



CHAPTER 4: ECONOMIC DEVELOPMENT

INTRODUCTION

This element includes a brief summary of existing conditions, a list of issues and opportunities that were identified during the planning process, a vision statement and a series of goals, objectives and recommendations to meet the current and future economic development needs in the City of Neenah.

Issues and opportunities identified in this element were determined through the public participation process, collection of background data and through a review of the following documents:

- *Neenah Comprehensive Plan 2020*, adopted in 1999;
- *Neenah Central City Business Improvement District Year ~~Fifteen~~-twenty-two Operating Plan- ~~2016~~2023*; and
- *Ignite Fox Cities: A Blueprint for Economic Prosperity*, November 22, 2011.

SUMMARY OF EXISTING CONDITIONS

Planning for economic development is an ongoing process in which a community organizes for the creation and maintenance of an environment that will foster the retention and expansion of existing businesses, the attraction of new businesses and the attraction of a talented work force.

Below is a summary of the key economic development conditions. For a complete listing, please see *City of Neenah Comprehensive Plan Update 2040, Volume Two: Existing Conditions Report*.

Labor Force Characteristics

- ~~69.4~~68.6 percent of the City of Neenah's population 16 years old and older was in the civilian labor force (~~2009-2013~~2016-2021 ACS 5-Year Estimates).
- Between 2000 and 2009-2013, the civilian labor force grew by 4.8 percent in Neenah (2009-2013 ACS 5-Year Estimates).
- Between 2000 and 2009-2013, employment rates decreased in Neenah from 96.5 percent to 93.8 percent (2009-2013 ACS 5-Year Estimates).
- Overall unemployment rates have been declining in the City, county and state since reaching a high between 2009 and 2010 (WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2002-2014).
- Unemployment rates have been historically higher in Neenah than in the county and state (WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2002-2014).
- The City of Neenah's workforce traveled an average of 17.9 minutes to their workplace in 2009-2013, this was 1.4 minutes longer than in 2000 (2009-2013 ACS 5-Year Estimates).



- Top workplace destinations for Neenah residents in 2014 was the City of Neenah (21.9%), City of Appleton (12.9%), City of Oshkosh (9.3%), the City of Menasha (4.4%) and the City of Green Bay (2.3%) (onthemap.ces.census.gov).
- Top places of residence for people working in the City of Neenah in 2014 was City of Neenah (15.6%), City of Appleton (12.8%), City of Oshkosh (7.7%) and City of Menasha (5.7%) (onthemap.ces.census.gov).

Economic Base Analysis

- The top three occupations for City residents were Management, Business, Science, and Arts (30.5%), Sales and Office (28.3%) and Production, Transportation, Material Moving (17.8%) (2009-2013 ACS 5-Year Estimates).
- The top two industry sectors for the City of Neenah (26.7%, 17.5%), Winnebago County (24.5%, 19.6%) and the State (18.2%, 23.2%) was the Manufacturing sector and Educational, Health and Social Services sector.
- The Oshkosh-Neenah MSA is an exporter of manufacturing (2.70), construction (1.05) and other services (1.09). It is an importer of natural resource and mining (0.30), trade, transportation and utilities (0.82), information (0.82), financial activities (0.77), professional and business services (0.85), education and health services (0.75), and leisure and hospitality (0.70).
- Top employers in Neenah included Alta Resources, ~~Kimberly-Clark~~, Neenah Foundry Co., ThedaCare Regional Medical Center – Neenah, Plexus, Menasha Corporation, and ~~Bemis Corporation~~Amcor (Wisconsin Worknet, ~~March 7, 2016~~2023 and City of Neenah).
- Employment forecasts indicate that the largest industry in the City of Neenah will be manufacturing 2025, though this industry is expected to employ fewer people than it does today (EMSI Q4 Data Set, zip code 54956).
- The largest industry growth areas between 2015 and 2025 are expected to be Construction (28%), Administrative & Support and Waste Management & Remediation Services (26%), Finance and Insurance (24%), Accommodation and Food Services (23%), Real Estate Rental and Leasing (38%), and Educational Services (32%).

