

# IDEAS/RECOMMENDATIONS

## Economic Development

- *What types of business or industry sectors do you see as crucial to promote growth in the region?*
- One, manufacturing; two, tourism
- Recreation – testing of silent sports equipment, including manufacturing and test facilities. Examples: bikes, paddle sport equipment, ski equipment, etc.; Forestry – harvesting forest products, wood materials; Home based businesses; manufacturing; call centers.
- Education (higher); technology-based businesses; health care; service sector – regional commercial hubs; water related – research, marine repair, etc. – make use of water resources; tourism; become center of sustainability research; community supported agriculture; wood industry
- More manufacturing – heavy and light; businesses that pay good wages; specialized businesses/manufacturing; water research
- Advanced manufacturing; health care; transportation
- Local foods; ecotourism; environmentally capable; small business
- Manufacturing; tourism; health care
- Continued growth in manufacturing – good paying jobs; retail/downtown development and growth; technology based businesses, such as programming jobs from home and in downtown offices; healthcare; tourism; transportation; education; water research; agriculture
- Aid logging and timber development/growth with added use of cellulose - Develop more uses of cellulose, therefore, 100% jobs in our area - grow and cut trees and the industry to use cellulose; construction jobs – more road and highway work. The added road investments will help to attract more jobs, tourism, and growth in population; develop ports for Great Lakes shipping. Great Lakes are a natural path to all world markets. Duluth-Superior one of largest ports. Can more be developed?
- Smaller, startup manufacturing; focus on opportunities we have because of Lake Superior; focus on welcoming/attracting next generation
- Manufacturing - partnerships; service sector for manufacturing – i.e. service technicians for machines, building maintenance
- Health care – aging demographics; manufacturing; wood products; adventure sports/services
- Natural resources; wood products; mining; recreation/tourism; manufacturing
- Manufacturing; wood products; mining; recreation
- Small businesses – services; tourism – 4 seasons

- Tourism/recreation; IT; manufacturing (all sizes/services); microbreweries
- Crucial to promote growth; continue health care; higher education growth; smaller entrepreneurial businesses; telecommuting professionals; tourism; services for elderly
- Support for aging workforce: transportation; financial coach/overseers; in-home health care; easy access – grocery, clinics, pet care; healthy meals, dietary education
- More manufacturing using CNC Milling; tourism - capitalizing on all seasons of beauty and natural resources of lakes
- Small businesses: service and entrepreneur
- Health care; education – telecommuting, eco-tourism
- Technology, small manufacturing; forestry-based businesses; AG and AG technology; postsecondary education
- Intellectual industry instead of light or heavy manufacturing, e.g.: fulfillment \_\_\_\_\_, service centers for military preparedness, e.g.: drone training, unmanned underwater vehicles, etc.
- Transportation – drivers age, training, insurance and ag based industry; intellectual industry – higher education, degree-based industry; forestry; health care – more distributed to region; value and production of intellectual property (intellectual industry)
- Transportation sector is a place where drivers of both local and regional drivers are not being filled. The issue of why is the standard age of/or required ag is 21 or intra at 18. How to attract a limitless amount of driver positions; health care industry; intellectual
- Telecommuting: IT; web-based business; consulting, etc.; tourism
- Businesses that can complement strong ground and water logistics infrastructure in Douglas County; year-round tourism: package recreation – value added and regional; assets based economic development; lack of workforce is an impediment to economic growth
- Plants that provide well-paying jobs – technical skilled work. More hotels are great but low paying and high turnover. Focus on the environment of quality of life in our area; transportation
- Tourism/eco. Adventure ED tourism; agriculture focused on local markets
- Agriculture focused on local markets, not commodity markets; value added food production. Cheese/beer/fruit products; alternative energy production; micro manufacturing and innovation; higher education: advanced degree programs; understand our \$10.8B in imports and produce those imports locally; add value to exports
- Business/industry crucial to growth; trucking; internet infrastructure and provider business – really create a new silicon valley; hospitality; micro manufacturing; construction; eco-tourism
- Medical; assisted living; tourism promotion; recreation (music, dance, arts and culture); education; makers spaces (shared work space with administrative support staff and/or equipment and supplies)

