



What are the Top Trends that will Impact Chippewa Valley's Creative Economy?

On November 1st, 2017, seventy-two community members gathered for the first of three meetings to discuss and design the future of the Chippewa Valley's creative economy. This document summarizes the night's results: a prioritization of the "top trends" likely to impact the region's future creative economy.

Overall Findings

- Environmental trends were clustered on the lower end... especially around expected results of climate change (except for water).
- Participants are very confident/optimistic in new financial partnerships for the region.
- The aging population of our state is an area of concern for participants.
- Racial inequity is another area participants feel that the region feels ill prepared to address.
- There is disagreement on how technologically ready the region is.

Detailed Findings

High Impact, High Certainty Trends that Were Scored Zero to 4, "Not ready"

- WI is getting Older - x6
- African-American and Latino Residents Experience WI Differently than their White Neighbors - x4
- Education Achievement Differs by Race - x3
- WI Farmers are Aging - x3
- Rural Communities Spread Thin - x2
- Behavioral Insights Enable Better Citizen Behavior - x2
- Unmanning Decreases Need for Human Workers - x2
- Growing Fiscal Uncertainty - x2
- Worldwide, Environmental Concerns are Growing - x1
- WI is Becoming Warmer and Drier x1
- Rural WI Faces Greater Poverty x1
- Declining Federal Government Effectiveness x1
- Off-Gridding Uses Renewable Resources Like Wind, Solar & Natural Gas x1
- Baby Boomer Retirements Stall WI's Workforce and Economy x 1
- Conservation Needs Continue to Change
- Increased Corporate and Special Interests in Government

High Impact, High Certainty Trends That Were Scored 7-10, "Ready"

- New Financial Partnerships Required - x7

- Developers Eyeing Eau Claire Area - x4
- Increased Innovation at the Local Government Level - x2
- Competing Effectively with Larger Metro Areas (like Twin Cities)
- Access to Clean and Safe Drinking Water May Be Threatened
- WI's Manufacturing Sector Expected to Grow "Slow and Steady"
- Emergence of VUCA Leadership at Local & State Levels

High Impact, High Certainty Trends that Showed up on both ends of the spectrum, both “Not Ready” and “Completely Ready”

Note: In some cases, teams disagreed about how “ready” the region was for these trends.

- Infrastructure Needs Repair - 3 on low end 1 on high end
- Percent of Working Wisconsinites will Fall - 2 on low end and 1 on high end
- Digital Citizenship Increasing Among Citizens - one on either side
- New Models for Citizen Engagement - 1 on low side and 4 on high side
- WI Population Growth Unevenly Distributed - 1 on either side
- Personal Transportation Demands are Changing - 1 on low, 2 on high
- Off-Griding Uses Renewable Resources Like Wind, Solar & Natural Gas - 1 on high, 1 on low
- Tech-Enabled Health Care Increases - 2 on low, 2 on high
- Increased Collaboration Among Local Governments - 1 on low, 4 on high

How did participants reach these conclusions?

Participants played a game called “The Big Sort.” Fifteen teams were each given a deck of trend cards, which they distributed and then debated. Their goal was to debate the level of impact the trend would have on the Chippewa Valley, e.g. “low,” “medium,” or “high” impact, and also how certain they were that the trends would impact the Chippewa Valley. Near the conclusion of the game, each team had a set of trends that they decided were “High Impact” and “High Certainty.” Then, teams distributed those cards on a Zero to Ten scale where zero is “The region is not ready for this trend” and ten is “the region is completely ready for this trend.”

Where can I learn more about the Chippewa Valley Future Regions project?

Check out the Future Regions Chippewa Valley website to learn more about this project:

<https://chippewavalley-futureregion.squarespace.com>

Learn more about the statewide Future Regions initiative at the Local Government Institute’s website: <http://www.localgovinstitute.org>