Business and Commercial Districts and Corridors

- Downtown Neenah Business District generally located along Wisconsin Avenue from Torrey Street to Oak Street and along Commercial Street from the river to around Winneconne Avenue. The district is a mixture of retail establishments, businesses, restaurants, a hotel and other service providers.
- South Commercial Street Business Corridor generally includes the area along S. Commercial Street from State Street to slightly past Bell Street. The corridor is a mixture of retail businesses, banks, restaurants, a grocery store, and health care providers.
- Doty Island Business District is located north of the Downtown Neenah Business District on Doty Island. This district generally includes a triangular area bounded by N. Commercial Street from the river to Nicolet Boulevard, E. North Water Street and First Street. It includes a mixture of retail, restaurants, business, ~~a school~~, churches, and service providers (health and government).
- Fox Point / Green Bay Road Commercial District is generally located along S. Green Bay Road from North Street to Cecil Street. It provides a mixture of retail goods and



services including two shopping centers, car dealers, churches, restaurants, retail, banking, motel, etc.

- Main Street Commercial Corridor extends from downtown Neenah to I-41. It includes a mixture of industrial, commercial and residential uses.
- Westowne Commercial District is located west of I-41 and east of Tullar Road near Winneconne Avenue. It is a newer district comprised of mixture of retail, restaurants, health care provider and a bank.

Industrial and Business Parks

- The Southpark Industrial Center is located near the I-41 and Bell Street Interchange. Approximately ~~86~~65 acres are currently available for development.

Tax Incremental Financing District

- ~~• TID No. 5 (Central Business District) was created in 1993 to support redevelopment, revitalization, and growth in the Downtown Business District. This district has an anticipated closure date of 2021.~~
- ~~• TID No. 6 (Southpark Industrial Center) was created in 1997 to support the second expansion of the Southpark Industrial Center. This district has an anticipated closure date of 2021.~~
- TID No. 7 (Westowne Business District) was created in 2000 to stimulate new commercial development on the City's west side. This district has an anticipated closure date of 2031.
- TID No. 8 (Doty Island / Downtown Neenah Business District) was created in 2001 to stimulate growth on Doty Island and parts of Downtown Neenah. This district has an anticipated closure date of 2031.
- TID No. 9 (U.S. Highway 41 South Industrial Redevelopment District) was created in 2015 to assist with the rehabilitation and conservation of the industrial corridor adjacent to I-41 from approximately Breezewood Lane / Bell Street to CTH G. This district has an anticipated closure date of 2027.
- TID No. 10 (Downtown Gateway Redevelopment District) was created in 2015 to assist with the elimination of blight and overall improvement of the area to significantly enhance the value of the real property in the district. This district has an anticipated closure date of 2041.
- TID No. 11
- TID No. 12

Business Improvement District

- The Neenah Central City Business Improvement District was created in 2001 to sustain the competitiveness of the Downtown. Key focus areas include management, retention, recruitment, marketing, public relations and physical maintenance.

Economic Development Strategy and Assessment

- Key Economic Development Strengths include: key transportation links; available infrastructure; Lake Winnebago and the Fox River system; highly rated school system;



proximity to higher educational opportunities; major employers; low cost of living; low crime rate; pedestrian and bicycling infrastructure; part of the larger Fox Cities metro area; Southpark Industrial Center; cultural resources; quality recreational opportunities; natural areas and open space; availability of local healthcare facilities/providers; mixture of housing choices; public transit; intermodal facilities; diverse economic base; availability of business and industrial space; vibrant downtown with historic features intact; and housing near the downtown.

- Key Economic Development Weaknesses include: accessible public transportation; availability of skilled industrial workers, technicians, engineers and scientists; cost of electricity for Industrial Use; availability of suitable, reasonable priced, commercial and industrial space and land; lack of regional planning and communication; and limited opportunities for city annexation.

