

Tribune:

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



The Tribune is a community led, public-private partnership to transform the 25,000 sq. ft., former Daily Tribune building that overlooks the Wisconsin River into:

- an entrepreneurial and workforce support center;
- a focal point of regional collaboration among major institutional drivers of economic change; and,
- a dynamic community hub for both work and play.

It represents the culmination of two decades of work identifying and addressing local workforce gaps, economic development needs, and associated quality of life and cultural issues. The Tribune creates an unprecedented opportunity for critical economic drivers in the region, new investors, and entrepreneurs to come together in new and more sustainable business models, share critical information, collaborate on joint projects, and spur innovation.

For over a century, Central Wisconsin'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 will play a major role in fostering regional economic growth and development.



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** |
|----------------------|-------------|--------------|--------------------|
| 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% |

*2004-2015 % Change

**1998-2015 % Change

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

Through a resident-centered process that engaged over 2000 residents in planning and decision-making, the Tribune has been designed to reflect resident priorities and capitalize on community and regional assets.

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

- Training microbrewery, culinary/commercial kitchen and brewpub, adjacent street access to a Farmers Market
- **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), College of Natural Resources, fermentation sciences, nutrition sciences and design; Small Business Development Center
 - 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 and food
 - Shared workspace and learning opportunities for entrepreneurs and small businesses



Imminent Opportunity to Leverage State and Private Investment

Incourage seeks \$5M support from regional and national foundations, other private donors and impact investors to complete this \$15M project and leverage \$7M of commitments to date:

1. Incourage has made an impact investment of over \$1M to launch the project, including purchase and design of the property.
2. Through bipartisan support in the '20-'21 budget, the State of Wisconsin has contributed \$3M.
3. Federal – seeking support through various agencies.
4. In-kind – includes development partner build-out; equipment donations; parking lot collaboration with City shifting site development expenses.
5. Private contributions – Donations and grants from foundations, businesses and individuals; could include impact investments. \$700,000 raised to date comprised of many smaller gifts from residents.
6. New Markets Tax Credit (NMTC) allocation that will supply approximately \$3M of equity to the project, subject to raising \$5M in private contributions and other in-kind donations and investments in 2019.

Project funded to date through contributions of local residents, the Wisconsin Economic Development Corporation, ArtPlace America grant and over \$1M of impact investments from Incourage.

Incourage is committed to the Tribune’s long-term success, including technical assistance and programmatic activities. Through the Partnership for Sustainable Communities and regional collaboration, there will be unprecedented access to other regional intellectual and financial assets.



Tribune will foster economic growth and innovation for generations to come. Contributions of all sizes and types matter. Join us.

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