of inclusive and collaborative leadership and decision making, with potential to energize a new and revitalized economy and community for generations to come.

Tribune: An Economic and Community Hub



The Tribune Building will include:

- Training microbrewery, MakersKitchen and brewpub on the first floor with riverfront outdoor dining, adjacent street access to a Farmers Market and a rooftop lounge/event venue
- **Partnership for Sustainable Communities**, an Incourage and University of Wisconsin-Stevens Point (UWSP) initiative, creating on-site collaboration with:
 - UWSP programs, including Wisconsin Institute for Sustainable Technologies (WIST), Small Business Development Center, College of Natural Resources, fermentation sciences, nutrition sciences and design
 - Residents, including students, educators, entrepreneurs and investors
 - North Central Wisconsin Workforce Development Board
 - Mid-State Technical College
 - Private partners focused on innovation in paper, agriculture, food
- Shared workspace and learning opportunities for entrepreneurs/small businesses

How does the Tribune Building support regional transformation?

Tribune will **catalyze** regional economic growth, **model** new approaches to foster economic and cultural transition, and **attract and retain** talent. It will:

- Engage residents and partner organizations in growing the economy
- Serve as a hub of innovation and vibrancy to leverage regional engines of economic activity: paper, timber, cellulosic tech, agriculture/food, and healthcare
- Focus on continuum of K-16 learning/training opportunities to provide stackable credentials and career path skills aligned with regional economic drivers, including entrepreneurship/self-employment
- Provide business and entrepreneur support services focused on strategies that increase community sustainability, such as co-ops, employee ownership, and succession planning to retain/transition existing businesses from retiring owners
- Foster public/private partnerships to create cross-discipline collaborators working toward a shared vision of a thriving region and replicable model
- Create a riverfront destination/unique experience in a vibrant downtown

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