

Chapter 6 Economic Development

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, 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 Dewey. 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 Dewey has historically been a rural community of primarily agricultural activity with a scattering of small-scale commercial uses. This trend of predominantly agricultural economic activity continues to the present, along with an increase in residential development in areas near the Wisconsin River. 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 Dewey 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 address 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 Dewey has seen an increase 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 2000 Census (Summary File 3 Table P58, P60, P62-66) 329 (89.2%) of 369 Dewey households sampled were classified as household with earnings; 68 (18.4%) were households with social security income; 38 (10.3%) were households that received retirement income and 8 households received public assistance.

In order to better understand the existing wage-earning realities within the Town of Dewey, “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 Dewey area and Portage County overall. The Town of Dewey experienced a higher percentage increase since 1989 in mean earnings than the County, and remains above the rate of increase for mean household and per capita income.

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

	Mean Earnings Per Household			Mean Income Per Household			Per Capita Income		
	1989	1999	Change	1989	1999	Change	1989	1999	Change
Town of Dewey	\$34,931	\$62,520	79%	\$34,916	\$64,392	84%	\$11,400	\$24,623	116%
Town of Carson	\$37,274	\$59,190	59%	\$37,123	\$57,979	56%	\$12,342	\$21,576	75%
Town of Eau Pleine	\$30,962	\$53,583	73%	\$32,903	\$56,964	73%	\$10,597	\$20,301	92%
Portage County	\$33,230	\$50,373	52%	\$33,184	\$52,102	57%	\$11,730	\$19,854	69%

Source: U.S. Census Bureau, 1990 and 2000 Census

Mean Earnings = total earnings/ #h/holds with earnings;
 Mean income = total income/ # h/holds with income

According to 2000 Census data, median household income for Town of Dewey residents was \$50,391, which was higher than County and State median income. Portage County median income in 2000 was \$43,487, while state median income was \$43,791.

3. Percent in Labor Force and Unemployment

Table 6.2 below examines labor force participation and employment percentages for the Town of Dewey, as described in the 1990 and 2000 Census.

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

EMPLOYMENT STATUS	1990		2000	
	Number	Percent	Number	Percent
Persons 16 years and over	604	100%	777	100%
In labor force	421	69.7%	585	75.3%
Civilian labor force	421	69.7%	585	75.3%
Employed	394	65.2%	568	73.1%
Unemployed	27	4.5%	17	2.2%
Armed Forces	0	0.0%	0	0.0%
Not in labor force	183	30.3%	192	24.7%

Source: Census 1990 and 2000

Age sixteen is considered to be the lower threshold for being eligible for employment. The Town had a 2000 labor participation rate of 75.3%, which was above the Portage County average of 67.1%. Dewey did experience a decrease in the unemployment rate from 4.5% in 1990 to 2.2% in 2000.

4. Employment by Occupation

Table 6.3 below provides information regarding the type of occupation that Town of Dewey residents were employed in 2000. The Management/Professional category is now the largest, followed by Production, Transportation, and Material Moving occupations. Table 1.9 of the Issues and Opportunities Chapter summarizes resident employment by industry for the last three Census years. Information for both these tables 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 Dewey.

Table 6.3: Town of Dewey Employment by Occupation

Occupation	1990		2000	
	Number	Percent	Number	Percent
Management, professional, and related occupations	60	15.2%	159	28.1%
Service occupations	41	10.4%	70	12.3%
Sales and Office occupations	107	27.2%	121	21.3%
Farming, Fishing, and Forestry occupations	24	6.1%	12	2.1%
Construction, Extraction, and Maintenance occupations	49	12.4%	70	12.3%
Production, Transportation, and Material Moving occupations	113	28.7%	136	23.9%
Total Employed	394	100%	568	100%

Source: U.S. Census Bureau

5. Commuting

According to the U.S. Census 2000 data, 9% of employed Dewey residents worked inside of the Town, and 91% of residents worked somewhere else in Portage County or beyond. The fact that the majority of Dewey's labor force works outside the Town is further supported by Census 2000 data indicating that mean travel time to work was 22.3 minutes.

B. Local Economic Base Analysis

The Town of Dewey is active in promoting economic development. However, small scale, home based businesses, and those that are complimentary to agriculture are preferred. Existing businesses in the Town of Dewey include:

- Trucking/Transportation
- Forestry/Lumber Products
- Restaurant/Bars
- Construction
- Agricultural –dairy, beef, crop
- Excavating
- Campground
- Mobile Home/RV Parts
- Marina
- Motel
- Cement Contractor
- Landscaping
- Photography
- Siding

Section 6.3 Strengths and Weaknesses for Attracting/Retaining Business

A. Strengths

- Good access to utilities
- Access to available land
- Access to major highways
- Wisconsin River
- Local beauty, natural setting
- Lake DuBay
- Available workforce
- Approximately twelve miles from the Central Wisconsin Airport
- Willingness to welcome businesses

B. Weaknesses

- High Groundwater
- Lack of municipal utilities

Section 6.4 Desired Businesses

Sites designated for new development in the Town of Dewey will be considered on a case-by-case basis. Desired businesses for the Town include, but are not limited to:

- Manufacturing that is appropriate to a rural community.
- Small scale, home grown businesses.
- “Farming friendly” related businesses

Section 6.5 Environmentally Contaminated Sites

Contaminated sites, also known as Brownfield, 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 Brownfield cleanup and redevelopment. It can be found on the internet at: <http://www.dnr.state.wi.us/org/aw/rr/archives/pubs/RR539.pdf>

There are currently no sites that are listed in the Town of Dewey with the WI DNR as a Brownfield site. A complete list of all Brownfield sites can be obtained by contacting the DNR or through their website at: www.dnr.state.wi.us/org/aw/rr/brrts/index.htm.

