



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

Date & Time of Meeting: **Thursday, November 5, 2020 at 4:00 p.m.**

Meeting Location: **Employee Resources Conference Room – C-149, Courthouse, 500 Forest Street, Wausau WI**

Committee Members: Sara Guild, Chair; Ka Lo, Vice-Chair; Gary Beastrohm; Becky Buch; Tom Rosenberg; Rick Seefeldt, Chris Voll

Marathon County Mission Statement: *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

Committee Mission Statement: *Provide the leadership for implementation of the Strategic Plan, monitoring outcomes, reviewing and recommending to the County Board all policies related to educational and economic development initiatives of Marathon County.*

The meeting site identified above will be open to the public. However, due to the COVID-19 pandemic and associated public health directives, Marathon County encourages Extension, Education & Economic Development Committee members and the public to attend this meeting remotely. Instead of attendance in person, Committee members and the public may attend this meeting by **telephone conference**. If Committee members or members of the public cannot attend remotely, Marathon County requests that appropriate safety measures, including adequate social distancing, be utilized by all in-person attendees. Persons wishing to attend the meeting by phone may call into the **telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:**

Phone #: (408) 418-9388

Access Code: 262 543 736

If you are prompted to provide an “Attendee Identification Number,” enter the “#” sign. No other number is required to participate in the telephone conference. When you enter the telephone conference, **PLEASE PUT YOUR PHONE ON MUTE!**

1. Call to Order
2. Public Comment (15 Minutes)
3. Approval of the Minutes of the September 3, 2020, Extension, Education & Economic Development Committee Meeting
4. **Policy Issues** Discussion and Potential Committee Determination – None
5. **Operational Functions** required by Statute, Ordinance, or Resolution:
 - A. Discussion and Possible Action by Committee
 1. Deliberating on its strategy for negotiating the sale or lease of property located at 615 Garfield Avenue (UW-Stevens Point, Wausau Campus Dormitory) in the City of Wausau.
 - a) The Committee may, if appropriate, consider a motion (Roll Call Vote Recommended) to convene in closed session, pursuant to s. 19.85(1)(e), Wis. Stats., for the purposes of deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.
 - b) Motion to return to open session (Roll call not necessary)
 - c) Possible Announcements or Action Resulting from Closed Session
6. **Educational Presentations** and Committee Discussion
 - A. North Central Wisconsin Workforce Development Board Update
 - B. MCDEVCO Updates
 1. Business Support Efforts During COVID
 2. Broadband Expansion Support Opportunities
 - C. Review of EEED Committee’s Strategic Plan Objectives and Recent Activities
 - D. Reports from Committee-Affiliated Departments and Organizations
 1. UW Madison Division of Extension
 2. UW-Stevens Point Wausau
 3. Marathon County Public Library
7. **Announcements and Future Meetings:**
 - A. Committee Member Announcements and Future Agenda Recommendations
 - B. Future Committee Calendar
 1. Next meeting Thursday, December 3, 2020 at 4:00 pm

8. Adjourn

Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 715-261-1500 one business day before the meeting.

SIGNED /s/ Sara Guild
Presiding Officer or Designee

FAXED TO: Wausau Daily Herald, City Pages,
FAXED TO: and Other Media Groups
FAXED BY: M. Palmer
FAXED DATE: _____
FAXED TIME: _____

NOTICE POSTED AT COURTHOUSE
BY: M. Palmer
DATE: _____
TIME: _____



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Thursday, September 3, 2020, at 4:00 p.m.
Courthouse Assembly Room, 500 Forest Street, Wausau WI

Attendance:	Present	Absent
Sara Guild, Chair	W	
Ka Lo, Vice Chair	W	
Gary Beastron	W	
Becky Buch	W	
Tom Rosenberg	X	
Rick Seefeldt	W	
Chris Voll	W	

Others Present: Lance Leonhard, Jason Hausler, Mary Palmer

VIA WEB/Phone: Ralph Illick, Ann Herda-Rapp

1. **Call Meeting to Order**

The Extension, Education & Economic Development Committee meeting was called to order at 4:00 p.m. by Chair Guild.

2. **Public Comment:** None

3. **Approval of the Minutes** of the August 6, 2020, Extension, Education & Economic Development Committee (EEED) Meeting.

MOTION BY LO, SECOND BY BUCH, TO APPROVE THE MINUTES OF THE AUGUST 6, 2020, EXTENSION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.

4. **Policy Issues Discussion and Potential Committee Determination:** None

A. Marathon County WEXA Dues Renewal Request

Discussion:

Chair Guild went over what we used to do and why we participated in Wisconsin Extension Association (WEXA) in the past. It provides support for extension departments. If this committee decides to approve the invoice, it will be sent to Finance Department for payment.

Action:

MOTION BY SEEFELDT; SECOND BY LO TO APPROVE THE \$50.00 MEMBERSHIP DUES FOR THE WISCONSIN EXTENSION ASSOCIATION (WEXA) FOR 2020. MOTION CARRIED.

Follow Through:

Administration will forward the invoice to finance for payment.

5. **Operational Functions required by Statute, Ordinance or Resolution:** - None

6. **Educational Presentations and Committee Discussion**

A. Reports from Committee-Affiliated Departments and Organizations

1. UW Madison Division of Extension – General update on staff education efforts

a) Horticulture position – implementing position sharing with Wood County in 2020

Discussion:

Jason Hausler highlighted the FoodWise Program and the fresh fruit and vegetables that are going to the Marathon County Hunger Coalition “Share the Harvest” after the Saturday Farmer’s Market. Also highlighted the Kaitlyn Bernarde – 4-H Development and planned Fall programs and Heather Schlessler developing and recording interviews with Extension educators to create alternative med

of factsheet delivery. The Horticulture position should be up and running in the next couple of months in 2020. 70% Marathon County and 30% Wood County. Master Gardner program

Follow Through:

Supervisors should contact Jason Hausler if there are some areas of interest you would like reported on.

2. UW-Stevens Point Wausau

Discussion:

Ann Herda-Rapp said that the school year has started out and it is strange. Everything is going smoothly both virtual and in person sessions. Both Wausau and Stevens Point are seeing students dropping out at the last minute, but the numbers are still up.

Resident Hall for the residents Request for Proposal (RFP) is moving forward and should be let next week.

Follow Through:

No follow through needed.

3. MCDEVCO

a) Entrepreneur and Small Business owner Educational Leadership Program

Discussion:

The Entrepreneur and Small Business Owner Educational Leadership Program is coming up in a couple of weeks and is in the packet.

Follow Through:

No follow through needed.

4. Marathon County Public Library – update on MCPL System Membership task force

Discussion:

The MCPL System Membership Review Task Force – Marathon County Public Library is currently a member of the Wisconsin Valley Library System and is looking to switch to South Central Library System (SCLS). The recommendation by the Task Force to switch and they will work with Corporation Counsel to work through what needs to be done. Our membership would be more equitable, if we move to the SCLS.

If we move, the oversight would fall to this committee to oversee the public hearing and then the committee would recommend to the county board whether to switch or not

We pay a fee to belong to any system. As the largest Library in the WVLS our fees go to the other counties. If we move we may pay more, but we will receive more services for our dues.

Ralph will send a link to the task force meeting minutes. 715-261-7211 is Ralph Illick's direct phone number.

Follow Through:

Supervisors are encouraged to review the documents that will be posted by Ralph Illick.

B. Discussion regarding County Board educational presentation on Implicit/Explicit Bias and institutional/structural discrimination and their impact on Marathon County's ability to achieve its goals (presentation available here - <https://www.youtube.com/watch?v=k6lxZlSeZJI>)

1. What opportunities do you see to improve our policies and practices to enhance diversity and inclusion and help us meet Objective 3.8 of the Comprehensive Plan?

Discussion:

The recent presentation to the County Board was one of the tools to address Implicit and Explicit Bias to help reach our Strategic Plan goals.

Marathon County Government has been developing training related to diversity and inclusion. Some things we have done are created the MLK, Jr. Day-On, which we use as a professional development day. Some topics are specifically aimed at bias, health equity, trauma informed care and more. This

year we will be going virtual. Through the Administrator's Work and Strategic Plans, a trauma informed care report addressing issues on diversity and inclusion led to a diversity and inclusion survey in 2018. The Life Report names this as the number one issue in the County. We are looking at ways internally to attract and retain talent. We have submitted an application to UW Madison for the UniverCity Program. This program is when a municipality (or county) can enter an agreement suggesting potential projects to move forward that align with existing curriculum or develop new curriculum. We have done a lot, but we have a lot more to do.

Our goal today is what can we do to find opportunities to move forward?

- Our committee recommends using our education partners, as a resource for diversity and adverse actions through other standing committees as information, not in an influential capacity.
- Provide a counter response to the last presentation that we are a nonpartisan board.

Follow Through:

No follow through needed.

7. Announcements, Next Meeting Date and Time:

A. Future committee calendar

- The next meeting will be Thursday, October 1, 2020 at 4:00 p.m. Let Mary Palmer and/or Chair Sara Guild know if you are unable to attend.
- Update on how the Fair went this year. (Supervisor Seefeldt) (Beastrom – Athens Fair)
- Announcement:
 - Rick Seefeld – 9/16-20 at Marathon Park will be North American Midway will bring in food stands approx. noon to 7:00 p.m.

8. Adjourn

There being no further business to discuss, **MOTION BY SEEFELDT, SECOND BY ROSENBERG TO ADJOURN THE MEETING. MEETING ADJOURNED AT 5:22 P.M. MOTION CARRIED.**

Minutes prepared
by Mary Palmer

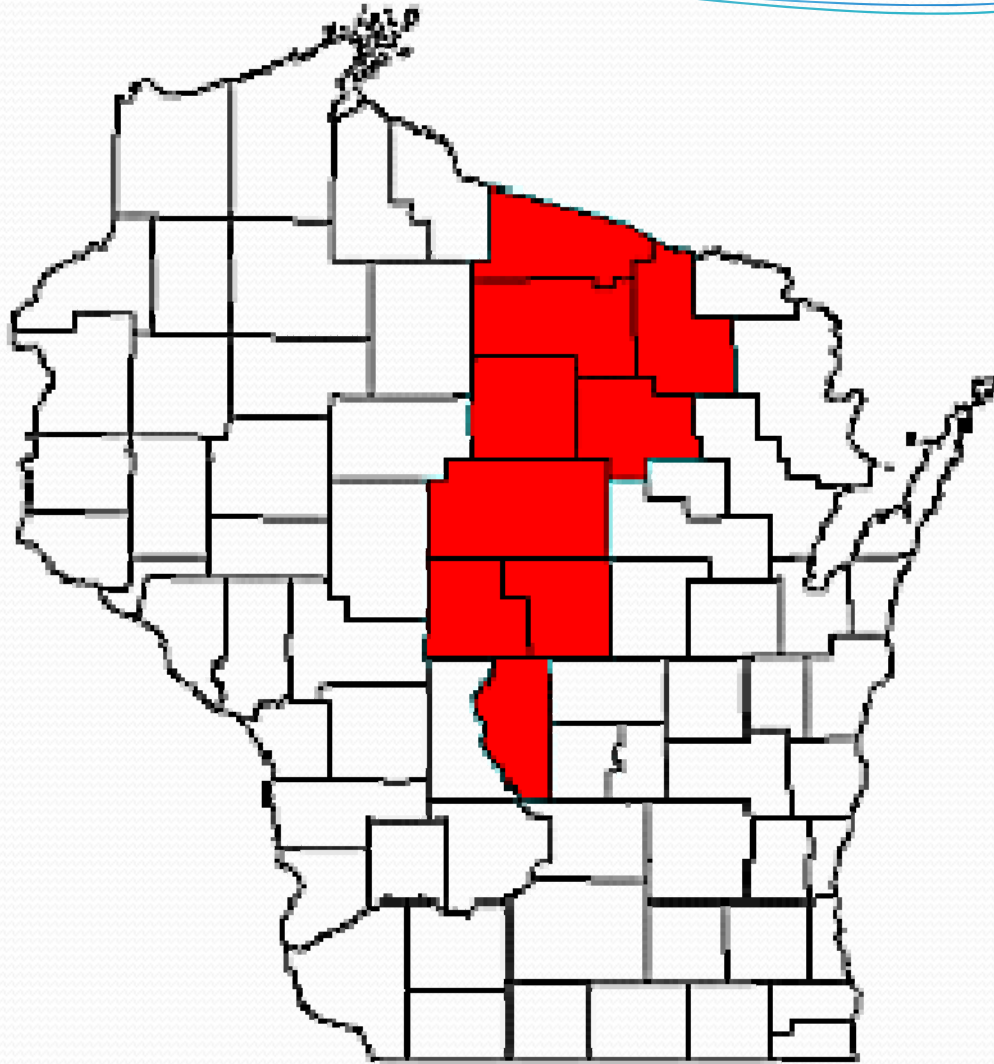
North Central Wisconsin Workforce Development Board

November 5, 2020

Jane Spencer, Executive Director



A proud partner of the  americanjobcenter® network



A proud partner of the  **americanjobcenter** network

North Central Wisconsin Workforce Development Board



- Private, non-profit corporation serving nine counties: Adams; Forest; Lincoln; Langlade; Marathon; Oneida; Portage; Vilas; Wood.
- Twenty-seven member board, with a majority representing private business.
- Governed by nine Chief Elected Officials (CEO consortium)



NCWWDB

- Located in Stevens Point
- Employs a staff of six
- Involved in workforce development for over 30 years

MISSION - lead, support, and sustain development and retention of a skilled, competitive workforce which meets the changing needs of regional employers and promotes economic growth in a global economy.

Vision - will be recognized by its key stakeholders as the premier provider and driver of a partner-focused, integrated, and coordinated service delivery system that produces effective solutions for developing and sustaining a skilled workforce.



Workforce Innovation & Opportunity Act (WIOA)

NCWWDB is the local administrative entity that implements federal employment and training programs through contracts with Community Service Providers through the job center system.



