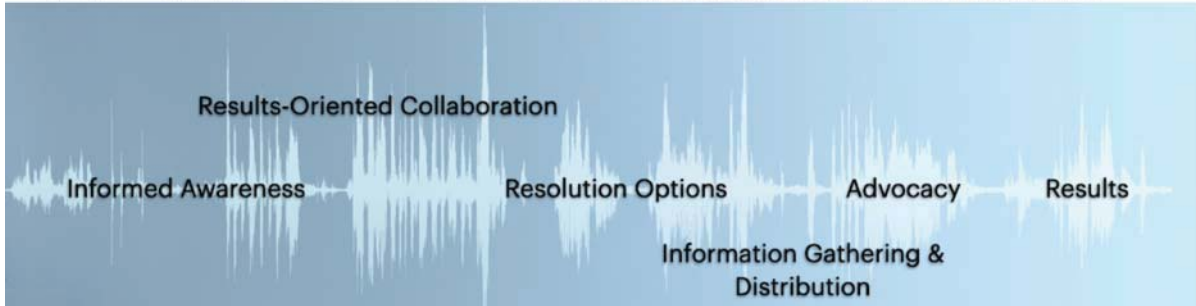


HEADS UP!

...a digital streaming service for Wisconsin problem solvers and decision-makers



April 2021



Sometime in the next six to nine months, billions of dollars will be sent to and spent in Wisconsin. How wisely that money is invested will determine the arc of Wisconsin's and its citizens' future for decades to come.

Competitive Wisconsin, Inc. (CWI), the University of Wisconsin System (UWS), the Wisconsin Counties Association (WCA), the League of Wisconsin Municipalities (The League), and the Wisconsin Towns Association (WTA) are collaborating on an informational outreach initiative dedicated to highlighting the need and opportunity to make sure this one-time massive windfall is considered and understood in terms of its strategic, tactical and financial value to addressing such shared challenges as workforce and population shortages; the need for affordable and workforce housing; broadband access; health care needs; and eroding tax bases.

JUNE 23, 2021



COMPETITIVE WISCONSIN, INC.
JUNE 23, 2021
8:00AM to 12:30PM

AN INVITATION TO THINK ABOUT...

GETTING THE BEST R.O.I. ON THE INVESTMENTS MADE WITH THE AMERICAN RESCUE PLAN ACT FUNDS ENTRUSTED TO LOCAL ELECTED OFFICIALS

...a Summit dedicated to providing local government leaders an opportunity to share their thoughts about how best to spend the \$3.3 Billion in COVID 19 relief allocated to local governments in Wisconsin

CO-SPONSORS



This exercise should produce useful, relevant and understandable information that makes clear what is at stake when it comes to the decisions being made; user-friendly guidelines for leaders making decisions about how to spend the money and the constituencies most likely to be directly affected by their decisions; and, if desired, a platform for continuing the collaboration and conversations begun at the event.

"I don't want us to be playing catch-up..."

Madison Regional Economic Development Partnership's New President and CEO shares his thoughts about key opportunities facing the eight county region and his vision for post-pandemic growth and prosperity in both the urban and rural areas of MadREP.

COMPETITIVE WISCONSIN, INC.
HEADS UP!
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Podcast
On the front lines...

...a conversation with
the Madison Region
Economic Partnership
on the Future of the
Region

Jason M. Fields, CFEI, CCRS
President & CEO
MadREP

LISTEN NOW

FINANCE HEALTH CARE AGRIBUSINESS DISTRIBUTION LOGISTICS EDUCATION TOURISM

RURAL RESURGENCE

MANUFACTURING HOUSING RESOURCE MANAGEMENT RETAIL SALES

In March 2021, we engaged more than 100 leaders from Dodge County and Portage County in a series of virtual meetings to analyze and better understand the underlying challenges and opportunities confronting those seeking pathways to a broad-based and sustainable rural resurgence. These discussions, grounded as most of them were in personal experience, underscored the day-to-day challenges of life in rural areas today, but also highlighted a tenacity of spirit and a determination to find new ways forward. They also revealed five systemic issues that may not have received as much attention as they deserve, including the peculiar challenges rural areas face as a result of: 1) the nature and degree of influence government policies and payments have on the reliability and sustainability of the rural economy; 2) trying to address rural infrastructure needs with existing public and private business models that were developed primarily to address the needs and opportunities of more densely populated areas; 3) the difficulties attached to developing the levels of public understanding, receptivity and support needed to achieve rural resurgence; 4) the challenge of aligning the timelines required for change with the immediacy of the need for improvement; and 5) the more universal, but no less challenging, problems related to driving and funding change in difficult times.



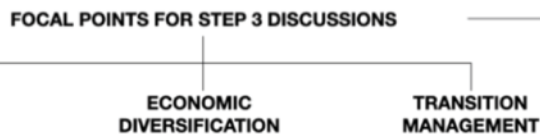
In May-June we hope to host three statewide rural conversations that will build on the work already done and further inform the collaborative search for realistic, achievable options for achieving specified objectives. To that end, the conversations will focus on thinking and talking about the possible intersections of interdependence and interaction and the opportunities for actionable improvements at those points where the five issues identified intersect with the areas of opportunity identified above. (See below.)

POSSIBLE INTERSECTIONS OF INTERDEPENDENCE AND INTERACTION

	TRANSPORTATION	BROADBAND	EDUCATION	PUBLIC SERVICES	HEALTH CARE	HOUSING	POPULATION	WORKFORCE	CAPITAL	OPPORTUNITY	RESOURCES	RECEPTIVITY
TRANSPORTATION												
BROADBAND												
EDUCATION												
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HOUSING												
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WORKFORCE												
CAPITAL												
OPPORTUNITY												
RESOURCES												
RECEPTIVITY												

CONSIDERATIONS TO KEEP IN MIND

the nature and degree of influence government policies and payments have on the reliability and sustainability of the rural economy
 trying to address rural infrastructure needs with existing public and private business models that were developed primarily to address the needs and opportunities of more densely populated areas;
 the difficulties attached to developing the levels of public understanding, receptivity and support needed to achieve rural resurgence;
 the challenge of aligning the timelines required for change with the immediacy of the need for improvement;
 the more universal, but no less challenging, problems related to driving and funding change in difficult times



Economic Recovery and Workforce Shortages - Food for Thought

Employment recovery in the wake of the COVID-19 pandemic
 Bureau of Labor Statistics
 December 2020

Biden's economic recovery imperiled by shrinking labor force
 POLITICO March 5, 2021

America's companies are struggling to hire workers back. It risks derailing the economic recovery.
 Business Insider April 11, 2021

America 2021: Rebuilding lives and livelihoods after COVID-19

Pursuing growth in 2021: The C-suite focuses on a rejuvenated workforce and building trust
 PwC's US Pulse Survey of C-suite executives

“Wisconsin unemployment rate ninth lowest in U.S....”

Milwaukee Journal Sentinel, April 2, 2021



The ability of our employers to sustain and grow their businesses is being crippled by their inability to fill critical job openings generated by retirements, departures and growth.



Wisconsin has more than 60,000 high-demand job openings right now

[Visit our website](#)

Competitive Wisconsin, Inc. 1930 Monroe Street, #367, Madison, WI 53711