Section 6.6 Economic Development Resources

• Revolving Loan Fund Programs (Portage County)

Purpose: Funds administered by local communities, which provide local government the ability to assist in economic development projects that will create jobs for low-to-moderate income persons. Typically, the revolving loan fund program provides "gap" financing to local projects that make the project economically feasible.

Use of Funds: Land, working capital, buildings, and inventory.

Amount Available: Programs are different in each community.

Advantage: Offers terms to make the project economically feasible, maximize the return on and provide businesses the ability to finance job creation efforts locally. This program provides a quicker approval process than the Wisconsin Community Development Block Grant - Economic Development Program.

- **Wisconsin Community Development Block Grant-Economic Development (WI Dept. of Commerce)**

Purpose: To provide resources to local governments to assist economic development projects that provide jobs to low-to-moderate income persons and expands the local tax base.

Use of Funds: Land, working capital, buildings, and inventory.

Amount Available: \$750,000 maximum award, \$75,000 to \$500,000 is usual. Provides fixed-rate long term financing.

Advantage: Offers terms to make the project economically feasible, maximize the return on public funds, and provide business with rate of return comparable to industry norms. In addition, these funds remain locally for the creation or expansion of an existing Revolving Loan Fund.

- **Wisconsin Rural Economic Development Program (WI Dept. of Commerce)**

Purpose: To stimulate the start-up and expansion of small businesses in rural and/or small communities.

Use of Funds: Planning and managerial assistance only. This could include development of a marketing strategy for a new product line. Program pays for technical assistance such as consulting fees.

Amount Available: Maximum loan award is \$30,000. This program allows straight loans and/or forgivable loans.

Eligibility: Businesses with fewer than 25 employees. The business should be starting or expanding operations.

- **Community Development Block Grant - Customized Labor Training (WI Dept. of Commerce)**

Purpose: To stimulate the expansion of existing businesses, the attraction and creation of businesses, and the "retooling" of Wisconsin's Industrial base by providing customized labor training. Program is for new technology to industry and industry sector.

Use of Funds: Training costs incurred in the upgrading of manufacturing skills. This includes training on the shop floor while not producing salable product.

Amount Available: Grant Award. Training grant, competitively awarded, requires 50% match from company. Maximum \$2,500 per employee trained.

Eligibility: Proposed training must not supplant training available through existing federal, state and local resources (such as the Technical College and University System). Projects are evaluated on economic contribution; quantity and type of jobs created or saved; cost effectiveness significance of skill upgrading and local unemployment situation.

- **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

- **USDA – Rural Development Administration (Wisconsin)**

The Rural Development Administration is an organization affiliated with the United States Department of Agriculture 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.rurdev.usda.gov/wi/programs/index.htm>.

Contact information:

USDA Rural Development - WI
4949 Kirschling Ct.
Stevens Point, WI 54481
Phone: (715)345-7615 FAX: (715)345-7669

Technical Assistance

- **Small Business Development Center**

The Small Business Development Center (SBDC) located at the University of Wisconsin - Stevens Point, is one of ten university-based SBDC's in Wisconsin. Their mission is to provide learning opportunities and practical guidance to help individuals make informed business decisions. The Stevens Point SBDC works with small business in eight central Wisconsin counties, and offers several types of services including seminars, customized in-house training, and individualized counseling. (715) 346-3838.

- **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 assessment process is designed to be broad based rather than in-depth. The purpose is to "raise flags" where more effort should be placed. After the assessment, this can lead to a technical assistance project, in which your company is paired with a facilitator to help design and implement solutions.

- **Solid and Hazardous Waste Education Center (SHWEC)**

The University of Wisconsin-Extension's SHWEC program was created to provide pollution prevention services to waste generators in Wisconsin. SHWEC' pollution prevention specialists will assess hazardous waste systems, provide no-cost non-regulatory technical assistance, and identify potential waste reduction options.

Section 6.7 Economic Development Issues Identified by the Town of Dewey

The following issue was identified during the Comprehensive Planning process:

- Need to promote economic development.

Section 6.8 Economic Development Goals, Objectives, and Policies

A. Goals:

1. Promote desirable agricultural, commercial, and industrial development in appropriate locations, in order to provide services and employment opportunities to local residents.
2. Support commerce and tourism in the Town.
3. Create year-round road access for businesses.

B. Objectives:

1. Maintain present tax rate to encourage business retention.
2. Encourage businesses that are compatible with rural lifestyle.
3. Encourage the Portage County Business Council to work more closely with the Town of Dewey.

C. Policies:

1. Encourage citizen review and input for proposed business development.
2. Have the County inform the Town of Dewey of economic development proposals planned within the Town.
3. The Town will conduct a public hearing for any use that requires a zoning change.
4. Develop a road plan to handle year-round continuous access.