

CHAPTER 6 - ECONOMIC DEVELOPMENT

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 element will present information about the economy within the Town of Stockton. 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 Town of Stockton has historically been a rural community of primarily agricultural activity with a scattering of small-scale industrial and commercial uses.

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 Town identify potential opportunities that could be used to pursue appropriate economic development activities.

Section 6.2 Labor Force and Economic Base

A. Labor Force Analysis

1. Educational attainment

As discussed in the Issues and Opportunities chapter of this plan, and illustrated by Table 1.5 of that chapter, the Town of Stockton has seen an increase in the percentage of its residents who have achieved a college degree (associate, bachelor, or graduate/professional degree).

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 source of income received

regularly such as Veterans; (VA) payments, unemployment compensation, child support, or alimony. According to the 2000 Census (Summary File 3 Table P58, P60, P62-66) 880 (89.1%) of 988 Stockton households sampled were classified as household with earnings; 226 (22.9%) were households with social security income; 128 (13.0%) were households that received retirement income; 8 households received public assistance and 133 households (13.5%) had other types of income.

In order to better understand the existing wage-earning realities within the Town of Stockton, “earnings” data was considered to be more informative. “Earnings” are defined by the US Census Bureau as the algebraic sum of wages 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 Stockton area and Portage County overall. The Town of Stockton experienced a lower percentage increase than the County overall in mean earnings, mean household income and per capita income between 1989 and 1999, but still maintains higher actual dollar amounts for all three categories.

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
Town of Stockton	\$39,107	\$55,413	42%	\$38,599	\$58,001	50%	\$12,471	\$19,886	59%
Town of Amherst	\$34,883	\$54,644	57%	\$36,120	\$63,172	75%	\$11,387	\$19,751	73%
Town of Buena Vista	\$35,365	\$48,055	36%	\$36,182	\$51,832	43%	\$11,246	\$18,775	67%
Town of Hull	\$38,797	\$58,893	52%	\$41,735	\$62,798	50%	\$14,004	\$22,433	60%
Town of New Hope	\$34,645	\$51,461	49%	\$33,113	\$57,024	72%	\$11,289	\$21,334	89%
Town of Sharon	\$39,142	\$59,087	51%	\$38,623	\$61,155	58%	\$12,895	\$21,073	63%
Town of Plover	\$39,877	\$52,187	31%	\$41,315	\$56,495	37%	\$13,677	\$21,186	55%
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 Town of Stockton median income (\$50,957) was higher than the Portage County (\$43,487) and the State of Wisconsin (\$43,791) median income.

3. Percent in Labor Force and Unemployment

Table 6.2 below examines labor force participation and employment percentages for the Town of Stockton, as described in the 1990 and 2000 Census. Age sixteen is considered to be the lower threshold for being eligible for employment. The Town had a 2000 labor participation rate of 77.7%, which was above the Portage County Average of 71.4%.

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

	Town of Stockton	Town of Plover	Town of Amherst	Town of New Hope	Portage County	Wisconsin
Population 16 Years +	2,197	1,720	1,113	578	53,135	4,157,030
Not in Labor Force	489	489	301	171	15,191	1,284,926
<i>% not in Labor Force</i>	<i>22.3%</i>	<i>28.4%</i>	<i>27.0%</i>	<i>29.6%</i>	<i>28.59%</i>	<i>30.91%</i>
In Labor Force	1,708	1,231	812	407	37,944	2,872,104
<i>% In Labor Force</i>	<i>77.7%</i>	<i>71.6%</i>	<i>73.0%</i>	<i>70.4%</i>	<i>71.41%</i>	<i>69.09%</i>
Labor Force Components						
Armed Forces	0	0	0	0	12	2,868
<i>% in Armed Forces</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.03%</i>	<i>0.10%</i>
Civilian Labor Force	1,708	1,231	812	407	37,932	2,869,236
<i>% in Civ. Labor Force</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>99.97%</i>	<i>99.90%</i>
Employed	1,669	1,182	752	385	35,677	2,734,925
<i>Percentage</i>	<i>97.7%</i>	<i>96.0%</i>	<i>92.6%</i>	<i>94.6%</i>	<i>94.06%</i>	<i>95.32%</i>
Unemployed	39	49	60	22	2,255	134,311
<i>Percentage</i>	<i>2.3%</i>	<i>4.0%</i>	<i>7.4%</i>	<i>5.4%</i>	<i>5.94%</i>	<i>4.68%</i>

