

**ISSUES AND
OPPORTUNITIES
ELEMENT**

EXECUTIVE SUMMARY

The purpose of this section is to provide basic background information for the comprehensive planning process and general population and demographic characteristics for the City of Mineral Point. More specifically this section includes information from the community survey and visioning sessions, demographic trends including population trends, age distribution, housing trends, education levels, income levels, employment characteristics, population projections, housing projections, and labor force projections.

**Wisconsin State Statute 66.1001(2)(a)****(a) *Issues and opportunities element.***

Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

ISSUES AND OPPORTUNITIES POLICIES

The following are the issues and opportunities policies (not in order of priority) for the City of Mineral Point. The essence of these recommendations is carried out throughout the entire document.

- 1. Protect and improve the health, safety, and welfare of residents in the City of Mineral Point.**
- 2. Preserve and enhance the quality of life for the residents of the City of Mineral Point.**
- 3. Protect and preserve the small community character of the City of Mineral Point.**

Note: The above policy recommendations are further explained in other elements of this comprehensive plan. This section provides background information and overall direction. For example, the above recommendations may be carried out by implementing recommendations in other sections such as housing, economic development, and transportation.

BACKGROUND

Iowa County, together with twenty-two other jurisdictions, including the City of Mineral Point, applied for a Comprehensive Planning Grant through the Wisconsin Department of Administration in the fall of 2001. In the spring of 2002, the Comprehensive Planning Grant was awarded. Iowa County and the jurisdictions within it contracted with the Southwestern Wisconsin Regional Plan Commission (SWWRPC) to complete individual comprehensive plans for each of the twenty-three participating jurisdictions (Iowa County, Cities, Towns, and Villages) in accordance with Wisconsin Statutes 66.1001.

Because of the large number of jurisdictions involved and in an effort to streamline planning meetings, individual jurisdictions were grouped into "clusters", based on their physical proximity to one another, resulting in six cluster groups listed below. Iowa County was a separate cluster.

- "Northwest Group" (Towns of Highland and Pulaski, Villages of Avoca and Highland)
- "Northeast Group" (Towns of Arena, Clyde, and Wyoming, and the Village of Arena)
- "Central Group" (Towns of Dodgeville and Ridgeway, Village of Ridgeway, and City of Dodgeville)
- "Southwest Group" (Towns of Eden, Linden and Mifflin, and Village of Linden)
- "South Central Group" (Towns of Mineral Point and Waldwick, and City of Mineral Point)
- "Southeast Group" (Town of Moscow, and Villages of Blanchardville and Hollandale)
- Iowa County

COMMUNITY INVOLVEMENT

COMMUNITY SURVEY

In September and October of 2002, the staff from SWWRPC and University of Wisconsin Extension Service-Iowa County (UWEX-Iowa County) developed a countywide survey that was distributed to all property owners in Iowa County. The City of Mineral Point was sent 1182 surveys, one to each property owner. Two hundred ninety four surveys were filled out and sent back, giving the City a 25 percent return rate. (See Appendix A for complete City survey results.)

COMMUNITY VISION

In February 2003, the City of Mineral Point planning representatives were given worksheets designed by SWWRPC to identify issues, opportunities, strengths, and weaknesses specific to the City of Mineral Point. Then the local planning commission utilized the information from the visioning and survey to create a formal vision statement. The vision statement by the City of Mineral Point follows:

We are a dynamic community...

- In which residents enjoy a high quality of life and to which visitors want to return
- That is widely recognized for preserving its architectural heritage and adapting the use of its buildings to serve current needs
- That values small business suited to the community and provides entrepreneurs with the support needed to succeed
- That has successfully incorporated its skills in agriculture and its natural resources into both our local and export economies

- Where many forms of art are both passion and profitable business enterprises
- Where young people receive a quality education and are encouraged to give back to the community in service and entrepreneurial projects
- That has become a year-round tourist destination
- That has experience growth while retaining its small town qualities and natural countryside landscapes
- We are a community that is thriving through homegrown success.

The City of Mineral Point Chamber of Commerce established five elements on which to focus their resources. The combination of these points will guide the City.

