

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY 2009-2014



SOUTHWESTERN WISCONSIN ECONOMIC DEVELOPMENT DISTRICT

Five Year Update
June 2009

Comprehensive Economic Development Strategy Report 2009-2014

**Southwestern Wisconsin
Economic Development District**

Prepared For:

County Board Supervisors of Grant, Green,
Iowa, Lafayette, and Richland Counties

Prepared By:

Southwestern Wisconsin Regional Planning Commission
719 Pioneer Tower
One University Plaza
Platteville, WI 53818

The preparation of this report was financed in part by a grant from the
Economic Development Administration, U.S. Department of Commerce.

Southwestern Wisconsin Regional Planning Commission

COMMISSION MEMBERS

- *John Patcle, Grant County Board Chair, SWWRPC Vice-Chairperson
 - Eileen Nickels, Grant County
 - Richard Rogers, Grant County
- *Arthur Carter, Green County Board Chair
 - Nathan Klassy, Green County
 - John Waelti, Green County
- *Mark Masters, Iowa County Board Chair, SWWRPC Chairperson
 - Bradley Glass, Iowa County
 - Susan Hollett, Iowa County
 - Jack Sauer, Lafayette County Board Chair
- *Timothy McGettigan, Lafayette County, SWWRPC Secretary/Treasurer
 - Lance McNaughton, Lafayette County
- *Ann Greenheck, Richland County Board Chair
 - Robert Neal Smith, Richland County
 - Bruce Wunnicke, Richland County

* = SWWRPC Executive Committee

COMMISSION Staff

- Lawrence T. Ward, Executive Director
- Edward L. White, Economic Development Program Manager
- Amy Seeboth, Transportation Planning Program Manager
- Todd Johnson, Community Planning Program Manager
- Mary Jenkins Penn, Senior Planner
- Tjaard van Holten, Associate Planner
- Darlene Wilson, Cartographer / GIS Technician
- Jeni Ginter-Lyght, Finance & Human Resource Manager
- Devon Piernot, GIS/Web Developer
- David Buechler, GIS/Web Developer
- Jennifer McCollum, Planning Assistant
- Stevie Lee, Planning Assistant

Abstract

TITLE: COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
FIVE YEAR UPDATE, 2009-2014

CONTACT: Edward L. White, Economic Development Program Manager

AUTHORS: Edward L. White, Economic Development Program Manager ,
Tjaard Van Holten, Associate Planner
Stevie Lee, Planning assistant

SUBJECT: Five-year update of the Southwest Wisconsin Region's
economic development program, socioeconomic conditions
and trends, regional infrastructure, geography, natural
resources, and projects to ensure continued eligibility of the
region as an Economic Development District.

DATE: Adopted June 23, 2009

PLANNING AGENCY: Southwestern Wisconsin Regional Planning Commission

SOURCE OF COPIES: Southwestern Wisconsin Regional Planning Commission
One University Plaza, 719 Pioneer Tower
Platteville WI 53818
(608) 342-1751
www.swwrpc.org

This report updates an economic development program for Southwest Wisconsin. Specific public and private investment projects intended to promote economic development within the region are described. This document functions to enhance opportunities for the region's communities and other eligible entities to receive public works and business loans and grants from the Economic Development Administration (EDA). This report was prepared in conformance with the Economic Development Administration Reauthorization Act of 2004 and is consistent with EDA Code of Federal Regulations, 13 CFR, Chapter III, Part 303-Planning Investments and Comprehensive Economic Development Strategies, as published in the Federal Register (Vol. 71, No. 187) on September 27, 2006. Preparation of this report was financed in part by a grant from the Economic Development Administration, U.S. Department of Commerce.

