

Lunch & Learn

1-28-08

Stoughton, Wisconsin



^{LW}
Extension

Community Leaders.....

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2

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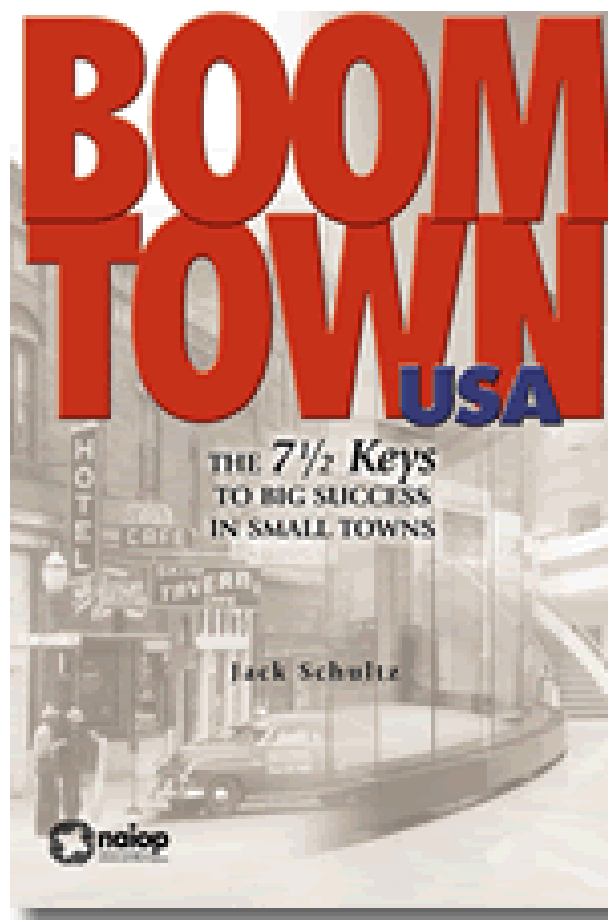
- Make informed decisions. Take the time to do your homework. Know what is happening in your community. Study sound Data. Make reasonable decisions
- Understand that economic development is regional in nature and that not all communities have a professional economic development director.
- Impact the attitudes within your community via your leadership position.

Key's to Success

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7 1/2 Keys to Big Success

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Adopt a Can-Do Attitude

Shape your vision

Leverage Your Resources

Raise Up Strong Leaders

Encourage an Entrepreneurial Approach

Maintain Local Control

Build Your Brand

and Embrace the Teeter-Totter Factor

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Attitude

Sometimes people can be very consistent...

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5

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“Lived in this town 75 years. Seen a lot of changes...and fought every damn one of them.”

Population

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52	Whitewater, WI	13,432
53	Glendale, WI	13,361
54	Kaukauna, WI	12,993
55	Chippewa Falls, WI	12,976
56	Two Rivers, WI	12,658
57	River Falls, WI	12,618
58	Stoughton, WI	12,432
59	Oconomowoc, WI	12,334
60	Weston, WI	12,252
61	Brown Deer, WI	12,170
62	Bellevue Town, WI	11,909
63	Pewaukee, WI (city)	11,823
64	Marinette, WI	11,717
65	Fort Atkinson, WI	11,708

Population Change Over Time....

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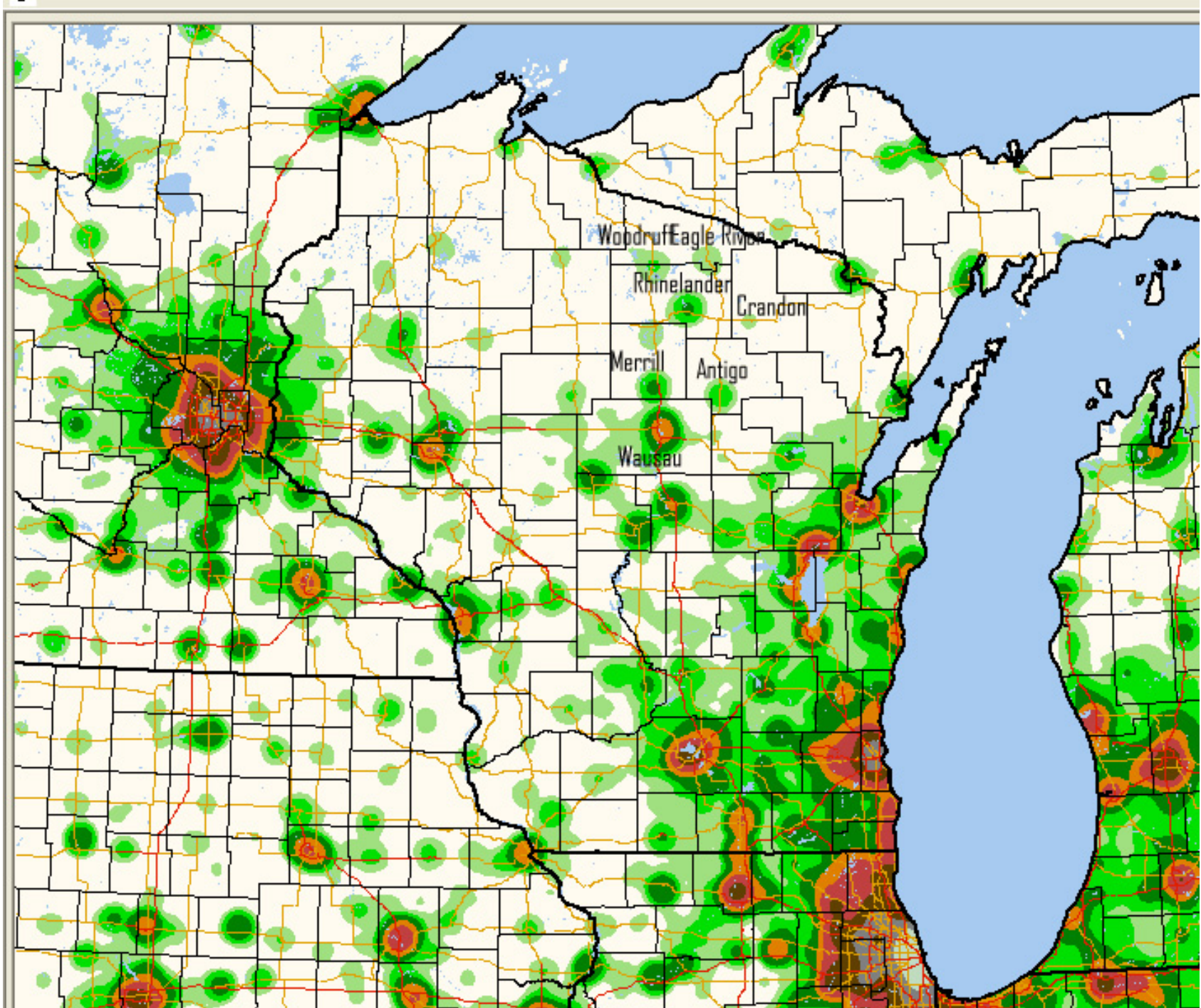
The question isn't whether we are **going** to change...it's really a question of whether we want to influence what that change will look like.

