

Ho-Chunk Comprehensive Economic Development Strategy (CEDS)

Community Work Session 02

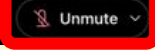


WebEx Overview

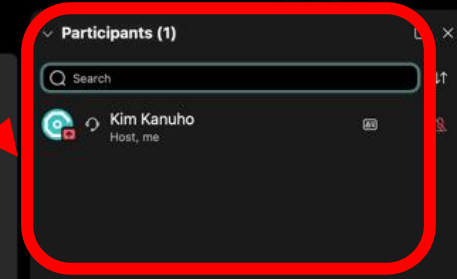
1. Meeting on Screen



2. Mute or Unmute



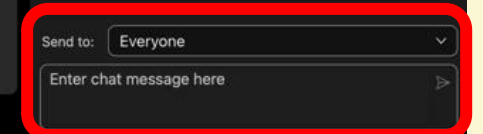
6. Participants – see who is participating



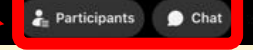
5. Chat Box – see what people are saying



4. Type to participate and provide input



3. Click to open Chat and Participants sidebar



Agenda



Welcome + Intro (5 min)



Project Overview (5 min)



Polling Instructions + Questions (5 min)



Feedback + 2 Community Exercises (60 min)



Wrap Up - Next Steps + Next Meetings



Q&A (10 Minutes)



Team Intro



KIM KANUHO
President and
Planner,
Fourth World
Design Group



KYLE WHITE EAGLE
Economic
Diversification
Director,
Ho-Chunk Nation



Project Overview



Project Objective:

- To develop a Comprehensive Economic Development Strategy (CEDS) to help guide the economic initiatives with the Ho-Chunk Nation.



What is a CEDS?

- **“A CEDS is a strategy-driven plan for regional economic development. A CEDS is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of an area or region.”**
U.S. Economic Development Administration
- CEDS is a **collaborative, regional, solutions-based approach** to enable a Tribe’s ability to achieve economic development success and self-sufficiency.
- The CEDS **serves as a roadmap for a Tribe to pursue their economic development initiatives** and fulfill the vision of future economic growth and prosperity for their Tribal Nation.
- Basically, an **Economic Strategic Plan** to help guide the economic development initiatives of the Ho-Chunk Nation.
- The CEDS will serve as a **plan to improve decision-making when considering future projects that may raise revenue and impact the appropriation of funds.**
- **Plan updated every few years**



CEDS Requirements

1. **Summary Background:** A summary background of the economic conditions of the region;
2. **SWOT Analysis:** An in-depth analysis of regional strengths, weaknesses, opportunities and threats;
3. **Strategic Direction/Action Plan:** Strategic direction and an action plan (flowing from the SWOT analysis), which should be consistent with other relevant state/regional/local plans
 1. Strategic Direction – Vision Statement and Goals/Objectives
 2. Action Plan: Implementation
4. **Evaluation Framework:** Performance measures used to evaluate the organizations implementation of the CEDS and impact on the regional economy.
5. **Economic Resilience: (New)**
 1. Planning for and Implementing Resilience
 2. Establishing Information Networks
 3. Pre-Disaster Recovery Planning
 4. Measuring Resilience

