

e-Newsletter from SWWRPC



In This Issue

[40th Anniversary Celebration](#)

[Supporting Healthy Platteville](#)

[Economic Gardening](#)

[New Comp Plans](#)

[About SWWRPC](#)

SWWRPC Celebrates 40th Anniversary

At our annual meeting on July 27, 2010 the Southwestern Wisconsin Regional Planning Commission celebrates 40 years of "Helping Communities Reach their Goals." The annual meeting and banquet marks a continued history of economic development, community planning and transportation planning for the Southwestern Wisconsin region. We thank our constituent counties of Grant, Green, Iowa, Lafayette, and Richland for their support over the years. We are fortunate to have great leaders on our commission who have continued to be committed to the improvement of our region. Thank you to all our commissioners, past and present, who have sacrificed their time and energy for Southwestern Wisconsin.



"Celebrating 40 years of helping communities reach their goals"

Supporting a Healthy Platteville

In July, 2010, Platteville was selected as one of 26 schools in the state to receive WI Nutrition, Physical Activity and Obesity Program funding to change the amount and the quality of daily physical activity in schools (K-12). Funds in the City of Platteville will be used to support efforts of the existing Safe Routes to School program. SWWRPC will assist the Safe Routes Committee conduct outreach and strategic policy changes (implementing the Safe Routes to School Plans) as part of this project. Additionally, funds will also go toward the purchase of several tandem bikes and pedometers- tools that will help encourage community members to get out and be active more often!

In February and March 2010, the Wisconsin Nutrition, Physical Activity and Obesity Program

SWWRPC's Mission

SWWRPC provides intergovernmental planning and coordination of community development planning, economic development, and transportation. In response to local and regional goals, the Commission and its Staff work to enhance fiscal and physical resources and to balance local and regional development, preservation, conservation, and social priorities. SWWRPC's member counties are Grant, Green, Iowa, Lafayette, and Richland.

To learn more about us visit our website at

www.swwrpc.org

[Join Our Mailing List!](#)

received three grant awards from the federal American Recovery and Reinvestment Act (ARRA) Communities Putting Prevention to Work (CPPW) initiative to work on obesity prevention efforts. These grant funds are focused on policy, environmental and systems changes. The grants are for 24 months and will end in February and March 2012. Wisconsin was one of only two states (Minnesota was the other) that received funding in all three grant areas for obesity prevention. The City of Platteville funding is made possible through this opportunity.

Economic Gardening

No, we are not talking about planting lettuce and tomatoes, economic gardening is a program that takes an entrepreneurial approach to job creation. Sometimes referred to as a homegrown or inside-out strategy, economic gardening focuses on helping existing growth-oriented companies become larger.

Economic gardening helps establish an entrepreneurial culture within communities and sets itself apart from other economic development strategies by its target audience, tools and timing of services.

Traditional economic development programs offer tax incentives, workforce development incentives and infrastructure improvements to attract and retain companies that may be considering relocation - strategies that emphasize movement rather than growth.

In contrast, economic gardening deals with growth oriented companies and strategic issues like penetrating new markets, refining business models, developing teams and embracing new leadership roles. Economic gardening provides information and decision-making assistance to companies that are transitioning from small to large, with services customized to meet the just in time needs of this audience.

SWWRPC is exploring establishing this type of program through a partnership with the Pioneer Activity Center for Community Engagement (PACCE). We have contracted with PACCE to develop a process to implement the program and to test various databases through case studies with regional businesses. We will be working closely with the university and the new Economic Gardening team put together recently.

Comprehensive Planning Continues for Multiple Communities

SWWRPC has been awarded a multi-jurisdictional comprehensive planning grant to assist the Town of Boscobel, the Town of Castle Rock, and the Town of Patch Grove in developing their respected plans. These comprehensive plans are designed to help each community develop and grow into their own vision for the future.

One University Plaza, 719 Pioneer Tower, Platteville, WI 53818
Phone: (608) 342-1214, Fax: (608) 342-1220
Email: newsletter@swwrpc.org

[Grant County](#)

[Green County](#)

[Iowa County](#)

[Lafayette County](#)

[Richland County](#)

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to newsletter@swwrpc.org by newsletter@swwrpc.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

