

Dane County

Community Economic Development

Presentation to:

Joint Educational Session

Comprehensive Planning

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Presentation Outline

- County Community Economic Development (CED) Activities
- Emerging Issues in CED
- What County Could do in Future in CED
- Barriers and Challenges to County CED Efforts



County CED Activities

- BUILD Program
- Revolving Loan Funds for ED
- Façade Improvement Grants
- Assist Greater Madison Chamber of Commerce & Small Business Development Center
- Targeted Area Redevelopment
 - Allied Drive
 - Town of Madison



County CED Activities (cont.)

- Airport
- Job Center
- Quality of Life Activities
- Extension Services to Agriculture



What County Does Well in CED?

- Partnering with local municipalities
- Regional transportation infrastructure
- Workforce development
- Quality of life enhancement



Other Major CED Players

- UW-Madison
 - University Research Park
 - WARF
 - BioStar
 - SBDC
- Workforce Development Partners
 - State WI: DWD, DVR
 - MATC
 - Workforce Development Board
 - Private Industry
 - Employment Training Agencies
 - UW-Madison (e.g. COWS)



Other Major CED Players (cont.)

- WI Dept. Commerce
- Private Sector Partners
 - GMACC & local chambers
 - Utilities
 - Business leaders
 - Developers
 - Realtors
- Local municipalities (TIF, business parks, BIDs)
- Capital Ideas Technology Zone
- Non-profit agencies



Other Major CED Players (cont.)

- CCED
- Main Street Program



CED by Category

- Workforce development
- Entrepreneur development
- Business incubation
- Growing existing businesses
- Business attraction



CED by Sector

- Technology
- Manufacturing
- Health Care
- Downtown
- Agricultural



Emerging Trends in CED

- Growth of high technology & biotechnology
- Growing emphasis on quality of life to business growth
- Growing interest in “grow your own” approach to CED
- Retail design standards
- Mixed-Use developments
- Standardization of location searches



High Technology

- Dane County major high tech center for Wisconsin
- University Research Park
- WARF
- MATC Tech Incubator
- Technology Zone
- Venture and Angel Investment Efforts
- SBIR efforts
- WMEP



Quality of Life

- Mobile workforce
- Quality of life factors
- Location consideration



Standardized Location Searches

- LOIS System



Grow Your Own

- Incubation
- WARF – Patenting
- High tech investment assistance
- Business assistance programs



Retail Design Standards

- Big box ordinances
- Downtown design guidelines
- Heightened local scrutiny



Mixed-Use Developments

- Downtown and neighborhood mixed-use buildings
- Life-style centers
- New Town Centers (outside Dane Co.)
- Mixed-use neighborhoods



What County Could do in Future for CED

- Enhance partnership role
- Facilitate inter-governmental and private sector collaboration on CED
- Continue expansion of direct flights from airport
- Continue efforts that promote quality of life
- Support efforts to increase capital investment (venture, angel)
- Integrate CED goals and objectives into land-use and transportation planning



Barriers and Challenges

- Resource constraints
- Rising housing costs
- Brain drain
- Lack of capital investment
- Inter-governmental coordination a slow process
- Workforce shortages & mismatches
- Transportation congestion