



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

KEYSTONE SPONSORS



CONFERENCE AGENDA

Economic Development Trends and Critical Conversations
175th Anniversary of the State of Wisconsin

(DRAFT 12.13.22)

WEDNESDAY, FEBRUARY 1, 2023

9 am – 1:00 pm	WEDA Academy Workshop
2 pm – 5 pm	Exhibitor Move-in
3 pm – 4:30 pm	WEDA CRA Network Round-Table (by invitation only)
5:00 – 7:00 pm	Conference Keystone Opening Reception at Milwaukee County Historical Society Museum <i>Sponsored by US Bank and CG Schmidt</i>
7:30 – 10 pm	Hospitality Suite -- Hyatt Regency <i>All attendees are Welcome!</i> <i>Sponsored by Vierbicher and CG Schmidt</i>

THURSDAY, FEBRUARY 2, 2023

7:30 AM	Registration / Continental Breakfast/WEDA Networking Expo Opens
8:30 AM	Conference Welcome <i>Mayor Cavalier Johnson, City of Milwaukee</i>
8:40 AM	Governor's Address Governor Tony Evers – <i>Invited</i>
9:00 AM	WEDA Awards Presentation Frederick C. Pierce Award
9:15 AM	CONFERENCE KEYNOTE ADDRESS - TBD
10:00 AM	WEDA Expo & Networking Break
10:30 AM	Historic Tax Credits: Boosting Preservation, Community Revitalization and Economic Impact for Wisconsin 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. Moderator: Kathryn Berger, Client Services Director, CG Schmidt, Inc. Speakers: <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

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<p>11:15 AM</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 Nataneal Martinez will run through current DOT and WEDC programs for your community and business development projects.</p> <p>Moderator: Melissa Hunt, Municipal Services Manager, Vierbicher Associates</p> <p>Panelists:</p> <ul style="list-style-type: none"> Nataneal Martinez, Regional Economic Development Director, Wisconsin Economic Development Corporation Roslynn Bittorf, TEA Program Manager, Wisconsin Department of Transportation
<p>12 Noon</p>	<p>Networking Luncheon Early Bird Registration Drawing</p>
<p>1:00 PM</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>
<p>1:45 – 2:20 PM</p>	<p>HIGH IMPACT BREAKOUT SESSIONS (2)</p> <p>1. Are You Ready for a Life-Experienced Entrepreneur?</p> <p>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.</p> <p>Speaker: Amber Miller, State Director of Community Outreach, AARP</p> <p>2. Community Transformation Despite Limited Resources</p> <p>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.</p> <p>Speaker: Bob Duffy, Economic Development Director, City of Oconomowoc</p>
<p>2:20 PM</p>	<p>WEDA EXPO & Networking Break (25 min.)</p>

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<p>2:45 – 3:30 PM</p>	<p>HIGH IMPACT BREAKOUT SESSIONS (2)</p> <ol style="list-style-type: none"> <p>1. Politics and the Economy: How Advocacy & the Impact of Economic Development Policy in Wisconsin</p> <p>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.</p> <p>Lead Speaker: Michael Welsh, VP of Legislative Affairs & Communications, Wisconsin Economic Development Association</p> <p>Featuring:</p> <ul style="list-style-type: none"> • John Bohl, Chief of Staff, City of Milwaukee Mayor Cavalier Johnson and • Robert Dennik, Vice President, VJS Construction Services <p>2. Steps to Generating New, Diverse Housing in Small Communities</p> <p>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 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"> • Ben Rohr, Planner, Vandewalle & Associates • Rebecca Houseman Lemire, City Manager, City of Fort Atkinson • Andy Selle, P.E., City Manager, City of Fort Atkinson • Chris Scherer, City Council President, City of Fort Atkinson • Brian Munson, Principal Planner, Vandewalle & Associates
<p>3:35 – 4:20 PM</p>	<p>HIGH IMPACT BREAKOUT SESSIONS (2)</p> <ol style="list-style-type: none"> <p>1. Covering All the Bases: Attraction, Retention & Education –</p> <p>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"> • Lisa McArthur, Senior Director of Business Attraction, Envision Greater Fond du Lac • Bernadette Ericksen, Director of Business Client Services, Envision Greater Fond du Lac <p>2. Redevelopment Obstacles: "You'll Never Guess What Happened..."</p> <p>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</p>

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	<p>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>
4:30 PM	WEDA Annual Membership Meeting
5:00 – 6:00 PM	Networking Reception – Hyatt Regency <i>All attendees are Welcome!</i>
8:00 – 10 PM	Hospitality Suite at the Hyatt <i>All attendees are Welcome!</i> <i>Sponsored by Vierbicher & CG Schmidt</i>
FRIDAY, FEBRUARY 3, 2023	
7:30 AM	Hot Breakfast Buffet – WEDA Networking Expo
8:30 AM	<p>Friday Morning Opening Discussion</p> <p>The Virtual Workplace: How Do We Deal in this Post-Pandemic Environment? <i>Dignified Guest: Heather Turner Loth, EUA</i></p>
9:30 AM	<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>Moderator: Chris Hardie, CEO, 7 Rivers Alliance</p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Ruth Schmidt, Wisconsin Early Childhood Association</i> • <i>Sachin Schivaram CEO, Wisconsin Aluminum Foundry</i>
10:15 AM	'Last Call for Networking' - Refreshment Break



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10:30 AM	HOUSING
11:15 AM	TALENT
12:00 PM	Governor's Conference - Closing Remarks