

CHAPTER 6: Economic Development

66.1001 (2)(f) Wis. Stat:

A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

Section 6.1 Introduction

This section of the Comprehensive Plan summarizes the Village of Park Ridge existing economic activity and conditions while understanding its tie to the Urban Area economy. Economic development, which can be defined as the type and level of business activity within an area, is often based on a combination of market forces, regulation, and the extent of local government encouragement. The Village of Park Ridge is not able to expand its borders, limiting the potential for economic development or redevelopment. Maintaining the current economy and level of business activity is priority for the Village.

This element concludes with goals, objectives, and policies to promote the stabilization, retention, or expansion of the economic base. County and State economic development information is included to help the Village identify potential opportunities that could be used to pursue appropriate economic development activities.

Section 6.2 Economic Base Characteristics

A. Labor Force Analysis

1. Education attainment

Table 1.5 of the Issues and Opportunities Chapter compares the attainment information for the Village of Park Ridge within the Urban Area and Portage County as a whole. The Village of Park Ridge continues to have a much greater percentage of its 25+ population achieving bachelor and graduate degrees (52.9%) as compared to the Urban Area Average (27.3%) and Portage County (23.3%).

2. Earnings and Income

Wages are not the only form of income that residents receive. "Total income" is defined by the U.S. Census as the sum of the amounts reported separately for wages, salary, commissions, bonuses, or tips; self-employment income from non-farm or farm businesses, including proprietorships and partnerships; interest, dividends, net rental income, royalty income, or income from estates and trusts; Social Security or Railroad Retirement income; Supplemental Security Income (SSI); any public assistance or welfare payments from the

state or local welfare office; retirement, survivor, or disability pensions; and any other sources of income received regularly such as Veterans' (VA) payments, unemployment compensation, child support, or alimony. According to the 2000 Census (Summary File 3 Tables P58, P60, P62-66), 166 (76.5%) of 217 Park Ridge households sampled were classified as households with earnings; 89 (41.0%) were households with social security income; 52 (24%) were households that received retirement income; two (2) households received public assistance and 32 households (14.7%) had other types of income.

In order to better understand the existing wage-earning realities within the Village of Park Ridge, “earnings” data was considered to be more informative. “Earnings” are defined by the US Census Bureau as the algebraic sum of wage or salary income and net income from self-employment, representing the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc.

Table 6.1 compares mean (average) earnings, and mean household and per capita income, for households and individuals in communities within the Urban Area and Portage County overall. The Village of Park Ridge has increased earnings and income at a slower rate than the City of Stevens Point and Villages of Plover and Whiting, and the County overall; actual Park Ridge household earnings and income, however, are still higher than the Urban Area communities and Portage County overall.

Table 6.1: Mean Earnings, Median Household and Per Capita Income Comparison

	Mean Earnings Per Household			Mean Income Per Household			Per Capita Income		
	1989	1999	Change	1989	1999	Change	1989	1999	Change
Village of Park Ridge	\$46,175	\$57,934	25%	\$48,980	\$63,515	30%	\$19,842	\$28,074	41%
City of Stevens Point	\$27,265	\$41,935	54%	\$27,417	\$43,565	59%	\$10,282	\$17,510	70%
Village of Plover	\$38,652	\$57,951	50%	\$38,501	\$61,809	61%	\$13,486	\$23,085	71%
Village of Whiting	\$36,284	\$51,390	42%	\$34,448	\$48,412	41%	\$12,892	\$19,492	51%
Portage County	\$33,230	\$50,373	52%	\$33,184	\$52,102	57%	\$11,730	\$19,854	69%

Source: U.S. Census Bureau, 1990 and 2000 Census

Mean earnings = total earnings / # h/holds with earnings;
 Mean income = total income / # h/holds with income

Table 1.7 of the Issues and Opportunities Chapter details changes in household income over the last 20 years, as reported in the US Census. The 2000 Village of Park Ridge median income (\$57,031) is considerably higher than the Urban Area (\$42,266) and Portage County (\$43,487).

3. Percent in labor force

Table 6.2 below shows the percentage of residents 16 years and above living in the Village of Park Ridge, Urban Area, Portage County and Wisconsin. Age sixteen is considered to be the lower threshold for being eligible for employment. According to the 2000 Census information, the Village of Park Ridge had the second lowest percentage of residents in the labor force (64.8%) when compared to the rest of the urban area, Portage County and State of Wisconsin. Of those residents in the labor force, Park Ridge was the only to have 100%

employment. According to the 2000 Census information, the Village had no persons unemployed; the remaining population was not in the labor force.

