

IV. ECONOMIC DEVELOPMENT

INTRODUCTION

Economic development has traditionally been viewed as increasing employment and income within a community. More generally, it involves the economic well being of area residents. Conventional strategies involve attracting new jobs to communities by providing incentives, such as tax abatements, land or wage subsidies and infrastructure investments, providing technical assistance, or streamlining permit or approval processes to encourage firms to locate in an area. Increasingly, innovative strategies such as developing business incubators, providing research and development subsidies, developing joint public-private ventures, and encouraging new local business formation and entrepreneurship are being used by local governments.

Platteville has a number of major employers as shown below. UW-Platteville is the largest employer, followed by the Platteville School District.

Table 4.1 Platteville Major Employers

Name	Product/Service	Number of Employees
UW-Platteville	Education	750+
Platteville School District	Education	250 -299
Southwest Health	Medical	200 -250
Parkview Terrace	Nursing Home	250 -299
Brodbeck Center	Grocery/Deli	250 -300
Blue Cross/Blue Shield of WI	Claims Processing	110
Avista	Software	100 -150
Southwest Logistics, Inc		24
Fenadall	Eye Care Protection	25+

Source: Grant County Economic Development Corp.

The largest percentage of employed persons in both the City and Town of Platteville work in the management, professional and related occupations category, followed by the sales and office category and the service occupations category.

Table 4.2 Occupation

Occupation	City	% of Total	Town	% of Total
Employed Persons 16 years and over	5,139		720	
Management, Professional & Related Occupations	1900	37.0%	242	33.6%
Service Occupations	942	18.3%	133	18.6%
Sales & Office Occupations	1,287	25.0%	157	21.8%
Farming, Forestry, and Fishing Occupations	149	2.9%	14	1.9%
Construction, Extraction & Maintenance Occupations	278	5.4%	58	8.1%
Production, Transportation, Material Moving Occupations	583	11.3%	116	16.1%

Source: U.S. Census Bureau 2000

In August 2008, a ‘Scoping Survey’ was conducted by the Steering Committee to determine which goals and objectives in the Comprehensive Plan should be revised. The table below illustrates the results of that survey.

‘Scoping Survey’ Results: Vision, Goals & Objectives	City N=27 % Voting "Revise"	Town N=5 % Voting "Revise"	Total N=33 % Voting "Revise"
Economic Development Vision Statement	40%	40%	40%
Plan for a sufficient supply of land for new businesses.	31%	50%	33%
Improve the appearance of Main Street through streetscape design.	48%	50%	48%
Improve the appearance of the entrances into the downtown.	36%	25%	34%
Achieve better cooperation with UW-P regarding their opportunities, which are underused by the community.	38%	25%	35%
Maintain a small town, safe, friendly environment and use this to attract and encourage families to move to Platteville.	44%	0%	37%
Emphasize City Park, downtown historic atmosphere and rural character as attractions.	36%	25%	34%
The City should hold a strategic planning session with the PAIDC board every 3 to 5 years, or coordinate with the GDEDC planning sessions. Use the assets of the region to stimulate growth.	52%	0%	42%
Make better use of the airport by expanding its use and extending the runway to allow for jets.	56%	20%	50%

Please review and revise the following vision, goals and objectives (numbered items), if needed. Areas in red have been recommended for change via the ‘Scoping Survey’.

VISION STATEMENT

- 1. *Platteville has a diverse economic base and uses its assets, such as a strong school system, safe environment and historic downtown, to stimulate economic development.*

Keep, as is. Eliminate Modify (write below)

GOALS AND OBJECTIVES

- 2. *Diversify the economic base of the area by attracting and retaining core businesses, which can draw customers to the region. - (Goal)*

Keep, as is. Eliminate Modify (write below)

- 3. *Encourage and accommodate high quality existing businesses. - (Objective that supports the goal above)*

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- 4. *Plan for a sufficient supply of land for new businesses. - (Objective that supports the goal above)*