ISSUES AND OPPORTUNITIES

A number of issues and opportunities were identified through the public participation process, collection of background data and through a review of other documents. A list of issues and opportunities are described below:

Downtown Neenah Business District Enrichment

The historic downtown business district is a diverse mix of retail, businesses including a number of major employers, restaurants, retail establishments, a hotel and other service providers. Shattuck Park, adjacent to the river and marina, and public library, provides a venue for community events, concerts, and the Saturday farmers market. The Neenah Riverwalk between N. Commercial Street and Oak Street provides an opportunity for residents to enjoy the waterfront. While this area was identified as a major asset to the City during the public participation process, suggestions were made on how this area could be enhanced.



Downtown Neenah Business District

Enhancement suggestions include:

- Increase opportunities for walking and bicycling
 - Connect the Neenah Riverwalk at N. Commercial Street to Main Street
 - Increase awareness of existing bike parking in the downtown
 - Develop a way-finding system for pedestrians and bicyclists
 - ~~Complete the Loop the Little Lake trail~~
 - Connect the downtown to residential areas via on-street and off-street trails
- Address bicycle safety / access in the downtown
- Increase tourism and recreational opportunities, including the connection and access to the waterfront
- Address congestion concerns



- Develop Arrowhead Park as a destination for residents in the region
- Address parking concerns for long term and short term users
- Pursue connectivity to Doty Island and downtown Menasha
- Increase cultural and entertainment opportunities for residents and visitors
- Increase waterfront and outdoor dining opportunities
- Provide additional residential living space in and around the downtown
- Update wayfinding signage
- Address lighting on E. Wisconsin Avenue in the downtown area
- Increase diversity of restaurants and unique retail businesses
- ~~Install free wireless broadband internet in the downtown business district~~
- Integrate additional residential housing with the downtown business district
- Improve short-term and long-term parking options

• The Neenah Next Downtown Plan was adopted in 2023. The plan focuses on many of the concerns identified above. The plan addresses the bike/bederstrian connectivity issue by proposing a cycler track through Downtown via Main Street and Wisconsin Avenue. In addition, the plan identifies a plan to re-route bypass traffic away from Main Street via Torrey/Columbian. Finally, long-term parking solutions included a potential 600-stall parking structure located on the west side of downtown.

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Business and Commercial Corridor Redevelopment

S. Commercial Street Business Corridor

The S. Commercial Street Business Corridor is the southern entrance into the City. It has experienced little in the way of significant new real estate investment in a number of years and struggles to sustain core businesses in the older parts of the district. It faces the challenge of maintaining a strong neighborhood retail shopping and dining experience. There are several notable vacant buildings, sites identified as Brownfields or potential Brownfields, and many small parcels of land adjacent to residential properties. This corridor received numerous suggestions for improvement during the public participation process.



S. Commercial Street Business Corridor

Suggestions for improvements include:

- Address bicycle and pedestrian safety and access concerns
- Improve walkability from residential areas to businesses
- Address intersection safety concerns
- Address temporary retail businesses
- Encourage retail and business redevelopment
- Improve the appearance of the overall commercial corridor by establishing design standards
- Encourage building façade and site improvements
- Address building and site maintenance issues
- Increase opportunities for restaurants in the southern portion of the corridor to serve the industrial park
- Improve the street surface



- Create a district identity
- Improve property maintenance
- The City adopted the S. Commercial Street Corridor Plan in 2019. The plan addresses many of the concerns identified above and created a façade improvement program for businesses along the corridor. The implementation of the plan will continue with the S. Commercial Street reconstruction project beginning in 2025.

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Main Street Commercial Corridor

The Main Street Commercial Corridor is a sporadic mix of residential, commercial and industrial uses and is a gateway into the downtown area. This corridor has not seen any major investment for some time.