FIVE MISSION ELEMENTS

In order to achieve this vision, the Mineral Point Chamber of Commerce has established five elements on which to focus our resources. The combination of these elements will guide the Chamber's actions in its mission of ensuring a healthy economy for the future of our community.

Local Enterprise Development

Convinced that the talent and desire for creating new enterprises and enhancing established businesses exists within Mineral Point, the Chamber of Commerce will be an advocate for local entrepreneurs by offering assistance based on individual needs that will provide the support needed for successful enterprises.

Infrastructure

Up to date infrastructure is essential to the sustainability of a healthy economy. Roads and streets, water and sewer, communication technologies, housing, commercial and public buildings must be well maintained, with attention to design details that retain the character of Mineral Point. In addition to these "hard" infrastructure needs, it is equally important that an entrepreneurial spirit is encouraged through zoning and regulatory policies that support enterprise development in an ordered approach.

Outreach

Continued focus on marketing Mineral Point as a tourist destination is a very important economic development strategy. Efforts to increase year-round tourism will enhance the overall economic outlook and increase the capability of attracting new businesses to the community.

Youth Retention And Attraction

Reversing the out-migration of youth is a critical factor in maintaining a healthy economy. Actions to engage young adults in community service, recognition and support of entrepreneurial talents within the youth population will provide them with the opportunities to remain in or return to Mineral Point. It is equally important that we strive to recruit a young generation of talent by providing amenities that are attractive to them.

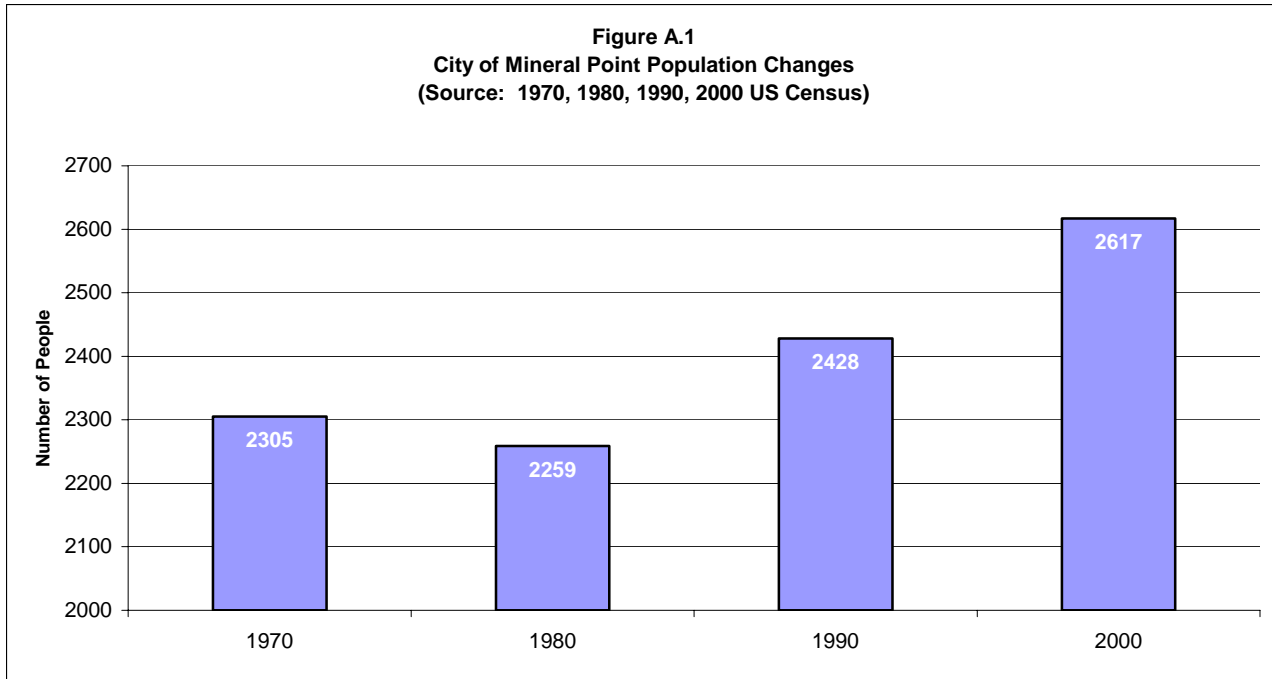
Wealth Retention

The development of locally owned businesses, retention of the younger generations, and attraction of new residents will enhance the capacity for keeping wealth in the community. Additional community-based endowment programs that encourage the transfer of wealth to address future needs in the community should be considered.

