

## **CHAPTER 6 Economic Development Element**

66.1001 (2)(f) Wis. Stat:

**Economic Development element.** 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, region 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 Plover's existing economic activity and conditions. 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 Plover believes that it is in the best interest of the Village to pursue a balanced community, one that includes quality commercial and industrial opportunities that emphasize economic diversity, along with quality residential neighborhoods. This element concludes with goals, objectives, and policies to promote the stabilization, retention, and expansion of the economic base.

### **Section 6.2 Labor Force Analysis**

#### **A. Educational Attainment**

Table 1.6 of the Issues and Opportunities Chapter compares educational attainment for the Village of Plover adults with similar information for the City of Stevens Point and Portage County as a whole. The Village of Plover contains a greater percentage of 25+ aged residents achieving associate, bachelor and graduate degrees (37.8%), as compared to Stevens Point (33%) and Portage County (30.3%).

#### **B. 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. The 2000 Census Summary File 3 (which is based on a sample of units within a community, and not a total count), reported that out of 4,000 households sampled within the Village of Plover, 3,683 (92%) were classified as households with earnings; 640 had social

security income, 55 received Supplemental Security Income (SSI), 60 received retirement income, 17 received public assistance income, and 626 received other types of income.

In order to better understand the existing wage-earning realities within the Village of Plover, “earnings” data was considered to be more informative. “Earnings” are defined by the U.S. 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 earnings and income for households and individuals for communities within the Portage County Urban Area. According to Census 2000 information the Village of Plover had the highest mean earnings, as well as the second highest average household income and per capita income in the Urban Area, and is significantly higher in all three categories than Portage County overall. The City of Stevens Point recorded the lowest earnings and income across the Urban Area, a situation caused in part by the presence of a large college student component within their population. College students traditionally have limited income for the duration of their time in school.

**Table 6.1: Mean Earnings, Mean 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 Plover	\$38,652	\$57,951	50%	\$38,501	\$61,809	61%	\$13,486	\$23,085	71%
Stevens Point	\$27,265	\$41,935	54%	\$27,417	\$43,565	59%	\$10,282	\$17,510	70%
Village of Whiting	\$36,284	\$51,390	42%	\$34,448	\$48,412	41%	\$12,892	\$19,492	51%
Village of Park Ridge	\$46,175	\$57,934	25%	\$48,980	\$63,515	30%	\$19,842	\$28,074	41%
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 U.S. Census. The 2000 Village of Plover median income (\$51,238) was considerably higher than that of Stevens Point (\$33,178) and Portage County overall (\$43,487); Plover also had a higher percentage of household income over \$150,000.

### C. Labor Force and Unemployment

Table 6.2 below examines labor force participation and employment percentages for the Village of Plover, other communities within the Urban Area, Portage County and State of Wisconsin. Age sixteen is considered to be the lower threshold for being eligible for employment. The Village of Plover has a significantly higher percentage of residents in the labor force (79.8%) than the rest of the Urban Area, Portage County and State. According to the 2000 Census information, the Village also had a lower unemployment rate (3.41%) than Portage County (5.94%) and the State (4.68%). Within the Urban Area, the Villages of Park Ridge and Whiting had extremely low unemployment rates (0.0% and 2.26%, respectively), while Stevens Point recorded a rate of 9.39%.

**Table 6.2: Employment Status of Population 16 Years and Above, Year 2000**

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

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

**D. Type of Employment for Village Residents**

Table 6.3 below provides information regarding the type of occupation that Village of Plover residents are employed in. The Management/Professional category is now the largest, followed by Sales and Office occupations. These two categories switched position from the 1990 Census; this correlates with the Villages educational attainment and higher income data previously discussed. 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 currently located in the Village.

**Table 6.3: Village of Plover Employment by Occupation**

Occupation	1990		2000	
	Number	Percent	Number	Percent
Management, professional, and related occupations	1,226	27.5%	2,219	36.4%
Service occupations	499	11.2%	714	11.7%
Sales and Office occupations	1,416	31.8%	1,717	28.2%
Farming, Fishing, and Forestry occupations	41	0.9%	25	0.4%
Construction, Extraction, and Maintenance occupations	219	4.9%	344	5.6%
Production, Transportation, and Material Moving occupations	1,055	23.7%	1,075	17.6%
<b>Total Employed</b>	<b>4,456</b>	<b>100%</b>	<b>6,094</b>	<b>100%</b>

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

**E. Commuting**

The majority of people from the Village of Plover work within the central Urban Area of Portage County. According to the 2001 Portage County Comprehensive Planning Survey, 65% of the Village respondents worked in the Urban Area, followed by 17% working in other areas of Portage County (see Appendix B). Other destinations listed were Wisconsin Rapids (9%), Wausau/Mosinee (3%), outside central Wisconsin (3%), Waupaca area (2%), and Marshfield

(1%). The fact that the majority of the Plover labor force works close to home is further supported by Census 2000 data, which lists the mean travel time to work for Village residents at 16.2 minutes. The Census also reports that in 2000 19.5% of Plover's employed residents worked within the Village of Plover.