- Forest timber production and manufacturing; outdoor recreational opportunities
- Northwest Wisconsin is essentially three sections for diversity of economic development; Douglas – basically transportation, oil pipeline transfer – gasoline refinery and construction with smaller industries (heavy); tourism; industry – southern counties
- Health care, support for elderly; post-retirement focused businesses; recreational equipment manufacturing; innovative recreational trail design and development
- Year-round tourism destinations; maritime – excursions; small, high-margin manufacturing; manufacturing; Ag.; forestry
- Manufacturing; value-added forestry product companies, value-added agricultural product companies
- Broad band; training in construction careers; more retail stores for women; WITC classes – more info from educators
- Year-round smaller manufacturing/industrial
- Help people train at non 4-year schooling to have trade skills; out of state advertising to bring people to the area
- Manufacturing and industry and trades
- Manufacturing; small-scale manufacturing; trades; micro manufacturing; information services; tax base luring our young people away
- PK-12 education: as we enter a time of state-wide teacher shortages, we in the north risk losing our schools to consolidation, which causes out-migration of families and discourages newcomers
- Types of businesses/sectors: 1) manufacturing; 2) information services – use of technology
- Those who can attract professional jobs, that are geographically independent, are not seasonal, and provide an opportunity for growth; service and technical businesses; I.T. (development, testing, consulting); research; call centers; insurance and other backroom Operations

- *What do you see as the priorities in infrastructure upgrades needed in the region?*

- Broadband; roads
- Broadband; cell phone; road and highway improvements; skilled labor development and education
- Everything! ; interest in state government and agencies in helping and supporting north; decentralize state offices – distribute to regional areas: local state agency offices staffed full time with folks who can really assist with issue; housing (quality); public transportation; quality of life
- Broadband; roads; housing; building sites for manufacturing and housing that are site ready
- Broadband; roads; high speed rail; behavioral health services

- Roads; broadband; clean energy
- I.T. (internet access/cell phone access); public transportation; housing; roads/rail
- Broadband: we have a good start in the Ashland area, but in some cases it's too expensive for small businesses and households to hook up; roads need to be improved; housing stock
- Expand internet-broadband infrastructure; improve and expand road network - make U.S. 2 four-lane and/or added passing lanes
- Broadband for all; roads
- Roadways; broadband; modern amenities
- Highway 2 four-lane from MI to WI; Highway 51 four lane to Highway 2; broadband for all areas
- Sewer and water for towns, villages, cities; roads; broadband
- Broadband; railroads; air service; highways
- Broadband; roads
- Roads; broadband; enhancement of existing resources (i.e. CAMBA trail system, boat landings, etc.); availability of housing (rentals, homes for sale)
- Priorities/upgrades; broadband; roads (expand roads, upgrade roads); waterfront; schools; housing
- Broadband/fiber-optics; major highway structures – new; buildings that accommodate all age groups
- Broadband internet a must; improve all roads; funding for schools because lower teacher pay causes us to lose teachers to other parts of the state. Quality education affects whether businesses and families will chose to relocate here; lack of lower cost housing and lower cost rental. High cost lake homes can only be afforded by older professionals
- Broadband accessibility at a reasonable cost; revitalize the aging infrastructure including roadway (think four-lane highway on U.S. 2) and public transportation;
- Roads and access to city industrial centers; future development of federal highway system; shipping resources to area ports and support with access by state and federal highway; railroad – reestablish railroad access to region for both transport of goods and people
- Regional based “virtual” industry access for “value added” with established fabrication labs and wi-fi tower(s) placements instead of fiber
- Transportation: roads, ports, air; WiFi towers, broadband
- Roads are going to need improvement as well as our bridges; ports; airports; broadband
- Technology: cell, broadband; roads; schools; quality leisure destinations, i.e. Parks, trails; housing
- Telecom: cell, internet; roads, better local funding mechanisms
- Broadband internet; more cultural activities and things to do; trails and roads
- Broadband; quality of life amenities

- Broadband; trails and other recreational opportunities; quality of life amenities; quality entry level – mid-level housing
- Priorities in infrastructure upgrades: highway; air access; train or rail or shipping; rentals; internet/technology infrastructure
- Trails and parks; road, water and sewer upgrades; sidewalks and bike paths – transportation that is non-motorized; broadband improvements in rural areas
- Sewer- water and local public works infrastructure for businesses...that in turn will sustain continued growth of the community residential and existing business base; transportation is necessary – however, the current model of funding improvements leads to “urban” core communities where greater ED activity is occurring
- Certainly road repair is necessary; upgrading internet – broadband
- Broadband and internet; roads (primary and secondary); trails, trails, trails (non-motorized!); pedestrian/walkable/busable communities
- Roads; broadband
- Upgrading current county and town roads and maintaining them, long-term; continued broadband build-out; municipal water/sewer system upgrades/maintenance
- Roads; railroads; airline security check points; private broadband on market
- Businesses have to get products out and in: roadways – 4-lane; railways; broadband; air service
- Broadband; transportation; transportation networks improved; schools
- Roads; cell phones; air services; tax base; broadband; railroad
- Broadband; roads; schools
- Upgrades needed: internet; cellular service; roads
- Broadband!!!!; roads

