

DRAFT Dane County Comprehensive Plan
Economic Development Element – Goals & “Policies” Matrix

Wisconsin Economic Development Goal (Comprehensive Planning Legislation Grant Goals): Providing the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at state, regional and local levels.

Dane County Economic Development Goal (Dane County Land Use and Transportation Plan): Promote an economic development strategy that will provide suitable employment opportunities and diversified economic base.

Goals are the expected or desired outcome. (Usually Broad and general.)

Objectives are the measure of degree of goal achievement. (A more refined portion of a goal.)

10-28-03 UPDATE: CHART OF GOALS & “POLICIES”

	A. Expand the economic base by attracting and incubating new business and industry.	B. Create a range of employment opportunities by expanding and diversifying types of business and industries.	C. Stabilize the current economic base by retaining business and industry.	D. Designate adequate number of sites for locating business and industry incubation, attraction, expansion, and retention while promoting the reuse of environmentally contaminated sites (brownfields).
1) Assist communities in planning and developing commercial and industrial areas that are well designed through a database of economic development activities, policies, standards, tools and best practices from other communities.				X
2) Assist communities in planning and developing commercial and industrial areas that are properly located.				X
3) Encourage a more coordinated effort of business incentives.	X	X	X	
4) Use County funds to leverage other resources that attract, grow, expand, and retain desirable business and industry.	X	X	X	

	A. Attract & Grow	B. Expand & Diversify	C. Retain	D. Locate
5) The County will provide customer-friendly permitting processes to efficiently assist business and industry without reducing standards; and will encourage local governments to do so as well.	X	X	X	
6) Provide County and municipal public infrastructure to enable businesses to operate successfully.	X	X	X	X
7) Direct new business and industry to areas that are adequate service areas.				X
8) For economic development assistance, give priority to companies that pay above average wages and “new economy” jobs.	X	X	X	
9) Encourage business to locate in areas served by existing or planned regional transit to make jobs more accessible to workers.				X
10) Promote economic development strategies that result in a diversified economic base that increases economic stability and employment opportunities.	X	X	X	

	A. Attract & Grow	B. Expand & Diversify	C. Retain	D. Locate
11) Develop markets for agricultural products through specific policies that promote and preserve the county's agricultural industry.		X	X	
12) Encourage concentration of employment and activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system.	X	X	X	X
13) Create balanced communities with a variety of economic and housing opportunities.	X	X	X	X
14) Promote a full range of business and job opportunities that provide family sustaining wages within all urban communities.	X	X	X	X
15) Promote agricultural economic development by developing programs and establishing centers and campaigns to keep farming viable and help farmers improve their profitability through policies that compliment and leverage state and federal efforts as well as protect the natural resource base.		X	X	X

	A. Attract & Grow	B. Expand & Diversify	C. Retain	D. Locate
16) Encourage the expansion of existing businesses and the development and incubation of new businesses that increase employment and improve income.	X	X		
17) Identify measures to quantify economic development policies and link those policies to enforcement or implementation mechanisms.	X	X	X	
18) Emphasize the quality of jobs (in terms of income) over the quantity of jobs in attraction and retention.	X		X	
19) Expand efforts to accommodate non-English speaking employees.	X	X	X	
20) Encourage spin-off businesses from technology developed at UW to reduce "brain-drain" in collaboration with state efforts.	X			
21) Promote revitalization and infill development to maintaining the vitality neighborhoods and downtowns. Create a sensible growth fund to invest in such development.				X

	A. Attract & Grow	B. Expand & Diversify	C. Retain	D. Locate
22) Focus most new jobs into areas where they can be served by public utilities and transit or taxi services.				X
23) Encourage tourism in Dane County, especially historic, bike, and green tourism.	X	X	X	
24) Initiate a revolving loan fund to provide loans for commercial revitalization.	X	X	X	X
25) Provide revitalization planning and organizational development assistance to local communities.				X
26) Encourage the protection of agricultural lands, the continued viability of farming operations and support of agribusiness as an important part of the economy.			X	X
27) Focus support towards agribusiness that maintains existing farming operations that are supportive of the community and environmentally friendly.			X	X
28) Explore state and county mechanisms for tax-base sharing of manufacturing and mercantile tax base to reduce competition between communities for tax-base.	X			X

	A. Attract & Grow	B. Expand & Diversify	C. Retain	D. Locate
29) Limit rural area development to infill to preserve farmland.			X	X
30) Promote efforts to buy local businesses, products and purchase and hire from local firms.			X	
31) Promote the arts and crafts as a means to foster job creation, tourism, and economic development.	X	X	X	