Three Sixty

Real Estate Solutions, LLC

Three Sixty

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Four Pillars of a Development

1. Must be good for our team at Three Sixty
2. Must meet legitimate community needs
3. Must positively impact the neighborhood
4. Must positively impact the community long term

THREESIXTY
Date: 5-6-22
Pay to the Order Of KORC
Ten Thousand 00/100
$10,000.00
Dollars
Memo TRAIL EXPANSION
MILLTOWN RESIDENCES
KORC
KORC

EESIXTY.BZ
BOOTS OVERSHOES
LA CROSSE

We are focused on building healthy communities

We vet communities

Development requires many precious resources

Attracting Developers & Capital

- Speed of Operations
- Efficiencies
- Speed of Entitlement
- Create a Clear Vision and a Narrow Focus
- Create a Strong Culture

Community Development Planning

Case Studies in Planning from Orange City, Iowa and Hartford, South Dakota

Danyelle Pierquet, PLA | Danielle Propst, AICP

ISG Architecture + Engineering + Environmental + Planning | ISGInc.com

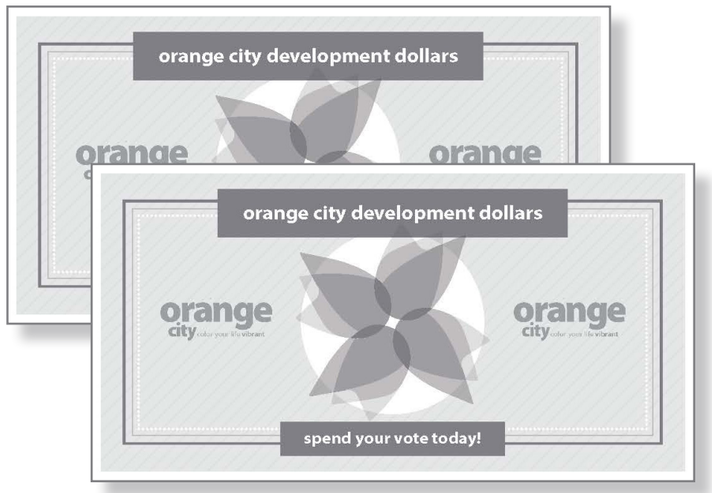
Planning Approach

HOUSING

**COMMERCIAL +
INDUSTRIAL DEVELOPMENT**

**QUALITY
OF PLACE**

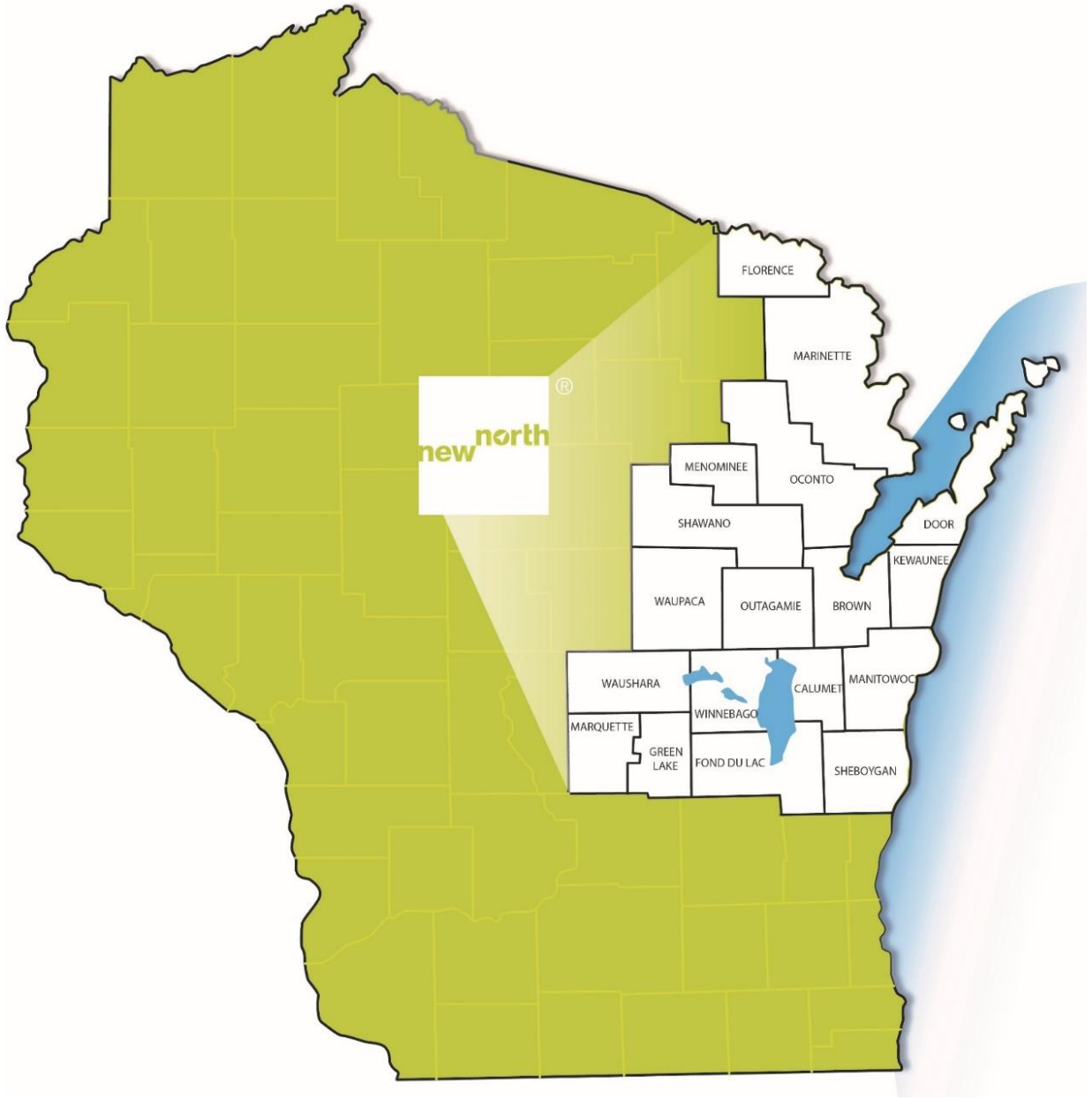