Keep, as is. Eliminate Modify (write below)

- 5. *Maintain and enhance agriculture and agriculture-related businesses as a major economic development force in the Town of Platteville. - (Goal)*

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6. Encourage and accommodate businesses that serve agriculture. - (Objective that supports the goal above)

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7. Enhance the downtown business climate. - (Goal)

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8. Improve the appearance of Main Street through streetscape design. - (Objective that supports the goal above)

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9. Improve the appearance of the entrances into the downtown. - (Objective that supports the goal above)

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10. Encourage the rehabilitation of existing structures to be consistent with historical character of the downtown. (Objective that supports the goal above)

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11. Achieve better cooperation with UW-P regarding their opportunities, which are underused by the community. - (Goal)

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12. Work with UW-P on programs and approaches to strengthen the business environment.

(Objective that supports the goal above)

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13. Create higher paying jobs in the City and Town of Platteville. - (Goal)

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14. Work with the Chamber of Commerce and UW-Platteville to create an economic development strategy to attract high quality jobs to Platteville. - (Objective that supports the goal above)

Keep, as is. Eliminate Modify (write below)

15. Encourage new high-technology development. - (Objective that supports the goal above)

Keep, as is. Eliminate Modify (write below)

16. Maintain a small town, safe, friendly environment and use this to attract and encourage families to move to Platteville. - (Goal)

Keep, as is. Eliminate Modify (write below)

17. Emphasize City Park, downtown historic atmosphere and rural character as attractions.

(Objective that supports the goal above)

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18. Continue to promote the strong school system. - (Objective that supports the goal above)

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19. Continue to promote tourism opportunities in SW Wisconsin, including the historical aspect, the safe environment, the University, and the natural beauty of the Town. - (Objective that supports the goal above)

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20. *The City should hold a strategic planning session with the PAIDC board every 3 to 5 years, or coordinate with the GDEDC planning sessions. - (Goal)*

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- Modify (write below)

21. *Use the assets of the region to stimulate growth. - (Goal)*

- Keep, as is.
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- Modify (write below)

22. *Make better use of the airport by expanding its use and extending the runway to allow for jets.*

(Objective that supports the goal above)

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23. Promote recreational opportunities, including winter sports. - (Objective that supports the goal above)

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ECONOMIC POLICIES

The Platteville community has stressed a desire to have a diverse economic base, particularly to attract the following types of new businesses to Platteville:

- Restaurants with more variety
- Department store/Shoe store
- Antique Mall
- Shoe store
- High-tech research and development industries
- Ag-related businesses

In 2003, an assessment of Platteville's strengths and weaknesses in terms of economic development was generated and is detailed below. The community has many strengths including good transportation access, natural beauty, and historic character.

Table 4.2 Platteville Strengths and Weaknesses

Strengths	Weaknesses
Transportation Access	Low growth
Quality School System	
Safe environment	
Good, cooperative government	
Strong health care system	
Educated work force	
Natural beauty and historic character	
Airport	
Industrial Park with space available	
Low land prices	

To capitalize on strengths detailed above, Platteville should focus on these areas:

Marketing

Market the community based on its low land prices, availability of land, good schools, traditional downtown, an educated workforce and transportation access - all strengths that businesses look for in a community.

Business Development-Industrial and Commercial

The Land Use Plan designates adequate space for commercial and industrial growth. There are sites for infill commercial development along Highway 151 and new commercial development is planned for the entrances to the City off the new bypass. The City and Town should ensure that this new development is attractive by encouraging landscaping, signage and quality design. Other policies for new development include:

24. Continue to use incentive programs for the development of new industries.

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25. Continue to seek grants, loans and other sources of intergovernmental funding for community development programs.

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26. Expand marketing efforts to encourage new business opportunities.

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27. Keep up with current business surveys that determine what businesses are look for in a community.

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28. Explore use of appropriate economic development tools, including business improvement districts (BID) and tax increment financing (TIF).