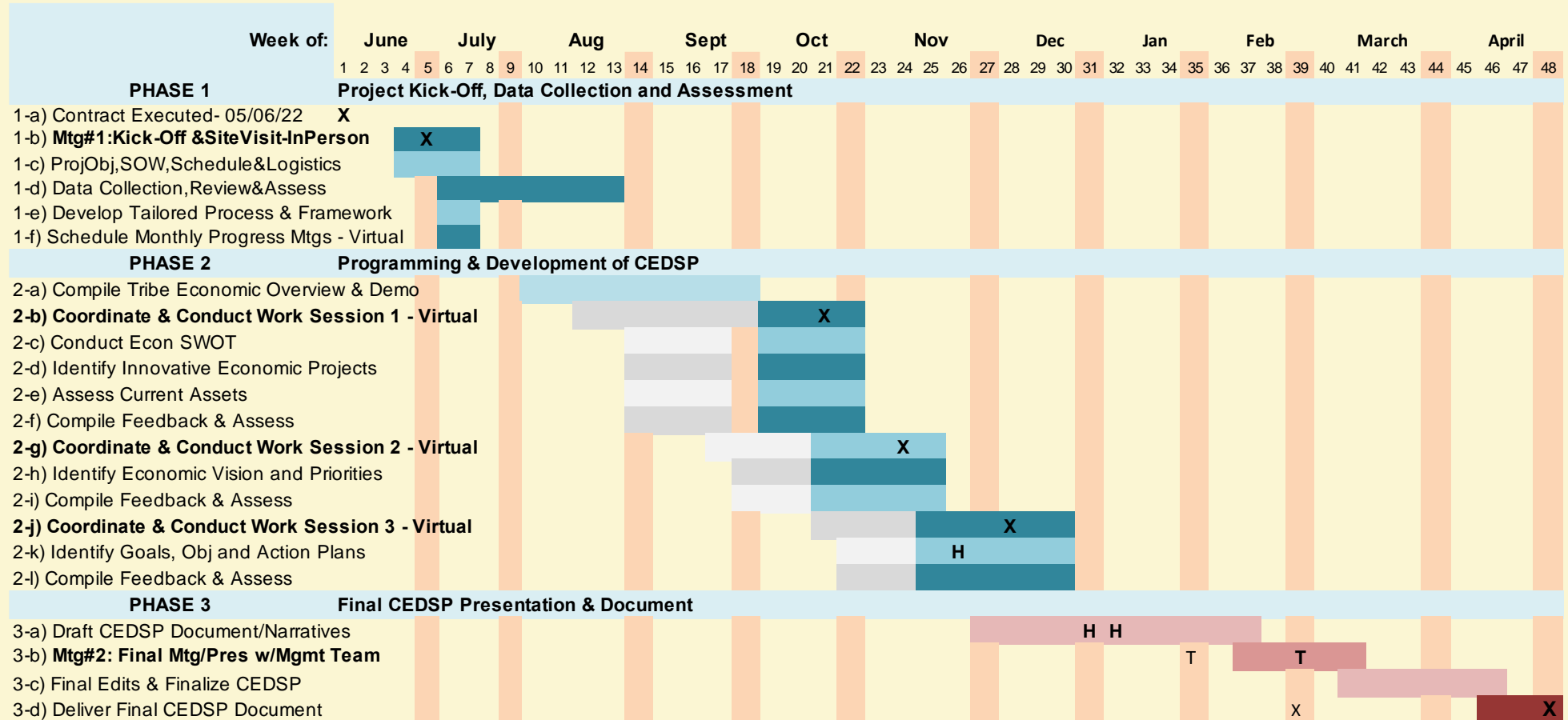


HCEDS SOW + Process



Project Schedule

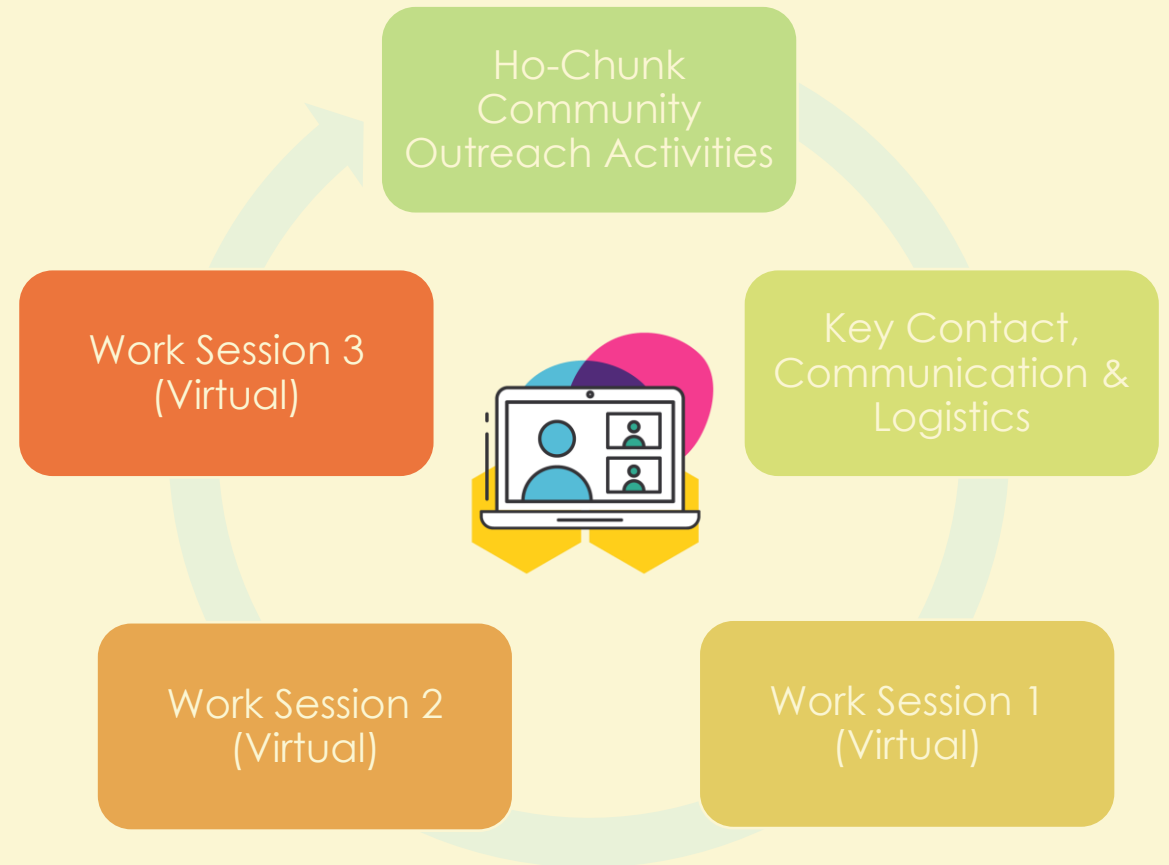
Ho-Chunk CEDSP
Draft Project Schedule as of 10/05/22



*Kick-off Mtg #1: June 28-30, 2022
 *Tentative Work Session 1 - Oct 18, 2022
 *Tentative Work Session 2 - Nov 10, 2022
 *Tentative Work Session 3 - Dec 7, 2022
 *Final Document Due: Tentative April 28, 2023 EOB

Community Outreach

- Provide Project Updates
- Communicate, Collaborate and Engage
- Gain Valuable Feedback from Community Members
- COVID-19



Data Collection: Materials Reviewed & Assessed

- **Constitution of the Ho-Chunk Nation**
- **The Ho-Chunk Nation Annual Report – 2020/2021**
- **Ho-Chunk Enrollment – February 2022**
- **Ho-Chunk Enrollment – April 2022**
 - **Ho-Chunk Nation Minors (0-17) – February 2022**
 - **Ho-Chunk Nation Adults (18-59) – February 2022**
 - **Ho-Chunk Nation All Elders (60+) – February 2022**
 - **Ho-Chunk Nation Elite Elders (70+) – February 2022**
 - **Illinois Ho-Chunk Nation Enrollment – October 2020**



Kick-Off Meeting/Site Visit: (end June 2022)