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Understanding the connection between *Community Development* and *Economic Development*

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9

Build Communities where people want to:

- Come to
- Come back to
- Stay in

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Definition of Community Development

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“A group of people in a locality initiating a social action process (i.e., planned intervention) to change their economic, social, cultural and/or environmental situation.”

Is That Your Final Answer?

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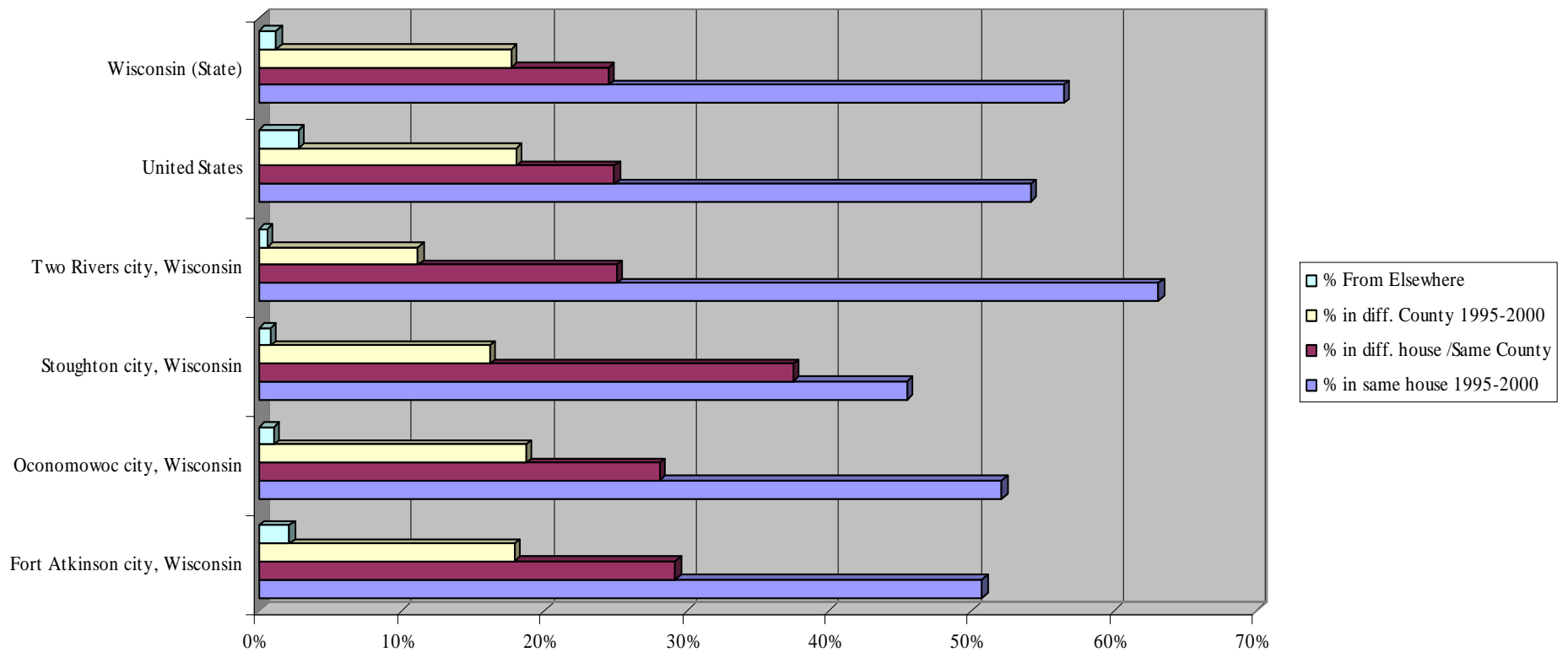
What percentage of the households in Stoughton lived in the same dwelling throughout the entire period, 1995 to 2000?

- 81%
- 46%
- 25%
- 74%

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Source: Table H38, Census 2000 Summary File 3 (SF 3)

Where were residents in 2000 living in 1995?



The Community Development Factor...

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If we recognize the mobility of Americans, we can't lose sight of the fact that we need to build communities where people want to stay and economic opportunities are only **part** of the equation.

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Is That Your Final Answer?

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What percentage of employed Stoughton residents work within the City of Stoughton?

- 37%
- 52%
- 25%
- 92%
- 10%

Source: U.S. Census 2000, County to County Worker Flow Files,
<http://www.census.gov/population/www/cen2000/commuting.html>

