MARATHON COUNTY (Broadband) CONNECTIVITY TASK FORCE

AGENDA

Date & Time of Meeting: Tuesday, February 10, 2015, at 3:30 p.m.

Meeting Location: Assembly Room, Courthouse, 500 Forest St., Wausau

Committee Members: E.J. Stark, Chair; Matt Bootz, Kurt Kluck, Mort McBain, Jim Warsaw, Jeff Zrinyi

Supporting Staff: Deb Hager

Agenda Items:
1. Call to Order
2. Public Comment
3. Approval of the Minutes of January 20, 2015 Connectivity Taskforce Meeting

Policy Discussion and Possible Action
4. Guest Speaker Don Sidlowski - Northwoods Broadband and Economic Development Coalition Followed by Questions and Answers
5. Discussion: State Broadband Director Contact
6. Topics and Agenda Items for Next Meeting
7. 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. For TDD telephone service, call the Employee Resources Department at 715-261-1451.

SIGNED /s/ E.J. Stark
Presiding Officer or Designee

FAXED TO: Daily Herald, City Pages, Marshfield News
FAXED TO: Mid-West Radio Group
FAXED BY: M. Palmer
FAXED DATE: ____________________________
FAXED TIME: ____________________________

NOTICE POSTED AT COURTHOUSE
BY: M. Palmer
DATE: ____________________________
TIME: ____________________________
Call Meeting to Order
The meeting was called to order by Chair Stark at 3:31 p.m.

1. Public Comment – None

2. Approval of the Minutes of December 16, 2014 Connectivity Taskforce Meeting

   Discussion: None

   Action: Moved by McBain, second by Zriny to approve minutes of December 16, 2014 Taskforce meeting. Motion carried.

3. Policy Discussion and Possible Action
   A. High Speed Bits

      Discussion: Is UW – Extension’s tech newsletter

      Action: No action needed.
      Follow Through: EJ will follow up with Mary Kluz to get on distribution group.

   B. State Broadband Director

      Discussion: Question if we should continue to try to connect with her. She would connect the dots on the political end of statewide broadband. Jim Warsaw was going to make the contact. The task force would like to explore doing a video conference if that would work. Need to have a list of questions for her.

      Action: No action needed.
      Follow Through: EJ will follow up with Jim Warsaw.

   C. Review and Discuss Connectivity Task Force Charter
**Discussion:** Our role is to come up with recommendations to the technology committee looking at best practices. Mort shared what other counties are doing as described by NACO i.e., utilization of the county towers leasing to private providers to enhance broadband. Gerry provided a brief overview of the county towers and the status of the process of leasing on the east tower.

Mort suggests contacting NACO for county best practices. Maybe look at counties that have a tower network. Mort will contact NACO to find out who could assist in finding best practices in other counties.

Discussed whether the gap analysis is still current.

Five through seven suspend until the task force work is further along.

**Action:**

**Follow Through:** Mort will contact NACO.

D. Plan the Meeting with Northwoods Broadband & Economic Development Coalition

**Discussion:** What are the questions we want to ask and help to understand how this drives business development. Question if we could follow up with a meeting on Feb 17th with the State Broadband Director.

**Action:**

**Follow Through:** E.J. Stark will contact the State Broadband Director as to availability on the 17th.

4. **Future Meetings**
   A. Next meeting – February 10, 2015 @ 2:30 pm & February 17, 2015 @ 3:30 pm
   B. Agenda items:
      - Meeting with Northwoods Broadband & Economic Development Coalition
      - Dialogue with providers at a future meeting

5. **Adjournment**
   **MOTION BY McBain; SECOND BY ZRINY TO ADJOURN THE MEETING. MOTION CARRIED.**
   Meeting adjourned at 4:40 p.m.

Respectfully Submitted,
by Deb Hager
Co-Branding Broadband Expansion with Economic Development –
A Look at Best Practices

Broadband Mapping, Planning, Deployment and Other Initiatives Underway to Expand Broadband in Rural Wisconsin

Assisting Rural Wisconsin to Prepare for its Technological Future

Marathon County Connectivity Task Force
February 10, 2015 / Wausau, WI
Three Lakes added technology as an additional element to its 20-year plan and committed to becoming “The Anchor for Technology in the Northwoods” a bold plan to do what few unserved or underserved rural communities had ever accomplished.