DEMOGRAPHIC TRENDS

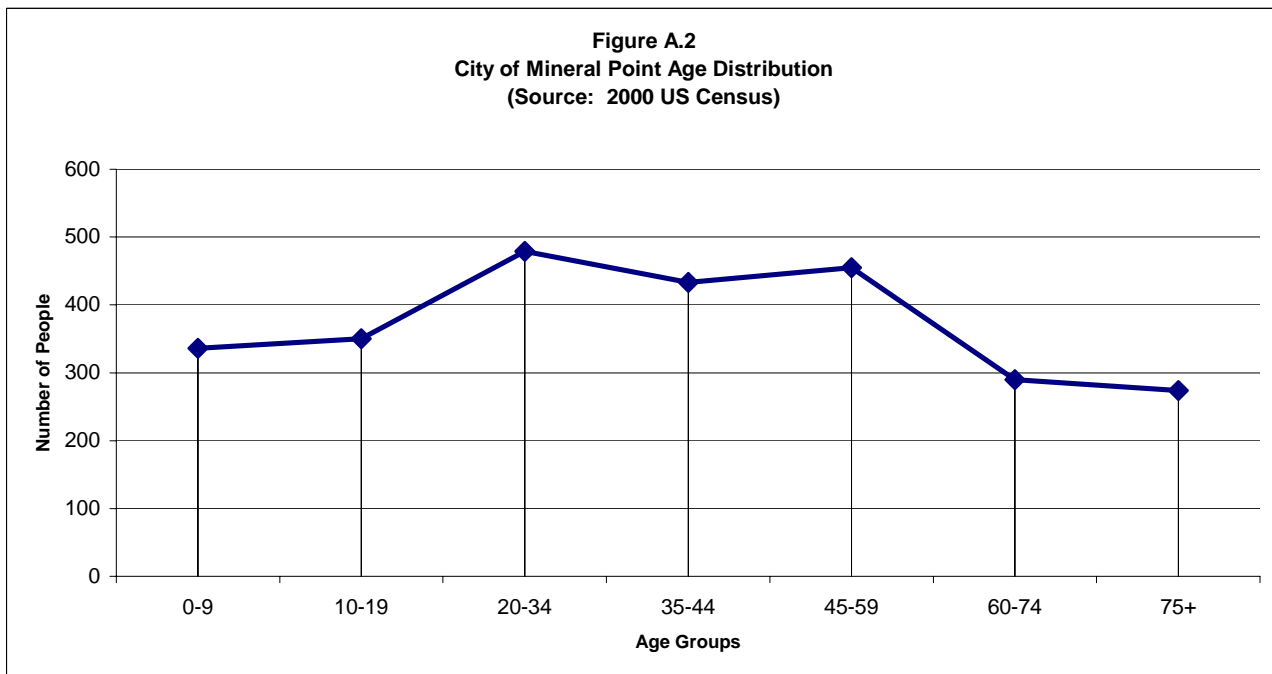
POPULATION CHANGES

The City of Mineral Point has seen its population increase over the past 30 years. Between 1970 and 1980 population decreased by 2 percent but between 1980 and 1990, there was a 7 percent increase. From 1990 to 2000, it increased 8 percent over the 10-year span.