Polling Instructions & Questions



Poll Everywhere: Online Interactive Instructions & Questions

- **QR Code (Recommended)**

- Agree/Accept Cookie Policy and Enter Name



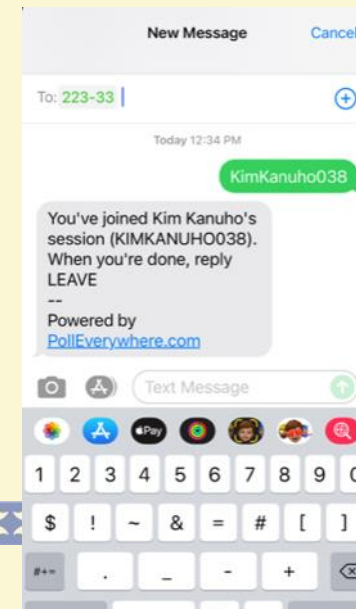
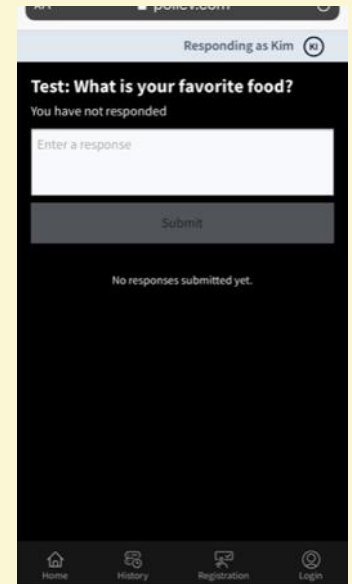
- **Computer Website**

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- **Text**

- Text [KIMKANUHO038](https://www.poll-everywhere.com/join/KIMKANUHO038) to 22333 to join, then text a response
- Do not click on the Web Link
- Automatically joined
- Text answers and see responses live in real time

Do not Click



When poll is active, respond at pollev.com/kimkanuho038

Text **KIMKANUHO038** to **22333** once to join

Which district do you live in?

District 1

District 2

District 3

District 4

When poll is active, respond at pollev.com/kimkanuho038

Text **KIMKANUHO038** to **22333** once to join

I am a...

Tribal Member

Employee of Ho-Chunk Nation

Tribal Business Owner

None of the Above

What does Economic Development mean to you?

Where do you see the Ho-Chunk Economy in 10-20 years?

Feedback + Community Exercises



Economic SWOT Analysis: Ho-Chunk Nation Economy

STRENGTHS



WEAKNESSES

OPPORTUNITIES



THREATS



Exercise 1: Strengths Feedback

Ho-Chunk Nation Economic Strengths



Top Responses:

- Land
- Community
- Family
- People

Responses: 47 Total

- Land (6x)
- Diversity Adaptability
- Community (3x)
- Family (3x)
- Farming
- Location
- Territory
- Ties to the Community
- Partnerships
- Progressive Leadership
- Finances
- Laws
- Business
- Education
- Geographic Reach
- Gaming
- Hospitality
- Investments
- Hotels
- Good Planners
- C-Stores
- Expansive Reach
- Traditions
- Resilience
- Transportation
- Tax Status
- People (3x)
- Zura
- Sovereignty
- Casinos
- Spirituality



Exercise 2: Innovative Economic Projects Feedback

Identify Innovative Economic Projects (by County)

“ Organic store ”

“ Pharmacy ”

“ Broadband ”

“ IT ”

“ NativeFarmersMarket ”

“ Digital wallets ”

Top Responses:

- Solar Farm
- Agriculture Development
- Organic Farm
- Business
- Banking
- Healthcare

Responses: 69 Total

- D1CC
- Clinics
- Business Corridor
- Mortgage Bank
- Truck Driving
- Consulting
- Credit Union
- Commercial Leasing
- Forest Products
- Bank
- Business Incubators
- Pharmacy
- Hard Wood Trees
- THC Farms
- Rental Property
- Organic Farm (2x)
- Real Estate Developments
- Hydrogen
- Native Designers
- Food Trucks
- Housing Construction
- Car Dealership
- Organic Store
- Casino Training Centers
- Business Partnerships
- Tribal Members Vendor Space
- Trees
- Microchip Manufacturing
- Credit Cards
- Metaverse
- Sports Betting
- Native Farmers Market
- Distribution Centers
- Medical Marijuana
- Native Marketplace
- Solar Farm (3x)
- Digital Wallets
- Broadband
- Renewable Energy
- Charging Stations
- Online Gaming
- Manufacturing
- Leverage our Infrastructure
- IT
- Better Casino Comps
- Bison Ranch
- Construction
- Clean Foods
- THC
- Cyber Security
- Tribal Owned Life Insurance
- Technology
- Buffalo
- Casinos
- Data Center
- Hotels
- Hospitality
- Green Energy
- Agriculture Development (3x)
- Local Grocery Stores
- Survival Skills Training Center
- Cranberry Farms
- Microgrid Sall Counties
- Food Co-Ops