Today, about 90% of Three Lakes (Oneida County) residents have access to at least one provider, and some can choose from among as many as four providers. The town is closing in on the time when 100% have at least one choice, regardless of how remotely located their property may be in the 100 sq. mi. which comprises the township. In this small, rural Northwoods community the highest speed currently available is 20 Mbps down with 5 Mbps up, rivaling cities such as Wausau (Marathon County) which has twenty times the population (40,000) of Three Lakes (2,000).
Commissioned by the UW-Extension Center for Community Technology Solutions, this white paper is based on what has become known as the “Three Lakes Model”
Building is about far more than merely providing access to the technology. Engaging people in the community throughout the process is critical to the long-term success of the effort.

### THE THREE LAKES MODEL

**Building Community Broadband Subscribership**

<table>
<thead>
<tr>
<th>Technology Capability</th>
<th>Technically Capable</th>
<th>Expanding Broadband</th>
</tr>
</thead>
<tbody>
<tr>
<td>· Existing Infrastructure · Technical Expertise · Local and Regional Providers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interested</th>
<th>Governmentally Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Government Engagement · Ability to change mindset · Commitment to broadband development · Willingness to earmark financial resources · Dedication to collaborations on a broad front</td>
<td></td>
</tr>
</tbody>
</table>

- **Not started**
- **Just starting out**
- **Fully engaged**
Without the support of the local government a broadband implementation plan has no chance. As hard as it is to budget funds in these difficult times, that’s precisely what must be done.

THE THREE LAKES MODEL  
Building Community Broadband Subscribership

STEP ONE: change and commit
- the town board mindset must change
- local taxpayer dollars must be committed to the effort

STEP TWO: assess and decide
- take an inventory of what you have and make a list of what you want / create a coverage map
- choose what broadband options you want to pursue

STEP THREE: collaborate and contact
- arrange meetings with your local service providers
- go to the technology – you’ll be waiting forever for it to come to you
THE THREE LAKES MODEL  Building Community Broadband Subscribership

STEP FOUR: *implement* and *execute*
- as service options come online, educate your residents on the choices
- enter into agreements with providers to build/create infrastructure

STEP FIVE: *evaluate* and *refine*
- how are we doing, where are we strong, where do we need improvement
- find/fill the gaps in your local coverage area / upgrade service offerings

The job never ends. It’s a ongoing cycle of continuous evaluation and improvement. The collaborations you form will constantly expose you to groups with great ideas you can use and assimilate.
ELEVEN BEST PRACTICES FOR BROADBAND IN RURAL NORTHERN WISCONSIN

- Technology as a tenth element of your plan
- Focus on broadband/HSI and cell phone
- Creative patchwork quilt of solutions
- Don’t wait for infrastructure to come to you
- Providers as partners, not the enemy
- Proactively identify local opportunities/options
- Create your own coverage map
- Educate your local residents
- Communicate what you have to the world
- Collaborate on the local, county, regional, super-regional and state levels
- Public/Private partnerships are essential

IMBY: in my back yard!
SO WHY DO WE NEED THESE BEST PRACTICES?
Here’s AT&T’s $14B plan to kill its copper network and leave rural America behind

BY Stacey Higginbotham

During my travels some local elected officials actually said, “Why should we chase the providers? They can come to us”. Well, good luck with that. You’ll be waiting the rest of your life.

BECAUSE HERE’S THE REALITY

Best Practices 4, 6 and 11

- Don’t wait for infrastructure to come to you
- Proactively identify local opportunities/options
- Public/Private partnerships are essential
ANOTHER REALITY
Sure - we all want fiber to the home, but..

Fiber should be the long-term goal for all of us. But our residents deserve access to decent broadband now. That means using the technologies you can get access to now. And in the short-term there will be no single universal HSI solution for most small towns and villages in rural Northern Wisconsin. **Don’t see it as a disadvantage.** Play to the strengths of your local options and cobble together a solution for now as you continue to focus on the future.