Workforce Innovation & Opportunity Act (WIOA)

- Signed into law by President Obama in July 2014
- Previously known as
 - Workforce Investment Act of 1998 (WIA)
 - Jobs Training Partnership Act of 1982 (JTPA)
 - Comprehensive Employment & Training Act of 1973 (CETA)

Vision

To achieve and maintain an integrated, job-driven workforce system that links our diverse, talented workforce to our nation's businesses and improves the quality of life for our citizens.

Based on three key pillars of our system:

- One-Stop career centers (Job Centers) provide first-rate customer service to jobseekers, workers, and businesses
- The demands of businesses and workers drive workforce solutions
- The workforce system supports strong regional economies



Dual Customer Workforce System

Employers



Jobseekers



Increase training and employment opportunities, particularly for people with barriers to employment.

Match employers with the skilled workers they need to compete in a global economy.



Workforce Innovation & Opportunity Act

- Title I – Employment & Training Services
 - Job Center System
 - Youth – Adult – Dislocated Worker
 - Business Services
- Title II – Adult Basic Education Services
- Title III – Wegner/Peyser - Trade Adjustment Act – Veterans Services
- Title IV – Vocational Rehabilitation Services

Workforce Innovation & Opportunity Act Title I

Department of Labor (Regulations)



Department of Workforce Development (Policies)



Workforce Development Boards (Local Policies)

- North Central – Workforce Development Area #6



Workforce Innovation & Opportunity Act Title I

Employment & Training Services:

- Youth/Young Adult
- Adult
- Dislocated Worker
- Business Solutions Team



Youth/Young Adult

Forward Service Corporation

Serving 16 Young Adults in Marathon County

Eligibility: 14 to 24-year-olds with barriers to employment


Purpose

- Acquire educational and occupational skills
- Access training and support needed to achieve academic and employment success
- Transition into careers and productive adulthood
- Assist employers in meeting their workforce needs



Youth/Young Adult Program- 14 Elements

1. Tutoring, study skills training & instruction
2. Alternative secondary school services, or dropout recovery services
3. Paid and unpaid work experiences
4. Occupational skills training
5. Education offered concurrently with workforce preparation activities
6. Leadership development opportunities
7. Support Services

- 
8. Adult mentoring (12 months)
 9. Follow-up services (12 months)
 10. Comprehensive guidance and counseling
 11. Financial literacy education
 12. Entrepreneurial skills training
 13. Labor market information
 14. Activities to prepare youth for transition to postsecondary education and training



Adult

Forward Service Corporation
Serving 23 Adults in Marathon County

Purpose

- Assist unemployed and underemployed adults in securing employment to increase earnings and escape poverty
- Meet employer needs



Dislocated Worker

Labor Education Training Center (LETC)

Serving 25 Dislocated Workers in Marathon County


Purpose

- Program designed to provide rapid response services to employers and workers who are losing employment due to closures and/or layoffs
- Assist those individuals to re-enter the workforce
- Meet employer needs



Dislocated Worker Program

- Terminated or laid off, or received notice of termination or layoff from employment with no recall date
- Was self-employed, but now unemployed as a result of economic conditions
- Is a displaced homemaker who has been providing unpaid services, and dependent on the income of another family member but is no longer supported by that income, and is unemployed or underemployed

- 
- Spouse of a member of the Armed Forces on active duty, and has experienced a loss of employment
 - Is a separated service member with a discharge other than dishonorable, who has received a notice of separation and is unlikely to return to a previous industry or occupation



Adult & Dislocated Worker Career Services

- Workshops focused on improving skills
- Resume Development
- Career Assessments
- Career Planning & Guidance
- Specific labor market information
- Assisted Job Search & Placement or Job Referrals
- Prevocational Services
- Financial Literacy
- Supportive Services necessary to participate in activities



Adult & Dislocated Worker Training Services

Determining Economic Self-Sufficiency :

the minimum amount of income required for a household to meet its basic expenses, without public or private assistance.

Economic self-sufficiency calculator

- Household size
- Members' ages
- County of residence
- Income



Training Services

- Individual Training Accounts for occupational skills training leading to in-demand occupations
- Contracted cohort training projects (pre-Apprenticeship)
- On-the-job Training
- Customized Training
- Registered Apprenticeships



Adult & Dislocated Worker Training Services in Marathon County

- Accounting
- Architectural Design & Technology
- Automation Systems Technologies
- Automotive Technologies
- Business Management
- Computer Support Specialist
- Database Specialist
- Dental Hygiene
- Electromechanical Technician
- Fire Medic
- Graphic Communication Technologies
- Healthcare Business
- Human Services
- IT Business Analyst
- IT-Software Developer
- Marketing
- Medical Assistant
- Medical Coding Specialist
- Nursing
- Phlebotomy
- Police Science
- Sign Language



A proud partner of the **americanjobcenter**® network

- **Oversight** of the Job Center System- utilizing a One-Stop Operator model (OSO)

North Central One Stop Operator Consortium

- **Marathon County Job Center**
 - Northern Advantage Job Center
 - Wisconsin Rapids Job Center
 - Adams County Job Center
 - Marshfield Job Center



Additional NCWWDB Programs

Windows To Work – Offender Reentry Program

- Wisconsin Department of Corrections

LifeWork\$-Summer Youth Employment Program

- Division of Vocational Rehabilitation

Support to Communities/Opioid Recovery Grant

- DOL/DWD

Employer Alliances



Building Pipeline through Industry Alliances in North Central WI

- Central Wisconsin Metal Manufacturing Alliance (CWIMMA)
- Central Wisconsin Information Technology Alliance (CWITA)
- Wisconsin Automotive & Truck Education Association (WATEA)



NCWWDB's Strategic Plan 2020-2024

#1 Increase total employed in the region by 40%: Maintain and grow the workforce by engaging the emerging, present, and past workforce in innovative ways

#2 Build Awareness and Partnerships: Through communication, collaboration and commitment, NCWWDB will be the link between individuals and businesses that drive workforce engagement

#3 Funding: NCWWDB will strive to create a sustainable funding portfolio that enhances financial stability and support the work of the organization



Asks of Marathon County?

Communicate needs/issues to NCWWDB

Support letters to NCWWDB with funding requests

Share workforce funding opportunities

Questions?

Jane Spencer, Executive Director
North Central Wisconsin Workforce Development Board

jspencer@ncwwdb.org

715-204-1640



A proud partner of the americanjobcenter®network



Marathon County, WI

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	25
In-Demand Skills	26

Report Parameters

1 County

55073 Marathon County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

135,811

Population (2020)

Population **grew by 495** over the last 5 years and is projected to **grow by 711** over the next 5 years.

77,915

Total Regional Employment

Jobs **grew by 1,210** over the last 5 years and are projected to **grow by 2,180** over the next 5 years.

\$59.5K

Median Household Income (2018)

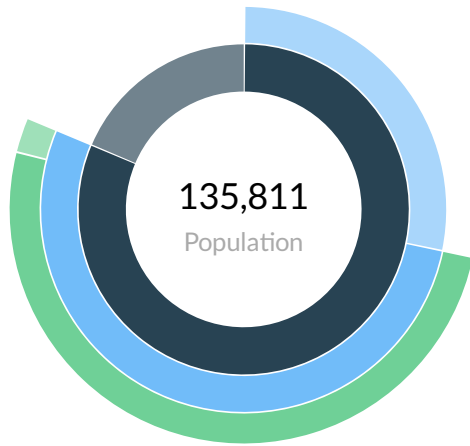
Median household income is **\$750 below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **increased by 0.4%** since 2015, growing by 495. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 711.
- From 2015 to 2020, jobs **increased by 1.6%** in Marathon County, WI from 76,705 to **77,915**. This change **fell short of the national growth rate of 6.2% by 4.6%**. As the number of jobs increased, the **labor force participation rate decreased from 66.5% to 65.3% between 2015 and 2020**.
- Concerning educational attainment, **16.9% of Marathon County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.0% hold an Associate's Degree** (4.8% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	135,811	72,112	77,915	99.3	\$8.08B	\$10.07B	\$10.40B
wda6	413,261	211,913	216,721	99.6	\$21.77B	\$28.18B	\$26.91B
WDB 7 - NW Wisconsin	174,744	86,864	75,598	99.2	\$7.06B	\$11.35B	\$9.78B
Iowa	3,165,517	1,620,212	1,757,154	98.3	\$194.18B	\$198.24B	\$228.70B

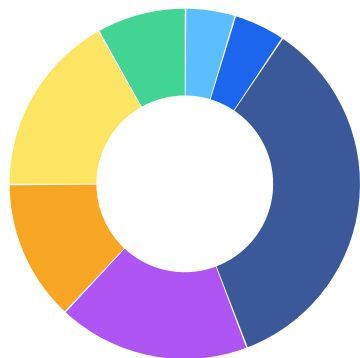
2020 Labor Force Breakdown



	Population
● Total Working Age Population	110,411
● Not in Labor Force (15+)	38,299
● Labor Force	72,112
● Employed	68,813
● Unemployed	3,299
● Under 15	25,400

Educational Attainment

Concerning educational attainment, **16.9% of Marathon County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.0% hold an Associate's Degree** (4.8% above the national average).

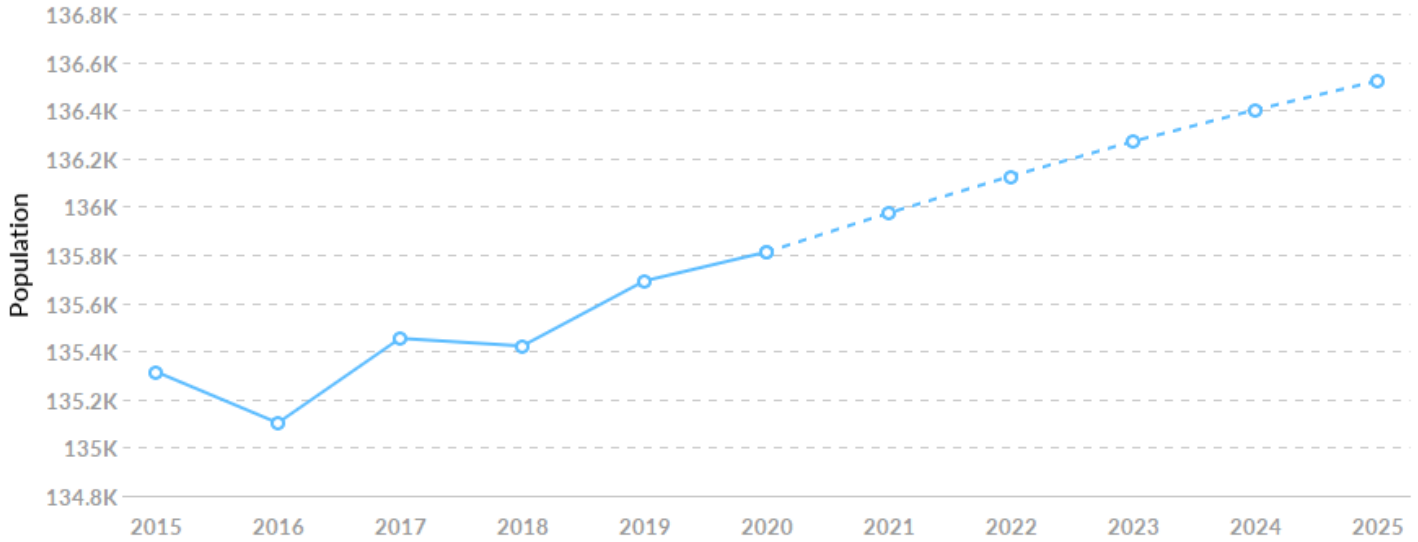


	% of Population	Population
● Less Than 9th Grade	4.6%	4,366
● 9th Grade to 12th Grade	4.8%	4,520
● High School Diploma	34.8%	33,113
● Some College	17.7%	16,878
● Associate's Degree	13.0%	12,348
● Bachelor's Degree	16.9%	16,081
● Graduate Degree and Higher	8.2%	7,832

Historic & Projected Trends

Population Trends

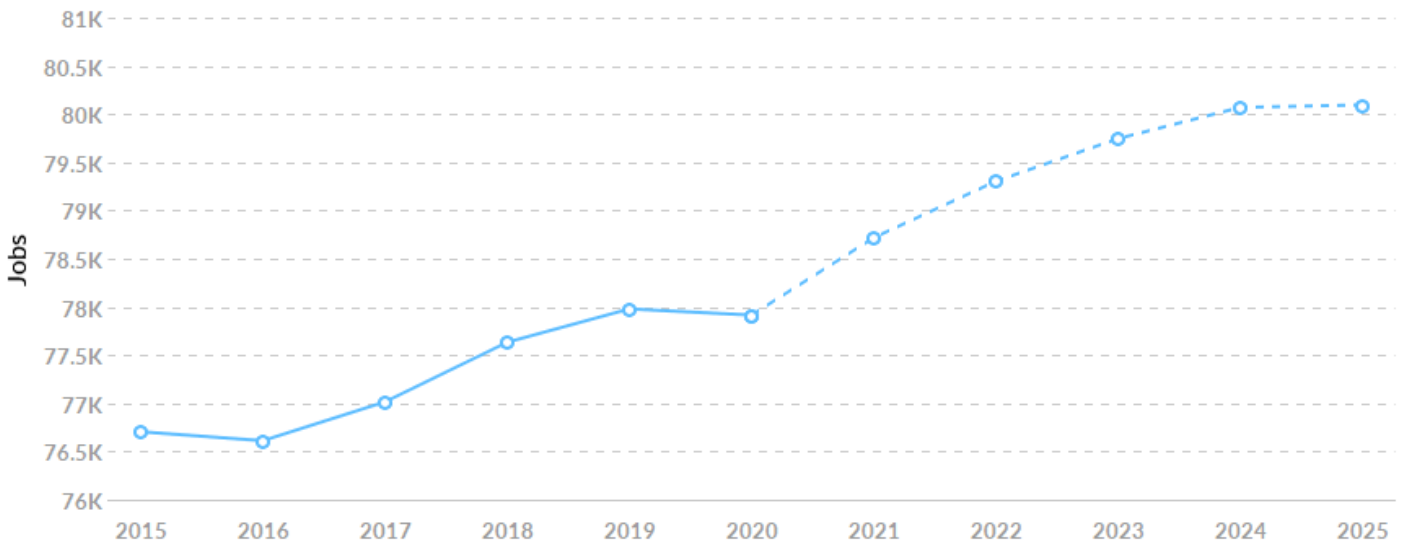
As of 2020 the region's population **increased by 0.4%** since 2015, growing by 495. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 711.



