

HEADS UP!

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



May 2021

REGISTER NOW



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

AN INVITATION TO
THINK ABOUT...

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**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









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.

FEATURED SPEAKERS

- | | | | | |
|--|---|--|--|--|
|  |  |  |  |  |
| Tommy G. Thompson
<i>President,
University of Wisconsin
System</i> | Mark O'Connell,
<i>Executive Director,
Wisconsin Counties
Association</i> | Jerry Deschane
<i>Executive Director,
League of Wisconsin
Municipalities</i> | Michael Koles
<i>Executive Director,
Wisconsin Towns
Association</i> | Jim Buchheim
<i>Vice President,
Communications and
Social Impact
American Family Insurance</i> |

Context Advisors: Dale Knapp, Director, Forward Analytics; Dennis Winters, Chief Economist, WDWD; Matthew Kures, Distinguished Community Development Specialist, Center for Community and Economic Development, UW-Madison, Extension; Dan Smith, President and CEO, Cooperative Network; Tim Size, Executive Director, Rural Wisconsin Health Cooperative; Robb Kahl, Executive Director, Construction Business Group; Michael Theo, President & CEO, Wisconsin REALTORS® Association; Jason Fields, President & CEO, MadREP; Timothy Hanna, Executive Director, Local Government Institute; David Minor, President and CEO, Eau Claire Area Chamber of Commerce; Ruth Schmidt, Executive Director, Wisconsin Early Childhood Association; Steven Deller, Professor, Applied Economics, UW-Madison, Extension

Local Leaders: Local officials and others with information related to understanding and considering the ARPA windfall in terms of community quality of life and opportunity are being invited to join us and will interact with each other and Summit attendees. Panelists will be announced prior to the event.

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.

THE CAP TIMES

Mike Theo and Mark D. O'Connell: Tommy Thompson is the UW System right leader at the right time

By Mike Theo and Mark D. O'Connell | guest columnists | May 7, 2021

The University of Wisconsin System has had the remarkably good fortune of having former Wisconsin Gov. Tommy Thompson serve as its interim president for the past 10 months while it has faced a pandemic,

sought to rebuild relationships in divided government, and reestablish the profile of public higher education.

President Thompson stepped into this role after being recruited by UW Regent leadership with not only a reform-oriented legacy as the Badger State's longest serving governor, but also one who has made a personal and political commitment to making the UW System the best it can be. These skills have been put to good work for all Wisconsinites. [**\(MORE\)**](#)



Phase 2: Identifying the Possibilities amongst the Challenges, Opportunities, Resources and Timelines

During the first phase of its BE BOLD 5: Rural Resurgence initiative, CWI and our fellow collaborators worked on understanding the breadth and scope of work that lay ahead. Based on the work done and wisdom gained in Phase 1, CWI will dedicate the second phase of the effort to identifying bold, but practical avenues of opportunity for action in three related, but different arenas of need, including Population Growth; Economic Diversification; and Transitional Management.

To that end, the second phase will include:

- production and distribution of a series of digital presentations, discussions and podcasts related to each of the arenas of need (see sample content below). Viewers and listeners will be encouraged to comment on-line and suggest questions for consideration and response in the public outreach portion of the effort;

1. Population Growth

Issue Set-Up Pod-Cast Categories	a. Nature of the need: Current workforce needs	b. Nature of the need: General population needs	c. Challenges & Opportunities: Infrastructure	d. Challenges & Opportunities: Operational	e. Challenges & Opportunities: Aspirational
Sample Topics	i. High-Demand: Skilled	i. Age and Gender	i. Broadband/Transportation	i. Workforce recruitment and retention	i. Access to services
	ii. High-Demand: unskilled	ii. Economic factors: Services; Consumers; Providers	ii. Housing	ii. Cost of Living	ii. Access to amenities
	iii. Demand by size of employer	iii. QOL factors	iii. Health Care	iii. Land Use	iii. Access to peers
	iv. Demand by urgency	iv. Demand by urgency	iv. Education	iv. Receptivity	iv. Child care and education

2. Economic Diversification

Issue Set-Up Pod-Cast Categories	a. Nature of the need: Current economic status	b. Nature of the need: Status of development efforts	c. Challenges & Opportunities: Infrastructure	d. Challenges & Opportunities: Operational	e. Challenges & Opportunities: Aspirational
Sample Topics	i. Major economic drivers	i. Sustaining what's there	i. Broadband/Transportation	i. Workforce recruitment and retention	i. New and emerging opportunities
	ii. Other economic drivers	ii. Opportunities in the works	ii. Population	ii. Cost of Living	ii. Competitive QOL
	iii. Short-term issues	iii. Public awareness/support	iii. Education/Training	iii. Capital	iii. Private Equity Capital
	iv. Mid and long-term issues	iv. Business engagement	iv. Transportation/location	iv. Receptivity	iv. Competitive child care and education

- convening one or more virtual statewide opportunities for rural leaders to use their wisdom and experience to identify their priorities and help CWI develop an action agenda.

Leader Focusing Panel
Pre-recorded questions
Identify key focal points

A panel of rural leaders and experts will respond to questions generated by the pre-event video presentations, and discussions and work with the audience to identify key areas of interest..

Audience Engagement
Comments, Questions
Priorities

A panel of rural leaders and experts will respond to questions from the audience and work with the audience to identify key action priorities.

Collaboration Engagement

The panel of rural leaders and experts will describe the envisioned CWI collaboration opportunity, answer questions about the process and encourage engagement with the effort.

Infrastructure - Food for Thought

America's roads are crumbling, but we can make them sustainable
The Hill June 5, 2020

2021 Report Card for America's infrastructure
ASCE

U.S. Rural Roads and Bridges Have Significant Deficiencies and High Fatality Rates - Farm Bureau May 2020

PODCAST
KHN's 'What the Health?': Health Care as Infrastructure - April 8, 2021

School Infrastructure | ASCE's 2021 Infrastructure Report Card

[Visit our website](#)