

Housing & Economic Development Work Group  
 Economic Development Policy Statements: Brainstorming Session #1



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| <b>Economic Goal 1: Build a robust, sustainable economy that enhances quality of life.</b>   |
| 1.a. Institutional and support (\$\$) "Design Dane."   |
| 1.b. (Objective 1.f.) Provide county incentives/participation in a regional (metro) bus system. (Sun Prairie, Verona, Stoughton) "make metro metro"  |
| 1.c. Consolidate and develop programs to provide basic economic education for residents of Dane County.  |
| 1.d. Expand the BUILD program to offer additional assistance for high priority locations in high-need areas. (Town of Madison, Fitchburg, city border areas)   |
| 1.e. Provide preferential treatment in review and approval of new developments (housing and commercial) that are sited on existing transportation arterials.   |
| 1.f. Allow development of housing and employment centers so county residents don't have to travel to downtown Madison.   |
| 1.g. Create community economic inventories that assess, list, etc. the economic features, needs, strengths, of individual communities in order to examine the mix* of economic opportunities across the county (*or balance or make-up). |
| 1.h. Put more county emphasis on low doc/no doc programs like the old Dane County Development Corporation.   |
| 1.i. Encourage appropriate business/commercial activities in rural areas.  |
| 1.j. Promote ways to facilitate commuting to increase labor supply without increasing  |
| 1.k. Incorporate child care availability and reimbursement incentives into workforce development programs.   |
| <b>Economic Development Goal 2: Create a range of quality employment/ownership opportunities.</b>  |
| 2.a. County will not provide economic development assistance to low wage enterprises.  |
| 2.b. Remove all barriers to capital for all Dane County citizens that want to start businesses.  |
| 2.c. Pursue ways to raise the wages or lower the costs to lower income families to reduce the level of children in poverty.  |
| 2.d. Study the use and effort of 'buy local' policies and procedures for local governments and other public institutions to strengthen local businesses and workforces. Pursue implementation?   |
| 2.e. Create mentorship programs between businesses to provide information on effective business and financial practices.   |
| 2.f. Support the unemployed while looking for employment, through improved skills training and expanded assistance and services.   |
| <b>Economic Development Goal 3: Retain, attract, expand, and incubate business, industry and agriculture.</b>  |
| 3.a. Promote expansion of knowledge based service, research and manufacturing businesses.  |
| 3.b. Assist the development and growth of bio science businesses.  |
| 3.c. Actively market Dane County at the bioscience fair/trade show as a place to locate bio science research and manufacturing operations.   |
| 3.d. Expand like parks, Dane County Parks, and focus on developing tourism segment of economy.   |
| 3.e. Inventory assets of different areas of the county and market them as a package. (e.g. land/workforce/near transportation facilities or near ?/cultural/educated workforce)  |

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| <b>3.f. Develop a campaign that assures all Dane County residents can be a resource for industry and business.</b>   |
| <b>3.g. Reach out to adjoining counties for combined economic development effort.</b>  |
| <b>3.h. Encourage inter-governmental development projects.</b>   |
| <b>3.i. Calculate costs for business of regulatory barriers.</b>   |
| <b>3.j. Allow county to provide grants to help communities cover TIF projects.</b>   |
| <b>3.k. Establish a county-supported center that supports the incubation of small local food and agricultural businesses.</b>  |
| <b>3.l. Promote PDRs (Purchase of Development Rights), TDRs (Transfer of Development Rights) and other similar programs with the goal of preserving fertile farm land.</b> |
| <b>3.m. Build a North Mendota parkway to facilitate movement of goods and services throughout Dane County.</b>   |
| <b>3.n. Encourage farming as a viable state business/industry.</b>   |
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| <b>Overall Policy</b>  |
| <b>Eliminate redudant and overlapping planning efforts (i.e. Attain Dane).</b>   |