Timeframe	Population
2015	135,315
2016	135,102
2017	135,453
2018	135,421
2019	135,691
2020	135,811
2021	135,973
2022	136,126
2023	136,270
2024	136,401
2025	136,521

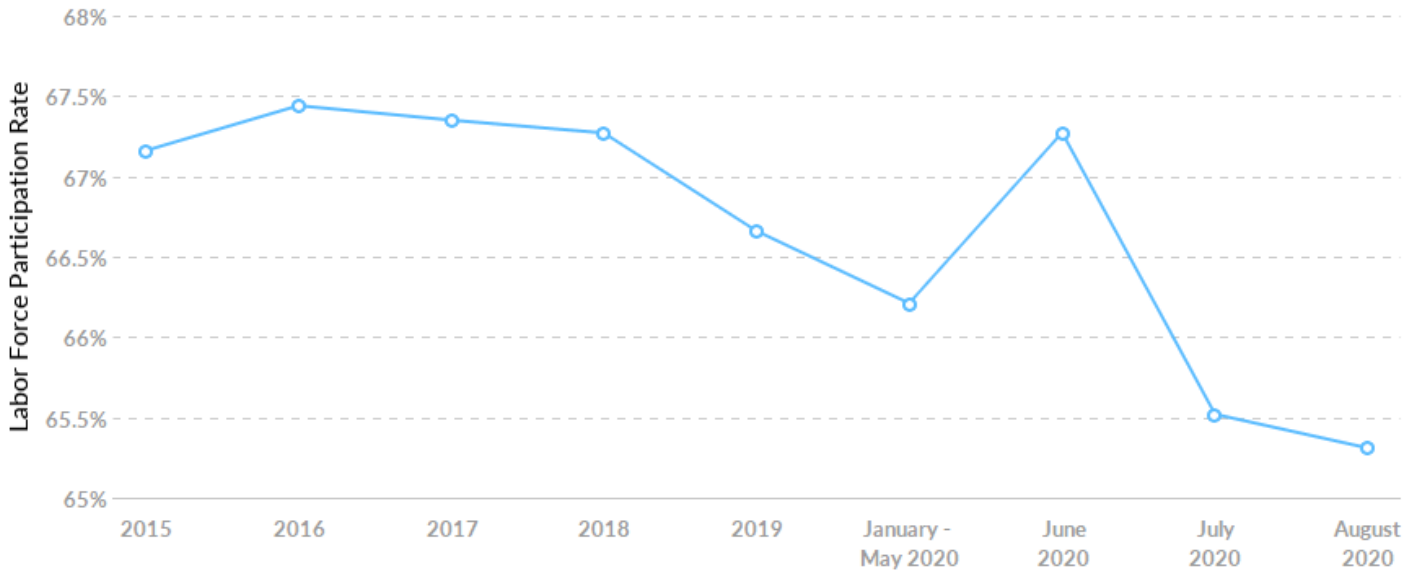
Job Trends

From 2015 to 2020, jobs increased by 1.6% in Marathon County, WI from 76,705 to 77,915. This change fell short of the national growth rate of 6.2% by 4.6%.



Timeframe	Jobs
2015	76,705
2016	76,612
2017	77,015
2018	77,633
2019	77,979
2020	77,915
2021	78,717
2022	79,303
2023	79,745
2024	80,069
2025	80,095

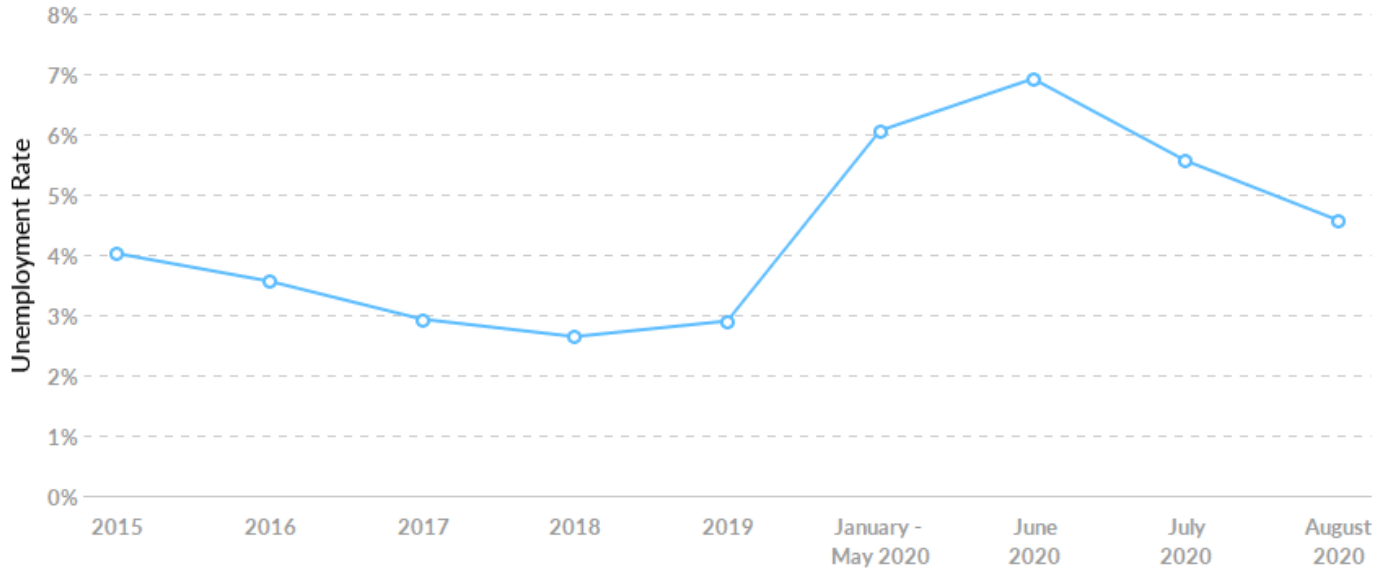
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.16%
2016	67.44%
2017	67.35%
2018	67.27%
2019	66.66%
January - May 2020	66.21%
June 2020	67.27%
July 2020	65.52%
August 2020	65.31%

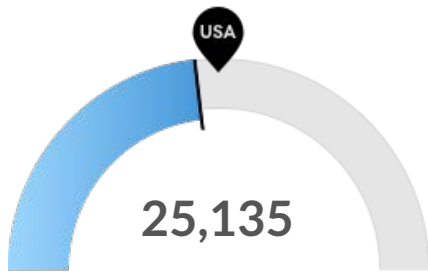
Unemployment Rate Trends

Marathon County, WI had an August 2020 unemployment rate of 4.57%, increasing from 4.02% 5 years before.



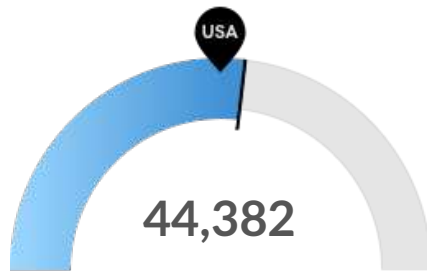
Timeframe	Unemployment Rate
2015	4.02%
2016	3.56%
2017	2.93%
2018	2.64%
2019	2.90%
January - May 2020	6.06%
June 2020	6.92%
July 2020	5.56%
August 2020	4.57%

Population Characteristics



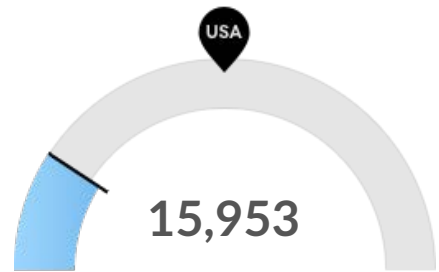
Millennials

Marathon County, WI has 25,135 millennials (ages 25-39). The national average for an area this size is 27,977.



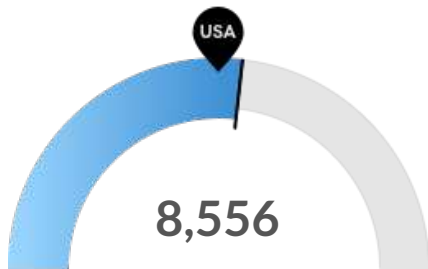
Retiring Soon

Retirement risk is high in Marathon County, WI. The national average for an area this size is 39,895 people 55 or older, while there are 44,382 here.



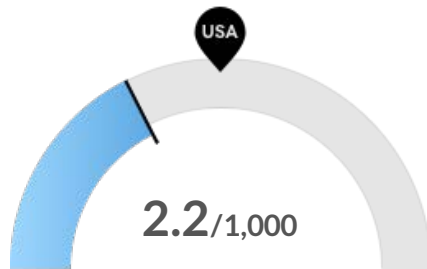
Racial Diversity

Racial diversity is low in Marathon County, WI. The national average for an area this size is 54,125 racially diverse people, while there are 15,953 here.



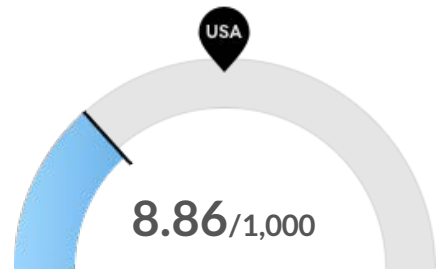
Veterans

Marathon County, WI has 8,556 veterans. The national average for an area this size is 7,715.



Violent Crime

Marathon County, WI has 2.2 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

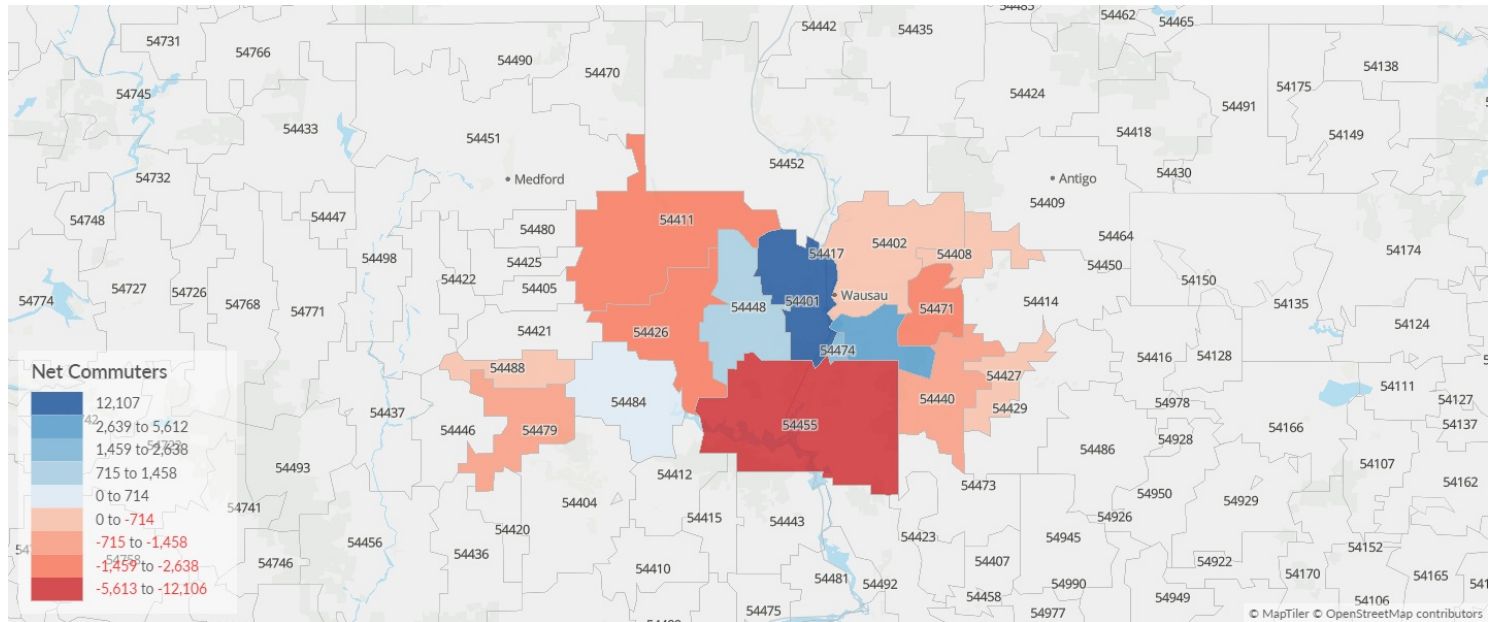


Property Crime

Marathon County, WI has 8.86 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Marathon County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