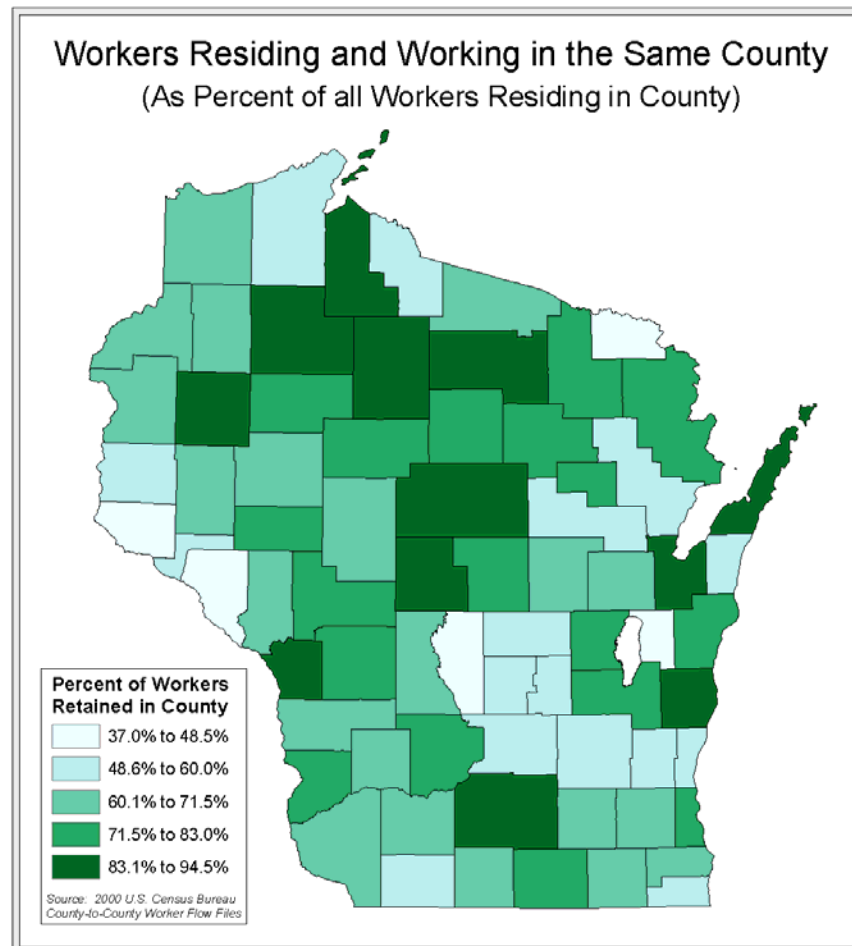
Where Do the 6,000+ Residents Work?

Stoughton city Dane Co. WI	2,276
Madison city Dane Co. WI	2,136
Monona city Dane Co. WI	273
Fitchburg city Dane Co. WI	166
Dunn town Dane Co. WI	131
Janesville city Rock Co. WI	127
Middleton city Dane Co. WI	121
Oregon village Dane Co. WI	97
McFarland village Dane Co. WI	94
Madison town Dane Co. WI	93
Dunkirk town Dane Co. WI	87
Verona city Dane Co. WI	58
Waunakee village Dane Co. WI	54
Rutland town Dane Co. WI	53
Edgerton city Rock Co. WI	37
Sun Prairie city Dane Co. WI	34
Middleton town Dane Co. WI	32
Blooming Grove town Dane Co. WI	31
Beloit city Rock Co. WI	28
Pleasant Springs town Dane Co. WI	26
Winnebago Co. IL	24
Portage city Columbia Co. WI	24
Shorewood Hills village Dane Co. WI	23
Windsor town Dane Co. WI	20

U.S. Census Worker Flow Data

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% of City Jobs Filled by Residents

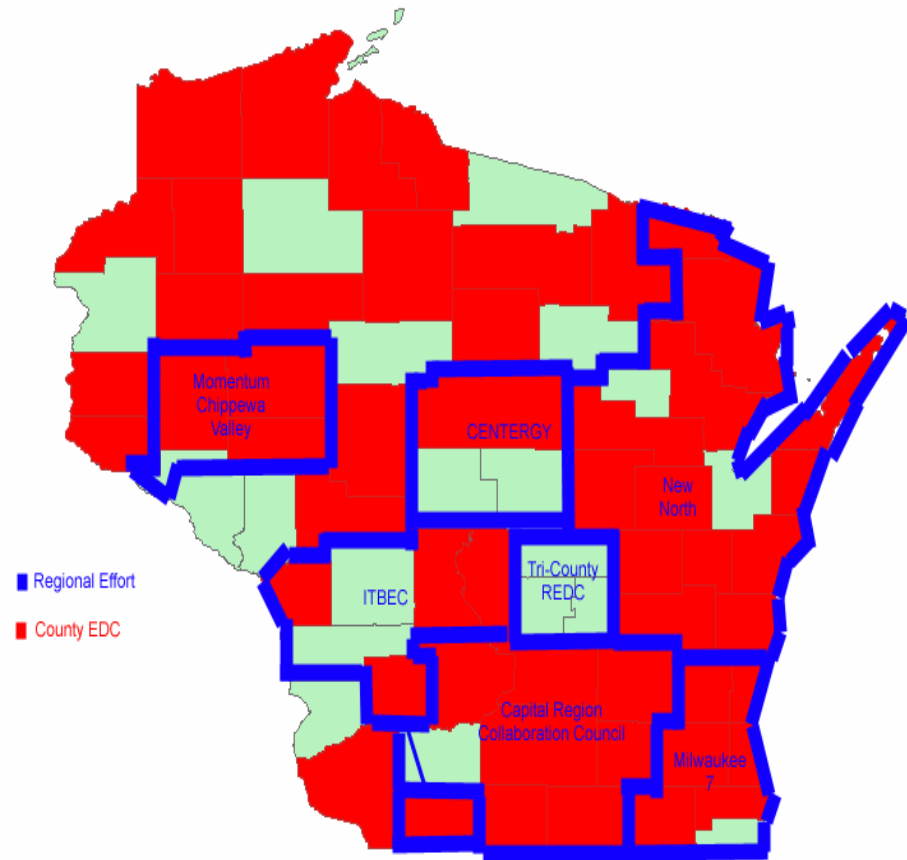
	5,027	
Stoughton city Dane Co. WI	2,276	45.28%
Madison city Dane Co. WI	489	
Dunkirk town Dane Co. WI	355	
Pleasant Springs town Dane Co. WI	345	
Edgerton city Rock Co. WI	201	
Janesville city Rock Co. WI	192	
Dunn town Dane Co. WI	154	
Oregon village Dane Co. WI	116	
Rutland town Dane Co. WI	111	
Albion town Dane Co. WI	97	
Sun Prairie city Dane Co. WI	89	
Beloit city Rock Co. WI	77	
McFarland village Dane Co. WI	76	

Cooperating to Compete

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- County E.D. Corp.
- Regional Effort



Benefits from employment tend to be regional, but....

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Should communities think about how commuting for employment impacts the following?