Community Engagement



Orange City, Iowa

Hartford, South Dakota

Key Takeaways

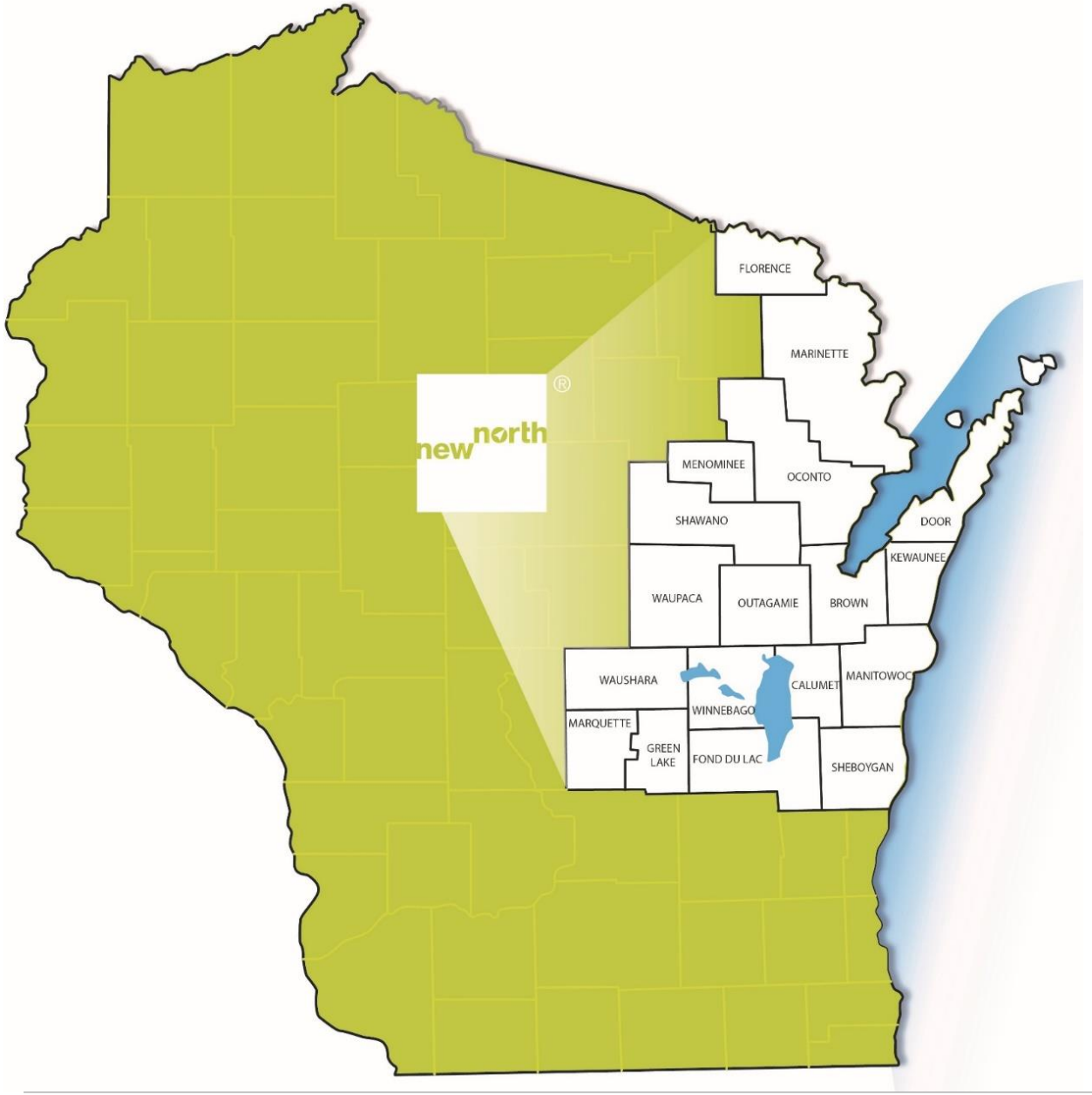


New North
Powered by Purpose

presentation to

APA WI

May 26, 2022



mission

To be a catalyst for regional prosperity for all through collaborative action

shared vision

To be nationally and globally competitive for personal, community and economic growth

value

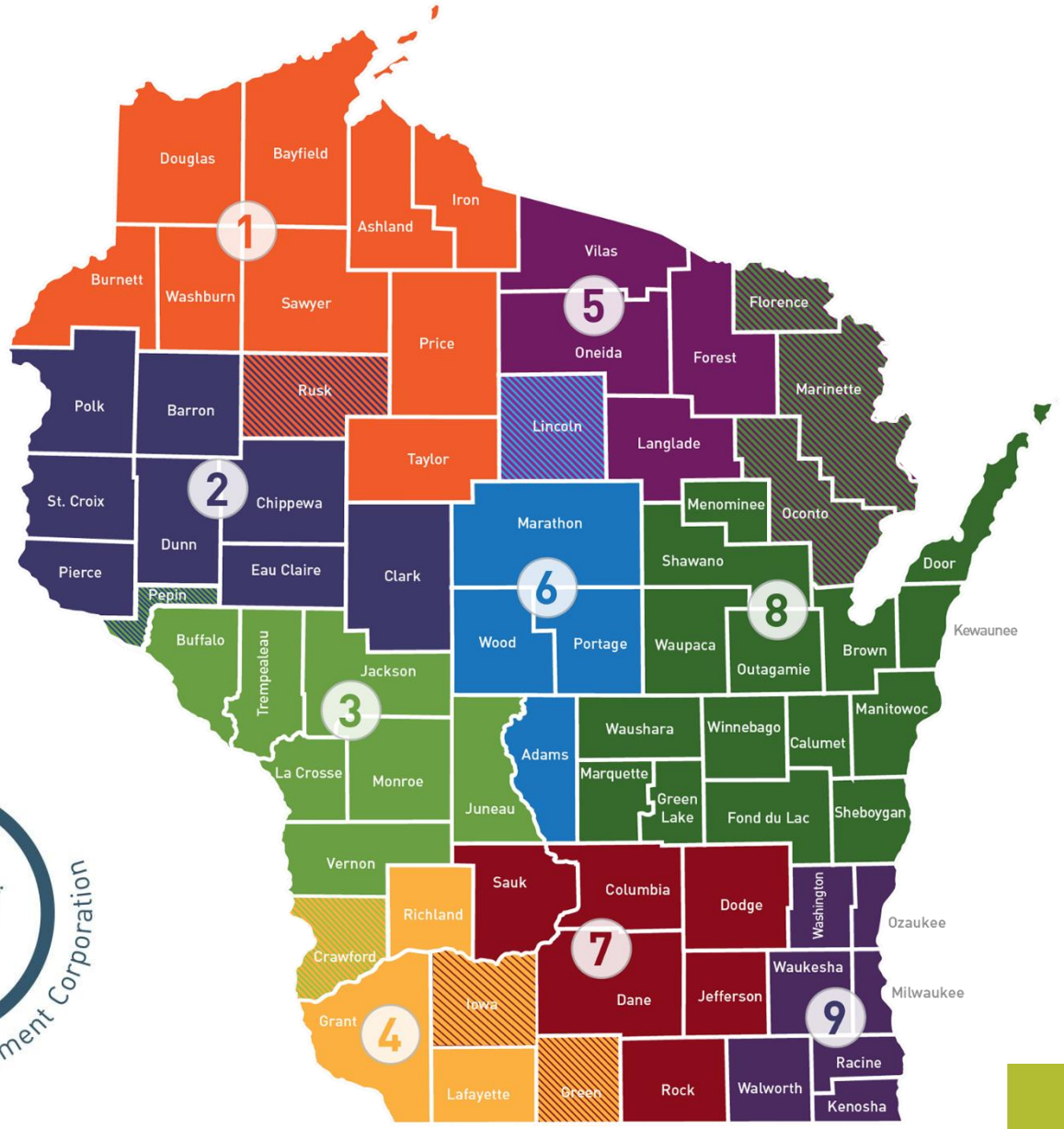
Inclusive Collaboration - Representing the collective region for business investment and for individuals looking to make the New North their home