Suggestions for improvements include:

- Redevelop commercial properties near the Neenah Slough, Lake Street and Western Avenue areas of the corridor, consider multi-family residential uses for the areas near the Neenah Slough
- Improve the appearance of the corridor by establishing commercial design standards
- Encourage neighborhood / residential property improvements
- Consider developing a gateway area near I-41
- Increase safety on the Main Street overpass
- Consider a roundabout at the Lake Street intersection



Main Street Commercial Corridor

Fox Point / Green Bay Road Commercial District

The Fox Point / Green Bay Road Commercial District has received some redevelopment, though redevelopment is still needed in the district. I-41 / USH 41 was initially located on Green Bay Road and some of the existing development along Green Bay Road stems from this time frame. It has traditionally served a market area that encompasses the City and surrounding towns.

Suggestions for improvements include:

- Address pedestrian and bicycle safety at the Cecil Street, Green Bay Road and Lake Street roundabouts
- Improve the appearance of the corridor by establishing commercial design standards
- Renovate / redevelop commercial properties near the Lake Street intersection, and in the former Twin City Appliance area



Doty Island Business District

Doty Island Business District

The Doty Island Business District has undergone redevelopment as older residential and commercial properties have been torn down or replaced. Challenges such as the rail road spur, and a number of undesirable and incompatible uses exist in the district, making it difficult to attract new businesses and investment. There are a number of vacant buildings along the N. Commercial Street corridor and a fairly large undeveloped parcel on the northwest corner of Forest Avenue and First Street which provides an opportunity for

new development. Recently, ThedaCare ~~has announced that it is looking into consolidating its two hospitals, one on Doty~~

~~Island in Neenah and the second in Appleton on Meade Street. It is unknown at this time if ThedaCare Regional Medical Center — Neenah will remain in its current location~~finalized an expansion and modernization of their Emergency Department and numerous projects



throughout the building. Numerous suggestions were made during the visioning process for improvements and redevelopment ideas for this district.

Suggestions for improvements and redevelopment include:

- Address safety concerns for vehicles, bicyclists and pedestrians along the N. Commercial Street corridor
- Increase opportunities for bicyclists and pedestrians
- Address truck unloading at Neenah Paper which disrupts traffic on N. Commercial St.
- Address the confusing intersection at Nicolet Boulevard, N. Commercial Street and First Street
- Encourage building façade and site improvements
- Address building and site maintenance issues
- Address parking on N. Commercial Street
- Encourage retail and business redevelopment
- Encourage the establishment of restaurants in the vicinity of the YMCA
- Redevelop the First Street corridor
- Develop the vacant parcel at Forest Avenue and First Street and the former Nicolet Clinic site on Lincoln St.
- Create/Update the master plan for the ThedaCare Regional Medical Center – Neenah site in the event that the hospital decides to leave the area
- Encourage additional housing, especially waterfront housing in the area
- Encourage opportunities for waterfront access
- Provide connection between the downtown areas in Neenah and Menasha

Westowne Commercial District

The Westowne Commercial District south of I-41 near Winneconne Avenue is a newer commercial district. Existing development is a mixture of retail including big box retail, fast food restaurants, a bank and a health care provider. Winneconne Avenue / CTH JJ is a designated urban minor arterial that connects Neenah and I-41 to the towns to the west of the City.

Suggestions for improvements in this area include:

- Increase opportunities and address safety issues for pedestrians and bicyclists
 - Under the I-41 bridge
 - Westowne Place, provide safe routes from senior housing
 - Tullar Road
- Further develop this commercial district with a mixture of retail and restaurants

Industrial and Business Park

The Southpark Industrial Center is in close proximity to I-41 and rail; it is served by municipal utilities and services. This park is nearing capacity and additional land adjacent to I-41 and rail should be made available.