- Where do commuters do their shopping?
- What is the expense of commuting?
- How much time is spent commuting that could have been spent on income earning activities, or community and family building activities?
- What is the environmental impact and transportation impact of commuters?

Is That Your Final Answer?

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What percentage of the principal farm operators in Dane County work off the farm for 100 days or more (2002)?

- 76%
- 86%
- 25%
- 10%

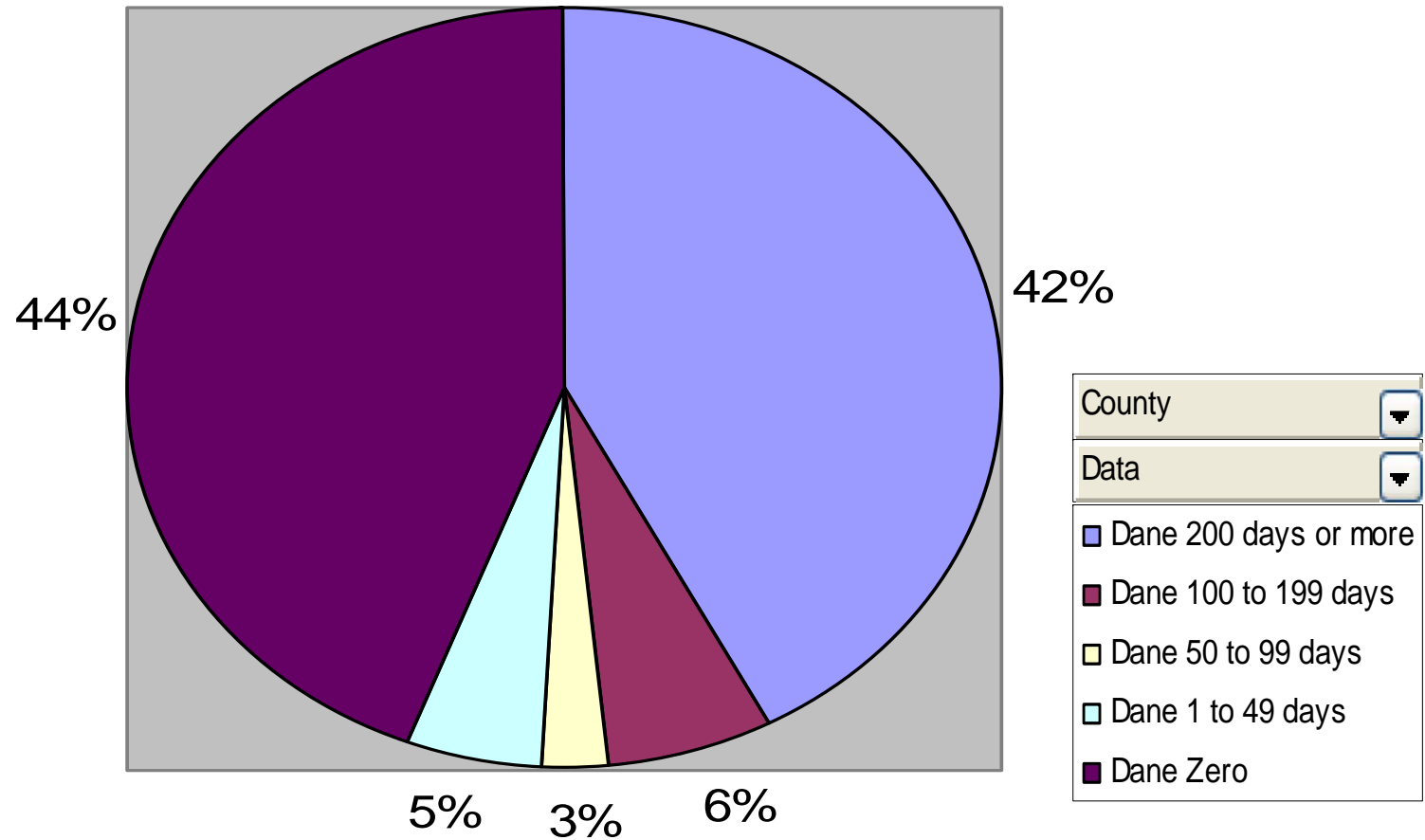
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Source: Table H38, Census 2000 Summary File 3 (SF 3)

Dane County Principal Operator: Number of Days Worked Off Farm (2002)

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Feeling Inadequate? Now for an easy one....

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In which country are Panama hats made?

- Panama
- Brazil
- India
- Ecuador

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Are You Smarter Than A Fifth Grader?

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Why use quizzes?

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It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.

- Mark Twain

People all too often assume that they know the answers. Our assumptions sometimes keep us from learning the “real” truths and prohibit us from becoming learners.