Figure 6.2: Employment Status by Percentage of Population 16 Years and Above (2000 Census)

	Village of Park Ridge	Stevens Point	Village of Plover	Village of Whiting	Portage County	Wisconsin
Population 16 Years +	401	20,604	7,919	1,451	53,135	4,157,030
Not in Labor Force <i>% not in Labor Force</i>	141 <i>35.16%</i>	6,752 <i>32.77%</i>	1,602 <i>20.23%</i>	567 <i>39.08%</i>	15,191 <i>28.59%</i>	1,284,926 <i>30.91%</i>
In Labor Force <i>% In Labor Force</i>	260 <i>64.84%</i>	13,852 <i>67.23%</i>	6,317 <i>79.77%</i>	884 <i>60.92%</i>	37,944 <i>71.41%</i>	2,872,104 <i>69.09%</i>
Labor Force Components						
Armed Forces <i>% in Armed Forces</i>	0 <i>0.00%</i>	4 <i>0.03%</i>	8 <i>0.13%</i>	0 <i>0.00%</i>	12 <i>0.03%</i>	2,868 <i>0.10%</i>
Civilian Labor Force <i>% in Civ. Labor Force</i>	260 <i>100.00%</i>	13,848 <i>99.97%</i>	6,309 <i>99.87%</i>	884 <i>100.00%</i>	37,932 <i>99.97%</i>	2,869,236 <i>99.90%</i>
Employed <i>Percentage</i>	260 <i>100.00%</i>	12,547 <i>90.61%</i>	6,094 <i>96.59%</i>	864 <i>97.74%</i>	35,677 <i>94.06%</i>	2,734,925 <i>95.32%</i>
Unemployed <i>Percentage</i>	0 <i>0.00%</i>	1,301 <i>9.39%</i>	215 <i>3.41%</i>	20 <i>2.26%</i>	2,255 <i>5.94%</i>	134,311 <i>4.68%</i>

Source: U.S. Census Bureau, 2000 Census

4. Type of Employment for Village Residents

Table 6.3 below provides information regarding the type of occupation that Village of Park Ridge residents are employed in. The Management/Professional category continues to contain the largest number of employed residents, which corresponds with the Village's increasing educational attainment and income data previously discussed. The employment categories have been relatively stable between 1990 and 2000.

Table 1.10 of the Issues and Opportunities Chapter summarizes resident employment by industry for the last three census years. Information for both these tables represents what type of occupation/industry the working residents of the Village were employed in, and is not a listing of the employment opportunities in the Village.

Table 6.3: Park Ridge Employment by Occupation

Occupation	1990		2000	
	Number	Percent	Number	Percent
Management, Professional, and Related Occupations	134	50.8%	131	50.4%
Service Occupations	26	9.9%	22	8.5%
Sales and Office occupations	68	25.8%	76	29.2%
Farming, Fishing, and Forestry Occupations	6	2.3%	0	0.00%
Construction, Extraction, and Maintenance Occupations	3	1.1%	10	3.8%
Production, Transportation, and Material Moving Occupations	27	10.2%	21	8.1%
Total	264		260	

Source: U.S. Census Bureau, 1990 and 2000 Census

5. Commuting

According to the 2001 Portage County Comprehensive Planning Survey, 70% of Park Ridge respondents stated that they worked in the Portage County Urban Area, followed by 13% that worked in Portage County, and 9% in the Mosinee/Wausau area. Other destinations listed were Wisconsin Rapids (6%) and Outside Central Wisconsin (2%). The fact that the majority of the Park Ridge labor force works in the Urban Area is supported by 2000 Census data, which lists the mean travel time to work for Village residents at 10.0 minutes. Census data also indicated that only 15% of employed Village residents live and work in Park Ridge.

B. Economic Base Analysis

Table 6.4 below lists the businesses located in the Village of Park Ridge in spring 2004.

Figure 6.4 Local Businesses in the Village of Park Ridge

Local Businesses	Local Businesses
Abby Construction	New Life Therapy
Adams Sausage & Meat	Nice as New Consignment Store
Airport Bar	Northern Welding & Supply
Buyers Guide Newspaper	Park Ridge Café
Carol’s Beauty Salon	Park Ridge Liquor
Carquest Auto Parts	Pioneer Bank
Children’s Service Society of Wisconsin	Pip Printers
Community Industries	Reynolds Travel Service
Dan’s Education Center	Scales & Tales Pet Shop
Edward Jones & CoH & R block.	Silver Coach Restaurant
Happy Foot Shoe Service	Subway
Harpsong Studio	Sunlife of Stevens Point
Joe’s Electric	The Healing Place
Kriedeman’s Interiors	The Scrap Shack
Kropidlowski, Steven Insurance Agency	The Store Gas Station, Convenience Store
Laszewski & Sons Used Auto Dealer	The Yoga Studio
Les’s Upholstery & Fine Furniture	Tisket a Tasket Gift Baskets
Martin Chiropractic	Walgreen’s
Mayek, Donald (Dentist)	Wessell, S.C. Dentist
Meridian Financial Estate Planning	Zurawski Floral