- *What do you feel keeps entrepreneurs from considering northwest Wisconsin as a place to locate and grow? How can we best market our region to attract new businesses?*

- Talent pool; funding from state
- Lack of livable wage positions; negative view of climate – unfortunately this is often perpetuated by locals. Our region can be a true winter wonderland. Let’s emphasize this (positives); image that Wisconsin, or specifically Northwoods is behind the times due to lack of quality internet, spotty cell phone coverage, small communities; attract second home owners
- Lack of resources (business start-up resources); mentorship, knowledge, hand holding; lack of entrepreneurship culture; collaboration between education and business development agencies in promoting entrepreneurship
- Funding – state level; programs to help start-up companies
- Quality of life; package resources to show off

- Remoteness; lack of infrastructure; emphasis on environment and sustainability; stress quality of life; our cultural assets: which are a huge fringe benefit for everyone living and working here; we won't attract everyone, but we don't want to attract everyone. We want to attract those who will contribute to, not diminish our quality of life
- Talent pool may not meet the needs of potential business; infrastructure issues
- Lack of good shipping methods (no train access, 2-lane highway, no more shipping by boat); lack of high-speed internet; poor roads; too far removed from bigger cities
- Tourism areas
- Workforce a challenge (number of trained workers available); be welcoming: do what we can locally/regionally to open opportunities for entrepreneurs; lighten regulations as appropriate to allow new businesses to locate/start up here and thrive
- Infrastructure; employees; transportation (logistics); local support – city/county level; promote area to start/raise a family - marketing; promote available careers/income – availabilities of places to purchase daily necessities; enhance education system
- Transportation infrastructure; social media outlets; promote natural resources: lakes, rivers, four seasons
- Quality of life issues; no urban amenities-rural lifestyle; cultural/retail/low population; restaurants/entertainment; market with social media through businesses; recreational and attractions and local, county and state economic development groups
- Distance to major markets; lack of business services, retail; large swing in seasonal fluctuations; lack of high speed internet
- Broadband; more PR
- First: Lack of broadband; lack of adequate housing available; Second: advertise/promote the regional/state in outside sources (similar to efforts done by the Dakotas)
- What keeps from considering NW WI? How best market to attract new businesses?; lack of cultural amenities; “cool” factor: need more; lack of infrastructure (broadband, roads, etc....); remoteness/proximity from metro areas; market quality of life, outdoor/natural experiences, quaintness, ability to live where others vacation; be able to run a business; market to outdoor enthusiasts, naturalists
- Weather; broadband; grant money; aging workforce; teaching non-social media users the necessary steps to cell phones, computers, pads
- Again, lack of high speed internet keeps entrepreneurship; use high school DECCA students to come up with free marketing ideas
- Distance from research university offering advanced degrees; lack of venture capital
- All of the above; lack of upper pyramid (Hierarchy of needs) exp.; high speed internet availability
- Continuum of services from ideas to commercialism; one: continuance of financial support options from prototype to 3<sup>rd</sup> stage financing (venture capitalists); Two: access to intellectual expertise among laboratories, higher education, established business personnel