### **Section 6.3 Economic Base Characteristics**

The largest employer within the Village of Plover in 2004 was the Del Monte Corporation, with 96 full-time employees and 650 seasonal employees (Table 6.4). Golden County Foods had by far the largest number of full-time employees (454). Major employers represent agri-business, retail trade, manufacturing, entertainment and education.

**Table 6.4: Village of Plover Major Employers, 2004**

<b>Company Name</b>	<b>Full-Time</b>	<b>Part-Time</b>	<b>Seasonal</b>	<b>Total</b>
Del Monte Corporation	96	~	650	746
Golden County Foods	454	~	~	454
Copps	40	190	~	230
Menard's	150	~	~	150
Banta Global Turnkey	125	21	~	146
Shopko	36	96	~	132
Village of Plover	50	50	20	120
Spee-Dee Delivery	97	9	~	106
Pointe Precision	97	7	~	104
Fahrner Asphalt Sealers Inc.	13	~	67	80
Silgan Containers Manufacturing Corp.	77	~	~	77
Okray Family Farms	46	17	10	73
Foremost Farms USA	65	~	3	68
Plover Whiting School	30	27	~	57
Wisconsin Public Service Corporation	56	~	~	56
The Sky Club	16	40	~	56
Portage County Highway Department	52	~	~	52
Elder-Beerman	17	25	10	52
Shulfer's Landscaping	17	25	7	49
Roosevelt School	30	18	~	48
St. Bronislava Church and School	23	24	~	47
Town & Country Electric	45	~	~	45
McDonald's	20	24	~	44
Jay-Mar Inc.	20	5	17	42
Moodie Inc.	30	10	~	40
Coca-Cola Bottling	30	9	~	39
Hangers Cleaners	31	4	~	35
Stock Lumber	33	~	~	33
Con-Way Central Express Trucking	24	8	~	32
American Freightways (Fed Ex)	25	3	~	28
AF Machine, Inc.	23	5	~	28
Roberts Irrigation	11	~	17	28
Apache Steel	25	~	~	25
<b>Total Employees, By Type</b>	<b>1,904</b>	<b>617</b>	<b>801</b>	<b>3,322</b>

Source: Portage County Business Council, Plover Area Business Association

The Wisconsin Department of Workforce Development estimated that in 2004 there were 33,406 jobs in Portage County, with 3,134 (10%) being located within Village of Plover. A 2004 study prepared by University of Wisconsin-Extension analyzing the Portage County economy utilized employment projections of approximately 51,000 for the year 2020. If the current percentage of County employment was carried forward, and this County-wide projection was achieved, the Village of Plover would be home to nearly 2,000 new jobs by the end of the planning period.

#### A. Commercial Development

The Village should promote developments that strengthen the identity of commercial areas, incorporate compact, concentrated development of compatible activities and promote pedestrian access. In addition, new commercial development should be used to improve the appearance and quality of areas identified for commercial development and redevelopment.

Commercial development in the Village of Plover is generally concentrated in three main areas: 1) Business Highway 51, 2) Cty Rd B, and 3) Cty Rd HH at Interstate 39. Commercial development also exists along STH 54; although it is presently less intensive in scale, future development may take place in this geographic area.

##### 1. Business Highway 51

The Business 51 corridor contains the largest concentration of commercial zoning within the Village. Commercial development has occurred over time along the entire length of the corridor and includes eating establishments, professional offices, small retail centers, municipal facilities and public and private recreational facilities.

In 2003, HNTB Corporation prepared a “Business 51 Transportation Corridor Study” for the 3.44 mile stretch of Business 51 running from its intersection with Hwy B in Plover, north to the Whiting/Stevens Point border. The study was undertaken for the Wisconsin Department of Transportation (WisDOT) to determine roadway reconstruction improvement options, as a part of a plan for the possible jurisdictional transfer of the roadway from WisDOT to the Villages of Plover and Whiting.

