

# Ho-Chunk Comprehensive Economic Development Strategy (CEDS)

Community Work Session 03



# WebEx Overview

1. Meeting on Screen



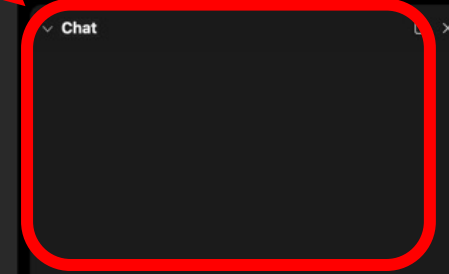
2. Mute or Unmute



6. Participants – see who is participating



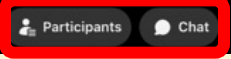
5. Chat Box – see what people are saying



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 (10 min)**



**Feedback + 1 Community Exercises (90 min)**



**Wrap Up - Next Steps + Next Meetings**



**Q&A (5 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, the CEDS is 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



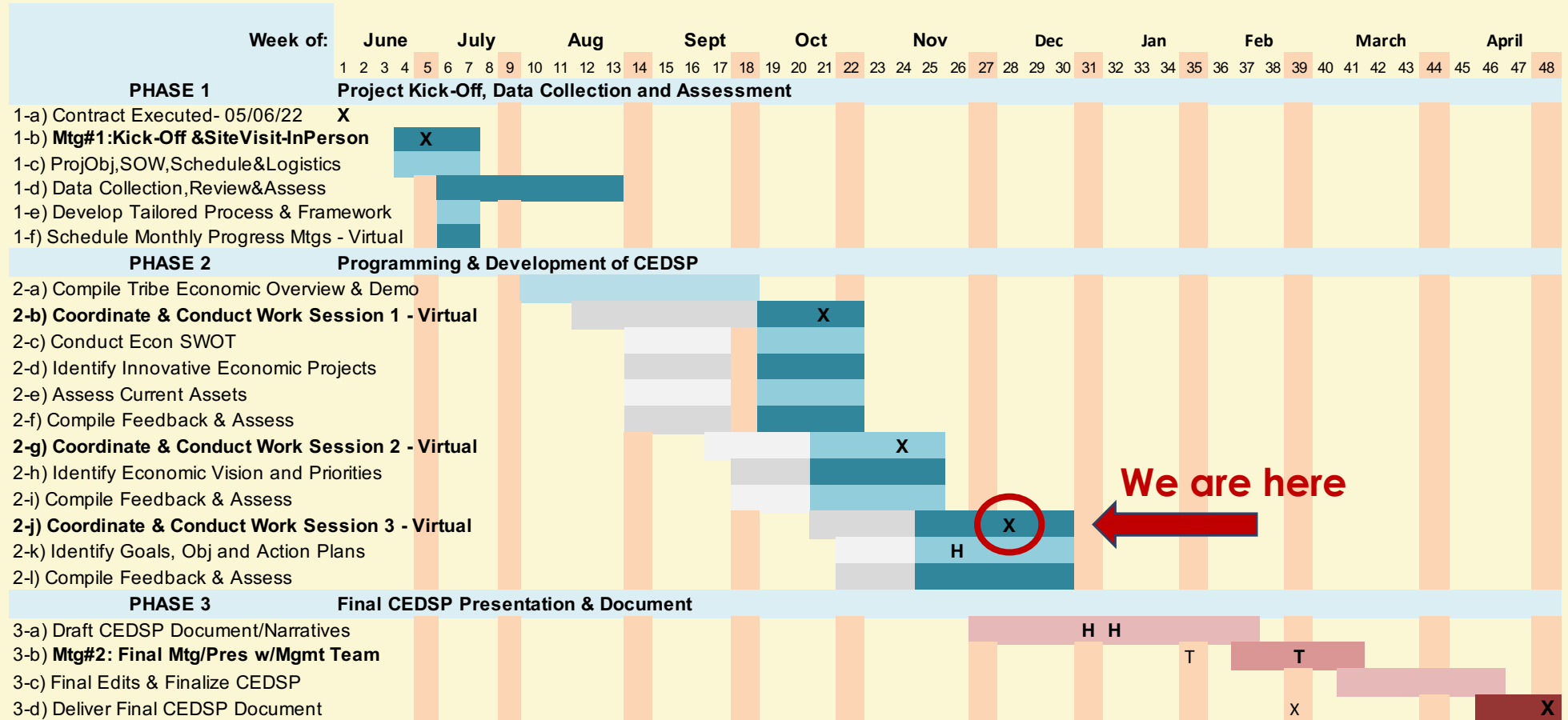


# HCEDS SOW + Process



# Project Schedule

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



We are here



\*Kick-off Mtg #1: June 28-30, 2022

\*Tentative Work Session 1 - Oct 18, 2022

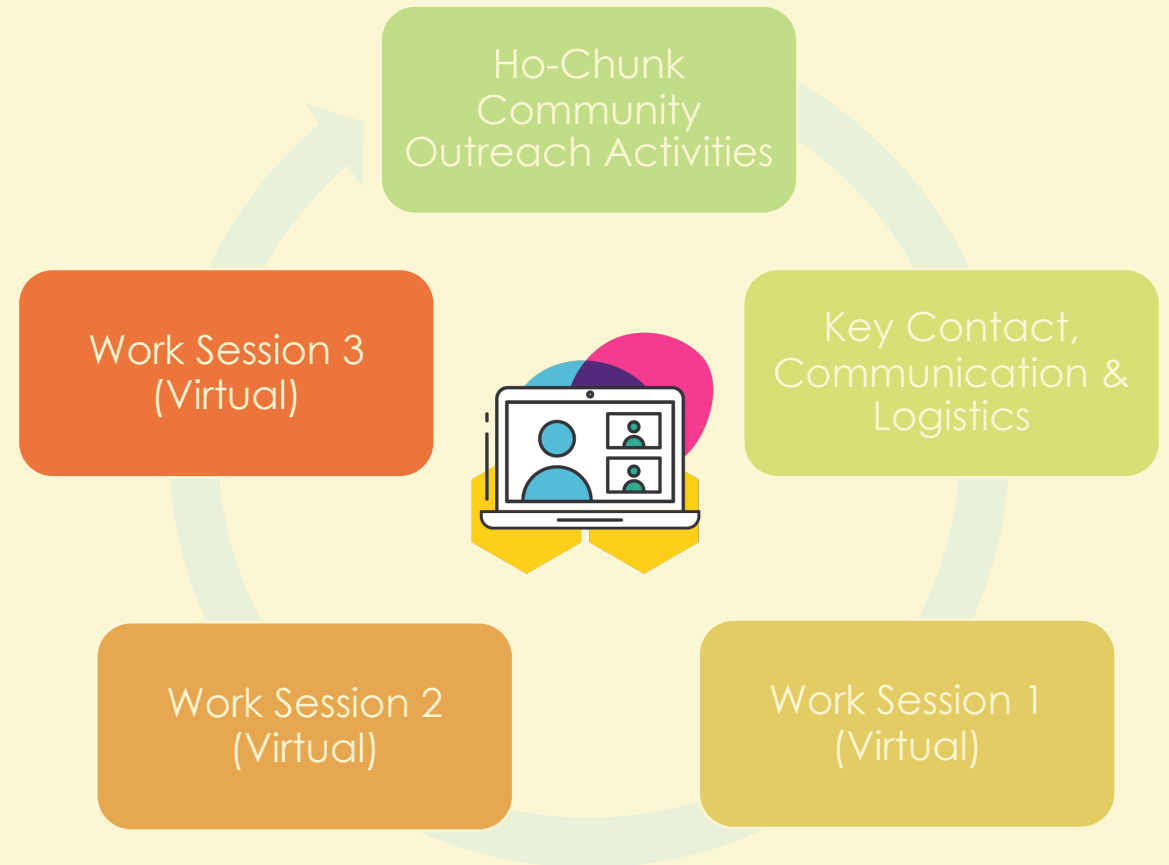
\*Tentative Work Session 2 - Nov 10, 2022