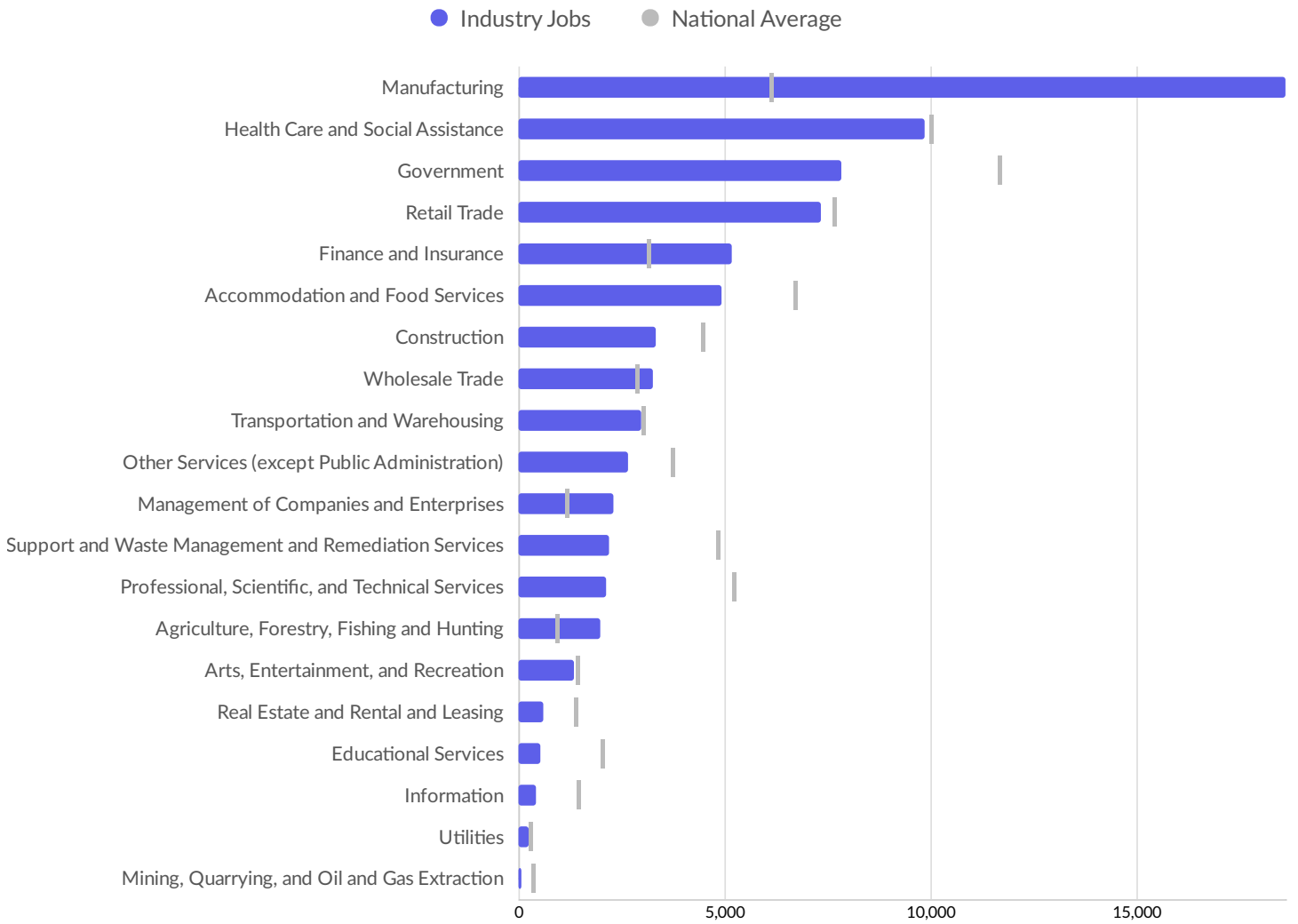
Where Talent Lives

ZIP	Name	2020 Employment
54401	Wausau, WI (in Marath...	29,263
54476	Schofield, WI (in Marath...	14,442
54403	Wausau, WI (in Marath...	10,423
54455	Mosinee, WI (in Marath...	5,821
54474	Rothschild, WI (in Mara...	4,824

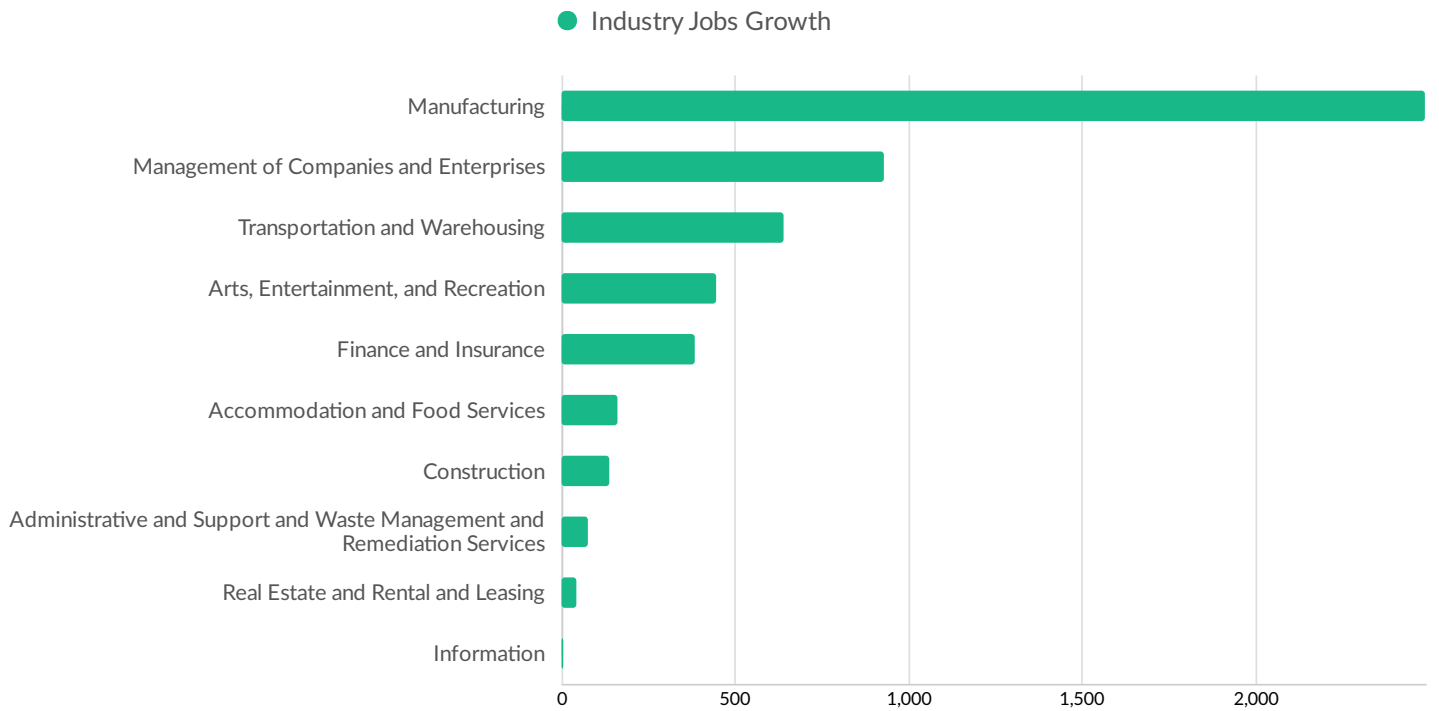
ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	17,156
54476	Schofield, WI (in Marath...	11,803
54455	Mosinee, WI (in Marath...	11,434
54403	Wausau, WI (in Marath...	10,744
54411	Athens, WI (in Maratho...	2,963