An important component of the Corridor Study was the creation of a number of different land use scenarios for the properties adjacent to and surrounding Business 51 in order to determine future traffic and traffic operation impacts on the roadway. After receiving feedback from an advisory committee made up of citizens, business owners and elected officials from the Villages of Plover and Whiting, a single scenario was selected for use in the study:

##### a. Scenario 5: Combination of Existing Land Use Patterns and Commercial Nodes.

The scenario maintains existing commercial land use patterns and concentrates large-scale commercial and office developments at nodal points along the corridor. Single family residential uses adjacent to Business 51 would be eliminated over time. See the full Corridor Study document for a complete description of the different scenarios.

The following summarizes the key points of the recommended scenario, as they pertain to the Village of Plover:

- Plan a commercial development node at the intersection of Business 51 and Tommy’s Turnpike. This segment of Business 51 contains many large vacant parcels that could be assembled for re-development. Two development concepts were created to show

the placement of future development west of Business 51. The first development concept is the “Main Street Concept” and the second is the “Courtyard Concept”.

- Plan a commercial development node at the intersection of Business 51 and Roberts Road.
- Plan a commercial development node at the intersection of Business 51 and Plover Springs Drive. An “entertainment district” is targeted at the southeast corner.
- Continue commercial development between Plover Springs Drive and Roosevelt Drive. Relatively large parcels occupy this portion of Business 51 providing for a greater range of development options.
- Maintain a “civic” center around the intersection of Business 51 and Gilman Drive.
- Plan a commercial development node at the intersection of Business 51 and Chestnut Drive. Development in this area should be compatible with the existing historic district. Specialty retail or small commercial uses are recommended for this area.
- Plan a commercial development node at the intersection of Business 51 and Plover Road (STH 54/Cty Rd B). Commercial activity in this area should be complimented with a “gateway” feature announcing the entrance to the commercial corridor.

The Village Board and Plan Commission should continue to review their recommendations and policies regarding development within the Business 51 Corridor at a maximum every five years to re-affirm or update the planning expectations for this important central section of Plover.

## 2. County Road B (Plover Road) Corridor

Commercial development has historically been concentrated at the east (I-39) and west (Business Highway 51) ends of the Cty Rd B corridor. Within the last decade, a considerable amount of commercial and office development has occurred along the middle of the corridor, interspersed with existing light industrial development. Major commercial uses added over this period include Menard’s, Copp’s grocery store, Shopko and Elder-Beerman department stores, several outlots with service/retail tenants, and the Rice Clinic Plover Family Practice building. One vacant parcel exists northwest of the Rice Clinic; this site should be developed with a use or uses that are compatible with the medical office facility. The Lokre Development property (former Manufacturer's Direct Mall and water park site) is being redeveloped into a mixed-use development which will include automotive uses and small scale retail development. Due to this site’s high visibility from Interstate Highway 39, special care should be taken with landscaping and overall site design to ensure a high quality first impression and entrance into the Village.

## 3. Southeast corner Interstate 39 & Cty Rd HH

This area had been identified within the 1992 Plover Development Guide as a likely recipient of commercial development pressure after completion of the HH/I-39 Interchange. 144 acres at this major transportation intersection were annexed into the Village of Plover in 2003 to become “Crossroads Commons”, a retail/commercial complex featuring several large-scale “big-box” retailers and associated complimentary uses (restaurants, entertainment, etc.) When complete, this development will be the largest of its kind in Portage County.

The project will be developed as a Planned Unit Development, and contains several aspects that make it unique within the Urban Area or Portage County. This development is the result of an extensive cooperative effort between the Village and Town of Plover, resulting in mutual agreement on future land use within the Village extraterritorial area. This cooperation has extended to discussions regarding tax-base revenue sharing relating to properties annexed into the Village, and provision of sewer and water utilities to certain portions of the Town of Plover that would remain part of the Town. Another unique feature is the “node” design of the project, with internal access, integrated landscaping, pedestrian facilities, and high quality aesthetics. The project will provide new and unique shopping and dining opportunities, with the retail anticipated to attract customers from the Central Wisconsin region. The Village is pursuing a 5-year build-out for the project.

#### 4. Other Commercial And Professional Office Areas

Beyond the three main areas of commercial development referenced above, the following areas are recommended for possible commercial development:

##### a. Golden Triangle

The “Golden Triangle” includes approximately 270 acres of land, bounded by Business Highway 51, Pleasant Drive, Hoover Avenue and Maple Drive. Existing development consists of a self-storage building, a former trucking depot and Rib Stone Silo.

