



CONFERENCE AGENDA

*Economic Development in the Badger State:
The Past, Present and future of Economic Growth in Wisconsin*

(DRAFT 01.09.23)

WEDNESDAY, FEBRUARY 1, 2023

<p>9:30 am – 2:30 pm</p> <p>REGENCY AB</p>	<p>WEDA Academy Program <i>Pre-registration required</i></p> <p>Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development Across Wisconsin, economic developers are working on a variety of real estate development and redevelopment projects in their communities. Often there are challenges in addressing a financial gap or working through an approval process. What are the essential components that need to be in place for a project to move forward, whether promoted by a community or introduced by a developer?</p> <p>Through this course, participants will learn important aspects of analyzing real estate projects looking at a broad range of project types in a variety of settings. Financial and gap analysis concepts will be presented along with an introduction to programs and resources that can be used to address gaps. Project examples will be used throughout the course to reinforce concepts to highlight best practices. Participants will have an opportunity to work in small groups to try out their new skills and to discuss challenges and opportunities in their communities.</p> <p>Guest Speakers:</p> <ul style="list-style-type: none"> • Kristen Fish-Pererson, CEcD, Principal & CEO, Redevelopment Resources • Todd Hutchison, Founder and Owner, Wisconsin Redevelopment, LLC • Stewart M. Wangard, CEO, Chairman and Founder, Wangard Group
<p>2 pm – 5 pm</p>	<p>Exhibitor Move-in</p>
<p>3 pm – 4:30 pm</p> <p>REGENCY AB</p>	<p>WEDA CRA Network Banker’s Round-Table</p> <p>Designed specifically for the banking community, Wisconsin’s Small Business Development Center (SBDC) and the Ethnic and Diverse Business Coalition (EDBC) will discuss CRA best practices for lending, service, and investments.</p> <p>Brought to you by the FDIC and WEDA, speakers will focus on the needs of small businesses, Chambers of Commerce and Community Development Financial Institutions (CDFIs) throughout Wisconsin. They will share strategies for reaching Black, Hispanic, Hmong, and Native American entrepreneurs. You will also meet two, newly assigned Office of the Comptroller of the Currency (OCC) Community Affairs Officers who serve Wisconsin.</p> <p>Attendees are welcome to join the opening reception of WEDA’s 2023 Governor's Conference on Economic Development at the Milwaukee County Historical Society from 5:00 to 7:00 pm.</p>





2023 Governor’s Conference on Economic Development
February 1-3, 2023 | Hyatt Regency, Milwaukee, WI

KEYSTONE SPONSORS



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<p>5:00 – 7:00 pm</p>	<p>Conference Keystone Opening Reception at Milwaukee County Historical Society Museum 910 N Doctor M.L.K. Jr. Drive, Milwaukee <i>Join us to celebrate Wisconsin’s 175th Anniversary at the Museum located directly across the street from the front entrance of the Hyatt.</i></p> <p><i>Sponsored by:</i>  </p>
<p>7:30 – 10 pm</p>	<p>Hospitality Suite -- Hyatt Regency <i>All attendees are Welcome!</i></p> <p><i>Sponsored by:</i>  </p>
<p>THURSDAY, FEBRUARY 2, 2023</p>	
<p>7:30 AM REGENCY CD</p>	<p>Registration / Continental Breakfast/WEDA Networking Expo Opens</p>
<p>8:30 AM REGENCY AB</p>	<p>Welcome to Milwaukee! <i>Peggy Williams-Smith, President & CEO, VISIT Milwaukee & 2022 Community Leader of the Year</i> <i>Mayor Cavalier Johnson, City of Milwaukee</i></p>
<p>8:40 AM REGENCY AB</p>	<p>Governor’s Opening Address Governor Tony Evers (Invited)</p>
<p>9:00 AM REGENCY AB</p>	<p>WEDA Awards Presentation Frederick C. Pierce Award</p>
<p>9:15 AM REGENCY AB</p>	<p>CONFERENCE KEYNOTE ADDRESS Secretary Missy Hughes, Chief Executive Officer, Wisconsin Economic Development Corporation</p> <p style="text-align: right;"> WISCONSIN ECONOMIC DEVELOPMENT CORPORATION</p>
<p>10:00 AM REGENCY CD</p>	<p>WEDA Expo & Networking Break</p>