\*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



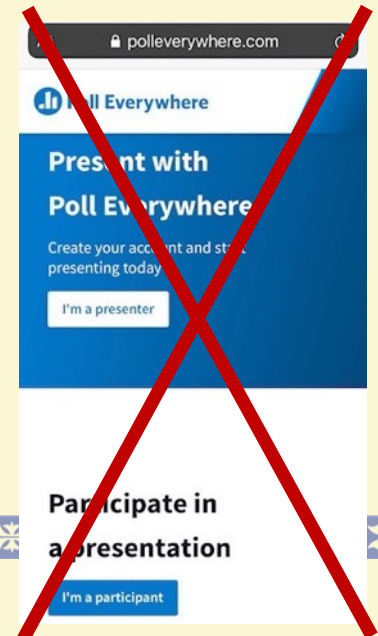
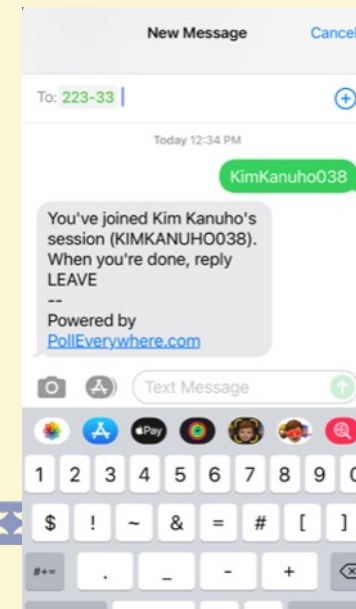
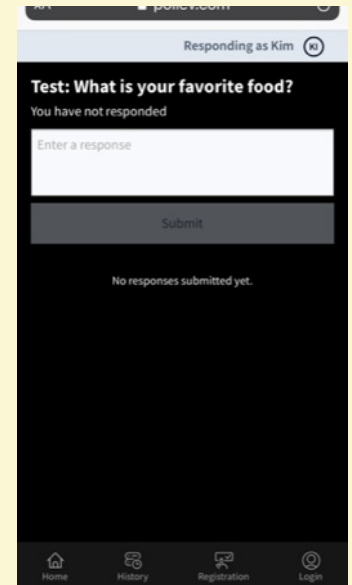
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**Do not Click**



When poll is active, respond at [pollev.com/kimkanuho038](https://pollev.com/kimkanuho038)

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## Which district do you live in?

District 1

District 2

District 3

District 4

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## I am a...

Tribal Member

Employee of Ho-Chunk Nation

Tribal Business Owner

None of the Above

# Feedback + Community Exercises





# Poll 3: Question & Feedback

## What does Economic Development mean to you?



### Top Responses:

- Progress
- Zuuta
- Innovative
- Diversifying

### Responses: 34 Total

- Zuuta (2x)
- Entrepreneurship
- Compliance
- Innovation
- Process
- Successful Business
- Diversify Investments
- Diversifying
- Innovative (2x)
- Progress (3x)
- Building the Tribes Economy
- Security
- More Money
- Creating Wealth
- Values
- Sustainability
- New Opportunities
- A vision of where the nation could potentially grow to a prosperous nation to help future generations.
- Community Benefits
- Success
- Acumen
- Developing growth of the Nation's resources
- Building an economy for the tribe
- Generation Wealth
- Diversifying our business portfolio
- Self-Sustaining
- Financial Growth
- Wellness
- Profess
- IDK



# Poll 4: Question & Feedback

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

“ A business leader in the state of Wisconsin ”

“ Gridlock ”

“ Unite ”

“ Leader ”

“ Self sufficient ”

“ Trailblazer ”

## Responses: 23 Total

- Unite
- Positive
- Trailblazer
- Self Sufficient
- Leader
- Evolved
- Progressive
- Gridlock
- Based on current affairs, nowhere
- **A business leader in the state of Wisconsin**
- 10-20 years behind
- Welfare Free
- Everywhere
- Separated from Government
- Diversified (2x)
- Booming
- Resilient
- Cannabis
- No growth
- Making Millions
- Stagnant

