



# new north

creating, connecting & convening regional strategic initiatives for business & talent development

# Do North. New North.

Encompassing innovation and strategic partnerships

## new north at a glance



**1.28M**

New North's population



**22%**

of Wisconsin's population,  
employment and GDP



**648k**

Total full-time  
employment



**\$70B**

Annual Gross  
Regional Product

## innovation & technology



RANKED

**#18**

Ranked 18 out of 122  
places for innovation.\*

\*Jump-Starting America



**TITLETOWNTech**

Home to TitletownTech, Green Bay Packers  
Mentor-Protégé Program and many early  
stage, high-growth innovators



**CONNECTED**

5G High Speed Broadband canvases  
the Region

## education & upskilling



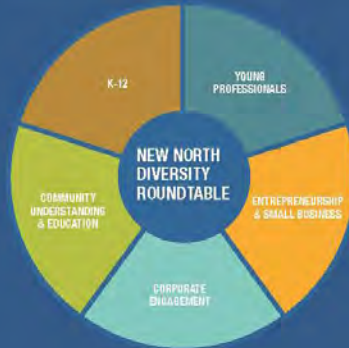
**New North Talent Hub**  
Central location for job seekers and employers; highlights region's robust industry alliances; first region in the nation to launch the Microsoft gener8tor Upskilling initiative

## cost of living



lower than the national average, and 9% lower than the state average.

## equity, diversity, inclusion



## OUR MISSION

New North – to be a catalyst for regional prosperity for all through collaborative action.





## top new north industries

### manufacturing

The New North Region is home to one of the highest manufacturing concentrations in the nation.

Nearly

**30%**

of all Wisconsin manufacturing careers

More than

**22%**

of all Wisconsin manufacturing operations

**\$18B**  
GRP

### health care

Residents and employees have significant choices for top quality health care. Feel better faster with great value and better outcomes in all of our health care centers.

**70,000**

direct patient care and bio-health careers

**\$5.2B** GRP

### transportation & logistics

The Region hosts the 18th largest employment concentration in the transportation and logistics industry in the United States.

**1,100**

companies

**28,500**

direct employment positions

**\$2.9B**

in direct annual sales within the Region

### supporting industries – construction, finance & insurance

Industries that support entrepreneurs, second stage companies and multi-billion dollar enterprises.

**11%**

growth over the past 5 years

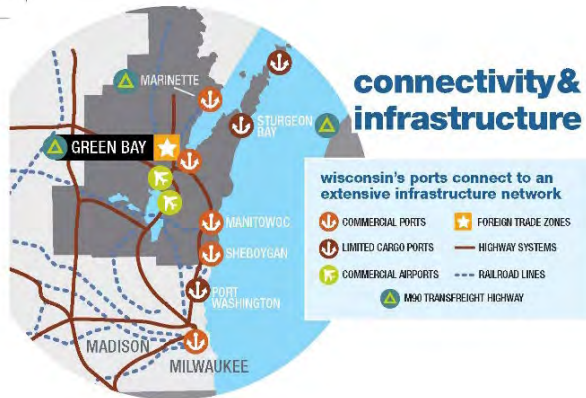
**5,000**

establishments

**70,000**

careers

**\$9B**  
GRP



## live, work, play



## Proud of the national and global companies we keep

### Sample List:

Acuity	Johnsonville Sausage, LLC.	PCMC-Barry-Wehmler Co.
Agropur, Inc.	KI Inc.	Pierce Manufacturing
Ahlstrom-Munksjo	Kimberly-Clark Corp.	Plexus Corp.
Alliance Laundry Systems LLC	Kohler Co.	Procter & Gamble Paper Products
Ancor	Körber	Reinhardt Foods
Ameriquip	Lakeside Foods	Rockline Industries
Ariens Co.	Land O' Lakes	Rockwell Automation
BelGioioso Cheese	MarineMax/Cruiser Yachts	Saputo Cheese
Belmark Inc.	Marine Travelift	Sargento Foods, Inc.
Brakebush Brothers	Marquis Yachts	Schneider
Cruisers Yachts	Masters Gallery Foods	Schreiber Foods
Faith Technologies, Inc.	McCains Foods	Secura
Fincantieri Marinette Marine Corp.	Menasha	Strum Foods
Fives Giddings & Lewis	Mercury Marine	Therma-Tron-X, Inc.
Generac	Michel's Corp.	Thrivent
Georgia-Pacific	Microsoft	U.S. Venture
Green Bay Packaging	Miller Electric Mfg.	UnitedHealth Group
Green Bay Packers	Neeah Foundry Nemak	Vollrath
Gulfstream Aerospace Corp	Nemak	Waupaca Foundry
Hatco Corp.	Nestle USA	Werner Electric
Humana, Inc.	NEW Industries	Wilson-Hurd Manufacturing
JBS	NEW Plastics	Wisconsin Aluminum Foundry
Jewelers Mutual	Nicolet Plastics	WS Packaging
J.J. Keller & Associates, Inc.	Nueske's	
Johnson Controls	Oshkosh Corp.	