- One: The ability to move products in and out of the area; railroads are a problem, air is a problem and the trucking industry is underpowered because the rail industry is bypassing the area; advertising; distances to markets
- One: Lack of technology: cell, broadband; Two: infrastructure: housing, roads, schools; Three: Culture: lack of art, activities, for educated
- We can be our own worst enemy in regards to how we market our areas; balance development with environment – some regional resistance to development (or types of development)
- Remote location; difficulty with funding skilled workers who are interested in staying; lack of good housing; need to market the “whole package” of life in the northland – lifestyle, healthcare, quality, etc. Not everyone hunts
- Continue to develop high quality of life amenities; and expand broadband accessibility
- What prevents them from NW WI: knowledge of the area; best market attract; the things listed above; incentives for new businesses to come in, start-up relocate; low salary ranges; lack of access to local talent pool; business incentives; way/quality of life; market area with above amenities
- Lack of opportunities for career advancement; purported lack of recreation opportunities, both indoor and outdoor (4-season); wages
- Need efforts to work with local small businesses (1-3 person shops) to guide them with plans to expand and grow their business; better marketing of money sources available to entrepreneurs
- Distance from major population centers and transportation of supplies, raw goods and the finished product; wages are a factor in locating professional people
- Lack of local community leadership in selling the region; lack of a local/regional brand approach; lack of broadband internet; social opportunities – perceived geographic isolation; “cool factor”; aging communities; blight; sense of hopelessness; relentless resistance to change
- Risk capital – establish a regional angle investment networks; sell regional amenities – how many marine specialty firms are there?; cold-water testing for military
- Lack of awareness of the region; ask 2<sup>nd</sup> home owners in the counties to expand their businesses here; continue to promote telecommuting
- Not enough ways to ship in or out products; labor skills; clean air, better water – beautiful quiet place to relax
- Advertise to promote help for individuals who want to start up businesses that are not aware of what’s out there – i.e. local work shops
- It’s a depressed region
- What do you do with your idea? Internet; quality of life
- Entrepreneurs may see NW WI as a place to work, but not live – “work where you play” doesn’t cut it for young families who fear leaving suburbia or cities

- Barriers: Need expanded internet availability; workforce with skills; microloans; market: if infrastructure in place, other services that add to quality of life and education, health care, essential retail
- Lack of broadband; lack of good roads and transportation, including air travel; lack of skilled job force

## Education

- *What can the region's educational institutions do to more effectively support innovation and provide opportunities for educational attainment and career preparation?*
  - Help students recognize the importance of education; provide help for families that undervalue education; provide career planning and tracking for each student; more career days; help students understand that they're not trapped by environment
  - Support innovation to opportunities; have students solve real-world problems as part of their education – utilize local businesses/agencies to partner – win/win; (ex) business: marketing, internships, apprenticeships; partner
  - Redesign funding formula PK-12 educational institutions; cannot do more with less; they need to convince the state and voters that the money invested in schools is worth it
  - Real world settings; make education affordable; career counseling; non-traditional
  - Support non-traditional methods– shop , art programs - to introduce students to trade options in educational curriculum, such as field trips, visiting workers; projects
  - Trades – apprenticeship, internships; H.S. trades classes; support for rural areas
  - Career advice in fields that they can apply to where they live; like ROTC – sign up for classes and it can be money to help if they work for you; apprenticeships
  - Interface with grade school, high schools; business and economic development to provide pathways for continued education/training beyond high school; engage parents
  - Use undergrads in research; promote entrepreneurship; hackathons; cross skills teaming; business product contests – high school seniors, tech, university
  - Collaborate with the private sector; share resources; provide leadership and guidance to communities/ED; tailor educational programing to regional needs
  - Public schools need to stress more “school to work”; devote more counselor time to career goals
  - Job career opportunity at youth 9-12 level in communities; relationship building between manufacturers and schools at all levels; trips to actual manufacturing facilities vs tech/colleges; local business helping lead opportunities at 9-12 schools to expose career development



- Programs that pair educational offerings with industry demands; communication in person (too much text, email); entrepreneurship programs – quality of life, encourage
- Local business education, tech classes; shorter, to the point-focused certificated programs; engage the up and coming users of the systems; support innovation; partner for regional results; recruit based on statistics need
- Maker spaces: entrepreneurial development with easier access to public; open spaces for interaction
- Flexible alternatives to help develop entrepreneurial/business management skills
- Partner with each other, break down barriers; engage with industry to support internships, service learning opportunities; more creative ways to learn, credits for prior experience
- Change programming more often to provide cutting edge training; increase flexible offering for adults to change and/or move up in career; K-12 provide basic general education skills (with redesign ex) to adults
- One: K-12- 2 years past to further; Two: increase our higher education degrees in our local schools to follow the desires or needs of our area that will attract entrepreneurs
- One: placement rate by all education facilities; Two: 75% failure rate – emphasis on STEM training for M/F in middle and high school; Three: teacher internships in workforce (mandatory)
- One: higher education degrees based on industry/business surveys; needs based education; Two: cost of education; K-12 system as site base for two years of college training; (community facility); need based and reduced cost
- K-12 needs to work more with community they serve to address needs; develop broadband to each K-12 to support at least two years of online post-secondary education; post-secondary provide direct access to local industry
- Offer advanced degrees in relevant fields, i.e. marketable fields; address the prohibitive costs
- Free – use high school marketing and business classes to help with website design, branding ideas and social media; use WITC, etc. classes the same way; assistance for small businesses; have articulated classes between tech colleges and high schools for dual credit; remove barriers
- Encourage – think outside of the box; less classroom regimentation; make it easier and less expensive to attain a technical skill; test students and coach career paths according to abilities; don't prepare every student for a 4-year college
- K-12 needs to offer more variety in courses, push students harder
- Promotion of career pathway information to the public (students/parents, adults, etc.) to overcome the perception that you need to commit to a 2-year/4-year program; expansion of distance learning services (i.e. ITV, online classes)
- Force tech college education vs 4-year college; work shadowing
- Work with businesses to structure training needs

