

# SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 • TELEPHONE (262) 547-6721  
FAX (262) 547-1103

RECEIVED

JAN - 7 2016

CITY OF WEST ALLIS  
CITY CLERK

Serving the Counties of:

KENOSHA  
MILWAUKEE  
OZAUKEE  
RACINE  
WALWORTH  
WASHINGTON  
WAUKESHA



## MEMORANDUM

TO: Chief Elected Officials and Common Council and Village Board members in Milwaukee County  
c/o City and Village Clerks

FROM: Southeastern Wisconsin Regional Planning Commission Staff

DATE: January 6, 2016

**SUBJECT: COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY**

A Comprehensive Economic Development Strategy (CEDS) has been completed for the Southeastern Wisconsin Region and is being provided for your information and for consideration for endorsement as a guide to economic development activities in your community. Copies of the report and executive summary are enclosed.

The CEDS is a strategic plan designed to strengthen the economy in Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties. The CEDS was prepared by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) and the Milwaukee 7 in cooperation with the Regional Economic Partnership (REP). The REP includes a representative from each of the county economic development organizations or staffs, the Milwaukee 7 (M7), and SEWRPC. Jim Tarantino, Milwaukee County Economic Development Director, represents Milwaukee County on the REP.

The CEDS identifies the business clusters comprising 1) energy, power, and controls; 2) water technologies; 3) food and beverage production and manufacturing; 4) finance and insurance services; 5) headquarters and business services; and 6) medical technology, bioscience, and health services as having the best potential for economic growth, expansion, and attraction in the Region. Machinery manufacturing, which is related to several of the preceding clusters, was also identified as an important cluster.

The CEDS recommends that economic development efforts focus on enhancing the export capability of businesses in the Region; aligning workforce development with growth opportunities in the key clusters; enhancing innovation and entrepreneurship; continuing economic place-making in the central cities and strategic locations throughout the Region; modernizing regional infrastructure; and enhancing public-private and interagency cooperation. The CEDS also includes an action plan and proposed economic development projects in the Region.

It is respectfully requested that your Common Council or Village Board consider endorsing the plan as a guide for economic development activities in your community and the Region. A sample resolution is enclosed.

The CEDS has been adopted by each County Board in the Region and by the Regional Planning Commission. Adoption of the CEDS by the County Board makes the county and local governments within the county with economically distressed areas eligible to apply for U. S. Department of Commerce Economic Development Administration (EDA) funding to assist the distressed areas. The Commission has also requested that EDA designate the Region as an Economic Development District. If the Region is designated as an Economic Development District, all county and local governments would be eligible to apply for a grant, provided the grant would directly benefit a distressed area. Adoption of the enclosed sample resolution would also support designation of the Region as an Economic Development District.

Please contact Nancy Anderson of the Commission staff at (262) 547-6721 or [nanderson@sewrpc.org](mailto:nanderson@sewrpc.org) if you have questions about the CEDS, would like to schedule a presentation or meeting, or would like electronic or additional paper copies of the executive summary or the full report. Information about the CEDS is also available on the Commission's website:  
<http://www.sewrpc.org/SEWRPC/communityassistance/Economic-Development.htm>.

\* \* \*

KRY/NMA/CDP/kmd  
#229715

Enclosures

cc: Mr. James Tarantino, Milwaukee County Economic Development Director  
(copy of resolution enclosed)  
Ms. Angela Allen, Milwaukee County Extension (copy of resolution enclosed)  
Mr. Pat O'Brien, M7