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<p>10:30 AM</p> <p>REGENCY AB</p>	<p>Historic Tax Credits: Boosting Preservation, Community Revitalization and Economic Impact for Wisconsin</p> <p>This presentation is relevant to economic development professionals, community planners, developers, historic property owners, real estate brokers, historic preservationists, and municipal leaders who want to learn more about utilizing vacant and/or historic buildings in their communities. Through examples drawn from small towns and large cities, this workshop will demonstrate the value of historic tax credits as economic development tools such as providing incentives to invest in older structures, stabilizing neighborhoods, adding vibrancy to commercial districts, and creating local jobs for skilled workers.</p> <p>Moderator: Kathryn Berger, Client Services Director, CG Schmidt, Inc.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Matt Jarosz, Executive Director, Wisconsin Trust for Historic Preservation • Jen Davel, VP Midwest Regional Director, Heritage Consulting Group • Brad Elmer, Managing Director, Baker Tilly Municipal Advisors
<p>11:15 AM</p> <p>REGENCY AB</p>	<p>Show Me the Money!</p> <p>In this public resource panel, led by Melissa Hunt of Vierbicher, you’ll learn about funding opportunities at the municipal, state and federal level and you’ll meet program managers from DOT and WEDC. Roselynn Bittorf and Natanael Martinez will run through current DOT and WEDC programs for your community and business development projects.</p> <p>Moderator: Melissa Hunt, Municipal Services Department Manager, Vierbicher Associates</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Natanael Martinez, Regional Economic Development Director, Wisconsin Economic Development Corporation • Roselynn Bittorf, Transportation Economic Assistance Program Manager, Wisconsin Department of Transportation
<p>12 Noon</p> <p>LAKESHORE ROOM</p>	<p>Networking Luncheon Early Bird Registration Drawing</p> <p style="text-align: right;"><i>Sponsored by:</i></p> <div style="text-align: right;">  </div>
<p>1:00 PM</p> <p>REGENCY AB</p>	<p>Put Wisconsin’s Airports to Work and Watch Our Economy Soar</p> <p>Wisconsin’s eight passenger-service airports are already economic development powerhouses, but they can boost our economy even more if we really put them to work. From air freight to air service development to increasing international interest in our state through commerce and tourism, we’ll look at Wisconsin’s airports from an entirely different perspective.</p> <p>Moderator: Dave Kircher, Principal, Phoenix Advisors</p> <p>Featured Speaker: Patricia Rowe, C.M., Director Air Service Development, MKE Milwaukee Mitchell International Airport</p>