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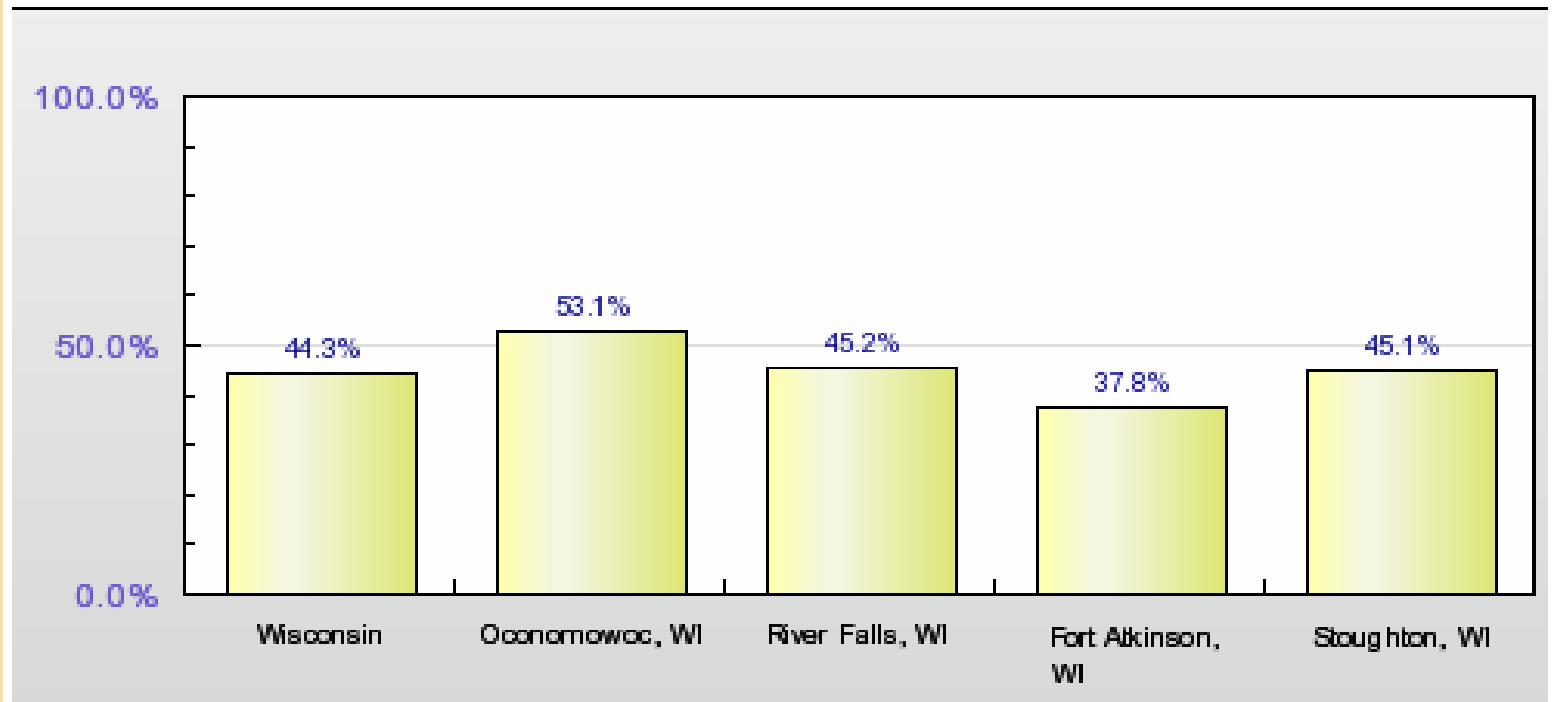
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Pct. hhlds. with inc. 0-80% of area median with hsg. cost burden in 2000 (\$38,106, Med=\$47,633)

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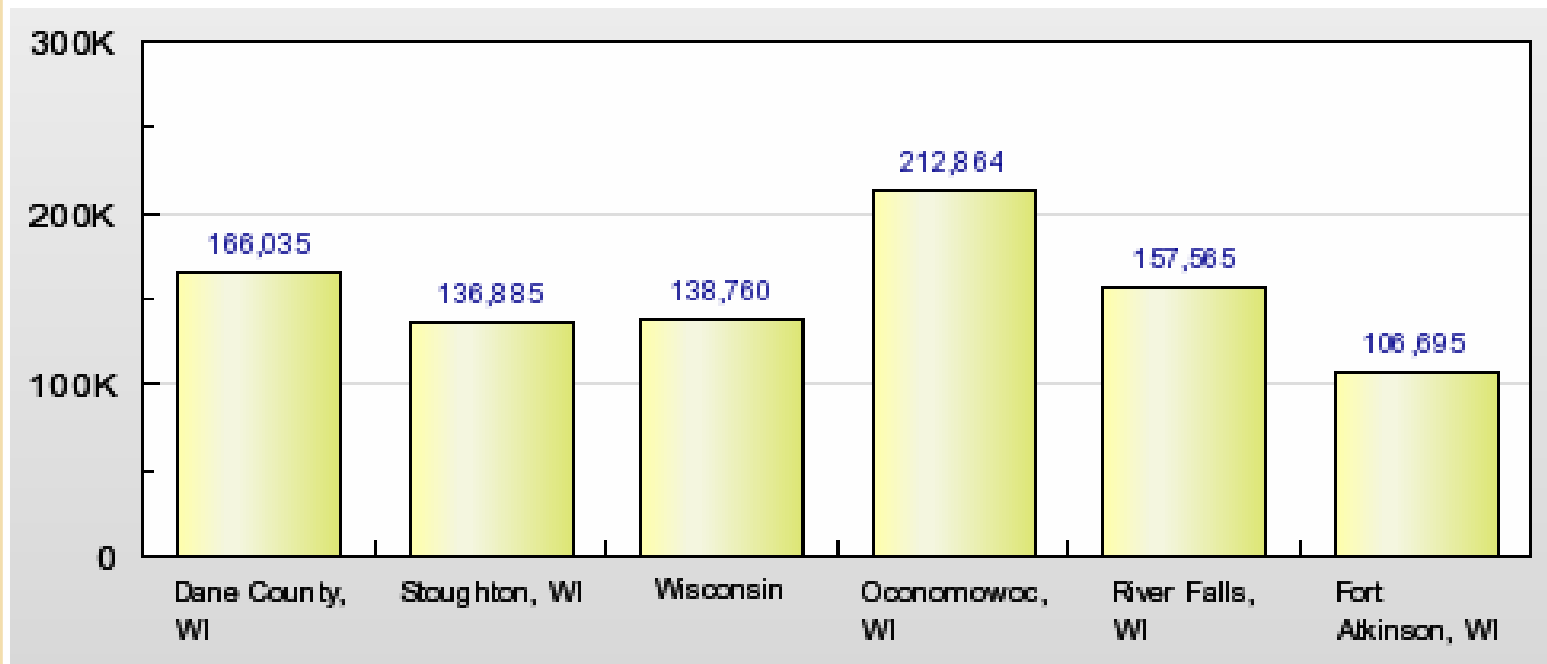
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Avg. dollar amt. of loans for home purchase of 1 to 4 fam. units in 2005

