



**Dane County  
Comprehensive Plan**

The Housing & Economic Development Work Group's draft 12-3-03 economic development goals and objectives as well as potential objectives derived from the Spring of 2004 education/review sessions have been re-evaluated on June 7 & June 23 of 2004 by work group members. Please review the document for approval.

		<b>July 2004 Final Draft Economic Development Goals &amp; Objectives</b>
Reviewed	#	
		<b>Economic Development Goals</b>
6-7-04	<b>1</b>	<b>Goal 1: Expand the economic base by attracting and incubating new business and industry.</b>
6-7-04	<b>2</b>	<b>Goal 2: Create a range of employment opportunities by expanding and diversifying types of businesses and industries.</b>
6-7-04	<b>3</b>	<b>Goal 3: Stabilize the current economic base by retaining business and industry.</b>
6-7-04	<b>4</b>	<b>Goal 4: Designate an adequate number of sites for locating business and industry.</b>
6-23-04	<b>5</b>	<b>Goal 5: Identify, maintain and enhance quality of life factors such as arts, culture, the environment and other amenities that keep and attract investment in and talent to Dane County.</b>
6-7-04	<b>6</b>	<b>Goal 6: Encourage regional collaboration between communities.</b>
		<b>Economic Development Objectives</b>
6-7-04	<b>1</b>	<b>Objective 1: Assist communities in planning and developing commercial and industrial areas that are well designed and properly located.</b>
6-7-04	<b>2</b>	<b>Objective 2: Encourage increased regional collaboration of business incentives.</b>
6-7-04	<b>3</b>	<b>Objective 3: Target business incentives to small locally-owned businesses while emphasizing quality employment over quantity.</b>

## July 2004 Final Draft Economic Development Goals & Objectives

Reviewed	#	
6-7-04	4	<b>Objective 4: Direct new business and industry to areas that have adequate public services, including public transportation.</b>
6-7-04	5	<b>Objective 5: Encourage businesses to locate in activity center nodes or along transit corridors. (Comment: In order to maximize the efficiency of existing and future transportation systems and ensure that jobs are accessible to workers.</b>
'6-23-04	6	<b>Objective 6: Support efforts to incorporate and educate non-English speaking employees and employers.</b>
'6-23-04	7	<b>Objective 7: Support and encourage incubators and entrepreneurship in collaboration with local, state and federal efforts.</b>
'6-23-04	8	<b>Objective 8: Promote the arts, culture, and tourism as a means to foster job creation and economic development.</b>

### New Objectives

'6-23-04	9	<b>Objective 9: Support efforts to market the county as an attractive place to live, work and play.</b>
'6-23-04	10	<b>Objective 10: Support networks to foster the collaboration of private and public economic development stakeholders.</b>
'6-23-04	11	<b>Objective 11: Promote agricultural economic development to keep farming viable and help farmers improve their profitability.</b>