Southpark Industrial Center



Suggestions for the Southpark Industrial Center include:

- Concern about building vacancies
- Concern about the adjacent incompatible uses, industrial and residential
- Median maintenance on Industrial Drive
- Additional industrial land for expansion
- Increase opportunities for pedestrians and bicyclists
- Improve access into and out of the Industrial Park
- Aesthetic concerns from businesses storing goods and materials outside

Redevelopment of Other Commercial Areas

Commercial areas beyond the districts and corridors identified above do exist within the City. Some of these areas are adjacent to the I-41 corridor, while others are located near industrial uses or near existing commercial / business districts or corridors.

Suggestions for other commercial areas include:

- Renovate / redevelop Gillingham Road between Breezewood Lane and Gay Drive

New Development

Future growth will be predominately to the west and south in the City growth areas, as defined by the 2003 boundary agreement with the Town of Neenah. Areas adjacent to existing commercial and industrial development near I-41 corridor, the Southpark Industrial Center and rail corridor and on the west side of I-41, bordering the frontage road, the CTH JJ corridor and south of CTH G should be targeted.

VISION, GOALS, OBJECTIVES AND RECOMMENDATIONS

Vision Statement: Neenah continues to grow to accommodate new commercial and industrial land and focuses on redeveloping underutilized commercial districts and neighborhoods which has created a demand for business expansion and relocation, and a desire for people wanting to live and visit the City.

Goal ED 1: Provide and support a range of economic development activities that encourages retail, commercial and industrial growth, while enhancing quality of life for residents.

Objective ED 1.1: Maintain a strong, diversified economic base that can provide steady employment with quality jobs for all.

- Recommendation ED 1.1.1: Create an economic development strategic plan.
- Recommendation ED 1.1.2: Identify strategic locations for future mixed use business and industrial development. (See Recommendation LU 1.5.1 and ED 1.1.3)
- Recommendation ED 1.1.3: Support the development and expansion of new commercial areas that can meet neighborhood and community needs.



Objective ED 1.2: Actively promote the community as a good location for business growth.

- Recommendation ED 1.2.1: Create marketing materials to assist in attracting people to live in the City, people to visit the City, and businesses to invest in the City.
- Recommendation ED 1.2.2: Promote the City as being part of the Fox Cities metropolitan area.

Objective ED 1.3: Provide the public infrastructure needed to support economic growth in the community.

- Recommendation ED 1.3.1: The City should continue to invest in maintaining its current public infrastructure.
- Recommendation ED 1.3.2: Develop a strategic plan which identifies future infrastructure needs and costs for the City's growth areas.

Objective ED 1.4: Develop the City's tourism potential.

- Recommendation ED 1.4.1: Recognize tourism as a substantial economic opportunity, and support community and sporting events, festivals, waterfront and water access activities, walking tours of historic areas and other heritage tourism activities.

Objective ED 1.5: Promote the City's Industrial Park.

- Recommendation ED 1.5.1: Continue to provide information regarding available properties, buildings and amenities in the Southpark Industrial Center.
- Recommendation ED 1.5.2: Identify ways to improve the public portions of the industrial park including the streets, bike trails, medians, terraces, and signage.
- Recommendation ED 1.5.3: Develop a strategy to improve the appearance of private property within the industrial park, specifically the storage of outside materials, landscaping, and building facades.

Objective ED 1.6: Support existing businesses, while at the same time considering new business opportunities.

- Recommendation ED 1.6.1: The City should create a business retention and expansion program. As part of the program, the City should:
 - Conduct and annually track business retention visits;
 - Provide follow up with businesses;
 - Partner with the Fox Cities Regional Partnership and Future Neenah, Inc..
- Recommendation ED 1.6.2: Create a local incentive program for business expansion and building improvements.



Objective ED 1.7: Promote the redevelopment of land with existing infrastructure and public services.

