

**5-26-04 Housing & Economic Development Work Group Meeting  
DRAFT Economic Development Element – Goals & Objectives Matrix**

**12-3-03 UPDATE: CHART OF DRAFT GOALS & OBJECTIVES**

	<b>A. 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.</b>	<b>B. 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.</b>	<b>C. Stabilize the current economic base by retaining business and industry to contribute and enhance the quality of life in Dane County.</b>	<b>D. 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) to contribute and enhance the quality of life in Dane County.</b>	<b>E. Identify, maintain and enhance the quality of life factors such as arts, culture, the environment and other amenities that keep and attract investment and talent to Dane County.</b>
1) Assist communities in planning and developing commercial and industrial areas that are well designed and properly located.				X	
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.	X	X	X		

	<b>A. Attract &amp; Grow</b>	<b>B. Expand &amp; Diversify</b>	<b>C. Retain</b>	<b>D. Locate</b>	<b>E. Quality of Life</b>
3) Direct new business and industry to areas that have adequate public services, including public transportation.	X	X		X	
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.	X	X	X		X
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.	X	X	X	X	X
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.	X	X	X	X	X

	<b>A. Attract &amp; Grow</b>	<b>B. Expand &amp; Diversify</b>	<b>C. Retain</b>	<b>D. Locate</b>	<b>E. Quality of Life</b>
7) Expand efforts to accommodate non-English speaking employees.	X	X	X		
8) Encourage and support entrepreneurship in collaboration with state and federal efforts, particularly potential spin-off businesses from technology developed at UW.	X		X		
9) Encourage tourism in Dane County, especially arts and cultural tourism as well as bike and green tourism.	X	X	X		X
10) Promote efforts to create, strengthen and support local business service and products.	X	X	X		X
11) Promote the arts and culture as a means to foster job creation, tourism, and economic development.	X	X	X		X