Exercise 3: Community Assets Feedback

Identify Community Assets (by County)

“ Ourpeople ”

“ Clan mothers ”

“ Workforce ”

“ CLINICS ”

“ Hotels ”

“ Craft work ”

“ All HCG ”

“ Volunteerism ”

Top Responses:

- Land
- Casinos
- C-Stores
- Hotels

Responses: 61 Total

- Southland
- Involved Leaders
- Ties to Land
- Immersive Daycare
- Hocak Language Classes
- Sovereign Language
- One Sauk, Naturally
- Workforce
- Women’s Empowerment
- County Partnerships
- Elders
- Branch Offices
- Good Neighbor Initiatives
- Clan Mothers
- Health Insurance
- Healing to Wellness Court
- HHCCA Resource Center
- Vacant Land
- Our People
- Tribal Counts for Wellness
- All HCG
- Young Adult Sobriety Volunteers DZ
- Community Gardens
- Independent Living Facility
- Youth Center
- Community Buildings
- HOP Home Ownership
- Buying Power
- Veterans Supportive Housing
- Youth Involvement
- Old Movie Theater
- Student Groups
- HHCCA
- Casinos (3x)
- Tribal Non-Profit HHCCA
- Residential Solar Land (4x)
- Hostopihoci
- Headstarts
- C-Stores
- Checker Board Land Base
- Housing
- Hotels (2x)
- Gym
- Artisans
- Museum
- C-Stores (2x)
- Clinics
- Volunteerism
- Craft Work
- D1CC
- Buildings
- Artists
- HOW



Exercise #4: Economic Vision

- **Identify an Economic Vision (for HCN)**
 - **What is an Economic Vision?**
 - A vision of the future economy. Where should we be headed long-term. What do we envision for the future? What do you want for your children, grandchildren, and future generations?
 - Example: Create economic opportunity for every member of the global workforce.



Exercise #4: Economic Vision

- **Example: To Create a Robust Economy for Our Region.**
 - **Q1 – What do we want to do? (action/verb)**
 - **To develop/achieve/connect/implement/create/strategy**
 - **Implement sustainable initiatives and tribal enterprises incorporating tribal values and building upon our strengths for the future**
 - **Achieve successful initiatives and tribal values and building upon our strengths for the future**
 - **Create a strategy for our government and membership that focuses on self-sufficiency with a thriving economy, culture and environment.**



Exercise #4: Economic Vision

- **Example: To Create a Robust Economy for Our Region.**
 - **Q2 – What type of economy? (descriptive/adjective)**
 - **Multi-tiered – Local, nation-wide, regional**
 - **Authentic**
 - **Mixed Economy**
 - **Profitable**
 - **Tech Economy**
 - **Pioneering**
 - **Healthy, Responsible, Environmentally Friendly**
 - **Adaptable**
 - **Communal**
 - **Green and Safe Environment**
 - **Evolving**
 - **Innovative**
 - **Self-Sustaining**
 - **Job creating**



Exercise #4: Economic Vision

- **Example: To Create a Robust Economy for Our Region.**
 - **Q3 – For Who? (noun)**
 - **Ho-Chunk People, Future Generations, Local, International, Ho-Chunk Descendants**