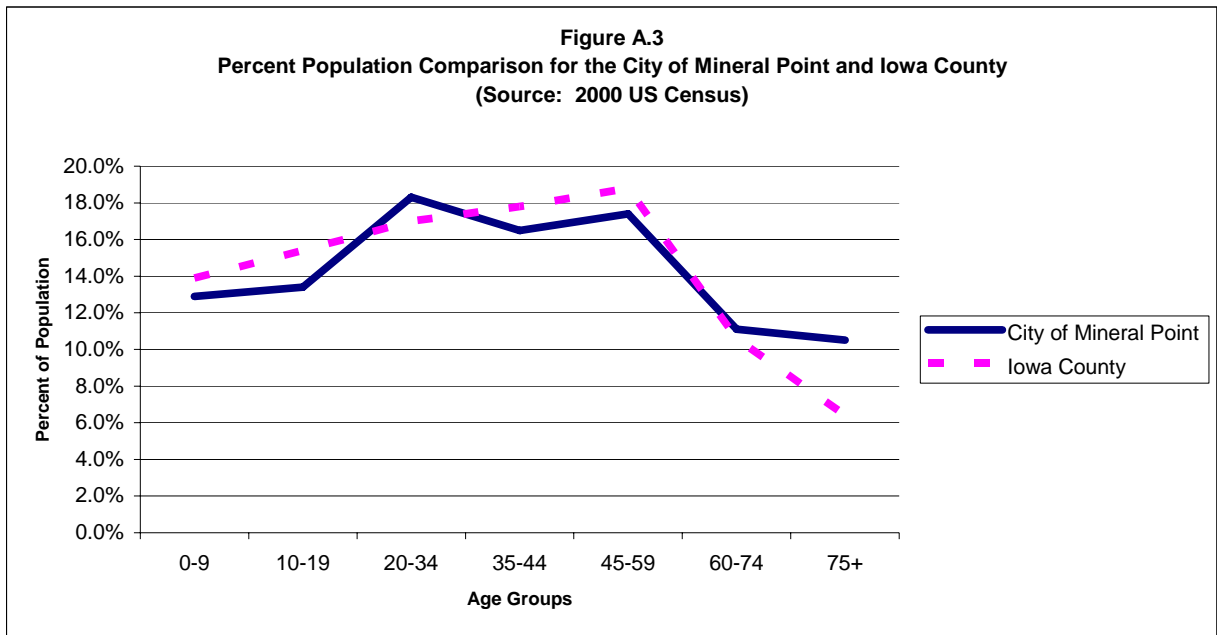
AGE DISTRIBUTION

Figure A.2 shows the age distribution of the City of Mineral Point residents, according to the 2000 US Census. Overall the population was well distributed among all the various age groups. The age groups of 20 to 34 year olds and 45 to 59 year olds had the highest concentration of the population in the City.