The Village Board envisions two preferred scenarios for the eventual development of this property. The first is a mix of commercial, professional office and industrial development. The second is directed more toward institutional uses. The Golden Triangle had previously been identified in Village planning documents as a possible location for a second high school for the Stevens Point Area Public School District. This scenario maintains that possibility, and would allow development of other educational facilities as well.

The owners of the “Golden Triangle” property have historically maintained a philosophy whereby they would exchange portions or all of the property for similarly valued land and buildings so that they could continue to farm, with no negative tax impacts.

As the Golden Triangle area develops, it will be necessary to identify a street layout system to encourage further development. In addition, the orientation of structures and the screening of individual sites should be encouraged to enhance the appearance of individual businesses, present a positive image of the Triangle, lessen the impacts to adjacent land uses, and create pleasant visual distinction between properties.

##### b. STH 54 (west of Wilson Avenue)

Approximately 39 acres have been identified as appropriate for commercial development along STH 54, west of Wilson Avenue (see Map 8.3, Future Land Use).

##### c. STH 54/Business Highway 51 (South of Plover Road)

Approximately 30 acres have been identified for commercial development, primarily along the west side of STH 54/Business Highway 51.

d. Earhart Avenue Area

This area is located along the west side of Earhart Avenue, between Willow and South Drives, and has been identified as appropriate for professional office development. This 2.5 acre area is envisioned to be redeveloped into a professional office/multiple family area or as a commercial area as part of the Village historic district.

e. Southwest Corner of Cty Rd HH and Hoover Avenue

This area has been identified as appropriate for a combination of Neighborhood Business District and R-7 Residential, with a mixture of professional office, commercial, and multiple-family development.

f. Arbor Business Centre

This 24 acre mixed-use commercial and industrial development is located west of Foremost Road, and includes an extension of Willow Drive.

g. East of Hoover Avenue, south of Lake Pacawa

This area is currently within the Town of Plover. It has been identified as appropriate for professional office development. Development within this area should be consistent with Village and Town of Plover land use plans. In addition, the Village should work with the Town of Plover to address land use and development issues if necessary.

B. Industrial Development

The Village has seen continued industrial growth through the 1990's and early 2000's, with such firms as Golden County Foods, Spee-Dee Delivery, Town and Country Electric, Pointe Precision, and First Supply locating in the Village. This moderate growth rate is expected to continue through the planning period, with Pines Corporate Centre being a focal point for new industrial development.

The Village's Comprehensive Plan should identify additional lands that are suitable for industrial development because less than a ten year supply of land was available in 2004. This plan will include additional lands that are suitable for industrial development. With less than a 10-year supply, more potential land will need to be identified and looked at by the Village.

There are six main areas of existing industrial development within the Village of Plover:

- Railroad Switchyard - Industrial development in the Village has its origins adjacent to the Canadian National (formerly Wisconsin Central Limited, and Green Bay and Western) railroad tracks and switchyard. By the mid 1980's, industrial development was primarily located between the railroad tracks and Cty Rd B, from the switchyard to USH 51, and continues to be used in that manner today.
- Contractor's Subdivision - This subdivision, located between Business Highway 51 and Okray Avenue south of Court Drive, was created in 1987 to promote light industrial development, including contractor's warehouses and truck repair and service businesses.
- Twin Towers Industrial Park - During 1988 the Village identified an area appropriate for an industrial park east of Eisenhower Avenue, between Oak Drive and Cty Rd B. Approximately 20 acres of Village-owned land remains available for development. If development occurs within the Industrial Park area, the developer will need to work with the

Village to ensure that the use is compatible with Village ordinances, including the Wellhead Protection ordinance.

- Northwest Corner of Cty Rd B and Hoover Avenue – Current businesses include Worzella and Sons, Inc. and Coca Cola Midwest.
- Hwy 54, south of Plover Road – Moodie, Inc. Badger Plastic, Stone Innovations, Rib Stone Silo, Adams Towing, Big Iron, etc.
- Pines Corporate Centre – This is the newest business park in the Village of Plover and the only remaining industrially-zoned area left in the Village. It is not anticipated this will meet the 20-year planning needs for industrial growth. Current businesses located within the Centre include Pointe Precision and First Supply. The Portage County Business Council constructed a “spec” building in 2004. The Business Council is currently attempting to lease or sell the building.

Future industrial growth in the Village of Plover will involve two types of activities: the expansion of existing industries and the attraction of new industries. Industrial development is encouraged for the following reasons: 1) To increase income for Village residents by providing higher paying jobs; 2) To increase the Village's tax base; 3) To provide additional balance to Plover's diverse economy; and 4) To provide jobs within the Village in order to prevent out-migration, especially among young adults.

