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## 6.0 ECONOMIC DEVELOPMENT

### 6.1 CHAPTER SUMMARY

Economic development is about working together to retain and create jobs that provide a good standard of living for individuals. Increased personal income and wealth raises the local tax base and allows a community to provide the services residents want. A balanced, healthy economy is essential to the long-term well-being of an area.

As our economy becomes more global, local workers must advance their knowledge to keep up with technological advancements. As the demand for skilled labor increases, this region may face a shortage of skilled workers as baby boomers retire. Business owners want to locate in a community where they will attract enough workers with desirable skills. This chapter summarizes the local economic situation of Grant County. It also identifies policies, goals, objectives and resources to help guide the community economic well-being over the next twenty years.



#### Wisconsin State Statute 66.1001(2)(f)

##### (f) Economic Development

A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

## 6.2 GOALS AND OBJECTIVES

Five goals and objectives from Wisconsin's comprehensive planning law, relate to economic development. They are:

1. Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities.
2. Provide adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
3. Promote the redevelopment of land with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
4. Build community identity by revitalizing main streets and enforcing design standards.
5. Protect economically productive areas, including farmland and forests.

## 6.3 POLICY AND PROGRAM RECOMMENDATIONS

The following Economic Development Policy and Program Recommendations support the above goals to help guide local economic development decisions for the next 20 years.

### *NOT IN ORDER OF PRIORITY*

1. **Encourage home-based entrepreneurial activities that have minimal impact on adjacent properties.**
2. **Encourage crop and livestock production farming as a local economic development strategy.**
3. **Encourage entrepreneurial activity such as the sale of locally grown and created products and services from roadside markets and home-based sales.**
4. **Encourage entrepreneurial activity that seeks to market local recreational and cultural resources and is compatible with identified resource protection goals.**
5. **Whenever possible, encourage economic development projects to locate infrastructure where necessary utilities, services and road capacity already exists.**

## 6.4 ANALYSIS OF THE ECONOMIC BASE AND LABOR FORCE

One of the most important aspects in doing an analysis of the Counties' economic base and labor force starts with basic labor statistics. As indicated in Table 6.1 below, Grant County has 27,496 individuals available within the local labor force. As indicated, 1,223 of these individuals are unemployed, giving Grant County an unemployment rate of 4.4%

Table 6.1 SWWRPC Labor Force Statistics

	Available Labor Force	Employed	Unemployed	Unemployment Rate
Grant	27,496	26,273	1,223	4.4%
Green	20,349	19,462	887	4.4%
Iowa	14,436	13,813	623	4.3%
Lafayette	9,158	8,780	378	4.1%
Richland	10,112	9,645	467	4.6%

Source: Wisconsin WorkNet 2006

Directly correlated with the above labor force statistics are the industries in which these persons are employed. Table 6.2 below outlines all industries and the percent of the population employed by each industry. The table shows the number of persons and percent population of Grant County working in a particular industry. The same information is also included for surrounding Wisconsin counties. As indicated below, Grant County leads these other counties in the industry of educational, health and social services. This is not surprising, considering the

number of educational institutions within Grant County, including the University of Wisconsin – Platteville and Southwest Technical College.

Table 6.2 Percent Population Employed by Industry

	Grant	Green	Iowa	Lafayette	Richland
Agriculture, forestry, fishing and hunting, and mining	10.1	7.8	10.4	16.4	11.4
Construction	5.4	6.5	9.2	5.5	7.5
Manufacturing	17.3	22.8	13.6	17.8	25.7
Wholesale trade	3	3.2	2.4	3.9	2.1
Retail trade	13.9	14.4	23.7	13.8	12.4
Transportation and warehousing, and utilities	4	4	3.3	5.1	4
Information	2	2.1	1.2	1.3	1.3
Finance, insurance, real estate, and rental and leasing	3.6	4.6	4.3	4.1	3.5
Professional, scientific, management, administrative, and waste management services	4.1	5	3.9	3.5	2.6
Educational, health and social services	21.3	17.5	17	17	18.1
Arts, entertainment, recreation, accommodation and food services	8	5.2	5.5	4.9	5.5
Other services (except public administration)	4.5	3.7	2.8	4	3.4
Public administration	2.9	3.1	2.7	2.8	2.5

Source: 2000 US Census

In Grant County, the largest employer is the University of Wisconsin – Platteville along with the County government. The top five industries of employment in the County include the following:

- Educational, health and social services (21.3%),
- Manufacturing (17.3%),
- Retail Trade (13.9%),
- Agriculture, forestry, fishing and hunting, and mining (10.1%),
- Arts, entertainment, recreation, accommodation and food services (8%).