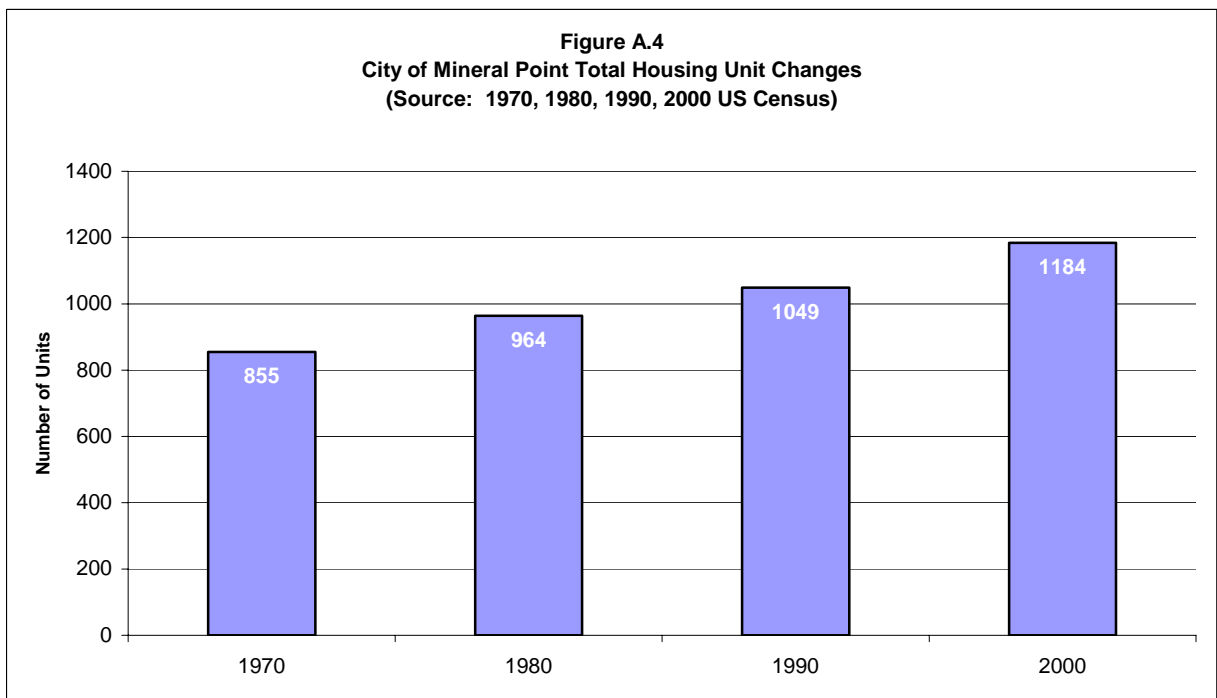
PERCENT POPULATION

Figure A.3 is the comparison of the City population to Iowa County's in 2000. The breakdown of the City population was somewhat similar to the County population, although Iowa County had a higher population percentage in the younger age groups, while Mineral Point had a higher level in the 20 to 34 age group and the 75+ age population.

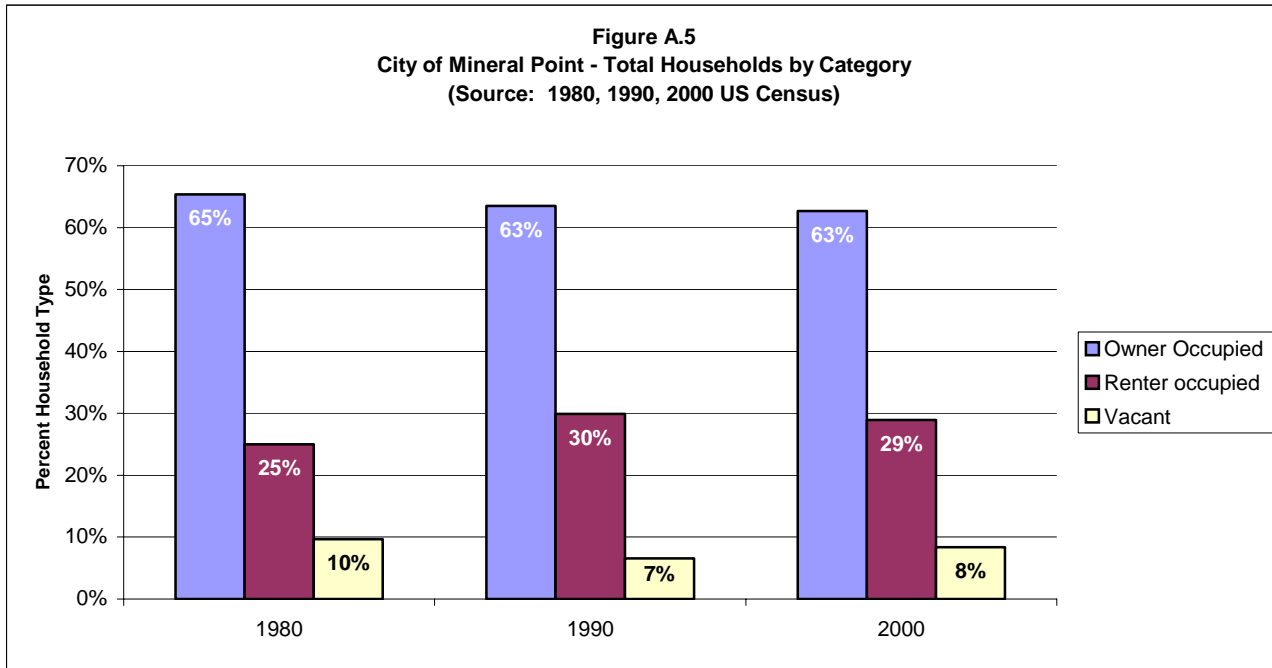


HOUSING TRENDS

Historically, the City of Mineral Point has seen an overall increase in the housing supply. "Total Housing Units" refers to the total number of units available for habitation: owned, rented, and vacant. As indicated by Figure A.4 the City of Mineral Point had an increase of 329 units between 1970 and 2000. For more housing information, go to Section B, Housing Element.