1. Other Areas for Future Industrial Expansion, within the 2004 Plover Village Boundary.

Beyond the six main areas of industrial development referenced above, the following areas are recommended for consideration for possible future Village industrial development:

a. North of Maple Drive, west of STH 54 to Wilson Avenue

This area has been identified as appropriate for transportation, light industrial, or commercial development.

b. The Golden Triangle

Because the Golden Triangle is largely undeveloped, and commercial and nonobnoxious light industrial development are considered appropriate for this area, careful planning in the location of potentially incompatible land uses will be necessary. Orientation of structures and the screening of individual sites should be considered as a means of lessening the impacts between commercial and light industrial uses, to enhance the appearance of individual businesses and present a positive image of the Golden Triangle.

Initial development of this area will set the tone for future development. As such, particular attention should be given to site design, building appearance and landscaping. In addition, the potential effects proposed developments have on the remainder of the Golden Triangle, including internal configuration of lots and streets, should be explored.

c. Kizewski Property

This property is approximately 80 acres in size and located adjacent north of the Del Monte facility at I-39 & Plover Road.

Development of both properties b and c above depends on the current owners ceasing agricultural operations and undertaking to develop the properties. To date (2005) these

owners have not displayed a desire to do this, and wish to continue agricultural use of their land.

2. Areas for Possible Future Village Industrial Expansion, within the Extraterritorial Area.

Such development that incorporates new land into the Village should go hand-in-hand with mutual municipal cooperation with appropriate governing bodies for land development.

a. North of the Twin Towers Industrial Park

This property is approximately 80 acres in size and located north of the Canadian National Railroad tracks, east of Eisenhower Avenue, and south of Black Oak Drive.

b. East of Twin Towers, south of Black Forest Subdivision

This property is approximately 40 acres in size and located adjacent north of Cty Rd B, east of the Twin Towers Industrial Park, and south of the existing residential subdivision.

c. West of the Current Village Boundary, South of STH 54

This area, west of the So-White facility and south of STH 54, is a possible area for Village expansion for heavy industrial development that would require rail transportation and frontage road.

d. Pleasant Drive Area East of Interstate 39

This area includes the Hamerski property which is located south of Pleasant Drive, and the Skrzypkowski property, which includes the Tree Acres Golf Course. Together these properties encompass approximately 760 acres.

**Section 6.4 Economic Analysis**

The Census of Retail Trade, Wholesale Trade, and Service Industries provide a method of gauging economic growth within the Village. According to these reports, Plover has shown steady growth in the number of businesses and in sales. Retail sales within the Village grew from \$7.6 million in 1977 to over \$98 million in 1997, with Plover accounting for over 16% of 1997 Portage County retail sales, up from 4.5% in 1977. Wholesale Trade sales more than doubled over the same 20-year period (from \$31 million up to \$67 million), while Service sales increased from \$662,000 to \$11.6 million.

**Table 6.5: Plover Establishments and Sales in Trade and Service Industries**

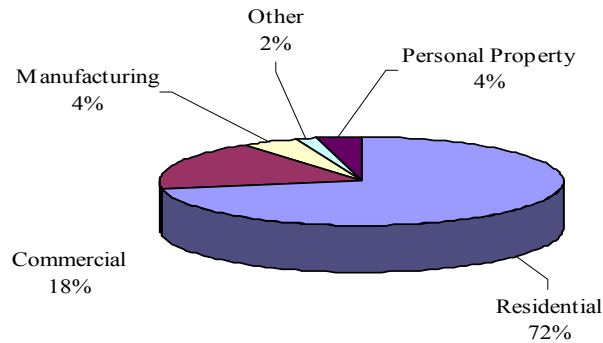
Industry	1977				1987				1997			
	Businesses		Sales (\$000's)		Businesses		Sales (\$000's)		Businesses		Sales (\$000's)	
	# in Plover	% of County	\$ in Plover	% of County	# in Plover	% of County	\$ in Plover	% of County	# in Plover	% of County	\$ in Plover	% of County
Retail Trade	19	3.9%	\$7,622	4.5%	56	14.9%	\$22,258	6.8%	42	16.0%	\$98,392	16.3%
Wholesale Trade	6	7.6%	\$31,239	12.6%	16	17.4%	\$62,863	13.6%	18	19.4%	\$67,354	17.7%
Service	n/a	6.4%	\$662	3.2%	n/a	7.6%	\$4,500	5.4%	72	15.2%	\$11,636	5.1%
<b>Total</b>	<b>25</b>	<b>17.9%</b>	<b>\$39,523</b>	<b>20.3%</b>	<b>72</b>	<b>39.9%</b>	<b>\$89,621</b>	<b>25.8%</b>	<b>60</b>	<b>35.4%</b>	<b>\$165,746</b>	<b>34.0%</b>

