

Subgroup Recommended Draft Economic Development Goals & Objectives

Goal 1: Encourage the building of 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.

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: Encourage the creation of 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: Encourage the retention, attraction, expansion, and incubation of 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.

3.k. Objective: Encourage the protection of economically productive areas.