- High school exposure to careers; fab labs; internships; formal mentoring; social skills training; tours of businesses
- Be more connected with manufacturing and businesses; flexible with curriculum – adapt/change faster
- Job shadowing/career exploration: give students at any age the opportunity to research experience/experience a variety of careers for this region. Provide them with the information to make an educated decision
- Work with businesses when developing curriculum to assure training is being provided that leads to a career outcome
- Expand technical education colleges - quick development of new needed programs; get more support for rural public education
- Be more tuned into educating students in local industries and jobs. WITC good at this and Northland too; train high school students for skilled jobs; entrepreneurship training
- Provide more “high growth” educational opportunities
- Enhance education in local food production; clean energy jobs (e.g. solar panel industries, service)
- Partner with regional businesses; tighter relationships with industry
- Grow mobile education training for manufacturing, medical, etc.; continue to improve on classes, courses to fit needs of employees
- Collaborate more with businesses and business dev. agencies; establish entrepreneurship curriculums
- Linking area employers with schools – mentoring; educational institutions can connect with local employers for mentorship and internship opportunities. Benefits students as well as employers; business product contests
- Proactive: re: needs of businesses; entrepreneurial training

## **Workforce Development**

- *What do you see as our biggest workforce concerns? What keeps you awake at night when you think about the workforce of the future?*
- Lack of skilled workforce and underskilled workers who aren’t motivated to learn new skills (e.g. minors); infrastructure; employment security with job security
- Biggest workforce concerns: not enough youth to take the place of retiring/aging workforce
- Young families; fear the northern, rural communities will be gone
- Unemployment changes out-migration/no inflow; we need young families, qualified and trained and willing to work

- Qualified people that are willing to work – that will show up
- Unemployment changes so seasonal. Workers cannot have to search for jobs when they will return to current job. Business is losing out on their skilled workers – we have to allow seasonal workers to stay in area – 8 week unemployment does allow that
- How do you deal with changes; motivation; attitude; unemployment; examples? Are there area sponsors; unemployment crisis
- Biggest concern is not having enough trained workers for available jobs; will young people have the drive to work, a feeling everything will be handed to them
- Population growth; aging; personal growth
- An aging workforce; skills gaps; technologically deficient
- Availability of “skilled” workers: welders, mechanics, electricians, carpenters
- Skills to move from K-12 to some entry level positions; kids and young adults moving away; pay – ability to financially maintain a quality living
- Skills gaps; soft skills; communication style; aging population (replacing experienced workers with large knowledge base)
- Availability of quality workforce to do work; youth are not prepared – lack of desire to work – to take the wheel from the aging – demise of our country
- Skills gaps; aging population
- Lack of workforce to staff even existing businesses, not just skills; low wage rates
- Aging population; low wages
- Aging workforce/health; health and wellness education; lack of education; higher paying jobs
- Health and aging workforce: health and welfare education
- Disposable vs discretionary income impact our region; re: related industry choice; extensive field internships for pre-graduates, high school or beyond; educator workforce experiences
- Lack of education in rural areas; not enough people who are educated enough to support industry
- Availability of well-paying jobs; availability of a motivated workforce
- How to attract and retain quality employees; how to have affordable home or apartment so employee can afford to take a lower paying job and thus stay in the area to work
- Not enough workers with appropriate skills to fill the needs going forward; jobs for spouses
- Not enough skilled labor as too many youth being pushed toward college but just general fields so no skills (need more emphasis on tech/skilled labor); nothing keeps me awake at night about future workforce! I’m excited about the innovation they have
- Outward migration of youth from the region; disconnect between labor force and the skills open/future jobs will require; lack of opportunities for higher level professionals in the region; minimum wage
- Spouse services