## Top/Positive Responses:

- Diversified
- Trailblazer
- Self Sufficient
- Leader
- Evolved
- Progressive
- Resilient



# 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)**
  - **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**

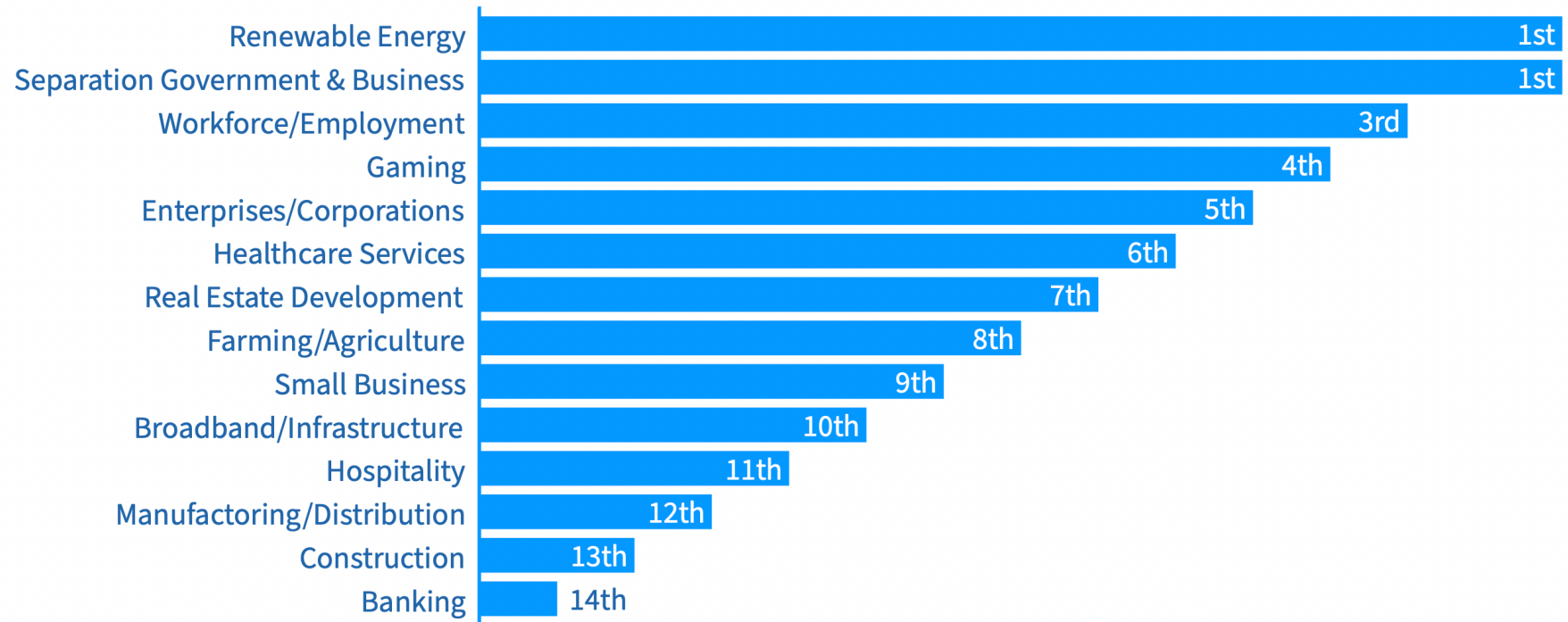
- **What is an Economic Priority?**

- 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.



