

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 Nelsonville existing economic activity and conditions while understanding its tie to the 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.

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. Educational attainment

The Village of Nelsonville raised its overall education attainment during the 1990's. The number and percentage of Village residents aged 25 and over has less than a 9th grade education decreased between 1990 and 2000. The percentage of 25 and older residents who completed college, or completed a college degree program rose from twenty-eight percent to forty-four percents over the same period.

2. Wages and Income

Wages are not the only form of income that residents receive. "Total income" is defined by the US Census as the sum of the amounts reported separately for wages, salary, commissions, bonuses, or tips; self-employment income from non-farm or farm business, 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), 19 (25.3%) were households with social security income; 9 (12.0%) were households that received retirement income, 2 households received public assistance and 12 households (16.0%) has other types if income.

In order to better understand the existing wage-earning realities within the Village of Nelsonville, "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-employed, 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 Nelsonville area and Portage County overall. The Village of Nelsonville has the highest increase in mean earnings and income, and per capita income as compared to the Villages of Amherst, Amherst Junction, Town of Amherst and Portage County as a whole.

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 Nelsonville	\$24,613	\$55,066	124%	\$27,285	\$64,303	136%	\$9,665	\$19,708	104%
Village of Amherst	\$29,578	\$46,680	58%	\$27,007	\$57,083	111%	\$10,961	\$18,514	69%
Village of Amherst Jct.	\$34,756	\$52,631	51%	\$34,590	\$60,498	75%	\$12,546	\$19,261	54%
Town of Amherst	\$34,883	\$54,644	57%	\$36,120	\$63,172	75%	\$11,387	\$19,751	73%
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 Nelsonville median income (\$41,875) is higher than that of the Rural Village Average (\$40,600) and below that of Portage County (\$43,487). Within the greater Amherst area, Nelsonville's median income is greater than the Village of Amherst (\$40,125) and lower than the Village of Amherst Junction (\$44,500) and Town of Amherst (\$50,435).

3. Percent in Labor Force and Unemployment

Table 6.2 below shows the number of residents 16 years and above living in the Village of Nelsonville, Rural Village Average, 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 Nelsonville has slightly lower percentage of residents in the labor force (26.4%) as compared to the Rural Village Average, Portage County and State of Wisconsin. According to Census information, Nelsonville had 4.72 percent unemployed during 2000.

Table 6.2: Employment Status, Population 16 Years and Above (2000 Census)

	Village of Nelsonville	Rural Village Average	Portage County	Wisconsin
Population 16 Years and Over	144	396	53,135	4,157,030
Not in Labor Force <i>Percentage not in Labor Force</i>	38 26.39%	112 28.25%	15,191 28.59%	1,284,926 30.91%
In Labor Force <i>Percentage In Labor Force</i>	106 73.61%	284 71.75%	37,944 71.41%	2,872,104 69.09%
Labor Force Components				
Armed Forces <i>Percentage in Armed Forces</i>	0 0.00%	0 0.00%	12 0.03%	2,868 0.10%
Civilian Labor Force <i>Percentage</i>	106 100.00%	284 100.00%	37,932 99.97%	2,869,236 99.90%
Employed <i>Percentage</i>	101 95.28%	269 94.72%	35,677 94.06%	2,734,925 95.32%
Unemployed <i>Percentage</i>	5 4.72%	15 5.28%	2,255 5.94%	134,311 4.68%

Source: U.S. Census Bureau, 2000 Census. Rural Village Average = Almond, Amherst, Amherst Junction, Junction City, Rosholt.

4. Type of Employment for Village Residents

Table 6.3 below provides information regarding the type of occupation that Village of Nelsonville residents are employed in. The Sales and Office, occupation continues to contain the largest number of employed residents, with the Management, Professional, and Related occupation gaining at a close second. This correlates to the higher education attainment preciously discussed. Table 1.10 in 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 Resident Employment by Occupation

Occupation	1990		2000	
	Number	Percentage	Number	Percentage
Management, Professional, and Related occupation	10	11.8%	26	25.7%
Service occupation	15	17.6%	16	15.8%
Sales and Office occupations	26	30.6%	29	28.7%
Farming, Fishing, and Forestry occupations	5	5.9%	2	2.0%
Construction, Extraction, and Maintenance occupations	7	8.2%	13	12.9%
Production, Transportation, and Material Moving occupations	22	25.9%	15	14.9%

Source: U.S. Census Bureau, 2000 Census

5. Commuting

According to the 2001 Portage County Comprehensive Planning Survey, 47% of Nelsonville respondents stated that they worked in Portage County, with 40% working in the Urban Area, followed by the Wisconsin Rapids area (7%), and outside of central Wisconsin (7%), other destinations listed were Marshfield area, Mosinee/Wausau area, and Waupaca area. The fact

that the majority of the Nelsonville labor force works in a number of places is further supported by Census 2000 data, which indicates that only 27.3% of employed Village residents live and work in Nelsonville, and lists the mean travel time to work for Village residents at 19.8 minutes.