Source: U.S. Census Bureau      n/a = not available

Land values in the Village have increased significantly during the past two decades, reinforcing the real estate sector of the local economy. According to information published by the

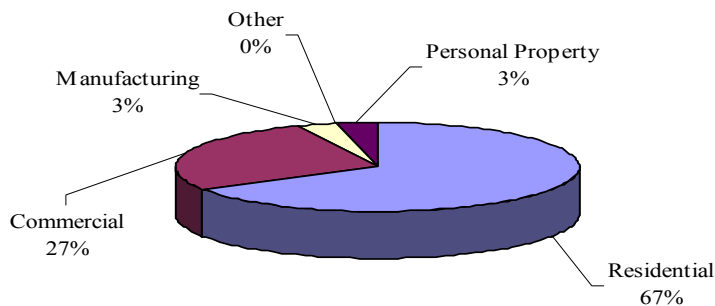
Wisconsin Department of Revenue, the Village's equalized value rose from \$100,297,500 in 1980 to \$153,984,900 in 1987, and \$602,565,200 in 2003. This represents a 291 percent increase in equalized value between 1987 and 2003 (see Figures 6.1 and 6.2 below). In 1980, the Village had a per capita full value of \$18,888, compared to \$20,774 for the County. By 2000, the Village's per capita full value rose to \$49,082, compared to \$47,309 for the County.

**Figure 6.1: Village of Plover 1987 Equalized Value**



Source: Wisconsin Department of Revenue

**Figure 6.2: Village of Plover 2003 Equalized Value**



Source: Wisconsin Department of Revenue

There is significant potential for continued economic development in the Village of Plover due to the following: a location that provides easy access to major mid-western markets; a well developed transportation system, including Interstate Highway 39 and STH 54, both four-lane divided 65 MPH facilities, and the future location of the STH 10 Bypass, also a four-lane divided 65 MPH facility, along with an excellent, well maintained County Trunk highway network that provides quick access to major communities throughout the State, convenient air service that provides connections to anywhere in the world, and an extensive rail network that provides freight service to all major cities; a land capability with few limitations for development; ample vacant land both inside and adjacent to the Village for residential and mercantile development; an abundant public water supply; access to a highly productive labor force; close proximity to outstanding and innovative education services such as the University of Wisconsin-Stevens Point, Mid-State Technical College, and Stevens Point Area Senior High, a school that

consistently graduates some of the best academic achievers in the Country; adequate energy resources; and excellent cultural and recreational opportunities.

### **Section 6.5 Strengths and Weaknesses Analysis and Preferred Business Type**

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 industrial/commercial/office activity currently existing within the Village.

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

- Technology-based Industry
- Food Processing Industry
- Light Manufacturing
- Limited Heavy Manufacturing
- Retail/Wholesale Trade
- Service Industry
- Industries that are compatible with the Global Environmental Management (GEM) Center
- Tourism and Convention Industry expansion
- Entertainment industry

#### **B. Community strengths for attracting/retaining business and industry:**

- Centrally located in Wisconsin.
- Availability of venture capital.
- Availability of developable land.
- Availability of utility infrastructure with adequate capacity.
- Excellent transportation system with easy access to I-39, and STH 54 and USH 10.
- Village Board is supportive of quality business development that compliments the high quality of life in Plover.
- Well-educated work force.
- Community size for regional commercial and business headquarters.
- Excellent education system from grades K-12, Technical and university services.
- Excellent community services (police, fire, rescue, public works, etc.).
- Low crime rate.

#### **C. Community weaknesses for attracting/retaining business and industry:**

- No secondary educational facility within the Village.
- Lack of intergovernmental cooperation.
- Lack of directional/informational signage identifying the Village of Plover.
- Lack of easily identifiable cultural, social and recreational facilities and groups.
- Not a “pedestrian-friendly” layout in the Village.
- Lack of public mass transportation.

### **Section 6.6 Identification of Developable Land**

See Sections 6.3 (A) and (B) above, as well as Map 8.7 in the Land Use Element of this Comprehensive Plan.

## **Section 6.7 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 brownfield 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 are several sites currently listed by the WI DNR within the Village of Plover as a contaminated site with open status. Please see Appendix I for listings. Open status refers to a contaminated site in need of clean up or where cleanup is still underway. The Village of Plover has not identified any brownfield sites as being appropriate for redevelopment at this time. A complete list of all brownfield sites can be obtained by contacting the DNR or through their website at: [www.dnr.state.wi.us/org/aw/rr/brrts/index.htm](http://www.dnr.state.wi.us/org/aw/rr/brrts/index.htm).