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29. Continue pursuing the development of a regional coalition for economic development.

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30. Direct appropriate industrial growth to the City's Industrial Park.

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Business Development-Agricultural-Related Services

The Plan designates an area in the Town for future agricultural-related business development. To promote this type of business development, the City and Town should:

31. Build on their assets (including good farmland, knowledgeable farmers and other ag-related workers, the University and Southwest WI Technical College) and create partnerships, to recruit agri-businesses and ag-related business to the area.

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32. Improve communication, partnerships and training between the community and the University and Technical College regarding ag-related services.

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33. Explore approaches to assist agriculture and ag-related businesses in remaining economically viable.

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34. Pursue funding sources to assist farms and farm-related businesses.

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35. Encourage businesses that serve agriculture to locate south of the new bypass.

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Intergovernmental Cooperation

Cooperation with the University of Wisconsin-Platteville, Southwest Wisconsin Technical College and the Southwestern Wisconsin Regional Planning Commission is vital to developing partnerships with local industries. Partnerships would focus on job training and education, in order that training and educational programs match future employer needs and Platteville is better able to attract and retain young workers.

Community Character

Mixed use and affordable housing is encouraged to allow workers to live in the community. The present quality of life, including Platteville's natural beauty and historic character should be preserved.

36. Create affordable day-care.

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37. Improve roads and other infrastructure.

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38. Attract bus service.

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39. Explore creative public approaches to spur private investment (schools, loans to young people who will come back).

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40. Allow higher intensity development where demand makes it feasible.

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Historic Downtown

Platteville's historic downtown is one of the community's greatest strengths. It is thriving and accommodates a variety of businesses: a mix of uses from civic to residential. It is compact, walkable, distinct and well maintained and part of an active and energetic Main Street Program. It is the community's desire to preserve and enhance this asset through the following policies and recommendations.

Table 4.4: City of Platteville: Downtown Business Mix

Business Type	Percent of Businesses
Retail	31.0%
Service	32.0%
Professional	16.0%
Hospitality	13.0%
Other	8.0%

Source: Merchant Survey (Platteville Main Street Program)

41. Well-maintained historic or culturally significant buildings are often the most valued assets in a down-town. The buildings give residents a sense of pride and often portray the area's unique history and pro-vide a visible historical link. Platteville should encourage renovation and restoration of downtown buildings. Funding options such as tax credits and other incentives should be explored.

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42. Continue to pursue grant assistance for Brownfield redevelopment.

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43. Develop and implement a coordinated plan for Main Street. The City recently completed a streetscape plan for the historic downtown.

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44. Continue efforts to address parking problems and determine if a parking study is necessary.

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45. Explore the possibility of new downtown residences that provide off-street parking.

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46. Encourage shared parking where possible.

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47. Enhance the visual appeal of Main Street.

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Platteville Industrial Park

The City of Platteville owns a 156-acre industrial park located on the east side of the City on Highway 151. The City will continue to market the park and pursue appropriate businesses that provide high quality jobs. Platteville is also interested in pursuing high technology research and development industries to create high paying jobs and offer opportunities to graduates of UW-Platteville and Southwest Wisconsin Technical College.

Require quality design in new industrial developments to include the following parameters:

48. Truck traffic should be separated physically from other traffic in the park to avoid disrupting tenant operations.

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49. Special landscape treatments, including plantings, water features and custom signage will enhance the image of the Park. Landscaping is one of the most economical ways to promote a high-quality image.

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50. On individual sites, parking areas should be screened with landscaping or located at the rear of the site.

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51. Service areas including truck docks, loading areas, dumpsters, recycling areas and outdoor communications equipment, should also be located behind buildings or screened with fences, walls and berms.

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52. A system of sidewalks or pedestrian pathways linking buildings to each other & to parking areas is desirable.

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53. Pedestrian scale lighting should be considered along primary pedestrian routes.

