

CHAPTER 6 Economic Development Element

66.1001 (2)(f) Wisconsin Statutes:

***Economic Development Element.** 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.*

Section 6.1 Introduction

This element will present information about the economy within the Town of New Hope. Economic development, which can be defined as the type and level of business activity within an area, is often based on a combination of market forces, regulation, and the extent of local government encouragement. The Town of New Hope has historically been a rural community of primarily agricultural activity with a scattering of small-scale commercial uses and will likely remain that way into the future. In the recent past, an increase in recreation and tourism has occurred due to the desirable lakes, rivers and creeks present in the Town. As such, the Town recognizes that the majority of business development will most likely occur beyond its borders. Different types of development in surrounding areas, however, can have an impact on Town growth, quality of life, and even its ability to pay for Town services. For this reason New Hope wishes to pursue economic development opportunities that will enhance the rural character of the area and assure the community the means to provide for the services and infrastructure needs of present and future residents.

This element concludes with goals, objectives, and policies to promote the stabilization, retention, or expansion of the economic base. County and state economic development information is included to help the Town identify potential opportunities that could be used to pursue appropriate economic development activities.

Section 6.2 Labor Force and Economic Base

A. Labor Force Analysis

1. Educational Attainment

As discussed in the Issues and Opportunities chapter of this plan, and illustrated by Table 1.4 of that chapter, the Town of New Hope has seen a decrease in the percentage of its residents who have achieved a college degree (Associate, Bachelor, or Graduate/Professional degree).

2. Earnings and Income

Wages are not the only form of income those residents receive. "Total income" is defined by the U.S. Census as the sum of the amounts reported separately for wages, salary, commissions, bonuses, or tips; self-employment income from non-farm or farm businesses,

including proprietorships and partnerships; interest, dividends, net rental income, royalty income, or income from estates and trusts; Social Security or Railroad Retirement income; Supplemental Security Income (SSI); any public assistance or welfare payments from the state or local welfare office; retirement, survivor, or disability pensions; and any other source of income received regularly such as Veterans; (VA) payments, unemployment compensation, child support, or alimony. According to the 2011-2015 American Community Survey (ACS), approximately 237 (80%) of the estimated 295 New Hope households were classified as household with earnings; 111 (38%) were households with social security income; 77 (26%) were households that received retirement income; 6 (2%) households received Supplemental Security Income; 2 (0.7%) households received public assistance.

In order to better understand the existing wage-earning realities within the Town of New Hope, “earnings” data was considered to be more informative. “Earnings” are defined by the U.S. Census Bureau as the algebraic sum of wages or salary income and net income from self-employment, representing the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions etc.

Table 6.1 compares mean (average) earnings, and mean household and per capita income, for households and individuals in communities within the New Hope area and Portage County overall. The Town of New Hope experienced a substantial increase in mean earnings, and had higher earnings than several of the other comparison communities. Increases in mean and per capita income were also realized, but lagged behind the other communities in comparison. New Hope rated higher in all three categories than the County overall.

Table 6.1: Mean Earnings, Mean Household and Per Capita Income Comparison

	Mean Earnings Per Household			Mean Income Per Household			Per Capita Income		
	2006-2010	2011-2015	Change	2006-2010	2011-2015	Change	2006-2010	2011-2015	Change
Town of New Hope	\$67,397	\$72,781	8%	\$81,352	\$84,174	3%	\$32,115	\$34,625	8%
Town of Alban	\$61,382	\$61,118	-0.4%	\$59,721	\$59,686	-0.1%	\$24,169	\$26,596	10%
Town of Sharon	\$67,134	\$68,782	2%	\$68,741	\$73,961	8%	\$27,735	\$29,532	6%
Town of Stockton	\$67,729	\$75,835	12%	\$71,309	\$76,266	7%	\$26,497	\$29,080	10%
Town of Amherst	\$72,609	\$77,532	7%	\$71,547	\$78,926	10%	\$28,278	\$31,179	10%
Portage County	\$61,125	\$63,277	4%	\$62,396	\$64,355	3%	\$24,873	\$26,071	5%

Source: U.S. Census Bureau 2006-2010 and 2011-2015 American Community Survey

Note: Mean earnings = total earnings/ # households with earnings; Mean income = total income/ # households with income

According to 2011-2015 ACS data, median household income for Town of New Hope residents was \$71,705, which was higher than Portage County (\$51,613). See Table 1.6 of the Issues and Opportunities chapter of this Comprehensive Plan for further information on household income.