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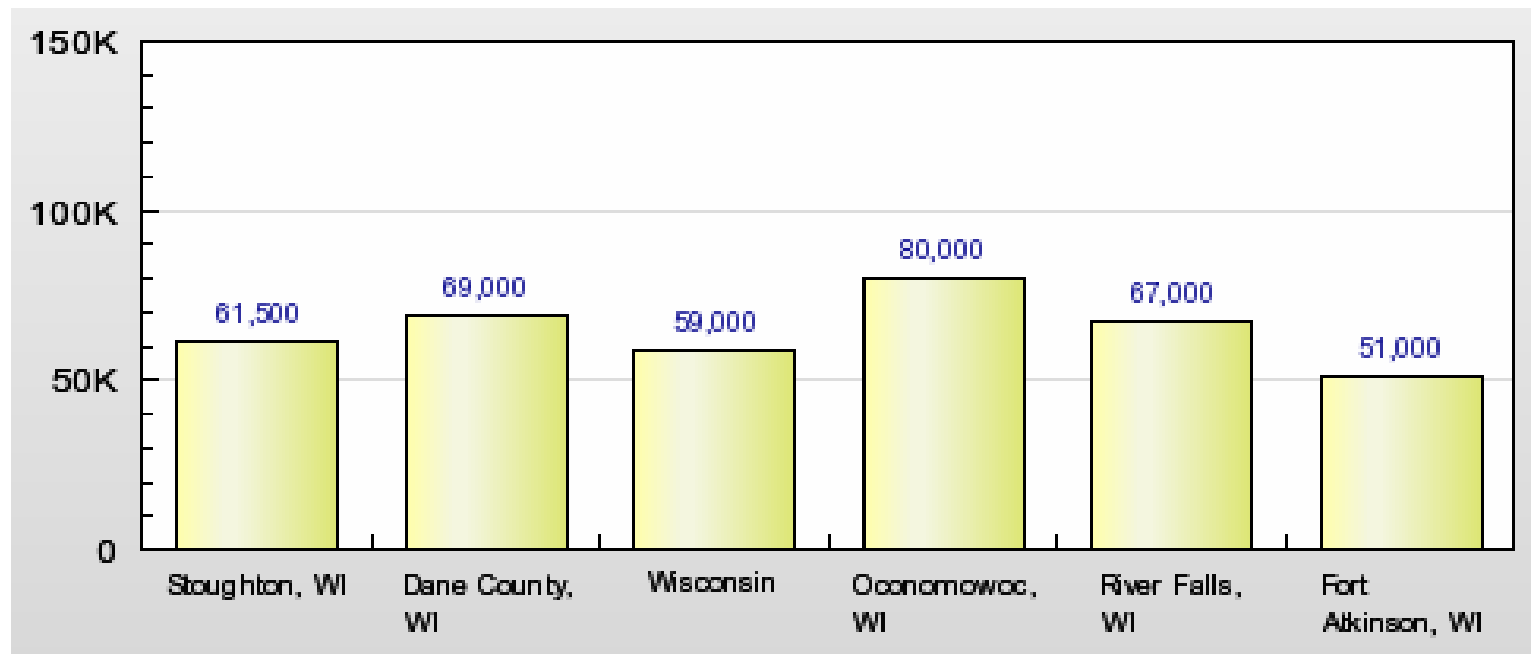


Source: DataPlace, 2005 HMDA Data

Med. borrower inc. for own.-occ. purch., 1 to 4 fam. incl. manuf. in 2005

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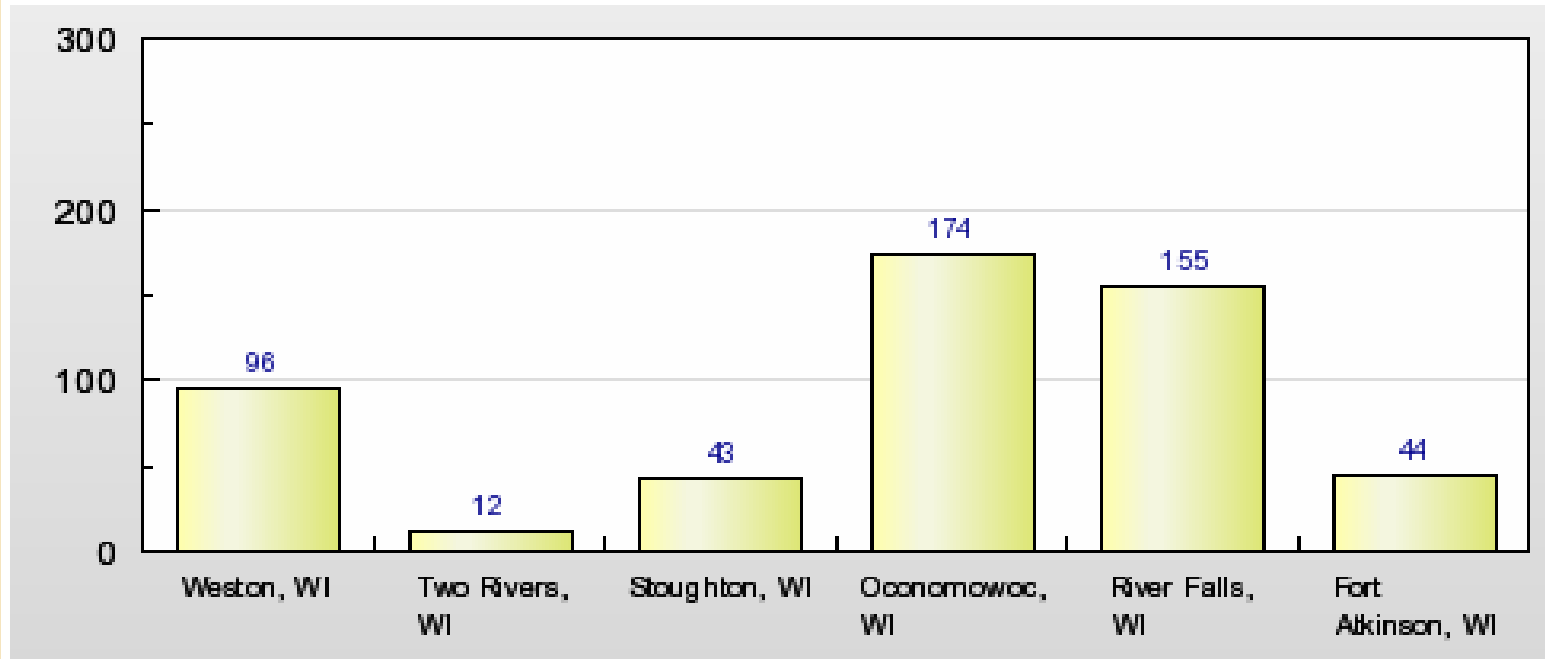