Table 6.3 indicates educational attainment levels in Grant County. This closely correlates with the employment of workers in particular industries as indicated in Table 6.2. Education levels also closely correlate with income levels (indicated in Table 6.4). As indicated in Table 6.3, Grant County, when compared to other surrounding counties, has a lower percent of the population with a high school diploma or higher (83.5%), but has a higher percentage than other counties when it comes to a bachelor's degree or higher (17.2%).

Table 6.3 Percent Educational Attainment for the Population 25 Years and Over

	Grant	Green	Iowa	Lafayette	Richland
High School Diploma or Higher	83.5%	84.1%	88.5%	85.5%	82.1%
Bachelor's Degree or Higher	17.2%	16.7%	18.5%	13.3%	14.1%

Source: 2000 US Census

Table 6.4 shows that Grant County had a per capita personal income of \$26,374 in 2005. Per capita personal income is the income received by persons from all sources. It is calculated as the sum of wage and salary disbursements, supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts, less contributions for government social insurance. Income levels often directly correlate with educational attainment.

Table 6.4 Per Capita Personal Income

	Grant	Green	Iowa	Lafayette	Richland
2005 Per Capita Personal Income	\$26,374	\$30,870	\$31,399	\$25,153	\$25,467
Rank in State (out of 72 Counties)	49 <sup>th</sup>	24 <sup>th</sup>	22 <sup>nd</sup>	61 <sup>st</sup>	58 <sup>th</sup>

Source: 2007 Bureau of Economic Analysis and 2000 US Census

In 2000, Grant County had a median household income of \$36,268. See Map 6.1 for a breakdown of median household income for each Grant County jurisdiction.

Table 6.5 pertains to the percent of the labor force working within the county of residence. In Grant County, 70% of the available County workforce works in Grant County. The other 30% of available workforce are seeking employment outside the County. This can be seen as an opportunity for Grant County, as there is an ample supply of workers residing within the County. Grant County, compared to surrounding counties, does well at retaining its labor force.

Table 6.5 Percent of Local Labor Force Working Within the County of Residence

	Grant	Green	Iowa	Lafayette	Richland
% of Labor Force Working Within the County of Residence	70%	66%	64%	54%	67%

Source: 2000 US Census

Tourism is another aspect of economic development that must be addressed. As indicated in Table 6.6, Grant County ranks 42nd of 72 counties in the State for tourism spending. In 2006, travelers spent 72 million dollars within Grant County. Forty-five million dollars of that supported employee wages. There were also 1,856 jobs supported by tourism spending.

Table 6.6 Tourism Spending

County	Dollars Spent by Travelers in 2006	County Rank in State for Traveler Spending (72 WI Counties)	Employee Wages from Tourism Spending	Full Time Equivalent Jobs Supported from Tourism Spending
Grant	75 Million	42 <sup>nd</sup>	47 Million	1,931
Green	44 Million	58 <sup>th</sup>	18 Million	1,307
Iowa	55 Million	52 <sup>nd</sup>	35 Million	1,422
Lafayette	21.5 Million	68 <sup>th</sup>	13.5 Million	553
Richland	23 Million	67 <sup>th</sup>	14 Million	587

Source: Wisconsin Department of Tourism 2006

Since agriculture is one of the top industries in Grant County, it is important to include some basic agricultural statistics in the economic development chapter. Please note that there is more detailed information available in Chapter 3, Agricultural, Natural and Cultural Resources. Table 6.7 below includes information from the 2002 US Agricultural Census. As indicated, Grant County has 2,490 farms comprised of a total acreage of 605,836 acres. The average farm size in Grant County is 243 acres. As Table 6.7 shows, of the counties included in the table, Grant County has the largest amount of farmland.

Table 6.7 Agricultural Statistics

	Grant	Green	Iowa	Lafayette	Richland
Acres of Farmland	605,836	306,946	367,373	342,800	257,807
Number of Farms	2,490	1,490	1,686	1,205	1,358
Average Farm Size	243	206	218	284	190

Source: 2002 US Agricultural Census

## 6.5 ANALYSIS OF NEW BUSINESS AND INDUSTRY DESIRED

### 6.5.1 STRENGTHS AND WEAKNESSES FOR ECONOMIC DEVELOPMENT

The recognition of the need and necessary support to retain existing jobs and attract new business is strong in Grant County. For economic development success, a community needs to identify its strengths and weaknesses, then leverage the strengths, and minimize the effects of the weaknesses. Waterloo identified its “strong rural work ethic” as its primary strength in attracting and retaining businesses. Conversely, the Commission believes that the rural setting of the Township makes the community unsuitable for many major developments. The Planning Commission did not identify any types of new businesses or industries that currently are desired by the Town.