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54. The Platteville Industrial Development Corporation should continue to market and promote development of the park.

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55. Site circulation should be direct and clearly marked. "Wayfinding" signage is recommended within the Park and to direct visitors to the Park.

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56. Lighting and signage should be used to unify the Park.

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High Tech Research Development

To attract high-tech jobs to the area, Platteville should:

57. Provide special incentives and/or infrastructure improvements to attract high-tech research and development firms.

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ENVIRONMENTALLY CONTAMINATED SITES

The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment Tracking System (BRRTS) database lists the following contaminated sites in the Platteville Area:

Table 4.5 Leaking Underground Storage Tank (LUST) Sites

Facility Name	Location
Iowa Co. Oil	STH 151 & STH 80/81
Longs Union 76	20 N. Chestnut Street
B & B	340 S. Chestnut Street
Heer Mobil	80 N. Chestnut Street
Heer Oil Co.	80 N. Chestnut Street
Tierney & Garvey IOCO	80 W. Main Street
Richardsons Mobil	380 W. Chestnut Street
Former service station	615 S. Chestnut Street

Source: Department of Natural Resources, 2009

Table 4.6 Environmental Response Program (ERP) Sites

Facility Name	Location
Faherty (Closed)	Pleasant Valley Road, Platteville
Heer Oil Co.	Lily Street, Platteville
Spensley Grain Inc. - Platteville	1291 College Farm Road, Platteville
East Main Street property	475-575 E. Main Street, Platteville
Platteville Cleaners	250 W. Main Street, Platteville
Wang Armoury Platteville	475 N. Water Street, Platteville
Speedy Loan	50 S. Water Street, Platteville

Source: Department of Natural Resources, 2009

The Wisconsin Department of Natural Resources Registry of Waste Disposal Sites lists the following Platteville Area sites:

Table 4.7 Solid & Hazardous Waste Information Systems (SHWIMS) Sites

Facility Name	Location
Daleo Machine Inc	5801 Pleasant Valley Rd, Platteville
Doctors Park Physicians SMDV	1450 East Side Road
Faherty Inc	1120 Broadway
Farm & Fleet of Platteville	5841 STH 80/81
Kmart #3970	1425 E HWY 151
Maski Clinic	1250 E HWY 151
Northern Natural Gas	5557 CTH D
Platteville Cleaners	250 W. Main
Platteville City	Stumptown Road
Platteville Public Schools	710 E. Madison Street
Rural Excavating	285 Milwaukee Street
Southwest Health Center	1400 East Side Road
UW Platteville Physical Plant	1 University Plaza
Wal-mart Supercenter #958	1800 Progressive Parkway
WI Army Nat'l Guard Platteville	475 N. Water Street
Wilcox Recycling	604 Joes Lane
Woodward Printing	11 Means Drive

Source: Department of Natural Resources, 2009

Site Assessment Grants

In the year 2000, the City of Platteville received three Site Assessment Grants to assist with brownfield remediation. These grants were awarded for the following properties: 475 E. Main Street, 555 E. Main Street and 575 E. Main Street. Residential or mixed-use development is proposed for these sites after remediation is complete.

Sustainable Urban Development Zone (SUDZ)

The purpose of this program is to encourage the use of financial incentives to promote the clean up and redevelopment of brownfield areas in communities. Funds may be used for assessment, investigation and clean up of brownfield properties in the selected communities. In the 2001-2003 budget act, the city of Platteville received a \$150,000 SUDZ grant.

PROGRAMS AVAILABLE TO MUNICIPALITIES

The following is a summary of programs available to local governments to assist in their economic development efforts:

A. Local Programs

Southwestern Wisconsin Regional Planning Commission (SWWRPC)

Southwestern Wisconsin Regional Planning Commission is responsible for overall economic development planning for southwestern Wisconsin. It coordinates with the various state and regional development agencies that serve the

region. The Commission also provides technical assistance to local units of government and both technical assistance and resource information to businesses and individuals interested in new business opportunities in the region. Southwestern Wisconsin Regional Planning Commission promotes downtown improvement programs, historic preservation efforts and tourism development as viable economic development strategies. The Commission also acts as a public forum for discussion of economic development needs in the region.