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**Best Practices 3 and 10**

- Creative patchwork quilt of technology solutions
- Collaborate on the local, county, regional, super-regional and state levels
Creating the Wisconsin Broadband Superhighway

- Broadband is a critical and mandatory tool, but only a tool
- Broadband is merely a means to an end, not an end in itself
- Expansion and adoption of broadband are not ends
- Economic development, job creation, job growth, job retention...
  these are some of the ends
- Sooner than later, you have to start showing economic results
  for what you are doing with broadband to make life better
Apple Pie 1: the Oneida County Resolution

WHEREAS, improved broadband access is essential to Oneida County citizens in the areas of job creation, medical care, education, communication, entertainment, and other future uses, and WHEREAS, significant portions of Oneida County are below average in speed, adoption, and capacity compared to the rest of Wisconsin, America, and our worldwide competitors, and WHEREAS, Oneida County is prohibited by state law from being a broadband provider but can be a catalyst for improvement, and WHEREAS, the cooperation among county, town, and city government with providers will be necessary for success, and, WHEREAS, public and private involvement in the development of a broadband improvement plan is essential,

NOW, THEREFORE, BE IT RESOLVED, the Oneida County Board upon the advice of its Technology Committee, hereby endorses the conclusions of the committee and establishes as a goal that Oneida County will be home to the best broadband opportunities of any rural county in Wisconsin as measured by speed, adoption rate of its citizens, and data capacity. The Board further resolves that the best vehicle to carry on this work is the Oneida County Economic Development Corporation (OCEDC) which has agreed to accept this responsibility. The Board further resolves that the County Board’s Administration Committee act as the conduit between the County Board and OCEDC for matters related to technology improvement in Oneida County.

8/20/13 county board adopts resolution supporting county-wide broadband
11/12/13 county board approves $24K in funding (follow the money)
Nov 2014 this match funding helped to secure a PSC grant
RESOLUTION 2013-XX
Introduced by Ald. Alex YOUNG (6th District)

RESOLVED by the Common Council of the City of Rhinelander, Wisconsin:

WHEREAS, improved broadband access is essential to the City of Rhinelander and Oneida County and its citizens in the areas of economic development, job creation, healthcare, education, communication, entertainment, and other future uses, and

WHEREAS, significant portions of the City of Rhinelander and of Oneida County are below average in speed, adoption, and capacity compared to the rest of the state, the rest of nation, and to our international competitors, and

WHEREAS, the City of Rhinelander does not desire to be (and in fact is prohibited by state law from being) a broadband provider itself, but can be a catalyst for improvement, in partnership with the private sector, in this area, and

WHEREAS, the cooperation among county, town, and city governments together with providers will be necessary for success, and

WHEREAS, public and private involvement in the development of a broadband improvement plan is essential,

NOW, THEREFORE, BE IT RESOLVED that the Common Council of the City of Rhinelander hereby adopts as a goal that the City of Rhinelander and Oneida County, through the Oneida County Economic Development Corporation, pursue the best possible broadband availability in terms of speed, adoption rate by citizens, and data capacity, and

BE IT FURTHER RESOLVED that the Common Council of the City of Rhinelander believes that the best organization to pursue these mutual goals is the Oneida County Economic Development Corporation (OCEDC), which has agreed to accept this responsibility, and

BE IT FURTHER RESOLVED that the City of Rhinelander’s Finance Committee act as the conduit between the Common Council and OCEDC for matters related to technology improvement in the City of Rhinelander and Oneida County.

RESOLUTION ADOPTED AT THE AUGUST 20, 2013 SPECIAL MEETING OF THE COMMON COUNCIL ON MOTION BY ALD. ________, SECOND BY ________, AYE: __, NAY: __, ABSENT: ___
THE NEXT STEPS

Initiatives to Expand Broadband Across Rural Wisconsin

NORTHWOODS BROADBAND & ECONOMIC DEVELOPMENT COALITION
THREE CURRENT INITIATIVES UNDERWAY

- Public Service Commission (PSC) Administered Broadband Expansion Grants
- UW-Extension Broadband & E-Commerce Education Center Rural Pilot Project
- Northwoods Broadband & Economic Development Coalition (NWB/EDC) FAB Lab Project
In his address to the PSC Broadband Summit in April of 2013 in Madison, Governor Walker cited specific plays from the book. He announced his biennial budget would include $4.3M in grants for the expansion and adoption of broadband, citing specifically how public-private partnerships or P3s should lead the way.
PSC has been charged with administering the grant funds
Oneida County Grant Application