“Total Households” refers to occupied (owned and rented) housing units only. Figure A.5 shows that of the 1184 housing units in City of Mineral Point in 2000, 63 percent were owner occupied, 29 percent renter occupied, and the remaining 8 percent were vacant. The average number of persons per household was 2.53 for owner occupied units, 1.63 for rental units.



EDUCATION LEVELS

An important factor tied to a community’s economic well being as well as its potential for economic growth is the link between education levels of residents and employment opportunities. Table A.1 below reflects the educational attainment of the City residents 25 years and older compared with Iowa County and the State of Wisconsin.

Table A.1 Educational Attainment of Residents 25 Years and Older

Education	City of Mineral Point		Iowa County Percent	State of Wisconsin Percent
	Number	Percent		
< 9th grade	75	4.2%	4.2%	5.4%
9th-12th grade, no diploma	142	8.0%	7.4%	9.6%
HS Grad (incl. Equivalency)	638	35.9%	41.8%	34.6%
Some college, no degree	361	20.3%	19.9%	20.6%
Associate Degree	146	8.2%	8.3%	7.5%
Bachelors Degree	255	14.3%	13.2%	15.3%
Graduate or Professional Degree	161	9.1%	5.3%	7.2%
Total population 25 years and older	1778	100.0%	100.0%	100.0%

Source: 2000 US Census

INCOME COMPARISONS

Table A.2 compares the income levels of the City of Mineral Point with those of Iowa County and the State of Wisconsin. Median household income is based on every unit of occupancy with one or more unrelated individuals. Median family income is based on units of occupancy with individuals related by blood (children, grandparents, etc.) or law (marriage, adoption, etc.). Per capita income is based on each individual wage earner.

Table A.2 Income Comparisons

Income Type	City of Mineral Point	Iowa County	State of Wisconsin
Median household income	\$43,182	\$42,518	\$43,791
Median family income	\$52,137	\$49,972	\$52,911
Per capita income	\$21,097	\$19,497	\$21,271

Source: 2000 US Census

EMPLOYMENT CHARACTERISTICS

Table A.3 is reflective of the 2000 US Census for employed persons 16 years and over and their respective occupations in the City of Mineral Point, compared by percentage to Iowa County and the State of Wisconsin. By definition of the Census, occupation is referred to as the type of work a person does on the job. For more information, go to Section F, Economic Development Element.