Source: Village of Park Ridge

Section 6.3 Community Assessment: Strengths and Weaknesses Analysis

It is necessary for Park Ridge to look at the factors that influence their economy now, and may influence the economy in the future. In 2004, the Village is predominately comprised of single family, low density residential uses and limited commercial development along Highway 10.

Park Ridge is located within an urban area of nearly 50,000 people, which offers a quick commute to a variety of employment opportunities, higher education institutions (University of Wisconsin Stevens Point and Mid-State Technical College), entertainment, medical facilities, and numerous other urban amenities.

The Village does not have municipal water (residents maintain their own wells). Residents do, however, have municipal sewer provided by the City of Stevens Point. The Village also has adequate police and fire protection, through the Portage County Sheriffs Department and the Park Ridge Volunteer Fire Department, respectively. The Park Ridge Fire Department has a Mutual Aid agreement with surrounding fire departments to efficiently and effectively serve the area. (See the Utilities and Community Facilities chapter of this plan for a more thorough discussion.)

The following information is based on discussions held by the Village Plan Commission and Village Board. The list of types of desired businesses indicates a desire to maintain the mix of commercial/office activity currently existing within the Village.

A. Categories or types of new businesses and/or industries that are desired by the community

- Grocery store
- Postal Service (Stamps are currently available through the Walgreen's Drug Store)

B. Community Strengths for attracting/retaining businesses and industry

- High quality of housing stock
- Highway 10 newly reconstructed
- Location in Urban Area
- Utilities – Sewer and Water (Water utilities are available to those residents and businesses along Highway 10 (Park Ridge Drive)).
- Adequate Police and Fire protection
- High quality of life
- Transit service available through Stevens Point Transit to and from Park Ridge

C. Community weaknesses for attracting/retaining businesses and industry

- New commercial development areas are limited or non-existent
- Financial opportunities for receiving grant funds

Section 6.4 Identification of Developable Land

- There are limited infill opportunities within the Village because it is nearly built out.
- The Village encourages the development of the wooded lot on the north side of Park Ridge Drive, and is receptive to appropriate commercial development along Highway 10.

Section 6.5 Environmentally Contaminated Sites

Contaminated sites, also known as brownfields, serve as potential land base for economic development. Brownfields are defined as abandoned or underutilized commercial and industrial properties where redevelopment is hindered by real or perceived contamination. The Wisconsin Departments of Commerce and Natural Resources have jointly prepared a guide to help finance brownfields cleanup and redevelopment. It can be found on the internet at: <http://www.dnr.state.wi.us/org/aw/rr/archives/pubs/RR539.pdf>

There is one site currently listed by the WI DNR within the Village of Park Ridge as a contaminated site with open status (The Store, 32 Park Ridge Drive). Please see Appendix F for listings. Open status refers to a contaminated site in need of clean up or where cleanup is still underway. A complete list of all brown field sites can be obtained by contacting the DNR or through their website at: www.dnr.state.wi.us/org/aw/rr/brrts/index.htm.

Section 6.6 Economic Development Programs

This section contains a brief description of the Village of Park Ridge development actions and various programs that could potentially assist the Village's businesses with loans and grants

A. Village of Park Ridge

Residents in the Village of Park Ridge rely heavily on surrounding Urban Area (City of Stevens Point, Village of Plover, Village of Whiting) communities for their commercial needs along with employment opportunities.

The Village currently has no established incentive programs to assist local economic needs. However, the Village should continue making positive planning decisions that will result in the continuation of the Village as an attractive place for business.

B. Portage County

Portage County Business Council

The Portage County Business Council provides confidential development services to businesses considering expansion or location in Portage County. The Business Council provides a variety of services, including, but not limited to: site selection, labor market analysis, financial packaging services, liaison between governments and businesses, and researching federal and state programs to leverage private dollars on economic development projects.

Revolving Loan Fund Programs

Purpose: Funds administered by local communities, which provide local government the ability to assist in economic development projects that will create jobs for low-to-moderate income persons. Typically, the revolving loan fund program provides "gap" financing to local projects that make the project economically feasible.

Use of Funds: Land, working capital, buildings, and inventory.

Amount Available: Programs are different in each community.