- Project Cost $88,750
- Funds Requested $46,450
- Grant Award $46,450

I. Executive Summary

This project will place WiMAX technology on three (3) existing towers in the Towns of Minocqua, Hazelhurst and Lynne in Oneida County, WI. This part of Wisconsin is geographically isolated, and full of natural barriers like lakes and forests that cause the cost of broadband provision to be extremely high. As such, traditional infrastructure (cable and fiber) has never been made available to many of the residents and businesses of the region. WiMAX presents an opportunity to provide high-speed Internet service with a much lower initial investment. One WiMAX installation on a single tower can provide service to an extremely large geographic area. We believe that WiMAX presents an unparalleled opportunity to overcome geographic obstacles and make high-speed Internet service available to hundreds of underserved residents, not to mention the thousands of visitors who come every year.

The below application for the Wisconsin Public Service Broadband Expansion Grant 5-GT-100 represents a public-private partnership between the following co-applicants:

Oneida County Economic Development Corporation and Northwoods synKro LLC.

*Matching funds will be provided by our project partners and co-applicants; the County of Oneida, the Town of Minocqua, Town of Hazelhurst, Ministry Health Care, Marshfield Clinic, MHLT (Minocqua J1 School District), Lakeland Union High School (LUHS), Grow North, and Northwoods synKro LLC.

II. Applicant identification and contact information (3.2.1.1)

a. Name and contact of entity applying for grant
   Oneida County Economic Development Corporation (501 c (3) non-profit corporation)
   3375 Airport Road
   P.O. Box 682
   Rhinelander, WI 54501
   Roger Luce, Executive Director
   Phone: 715-369-9110
   Email: r.luce@ccedc.org

Oneida County Economic Development Corporation
Patient Advocacy Comes Full-Circle from Announcement of the Broadband Grant Program to Actual Awards

Walker: Reform of state bureaucracy isn't finished

Richard Moore
Investigative Reporter

Gov. Scott Walker said last week there’s no magic bullet for a Northwoods economy still reeling from the recession, but the governor vowed to pursue an array of strategies to stoke northern prosperity if he’s re-elected, from increasing tourism promotion to building the infrastructure he says the region needs for diversified economic growth.

The Northern economy

The economy of the Northwoods has yet to recover from the Great Recession - a large swath of the region lost 10 percent of its population during the past decade, while the number of jobs has yet to return to prerecession levels - and Walker said infrastructure development would play a key role in turning things around.

"In this case, I'd say the next layer of infrastructure investments like that are, in particular, in broadband Internet access," he said. "We just issued five grants earlier this year - four of the five were in north-central Wisconsin - because we know there is ripe potential, particularly for small and mid-sized companies."

"And so broadband access is a key part of that," Walker said. "We put money in the last budget - like I said, four of the five grants are in north-central Wisconsin. We want to do more of that in the future."

"In this case I think broadband Internet access, high-speed access, is a key part," he said. "I think that would go a long way not only for helping individuals but particularly employers."
Broadband and Vacation Properties
Oneida County, Wisconsin
An Economic Impact Study
September 2013

Center for Community Technology Solutions
Connecting Communities in Wisconsin to Compete

NORTHWOODS BROADBAND DEVELOPMENT COALITION

UNIVERSITY OF WISCONSIN WHITewater
FERC Fiscal & Economic Research Center

University of Wisconsin Whitewater
Russ Kashian, PhD
Professor
Department of Economics
Direct Economic Impact

- As a result, using our numbers from the previous slides, we conclude that in Forest, Langlade, Lincoln, Oneida, and Vilas part-time residents would directly contribute with $41,047,845.77 (31,180 x 52.9% x $2,488.62) dollars in the local economy if they had better access to internet.