# New North Economy *by the Numbers*



## MANUFACTURING

- 2,000+ Business Locations
- 139,000+ Industry Jobs
- 2.78x National Concentration
- Contributes \$17.9B to New North Economy

- Contributes \$4.2B to New North Economy
- \$12.5B in Industry Purchases

- 1,000+ Business Locations
- 51,000+ Industry Jobs

- 12.3% Increase in Jobs 2015-2020

## FOOD & BEVERAGE



## TRANSPORTATION & LOGISTICS

- 1,100+ Business Locations
- 28,500+ Industry Jobs

- 12.3% Increase in Jobs 2015-2020
- Contributes \$1.9B to New North Economy

- WI #1 State in Paper Production: New North has largest concentration

- Total Employment Impact: 44,000+
- Value-Add: \$5.1B to

## PULP, PAPER & CONVERTING



## ENERGY, POWER & CONTROL

- 880+ Business Locations
- 21,000+ Industry Jobs
- 8.4% Increase in Jobs 2015-2020
- Contributes \$3.6B to New North Economy

- 14.1% Increase in Jobs 2015-2020
- Contributes \$593M to New North Economy

- 230+ Business Locations
- 6,500+ Industry Jobs

## AEROSPACE



## BIOHEALTH

- 200+ Business Locations
- 4,600+ Industry Jobs

- \$5.6B Contribution

Strength in local health care

- 2,378 Business Locations

- Over 69,000 Industry Jobs

- Foreign Trade Zone
- Two interstates, thousands of miles of state & local roadways
- 2 International Airports
- Class 1 Rail Line
- Regional High Speed Internet
- Commercial/Cargo

## INFRASTRUCTURE



# Business Development

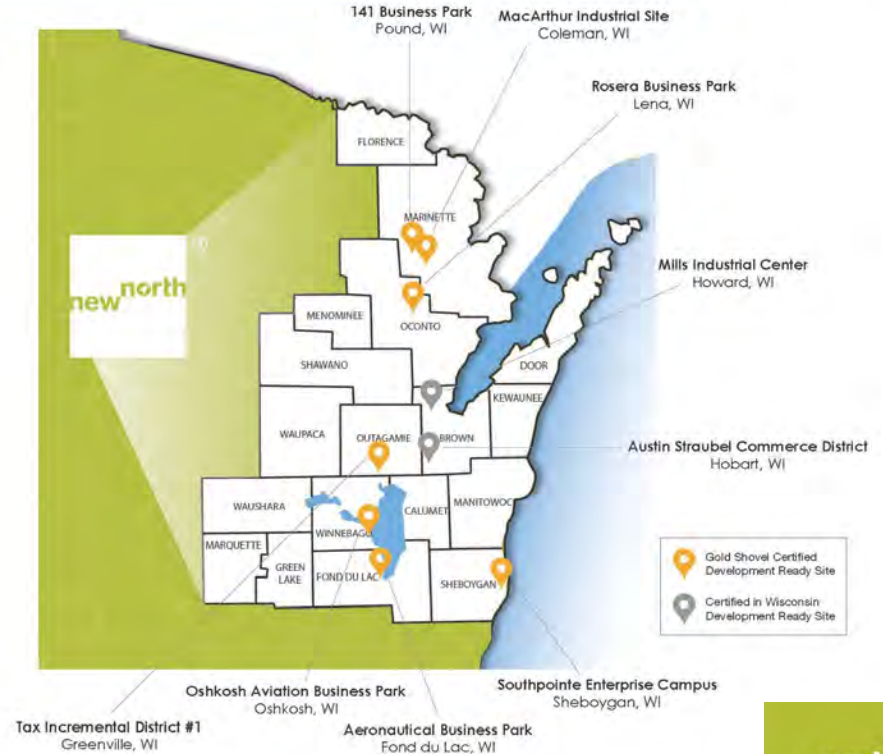
## Property Values in the New North

Property values in all categories of the New North continue to increase year over year. The percentage change over the last year comparison is noted with a combined average of 11 percent.