outcome

Measurable net increase in higher paying jobs, improved social and economic well-being, while maintaining our superior quality of life

Regional EDOs

1. Visions Northwest
2. Momentum West
3. 7 Rivers Alliance
4. Prosperity Southwest
5. Grow North
6. Centergy
7. MadREP
8. New North
9. Milwaukee 7



Wisconsin Economic Development Corporation

New North Team

Barb LaMue
President & CEO

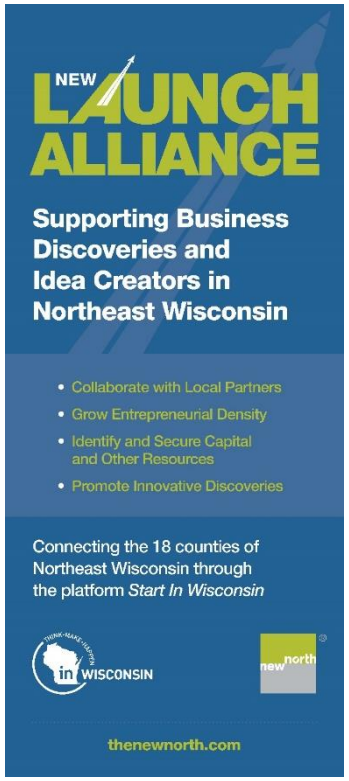
Rebecca Deschane
Vice President, Talent Development

Barbara Koldos
Vice President, Business Development

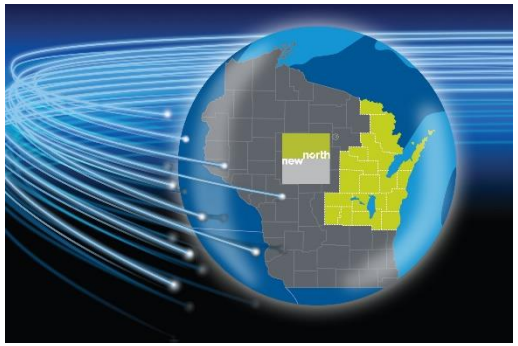
Lorri LaPratt
Office Manager/Assistant to the CEO

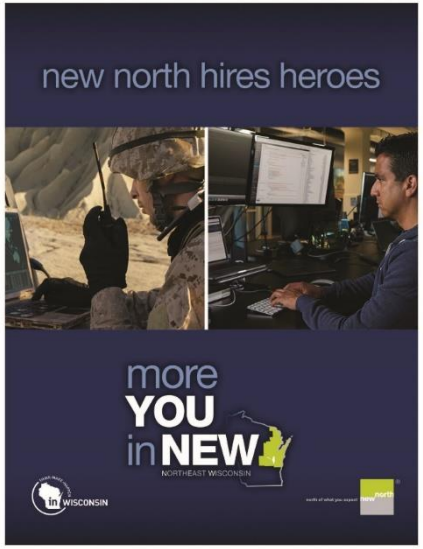
Ryan Long
Research Director

Renee Torzala
Vice President, Marketing & Investor Relations


NEW
LAUNCH ALLIANCE
Supporting Business Discoveries and Idea Creators in Northeast Wisconsin
• Collaborate with Local Partners
• Grow Entrepreneurial Density
• Identify and Secure Capital and Other Resources
• Promote Innovative Discoveries
Connecting the 18 counties of Northeast Wisconsin through the platform Start In Wisconsin
thenewnorth.com