Source: DataPlace, 2005 HMDA Data

New privately-owned housing units authorized by permit in 2005

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The Foreclosure Story

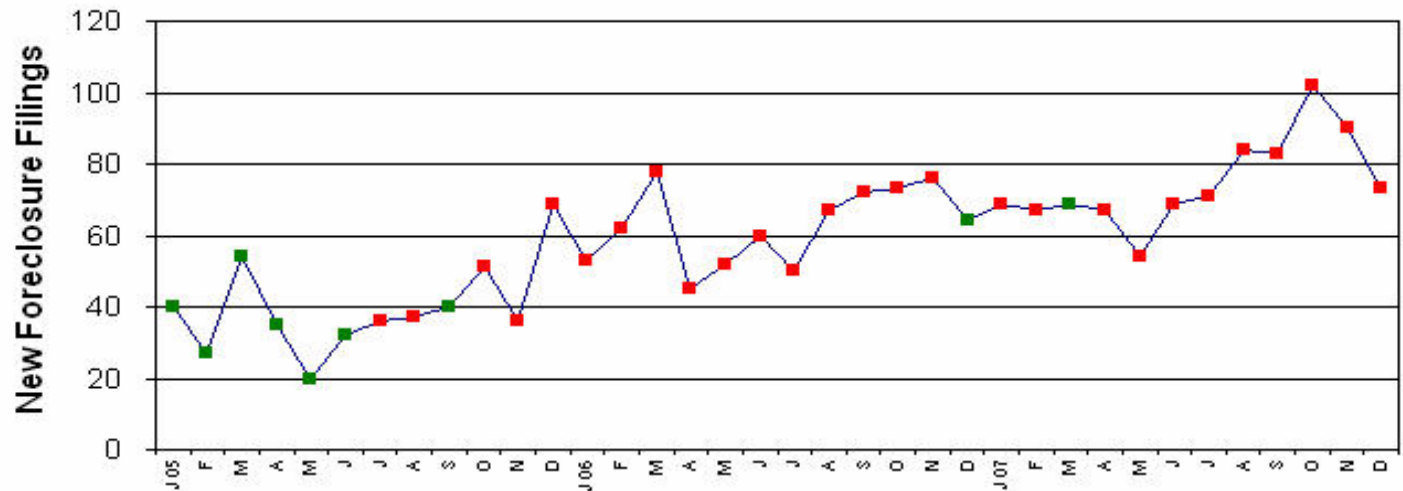
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Dane County New Foreclosure Filings by Month

Source: Wisconsin Circuit Court Database

New Filings through 12/31/07



Red - increase from same mo prior yr
Green - decrease from same mo prior yr

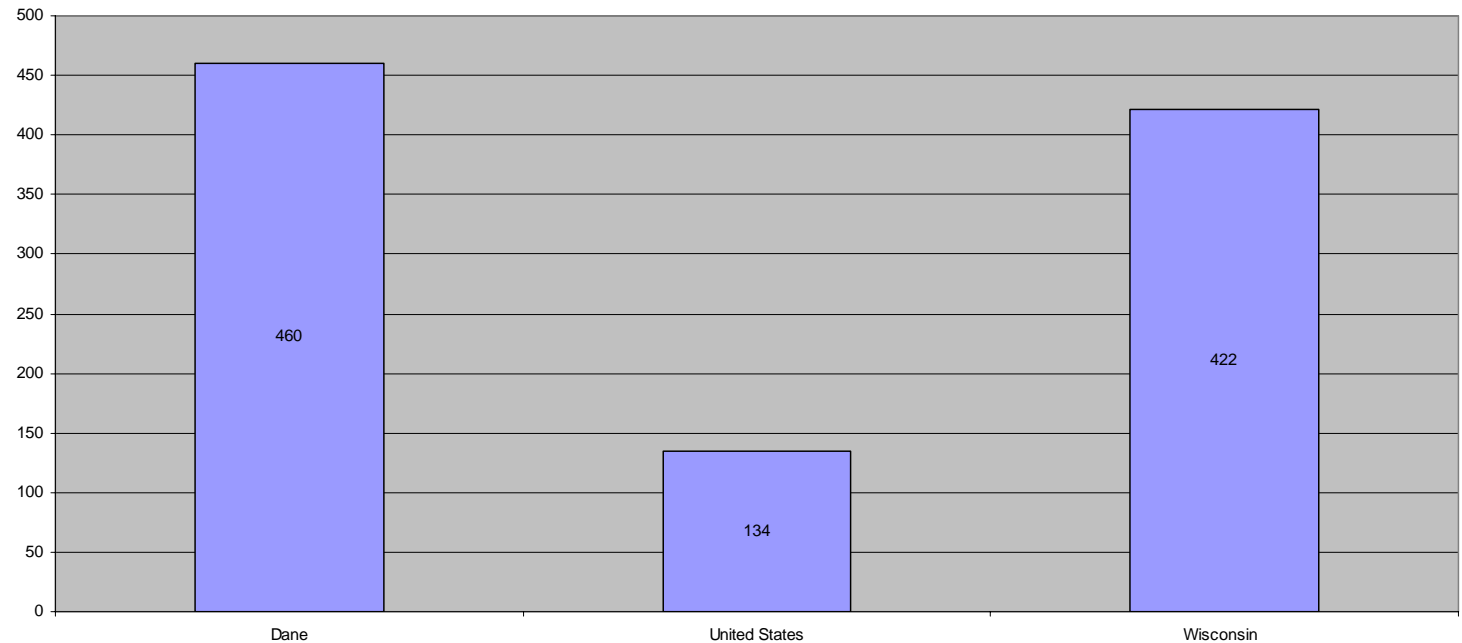
Month



Number of Households Per Foreclosure Filings (Mid-Year 2007)

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Source: RealtyTrac

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Choose Sort Order:
Descending by Price Search Results 1-10 of 169

 <u>1498884</u>	Stoughton - 600-620 Nygaard St Offered at \$998,500 Business/Comm	View Details	MLS
 <u>1507433</u>	Stoughton - 1512 Hwy 51 Offered at \$899,000 Business/Comm	View Details	MLS
 <u>1493339</u>	Stoughton - 641 - 6 Nygaard St Offered at \$475,000 Residential Income	View Details	MLS
 <u>1493339</u>	Stoughton - 1220 KINGS LYNN RD Offered at \$449,900	View Details	MLS