- Recommendation ED 1.7.1: Direct development to areas already served by public infrastructure and services (sewer, water, streets and emergency services). Give second priority to areas adjacent to public services.
- Recommendation ED 1.7.2: Continue to identify redevelopment sites and make this information available.
- Recommendation ED 1.7.3: Promote underutilized commercial /industrial properties that may have commercial or residential potential.
- Recommendation ED 1.7.4: Collaborate with Future Neenah, Inc. to promote available underutilized commercial / industrial properties (including Brownfield sites) in the City. (See recommendation IC 1.1.4)
- Recommendation ED 1.7.5: Use Locate in Wisconsin (www.locateinwisconsin.com) to promote available buildings, sites and properties that will sync and be promoted on the following economic development organizations' websites: Wisconsin Economic Development Corporation, New North, Inc. and the Fox Cities Regional Partnership.

Objective ED 1.8: Partner and collaborate with other organizations on economic development efforts.

- Recommendation ED 1.8.1: The City should continue to support and participate in cooperative regional marketing efforts for the recruitment of industrial and service business prospects from outside the region and/or state. (See recommendation IC 1.1.1)
- Recommendation ED 1.8.2: The City, working in cooperation with private development partners, should pursue development of a strategy and recruitment program to more fully develop the economy of the community. (See recommendation IC 1.1.3)
- Recommendation ED 1.8.3: Continue to participate in the Fox Cities Regional Partnership. (See recommendation IC 1.1.2)

Goal ED 2: Enhance Community and Neighborhood Identity.

Objective ED 2.1: Create a culture of creativity and openness in order to retain, attract and engage people.

- Recommendation ED 2.1.1: Continue to promote and expand the City's quality of life attributes (low crime, low cost of living, cultural enhancements, quality schools, access to higher education, parks, vibrant downtown, riverfront access, access to a system of walking and biking trails, etc.).



Objective ED 2.2: Promote and grow downtown Neenah.

- Recommendation ED 2.2.1: Continue to support the Neenah Central City Business Improvement District (BID) in downtown Neenah as a way to equitably fund programs for the management, maintenance, and promotion of the central business district. (Note: The Neenah Central City Business Improvement District was created in 2001.)
- Recommendation ED 2.2.2: Consider expanding the public wireless broadband system in the downtown business district. (See recommendation CF 1.1.6)
- Recommendation ED 2.2.3: Enhance the downtown's connection to the waterfront by promoting waterfront activities and development. (See Recommendation IO 1.4.1 , IO 1.4.2 , IO 1.4.4, LU 1.8.7)
- Recommendation ED 2.2.4: Continue to address parking concerns and issues. (See Recommendation LU 1.5.5, T 1.2.2)
- Recommendation ED 2.2.5: Increase cultural, entertainment and recreational opportunities in the downtown. Ensure that these uses are integrated with and enhance existing and future business uses. Within the historic downtown district these uses should complement the historic district. (See Recommendation LU 1.5.5, LU 1.8.7, IO 1.4.4, IO 1.4.1, IO 1.4.2, ED 2.2.3)
- Recommendation ED 2.2.6: Protect the historic character of the downtown area by adopting historical preservation design standards to enhance and preserve the historical significance of the Central Business District. (See Recommendation LU 1.5.5)
- Recommendation ED 2.2.7: Improve traffic circulation and address safety access concerns for pedestrian, bicyclists, vehicles and public transit. (See Recommendation LU 1.5.5, T 1.1.1, LU 1.6.3)

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Objective ED 2.3: Sustain and improve the vitality of commercial corridors and business districts.

- Recommendation ED 2.3.1: Recognize Tax Increment Financing (TIF) as an important economic development tool.
- Recommendation ED 2.3.2: Develop a plan for a sign / landscaped area welcoming residents and visitors to the City. (See Recommendation IO 1.2.4)
- Recommendation ED 2.3.3: Continue to utilize Community Funds to assist projects within business district development areas.
- Recommendation ED 2.3.4: Maintain a Small Business Loan revolving fund to assist small, growing companies that are creating new jobs in the community.
- Recommendation ED 2.3.5: Develop a S. Commercial Street corridor plan to identify land use, urban design and zoning standards that will be compatible with the existing



bordering residential neighborhood and create an inviting entrance into the City. (See Recommendation IO 1.2.6, LU 1.5.6, LU 1.5.7)