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<p>1:45 – 2:20 PM</p> <p>EXECUTIVE BALLROOM</p> <p>REGENCY AB</p>	<p>HIGH IMPACT BREAKOUT SESSIONS (2)</p> <p>1. Are You Ready for a Life-Experienced Entrepreneurs? More than 37 million people over the age of 50 are at risk of not having enough income to meet their basic needs. AARP Foundation’s Work for Yourself@50+ makes it easy for older adults to explore self-employment options to increase their financial stability. Learn about these no cost resources and how they can benefit the local community and small business owners. <i>Speakers:</i></p> <ul style="list-style-type: none"> • <i>Amber Miller, Associate State Director of Community Outreach, AARP</i> • <i>Darrin Wasnieski, Associate State Director of Community Outreach AARP</i>  <p>2. Community Transformation Despite Limited Resources Although there were a lot of elements that led to Oconomowoc’s transformation, there are items that many communities have the opportunity to explore given limited resources: 1) Have & Implement a Plan; 2) Remove barriers; 3) Destination building; 4) establish business resources and 5) Foster partnerships. The images are of Oconomowoc, however, the activities, projects and programs can be replicated in communities large and small throughout Wisconsin. <i>Speaker: Bob Duffy, Economic Development Director, City of Oconomowoc</i></p> <p style="text-align: right;"><i>Sponsored by:</i> </p>
<p>2:20 PM</p>	<p>WEDA EXPO & Networking Break (25 min.)</p>
<p>2:45 – 3:30 PM</p> <p>EXECUTIVE BALLROOM</p> <p>REGENCY AB</p>	<p>HIGH IMPACT BREAKOUT SESSIONS (2)</p> <p>1. Politics and the Economy: How Advocacy & the Impact of Economic Development Policy in Wisconsin Learn how to prepare a more effective lobbying message on the local, state and federal levels. Participants will gain effective legislative advocacy skills, learn how the legislature works and become more engaged in local, state and federal levels. <i>Lead Speaker: Michael Welsh, VP of Legislative Affairs & Communications, Wisconsin Economic Development Association</i> <i>Featuring:</i></p> <ul style="list-style-type: none"> • <i>John Bohl, Chief of Staff, City of Milwaukee Mayor Cavalier Johnson and</i> • <i>Robert Dennik, Vice President, VJS Construction Services</i> <p>2. Steps to Generating New, Diverse Housing in Small Communities Like many communities, Fort Atkinson (current population 12,500) experienced consistent population and housing growth for several decades leading up to 2008-09 and very little since that time. Leveraging many different tools and resources, the City is now poised to generate new diverse housing opportunities in the community. These proactive economic development initiatives can be replicated as a model for other small communities around the state that are in desperate need of</p>



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	<p>creating new diverse housing starts and overcoming the challenges faced post-Great Recession in waiting for the private sector to lead new housing growth in the community.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Ben Rohr, Planner, Vandewalle & Associates</i> • <i>Rebecca Houseman Lemire, City Manager, City of Fort Atkinson</i> • <i>Andy Selle, P.E., City Manager, City of Fort Atkinson</i> • <i>Chris Scherer, City Council President, City of Fort Atkinson</i> • <i>Brian Munson, Principal Planner, Vandewalle & Associates</i>
<p>3:35 – 4:20 PM</p> <p>EXECUTIVE BALLROOM</p> <p>REGENCY AB</p>	<p>HIGH IMPACT BREAKOUT SESSIONS (2)</p> <p>1. Covering All the Bases: Attraction, Retention & Education From the perspective that every student, intern and recent hire needs to be shown all of the outstanding amenities, employers and opportunities in your city, Envision Greater Fond du Lac is covering all the bases! Whether it’s high school students about to graduate with no post-graduation plans, current college interns working in your city for the summer, or recent hires, it’s imperative to roll out the red carpet and show them all your community has to offer! Learn about three programs that do just that.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Lisa McArthur, Senior Director of Business Attraction, Envision Greater Fond du Lac</i> • <i>Bernadette Ericksen, Director of Business Client Services, Envision Greater Fond du Lac</i> <p>Sponsored by Employee Ownership Expansion Network</p> <p>2. Redevelopment Obstacles: “You’ll Never Guess What Happened...” Every redevelopment project comes with its own set of interesting experiences, obstacles, and challenges to solve. Hear some of the interesting stories from direct experience by those who have stories to tell. Problem-solving through challenges and finding solutions on the fly makes redevelopment of certain sites and buildings professionally rewarding. Overcoming obstacles takes patience and creativity. As we like to say, every challenge deserves a unique solution. Attendees will learn to dig deep into their professional networks and experience to think their way through common and uncommon obstacles to redeveloping challenging sites, buildings, and neighborhoods.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Kristen Fish-Peterson, Principal CEO, Redevelopment Resources</i> • <i>Jeff Stone, Regional Infrastructure Consultant and VP, Kapur & Associates</i> • <i>Travis Peterson, Associate, Economic Development Manager, Kapur & Associates</i>
<p>4:30 PM</p> <p>REGENCY AB</p>	<p>WEDA Annual Membership Meeting</p>



