

Dane County Comprehensive Plan
Economic Development Work Group
HED Work Group July 7, 2006

ED Update – Homework – Background Information

ED UPDATE

Overall, the ED Goals, Policies and Objectives present a strong vision for Dane County's support for economic growth. I have updated the attached economic development policies since our last meeting in October 2005. No policies have been removed, some have been cleaned up, others have been suggested for addition or deletion. Several policies have been added that:

- 1) Acknowledge and support Dane County's current economic development investment and programs;
- 2) A commitment to increasing our presence and capacity to be a more effective partner and resource for economic development; and
- 3) Recognize the Collaboration Council Initiative

All of these changes are identified in the attached document in red – comments are included.

There are several relevant issues and economic trends that have developed since the creation of these policies that present opportunities as well as challenges, these include but are not limited to:

Increase in energy costs
Increase in poverty in Dane County
Decentralization in the distribution of food

Several policies have also been added that address these trends. At our meeting on Tuesday, 7/11, I will review issues and opportunities related to these trends, and we can discuss any questions you may have.

As you will see from the attached documents, I have organized the policies into six separate economic development categories. This will allow us to more easily review the plan and identify priorities. The categories are as follows:

- 1) **Business/Commercial/Industrial Development**
- 2) **Workforce Development**
- 3) **Physical Infrastructure**
(utilities, transportation, communications, public amenities, etc...)
- 4) **Organizational Infrastructure**
(economic development infrastructure (organizational capacity, development, technical support, etc...))
- 5) **Cash Flow** (ways to increase revenue/add dollars to the economy/fund ED)
- 6) **Economic Issues**

HOMEWORK

The assignment is the same format as we used for the last HED Work Group meeting. However, your answer sheets are separate (see attached), and have a notes page at the end. The survey answers can be returned electronically - they are in Word format.

Please fill in the opinion survey for Section 1-3 which include:

- 1) Goals, Policies and Objectives,
- 2) Business/Commercial/Industrial Development, and
- 3) Workforce Development (the form is in Word).

If you do not answer electronically, please fax me your answers, or drop them off by **Tuesday, July 11 at 9:00 am**. My fax number is 608-267-1540.

Please review the background information and fill in the survey questionnaire. Be prepared with alternative policy suggestions or questions for those policies that you feel “need work” or “should be rejected.” Your preparation will make a significant contribution to our progress, increase our efficiency, and help to improve our overall results. Also, when reviewing the policies, please remember that the timeline for economic development plan is twenty years.

BACKGROUND INFORMATION

Below is the 2006 Dane County Budget for Economic Development, an overview of ED staff services, as well as a list of general trends important to remember for Dane County. We will review this as well as other information, and some of the implications of these trends at the start of the HED meeting.

Budget – for internal use only

Dane County Economic Development Budget 2006 - Approximate	
Airport	\$ 15.7 million
Transportation	\$ 17.3 million
Dane County Job Center	\$ 1.7 million
Planning and Development	\$ 3.25 million
CDBG Program	
Grant programs includes BUILD, ADDI, HOME	\$ 1.5 million
Revolving Loan Program	\$ 700,000
Revolving Loan Capitalization (2.2 million)	
Alliant Energy Center	\$ 9.3 million
Convention and Visitors Bureau	
Small Bus. Development Center	
Greater Madison Chamber	\$ 800,000
UW Extension	\$ 835,000
Vilas Zoo	\$ 1.8 million
	TOTAL \$ 52.9 million

Dane County Planning and Development Department

Economic Development Staff Services

Technical Support – Staff members provide housing and economic development technical support to cities, towns and villages in Dane County, as well as interested stakeholders, residents and the general public; ongoing oversight of business loan recipients. For questions regarding technical support, contact the Dane County Planning and Development Department at 608-266-4251.

Grant Administration and Implementation - Oversee the administration and implementation of grant and loan programs for downtown revitalization, job creation, planning, homeownership education and down payment assistance. For questions regarding Dane County's grant and loan programs, contact Steve Steinhoff at 608-266-4270.

Comprehensive Plan – Help develop Dane County Comprehensive plan as well as provide support to Dane County Towns in their development of comprehensive plans. For questions regarding comprehensive planning, contact 608-266-4251.

Represent Dane County at the following meetings:

Dane County CP Work Group on Housing and Economic Development
Dane County Subcommittee on Economic Development
Madison Public Market
BUILD
CDBG
HOME
DCHA

Current Projects

Comprehensive Plan - <http://www.daneplan.org/>

Dane County Economic Activity Survey - <http://www.countyofdane.com/plandev/>

Resource Guide to Economic Development – Comprehensive listing of economic Development resources in Dane County

Infill Inventory Project – Project to identify and list electronically all underdeveloped parcels in downtown areas throughout Dane County

Dane County Design Center- Identify resources and interested stakeholders to create a design center for Dane County communities to use and work with as they consider development within their communities

Economic Development Website <http://www.countyofdane.com/plandev/community/>

General and Continuing Trends

- Increased competition from globalization and outsourcing in research and high skill jobs
- Aging workforce and increase on demand for healthcare and related services and businesses
- Workforce shortages continue and are expected to grow significantly
- All but four of the fastest growth industries in Dane require a bachelor's degree
- Increase in poverty in Dane County
- Increase in energy prices being passed on to the consumer and the cost of doing business
- Housing prices up, housing demand slowing, affordability down
- Increase in racial diversity in the workforce
- Ongoing challenge of making agriculture viable as the population continues to grow
- Small businesses continue to be #1 in job creation