- Aging population; connecting youth with available jobs
- Lack of motivation and responsibility; lack of social skills
- Aging population; social skills (lack of)
- Shortage of individuals who want to work – soft skills, attendance, etc.
- Not enough bodies to fill the positions! Even more so – not enough trained workers and healthcare workers, etc. as population ages
- Our aging population: need more young people to stay here; poor education: too many non-tech school or college attendees
- Brain drain; lack of proper curriculum, re: training for jobs in the future
- Aging population; shortage of younger people in workforce
- Lack of human resource pool; skills mismatch; different work ethic/expectations
- Training; quality people; attitude
- Replacing retiring employees and attracting replacement workers to region; skill mismatches; competitive wages
- Population drain – potential to lose more workers than we may gain. These are what current projections will tell us, but this does not have to be inevitable – we have ability to do something about it
- Aging workforce; brain drain

- *How can we get youth excited about work and the future of the region?*

- Environmental stewardship; quality of life/”cool factor”
- Emphasize what our area can offer recreationally that other areas cannot – or at least not as well as we can in Northwest Wisconsin; many entrepreneurial opportunities
- Excitement about local amenities; creating “cool” factor in local communities; quality of life; advancement opportunities
- Provide jobs that will keep youth interested in area
- Better wages; more advanced opportunities; vibrancy of the area
- Local agriculture; clean energy; preserving/maintaining our environment
- Available opportunities
- Create more opportunities for internships and job training in various fields (i.e. let kids try different jobs until one “hits”)
- Recruit high school and tech college and college (4-yr) grads to stay in area. Call a regional group to give presentations to all schools of what is available job-wise?
- Job shadowing at younger age (high school and below); youth options/course options – awareness and availability provided to all; internships
- Market available careers to excite the youth; promote the region and amenities; enhance region with attractions (natural/tourists)
- Exposure; mentoring; internships

- Get youth excited about work: exposure to local jobs, recreational and manufacturing-related jobs
- Start career selection earlier – business tours; connect youth with quality of life
- Creative business concepts for kids
- When educating youth about career opportunities, also include information about the jobs available here. Also, ask them to think about where they want to live to help them in their career choices
- I think youth are excited about working but will want more balance of work/life (not work all the time) or at least more flexibility in schedules to allow more enjoyment/family time. I see they work hard!
- Show them they do have a skill, ability, special way to do a specific job; encourage them to do their passion job vs what they think they should do
- Tours of businesses; career fairs
- Instill a strong work ethic in them; pride in workmanship is lacking
- Provide jobs that support family
- Physical experiences, not “team sports” or electronic isolation activities
- Jobs for boys and family (\$15 minimum); work ethic – on job experiences; skill awareness
- Attraction to draw youth; social media; on the job research/mentoring
- More positive energy; don’t frame everything as “all or nothing; polarized agenda; involve youth in planning for future
- More offers to return people who have left
- Inspire a sense of opportunity and quality of life
- Get youth excited about work and future of region; model, provide good experiences; bring back summer youth programs to plant seeds, develop; again – demonstrate and publicize success stories; use the water future of planet
- Flexibility in work schedules/work at home; work/life balance importance; regional quality of life – year round recreation opportunities (snow, water, nature)
- They first need to see the types of jobs in the region – exposure; positive attitude of “community” that leads youth that this is a great community
- Youth should have adequate information presented in 9-12 about jobs in demand; not necessarily college but skill preparation such as available in technical colleges and apprenticeships, etc.
- Create a regional brand identity that appeals to youth; sell our strong points; recognize the needs of the millennial generation and adapt
- Cost of living; land ownership; expertise in area challenges;
- Engaging the business community to encourage opportunities for youth’s future; involve the parents in the pathways above
- Training and job shadowing in schools so students know what is available in area
- Investment in community and region
- You can live here; sense of belonging to the community

- You can live here
- Find out what jobs interest them; engage them in our recreational activities, fishing, hunting, skiing; schools; sports
- Better career counseling so students know what careers are available and the salaries associated; inform students i.e. what industries are expanding/contacting