Advantage: Offers terms to make a project economically feasible, maximize the return on and provide businesses the ability to finance job creation efforts locally. This program provides a quicker approval process than the Wisconsin Community Development Block Grant - Economic Development Program

The municipalities in Portage County that participate in this revolving loan program are: the City of Stevens Point, Village of Plover, and the Village of Rosholt. These loan programs can only fund projects within their municipal boundaries.

Community Development Block Grant – Customized Labor Training

Purpose: To stimulate the expansion of existing businesses, the attraction and creation of businesses, and the "retooling" of Wisconsin's Industrial base by providing customized labor training. Program is for new technology to industry and industry sector.

Use of Funds: Training costs incurred in the upgrading of manufacturing skills. This includes training on the shop floor while not producing salable product.

Amount Available: Grant Award. Training grant, competitively awarded, requires 50% match from company. Maximum \$2,500 per employee trained.

Eligibility: Proposed training must not supplant training available through existing federal, state and local resources (such as the Technical College and University System). Projects are evaluated on economic contribution; quantity and type of jobs created or saved; cost effectiveness significance of skill upgrading and local unemployment situation.

Wisconsin Community Development Block Grant – Economic Development

Purpose: To provide resources to local governments to assist economic development projects that provide jobs to low-to-moderate income persons and expand the local tax base.

Use of Funds: Land, working capital, buildings, and inventory.

Amount Available: \$750,000 maximum award, \$75,000 to \$500,000 is typical. Provides fixed-rate long term financing.

Advantage: Offers terms to make a project economically feasible, maximize the return on public funds, and provide business with rate of return comparable to industry norms. In addition, these funds remain local for the creation or expansion of an existing Revolving Loan Fund.

Wisconsin Rural Economic Development Program

Purpose: To stimulate the start-up and expansion of small businesses in rural and/or small communities.

Use of Funds: Planning and managerial assistance only. This could include development of a marketing strategy for a new product line. Program pays for technical assistance such as consulting fees.

Amount Available: Maximum loan award is \$30,000. This program allows straight loans and/or forgivable loans.

Eligibility: Businesses with fewer than 25 employees. The business should be starting or expanding operations.

C. Regional

North Central Wisconsin Regional Plan Commission. The Regional Revolving Loan Fund (RLF) is intended to provide gap financing to qualified businesses. A gap can be defined as the difference between what a borrower and private lender have available and what is needed for a

project to take place. Typically, these funds are long-term, have low down payments, and carry lower interest rates than traditional private financing. RLF's do not compete with banks, but complement them and other programs in a total financial structure.

Small business Development Center. The small business Development Center (SBDC) located at the University of Wisconsin Stevens Point is one of ten university-based SBDC's in Wisconsin. Their mission is to provide learning opportunities and practical guidance to help individuals make informed business decisions. The Stevens Point SBDC works with small businesses in eight central Wisconsin Counties, and offers several types of services including seminars, customized in-house training, and individual counseling. [(715) 346-3838]

Solid and Hazardous Waste Education Center (SHWEC). The University of Wisconsin-Extension's SHWEC program was created to provide pollution prevention services to waste generators in Wisconsin. SHWEC's pollution prevention specialists will assess hazardous waste systems, provide no-cost, non-regulatory technical assistance, and identify potential waste reductions options.

D. State

The Wisconsin Department of Commerce (COMMERCE) has a broad range of financial assistance programs to help communities with economic development. The federally funded Community Development Block Grant (CDBG) program can be used for housing, economic development and public facilities improvements. The Community Development Block Grant Economic Development (CDB-ED) program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate. Refer to the following link for additional financial programs: <http://commerce.wi.gov/MT/MT-COM-4200.html>

Wisconsin Manufacturing Extension Partnership (WMEP). In an effort to improve quality and productivity of small to medium sized Wisconsin Manufacturers, a partnership between government, industry, labor and education was formed. The WMEP assessment process is designed to be broad based rather than in depth. The purpose is to "raise flags" where more effort should be placed. After the assessment, this can lead to a technical assistance project, in which your company is paired with a facilitator to help design and implement solutions.

Section 6.7 Economic Development Issues/Concerns

- A. Due to lack of available vacant land, it may, some day, become desirable to encourage redevelopment of some of the existing commercial property along Highway 10 to a more intense type of development to increase revenues.

Section 6.8 Economic Development Goals/Objectives/Policies

A. Goal

1. Promote the stabilization and expansion of the current economic base, while fostering an environment of high aesthetic appeal for existing and new commercial development.

B. Objectives

1. Maintain Highway 10 and north Sunset Avenue as the Village's main economic corridor.

C. Policies

1. Encourage continued development of commercial property along Highway 10.