

# Wisconsin Forest Industry Roadmap Plan

July 2022

**Roadmap Definition:** A strategic document that outlines the vision for improving the forest industry in WI and can help guide future actions for state agencies, industry, and legislators to retain existing businesses, identify new market opportunities, drive innovation, and more.

**Roadmap 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.

Funding Source	Goals	Roles	Timeline			
			Short-term	Mid-term	Long-Term	Along the way
<p><b>BBB grant is awarded.</b></p> <p>TBD ~Sept. 2022</p>		<p>Council on Forestry principal advisor, DNR manages, partners provide support as part of an executive committee (Council, WEDC, WPC, etc.).</p>	<p>Funding announced ~Sept. 2022. Funding is available for use 2022-2023. Assemble an executive committee for support. Begin planning for how to utilize funding, determine what logistics need to be in place for RFD process.</p>	<p>2022-23 hire consultant to start work, hire contractors. Plan projects. Put together website and design documents.</p>	<p>2023+ Work begins and is completed.</p>	<p>CoF, DNR, WEDC, etc. work with partners, share updates at council meetings, seeks assistance from committees. DNR puts together quarterly update reports.</p>
<p><b>BBB grant is not awarded.</b></p> <p>Look for alternative funding sources such as REDs</p>	<p>Same goals (see above)</p>	<p>Council takes on larger role in locating other funding sources and leads, DNR manages, other partners provide support as needed. DNR, Council, and other partners continue working together.</p>	<p>Apply for alternative funding within the year 2022-2023. Pivot back to REDs.</p>	<p>Funding announced 2023+. Assemble an executive committee for support. Begin planning for how to utilize funding, define logistics needed to be in place for RFD process. Hire contractors and start work.</p>	<p>2024+ Work begins and is completed.</p>	<p>DNR shares updates as needed and at council meetings.</p>