Industry Characteristics

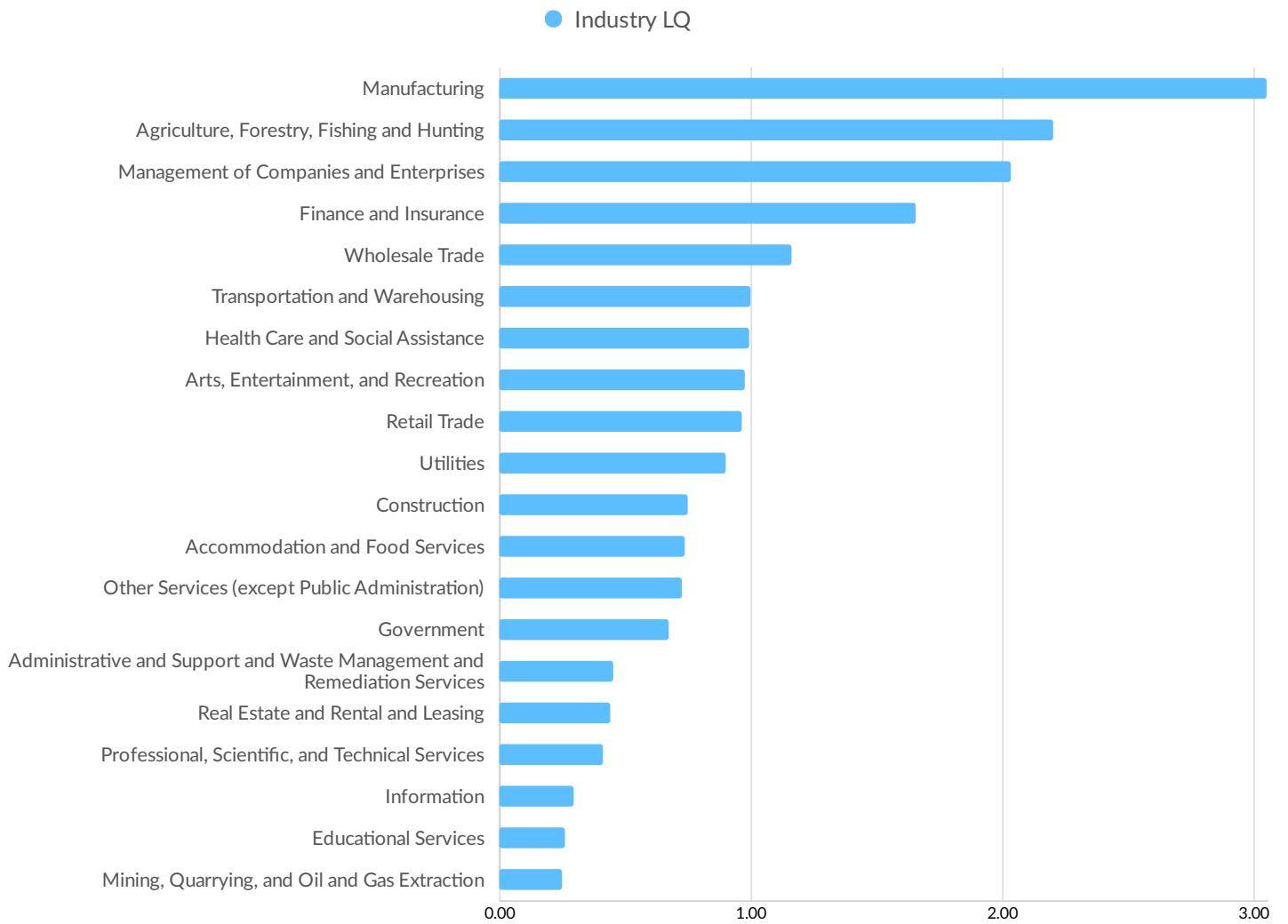
Largest Industries



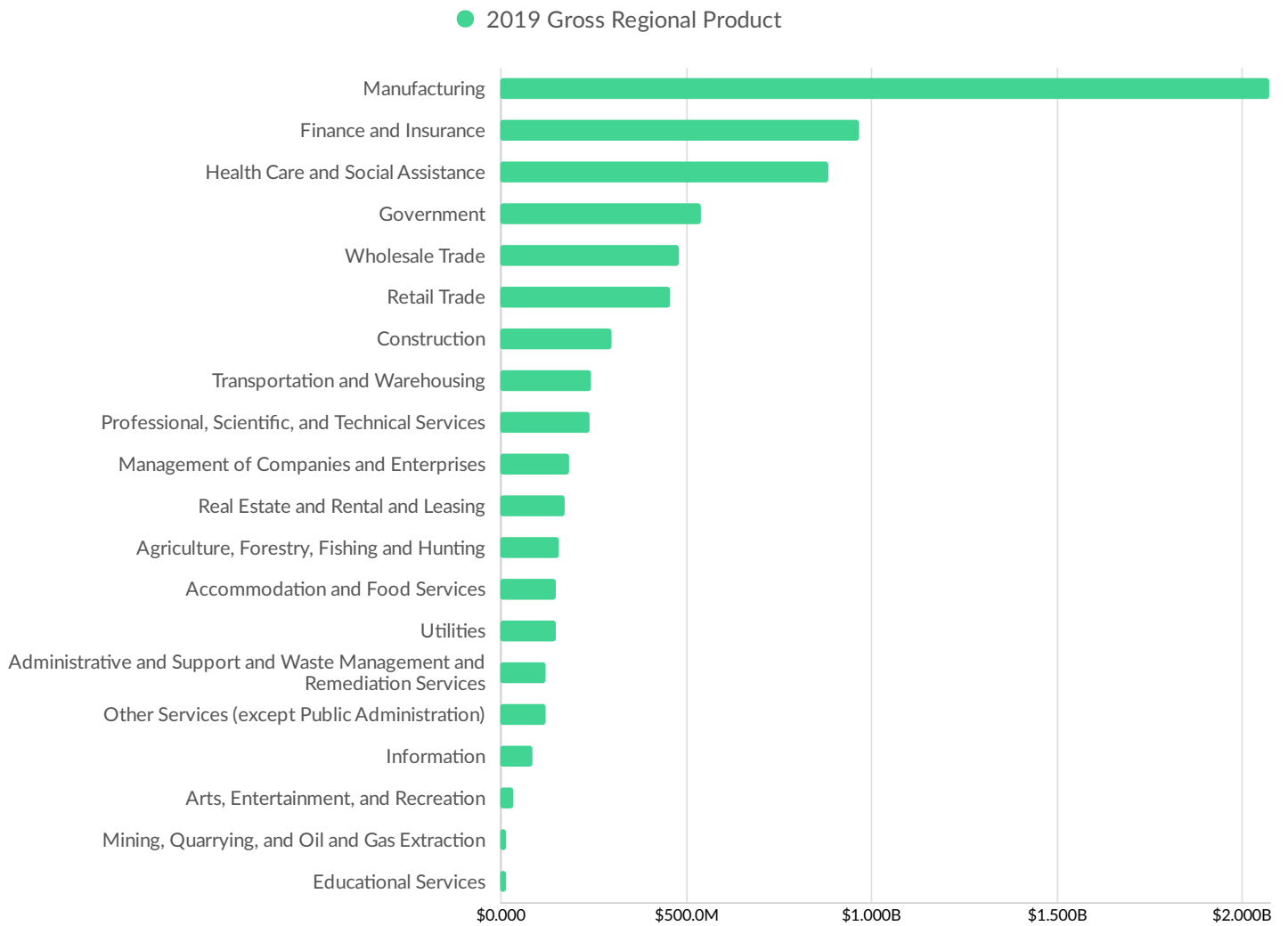
Top Growing Industries



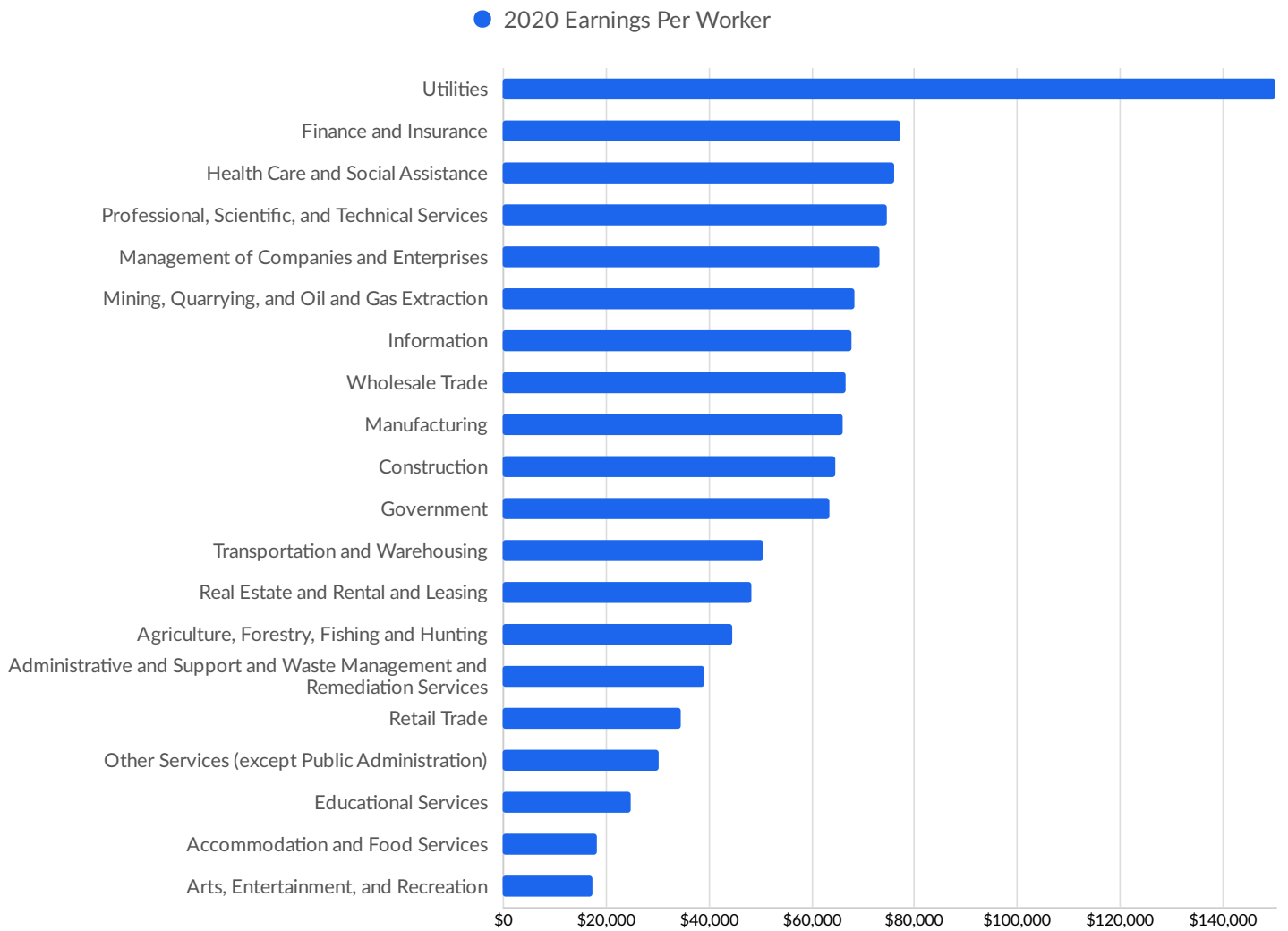
Top Industry LQ



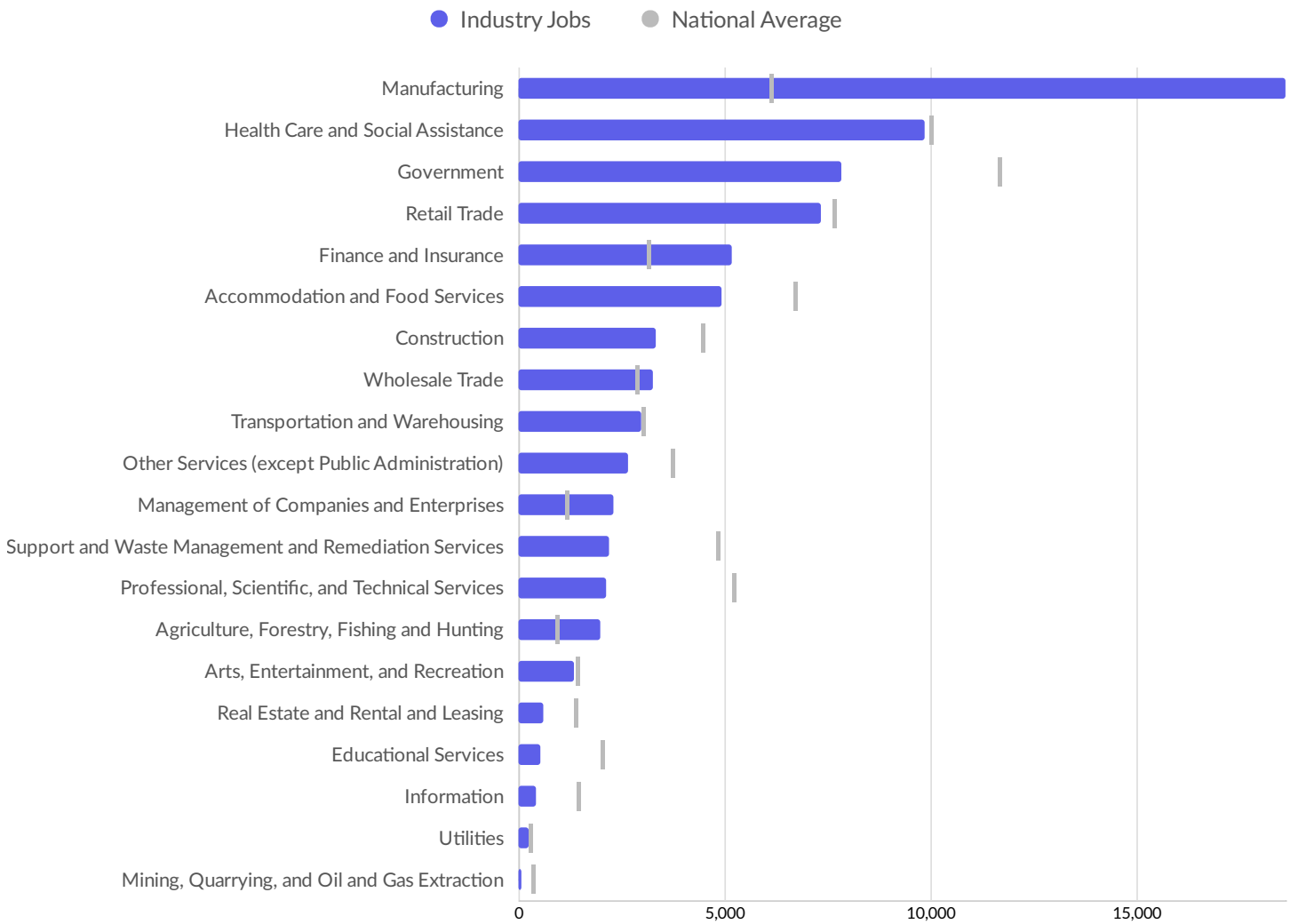
Top Industry GRP



Top Industry Earnings























Largest Industries



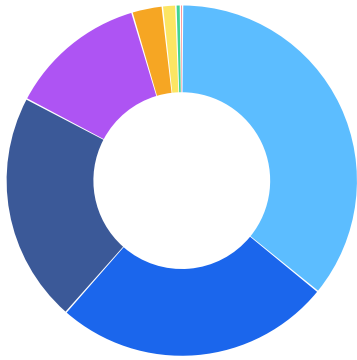
Business Characteristics

12,852 Companies Employ Your Workers

Online profiles for your workers mention 12,852 companies as employers, with the top 10 appearing below. In the last 12 months, 2,091 companies in Marathon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus Wausau Hospital, Inc.	1,335 	Aspirus Wausau Hospital, Inc.	1,155 
Marshfield Clinic	804 	Marshfield Clinic	570 
Greenheck Fan Corporation	546 	Remedy Intelligent Staffing	362 
Liberty Mutual Insurance Comp...	469 	Platinum Supplemental Insuranc...	317 
Wausau School District	457 	Eatstreet	248 
Foot Locker, Inc.	402 	Roehl Transport, Inc.	215 
University of Wisconsin Stevens...	376 	The Kroger Co	208 
Sentry Insurance	367 	Foot Locker, Inc.	199 
UnitedHealth Group Incorporate...	353 	Greenheck Fan Corporation	179 
Ministry Health Care, Inc.	344 	Aspirus Clinics, Inc.	157 

Business Size

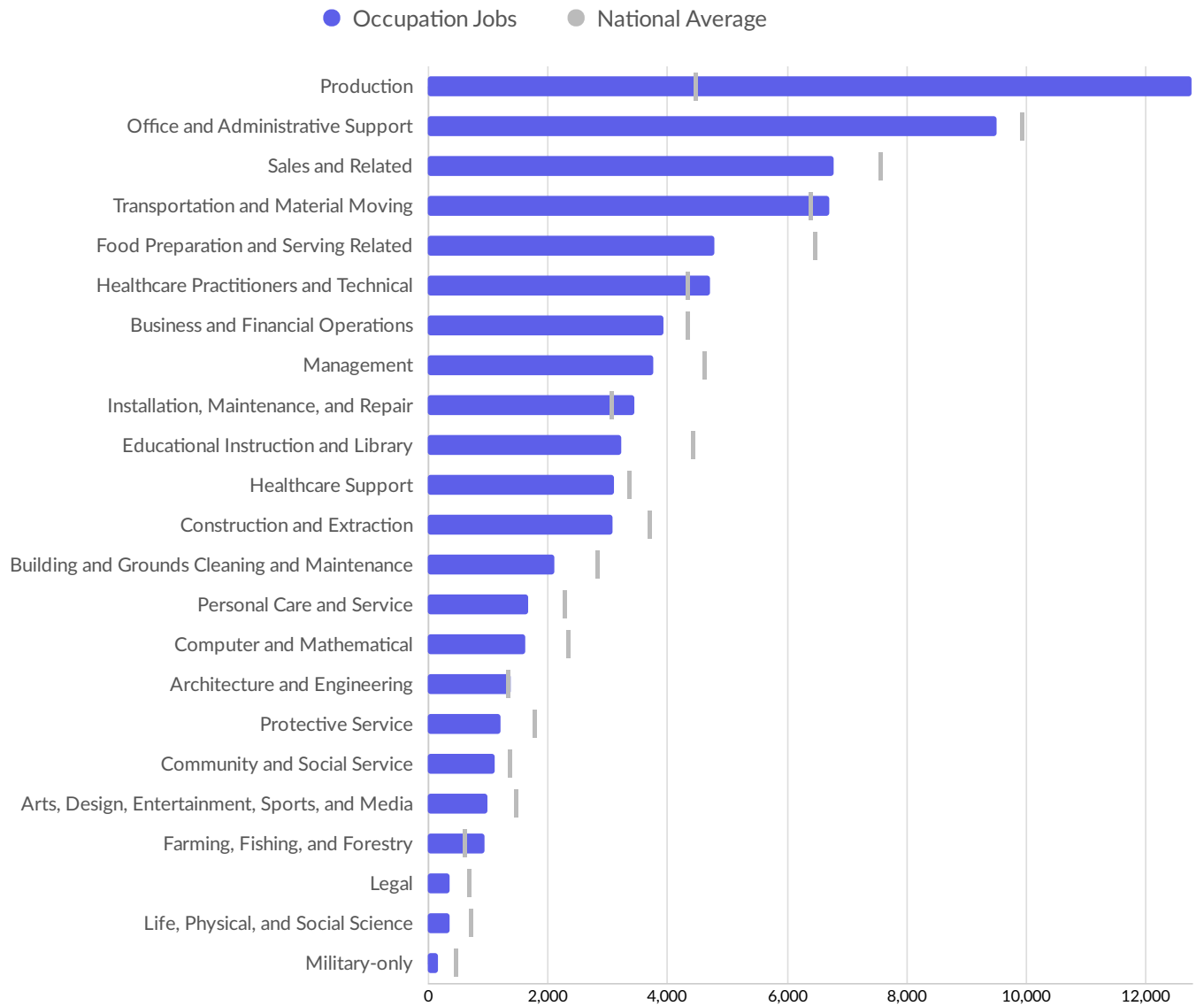


	Percentage	Business Count
1 to 4 employees	35.8%	1,884
5 to 9 employees	25.6%	1,347
10 to 19 employees	21.2%	1,117
20 to 49 employees	12.7%	668
50 to 99 employees	2.8%	148
100 to 249 employees	1.2%	65
250 to 499 employees	0.4%	22
500+ employees	0.2%	10