Real Property Class	2015	2020	% Increase
Total Real Property	\$97,645,871,632	\$109,693,643,708	12%
Residential	\$71,616,347,838	\$80,224,706,684	12%
Commercial	\$16,752,819,283	\$19,540,821,042	17%
Manufacturing	\$3,652,811,300	\$3,974,827,300	9%
Other	\$5,623,893,211	\$5,953,288,682	6%

## Get to Groundbreaking Faster!

Gold Shovel and Certified Sites in the New North Region







# GLOBAL

a target growth division of the new north region



- ExporTech
- Trade Missions
- FDI
- Exports





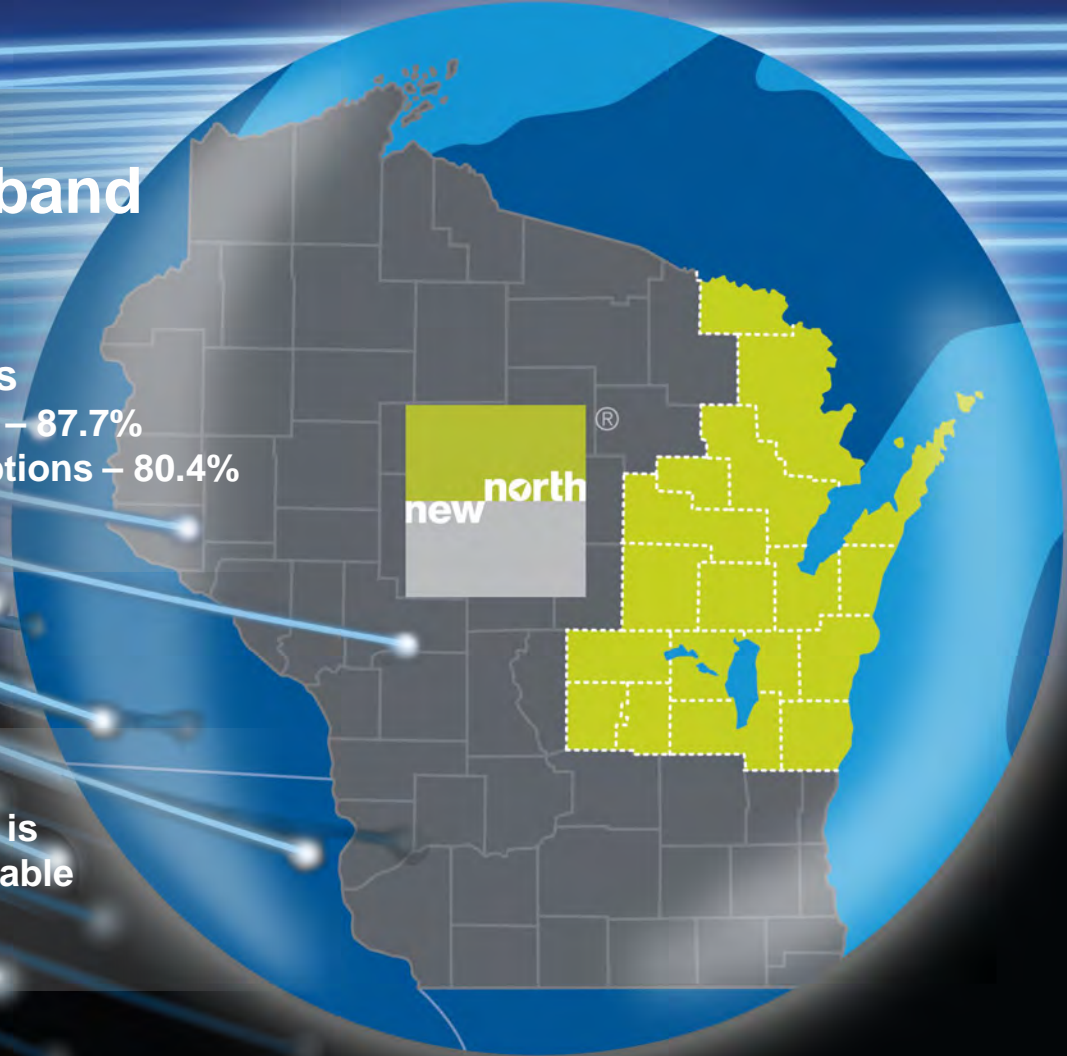


# New North Broadband Access Study

## Current Broadband Access

- Households with Computers – 87.7%
- Broadband internet Subscriptions – 80.4%

Working to ensure broadband is accessible, reliable and affordable for all across our 18 counties.

