THE RED LOBSTER DILEMMA
I HOPE THAT’S GOING TO BE A RED LOBSTER?
THE 16 CANDLES EFFECT
WHO REALLY BENEFITS?

ORLANDO FLORIDA

BILL DARDEN & CHARLEY WOODSBY
Graying Wisconsin

As in the rest of the country, the percentage of senior citizens is expected to surge here as the populous baby boom generation begins to retire.

Percent Age 65+, 2010

- 12% or less
- 12% - 15%
- 15% - 18%

Percent Age 65+, 2035

- 21% or less
- 21% - 24%
- 24% - 27%
- 27%+

Places that succeed in attracting and retaining creative class people prosper; those that fail don't.

Richard Florida
"FOR THIRD STRAIGHT YEAR, WISCONSIN RANKS LAST IN BUSINESS STARTUP ACTIVITY"
P + C = E

People + Culture = Everything
THREE CULTURES

CREATIVITY

CONNECTION

COLLABORATION
CREATIVE PLACEMAKING

“In creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities.”

National Endowment for the Arts
HOW CAN PLACEMAKING ACCELERATE CREATIVITY?
Bridging social capital describes connections that link people across a cleavage that typically divides society (such as race, class, or religion). It is associations that ‘bridge’ communities, groups, or organizations.”
HOW CAN SOCIAL CAPITAL ACCELERATE CONNECTION?
ENTREPRENEURIAL ECOSYSTEMS

“The essence of an entrepreneurial ecosystem is its people and the culture of trust and collaboration that allows them to interact successfully. The ecosystem allows for the fast flow of talent, information and resources so that entrepreneurs can quickly find what they need at each stage of growth. As a result, the whole is greater than the sum of its parts.”

The Kauffman Foundation
HOW CAN ECOSYSTEMS ACCELERATE COLLABORATION?
CREATE Portage County accelerates creativity, connection, and collaboration to advance vibrant and welcoming communities.
What The Lion Cannot Manage The Fox Can
IT’S WORKING…

16,582 PERSON WORKFORCE SHORTAGE

60% REDUCTION
Total Net Migration Flows for Portage County, Wisconsin

Migration by County:
- 137 to 410
- 1 to 136
- No net movers
- -64 to -1
- -127 to -65

Source: U.S. Census Bureau, 2012-2016 5-year American Community Survey
CREATE EVOLVED INTO A PEOPLE-CENTERED COMMUNITY & ECONOMIC DEVELOPMENT ORGANIZATION
THANKS!

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