

**Housing & Economic Development Work Group:
Worksheet for Modifying Economic Development Goals & Objectives**

A) Review draft goals for economic development based on information from Spring of 2004 educational/review sessions:

| HED Draft Goals | Adopt as Drafted? (Y/N) | Modification(s) | Priority Rank: 1-5 |
|---|----------------------------|-----------------|-----------------------|
| 1. Expand the economic base by attracting and incubating new business and industry while encouraging regional collaboration between communities through intergovernmental cooperation to contribute and enhance the quality of life in Dane County. | | | |
| 2. Create a range of employment opportunities by expanding and diversifying types of business and industries to contribute and enhance the quality of life in Dane County. | | | |
| 3. Stabilize the current economic base by retaining business and industry to contribute and enhance the quality of life in Dane County. | | | |
| 4. Designate adequate number of sites for locating business and industry incubation, attraction, expansion, and retention while promoting the reuse of underutilized and environmentally contaminated sites (brownfields). | | | |
| 5. Identify, maintain and enhance quality of life factors such as arts, culture, the environment and other amenities that keep and attract investment and talent to Dane County | | | |

B) Review draft objectives for economic development:

| HED Draft Objective | Can the achievement of this objective be defined &/or measured? Y/N | If yes, what target numbers, percentages, or dates should be assigned - if any? | If no, should this objective be changed and how should it be changed? | Is there agreement to accept this objective as is <i>or</i> modify it? | Priority Rank: 1-5 |
|--|--|---|---|--|-----------------------|
| (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. | | | | | |
| (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. | | | | | |

| HED Draft Objective | Can the achievement of this objective be defined &/or measured? Y/N | If yes, what target numbers, percentages, or dates should be assigned - if any? | If no, should this objective be changed and how should it be changed? | Is there agreement to accept this objective as is <i>or</i> modify it? | Priority Rank: 1-5 |
|---|--|---|---|--|-----------------------|
| (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 UW. | | | | | |
| (9) Encourage tourism in Dane County, especially arts and cultural tourism as well as bike and green tourism. | | | | | |

| HED Draft Objective | Can the achievement of this objective be defined &/or measured? Y/N | If yes, what target numbers, percentages, or dates should be assigned - if any? | If no, should this objective be changed and how should it be changed? | Is there agreement to accept this objective as is <i>or</i> modify it? | Priority Rank: 1-5 |
|---|--|---|---|--|-----------------------|
| (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. | | | | | |

C) Based on the 5-26-04 Recap session, is there a need for new economic development goal(s) or objective(s)? If yes, identify:

| # | 'Most Important' Issues Identified by Work Group | PE New Goal or Objective | Adopt Y/N | G or O? Policy? | Priority Rank: 1-5 |
|-----|--|--|-----------|-----------------|-----------------------|
| (1) | There's a growing Latino/Latina population in the County. | Educate the business community about the Latino/Latina workforce. | | | |
| (2) | There's a growing elderly population in the county. | Brand the county as an attractive place to live, work and play for those under 40 in the labor force. | | | |
| (3) | Need for cooperative effort between all stakeholders involved in economic development. | Support networks to foster the collaboration of private and public economic development stakeholders. | | | |
| (4) | Need for private-public partnerships. | " | | | |
| (5) | We need to create an "entrepreneur friendly" government. | Support measures to encourage incubators, local financing, and linkages to state efforts to support entrepreneurship and small businesses. | | | |

| | 'Most Important' Issues Identified by Work Group | PE New Goal or Objective | Adopt Y/N | G or O? Policy? | Priority Rank: 1-5 |
|------|---|--|-----------|-----------------|--------------------|
| (6) | Need for a farm economy. | Promote agricultural economic development by developing programs and establishing centers and campaigns to keep farming viable and help farmers improve their profitability. | | | |
| (7) | The impact of development on farmland is important. | Limit rural area development to infill to preserve farmland. | | | |
| (8) | Need to capitalize on the "dairy cluster." | Focus support of agribusiness that maintain existing farming operations, especially those dairy related, that are community and environmentally friendly. | | | |
| (9) | Need to encourage local links between production and consumption. | Encourage programs, policies, and events that foster local consumption of locally produced goods and services. | | | |
| (10) | Wisconsin's tradition of worker-owned cooperative businesses should be supported. | Support worker-owned cooperative businesses. | | | |