Leading Collaborative Efforts Across the Region Moving From Crisis and Into Recovery
CARING AND INNOVATION
Together, The Region is Getting Through Challenging Times
Catalyst for Regional Prosperity through Collaborative Action
Address PPE demand with regional companies in concert with WEDC and the State Emergency Operations Center
Launch of an economic impact survey with UW Oshkosh for informed data driven action
Coordinate statewide CEO Leadership series with WEDC and other regions
Identify and assist in the deployment of financial resources
Extended outreach to downtown businesses to aid in their recovery
Host weekly meetings with our local partners and industry leaders to identify best practices
Coordinate financial resource guide
Create Local Heroes video to thank companies and industries in getting the region through these challenging times https://bit.ly/NewNorthStrength
Coordinate regional feedback on expanded reopening of Wisconsin's economy

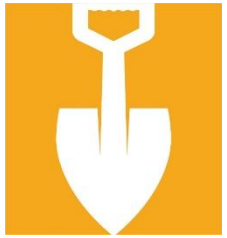



new north hires heroes
more YOU in NEW
NORTHEAST WISCONSIN

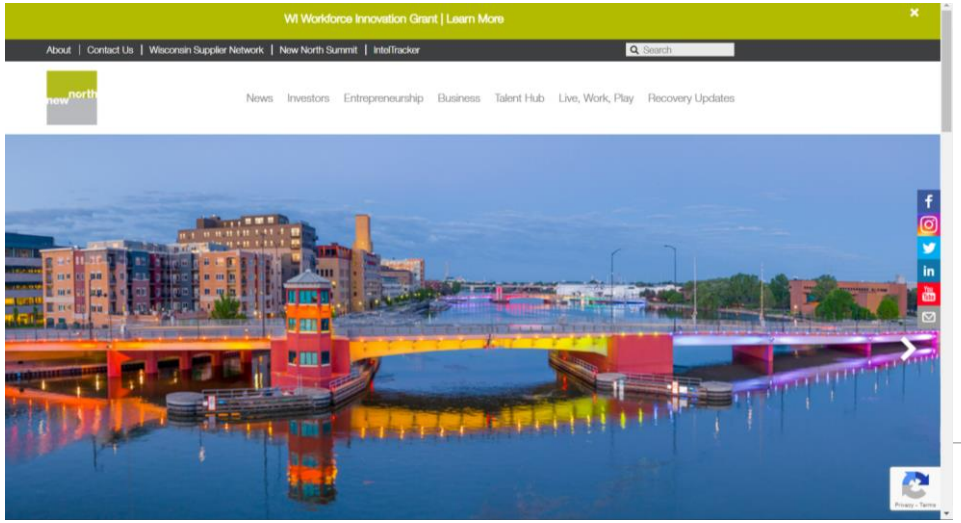
more YOU in NEW
NORTHEAST WISCONSIN

GLOBAL
a target growth division of the new north region

Wear a mask.
The ultimate expression of smiling on the inside.
We're All In
#WeAreAllIn – WeareallinWI.com



TALENT HUB
MENU
Search Text
Job Seekers
Employers
Connect & Intel
Industry Alliances
Retain & Train Talent


WI Workforce Innovation Grant | Learn More
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News Investors Entrepreneurship Business Talent Hub Live, Work, Play Recovery Updates