B. Economic Base Analysis

Table 6.4 below lists all the businesses located in the Village of Nelsonville, along with the type of business.

Table 6.4: Local Businesses within the Village of Nelsonville

Local Businesses	Local Businesses
Mc Gibbon Concrete Service	Tomorrow River Internet Service
Reflections	Art Studio (Bruggeman Stain Glass)
Lake Elaine Game Farm	Scott’s Plumbing and Heating
Score Board	Dombrowski Construction
Atelier Vermeil	Duane’s Auto Body
Signature Press	Gordondale Farms
Post Office	

Source: University of Wisconsin-Extension, and Village of Nelsonville

Section 6.3 Community Assessment: Strengths and Weaknesses Analysis

It is necessary for Nelsonville to look at the factors that influence their economy now, and may influence the economy in the future. In 2004, the built-up portion of the Village is predominately comprised of single family, low-density residential uses and limited commercial development, located along the Tomorrow River. The Village commercial areas are located along the “main street” area with new development moving out. The Village has many areas within its current boundary that are vacant, thus making development in the Village possible.

Nelsonville is located between the Stevens Point urban area and Waupaca urban area. This location 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 sewer and water service and the residents of Nelsonville maintain their own wells and septic systems. The Village has police and fire protection; through the Portage County Sheriffs department and Amherst Fire department, which has an agreement with surrounding fire departments to efficiently and effectively serve the area.

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

- Home businesses
- Specialty Services
- Gas/mini-mart/convenience store
- Compatible businesses with antique shop and Historical Mill
- Storage and Warehousing
- Light Industrial

B. Community strengths for attracting/retaining business and industry

- The Village has a number of available lots for development.
- Good access to an improved Hwy 161 and Hwy 10
- High quality of Life
- The Village does not have excessive regulations for the development and redevelopment of businesses and industry.
- The Village is receptive to new and/or expansion businesses

C. Community weaknesses for attracting/retaining business and industry

- No sewer and water
- The Village has older structures that may need updating to code compliance.

Section 6.4 Identification of Developable and Redevelopment Land

A. Developable Land

- The Plan Commission has identified land on the north side of the Village, along Hwy 161 for commercial use.
- East of Signature Press and west of the River

B. Redevelopment Land

- Redevelopment of existing buildings along High Street/Hwy 161 is desired, (example the old creamery).

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 currently no sites listed by the WI DNR within the Village of Nelsonville. 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.

Section 6.6 Economic Development Programs

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

A. Village of Nelsonville

Residents in the Village of Nelsonville rely heavily on surrounding Urban Area (City of Stevens Point, Village of Plover, Village of Whiting), and Amherst area communities for their commercial and service 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

1. 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.

2. 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 the 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.

3. 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.

4. Wisconsin Community Development Block Grant – Economic Development

Purpose: To provide resources to local governments to assist economic development projects that provides jobs to low-to-moderate income persons and expands 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 business with rate of return comparable to industry norms. In addition, these funds remain locally for the creation or expansion of a existing Revolving Loan Fund.

5. 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

1. 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 in a total financial structure.

2. 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.

D. State

1. 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.

2. The Wisconsin Department of Commerce

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>

3. 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/Conclusions

- Home base businesses allow opportunities to start small and possibly grow into a commercial business in the Village.
- The Village has the opportunity to support appropriate commercial and industrial development in the area. Nelsonville has vacant land and/or buildings that should be utilized to their full potential.

Section 6.8 Economic Development Goals, Objectives and Policies

A. Goal: Promote the stabilization and expansion of the current economic base.

B. Objectives

1. Planned economic development areas are identified and/or established throughout the Village.
2. Encourage commerce and tourism throughout the Village.
3. Be receptive to the needs of the business community.
4. Promote co-operation with area business associations for resources and promotion of growth within the Village of Nelsonville.
5. Encourage use and refurbishment of existing vacant commercial structures throughout the Village.

C. Policies

1. Continue to encourage commercial development primarily in the “downtown area”, but also in other appropriate areas in the Village.
2. Consider proposals for industrial or other intensive uses on a case-by-case basis, due to the highly varied nature of such activities.