

# Subgroup Recommendations on Draft Economic --- Development Goals & Objectives

November 17, 2004

# Subgroup Process:

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- Subgroup membership varied (between three and thirteen people were present at four meetings).
- Subgroup members met four times for approximately 7 hours from October to November of 2004 to revise and refine draft economic development goals and objectives.

# Process for Revising draft Goals & Objectives

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- Categorize statements as goals, objectives, or policies/strategies.
- Make objective statements “atomic.”
- Perform a “gap analysis.”

# Process for Revising draft Goals & Objectives

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Subgroup revision and refinement was performed with the following definitions in mind:

- Goal: A desired outcome at the highest, broadest level.
- Objective: A more specific desired outcome that expands upon goals.
- Policy/Strategy: Implementation actions or activities.

# Subgroup Recommended draft Economic Development Goals

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- Goal 1: Encourage the building of a robust, sustainable economy that enhances quality of life.
- Goal 2: Encourage the creation of a range of quality employment/ ownership opportunities.
- Goal 3: Encourage the retention, attraction, expansion, and incubation of business, industry and agriculture.

# **Goal 1: Encourage the building of a robust, sustainable economy that enhances quality of life.**

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- **1.a. Objective: Identify, maintain and enhance factors that keep and attract investment in Dane County.**
- **1.b. Objective: Encourage collaboration between communities within Dane County.**
- **1.c. Objective: Assist communities in planning and building organization capacity.**
- **1.d. Objective: Assist communities in developing commercial and industrial areas that are well designed and properly located**

# Objectives for Goal 1 Continued:

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- **1.e. Objective:** Encourage businesses to locate in a manner that makes efficient use of land and transportation corridors with the minimum impact on the natural and cultural environment.
- **1.f. Objective:** Encourage the efficient relationship between laborforce and worksites to ensure accessibility for workers to job locations.
- **1.g. Objective:** Support efforts to market the county as an attractive home, workplace and destination.
- **1.h. Objective:** Encourage the cooperation and collaboration between private and public sectors to promote economic development.
- **1.i. Objective:** Encourage the use adaptive reuse of historic building.

## **Goal 2: Encourage the creation of a range of quality employment/ownership opportunities.**

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- **2.a. Objective: Support efforts to provide opportunities, education and/or training for all current residents of Dane County newcomers.**
- **2.b. Objective: Encourage communities to seek and support businesses that provide a range of goods and services as well as employment opportunities.**
- **2.c. Objective: Encourage the participation of all Dane County residents to contribute to and benefit from the economic culture.**
- **2.d. Objective: Encourage entrepreneurial activity.**
- **2.e. Objective: Pursue economic development policies that generate and recirculate wealth in Dane County.**

## **Goal 3: Encourage the retention, attraction, expansion, and incubation of business, industry and agriculture.**

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- **3.a. Objective: Encourage the identification of an adequate number of developable sites for locating business and industry.**
- **3.b. Objective: Identify, maintain and enhance factors that keep and attract talent and skills to Dane County.**
- **3.c. Objective: Identify and promote existing and potential economic drivers in Dane County.**
- **3.d. Objective: Promote agricultural economic development.**

## Objectives for Goal 3 continued:

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- **3.e. Objective:** Encourage the development of an organizational structure in Dane County to promote economic development.
- **3.f. Objective:** Promote economic development that recognizes the assets and attributes of each community.
- **3.g. Objective:** Encourage intercounty regional economic development.

# Other Subgroup Products

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- List of suggested economic development policies/strategies for Step 3 consideration completed.

# Subgroup Recommendations & Products

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➤ Questions?