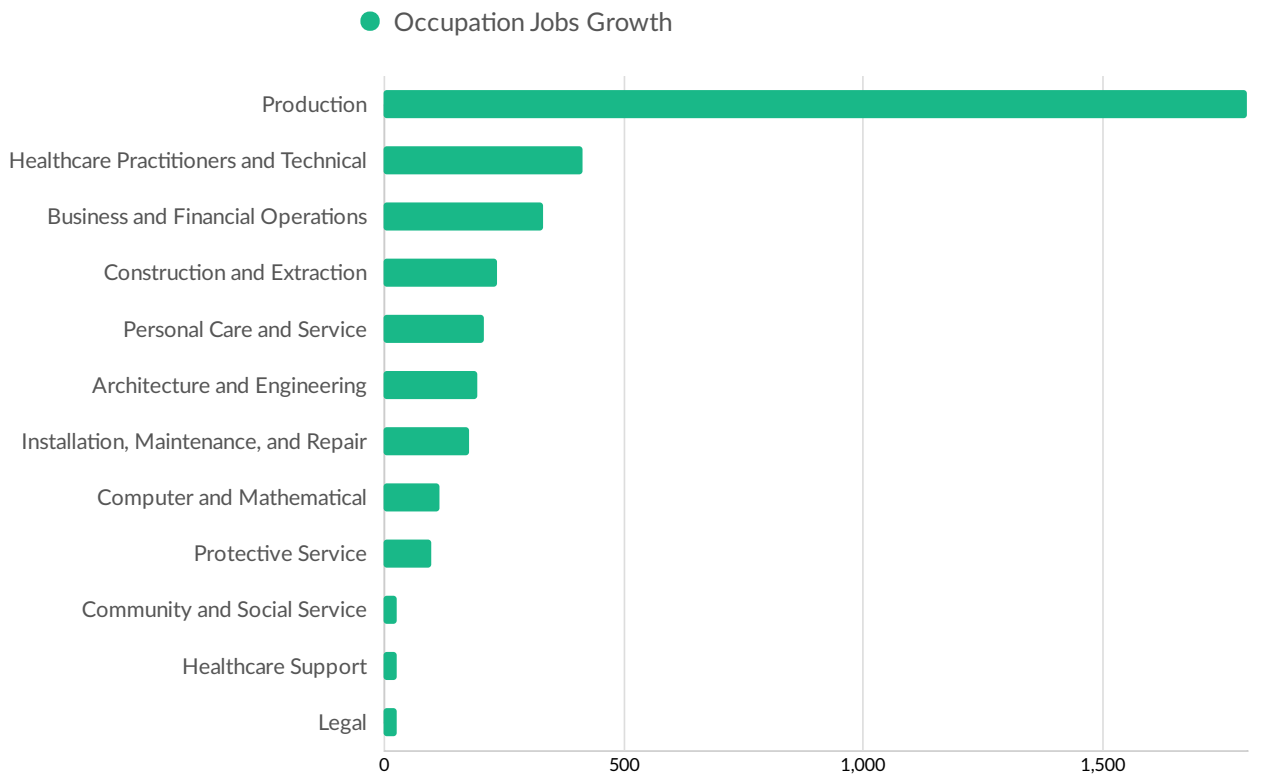
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