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## 6.6 ANALYSIS OF BUSINESS AND INDUSTRY PARKS

### 6.6.1 EXISTING BUSINESS AND INDUSTRY PARKS

An industrial park or business park is an area of land set aside for development. A business park is a more “lightweight” version of the industrial park, having offices and light industry, rather than heavy industry which has high intensity truck traffic, noise, odor, etc. (for simplicity sake, the rest of this section will refer to both business and industrial parks as industrial parks). Industrial parks are usually located close to transport facilities, especially where multiple transportation modes such as highways, railroads, airports, and navigable rivers are available.

The idea of setting land aside through this type of zoning is based on several concepts:

- To be able to concentrate dedicated infrastructure in a delimited area to reduce the per-business expense of that infrastructure. Such infrastructure includes roadways, railroad sidings, ports, high-power electric supplies (often including three-phase power), high-end communication cables, large-volume water supplies, and high-volume gas lines.
- To be able to attract new business by providing an integrated infrastructure in one location.
- To set aside industrial uses from urban areas to try to reduce their environmental and social impact.
- To provide for localized environmental controls specific to the needs of an industrial area.

Different industrial parks fulfill these criteria to differing degrees. Many small communities have established industrial parks with access only to a nearby highway, and with only the basic utilities and roadways, and with few or no special environmental safeguards.

Industrial parks are often criticized for locating in rural areas. One reason for this specific criticism is that industrial parks often destroy productive and valuable agricultural land. Another is that the industrial parks can be remote from their employee pool, requiring longer commutes and limiting accessibility for poorer employees. Yet another reason for criticism is that many urban areas have extensive brownfield areas, areas that many believe should take siting priority for these industrial parks.

Currently, Grant County has nine established industrial parks. The following communities currently have an industrial park: City of Boscobel, City of Cuba City, Village of Dickeyville, City of Fennimore, Village of Hazel Green, City of Lancaster, Village of Livingston, Village of Muscoda, and the City of Platteville. Most of these industrial parks currently have land availability.

### 6.6.2 FUTURE BUSINESS AND INDUSTRY PARKS

There are no appropriate locations for commercial development and industrial parks in the Town of Waterloo. The Planning Commission recommended that any future commercial development take place in either Potosi or Cassville. Waterloo does have buildings or building sites available for a commercial or light manufacturing business, but the community is not supportive of these types of business development in the Town.

## 6.7 ENVIRONMENTALLY CONTAMINATED SITES

Programs through the state of Wisconsin can often make it financially feasible for the owners or a municipality to remediate contaminations on a LUST or ERP site and prepare the site for redevelopment.

The Bureau of Remediation and Redevelopment Tracking System (BRRTS) is maintained by the WI-DNR for the purpose of documenting and tracking spill and contaminated sites. The BRRTS list is important to economic development as it may lead to potential redevelopment opportunities. Table 6.8 indicates the location of Leaking Underground Storage Tanks (LUST) and Environmental Repair (ERP) sites in municipalities in Grant County as listed in BRRTS. The list omits properties where no action is required, general spills, and minor contaminations.

### Leaking Underground Storage Tank (LUST)

A LUST site contains soil and/or groundwater that has been contaminated with petroleum, which is made of toxic and cancer causing substances. Given time, petroleum contamination naturally breaks down in the environment

(biodegradation), in the meanwhile, some LUST sites may emit potentially explosive vapors. LUST activities in BRRTS have an activity number prefix of '03'.

**Environmental Repair (ERP)**

ERP sites are sites other than LUSTs that contain contaminated soil and/or groundwater. Examples include industrial spills (or dumping) that require long-term investigation, buried containers of hazardous substances, and closed landfills that have caused contamination. The ERP module includes petroleum contamination from above ground (but not from underground) storage tanks. ERP activities in BRRTS have an activity number prefix of '02'.

Table 6.8 Grant County Open or Conditionally Closed LUST and ERP Sites

Jurisdiction	No. of LUST Sites	No. of ERP Sites	Jurisdiction	No. of LUST Sites	No. of ERP Sites
Village of Bloomington	2	0	Village of Kieler	3	0
Village of Blue River	2	0	City of Lancaster	8	3
City of Boscobel	1	1	City of Livingston	1	1
Village of Cassville	1	3	Village of Mt. Hope	1	0
City of Cuba City	2	1	Village of Muscoda	2	0
Village of Dickeyville	3	3	City of Platteville	10	5
City of Fennimore	6	2	Village of Potosi	1	0
Village of Hazel Green	1	2	Town of Smelser/Platteville	0	1
			Village of Tennyson	1	0

Source: Wisconsin Department of Natural Resources (BRRTS)

**6.8 ECONOMIC DEVELOPMENT AGENCIES AND PROGRAMS**

A number of State agencies and programs exist to assist communities with economic-development planning. Below are brief descriptions of many of these agencies and programs. Contact information is provided for each. To obtain more information about each or to learn which program best fits specific needs contact the agency directly

**GRANT COUNTY ECONOMIC DEVELOPMENT CORPORATION (GCEDC)**

Grant County Economic Development Corporation is a private not-for-profit 501(c)(4) development corporation located in Fennimore. GCEDC focuses on all aspects of economic development including business retention and expansion, site location, tourism, etc.