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<p>5:00 – 6:00 PM</p> <p>REGENCY CD</p>	<p>Networking Reception – Hyatt Regency <i>All attendees are Welcome!</i></p> <p><i>Sponsored by:</i>  bakertilly MUNICIPAL ADVISORS</p>
<p>8:00 – 10 PM</p>	<p>Hospitality Suite at the Hyatt <i>All attendees are Welcome!</i></p> <p><i>Sponsored by:</i>  vierbicher planners engineers advisors</p>  CGSchmidt YOUR TRUSTED BUILDING PARTNER
<p>FRIDAY, FEBRUARY 3, 2023</p>	
<p>7:30 AM</p> <p>REGENCY CD</p>	<p>Hot Breakfast Buffet – WEDA Networking Expo</p>
<p>8:30 AM</p> <p>REGENCY AB</p>	<p>Workforce Attraction : Perspectives from The Community, Company and Employee</p> <p><i>Moderator: Heather Turner Loth, MCR.w, Practice Leader - Project Development, Principal, EUA</i></p> <p><i>Distinguished Guests:</i></p> <ul style="list-style-type: none"> • <i>Lafayette Crump, Commissioner, Department of City Development, City of Milwaukee</i> • <i>Lori Richards, CEO, Mueller Communications, LLC</i> • <i>Kari Atkinson, SHRM-CP, Vice President of People & Culture, ManpowerGroup</i> <p><i>Sponsored by:</i>  bakertilly MUNICIPAL ADVISORS</p>
<p>9:30 AM</p> <p>REGENCY AB</p>	<p>The Business Case for Public Investment in Early Childhood Education</p> <p>The economic impact of the childcare shortage in Wisconsin costs our state's businesses more than a billion dollars in lost productivity and has made it more difficult to fill the more than 200,000 open jobs in the state. COVID-relief funds used to support childcare providers expires in January 2024. Without a substantial investment from the public combined with a strong partnership with businesses and the community, our state faces a childcare catastrophe.</p> <p><i>Moderator: Chris Hardie, CEO, 7 Rivers Alliance</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • <i>Ruth Schmidt, Wisconsin Early Childhood Association</i> • <i>Sachin Shivaram CEO, Wisconsin Aluminum Foundry</i> •



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<p>10:15 AM</p> <p>REGENCY CD</p>	<p>‘Last Call for Networking’ - Refreshment Break</p>
<p>10:30 AM</p> <p>REGENCY AB</p>	<p>Workforce Housing – Challenges & Opportunities</p> <p><i>Moderator: Sarah Hillenbrand, General Capital Group</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • <i>David Weiss, Partner, General Capital Group</i> • <i>Dave Porterfield – Senior Advisor-Movin’ Out’ Inc.</i> • <i>Deb Reinbold – President-ThriveED & Executive Director–Jefferson County Economic Development Consortium</i>
<p>11:15 AM</p> <p>REGENCY AB</p>	<p>Developing a Data-Informed Regional Talent Attraction Strategy</p> <p>Our special guest, Susan Koehn, a senior consultant at Lightcast (formerly EMSI/Emsi Burning Glass), a global leader in labor market analytics, brings you this can’t-miss glimpse into using data to craft your community’s talent attraction strategy. You’ll gain an understanding of the labor market data insights that are most relevant to your region’s talent attraction goals and how to target the right talent with authentic messaging about your community to fill key skills gaps. A partnership between the Wisconsin Economic Development Corporation (WEDC) and the state’s nine Regional Planning Commissions (RPCs) make Lightcast Developer data available to eligible economic development organizations.</p> <p><i>Moderator: Rebecca Gries, Vice President, Corporate Attraction & Expansion, Milwaukee 7 (M7)</i></p> <p><i>Guest Speaker: Susan Koehn, Senior Consultant, Lightcast</i></p> <p style="text-align: right;"><i>Sponsored by:</i></p> <div style="text-align: right;">   </div>
<p>12:00 PM</p> <p>REGENCY AB</p>	<p>Governor’s Conference - Closing Remarks</p>