# Exercise #5: Economic Priorities Feedback

## Priorities (Rank Most Important to Least Important)



# 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?
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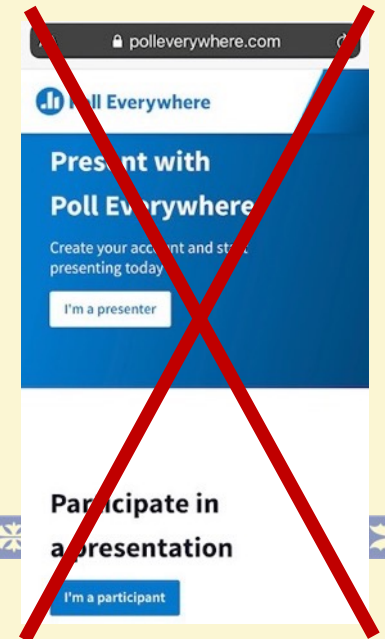
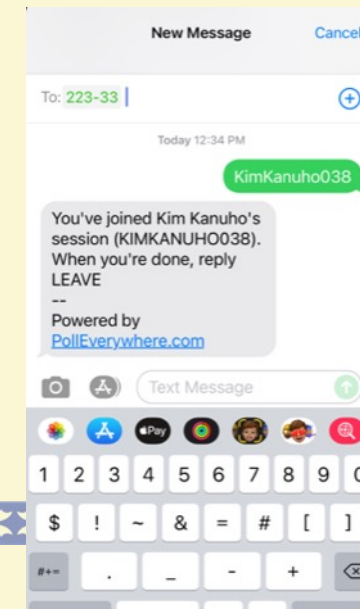
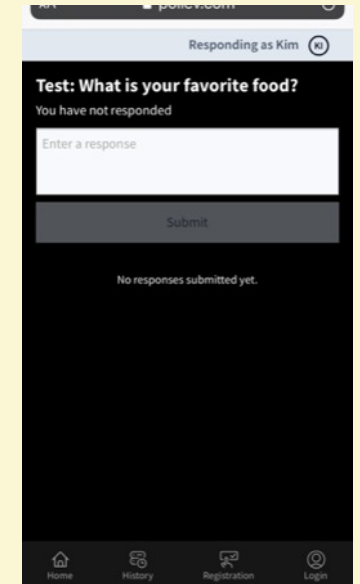
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# Economic Vision



A - To develop a diverse, robust and self-sufficient economy for future generations of the Ho-Chunk People.

B - To create a diverse, self-sustaining and resilient economy for future generations of the Ho-Chunk People.

C - To cultivate a diverse, self-sustaining and resilient economy together for the future generations of the Ho-Chunk People.

D - To cultivate a diverse economy together for a self-sustaining and resilient Ho-Chunk Nation for the future generations of the Ho-Chunk People.



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# Economic Vision

- A** - To develop a diverse, robu... **A**
- B** - To create a diverse, self-... **B**
- C** - To cultivate a diverse, se... **C**
- D** - To cultivate a diverse eco... **D**

D - To cultivate a diverse economy together for a self-sustaining and resilient Ho-Chunk Nation for the future generations of the Ho-Chunk People.

A - To develop a diverse, robust and self-sufficient economy for future generations of the Ho-Chunk People.

C - To cultivate a diverse, self-sustaining and resilient economy together for the future generations of the Ho-Chunk People.

B - To create a diverse, self-sustaining and resilient economy for future generations of the Ho-Chunk People.

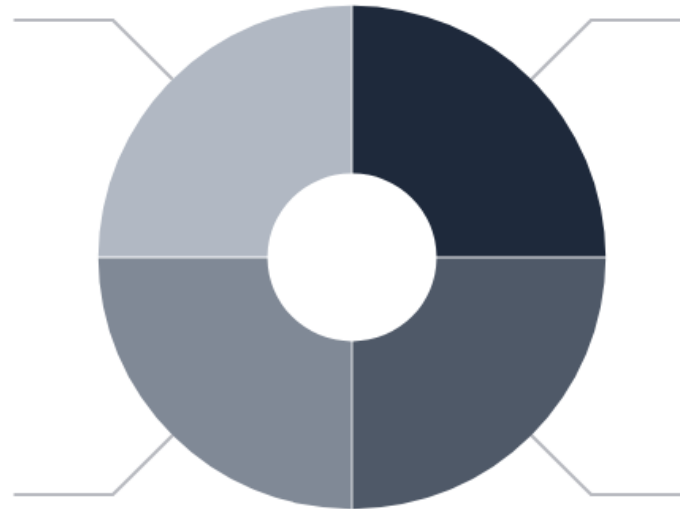


# Economic Vision

- A - To develop a diverse, robu... **A**
- B - To create a diverse, self-... **B**
- C - To cultivate a diverse, se... **C**
- D - To cultivate a diverse eco... **D**

D - To cultivate a diverse economy together for a self-sustaining and resilient Ho-Chunk Nation for the future generations of the Ho-Chunk People.