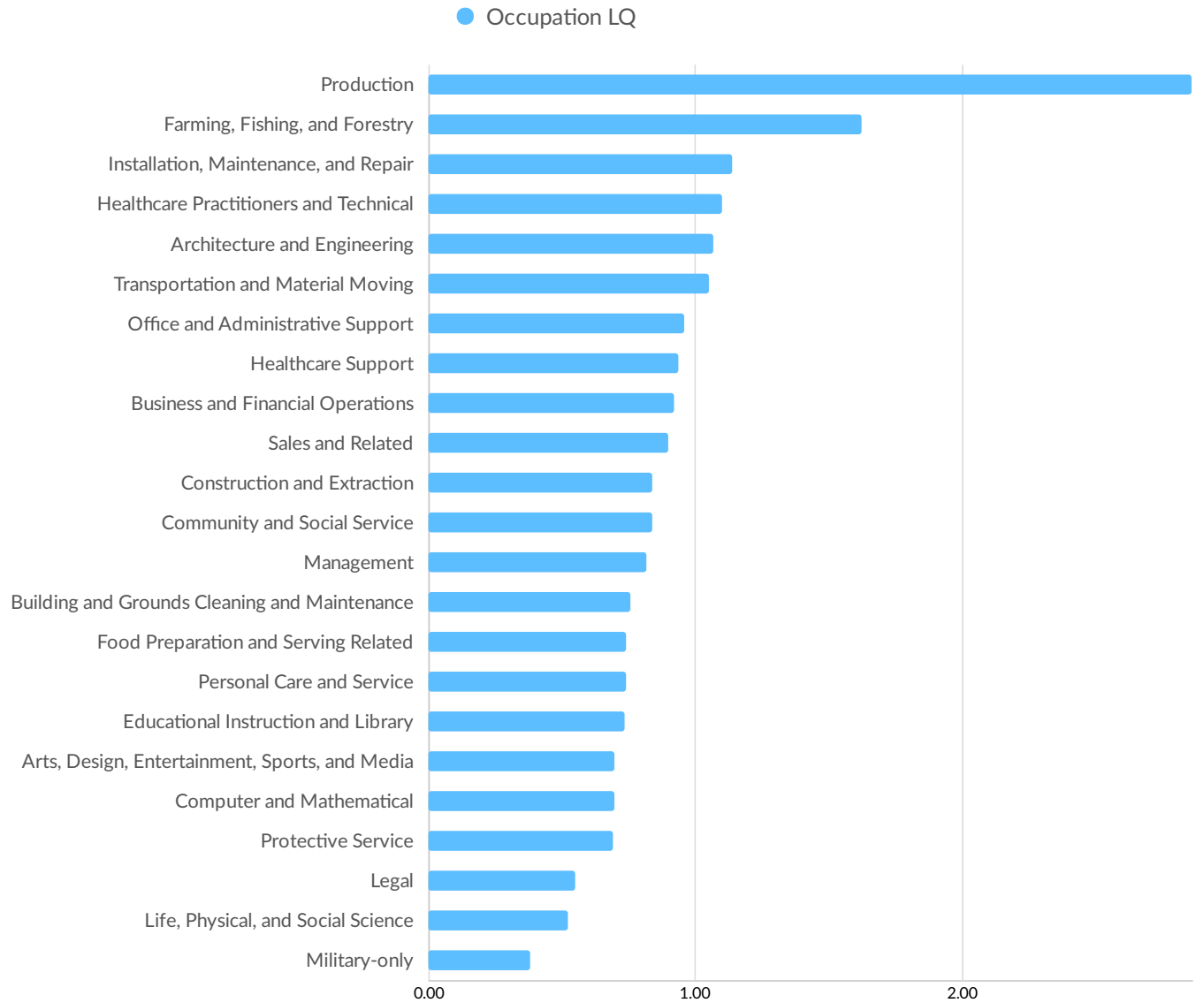
Largest Occupations



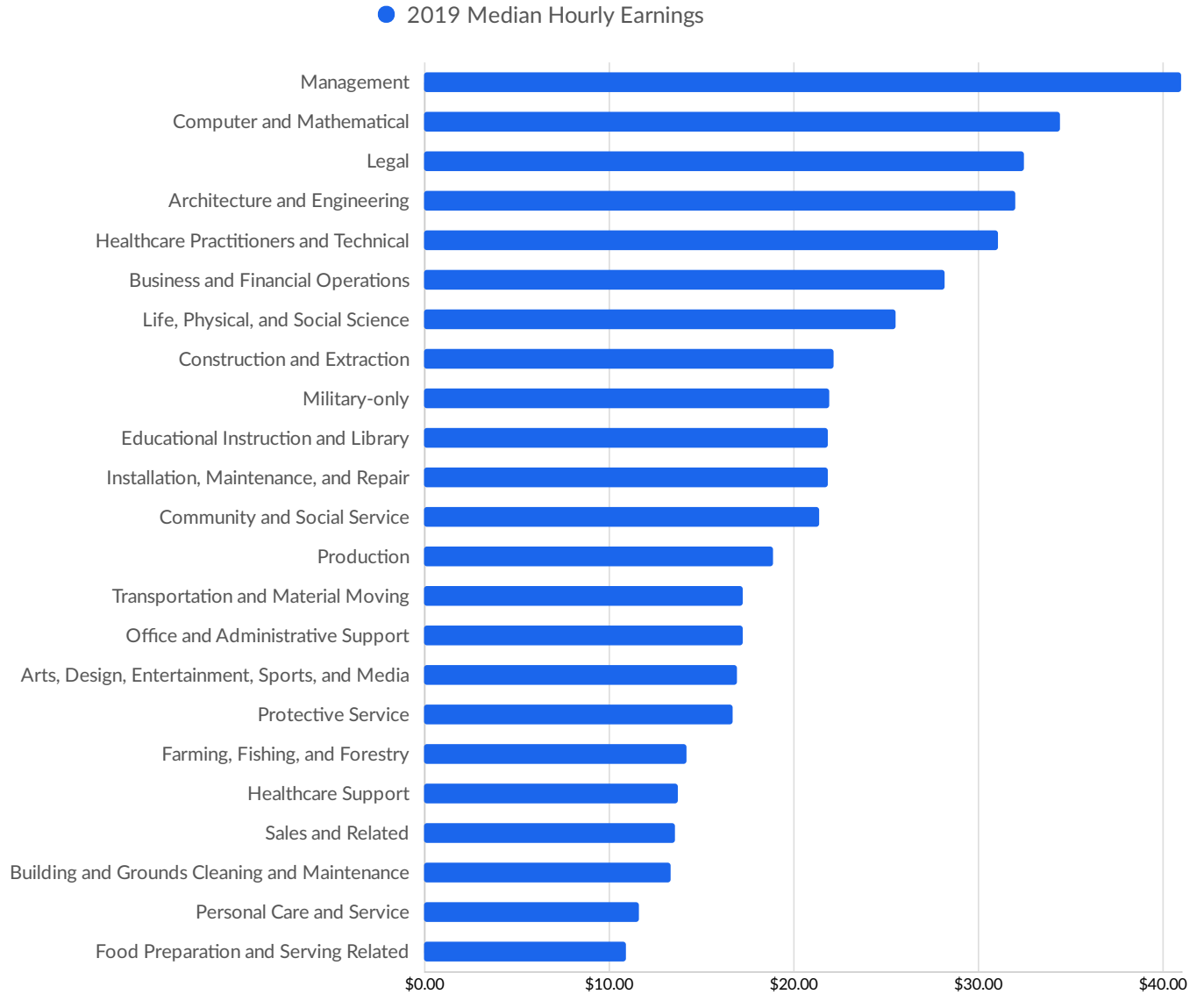
Top Growing Occupations



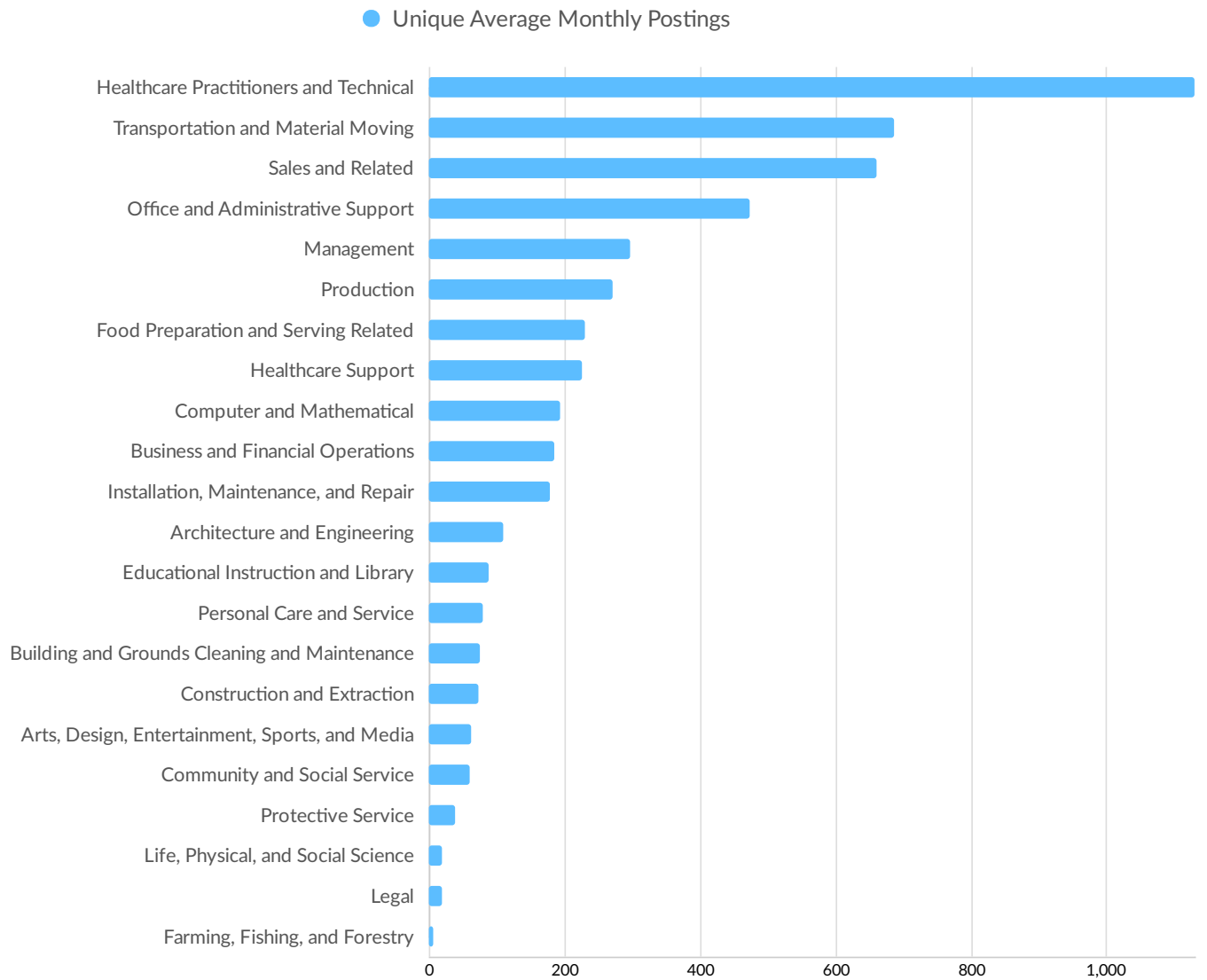
Top Occupation LQ



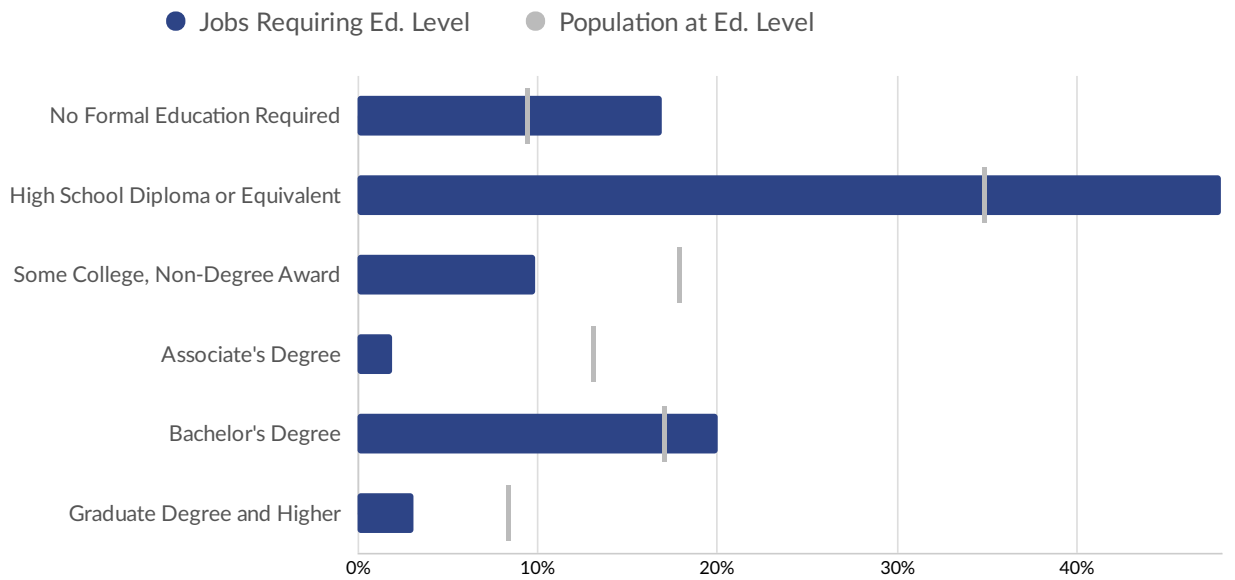
Top Occupation Earnings



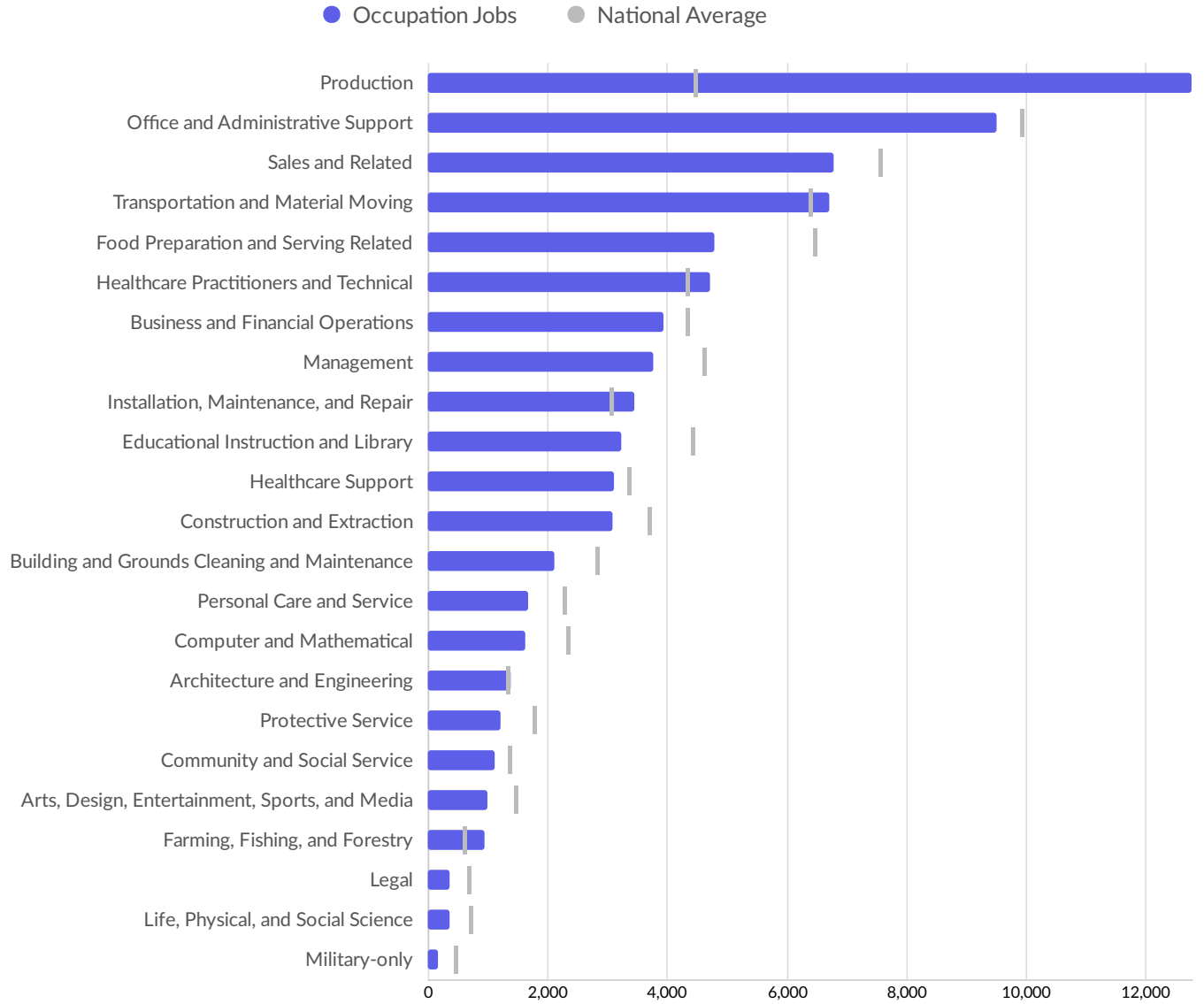
Top Posted Occupations



Underemployment








Largest Occupations



Educational Pipeline

In 2019, there were 2,298 graduates in Marathon County, WI. This pipeline has shrunk by 7% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and Emergency Medical Technology/Technician (EMT Paramedic).

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
Northcentral Technical College	2,261 	
State College of Beauty Culture Inc	37 	
Globe University-Wausau	0	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

● Top Hard Skills ● National Average



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

October 2020 Educator Update

(for work completed in September of 2020)

FoodWise Education - Tammy Hansen, Gaonou Thao, Melissa Yates

- All staff participated in webinars on virtual communication platforms, nutrition/physical activity updates, food security issues and health/racial equity, while also participating in regular Extension/ FoodWise zoom meetings at the local, regional, and state levels, and coalition meetings with community partners.
- Gaonou and Melissa completed their work on the statewide curriculum workgroups. Melissa led the presentation of the “Discover Wisconsin Farmers’ Markets” curriculum review team in the statewide FoodWise zoom meeting. Tammy continues to participate on the statewide Emergency Food Systems Policy, Systems and Environmental (PSE) review team looking at the issue of food security and FoodWise work with food pantries.
- Tammy completed her work coordinating the Marathon County Hunger Coalition’s “Share the Harvest” gleaning project on Saturdays at the Wausau Farmers’ Market. We were able to collect 4,400 pounds of donated food that was shared primarily with the older adult residents at Riverview Towers and when there was excess, also shared with the low-income patrons of area food pantries and clients at Bridge Community Clinic. This summer’s collection far surpassed the 2019 collection of 2,690 pounds. Tammy continues to work on the statewide Policy, Systems and Environmental (PSE) review team looking at the issue of food security and FoodWise work with food pantries.
- *Tammy, Gaonou, and Melissa, along with our FoodWise Educators in Langlade County, continue to meet biweekly by zoom to discuss successes and challenges, to brainstorm ideas on how to conduct innovative, interactive nutrition lessons for youth and adults virtually and to determine what additional training/resources are needed to make virtual lessons successful.
- All staff are working to stay connected to our local partners and to reach out to them to discuss various programming options. In September, Tammy completed our FoodWise FY21 partner agreements for programming that will begin October 1st.

4-H Youth Development - Kaitlyn Bernarde

- Facilitated adult leader training on 4-H Online and club check-ins to discuss virtual and hybrid club activities.
- Organized and created promotions for National 4-H Week, October 4-9. This includes me compiling photos and videos that members and leaders submit to create an entirely virtual program for the first time. We also will be hosting an in-person blood drive on Friday, October 9 with the Blood Center of Northcentral Wisconsin.
- Created “family-centric” program opportunities for youth and adults to do on their own October 2020 - March 2021. These programs include a Road Trip Challenge around the county, Community Service challenge, monthly project activities, and more. This project will take pressure off of club leaders who either have poor broadband and/or have large clubs who won’t be able to meet in the future, as well as, continue programming while I am out of the office on maternity leave.
- Collaborated with Wood and Clark Counties to create a month-long minicamp focused on bread making. This will include two levels (grades 3-6 and 7-13), with instructions, experiments, and recipes. We will have weekly Zoom

check-ins where we will teach and practice skills and then assign a challenge to complete for the next week. This hands-on learning opportunity allows youth to strengthen their skills by focusing on a project, while having a sense of community that has been lost due to the pandemic.

Agriculture Education - Heather Schlessler

- I am working on winter programming for the Dairy and FARM Team's of Extension. Due to the limited in person meeting, we have decided to do programming online. Programming for the FARM team will occur on Thursdays during November, December, January, and February. With the Dairy Team programs occurring on Tuesdays during the same months.
- I have finalized the heat stress videos which can be found here: <https://www.youtube.com/channel/UCReOkUVwgPFN3rEkvlpMPhw>
- Work has also started on the Canvas website for the Emergency First responder curriculum.

Community Development Education - Melinda Osterberg

- **Broadband Task Force Support.** Confirmed Stacey Johnson, WEDC and Scott Nyman, Cirrinity to speak at the September 14th Broadband Task Force, coordinated Agenda preparation with Task Force Chars and attended Task Force meeting.
- **Routes to Recovery Funds.** Contacted all municipalities in Marathon County to discuss use of Routes to Recovery funds and inform them of the reallocation process. Many municipalities were unaware of the Routes to Recovery program or their ability to reallocate funds to other municipalities. Provided a template for municipalities asking to reallocate funds. These conversations resulted in the reallocation of over \$100,000 to Marathon County for Broadband expansion.
- **Diversity Affairs Commission.** I have been asked to help the Commission create a strategic plan to direct the group's work. I attended the September Diversity Affairs Commission meeting to begin this process.
- **Martin Luther King Jr. Day On.** Participated in planning meetings related to Marathon County's Martin Luther King Jr. Day On and worked with Administration to confirm two presenters.
- **Broadband Presentation.** Shared Marathon County's work at the UW-Madison Extension Center for Communities and Economic Development Lunch and Learn on September 2
- **Women in Government State Work Group.** As part of my participation in the Women in Government group, we have a program on October 1st encouraging women to run for local office. Please consider attending or participating in the program: <https://www.facebook.com/events/374742840170713>.



Horticulture Education - Janell Wehr

- **Diagnostics.** I continue to answer horticulture related questions from county residents.
- **Virtual programs.** I developed and hosted two programs, Winterize: putting your lawn and garden to bed, and Bring them inside! "Winterize" was held in partnership with UWSP Continuing Education. Participants learned steps to prepare perennial and vegetable beds to rest for winter as well as fall lawn care. In "Bring them inside!", attendees

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.

Como empleador que brinda igualdad de oportunidades en el empleo y acción afirmativa (EEO/AA, por sus siglas en inglés), la University of Wisconsin-Madison Division of Extension, proporciona igualdad de oportunidades en el empleo y en sus programas, incluyendo los requisitos del Título VI, Título IX, y de la ley federal para personas con discapacidades en los Estados Unidos (ADA, por sus siglas en inglés).

Tus Tswv Hauj Lwm Ntawm (EEO/AA), ntawm lub Tsev Kawm Ntawv Qib Siab (University of Wisconsin-Madison Division of Extension) pab rau kev ncaj ncees txog kev hauj lwm thiab kev pab cuam, xws li nyob rau hauv Title VI, Title IX, thiab ntawm tsab cai Americans with Disabilities Act (ADA) yuav tsum kom muaj.

learned steps they could take to mitigate stress on houseplants when bringing them indoors for the season. “Bring them inside was held 5 times, in partnership with the YMCA-the Landing and 3 Marathon County libraries.

- **MG State Steering Committee.** Continued work on *Foundations in Horticulture*, a 13 week, comprehensive basic horticulture course which will replace Master Gardener Level 1 training and will be open to the general public. The pilot program will launch in October. My hope is to bring *Foundations in Horticulture* to vulnerable populations as additional vocational training for those interested in getting started in the green industry, beginning in 2021. I was also honored to speak briefly at the National Extension Master Gardener Coordinator Conference on my vision of the future of the Master Gardener Program. The changes we are making to the Wisconsin Master Gardener program will open new opportunities for people of all walks of life to participate, as well as encourage volunteers to take active roles as community horticulture educators and leaders, making lasting impacts on their communities.
- **Professional Development: Therapeutic Horticulture.** I participated in an Extension Horticulture Team webinar on the topic of therapeutic horticulture. The Horticulture Team will host more workshops in late 2020 and beyond. This is the second therapeutic horticulture learning community I am participating in; the first is an Extension-wide learning community.
- **Media engagement.** I was a guest on WDLB radio and spoke on the topic of fall lawn care, winter preparation for vegetable and perennial beds, as well as houseplant culture for the changing seasons.



