

# PRIORITIES

## **Economic Development**

*What types of business or industry sectors do you see as crucial to promote growth in the region?*

Manufacturing (contract manufacturing)  
Manufacturing (specialty and wood products)  
Manufacturing  
Natural resources (wood, recreation)  
Agriculture and forestry (value added wood materials)  
Adventure tourism  
Micro enterprises (2)  
Ag-focused local markets  
Small service business  
Intellectual industries  
Fab lab  
Tourism  
Schooling

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

Broadband  
Broadband and cell – telecommunications (4)  
Road maintenance (2)  
Highways (four-lane)  
Housing  
Health care  
Schools  
Quality of life amenities  
Roads  
Transportation

*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?*

Infrastructure – distance to market  
Necessary infrastructure  
Lack of support services – retail and entertainment

Promote to people who want to be here – second home owners (engage in attraction)

Broadband and cell service

Support for trips

Quality of life (2)

Access to customers and suppliers

Quality jobs

Telecommuting

Financial support continuum

Brainstorming sessions

Intellectual expertise and access

## **Education**

*What can the region's educational institutions do to more effectively support innovation and provide opportunities for educational attainment and career preparation?*

Work with businesses on curriculum

STEM training 75 percent of students

Honor the technical colleges

Entrepreneurial training in high school

Better testing

Teacher-workforce internship

Flexible entrepreneurial training for adults

Work with businesses on career exposure

Grades 9-12 integration with business and entrepreneurial knowledge and skills

Tours of existing businesses

Starting in K-12 to encourage entrepreneurial interest, knowledge, and skills . . . tied into WITC, Northland, and UWS

Trades (career and technical education; more information for K-12 and parents; real world)

Funding formula

Increased internships with companies – more local awareness

Adult re-learning

Education pathways

Hackathons

## **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 social and soft skills

Aging population/workforce (3)

Filling all the holes of boomers retiring  
Many younger workers seem to lack “soft” skills  
Low salary/wage levels (2)  
Quantity and quality  
Work ethic  
Not enough trained workers for jobs  
Spouse assistance programs  
Workers who don’t seek additional skills/training  
Job security isn’t there  
Crumbling communities (more older workers; few young to enter workforce)  
Qualified people who will show up – access to trades  
Change to unemployment laws – seasonal workers (8 weeks)

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

Career/opportunity exposure at younger age  
Exposure to amenities of the region – quality of life  
Internships and apprenticeships  
Exposure to what is here  
Exposure of young people to existing businesses (2)  
Attract extreme sport enthusiasts – familiarization tours – more positive energy  
Business mentoring  
Return incentives (incentives to get people to come back)  
Engage in community (recreation, schools)  
Ask them → teach them  
It’s not just work/play – live here  
Environmental stewardship of area