Business Development

Property Values in the New North

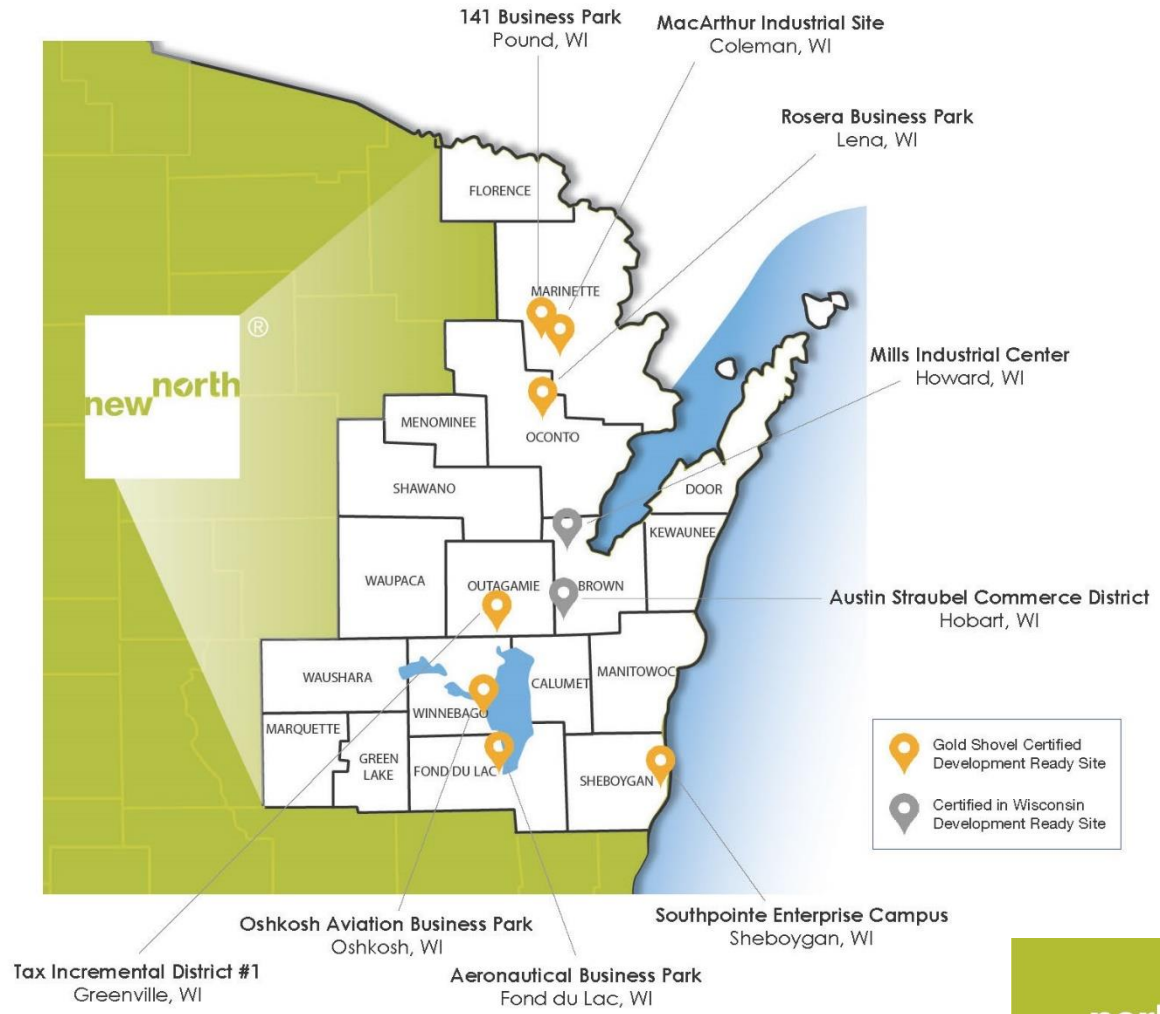
Property values in all categories of the New North continue to increase year over year. The percentage change over the last year comparison is noted with a combined average of 11 percent.

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%

GLOBAL
a target growth division of the new north region

Get to Groundbreaking Faster!