Exercise #4: Economic Vision

- **Example: To Create a Robust Economy for Our Region.**
 - **Q1 – What do we want to do? (action/verb)**
 - **Q2 – What type of economy? (descriptive/adjective)**
 - **Q3 – For Who? (noun)**
 - **A1– To develop/achieve/connect/implement/create/strategy**
 - **A2- Multi-Tiered, Authentic, Mixed, Profitable, Tech, Pioneering, Healthy, Responsible, Environmentally Friendly, Adaptable, Communal, Green and Safe Environment, Evolving, Innovative, Self-Sustaining, Job creating, Robust, Thriving, Diverse Economy**
 - **A3- Ho-Chunk People, Future Generations, Local, International, Ho-Chunk Descendants**



Exercise #4: Economic Vision

- **Phrases Feedback:**

- Implement **sustainable** initiatives and **tribal enterprises** incorporating **tribal values** and building upon our strengths for the future
- Achieve successful initiatives and **tribal values** and building upon our strengths for the future
- Create a strategy for our government and membership that focuses on **self-sufficiency** with a **thriving economy, culture and environment.**



Exercise #5: Economic Priorities

- **Identify Economic Priorities**

- **What is an Economic Priority?**

- Economic focus areas in region. What does HCN want to focus on in the next 10-20 years to diversify your economy?
- Examples: Employment, Real Estate Development (Beloit), Renewable Energy, etc.



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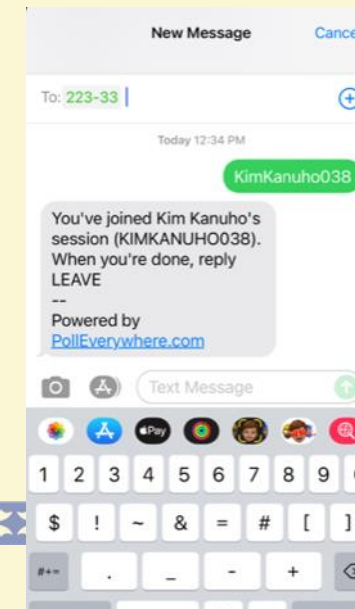
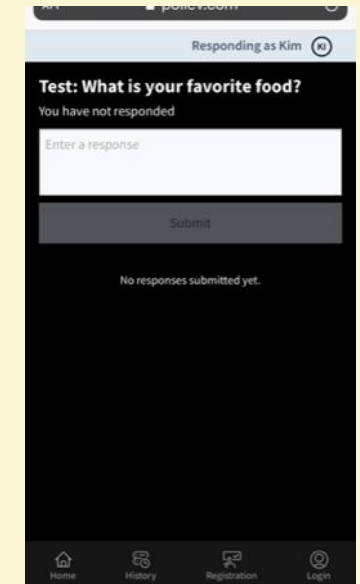
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Priorities (Rank Most Important to Least Important)

Workforce/Employment

Real Estate Development

Farming/Agriculture

Hospitality

Renewable Energy

Separation Government & Business

Gaming

Broadband/Infrastructure

Construction

Banking

Small Business

Enterprises/Corporations

Healthcare Services

Manufacturing/Distribution

Wrap Up



Next Steps + Meetings

- **Final Presentation & Meeting**
 - Feb/March 2023 TBD
 - Final Presentation
- **Flyers**
 - Community, Social Media/Facebook + Newsletters



**HO-CHUNK
COMPREHENSIVE
ECONOMIC DEVELOPMENT
STRATEGY (CEDs)**

Join us to discuss project updates
& provide valuable feedback for
your community.

Community Work Session 01 Virtual via Webex

WHEN **TUESDAY, OCTOBER 18, 2022**

TIME **6-8 P.M. CST**

Click Link

 <https://fourthworlddesigngroup.my.webex.com/fourthworlddesigngroup.my/j.php?MTID=m61b-2144cb2045f151f4ac69bd1b45c62> OR

Scan to Join



Meeting Number: 2550 738 0338 Password: HoChunk

Open to all Ho-Chunk Community Members

 **FOURTH WORLD
DESIGN GROUP**

Q&A:

- **Contact:**

- Kyle White Eagle, Economic Diversification Director
- Email: kyle.whiteeagle@ho-chunk.com
- Phone: (715) 284-9343 x 11276

Thank you!