- 31,180 (seasonal houses)
- 52.9% (percentage of households with internet access issues)
- $2,488.62 (additional spending a year per seasonal home)
# IMPLAN Results

<table>
<thead>
<tr>
<th>Impact Type</th>
<th>Employment</th>
<th>Labor Income</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Effect</td>
<td>1,454</td>
<td>$23,528,923</td>
<td>$55,778,505</td>
</tr>
<tr>
<td>Indirect Effect</td>
<td>109</td>
<td>$4,294,936</td>
<td>$12,867,676</td>
</tr>
<tr>
<td>Induced Effect</td>
<td>188</td>
<td>$7,281,161</td>
<td>$22,466,186</td>
</tr>
<tr>
<td>Total Effect</td>
<td>1,751</td>
<td>$35,105,021</td>
<td>$91,112,368</td>
</tr>
</tbody>
</table>
Conclusions

- Broadband internet connectivity in vacationing homes would generate additional spending in the local economy, causing regional economic prosperity.
- The yearly impact in Forest, Langlade, Lincoln, Oneida, and Vilas Counties in Wisconsin would be between $41,047,845.77 and $55,778,505.
- Benefits: job creation, higher tax revenues, and better infrastructure in the county.
UW-Extension Broadband & E-Commerce Education Center Rural Pilot Project

PSC-W E-Commerce Rural Pilot Project
Online Training / Assessment of Core Economy Businesses in Rural Wisconsin

ASHLAND
- Tom Wojciechowski
- 715-682-2017

BAYFIELD
- Tim Kane
- 715-772-6104

ONEIDA
- Tim Brown
- 715-365-2756

VLAS
- Chris Stark
- 715-479-9648

Core Economy Businesses Invited/Recruited
188*

Companies Trained (25% estimate from those invited)
48*

Companies Receive In-Depth Customized Training & Assessment
26*

Formula:
Core Business in County / Total Number of Core Businesses in 16 counties
Remainder x 20 (qual for number of businesses to receive in-depth training)

General Training Modules
7 Businesses (25% filter)
1. Web / Social Media 101
2. SEO & SEM 101
3. E-Commerce Basics

Additional Customized Training & Assessment
1. Website Assessment
2. SEMrush Trainings
3. Additional Training / Support

Growth Potential Subsets
1. Website Assessment
2. SEMrush Trainings
3. Additional Training / Support

Core Business Invite Count
28

Core Business Invite Count
26

Core Business Invite Count
76

Core Business Invite Count
56
Northwoods Broadband & Economic Development Coalition FAB Lab Project

- One MIT-Chartered FAB Lab in each of the eight NE Wisconsin counties within the next three years

- First K-12 FAB Lab in Wisconsin opened in September in the Three Lakes School District

- Wisconsin now tied with other states having six (6) FAB Labs, the most of any state in the country

- After the next seven Labs go into Florence, Marinette, Oconto, Forest, Langland, Lincoln and Vilas this will give Wisconsin at least thirteen (13) Labs, more than any other state
THE NEXT STEPS

Co-Branding Broadband Expansion with Economic Development

NORTHWOODS BROADBAND & ECONOMIC DEVELOPMENT COALITION
A Market Trade Analysis (MTA) is a study undertaken by a municipality to better understand its local economy and to identify ways in which it can more effectively compete in the regional marketplace. It is intended to provide a framework for long-term economic sustainability. The MTA provides elected officials, current and future business owners, and residents with a fundamental description of the industry sectors that are prospering, struggling, or non-existent within a given community. Once completed, the MTA will serve as a roadmap for identifying market-based opportunities for future economic development.
BIGGEST BENEFIT FROM THE MTA IS COHORT COMMUNITY ANALYSIS

These communities were selected based upon economic, demographic, and locational attributes for the purposes of comparison with Three Lakes. Shows how you stack up regionally and at the state level.

Three Lakes chose:
- City of Rhinelander
- Town of Minocqua
- City of Eagle River
- Town of Manitowish Waters
- Village of Edgar
- Town of Fish Creek
- Village of Winneconne
- City of Crandon

Table 7.8: Cohort Attributes for Town of Three Lakes and Cohort Communities.