Table A.3 Employment Characteristics

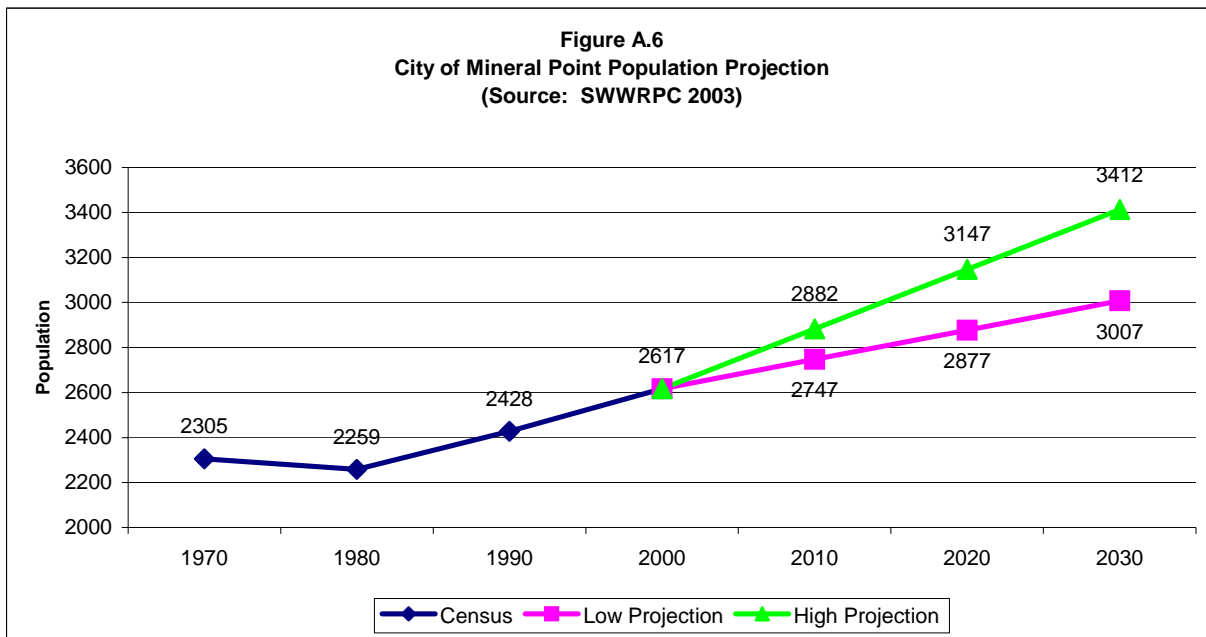
Occupation	City of Mineral Point		Iowa County Percent	State of Wisconsin Percent
	Number	Percent		
Management, professional and related	426	29.9%	30.9%	31.3%
Services occupations	198	13.9%	12.8%	14.0%
Sales and office occupations	364	25.6%	25.5%	25.2%
Farming, fishing, and forestry occupations	8	0.6%	2.5%	0.9%
Construction, extraction, and maintenance occupations	136	9.6%	10.9%	8.7%
Production, transportation, and material moving occupations	292	20.5%	17.4%	19.8%
Total employed civilian population 16 years and older	1424	100.0%	100.0%	100.0%