South Central Wisconsin Multiple Listing Service:

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	2007 Average Through Nov.	2007 Median Through Nov.	06-'07 Ave Increase	06-'07 Median Increase	2007 D.O.M. Sold	2007 D.O.M. Expired
Stoughton	\$204,218	\$189,900	1.90%	2.70%	86	150
Dane	\$270,440	\$230,000	1.30%	0.70%	73	149

Community Indicators

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<http://www.uwex.edu/ces/cced/indicate.html>

Economic Snapshots

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The screenshot shows a web browser window displaying the website for the Cooperative Extension Center for Community and Economic Development. The page title is "ECONOMIC SNAPSHOTS". The main content area features a newspaper clipping from the "Wisconsin State Journal" with the headline "SPECTRUM'S TROUBLES" and a sub-headline "So far in 2007, the company has taken several difficult broadsides". The clipping includes a line graph showing a downward trend and a photograph of a man. Below the clipping, there is a "Note" section explaining that the snapshots are in Adobe Portable Document Format (.pdf) and providing instructions on how to download and use Adobe Acrobat Reader. The browser's address bar at the bottom shows the URL: http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm.

<http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm>

Data Sources...

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Cooperative Extension **Extension**

Center for Community and Economic Development

home about CCED Contact Us

CCED » Communities

Community Economic Profiles/Data Sources

Many Communities and Counties prepare fact sheets with relevant community and economic information. These county/community profiles come in a variety of shapes and sizes but the following represents a sampling of County profiles, or data that you might want to include in a profile. Obviously, thought should be given to the intended audience for the profiles before making a decision about what to include in your community profile.

The [International Economic Development Council](#) has actually given this issue a lot of attention and has developed a set of site selection data standards which include 25 tables containing approximately 1,200 data fields for state, county, metro, locality, building and site profiles. You can [download the data standards worksheet in Excel](#) format from their web site. These standards have been built into the LocationOne Information System (LOIS) database to help site consultants and businesses find available buildings, sites and communities. [LOIS was recently licensed for all Wisconsin communities by Forward Wisconsin](#). Following about 2 hours of training, any community in Wisconsin can use this database and have this information available on their own web site as well (Within a frame on your web page). LOIS has also created a "data dictionary" with suggestions on where to obtain the data that is required for the fields within the LOIS system.

- [American Factfinder](#), U.S. Census
- [Association of Religion Data Archives](#): Provides free access to quality data on religion using online features for generating national profiles, maps, church membership overviews, denominational heritage trees, tables, charts, and other summary reports. Over 400 data files are available for online preview and most can be downloaded for additional research.
- [BearFacts](#), Bureau of Economic Analysis, U.S. Department of Commerce
- [Bureau of Economic Analysis](#), downloadable economic data.
- [City-Data.Com](#) - A collection and analysis of data from numerous sources to create complete and interesting profiles for most U.S. cities.
- [Community Economic Toolbox](#) . Developed by Penn State University. You select the state and then the county that you're interested in examining. After that, you'll be led through each step of the toolbox. In some of the tools you will be able to download data. You can always copy the graphics produced in the toolbox for your own report and public presentations.
- [Community Indicators](#), by the Center for Community Economic Development (You have the option of selecting data for specific Wisconsin Counties and communities)
- [Census of Agriculture \(2002\)](#), [United States Department of Agriculture](#) . The Census of Agriculture is done every 5 years. Use the "Query Downloadable Options" for securing County and state level data. For a copy of a [Wisconsin County or State Agricultural profile](#), [click here](#). You also have the option of accessing numerous [2002 Ag Census maps](#).
- [Community Economic Development HotReport](#) - The CED HotReport provides community and business leaders speedy access to information tailored to economic development decision-making. It is a free, easy to use portal to instantly obtain detailed information for local and regional areas on a wide variety of topics from a multitude of sources. The Employment and Training Administration (ETA), the Economic Development Administration (EDA), the Office of Economic Adjustment (OEA) and the U.S. Census Bureau collaboratively designed the CED HotReport with local and regional experts to help communities and businesses plan for economic expansions and contractions using the best available information.
- [County Business Patterns 1993-2005](#), [U.S. Census](#)
- [County Economic Profiles](#) (2000) prepared by the Wisconsin Department of Commerce and North Star Economics
- [County Health Profiles \(Wisconsin\)](#). The Wisconsin Department of Health and Family Services publishes an annual profile that includes concise health and demographic information about each county in Wisconsin.
- [County Migration Mapper \(2000-2005\)](#). The Charlotte Observer newspaper created a mapping tool that maps county to county migration flows. The tool allows you to select a county and see the county of origin for people who moved in between 2000 and 2005 or the county of destination for those who moved out between 2000 and

Growing Local Economies
Empowering Communities
Revitalizing Downtowns
Developing Entrepreneurs
Building Leaders
Enhancing Nonprofits

Search

Done Internet 100%

<http://www.uwex.edu/ces/cced/communities/CountyEconomicProfile.cfm>

Andy Lewis



SLIDE 36

Contact Information:

Community Development Specialist
Center for Community & Economic Development
University of Wisconsin Extension

610 Langdon St., Room 334

Madison, WI 53703

(608) 263-1432, (608) 263-4999 fax

andy.lewis@uwex.edu

<http://www.uwex.edu/ces/cced>

For a copy of today's presentation:

http://www.uwex.edu/ces/cced/economies/documents/antigo_handouts.pdf

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Local Contact:

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If you have any questions regarding Community Resource Development in Dane County, please contact:
 Dane County - UW Extension
 1 Fen Oak Court, Room 138
 Madison, WI 53718-8812
 Phone: 608-224-3700
 Fax: 608-224-3727

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Name	Area of Expertise	Phone	Email
Mindy Habecker 	UWEX Dane County Natural Resources / Community Development Educator - Mindy specializes in water quality education and natural resources education.	608-224-3718	habecker@co.dane.wi.us
Bill Rizzo 	UWEX Dane County Community & Economic Development Educator - Bill specializes in educational programs designed to build the capacity of communities, local governments and organizations to deal successfully with change.	608-224-3719	rizzo@co.dane.wi.us

<http://www.uwex.edu/ces/cty/dane/cnred/index.html>