

CHAPTER 6 Economic Development Element

66.1001 (2)(f) Wis. Stat:

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, region and state economic development programs that apply to the local governmental unit.

Section 6.1 Introduction

This section of the Comprehensive Plan summarizes the Village of Nelsonville existing economic activity and conditions while understanding its tie to the area economy. 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.

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 Village identify potential opportunities that could be used to pursue appropriate economic development activities.

Section 6.2 Economic Base Characteristics

A. Labor Force Analysis

1. Educational attainment

The Village of Nelsonville has seen an increase in the percentage of its residents who have achieved a college degree (Associate, Bachelor, or Graduate/Professional degree). According to 2010-2014 ACS data, 38% of Village residents have an associate's degree or higher. See Table 1.5 of the Issues and Opportunities chapter of this plan.

2. Wages and Income

Wages are not the only form of income that residents receive. "Total income" is defined by the US Census as the sum of the amounts reported separately for wage or salary income, commissions, bonuses, or tips; self-employment income from non-farm or farm business, including proprietorships and partnerships; interest, dividends, or net rental or 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 sources of income received such as Veterans' (VA) payments, unemployment compensation, child support, or alimony. According to the 2010-2014 ACS, 38% of households received Social

Security income; 31% of households received retirement income, and 2% of households received Supplemental Security income.

In order to better understand the existing wage-earning realities within the Village of Nelsonville, “earnings” data was considered to be more informative. “Earnings” are defined by the US Census Bureau as the algebraic sum of wage 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 Nelsonville area and Portage County overall. The Village of Nelsonville made great percentage strides in earnings and income since 2000, but still lags slightly behind its neighbors and Portage County as a whole in actual dollars.

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

	Mean Earnings Per Household			Mean Income Per Household			Per Capita Income		
	1999	2010-14	Change	1999	2010-14	Change	1999	2010-14	Change
V. Nelsonville	\$55,066	\$59,462	8%	\$64,303	\$66,691	4%	\$19,708	\$26,529	35%
V. Amherst	\$46,680	\$51,156	10%	\$57,083	\$49,850	-13%	\$18,514	\$19,824	7%
V. Amherst Junction	\$52,631	\$78,846	50%	\$60,498	\$82,907	37%	\$19,261	\$27,459	43%
T. Amherst	\$54,644	\$76,506	40%	\$63,172	\$77,719	23%	\$19,751	\$32,586	65%
Portage County	\$50,373	\$62,367	24%	\$52,102	\$62,649	20%	\$19,854	\$25,462	28%

Source: U.S. Census Bureau, 2000 Census and 2010-2014 American Community Survey
 Mean earnings = total earnings / # households with earnings; Mean income = total income / # households with income

Table 1.7 of the Issues and Opportunities Chapter details changes in median (middle point) household income over the last 25 years, as reported in the US Census. The 2010-2014 Village of Nelsonville median income (\$61,875) is higher than that of Portage County (\$50,837). Within the greater Amherst area, Nelsonville’s median income is greater than the Village of Amherst (\$39,292) and lower than the Village of Amherst Junction (\$65,714) and Town of Amherst (\$63,088).

3. Percent in Labor Force and Unemployment

Table 6.2 below shows the number of residents 16 years and above living in the Village of Nelsonville, Portage County and Wisconsin. Age sixteen is considered to be the lower threshold for being eligible for employment. According to the 2010-2014 ACS, the Village of Nelsonville has a slightly higher percentage of residents in the labor force (70%) as compared to Portage County and the State of Wisconsin. According to Census information, Nelsonville had a lower unemployment percentage (2%) than both the County and the State as well.

Table 6.2: Employment Status, Population 16 Years and Above (2010-2014 ACS)

Employment Status (Persons 16 Years +)	Village of Nelsonville	Portage County	Wisconsin
Population 16 years and over	92	57,780	4,561,244
In Labor Force <i>(Percentage In Labor Force)</i>	70%	68%	67%
Armed Forces <i>(Percentage of Labor Force)</i>	0%	0.1%	0.1%
Civilian labor force <i>(Percentage of Labor Force)</i>	100%	68%	67%
Employed <i>(Percentage of Civilian Labor Force)</i>	98%	92%	93%
Unemployed <i>(Percentage of Civilian Labor Force)</i>	2%	8%	7%
Not in Labor Force <i>(Percentage Not in Labor Force)</i>	30%	32%	33%

Source: U.S. Census Bureau, 2000 Census and 2010-2014 American Community Survey

4. Type of Employment for Village Residents

Table 6.3 below provides information regarding the type of occupation that Village of Nelsonville residents are employed in. The Sales and Office occupation continues to contain the largest number of employed residents, followed by the Management, Professional, and Related occupations. This correlates to the higher education attainment previously discussed. Figure 1.3 in Issues and Opportunities Chapter summarizes resident employment by industry for the period of time spanning 2010-2014. Information for both these tables represents what type of occupation/industry the working residents of the Village were employed in, and is not a listing of the employment opportunities currently located in the Village.

Table 6.3: Village Resident Employment by Occupation

Occupation	2000	2010-2014
Management, professional, and related occupations	26%	22%
Service occupations	16%	16%
Sales and Office occupations	29%	35%
Farming, Fishing, and Forestry occupations ⁽¹⁾	2%	NA
Construction, Extraction, and Maintenance occupations ⁽²⁾	13%	16%
Production, Transportation, and Material Moving occupations	15%	11%

Source: U.S. Census Bureau, 2000 Census and 2010-2014 American Community Survey

(1) Category was changed to an "Industry" during the 2010 Census period.