3. Percent in Labor Force and Unemployment

Table 6.2 below examines labor force participation and employment percentages for the Town of New Hope, as described in the 2006-2010 ACS and 2011-2015 ACS. Age sixteen is considered to be the lower threshold for being eligible for employment. Between 2011-2015, the Town had an estimated labor force participation rate of 66%, which was lower than the

Portage County rate of 68%. New Hope experienced a slight increase in the unemployment rate from 2% for the 2006-2010 period to 4% for the 2011-2015 period.

Table 6.2: Employment Status of Town of New Hope Population 16 Years and Above

Employment Status	2006-2010		2011-2015	
	Estimate	%	Estimate	%
Population 16 years and over	583	100%	619	100%
In labor force	389	67%	410	66%
Civilian labor force	389	67%	410	66%
Employed	378	65%	387	63%
Unemployed	11	2%	23	4%
Armed Forces	0	0%	0	0%
Not in labor force	194	33%	209	34%

Source: U.S. Census Bureau 2006-2010 and 2011-2015 American Community Survey

4. Employment by Occupation

Table 6.3 below provides information regarding the type of occupation that Town of New Hope residents were employed in for the periods 2006-2010 and 2011-2015. The Management/Professional category is the largest, although employment in the occupation decreased from 47% to 30% between the 5-year periods. Sales and Office occupations ranked 2nd. Service occupations showed strong gains, growing 10% (from 8% to 18% of the workforce). Figure 1.3 of the Issues and Opportunities chapter summarizes resident employment by industry for the five-year period 2011-2015. Information within Table 6.3 and Figure 1.3 represents what type of occupation/industry the working residents of the Town were employed in, and is not a listing of the employment opportunities currently located in New Hope.

Table 6.3: Town of New Hope Employment by Occupation

Occupation	2006-2010		2011-2015	
	Estimate	%	Estimate	%
Management, business, science, and arts occupations	178	47%	115	30%
Service occupations	29	8%	70	18%
Sales and office occupations	93	25%	90	23%
Natural resources, construction, and maintenance occupations	37	10%	50	13%
Production, transportation, and material moving occupations	41	11%	62	16%
Total Employed	378		387	

Source: U.S. Census Bureau 2006-2010 and 2011-2015 American Community Survey

5. Commuting

According to 2011-2015 ACS data, an estimated 89% of employed residents worked outside the Town, while the remaining 11% lived and worked within the Town. The fact that the majority of the labor force is working further from Town is also supported by the mean travel time to work, which was 29.9 minutes for New Hope residents.

B. Local Economic Base Analysis

The economic base in the Town of New Hope is a mainly rural community, which is supported by residents with hopes of retaining their existing agricultural operations and natural rural setting. The Town is mainly a bedroom community without a defined commercial center or area. The community supports appropriate scale businesses for a rural township and has regulations to ensure they are in harmony with their surroundings.

Existing businesses located in the Town of New Hope include:

- home-based businesses
- builders/carpenters
- agriculture

Section 6.3 Strengths and Weaknesses for Attracting/Retaining Business

A. Strengths:

- Well suited for home-based businesses.
- The community supports existing agricultural operations and new agricultural ventures that are in keeping with preserving the resource base and rural character.
- Resource base (lakes, trails, streams) provides opportunity for tourist based businesses.
- Fiber optic internet service is available in certain parts of the Town.

B. Weaknesses:

- Minimal economic base for job opportunities other than agricultural sector or home-based businesses.
- Development of larger commercial businesses would be in conflict with community's desire to protect agricultural and natural resources and the rural character.
- Lack of municipal services, such as sewer and water.
- Topography is a limiting factor for larger scale agricultural operations.