Platteville Area Industrial Development Corporation

The City of Platteville owns the 156-acre Industrial Park located on the eastern edge of the City on Highway 151. The Platteville Industrial Development Corporation is charged with marketing and promoting development of the Park.

Platteville Business Incubator, Inc. (PBII)

The incubator is a not-for-profit corporation that provides assistance to start-up companies and expanding small businesses. It also serves the area as an educational resource center. It offers office and light manufacturing space and a variety of professional services.

B. State Programs

Community Development Zone Tax Credits

This program is available to employers expanding or relocating within Grant and Lafayette Counties, which are subject to a Wisconsin income tax liability. The program is a tax benefit initiative designed to encourage private investment and to improve the quality and quantity of employment opportunities. The tax credit is a dollar-for-dollar reduction in the Wisconsin income tax liability, with a carry-forward provision of up to fifteen years.

Community Development Block Grant-Economic Development

The CDBG-ED program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. The Wisconsin Department of Commerce awards the funds to a general-purpose unit of government (community) which then loans the funds to a business. When the business repays the loan, the community may retain the funds to capitalize a local revolving loan fund. This fund can then be utilized to finance additional economic development projects within the community.

All businesses that are or will be operating in Wisconsin are invited to participate in this program provided they:

- are located in cities whose population does not exceed 50,000
- are not located in Milwaukee County or
- are not located in certain Waukesha County communities.

Eligible Activities:

Construction and expansion, working capital, and acquisition of existing businesses, land, buildings, and equipment

Level of Participation:

The Department of Commerce's typical level of participation in a CDBG-ED project is \$3,000 to \$10,000 per full-time job created, although the actual amount of participation is dependent upon factors such as the following:

- The viability of the project.
- The number and nature of the jobs created.
- The project's economic impact upon the community.
- The collateral position available.

Program Requirements:

1. At least 50% of the total eligible project costs must be funded through private resources.
2. At least 51% of the jobs created or retained must be filled or made available to persons of low and moderate income.
3. The total amount of the CDBG-ED assistance that can be provided to any business may not exceed \$1 million.

Customized Labor Training (CLT) Program

The CLT program is designed to assist companies that are investing in new technologies or manufacturing processes by providing a grant of up to 50% of the cost of training employees on the new technologies. The program's primary goal is to help Wisconsin manufacturers maintain a workforce that is on the cutting edge of technological innovation.

Eligible Applicants: Any business making a firm commitment to locate a new facility in Wisconsin or expand an existing facility within the State which is upgrading a product, process or service that requires training in new technology and industrial skills is eligible.

Eligible Activities:

To be eligible, the proposed training must meet both of the following criteria:

- The training must focus on new technology, industrial skills or manufacturing processes.
- The training must not be currently available through other resources (e.g. Wisconsin Technical College System).

Eligible Costs: Trainee wages, training material and trainer costs.

Although the Department can finance up to 50% of the eligible project costs not to exceed \$2,500 per employee trained, the actual level of CLT participation in any given project is based upon an analysis of the following factors:

1. Viability of the project
2. Number and nature of the jobs created and retained
3. Employee wages and benefits

Transportation Economic Assistance Program

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state.

The purpose of the Program is to attract and retain business firms in Wisconsin and thus create or retain jobs. The businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will be realized within three years from the date of the project agreement and remain after another four years.

Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public. The program is designed to implement an improvement more quickly than normal state programming processes allow. The applications are ranked based on cost per job (\$5,000 maximum), county unemployment rate, benefits to the regional transportation system, and proximity to previously approved TEA projects. The 50% local match can come from any combination of local, federal, or private funds or in-kind services.