(2) Category was changed during the previous Census period and may reflect the addition or subtraction of other occupations.

5. Commuting

According to 2010-2014 ACS data, 24.6% of employed Village residents live and work in Nelsonville, and the mean travel time to work for Village residents is 20.8 minutes.

B. Economic Base Analysis

Table 6.4 below lists all the businesses located in the Village of Nelsonville.

Table 6.4: Local Businesses within the Village of Nelsonville

Local Businesses	
Alchemy Concrete	Judah Studios
Art Studio (Bruggeman Stain Glass)	Lady Bug Gardens
Atelier Vermeil Studio 2	Lake Elaine Game Farm
Baysek Machines	Post Office
Central WI Pest Control	Reflections Antiques and Gifts
Diamond Machining	Ruby Coffee Roasters
Dombrowski Construction	Tomorrow Valley Ag
Duane's Auto Body	Zoro Photo
Gordondale Farms	

Source: Village of Nelsonville

Section 6.3 Community Assessment: Strengths and Weaknesses Analysis

It is necessary for Nelsonville to look at the factors that influence their economy now, and may influence the economy in the future. In 2016, the built-up portion of the Village is predominately comprised of single family, low-density residential uses and limited commercial development, located along the Tomorrow River. The Village commercial areas are located along the “main street” area with new development moving out. The Village has many areas within its current boundary that are vacant, thus making development in the Village possible.

Nelsonville is located between the Stevens Point urban area and Waupaca urban area. This location offers a quick commute to a variety of employment opportunities, higher education institutions (University of Wisconsin Stevens Point and Mid-State Technical College), entertainment, medical facilities, and numerous other urban amenities.

The Village does not have municipal sewer and water service and the residents of Nelsonville maintain their own wells and septic systems. The Village has police and fire protection through the Portage County Sheriff's Office and Amherst Fire District, respectively.

The following information is based on discussions held by the Village Plan Commission and Village Board. The list of types of desired businesses indicates a desire to maintain the mix of commercial/office activity currently existing within the Village.

A. Categories or types of new businesses and/or industries that are desired by the community

- Home businesses
- Specialty Services
- Gas/mini-mart/convenience store
- Businesses compatible with antique shop and Historical Mill
- Storage and Warehousing
- Light Industrial

B. Community strengths for attracting/retaining business and industry

- The Village has a number of available lots for development
- Good access to an improved Hwy 161 and Hwy 10

- High quality of life
- The Village does not have excessive regulations for the development and redevelopment of businesses and industry
- The Village is receptive to new and/or expansion businesses

C. Community weaknesses for attracting/retaining business and industry

- No sewer and water
- The Village has older structures that may need updating for code compliance

Section 6.4 Identification of Developable and Redevelopment Land

A. Developable Land

- The Plan Commission has identified land on the north side of the Village, along Hwy 161 for commercial use
- East of Diamond Machining, Baysek Machines, Tomorrow Valley Ag, and west of the River

B. Redevelopment Land

- Redevelopment of existing buildings along High Street/Hwy 161 is desired (example the old creamery)

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 Departments of Commerce and Natural Resources have jointly prepared a guide to help finance brownfields cleanup and redevelopment. It can be found online at: <http://dnr.wi.gov/files/pdf/pubs/rr/rr539.pdf>

There are currently no sites listed with open status by the WI DNR within the Village of Nelsonville. A complete list of all brownfield sites can be obtained by contacting the DNR or through their website at: <http://dnr.wi.gov/topic/Brownfields/clean.html>

Section 6.6 Economic Development Programs

Residents in the Village of Nelsonville rely heavily on the central Portage County urban area (City of Stevens Point, Village of Plover, and Village of Whiting), the City of Waupaca, and surrounding Amherst area communities for their commercial and service needs, along with employment opportunities.

The Village currently has no established incentive programs to assist local economic needs. However, the Village should continue making positive planning decisions that will result in the continuation of the Village as an attractive place for business.

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

A. 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.

B. 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.

C. 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: 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: 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.

D. 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.

E. United States Department of Agriculture – Rural Development Administration

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: <http://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

F. North Central Wisconsin Regional Planning Commission

The North Central Wisconsin Regional Planning Commission (NCWRPC) provides technical grant writing and administrative assistance to communities that are seeking funds from the U.S. Department of Administration, the Wisconsin Department of Natural Resources, and USDA-Rural Development.

In addition, the NCWRPC provides communities with assistance in a variety of other economic development related studies, including: developing economic development strategies that examine the local economy, assess local trends and identify strategies to spur development, and preparing various grant applications.

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 (WMEP)

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 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/Conclusions

- Home base businesses allow opportunities to start small and possibly grow into a commercial business in the Village.
- The Village has the opportunity to support appropriate commercial and industrial development in the area. Nelsonville has vacant land and/or buildings that should be utilized to their full potential.

Section 6.8 Economic Development Goals, Objectives and Policies

A. Goal: Promote the stabilization and expansion of the current economic base.

B. Objectives

1. Planned economic development areas are identified and/or established throughout the Village.
2. Encourage commerce and tourism throughout the Village.
3. Be receptive to the needs of the business community.
4. Promote co-operation with area business associations for resources and promotion of growth within the Village of Nelsonville.
5. Encourage use and refurbishment of existing vacant commercial structures throughout the Village.

C. Policies

1. Continue to encourage commercial development primarily in the “downtown area”, but also in other appropriate areas in the Village.
2. Consider proposals for industrial or other intensive uses on a case-by-case basis, due to the highly varied nature of such activities.