

Comprehensive Planning Steering Committee

Housing & Economic Development Work Group



Draft Economic Development Goals & Objectives

The Housing & Economic Development Work Group approved the following economic development goals and objectives at its December 15, 2004 meeting. The approved draft goals and objectives were modified from economic development subgroup recommendations developed over a series of meetings in the fall of 2004. The subgroup review and refinement of recommendations was based on draft economic development goals and objectives reported at the July 2004 Milestone meeting, which were developed by the full work group over a series of meetings in the fall of 2003 and in June and July of 2004.

Goal 1: Build a robust, sustainable economy that enhances quality of life.

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 organizational capacity.

1.d. Objective: Assist communities in developing commercial and industrial areas that are well designed and properly located.

1.e. Objective: Encourage businesses to locate and expand 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. (Needs Work)

1.g. Objective: Encourage the cooperation and collaboration between private and public sectors to promote economic development.

1.h. Objective: Encourage the use and adaptive reuse of historic and other buildings.

Goal 2: Create a range of quality employment/ownership opportunities.

2.a. Objective: Support efforts to provide opportunities, education and/or training for all current residents of Dane County and newcomers to participate in, contribute to, and benefit from the local economy.

2.b. Objective: Encourage communities to seek and support businesses that provide a range of goods, services, and employment that meets the needs of residents.

2.c. Objective: Encourage entrepreneurial activity.

2.d. Objective: Pursue economic development policies that generate and recirculate wealth in Dane County.

Goal 3: Retain, attract, expand, and incubate business, industry and agriculture.

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 enhance existing and potential sectors that drive Dane County's economy.

3.d. Objective: Promote the protection of economically productive areas, including farmland and forestry.

3.e. Objective: Encourage the development of organizational capabilities and resources 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.

3.h. Objective: Encourage workforce development efforts that meet the needs of industry and employers.

3.i. Objective: Encourage communities to provide adequate public infrastructure to enable businesses to operate successfully.

3.j. Objective: Encourage intergovernmental agreements between Dane County municipalities.

Potential Goal 4 addressing workforce development remains to be considered. Existing objectives dealing with workforce development would be shifted under a new goal 4.