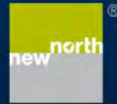


# Talent Development & Recruitment | Military/Veterans

new north hires heroes



more  
**YOU**  
in **NEW**  
NORTHEAST WISCONSIN



- Partnership with [Mission Wisconsin](#), an organization dedicated to connecting Wisconsin businesses with a highly skilled talent pipeline
- Outreach and connection with veterans, transitioning service members and their families
- Services includes talent acquisition support, candidate development and community engagement



# Veteran & Family Relocations to New North Region January 2022 – May 2022



7

Veterans



7

Military Spouses



12

Children



26 Total Individuals

6 Families





# more YOU in NEW

NORTHEAST WISCONSIN





your digital future in  
northeast wisconsin



## **GREATER GREEN BAY HEALTH CARE ALLIANCE**

[ggbha.org](http://ggbha.org)





YOU ARE CORDIALLY INVITED TO AN EXCLUSIVE EXECUTIVE LUNCHEON

STATE AND REGIONAL ECONOMIC IMPACT:

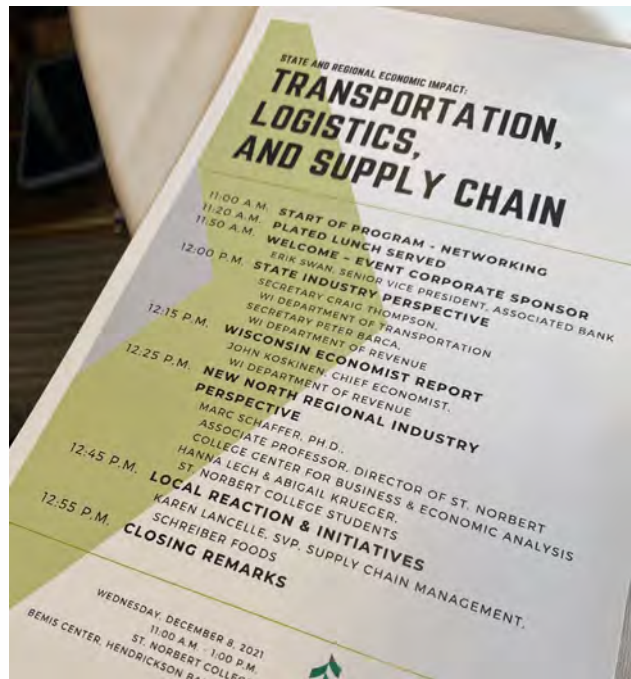
# COMMERCIAL REAL ESTATE

Wednesday, April 20, 2022  
 11:00 a.m. - 1:00 p.m.  
 St. Norbert College  
 Bemis Center  
 Hendrickson Ballroom

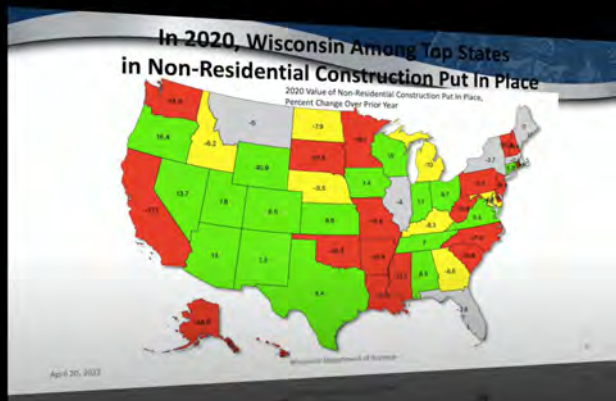


**SPEAKERS:**

- Secretary Peter Barca, WI Department of Revenue
- John Koskinen, Chief Economist WI Department of Revenue
- Marc Schaffer, Associate Professor, Director SNC Center for Business & Economic Analysis (CBEA)
- Lydia Brosig, CBEA Student Fellow
- Carritt Bader, Principal, GB Real Estate Investments



Economic Intel for WI and the New North Region – Spring 2022





# Thank you, CARW!

Barb LaMue

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