

INITIATIVE #3:

Talent

We know that talent continues to be one of the largest challenges facing employers. The Fox Cities Regional Partnership will remain focused on collaborating with others to help attract, develop and retain talent to support the needs of businesses in our region.



TACTICS:

- Collaborate with post-secondary educational institutions to promote opportunities for retraining of the unemployed and underemployed
- Ensure our community is diverse and inclusive
- Inspire creative ways to assist individuals with applying for jobs
- Attract talent through targeted innovative solutions
- Create a pipeline of future workers with K-16 partners
- Integrate educational leaders and students with businesses
- Promote the region and it's quality of life on college campuses
- Promote the Employee Friendly Workplace Initiative and Certification to ensure our employers are competitive in their talent recruitment/retention efforts

STRATEGIC PLAN

2020-2023

The Fox Cities Regional Partnership, a division of the Fox Cities Chamber of Commerce, is a public/private partnership working to enhance the local economy, expand economic opportunity and improve the quality of place for local residents by supporting the retention and expansion of the primary employer job base. The Fox Cities Regional Partnership serves as a catalyst and collaborator to help recruit, develop and retain talent in the Fox Cities; retain and support growth of existing businesses; and recruit businesses to Calumet County, Outagamie County and northern Winnebago County.



INITIATIVE #2:

Business Attraction

Every day businesses are making decisions on where to locate companies. The Fox Cities needs to be top of mind for decision makers so our area is part of their selection process. Promotion and marketing of the Fox Cities is and will continue to be a way for us to market our industries, talent and quality of life.



TACTICS:

- Analyze local community factors to confirm target industries
- Inventory regional assets including potential partnerships that can be leveraged
- Inventory the factors that influence business location decisions
- Identify supply chain connections/opportunities
- Engage and network with site selectors through various means, i.e. Fam Tours, Conferences
- Target by resources, niches and experiences
- Promote the region through digital and print marketing and communication materials
- Partner with WEDC, New North and others to fill in gaps

INITIATIVE #1:

Business Retention & Expansion Visits (BRE)

When it's time for a business to grow, the Fox Cities Regional Partnership is here to help. We work with primary employers to support their efforts and make sure their needs are met.

TACTICS:

- Establish a list of employers for retention visits in conjunction with partners
- Notify municipal partner of opportunity to attend BRE visit
- Conduct 80 to 100 retention visits annually
- Target visits with Foreign Direct Investment/reshoring businesses
- Facilitate business assistance for retention and expansion purposes
- Partner with other organizations to visit targeted or commercial districts