A - To develop a diverse, robust and self-sufficient economy for future generations of the Ho-Chunk People.



B - To create a diverse, self-sustaining and resilient economy for future generations of the Ho-Chunk People.

C - To cultivate a diverse, self-sustaining and resilient economy together for the future generations of the Ho-Chunk People.

# Exercise #6: Goals, Objectives & Action Plans

- **Identify Goals, Objectives and Action Plans**
  - **What are Goals, Objective and Action Plans?**
    - **Goals – Broad Outcomes. Overall Goal.**
      - What Goal/Broad Outcome do we want to work on within our Economic Priority. What is the overall Goal?
    - **Objectives – More Specific and Reachable Outcomes.**
      - What Objectives/Specific Outcomes do we want to work on to achieve our Goals.
    - **Action Plans – Action Items and Tasks.**
      - What Action Items/Tasks do we need to work on to achieve our Goals and Objectives.



# Exercise #6: Goals, Objectives & Action Plans

- **Example: Priority 1– Small Business Climate (Focus Area)**
  - **Goal 1 – Improve our small business environment (Broad Outcome/Overall Goal)**
    - **Objective 1 – Work with small businesses and organizations to promote small business in our communities (More Specific & Reachable Outcomes)**
      - **Action Plan 1 – Attend quarterly Small Business Chamber Meetings to build relationships with small businesses (Action Items/Tasks)**
      - **Action Plan 2 - Create a list of small businesses in our communities to hire for services and products (Action Items/Tasks)**



# Exercise #6: Goals & Objectives

- **Priority 1 – Renewable Energy (Focus Area)**
  - **Goal 1 – Answer (Broad Outcome)**
    - **Objective 1 – Answer (More Specific & Reachable Outcomes)**
    - **Objective 2 – Answer**
    - **Objective 3 - Answer**





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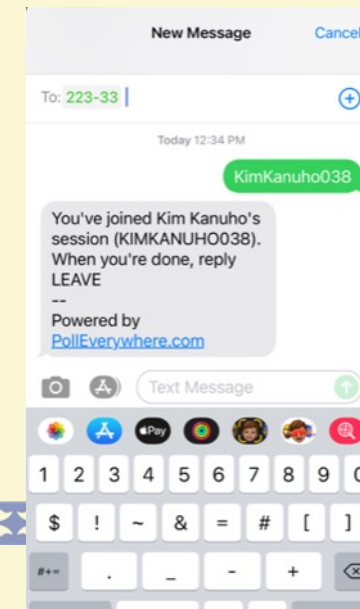
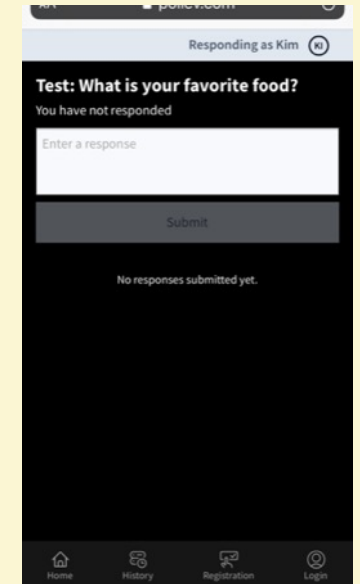
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**Do not Click**



