

DRAFT Dane County Comprehensive Plan
Economic Development Element - Goals and Policies

Wisconsin Economic Development Goal (Comprehensive Planning Legislation Grant Goals):
 Providing the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at state, regional and local levels.

Dane County Economic Development Goal (Dane County Land Use and Transportation Plan): Promote an economic development strategy that will provide suitable employment opportunities and a stable and diversified economic base.

Review the Policies below and respond to the following (or other) questions:

1. Do you agree?
2. Is it too general or too specific?
3. Is it understandable to the average citizen?
4. Should it be combined with other policies?

A. Expand the economic base by attracting and incubating new business and industry and designate adequate number of sites for such businesses and industries.
Assist communities in planning and development of commercial and industrial areas that are well designed and properly located.
Provide loans and business counseling to small business and micro-businesses.
Aid local development organizations to expand existing businesses and to attract and incubate desirable new businesses.
Provide the necessary public infrastructure to enable businesses to operate successfully and direct new businesses to areas that can adequately serve new business.
Emphasize wealth-creating businesses or industries that bring dollars into Dane County over businesses that drain dollars out of the county or recirculate existing dollars.
Encourage businesses to locate in areas served by existing or planned transit to make jobs more accessible to workers.
Promote an economic development strategy that will provide suitable employment opportunities and a stable and diversified economic base.
Encourage a more coordinated effort of business incentives to keep and attract new businesses.
Develop markets for value-added products to preserve the county's natural resources.

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B. Create a range of employment opportunities by expanding types of business and industries that are desired in the county.
Encourage concentration of employment and activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system.
Create balanced communities with a variety of economic and housing opportunities.
Promote a full range of business and job development within all urban communities.
Promote agricultural economic development by developing programs and establishing centers and campaigns to keep farming viable and help farmers improve their profitability.
Encourage the expansion of existing businesses and the development and incubation of new businesses that increase employment and improve income.
Identify measures to quantify economic development policies and link those policies to enforcement or implementation mechanisms.
Emphasize the quality (incomes) over quantity of job attraction and retention since the county import workers and has a high cost of living.
Support efforts to accommodate non-English speaking employees.
Encourage spin-off businesses from technology developed at UW to reduce “brain-drain”.

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C. Stabilize the current economic base by retaining business and industry and promote the use of environmentally contaminated sites.
Promote revitalization and infill development to maintaining the vitality of its neighborhoods and downtowns. Create a sensible growth fund to invest in such development.
Focus most new jobs into areas where they can be served by public utilities and transit or taxi services.
Encourage tourism in Dane County, especially historic, bike and green tourism.
Initiate a revolving fund to provide loans for commercial revitalization. Provide revitalization planning and organizational development assistance to local communities.
Encourage the protection of agricultural lands, the continued viability of farming operations and support of agribusiness as an important part of the economy.
Focus support of agribusiness that maintains existing farming operations that are supportive of the community and environmentally friendly.
Explore state and county mechanisms for tax-base sharing of manufacturing and mercantile tax base to reduce competition between communities for tax-base.
Limit rural area development to infill to preserve farmland.
Promote efforts to buy local businesses, products and purchase and hire from local firms.