**GRANT COUNTY ECONOMIC DEVELOPMENT CORPORATION (GCEDC)**  
 Phone: (608) 822-3501  
<http://grantcounty.org/index.html>

**SOUTHWEST WISCONSIN SMALL BUSINESS DEVELOPMENT CENTER (SWSBDC)**

SWSBDC provides low-cost training and no-cost counseling to Wisconsin's entrepreneurs and small business owners and managers located in Green, Grant, Iowa, Crawford, Richland, and Lafayette counties. Their mission is, "...to facilitate economic growth in Wisconsin by providing low-cost training and no-cost programming to the local small business community." They offer services in cooperation with UW-Extension, UW-Platteville, and the Small Business Administration.

**SOUTHWEST WISCONSIN SMALL BUSINESS DEVELOPMENT CENTER (SWSBDC)**  
 One University Plaza  
 Platteville, WI 53818  
 Phone (608) 342-1038  
[WWW.UWPLATT.EDU/SWSBDC/](http://WWW.UWPLATT.EDU/SWSBDC/)

**SOUTHWESTERN WISCONSIN REGIONAL PLANNING COMMISSION (SWWRPC)**

The mission of the Southwestern Wisconsin Regional Planning Commission is, "...to serve the needs of the people of our five-county region in the areas of community development planning, economic development, and transportation." The economic development program of SWWRPC works with stakeholders throughout the region to provide a regional approach to economic development.

**SOUTHWESTERN WISCONSIN REGIONAL PLANNING COMMISSION (SWWRPC)**  
 719 Pioneer Tower  
 One University Plaza  
 Platteville, WI 53818  
 Phone (608) 342-1214  
[WWW.SWWRPC.ORG](http://WWW.SWWRPC.ORG)

**WISCONSIN DEPARTMENT OF COMMERCE (DOC)**

The Department has a broad array of programs to assist a full spectrum of economic development strategies. Programs range from help in starting a business to assisting large employer projects. Several new programs target the development of dairying and other agriculture. Other programs target businesses in rural areas. Programs include grants, loans and assistance with financing, labor training and cleaning up brownfield sites.

**WISCONSIN DEPARTMENT OF COMMERCE (DOC)**

201 West Washington Avenue  
PO Box 7970  
Madison, WI 53707

Phone (608) 266-1018

[www.commerce.state.wi.us](http://www.commerce.state.wi.us)

**WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)**

Each year, DATCP inspects and licenses more than 100,000 businesses and individuals, analyzes millions of laboratory samples, conducts hundreds of hearings and investigations, educates businesses and consumers about best practices, adopts rules that have the force of law, and promotes Wisconsin agriculture at home and abroad.

**WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)**

2811 Agriculture Drive  
PO Box 8911  
Madison, WI 53708

Phone (608)224-5012

[www.datcp.state.wi.us](http://www.datcp.state.wi.us)

**WISCONSIN DEPARTMENT OF TRANSPORTATION (WISDOT)**

WisDOT has several programs to help assist in economic development. The Transportation Economic Assistance (TEA) program provides fast tract financing to construct rail spurs and port improvements for new or expanding industries. Other programs include the Freight Railroad Infrastructure Improvement Program (FRIIP) and the Freight Railroad Preservation Program (FRPP). These programs provide grants to communities to rehabilitate or purchase rail lines.

**WISCONSIN DEPARTMENT OF TRANSPORTATION (WISDOT)**

4802 Sheboygan Avenue  
PO Box 7910

Madison, WI 53707

<http://www.dot.state.wi.us/>

**WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY (WHEDA)**

WHEDA is an economic development program targeting agricultural development, businesses owned by women and minorities, small businesses, and construction projects. WHEDA helps find creative financing resources for business and residences.

**WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY (WHEDA)**

201 W. Washington Ave., Ste. 700  
Madison, WI 53703

PHONE 608-266-7884

[WWW.WHEDA.COM](http://WWW.WHEDA.COM)

**USDA - RURAL DEVELOPMENT**

Rural Development programs help a rural community or business with economic development through loan guarantees, loans and grants. Rural Development achieves its mission by helping rural individuals, communities and businesses obtain the financial and technical assistance needed to address their diverse and unique needs. Rural Development works to make sure that rural citizens can participate fully in the global economy.

**USDA - RURAL DEVELOPMENT**

USDA Rural Development - WI  
4949 Kirschling Ct.  
Stevens Point, WI 54481

Phone: (715)345-7615

[www.rurdev.usda.gov/wi](http://www.rurdev.usda.gov/wi)