

# ROADMAP SUMMARY- WORKING DRAFT

July 2022

## Executive Summary: What is the roadmap?

- The WI Forestry Industry Roadmap will help to retain existing businesses, identify new market opportunities, and drive innovation. This will be a foundational source of information and a compass for policy makers, industry investors, entrepreneurs, regional economic planning groups, and any who seek to invest in growing Wisconsin's forest-based amenities. This document will represent a statewide vision for an environmentally sustainable, economically robust, and diverse forward-thinking industry built on an assessment of current resource capacity and capabilities and future opportunities.
- The roadmap will be informed by broad input and consensus on how Wisconsin can enhance our resilient forests for the greater good of managing for recreation, ecological, wildlife and social wellbeing while having thriving forest markets for our sustainable forest products. Completion of this strategic roadmap will position Wisconsin to anticipate and drive the demand of our 21st century wood fiber customers with sustainable, innovative products that offer Wisconsin a competitive seat at the top of the global wood market.
- This document will depict what we need to do in Wisconsin to keep and grow our industry. This is a guide to inform future actions for state agencies, industry, and legislators.

## Background Wisconsin's Forest Industry

- The Wisconsin forest products industry ranked 11<sup>th</sup> and 2<sup>nd</sup> in terms of number of employees and industry output in the state respectively. Every 10 jobs in the forest products industry supported an additional 12 jobs in the state. Every million dollars of output in the forest products industry generated additional \$551,000 output in the state. Forest products industry shared 1.71% of jobs, 3.62% of output, and 2.09% of value added in the state. Timber harvests support the industry but also provide healthy forests and wildlife habitat. (2018 DNR Report, "[State of Wisconsin Forest Economy](#)").
- The Covid-19 public health emergency has brought major changes to the Wisconsin economy. Wisconsin forest products industry lost about 4.8% of direct jobs (over 3,000) and 9.6% of direct industry output (\$2.4 billion) during 2018 and 2020 (DNR Report "[Impact of Covid-19 on Wisconsin Forest Products Industry](#)"). The idling of the Wisconsin Rapids paper mill in 2020 has caused the need to explore economic opportunities not only for that area, but for the forest products industry throughout the state.
- There is concern over mills closing, downsizing, and problems attracting workforce to our region. There is a recognized need to promote and develop a diverse and inclusive workforce.
- Wisconsin has the right raw materials, infrastructure, workforce, and systems in place that makes continued investment in this industry valuable. The current forest industry will benefit from a proactive approach to future developments.

## Where are we now?

- Who are the players and what are their roles?
  - Council on Forestry
    - Principal project advisor, involved in guiding decision making, advisory support
  - Wisconsin DNR
    - Kelly Martinson as coordinator- has the work capacity to take the lead on general project management
    - Program/Policy coordinator (Rebecca Diebel Replacement)- link to DNR and CoF
    - Forest Products Service staff – provides advisory support on planning, decisions
    - Hired consultants
  - Executive Committee – consists of representatives from CoF, DNR, WEDC, etc. and is there for quick decision making for project coordinator.
  - Strategic Advisory Committee- Broader group, assists in planning and discussions
- Who is the Audience?
  - State agencies, industry, legislators, businesses, investors, the public
- Who needs to be at the table?
  - Schools, tribes, government, environmental groups, non-industrial private forestland owners, manufacturers, consumers, urban forestry representatives

## What are the goals?

1. Communicate to legislators the value of the forest industry and offer content on how to support policy efforts.
2. Demonstrate WI's forest industry's value to investors and that the industry is progressively supported
3. Provide a guide to inform future actions for state agencies, industry, and legislators.
4. Provide enthusiasm for a future work force to pursue careers in WI's forest industry

## Plan A vs. Plan B

- **PLAN A:** The Build Back Better grant
  - Grant will benefit consumers, producers, and rural communities by providing more economic development options, increasing access, and creating new markets for small and mid-size producers of agriculture, forestry, etc.
  - Funding to hire a project manager, support research, messaging, final products
  - Timing - late summer 2022 notification of funding award, if successful funding
- **PLAN B:** Other funding if we don't get BBB
  - Council assists in locating other funding sources, DNR takes lead on pursuing
  - Pivot back to REDs
- Similarities/Differences
  - Roles for DNR and CoF: will be similar to roles mentioned above. Council may take on larger role in locating funding if BBB is not approved
  - Marketing message – same message, will have different budget for website/outreach materials etc.

- Timeline- BBB grant could be announced in Aug/Sept 2022 and would take time to receive and hire contractors. Timeline will be different depending on funding
- Budget-will be different depending on funding.

### **What needs to come together regardless of funding**

- Next Steps
  - Establish deliverable(s) tailored to audiences
  - Define the local, regional, global opportunities/purpose/scope
  - Develop the messaging that appeals to social, environmental, business investors (such as plastic substitutions, carbon sequestration, positive economic impacts, etc.)
- Timeline
  - Near-term
    - Continued to develop framework for roadmap development logistics (who, what, and how).
    - Start to transition from brainstorming to implementation so we know what to do when decision on funding is made.
  - Mid-term (after funding is known)
    - Will re-visit/update plan with committee as needed and present at council meetings.
    - Hire/gather contractors of who can do the work within the year before funding is distributed- consultant can help manage what we need.
    - Utilize listening session material from RFD (request for disbursement)- funds will go through another organization to avoid delays in paperwork.
  - Long-Term
    - Check in with committees, provide update reports, keep things moving.
- Committees
  - Define roles and who will serve on Executive and Advisory committees
- Marketing/Messaging
  - If BBB funding comes through, will create similar roadmap documents to Maine.
  - Create website.
  - Perform intentional outreach to gain support, use language about how the economy rests on sustainable forest management and sound natural resource stewardship and that stresses connection between ecology and the economy.
  - Celebration/PR event if BBB gets funded

### **How do we measure success?**

- Monitor, follow up; Measurable metrics
  - Develop milestones and metrics to assure efficiency and meaningful outcomes
- Communications plan
  - Create full communications plan
  - Monthly follow ups with DNR/CoF to stay on track, emails as needed for updates
  - Quarterly update reports provided by DNR