

# 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 former Daily Tribune building that overlooks the Wisconsin River into:

- a focal point of regional collaboration and innovation among major institutional drivers of economic change;
- a hub for entrepreneurial and workforce partnerships, training, and support; and,
- a dynamic community place for work, play and commerce.

The Tribune 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. It is an opportunity for investors, entrepreneurs and stakeholders 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 transitions 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. From its initial inception as an Incouraged project, the Tribune has grown into a partnership with key stakeholders in regional economic transformation and growth.



**As an economic and community hub, the Tribune Building will be the focal point for collaboration among:**

• **Major drivers of economic opportunity in the region:**

- Partnership with UW-Stevens Point including the Wisconsin Institute for Sustainable Technologies (WIST), College of Natural Resources, fermentation sciences, nutrition sciences and design, and Small Business Development Center
- Paper, pulp, timber, agriculture, and healthcare industries
- Other for-profit and nonprofit institutional stakeholders integral to the health of the region
- **Mission-driven commercial enterprises** operating microbrewery, cafe and event space with beautiful view of the Wisconsin River – only outdoor riverfront eatery in the city
- **Incourage Community Foundation** serving as focal point for its work convening community with a focus on building financial, social and cultural capital

This collaborative space will be a **laboratory for innovation** among local residents, including students, educators, entrepreneurs and investors, creating:

- Shared workspace and learning opportunities for entrepreneurs and small businesses, bringing individuals and institutions together in a “Skunkworks” of intellectual exchange, enabling work outside the confines of any one institution
- “Hustle Bar” that allows competitors to collaborate, engage with stakeholders, and collide across disciplines to create new ideas, more innovative products, and stronger solutions
- Training opportunities for fermentation, culinary, hospitality, and nutrition/public health interns from educational institutions, life-long learners, and employers from throughout the region
- Access to capital and other resources

**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 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. In-kind – includes development partner build-out, equipment donations, and parking lot collaboration with City shifting site development expenses.
4. Private contributions – Donations, grants, or impact investments from foundations, businesses and individuals. Eligible for Opportunity Zone investments. \$700,000 raised to date comprised of many smaller gifts from residents.
5. Historic Tax Credits and/or New Markets Tax Credits (NMTC) to provide approximately \$3M of equity to the project.

Project funded to date through contributions of many local residents, 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 partnerships 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.**

For additional information contact: Kelly Ryan, Incourage | 715.423.3863 | [kryan@incouragecf.org](mailto:kryan@incouragecf.org)