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- Recommendation ED 2.3.6: Develop business district / corridor plans for the Main Street, Green Bay Road and Doty Island. Consider design standards and revisions to the zoning code that will complement and be compatible with bordering residential neighborhoods, while providing an inviting entrance into the City. This could also include adding design amenities such as decorative pavement, corridor branding signage, trees and other vegetation. (See Recommendation IO 1.2.6, LU 1.5.6, LU 1.5.7)

Objective ED 2.4: Promote commercial and business development that complements and enhances adjacent neighborhoods.

- Recommendation ED 2.4.1: Maintain existing businesses and attract new businesses to commercial corridors and business districts that are within walking distance to residential neighborhoods and provide access to retail, restaurants and services. (See recommendation LU 1.5.8)
- Recommendation ED 2.4.2: New business development should be compatible with the character of surrounding development and the overall character of the City. (See recommendation LU 1.5.9)
- Recommendation ED 2.4.3: Develop standards that buffer commercial and residential uses and allow both to prosper. (See recommendation LU 1.5.10, LU 1.4.3)

Objective ED 2.5: Increase alternative forms of transportation to employment centers.

- Recommendation ED 2.5.1: Enhance pedestrian and bicycling facilities within the City by linking key destinations and providing linkages to regional trail systems. (See recommendation T 2.1.2, CF 4.2.2, LU 1.6.1)
- Recommendation ED 2.5.2: Support the development of a regional transit route. (See recommendation T 2.2.3, IC 1.1.5)
- Recommendation ED 2.5.3: Encourage Valley Transit to evaluate existing bus routes within the City to determine if service should be expanded to serve other locations.
- Recommendation ED 2.5.4: Identify gaps in the existing trail system that would hamper accessibility to employment centers. (See recommendation LU 1.6.1)

Goal ED 3: Promote entrepreneurial programs and lifelong learning.

Objective ED 3.1: Encourage continuing education in the workplace through employer commitment to, and investment in, the local labor force.

- Recommendation ED 3.1.1: Encourage local employers to provide opportunities for employees to continue new skills and competencies.



Objective ED 3.2: Support entrepreneurial programs to facilitate local business start-ups.

- Recommendation ED 3.2.1: Encourage entrepreneurs to submit business plans to the Northeast Wisconsin Regional Economic Partnership (NEWREP) Business Plan Competition as well as the Governor's Business Plan Competition through the Wisconsin Technology Council.
- Recommendation ED 3.2.2: Support individual's efforts to seek support for business plan development, financing information, and other assistance:
 - The Wisconsin Women's Business Initiative Corporation (WWBIC), <https://www.wwbic.com/>;
 - Fox Valley Technical College's Venture Center;
 - Small Business Development Center-Oshkosh;
 - SCORE, a partner of the Small Business Administration, the Fox Cities SCORE Chapter is located at the Fox Cities Chamber of Commerce & Industry;
 - Wisconsin Small Business Development Center, <https://www.wisconsinsbdc.org/business-starts>;
 - Impact Seven, <http://www.impactseven.org/>; and
 - Wisconsin Economic Development Corporation (WEDC), <http://inwisconsin.com/>.

Objective ED 3.3: Support and promote programs for youth and adults through FVTC, the Neenah Joint School District and UW-Extension.

- Recommendation ED 3.3.1: Work cooperatively with secondary and post-secondary educators in identifying those education and job-training needs that must be met to maintain a well-trained workforce.
- Recommendation ED 3.3.2: Connect employers with local high schools and guidance counselors to promote technical programs / job skill training through FVTC and the local high school that are needed in the community.
- Recommendation ED 3.3.3: Encourage local schools to continue to work with CESA 6, FVTC and the business community to provide a youth apprenticeship program to provide students with valuable skills.



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