Section 6.4 Desired Businesses

Sites designated for new development in the Town of New Hope will only be considered on a case-by-case basis. Certain types of businesses can develop in the community that have little or no impact on existing uses. Examples of desired businesses for the Town include:

- Home-based businesses
- Smaller-scale farming operations, and businesses that support the agricultural base
- Artist and Artisan businesses

Section 6.5 Environmentally Contaminated Sites

Contaminated sites, also known as brownfields, serve as potential land base for economic development. Brownfields are defined as abandoned or underutilized commercial and industrial properties where redevelopment is hindered by real or perceived contamination. The Wisconsin Department of Natural Resources (WI DNR) has prepared a guide to help finance brownfields cleanup and redevelopment. It can be found online at: www.dnr.wi.gov/files/pdf/pubs/rr/rr539.pdf

The Bureau for Remediation and Redevelopment Tracking System (BRRTS) on the Web is the WI DNR's on-line database containing information on the investigation and cleanup of potential and confirmed contamination to soil and groundwater. Currently, the WI DNR does not identify any brownfield sites with open status in the Town of New Hope (Table 6.4). However, there is a

historic spill site located adjacent to Cty Rd A, one-tenth of a mile north of Cty Rd Z, as a result of a diesel fuel spill in 1993. Historic status refers to a spill where cleanup may have been completed prior to 1996 and no end date is shown. A second spill site, and a Leaking Underground Storage Tank (LUST) site are listed with the WI DNR as well. Both activities have a closed status, which means investigation and cleanup of the contamination has been completed and the state has approved all cleanup actions. Further information on all brownfield sites can be obtained by contacting the DNR or through their website at:

<http://dnr.wi.gov/topic/Brownfields/WRRD.html>.

Table 6.4: Town of New Hope Contaminated Sites

Activity Number and Name	Type - Status	Start	End
#04-50-048123 CTH A .1 Mile N of CTH Z CTH A .1 Mile N of CTH Z	Historic Spill	2/10/1993	2/10/1993
#03-50-286051 O'Brien Residence 1089 Taylor Rd	Closed LUST	1/10/2002	10/12/2012
#04-50-576944 Cooper Oil Spill 9581 Townhall Rd	Closed Spill	6/25/2015	3/25/2016

Source: BRRTS on the Web, Wisconsin Department of Natural Resources

Section 6.6 Economic Development Resources

The following is a list of potential resources and programs that could provide technical support and financial assistance to Town businesses.

A. Central Wisconsin Economic Development Fund

The Central Wisconsin Economic Development Fund (CWED) is a regional loan program established from the consolidation of state-funded Community Development Block Grant Revolving Loan Funds within Central Wisconsin. Participating counties include Adams, Forest, Lincoln, Marathon, Portage, Vilas and Wood. CWED works with entrepreneurs and their lenders to structure financing packages for start-up and expanding businesses to encourage economic growth in the area. Use of funds may be put toward acquisition of land, buildings, and fixed equipment; site preparation, construction, or remodeling; equipment financing; working capital; and investment in technology to keep the business competitive. CWED loans usually have low interest rates, reduced collateral requirements, and flexible terms.

B. Portage County Business Council

The Portage County Business Council (PCBC) serves as the Chamber of Commerce and economic development organization for the Portage County community. PCBC works with local municipalities and state agencies to promote business development in the area and smooth the way for businesses expanding or relocating to Portage County. The Business Council promotes the Portage County community by featuring available properties, resources and news of interest to potential and growing businesses.

C. Wisconsin Department of Administration

The Wisconsin Department of Administration (DOA) has a broad range of financial assistance programs to help communities with economic development. The federally funded Community

Development Block Grant (CDBG) program can be used for housing, economic development and public facilities improvements.

1. Community Development Block Grant – Economic Development Loan

Purpose: To support economic development projects that spur job creation for low to moderate income residents located in Wisconsin communities of under 50,000 residents. The State will grant funds to a municipality. The municipality, in turn, makes a loan to a business for the purpose of job creation.

Use of Funds: To purchase equipment or provide working capital. Project must create/retain jobs and be documented for a period not to exceed 24 months.

Amount Available: Up to \$1,000,000, based on an allowance of up to \$35,000 per job created.

D. Wisconsin Economic Development Corporation

Wisconsin Economic Development Corporation (WEDC) is the state's lead economic development agency. WEDC helps businesses, communities and individuals take advantage of new opportunities for growth and job creation through innovative market-driven programs. WEDC's economic development programs are designed to retain and attract businesses, create jobs and encourage economic growth.