# Renewable Energy Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 1 – Renewable Energy (Focus Area)**
  - **Goal 1 – Energy Sovereignty (Broad Outcome)**
    - **Objective 1 – Create our own energy company (More Specific & Reachable Outcomes)**
    - **Objective 2 – Create more jobs with competitive wages in this area**
    - **Objective 3 – Educate Tribal Members, create scholarships, grow our own professionals in this field.**
    - **Objective 4 – Reduce dependence on grid for Tribe**
    - **Objective 5 – Reduce dependence on gas for Tribe**
    - **Objective 6 – Create business owners to run business**
    - **Objective 7 – Workforce development - Train Tribal Members in the field**
    - **Objective 8 – Project Management, Professional Engineers, Business Development Fields**
  - **Goal 1 – The Ability to utilize renewable energy for the benefit of the Nation and Tribal Members. (Broad Outcome)**
  - **Goal 1 – 100% Green by 2035 (Broad Outcome)**



# Separation Government & Business Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 2 – Separation Govn't & Business (Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - Objective 1 – Answer (More Specific & Reachable Outcomes)
    - Objective 2 – Answer
    - Objective 3 – Answer
- **Clarify - Separation Govn't & Business**
  - Need to discuss, benefits, pros and cons
  - Plan needs to be created – In phases
  - More transparency from all aspects of the gov'n't for separation of business sand government to work
  - Tried before, rules and laws





# Workforce/Employment Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 3 – Workforce/Employment (Focus Area)**
  - **Goal 1 – Improve workforce retention by offering competitive wages (Broad Outcome)**
    - **Objective 1 – Create sustainable workforce (More Specific & Reachable Outcomes)**
    - **Objective 2 – Establish Human Resources Office**
    - **Objective 3 – Recruit, Internships, Job shadow, Provide Trainings**
    - **Objective 4 – Survey Tribal Members to see who wants further training and what kind of areas are needed.**
    - **Objective 5 – Improve workplace culture by empowering employees and training supervisors on new management techniques**



# Gaming Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 4 – Gaming (Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - **Objective 1 – Answer (More Specific & Reachable Outcomes)**
    - **Objective 2 – Answer**
    - **Objective 3 - Answer**



# Enterprises/Corporations Goal

Top



# Exercise #6: Goals & Objectives

- **Priority 5 – Enterprises/Corporations (Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - **Objective 1 – Answer (More Specific & Reachable Outcomes)**
    - **Objective 2 – Answer**
    - **Objective 3 - Answer**



# Healthcare Service Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 6 – Healthcare Services (Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - **Objective 1 – Answer (More Specific & Reachable Outcomes)**
    - **Objective 2 – Answer**
    - **Objective 3 - Answer**



# Real Estate Development Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 7 – Real Estate Development (Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - **Objective 1 – Answer (More Specific & Reachable Outcomes)**
    - **Objective 2 – Answer**
    - **Objective 3 - Answer**





# Farming/Agriculture Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 8 – Farming/Agriculture (Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - **Objective 1 – Answer (More Specific & Reachable Outcomes)**
    - **Objective 2 – Answer**
    - **Objective 3 - Answer**



# Banking Goal

Top

# Exercise #6: Goals & Objectives

- **Priority 14 – Banking(Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - Objective 1 – Answer (More Specific & Reachable Outcomes)
    - Objective 2 – Answer
    - Objective 3 - Answer



# Small Business Goal

Top



# Exercise #6: Goals & Objectives

- **Priority 9 – Small Business (Focus Area)**
  - **Goal 1 – Top Answer (Broad Outcome)**
    - **Objective 1 – Answer (More Specific & Reachable Outcomes)**
    - **Objective 2 – Answer**
    - **Objective 3 - Answer**



# Wrap Up



# Next Steps + Meetings

- **Final Presentation & Meeting**
  - **Feb/March 2023 TBD**
- **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**

**Scan to Join**

**webex LINK** <https://fourthworlddesigngroup.my.webex.com/fourthworlddesigngroup.my/j-?MTID=m61b-2144cb2045f151f4ac69bd1b45c62> or 

**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](mailto:kyle.whiteeagle@ho-chunk.com)
- Phone: (715) 284-9343 x 11276

**Thank you!**