Index

Table of Contents

CHAPTER 1 – Introduction and Administrative Organization

What Is CEDS	8
Creation of SWWRPC	8
SWWRPC Mission	8
SWWRPC Representation	8

CHAPTER 2 – Southwest Wisconsin Regional Economy

Population	9
Aging Population	13
Housing	13
Education	15
Labor Force	16
Per Capita Personal Income	18
Employment by Occupation	22
Employment by Industry	23
Transportation	31
Tourism	35
Agriculture	38
Physical Geography	45

CHAPTER 3 – Community and Private Sector Participation

CEDS Committee	48
SWOT Analysis	49

CHAPTER 4 - SWWRPC, Initiatives and Priorities

Mission	50
Region-Wide Initiatives	50
Region-Wide Priorities	51

CHAPTER 5 - Plan of Action

Action steps	53
Performance Measures	55

CHAPTER 6 - Economic Development Programs & Activities

Commission Work Programs	56
Resources and Programs	56

CHAPTER 7- EDA Program Criteria & Regional Inventory

List of Tables

Table 2.1	Population Change	9
Table 2.2	Historic Population Growth Rates	10
Table 2.3	Percent of the Population 65 Years & Over	13
Table 2.4	Housing Units	13
Table 2.5	Annual Estimates of Housing Units Per Area	14
Table 2.6	Households	14
Table 2.7	Percent Educational Attainment for the Population 25 Years and Over	15
Table 2.8	SWWRPC Labor Force Average Estimates	16
Table 2.9	Percent of Local Labor Force Working Within the County of Residence	18
Table 2.10	Per Capita Personal Income	18
Table 2.11	Employment by Occupation	22
Table 2.12	Population Employed by Industry	28
Table 2.13	Total Full Time and Part Time Employment	29
Table 2.14	Tourism Spending	35
Table 2.15	Agricultural Statistics	38
Table 2.16	Market Value of Agricultural	42
Table 2.17	Market Value of Agricultural Production in Thousands of U.S. Dollars	44
Table 7.1	EDA Grant Rate Eligibility	64

Index

List of Maps

Map 1	Town Population Densities 2000	11
Map 2	Town Population Densities 2008	12
Map 3	Median Household Income 2000	20
Map 4	Median Household Income 2006	21
Map 5	Major Highways of SW WI	32
Map 6	Currently Working Railroads of SW WI	33
Map 7	Airports	34
Map 8	Wisconsin Bike Trails	36
Map 9	Recreation Trails of SW WI	37
Map 10	Prime Farmland	46
Map 11	Land Cover	47

Appendices

APPENDIX A - Local Projects	66
APPENDIX B - Economic Development Programs & Resources	72
APPENDIX C - DWD County Snapshots	79
APPENDIX D - Population Graphs	89
APPENDIX E - Industrial Parks	94
APPENDIX F - EDA Assistance for SW Region	95
APPENDIX G - SWOT Analysis	97
APPENDIX H - CEDS Strategy Committee & Summary of Proceedings	101
APPENDIX I - Plan Adoption Resolution	104
APPENDIX J - Economic Development Contacts	105
APPENDIX K - 2009 Project Scoring Criteria	106

Directory of Abbreviations - This report contains many acronyms for local, state and federal agencies and organizations. Below is a listing of the most common abbreviations used in the strategy.

SWWRPC - Southwestern Wisconsin Regional Planning Commission

CEDS - Comprehensive Economic Development Strategy

EDA - Economic Development Administration, a division of the U.S. Department of Commerce

SWOT Analysis - An analysis of the regions Strengths, Weaknesses, Opportunities, and Threats

DWD - Department of Workforce Development - State Agency dealing with workforce issues

USDA - United States Department of Agriculture

SW WI - Southwestern Wisconsin

OEA - Office of Economic Advisors - agency of U.S. Department of Commerce that gathers economic data

Report Structure

The CEDS is intended to provide background information on the economic development situation of the area, an analysis of economic and community development problems and opportunities, and provide goals, objectives as well as an action plan for a strategy designed to take advantage of the opportunities and alleviate economic development problems.

The 2009-2014 CEDS for the Southwestern Wisconsin Economic Development District is structured into seven chapters:

- 1. Introduction and Administrative Organization**
- 2. Southwest Wisconsin Regional Economy**
- 3. Community and Private Sector Participation**
- 4. SWWRPC mission, Goals, Initiatives**
- 5. Economic Development Programs & Activities**
- 6. Plan of Action**
- 7. EDA Program Criteria & Regional Inventory**

