

Regional Labor Market & Trade Area

Appleton possesses a central location in a 30 mile diameter area that encompasses a regional labor market and retail trade area with a population of nearly 814,000 persons in the Appleton, Green Bay, Oshkosh-Neenah and Fond du lac metropolitan and micro-politan areas. That same area employs nearly 430,000 persons,. Appleton is in a strong position to carry on as the regional economic center for northeastern Wisconsin. The following map illustrates the 30 mile radius from Appleton and identifies higher density populations and the location of major shopping centers as star-shaped symbols



Sales, Marketing and Branding Highlights

Employers, stakeholders and site selectors were interviewed and surveyed to identify the strengths and advantages of Appleton. Local responses were strong regarding quality of life. Employer and site selector responses significantly pushed other strengths and advantages to the top of the list. Here is how their combined opinions look, in rank order:

1. Workforce / Work Ethic / People
2. Transportation / Connectivity / Location
3. Higher Education
4. Low Cost
5. Downtown
6. Quality of Life (General)
7. K-12 School

City of Appleton

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Appleton: Meeting community needs...enhancing quality of life.

Appleton Economic Development Strategic Plan



Prepared for the City of Appleton Community and Economic Development Office in partnership with Manheim Solutions, Inc. and Hopkins Solutions, LLC

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A Prosperous Future for Appleton

Appleton has recovered admirably from the “Great Recession” as evidenced by an increase in building activity, a recovery of overall jobs, and a housing recovery and expansion.

The principal finding is that the City of Appleton has much greater name recognition than The Fox Cities. This is a perception among site selectors and others outside the region. The report recommends that the City engage in a cooperative, quantifiable regional marketing program in collaboration with the Fox Cities Regional Partnership. By doing so, the City will improve its reputation among both the business community and external site selectors.

Appleton should continue active participation and cooperation with regional efforts such as the Fox Cities Regional Partnership, the Fox Cities Chamber of Commerce and Industry, the Fox Cities Convention & Visitors Bureau, the Northeast Wisconsin (NEW) Manufacturing Alliance, The New North, and Wisconsin Economic Development Corporation (WEDC) that are available to promote Appleton both regionally and nationally.



Goals

Economic Goals:

Business Attraction:

- Accelerate business park lot sales, for growth and expansion of the tax base
- Outreach to Site Selectors, Commercial & Industrial Real Estate Brokers
- Business attraction marketing campaign
- Retail / Tourism Marketing Campaign

Business Retention & Expansion:

- Improve customer service to businesses
- Consistently demonstrate business friendly protocols in all interactions between business and the City Appleton
- Streamline permitting process
- Overcome negative competitive perceptions
- Retention visits

General Economic Development:

- Continue to measure effectiveness of economic development programs (investment, jobs, tax base growth, etc.)
- Encourage development of the regional foodshed: ag. production, processing, retail grocery, distribution, shared-use kitchen, and market square project

Workforce:

- Encourage partners to engage in career awareness in manufacturing and technology (High school, Fox Valley Tech, Lawrence University, Workforce Board, Society for Human Resource Management chapter, Chamber, etc. invited to participate as partners)
- Encourage partners to organize target business programs in High Schools, Fox Valley Tech & Lawrence University around key regional clusters
- Encourage partners to emulate strong manufacturing and career partnerships with high schools



Measurement

Key Actions/Measures:

- Continue fast approvals & create more aggressive sales policies to drive business park purchase & construction activities, which will drive growth of tax base & jobs
- Create an email marketing campaign with a customer friendly web site
- Target highly-desirable site selectors, real estate brokers, & c-suite executives, growing the Appleton brand via website & online advertising
- Develop marketing campaign targeting key clusters: Office; Healthcare; Manufacturing; Food & Beverage; Retail; & Logistics
- Continue the visitors' attraction campaign targeting a 100-mile radius around the City with supplemental funding
- Conduct annual survey of businesses regarding City's customer service
- Gather testimonials from businesses as evidence of consistent government responsiveness.
- Continue 'fast-track permitting.' Review commercial permitting processes & streamline where appropriate to assure that permits are issued in a predictable & professional manner, & customers receive clear communication.
- Restructure permit, inspection & storm water processes to be convenient for the consumer. Permit, water & storm water fees need to be competitive relative to nearby communities & other communities that the City competes for expansion & new projects.
- Continue to conduct 40 annual site visits to key industries using business retention software to tabulate & analyze results.
- Conduct Cost-Benefit analysis of completed and proposed projects.
- Increase local food production and evidence of sales, distribution, processing and consumption.
- Encourage & promote opportunities for executive, parent & student participation in coordinated programs with manufacturers, technology, & other key companies
- Assist with workforce efforts to sustain high student graduation rates, job placement
- Identify & implement best practices examples from neighboring communities