<table>
<thead>
<tr>
<th>Community</th>
<th>S</th>
<th>GL</th>
<th>ED</th>
<th>D</th>
<th>T</th>
<th>SD</th>
<th>A</th>
<th>W</th>
</tr>
</thead>
<tbody>
<tr>
<td>T. Three Lakes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>C. Crandon</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>C. Eagle River</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>V. Edgar</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>T. Fish Creek (Gibraltar)</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>T. Manitowish Waters</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>T. Minocqua</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>C. Rhinelander</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>V. Winneconne</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Key: S-Size (between 1,000 and 5,000), GL-Geographic Location, E-Economic Diversity, D-Downtown, T-Tourism, SD-School District, A-Direct Highway Access, W-Water.
The Location Quotient Analysis (LQA) is a tool used to identify the **export capacity** of a local economy and the **degree of self sufficiency** of a particular industry sector. Location quotients are **assessment tools utilized** by businesses and local governments to identify potential opportunities for targeted economic development. Like the market demand analysis, an LQA compares the local economy with reference economies in an attempt to **identify specializations** and to gauge the concentration of a particular good or service.
BIGGEST BENEFIT FROM THE LQA IS INDUSTRY SECTOR ANALYSIS

It shows, compared to the cohorts, are you:

- self-sufficient products enough
- exporting products too much
- importing products too little

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Wisconsin</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry, fishing and hunting, mining</td>
<td>1.43</td>
<td>2.11</td>
</tr>
<tr>
<td>Construction</td>
<td>1.86</td>
<td>1.62</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>0.21</td>
<td>0.33</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>0.33</td>
<td>0.33</td>
</tr>
<tr>
<td>Retail trade</td>
<td>1.29</td>
<td>1.28</td>
</tr>
<tr>
<td>Transportation and warehousing and utilities</td>
<td>0.89</td>
<td>0.77</td>
</tr>
<tr>
<td>Information</td>
<td>1.00</td>
<td>0.71</td>
</tr>
<tr>
<td>Finance and insurance, real estate, and rental and leasing</td>
<td>0.49</td>
<td>0.43</td>
</tr>
<tr>
<td>Professional, scientific, management, administrative, and waste management services</td>
<td>1.29</td>
<td>0.91</td>
</tr>
<tr>
<td>Educational, health, and social services</td>
<td>0.82</td>
<td>0.82</td>
</tr>
<tr>
<td>Arts, entertainment, recreation, accommodation, and food services</td>
<td>2.33</td>
<td>2.15</td>
</tr>
<tr>
<td>Other services (except public administration)</td>
<td>1.10</td>
<td>0.92</td>
</tr>
<tr>
<td>Public administration</td>
<td>2.37</td>
<td>1.73</td>
</tr>
</tbody>
</table>


Those industry sectors where you are exporting are basic to your local economy. Those sectors for which you are self-sufficient or importing are non-basic for you.
ABOUT THE PRESENTER

Don Sidlowski – Civic/Government Strategist

is Founder of the Northwoods Broadband Development Coalition, a super-regional entity committed to the transformation of Wisconsin north of Highway 29 into a nationally-recognized high speed internet economic zone, attracting businesses and resident workers from around the country. He formerly served as the Executive Director for Grow North Regional Economic Development Corporation. Don is past Chairman in the Town of Three Lakes in Oneida County where he also served as chairman of the Economic Development Committee and as a Commissioner on the Three Lakes Plan Commission. He formerly served on the Board of Directors of the Oneida County Economic Development Corporation, is a current board president for the Wisconsin Rural Partners, is the Team Leader for the Public Service Commission’s LinkWISCONSIN Region 2 and a member of the PSC’s Broadband Advisory Board, and serves as a broadband development adviser to a wide range of public and private organizations at the local, county, regional, super-regional and state levels including the UW-Extension Center for Community Technology Solutions, the Oneida County Board of Supervisors Technology Committee and the Lac du Flambeau Band of the Lake Superior Chippewa. Don is Co- Founder and Managing Director of Oneida Marketing Enterprises, a virtual company providing integrated internet marketing systems.
RESOURCES

www.wirural.org

www.broadband.uwex.edu

psc.wi.gov/utilityInfo/tele/broadband/grants/bbGrantJan2014.htm

www.wisconsindashboard.org/node/238

www.communityplanningandconsulting.com