Source: 2000 US Census

DEMOGRAPHIC PROJECTIONS

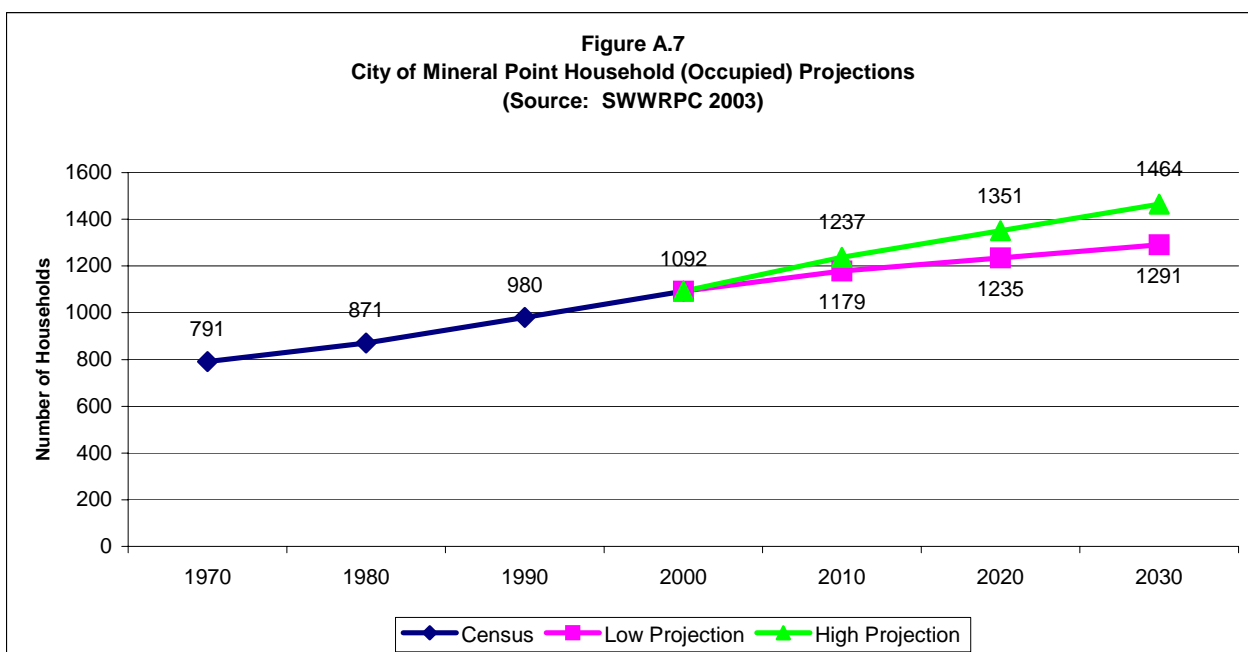
POPULATION

Preparing projections of future population is necessary to provide planners, developers, and others with expected increases or decreases in population in given base years. Reliable projections of population are needed for all kinds of planning or policy decisions whether involving the need for extending utilities, building a new highway, or starting a business. All these require some notion of probable demand for such facilities. Figure A.6 shows past population trends as well as the population projections to the year 2030. The figure gives both low and high projections for the City, showing an overall increase in population in the next 30 years.



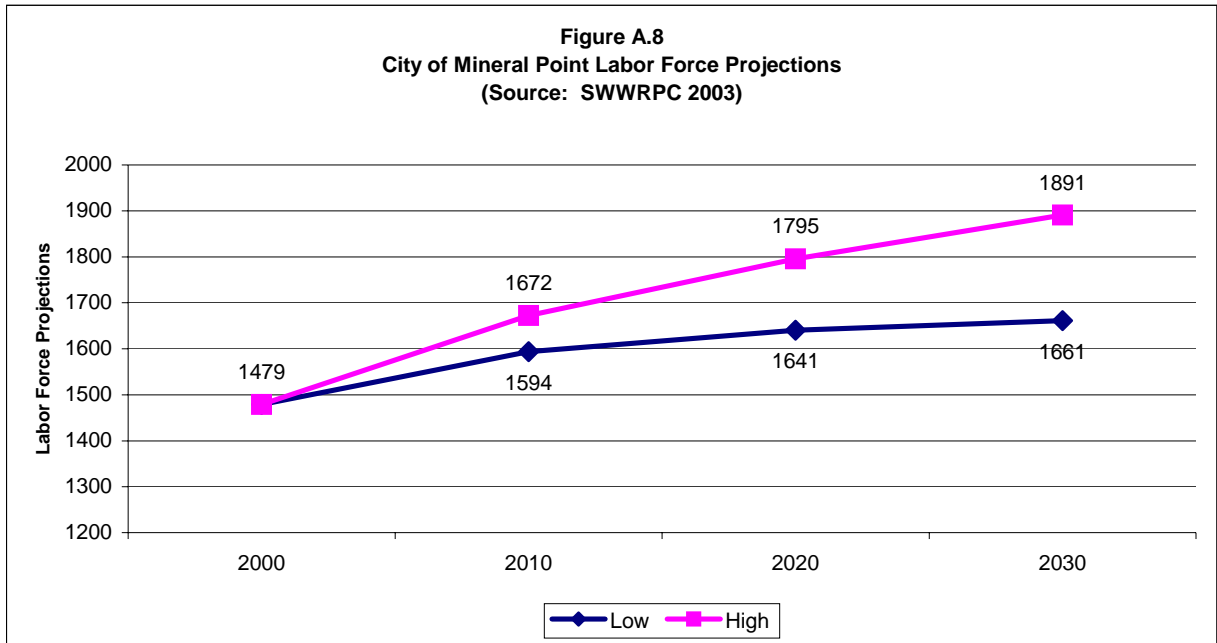
HOUSEHOLD

These household projections were based on population projections and average household sizes from the 2000 Census. Figure A.7 shows household projections for the City of Mineral Point.



LABOR FORCE

Figure A.8 shows the labor force projections for the City of Mineral Point. The jobs projected are not necessarily created in the jurisdiction, but indicate the projected labor force residing in the City of Mineral Point. For more information, go to Section F, Economic Development Element.



All of the projections presented in this section are based on past trends. The projections are intended as a guide. A sudden change, such as the creation of a large industry in an outlying area may dramatically impact these projections.