1. Workforce Training Grants

Purpose: To support businesses making a firm commitment to locate a new facility in Wisconsin or expanding an existing facility within the State which is developing a product, process, or service that requires training in new technology and industrial skills.

Use of Funds: Job training that focuses on new technology, industrial skills, or manufacturing processes. The training must not be currently available through other resources (Wisconsin Technical College System), such as Microsoft Office training, OSHA courses, welding, etc.

Amount Available: Grant Award. A grant of 50% of eligible training costs, up to \$5,000 per employee trained. The maximum award is \$200,000.

Eligibility: Eligible training costs include training wages (of production employees through first line supervisors), training materials and trainer costs. Routine training is ineligible. Eligible training costs do not include travel expenses, food and lodging.

E. Wisconsin Farm Bureau Federation

A voluntary, non-governmental organization controlled by member families to represent them on legislative issues and to provide farm marketing, business and planning consultation and services. Contact information:

Wisconsin Farm Bureau Federation
PO Box 5550
Madison, WI 53705-0550
1-800-261-FARM or 608-836-5575

F. United States Department of Agriculture – Rural Development Administration (Wisconsin)

The Rural Development Administration is an organization affiliated with the United States Department of Agriculture (USDA) that provides funding for home purchase and rehabilitation, technical assistance and funding to new cooperative ventures, and financing for new business development. A full list of their programs can be found on the internet at: www.rd.usda.gov/programs-services or by contacting the Wisconsin office at:

USDA Rural Development - WI
5417 Clem's Way
Stevens Point, WI 54482
Phone: (715)345-7600 FAX: (715)345-7669

G. Small Business Development Center

The Small Business Development Center (SBDC) located at the University of Wisconsin - Stevens Point, is one of 12 university-based SBDC's in Wisconsin. The center offers confidential, no-cost business counseling to current or prospective small-business owners on issues ranging from financial management to sources of capital. Assistance is available to businesses located throughout nine counties including Adams, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, Waupaca, and Wood.

H. Centergy (Central Wisconsin Alliance for Economic Development)

Centergy is an economic development corporation representing the central Wisconsin counties of Adams, Lincoln, Marathon, Portage, and Wood. The corporation works with area chambers, including economic development organizations to encourage business cluster development, support local businesses, attract new businesses, achieve growth for higher education facilities, and improve life in general for all central Wisconsin residents.

I. Wisconsin Manufacturing Extension partnership

In an effort to improve quality and productivity of small to medium sized Wisconsin Manufacturers, a partnership between government, industry, labor, and education was formed. The Wisconsin Manufacturing Extension Partnership (WMEP) has expertise in addressing the needs of Wisconsin manufacturers, whether the primary concern is cost and efficiencies, growth, establishing a winning culture or gaining a specific certification.

Section 6.7 Economic Development Issues Identified by the Town

The following issues were identified during the comprehensive planning process:

- How can the Town maintain agricultural businesses?
- How can the Town preserve rural character?
- How can the Town promote market gardens?
- How can the Town promote small and home based businesses and other lower intensity commercial development?
- How can the Town limit large farm operations and the nuisances associated with them?

Section 6.8 Summary/Recommendations

As noted earlier, 89% of employed residents worked outside the Town in the five-year period of 2011-2015. County projections show the majority of living wage job opportunities will occur in more urbanized areas. Therefore, most town residents will continue to commute to employment opportunities that are available in adjacent communities during this planning horizon.

Section 6.9 Economic Development Goals, Objectives and Policies

Goal 1: Preserve the agricultural economy within the Town of New Hope.

Objective 1.1: Preserve productive agricultural lands within the Town.

Policy 1.1.a: Limit development in productive agricultural areas through the use of larger lot zoning.

Goal 2: Encourage and support agricultural and home based businesses.

Objective 2.1: Promote business development that preserves the Town's rural character.

Policy 2.1.a: The Town Board and Plan Commission will review special exception requests for home occupations and small scale commercial development based on the following general criteria:

- Site does not have significant physical constraints which could create negative impacts on the environment, e.g. soils are suitable for on-site waste disposal, hazardous wastes can be safely disposed of, naturally occurring wetlands are not filled, etc.
- Proposed use is compatible with surrounding uses or negative impacts can be mitigated by proper site design, screening, buffering, etc.
- Consideration of the opinions of neighboring landowners and the interests of the Town.