## **Section 6.8 Economic Development Programs**

This section contains a brief description of the various resources and programs that could potentially assist the Village's businesses with loans and grants.

### **Revolving Loan Fund Program – Village of Plover**

*Purpose:* Funds administered by the Village of Plover, which provides the Village 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 type financing to local projects that make the project economically feasible.

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

*Amount available:* Up to \$20,000 is available for each full-time job created. The total amount available is dependent on current fund balance (based on outstanding loans).

*Advantage:* Offers terms to make the project economically feasible, maximize the return on and provide business 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.

### **Tax Increment Financing (TIF)**

Tax Increment Financing is a program aimed at eliminating blight, rehabilitating declining property values, and promoting industry. While there had historically been other laws in place in Wisconsin for these purposes prior to TIF, lack of incentives and financial resources had stymied efforts to use them effectively. TIF is basically a financing tool that cities and villages can use to promote tax base expansion. It allows the municipality to borrow money to install infrastructure (sewer/water service, roads, etc.) necessary to spur development that would not have ordinarily taken place without the improvements, and repay the loans with the taxes on the value added to the site. When a Tax Increment District (TID) is created, a base value for the property is established by the Department of Revenue. This is called the Tax Incremental Base. The Village then installs public improvements, and property values grow. Taxes generated on the increased value are first paid on the base value of the TID (as they would have been prior to the TID), with the rest (called the Tax Increment) is used to pay down the TID improvements loans. Refer to the following link for additional information: <http://www.dor.state.wi.us/forms/govtif/pe-207p.pdf>

The Village of Plover presently has two Tax Incremental Finance Districts (TID), which are TID #3 (Pines Corporate Centre) and TID #4 (Village Park at Plover).

TID #3 was created to promote and provide for industrial development in area general described as north of Wisconsin Central Railway and State Trunk Highway (STH) 54, east of Grant Avenue, south of River Drive, and west of Foremost Road. The TID is necessary to provide the means to construct public improvements, which in turn will stimulate private development of land that could otherwise not be developed to the lands full potential. Projects proposed include extension of roads, intersection improvements, traffic signals, street lighting improvements, extension of village utilities, extension of public utilities, railroad improvements, signage, multiuse pathways, and improved fire protection. Private industrial development is anticipated in response to the proposed public improvements. Such development will be in accordance with the village's adopted land use plan and applicable ordinances. These public and private improvements will result in an increase in safety, health, order, welfare, and enjoyment for community residents. TID #3 was created by the Plover village board on September 3, 2003. The district is approximately 117 acres in size. It is anticipated that the district will dissolve within a 15 to 22-year period. A Project Plan is on file with the Village Clerk.

TID #4 was created to promote and provide tax base expansion by eliminating a blighted area and rehabilitating an area declining in value. In area generally described as south of CTH B, east of Menards Drive, north of Maple Drive, and west of I 39. The is necessary to provide the means to construct public improvements, which in turn will stimulate the private development of the land that could otherwise not be developed to the lands full potential. Public projects contemplated include extension of roads, intersection improvements, traffic signals, street lighting improvements, water features, land buy-down, pedestrian enhancements, extension of public utilities, signage, multiuse pathways, and improved fire protection. Private commercial development is anticipated in response to the proposed public improvements. Such development will be in accordance with the village's adopted land use plan and applicable ordinances. These public and private improvements will result in an increase in safety, health, order, welfare, and enjoyment for community residents. TID #4 was created by the Plover village board on June 16, 2004. The district is approximately 41 acres in size. It is anticipated that the district will dissolve within a 17-year period. A Project Plan is on file with the Village Clerk.

### **Portage County Business Council**

The Portage County Business Council provides confidential development services to businesses considering expansion or a location in Portage County. The Businesses 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.

#### **Wisconsin Learning Center**

The Wisconsin Learning Center is located in the Portage County Business Park. The University of Wisconsin - Stevens Point and Mid-State Technical College offer a wide array of business seminars and customized training for workforce development.

## **The Wisconsin Department of Commerce**

The Wisconsin Department of 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.

Wisconsin Community Development Block Grant – Economic Development The Community Development Block Grant Economic Development (CDBG-ED) program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate.

*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 usual. Provides fixed-rate long term financing.