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

November 2020 Educator Update

(for work completed in October of 2020)

FoodWise Education - Tammy Hansen, Gaonou Thao, Melissa Yates

- All staff participated in webinars on virtual communication platforms, nutrition/physical activity updates, food security issues and health/racial equity, while also participating in regular Extension/ FoodWise zoom meetings at the local, regional, and state levels, and coalition meetings with community partners.
- Tammy completed the FY20 end-of-year reports and continues to work with FY21 partners to develop new programming that can be done virtually. We are currently planning two virtual “Let’s Talk Turkey” lessons with Marathon County Head Start parents on November 12th.
- Gaonou and Tammy are developing a virtual Hmong StrongBodies series that we plan to offer in November.
- Tammy continues to work on the statewide Policy, Systems and Environmental (PSE) review team looking at the issue of food security and FoodWise work with food pantries.
- *Tammy, Gaonou, and Melissa, along with our FoodWise Educators in Langlade County, continue to meet biweekly by zoom to discuss successes and challenges, to brainstorm ideas on how to conduct innovative, interactive nutrition lessons for youth and adults virtually and to determine what additional training/resources are needed to make virtual lessons successful. Beth Meyer, our Langlade educator has been working on a state team adapting the “Healthy Cents” curriculum to a virtual format. Upon completion, we hope to offer a three lesson “Healthy Cents” series to FoodShare Employment and Training (FSET) participants in all three counties.

4-H Youth Development - Kaitlyn Bernarde

- Worked with 4-H volunteers and members to create a virtual 4-H Recognition Program. This included planning, collaborating, script writing, editing and publishing the program. The 45-minute video program received more views than attendees who normally tend in the in person program, and received positive feedback.
- Facilitated two 4-week virtual 4-H programs that introduced youth to bread making. These programs were offered via Zoom with Clark and Wood County programs. 22 youth participated in hour-long activities that followed the Experiential Learning Model: do, reflect, apply.
- Attended the virtual National Association of 4-H Youth Development Professionals Conference (NAE4-HYDP) and the virtual UW-Madison Diversity Forum. The NAE4-HYDP Conference allowed for 4-H staff from around the country to share ideas to strengthen local and statewide programming while connecting with national leaders at the National Institute of Food Administration (NIFA) and the National 4-H Council. The Diversity Forum had over 5,000 registrants who learned about individual accounts, and strategies to create more diverse, inclusive and empathetic workplaces and communities.
- Continued to participate in standing committees and teams including the WI 4-H Policy Advisory Standing Committee, 4-H Thriving Model Survey Pilot team, Current Conversations team, and the CentralTime Newsletter Editorial Board.

Agriculture Education - Heather Schlessner

- During the last month winter programming for the heart of the farm series was finalized with the first presentation starting on Nov 9th.
- Farm succession winter planning is coming along with our first speaker confirmed.
- Beef winter programming is also under way with all speakers confirmed and dates selected.
- Dairy winter programming is set with dates and specialists selected for the various times.
- I have worked to finalize calf care facts sheets for dairy beef cross bred animals. There is now one for colostrum care, naval care, and castration. Each fact sheet has an accompanying video to go with it.
- Work on the dairy worker modules continues and I have been recruited to help with the reproductive modules. We are planning to shoot video footage for the calf care/ calf positioning modules the week of Thanksgiving.

Community Development Education - Melinda Osterberg

- **Broadband Expansion.** Conducted research on the Rural Digital Opportunity Fund and prepared for the October 5th and 26th Broadband Task Force Meetings. Completed Wisconsin Economic Development Corporation (WEDC) Broadband Pilot Application, unfortunately Marathon County was not awarded technical assistance through this program, but the application communicated the County's commitment to high speed internet expansion to the WEDC. Attended meetings with Internet Service Providers to discuss potential PSC grant applications.
- **Martin Luther King Jr. Day In Service.** Assisted Administration with planning and securing speakers for the County's Martin Luther Jr. Day Inservice.
- **Diversity Affairs Commission Strategic Plan.** Continued research on how the Commission can work toward achieving its mission and make the most effective use of its time and resources.
- **Respectability Politics.** 17 individuals attended a program on October 27th featuring La'Tanya Campbell to learn about the principals of respectability politics and how bias negatively affects communication. The program was well received with the vast majority of participants indicating that they were interested in future programming on related topics.
- **Run for It: Making the Ask.** As part of my work with Local Government Education (formerly known as The Local Government Center) I co-facilitated a program on encouraging women to run for local elected office. A follow up program on how to complete the forms necessary to get on the ballot and campaign finance reporting will be held on December 3rd. If you know of someone who is interested in running for office or who you would like to run for office, updates on this upcoming program will be posted on the Marathon County-Extension website and Facebook page.
- **Growth Wheel Certification.** The University has provided me with the opportunity to become a Growth Wheel certified business consultant. For more information Growth Wheel, please visit: <https://www.growthwheel.com/>



Horticulture Education - Janell Wehr

- **Foundations in Horticulture.** Facilitating pilot of *Foundations in Horticulture*, a 15 week course, which will replace traditional Master Gardener training. This course will be available to all individuals, not just prospective Master

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.

Como empleador que brinda igualdad de oportunidades en el empleo y acción afirmativa (EEO/AA, por sus siglas en inglés), la University of Wisconsin-Madison Division of Extension, proporciona igualdad de oportunidades en el empleo y en sus programas, incluyendo los requisitos del Título VI, Título IX, y de la ley federal para personas con discapacidades en los Estados Unidos (ADA, por sus siglas en inglés).

Tus Tswv Hauj Lwm Ntawm (EEO/AA), ntawm lub Tsev Kawm Ntawm Qib Siab (University of Wisconsin-Madison Division of Extension) pab rau kev ncaj ncees txog kev hauj lwm thiab kev pab cuam, xws li nyob rau hauv Title VI, Title IX, thiab ntawm tsab cai Americans with Disabilities Act (ADA) yuav tsum kom muaj.

Gardeners in the fall of 2021. I am hopeful to bring this educational program to individuals looking to get started in the green industry in Marathon county.

- **Forcing Bulbs.** Developed and delivered interactive, online program Forcing Bulbs with 23 total participants. 86% of participants stated as a result of the program, they now understood the chilling and planting requirements for successful forcing of bulbs indoors.
- **PUP Gardens.** The Marathon County Master Gardeners will connect excess vegetable and flower seeds with county residents through Pop Up Produce Gardens. This is a continuation of a program developed by the previous Horticulture educator. For residents without access to garden space, the MGVs will provide container gardens and mentorship for novice gardeners. They also plan to work with community gardens who can utilize excess seeds. I have been working with them to connect to underserved populations.
- **MLK Day On.** Serving on the IT work group to deliver a virtual program in January 2021. Developing the technical aspects, including registration.
- **Food Security 101.** Took part in a professional development opportunity where we learned how the pandemic is affecting food security in the US and across Wisconsin.

Area Director Update - Jason Hausler

- Supported colleagues with professional development opportunities related to the “7 Habits of Highly Effective People”, along with learning more about working with Plain Faith communities (Amish and Mennonites).
- Continued participation on the Deans COVID-19 Task Force, as well as the Programming/Workplace subcommittee, to ensure safe practices are followed as we engage with in-person programming.
- Finalized the 2021 Extension contact with the Dean’s Office, shared with Administrator Leonhard, which is now ready to move forward pending budget adoption by the Board of Supervisors.
- Participated in the Marathon County Ideas Academy, learning more about continuous improvement and how our office team can move forward with some strategies to streamline processes and promote efficiencies.

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.

Como empleador que brinda igualdad de oportunidades en el empleo y acción afirmativa (EEO/AA, por sus siglas en inglés), la University of Wisconsin-Madison Division of Extension, proporciona igualdad de oportunidades en el empleo y en sus programas, incluyendo los requisitos del Título VI, Título IX, y de la ley federal para personas con discapacidades en los Estados Unidos (ADA, por sus siglas en inglés).

Tus Tswv Hauj Lwm Ntawm (EEO/AA), ntawm lub Tsev Kawm Ntawm Qib Siab (University of Wisconsin-Madison Division of Extension) pab rau kev ncaj ncees txog kev hauj lwm thiab kev pab cuam, xws li nyob rau hauv Title VI, Title IX, thiab ntawm tsab cai Americans with Disabilities Act (ADA) yuav tsum kom muaj.



Navigating the Crossroads 2019-2020



MCDEVCO, Inc 12 Month Strategic Plan in Action - March 2020-2021

Mission

To Invest in Business Development and Community Growth Through the Integration of Resources.

Values

Stewardship - Community - Respect - Empowerment
Encourage - Promotion - Ethics - Integrity

Dues History

2017 - \$8,900
2018 - 14,700
2019 - 16,100
To Date 2020
\$22,150

Staffing Requirements

Executive Director - FT
Operations- FT
Finance/Loan Clerk - PT
(FT in 12-18 months)
\$160,000-\$180,000

Advertising/Marketing

Online - Website, FB, Newspaper
Newspaper - City Pages, Business News
Future Awareness - TV, Trade Publications

12 Month
Awareness of
Strategic Plan

\$19,000.00

GAP Financing

City of Wausau
Marathon County
Minority
Private Funds

1. Administrator Value - 12 month.
2. New Loan Fund(s) - POWTS/Incubator.
3. 32 Financial Institutions Trainings
7 Completed - Goal 2 a month.
4. Bank Meetings - Goal 1 a month.
5. Networking - Goal 2 (sponsorship).
6. GAP Financing - \$1M (67% increase).
7. Ag Loan(s) - Goal 1 Ag Lender
and 1st Ag Loan.
8. Collaborative Advertising - GAP.

Entrepreneur Development

GEARS Center
IDEA Space
Classes/Workshops
25 Business Mentors
One-on-One Mentoring

1. 25% Membership in Center
Advertising/Coupons/Classes
Speaking/Business Education.
2. Review Class Fee Structure
Goal - Provide Excellent
Classes/Workshops for a Fee.
3. Collaborate to Present a Half-
Day Educational Program.
4. GEARS Center to Break Even
in 12 Months.

Municipalities

Marathon County
Municipalities Agreement
GAP Financing
Advertising/Marketing
Awareness/Tradeshows

1. 25% Dues from 42 Municipalities
(Budget \$30,000 - current \$6800)
2. Meet with 25% of Economic Staff to
educate on GAP Financing to
collaborate with Their Initiatives.
3. Increase County Awareness
Through Tradeshows & Resources.
4. Educate the County Board on the
Value of MCDEVCO as their
Economic Development Partner.

Businesses

GAP Financing
New, Expanding
& Relocating
Recruitment
Awareness
Resources

1. Business/Financial Institutions Dues
Budget \$30,000 - Current \$14,000.
197 Letters/Contacts.
2. Survey to Current Businesses
regarding Expanding/Workforce/
Resources/GAP Financing.
3. Visit with all Current/Past Loan
Clients - Goal 2 a month.
4. Attend Business Expos.
5. Serve on Boards/Committees.



Highlights

2019- 2020

Growing *GEARS* Memberships

Monthly Municipalities Meetings

New Mentors – 35

MCDEVCO – Mentored/Assisted 63 New Businesses/Entrepreneurs

Educational Classes – 6

Presentations to Marathon County Financial Institutions and Municipalities



Highlights

2019- 2020

Board Representations –

1. Central Wisconsin Economic Development (CWED)
2. Wausau Regional Chamber
3. Marathon County – Metallic Mining, Regional Morgue Task Force, POWTS

Building Relationships

1. City of Wausau
2. Marathon County
3. Municipalities
4. Wausau Regional Chamber
5. River District
6. Mosinee Chamber
7. Hmong Chamber
8. Education & Entrepreneurial Center
9. SBDC at UW-Stevens Point
10. WBD



MARCH 25, 2020

Safer at Home

COVID-19

GoToWebinar
ZOOM
SKYPE

Safer at Home
Wear a Mask
Social Distance

Focus Forward
Reopen Guidelines
Small Businesses Navigate COVID-19

Cares Act
PPP
EIDL
SMBIZ 20/20
WausauCARES
MCDEVCO
Ethnic Minority Emergency Grant
We're All In Phase 1 & 2
We're All Innovating Contest
WI Farm Support



Pivotal Moment

Mission

Strategic Plan

Served as Our Compass Point



MCDEVCO

50 - \$1000.00 Grants

IncredibleBank

IncredibleBank Foundation

Intercity State Bank

Community Foundation/United Way

Marathon County Revolving Loan Fund

Low Interest Loans - \$20,000.00



WausauCARES

The City of Wausau Funds
MCDEVCO – Fund Administrator

\$336,804.00

For City of Wausau Small Businesses
\$1500.00 Grants

And

Up to \$20,000.00 Forgivable Loans
Job Retention, Rehiring, and Creation

Wausau Cares
MCDEVCO
Ready. Let's Grow!

MCDEVCO, Inc - Fund Administrator
Apply Online at
mcdevco.org/covid-19-resources
715.298.0084
info@mcdevco.org

SUPPORT LOCAL BUSINESS

City of Wausau Cares
Wausau Small Businesses
COVID-19 Assistance
Applications Start May 28, 2020
\$1500.00 Grants
Up to \$20,000.00
Forgivable Loans

\$215,596.00



Municipalities Collaboration Throughout the County

Weekly Meeting Highlights

- Marathon County Health Department (Policies/Updates/Coordination) - Joan Theurer
- Director of Emergency Management (Fire/Police/EMS) – Phil Rentmeester
- Personal Protective Equipment
- Polling – Safety/Workers/New Ideas
- Employee Contingencies (Exempt/Nonexempt) and Updating Policies
- Workforce Agreement
- Coordination Between County and Municipalities (Pools/Parks/Events/Halloween/etc.)
- Routes to Recovery Funding Collaboration
- Business Resources - MCDEVCO



The Future Begins TODAY

Continue with our Mission and Strategic Plan

650 Businesses in Marathon County to Date; we expect that number to Grow.

Our Solution - SUSTAINABILITY

1. Additional City of Wausau HUD Funds for grants and forgivable loans.
2. City of Wausau HUD Funds for IT development – SKILLS are Lacking.
3. Grant from the Community Foundation and Intercity State Bank for Women's Small Businesses throughout the County matching them with our Women Mentoring Women Program for success.
4. GAP Financing – new/expanding/retaining businesses throughout the County
5. Education (*GEARS* Certificate Program to begin January 2021)
6. Continued collaboration with the Municipalities and Marathon County



MCDEVCO's role – Broadband for Marathon County

Marathon County Board
Task Force for Broadband
UW Extension
Marathon County Staffing

Strategy