D) Based on Spring of 2004 educational/review work group comments, is there a need for new economic development goal(s) or objective(s):

| # | Comment | PE Goal or Objective | Adopt Y/N | G or O? Policy? | Priority Rank 1-5 |
|-----|---|---|-----------|-----------------|-------------------|
| (1) | What do we do about the jobs we want to see stability in (those jobs that are important but low-paying like child care). (3/10/04 HED mtg.) | Support the stability of the labor force in care giving professions by encouraging the creation of incentives and minimizing the costs of individuals staying in the profession due to its social importance. | | | |
| (2) | Address the regional nature of the economy. (3/10/04 HED mtg.) | Support the creation of regional economic networks. | | | |
| (3) | Involve employers in affordable unit availability, rental and ownership. (3/31/03 HED mtg.) | Support the creation of employer-assisted housing. | | | |

E) Based on the 5-26-04 consensus decision to re-evaluate agricultural economic goals and objectives, which objectives should be added and which are policy statements for future consideration, if any:

| <i>7-29-03 Economic Development Goals & Objectives Supplanted by 12/3/03 Final Drafts that involve agricultural economic development.</i> | <i>Add Y/N? Policy?</i> | <i>Priority Rank: 1-5</i> |
|---|-----------------------------|-----------------------------------|
| (1) Promote agricultural economic development by developing programs and establishing centers and campaigns to keep farming viable and help farmers improve their profitability. | | |
| (2) Encourage the protection of agricultural lands, the continued viability of farming operations and support or agribusiness as an important part of the economy. | | |
| (3) Focus support of agribusiness that maintains existing farming operations that are supportive of the community and environmentally friendly. | | |
| (4) Limit rural area development to infill to preserve farmland. | | |
| <i>Agricultural, Natural & Cultural Resources Work Group proposed Agriculture Resources Goals and Objectives DRAFT 2/25/04</i> | <i>Add Y/N? Policy?</i> | <i>Priority Rank: 1-5</i> |
| (5) Maintain Dane County's status as one of the nation's most productive and economically viable agricultural areas. Keeping farming economically viable in Dane County through the 21 st century. | | |
| (6) Ordinances and regulations which restrict noise, odors, keeping of animals or other activities that could inhibit typical farm operations should not apply in locally-designated agricultural areas. | | |
| (7) Actively promote and develop direct-marketing alternatives for all agricultural foods and products. | | |
| (8) Develop marketing tools to promote Dane County grown goods. | | |
| (9) Continue and strengthen efforts to educate farmers about cost-saving measures. | | |
| (10) Educate the general public on the value that agriculture production/Agri-Business adds to the Dane County economy. | | |
| (11) Help entrepreneurs plan, start and grow new enterprises that capture value from agriculture. | | |
| (12) Provide information about modern agriculture production to foster understanding and tolerance between farmers and their residential neighbors. | | |
| (13) Establish a County Agriculture Enterprise Development Center. | | |
| (14) Market Badger Care to rural farm families needing health insurance. | | |

F) Based on the 5-26-04 consensus decision to re-evaluate examples of objectives based on Dane County Cultural Affairs Commission recommendations, which objectives should be added, if any:

| <i>Example Cultural Arts Objectives</i> | <i>Add Y/N? Policy?</i> | <i>Priority Rank: 1-5</i> |
|--|-----------------------------|-------------------------------|
| (1) Support county efforts to encourage the arts and culture as a contributing factor to the economic health of Dane County. | | |
| (2) Promote the arts and culture by supporting venues for artists and artisans in residential and commercial areas in order to foster entrepreneurship, job creation, tourism, and economic development. (Note: this is a modification of Draft Economic Development Objective #11) | | |
| (3) Support the inclusion of the arts and culture in places where Dane County residents live, work, and play in order to foster quality of life and attract a quality labor force. | | |

G) Based on the Spring 2004 education/review session recap information, are there any important economic issues that have not been addressed?

Note 5-26-04 Work Group Consensus Decision: Staff should incorporate changes from the June 7th meeting into goals and objectives for the June 23^d meeting regardless of whether quorum is present.

Please return completed worksheet to Michelle St. Clair.