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

Wisconsin Community Development Block Grant – Public Facilities for Economic Development The CDBG Public Facilities for Economic Development Program helps underwrite the cost of municipal infrastructure necessary for business development that retains or creates employment opportunities.

Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community.

An eligible applicant is a general purpose unit of government with a population less than 50,000 that is not enrolled in the Community Development Block Grant Entitlement Program.

Each project is eligible for up to \$750,000 in CDBG-PFED funds per calendar year. A pre-application meeting must be held with Commerce staff to discuss the potential application. Applications must comply with the following criteria:

- The business must create or retain, at a minimum, one full-time-equivalent job for each \$10,000 of PFED funding.
- At least 51 percent of the jobs must be made available to persons of low/moderate income.
- The business investment for its expansion project must be at least equal to the PFED funding.
- The business must demonstrate its project is feasible.
- The applicant must demonstrate its financial need for the PFED funds.
- The applicant must show that the proposed project is the best alternative for the business and community.
- The applicant must provide at least 25 percent of project funding.

### 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.

Refer to the following link for additional financial programs:

<http://commerce.wi.gov/MT/MT-COM-4200.html>

### **Wisconsin Department of Transportation TEA program**

The Transportation Economic Assistance (TEA) program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state.

The goal of the TEA program is to attract and retain business firms in Wisconsin and thus create or retain jobs. The businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will materialize within three years from the date of the project agreement and remain after another four years.

Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must begin within three years, have the local government's endorsement, and benefit the public. The program is designed to implement an improvement more quickly than normal state programming processes allow. The 50% local match can come from any combination of local, federal, or private funds or in-kind services.

Applications are first come, first serve, and funded when all eligibility information is complete and satisfactory.

### **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.

### **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. The assessment can lead to a technical assistance project, in which your company is paired with a facilitator to help design and implement solutions.

### **North Central Wisconsin Regional Planning 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 within a total financial structure.

### **Section 6.9 Economic Development Issues/Conclusions**

- A. The Village experienced significant economic growth during the 1990's and early 2000's, and indicators suggest continued growth. Growth in the agriculture industry sector continued through 2004. The Village also began experiencing growth and diversity in other sectors, including manufacturing, retail trade, wholesale trade and service industries.
- B. During the 1990's and early 2000's, the Village experienced increases in employment, family income and land values, which are indicators of a healthy economy. This trend is expected to continue to 2020 and beyond.
- C. It is expected that the significant residential growth occurring in the Village will lead to an increased demand for retail establishments, including community shopping facilities.
- D. During the planning period, the Village will work toward implementing the 2004 Business 51 Corridor Study.
- E. Update of the Sewer Service Area Plan and boundaries is a critical need along with regular updates to the plan in 5 to 10 year increments.
- F. A study should be conducted to see what type of technology or support industries would be complimentary to the University of Wisconsin – Stevens Point's new Global Environmental Management (GEM) Center being constructed.

## **Section 6.10 Economic Development Goal, Objectives and Policies**

Commercial and industrial establishments provide a base for balanced economic growth by supplying necessary goods and services, offering employment opportunities and contributing to the tax base of the community. The following goal, objectives and policies are intended to meet the Village of Plover's economic needs over the planning period.

### **A. Goal**

To encourage, promote and improve commercial and industrial development in order to achieve balanced economic growth and provide maximum convenience to Village residents.

### **B. Objectives**

1. Promote economic development in order to enhance the Village's tax base, satisfy local employment needs and promote increased income opportunities for Village residents.
2. Promote commercial and industrial diversification in order to minimize periodic downturns in the economy and provide a variety of job opportunities.
3. Encourage commercial development in areas planned for commercial and industrial development and in areas that are compatible with and accessible to existing urban activities.
4. Attract, maintain and improve industrial firms that are compatible with a residential community.
5. Encourage commercial and industrial development that adheres to adopted development plans.
6. Encourage social and cultural elements for Village residents.

### **C. Policies**

1. Provide necessary community services and infrastructure to support and stimulate business and industry within the Village.
2. Ensure that proposed developments provide safe and healthful working conditions and do not jeopardize environmental quality and the health of area residents.
3. Promote the installation and/or enlargement of municipal utility services (electric, gas, telephone) required to attract and sustain business and industry.
4. Encourage municipal and civic cooperation and work cooperatively with surrounding communities, the Plover Area Business Association, Portage County Business Council, and Portage County government, to attract, maintain and improve commercial and industrial firms that are compatible with a residential community.
5. Take advantage of Wisconsin Development Fund, Wisconsin Housing and Economic Development Authority, Tax Incremental Financing, Industrial Revenue Bond and other programs that provide incentives for business development within the Village.