Gold Shovel and Certified Sites in the New North Region



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

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

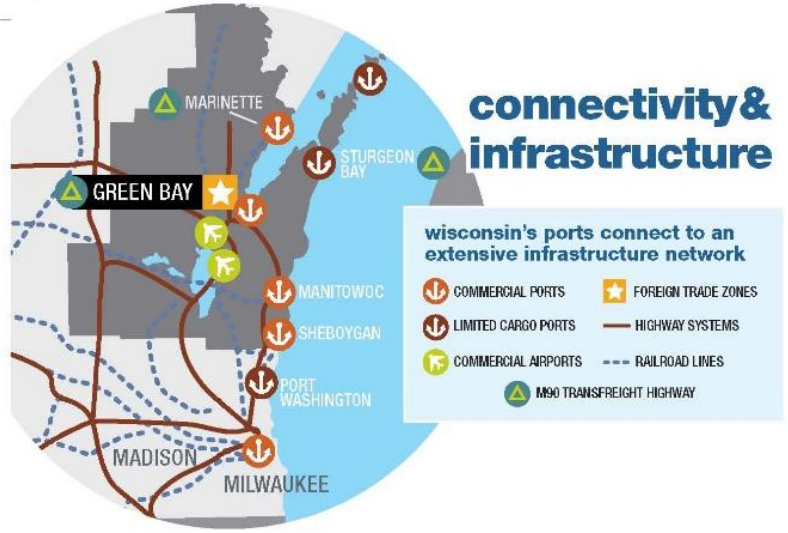
Industries that support entrepreneurs, second stage companies and multi-billion dollar enterprises.

11% growth over the past 5 years

5,000 establishments

70,000 careers

$9B GRP



connectivity& infrastructure

wisconsin's ports connect to an extensive infrastructure network

- COMMERCIAL PORTS
- LIMITED CARGO PORTS
- COMMERCIAL AIRPORTS
- FOREIGN TRADE ZONES
- HIGHWAY SYSTEMS
- RAILROAD LINES
- M90 TRANSFREIGHT HIGHWAY

live, work, play

Proud of the national and global companies we keep

Sample List:

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

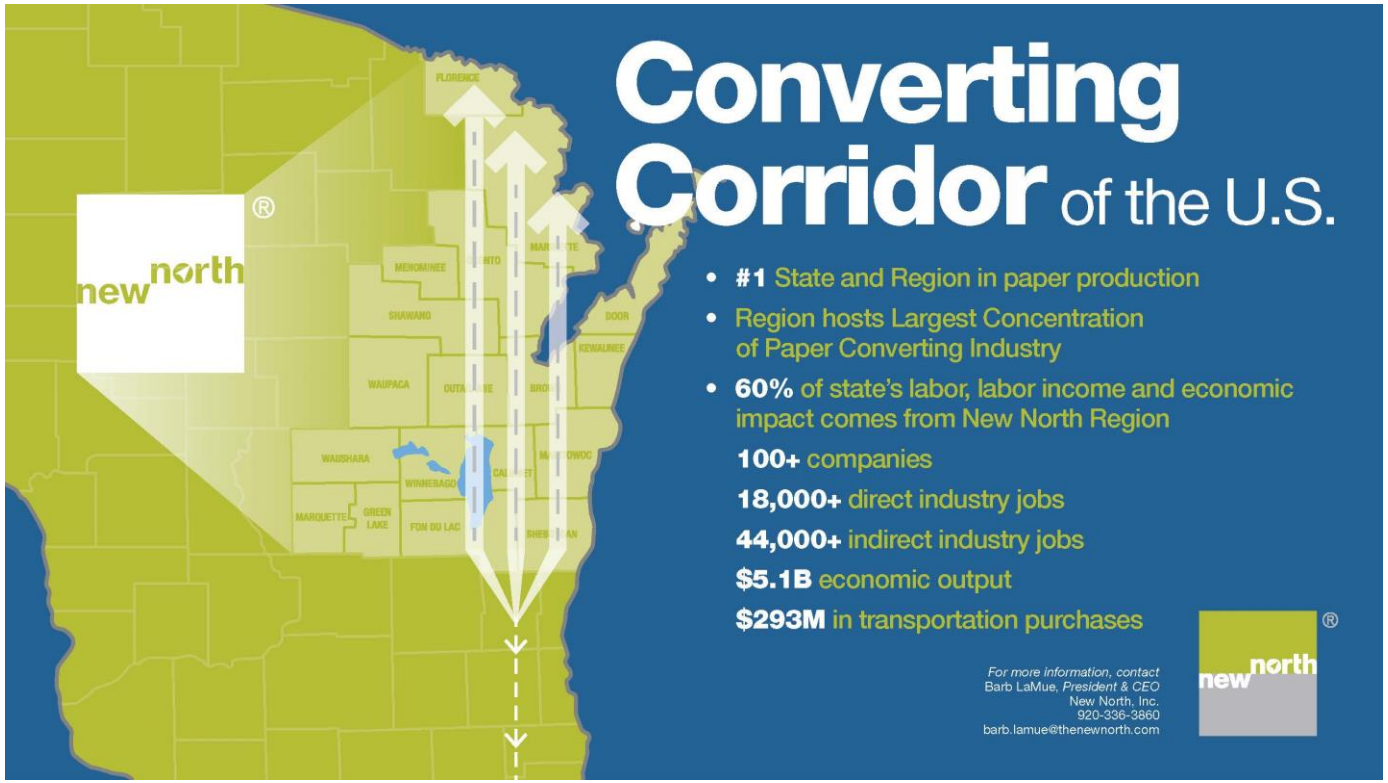
manufacturing in the new north

Manufacturing in Wisconsin

Manufacturing in New North

Manufacturing in Wisconsin		Manufacturing in New North
9,300 companies		2,000 companies
483,000 jobs		139,000 jobs
$65 Billion of output		$17.9 Billion of output

New North Manufacturers comprise **more than 28%** of all the manufacturing jobs in Wisconsin and **over 20%** of all manufacturing operations in the state.



Converting Corridor of the U.S.

- **#1** State and Region in paper production
- Region hosts Largest Concentration of Paper Converting Industry
- **60%** of state's labor, labor income and economic impact comes from New North Region

100+ companies
18,000+ direct industry jobs
44,000+ indirect industry jobs
$5.1B economic output
$293M in transportation purchases

For more information, contact
Barb LaMue, *President & CEO*
New North, Inc.
920-336-3860
barb.lamue@thenewnorth.com

new north ®

new north

What's Trending

- Project types
  - Manufacturing, Warehouse/Distribution
- Timelines
  - RFI responses: 7 days average (not business days)
  - <12 months to occupancy, site work, or production
- What is being asked?
  - Maps, Ownership, Utilities, Infrastructure, Zoning, etc.

Gold Shovel Certification (New North)

What is it?

The New North Gold Shovel Ready Site **designation is designed to identify** both publicly and privately owned sites throughout the New North region, which are **suitable for development**. The goal of this program is to gather uniform site information to increase the quality of site documentation, as well as the overall number of sites that are ready for development. New North actively markets these sites to regional, national, and international site selectors.

Gold Shovel Ready Sites have:

- Current Maps
- Utilities installed or near enough for a prompt installation
- Appropriate transportation routes
- Zoning in place or planned
- Documentation of any nearby restrictions (geological, environmental, easements)
- Willing sellers and clear ownership information
- Area statistics and demographic information

Case Study: Greenville / Amazon

"The Gold Shovel program has given Greenville an edge on attracting growth and development. The designation lets the development community know the town is ready to get their projects through the approval and permitting process as efficiently as possible, saving time and money."

Michael J. D. Brown
Community and Economic Development Director
Village of Greenville

Case Study: Greenville / Amazon

July 2018	August 2018	September 2018	January 2019	July/August 2020
Ryan Companies approached Greenville	Applied for zoning entitlements	Zoning entitlements approved	Construction started 110,000 SF facility	Facility in operation

Why Greenville?

- Professional staff who knew the development approval process and could move through the approval process efficiently
- Labor availability
- Access / driveway locations
- Access to a robust transportation network
- Available utilities
- Tax Increment District financing

source: Michael J.D. Brown | mbrown@greenvillewi.gov | townofgreenville.com

Case Study: Greenville / Amazon

Keys to landing large-scale development

- Economic Development Program to guide development
- Attraction/Marketing brochure
- Available properties
- Development Process/Policy in place to streamline online permitting
- Tax Increment District Financing
- Be Transparent
  - Website
  - Maps
  - Development Ordinances
  - Updated Plans
- Workforce/Talent/Placemaking

source: Michael J.D. Brown | mbrown@greenvillewi.gov | townofgreenville.com

Thank you!

Barbara Koldos
barbara.koldos@thenewnorth.com

Moderator: Jason Gilman, RLA, AICP - Planning Group Leader, ISG

Presenters in Order of Presentation

Jeremy Novak, 360 Real Estate Solutions

Danielle Propst, AICP - Planner, ISG

Danyelle Pierquet, PLA - Urban Designer + GRB Office Lead, ISG

Barbara Koldos, Vice President, Business Development, NEW North