

## Housing & Economic Development Work Group: Small Group Session Worksheet

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**Instructions:**

*Identify one recorder and reporter for your work group. Note that questions are in relative order of importance. Question 1 provides a framework for thinking about questions 2 & 3. Please focus your energies on questions 2 & 3; and if your group has time, move on to questions 4 & 5. It is not necessary for your group to complete the entire worksheet.*

*The recorder should return the completed worksheet to Michelle St. Clair or Steve Steinhoff for use during final discussions of housing and economic development goal & objective recommendations by the work group.*

*Individual work group members may also submit completed worksheets at the end of the meeting or mail to Michelle St. Clair, Dane County Planning & Development, City-County Building Room 116, 210 Martin Luther King Jr. Blvd., Madison, WI 53703-3342 or fax to 608-267-1540. If you choose to submit individual comments, please circle INDIVIDUAL COMMENT on the top right hand corner of this worksheet.*

*Thank you!*

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1) Quickly identify some of the most important economic development issues/implications for our work group to consider:

(1)	
(2)	
(3)	
(4)	
(5)	

**2) Review draft goals for economic development based on economic issues/implications identified as well as new information:**

HED Draft Goals	Still Relevant? (Y/N)	Adopt as Drafted? (Y/N)	Suggested Changes?
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).			

**3) Review draft objectives for economic development based on economic issues/implications identified as well as new information:**

HED Draft Objectives	Still Relevant? (Y/N)	Adopt as Drafted? (Y/N)	Suggested Changes?
1) Assist communities in planning and developing commercial and industrial areas that are well designed and properly located.			
2) Encourage increased coordination of business incentives, particularly targeting locally owned businesses, while also emphasizing quality of employment (in terms of income) over quantity of employment.			
3) Direct new business and industry to areas that have adequate public services, including public transportation.			

HED Draft Objectives	Still Relevant? (Y/N)	Adopt as Drafted? (Y/N)	Suggested Changes?
4) Promote economic development strategies that foster a diversified economic base and also support locally owned businesses while increasing economic stability, increasing employment, and improving incomes.			
5) Encourage businesses to locate in activity center nodes and along transit corridors to maximize the efficiency of existing and future transportation systems while also ensuring that jobs are accessible to workers.			
6) Promote a full range of family sustaining businesses, jobs, and housing opportunities in localities to cultivate communities where people can live, work, and play.			
7) Expand efforts to accommodate non-English speaking employees.			
8) Encourage and support entrepreneurship in collaboration with state and federal efforts, particularly potential spin-off businesses from technology developed at the University of Wisconsin.			
9) Encourage tourism in Dane County, especially arts and cultural tourism as well as bike and green tourism.			
10) Promote efforts to create, strengthen and support local business service and products.			
11) Promote the arts and culture as a means to foster job creation, tourism, and economic development.			

4) Based on the economic issues/implications you have identified, do you see a need for any new goals or objectives for HED?

#	New Goal(s)	New Objective(s)
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		

5) What economic development goals and/or objectives do you think should be placed on survey to obtain feedback from Dane County residents (these might more contentious goals and/or objectives)?

#	Goal(s)	Objective(s)
(1)		
(2)		
(3)		

Other Comments:

*Please return completed worksheet to Michelle St. Clair or Steve Steinhoff.*