

Tribune:

An Economic and Community Hub for Southern Wood County and Central Wisconsin

About Southern Wood County

Assets

- Strong high school graduation rates and education assets
- Four robust industry areas – paper/cellulosic technology, food manufacturing, agriculture, and healthcare
- Outstanding telecommunications infrastructure
- Abundant natural resources

Challenges

- Double digit decline in employment over a decade
- Income growth below national and state average
- Population growth is well behind the state average. Region is losing young adults and has fewer smaller businesses, less high-tech employment than the state.

ECONOMY AND REGION IN TRANSITION, NOT YET RECOVERED

	Employment	Population	Wages & Salaries
	2004-2015 % Change	1998-2015 % Change	1998-2015 % Change
Southern Wood County	-10.8%	-3.5%	25.9%
Centergy	0.2%	5.4%	55.3%
Wisconsin	2.8%	10.9%	65.0%
United States	7.8%	22.0%	85.4%

Source: Wisconsin's South Wood County: An Encouraging Story for Some Zip Codes, Jerome Segura III, Ph.D., Numbers & Nature LLC.

Opportunities

For over a century, the region's economy relied heavily on one industry, and predominantly on one Fortune 500 company, to drive employment and economic development. As the region continues transitioning toward a more diversified and modern economy, the Tribune Building will play a major role in fostering regional economic growth and development. This downtown, community driven development will:

- Create a hub for work, training, entertainment, and community gathering to connect partners and resources, and grow economic opportunity
- Provide a resource similar to "innovation centers" found in other comparable Wisconsin communities to support development and sustained success of new businesses, talent development and creation of new jobs, with explicit linkages to K-16 continuum of learning
- Strengthen and expand regional connections and institutional collaborations



Tribune Building



As an economic and community hub, the Tribune Building will include:

- Training microbrewery, culinary/commercial kitchen 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 will the Tribune Building help the region and the state?

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

- 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

What impact will state support have?

- State investment of \$3 million will unlock over \$10 million in additional funding
- State investment is essential for leveraging philanthropy and unlocking private sector investments and collaborations with major public partners in the region
- Supports goals of Legislature and Governor Evers to promote main street rural economic development, support job creation through innovation/entrepreneurship, increase access to capital, and leverage UW system resources
- Create a replicable model for community collaboration and regional partnerships

Tribune Building Budget \$14.7M

\$13.5M for construction and design, including property, resident engagement facilitation, engineering and LEED fees, standard contingencies, art, and interior furnishings, fixtures, and equipment; \$1.2M for kitchen, cafe and brewery equipment

Private \$10.2 M	Debt/Other \$2.5M
	Donations & Grants from Foundations, Businesses, & Individuals \$5.7M
	In-kind/ Development Partner \$2M
	Federal \$1M
Public \$4.5 M	State of WI \$3M
	WEDC \$472K

**For additional information contact us at Incourage
715-423-3863
tribunebuilding@Incouragecf.org**