Source: US Census Bureau, 2000 Census

4. Employment by Occupation

Table 6.3 below provides information regarding the type of occupation that Town of Stockton residents were employed in 2000. The Management/Professional category, which recorded the largest numeric and percentage increases between 1990 and 2000, is the second largest, just behind Sales and Office occupations. 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 Town were employed in, and is not a listing of the employment opportunities currently located in the Town of Stockton.

Table 6.3: Town of Stockton Employment by Occupation

OCCUPATION	1990		2000	
	Number	Percent	Number	Percent
Management, professional, and related occupations	214	16.8%	432	25.9%
Service occupations	106	8.3%	260	15.6%
Sales and office occupations	371	29.1%	453	27.1%
Farming, fishing, and forestry occupations	168	13.2%	55	3.3%
Construction, extraction, and maintenance occupations	59	4.6%	154	9.2%
Production, transportation, and material moving occupations	357	28.0%	315	18.9%
Total Employed	1275	100%	1,669	100%

Source: U.S. Census Bureau

5. Commuting

According to Census 2000 data, mean travel time to work for Stockton residents was 20.1 minutes, indicating that a majority of employed residents worked outside of the Town.

B. Local Economic Base Analysis

The Town of Stockton has a diverse economic base. It consists of a broad range of businesses relating to the agriculture industry, gravel operations, construction based operations, trucking operations, home businesses, and many other specialty businesses. Below are just some of the major employers in the Town of Stockton.

Table 6.4: Town of Stockton Major Employers

Employer	Employer	Employer
Martin Machinery	County Concrete	S. Treb Farm and Grains
Myron Soik & Sons Inc.	Wimme Sand and Gravel	Arnott Milling
Plover River Farms	Stuczynski Trucking	Adams Farms
Kizewski Farms	Town of Stockton	B & B Paving
Faivre Implement	Valley Truck Leasing	Fahrner Pit & Blacktop
Jerry's Small Engine	People's Meat Market	Triple K Tree Service
Olsen's Mill	Tak-Yee Egg Roll Factory	Egle Landscaping

Source: Town of Stockton Plan Commission

Table 6.5: Equalized Property Values for Town of Stockton

Type of Property	1980		1990		2000	
	Value	% of Total	Value	% of Total	Value	% of Total
Residential	\$21,643,000	39%	\$37,577,000	52%	\$101,473,000	74%
Commercial	\$1,039,000	2%	\$1,907,000	3%	\$5,032,000	4%
Manufacturing	\$479,000	1%	\$392,000	1%	\$723,000	1%
Agricultural	\$26,895,000	48%	\$27,658,000	39%	\$8,378,000	6%
Swamp and Waste	\$38,000	0%	\$97,000	0%	\$241,000	0%
Forest	\$3,516,000	6%	\$2,995,000	4%	\$6,246,000	5%
Other	\$0	0%	\$0	0%	\$12,918,000	9%
Personal Property	\$2,467,000	4%	\$1,111,000	2%	\$2,220,000	2%
Total Value	\$56,077,000		\$71,737,000		\$137,231,000	

Source: Wisconsin Department of Revenue Statistical Report of Property Valuations, 1980, 1990, 2000

Stockton derives the majority of its real estate value from residential development. Residential lands and improvements account for 74% of the Town's total equalized value, as compared to 6% for agriculture, 5% for forestland and 4% for commercial development. Due to change in legislation of the tax structure over the years, the change in the way agricultural is taxed, results in the changes in equalized values from 1980 to 2000.

Section 6.3 Strengths and Weaknesses for Attracting/Retaining Business

A. Strengths

- Land values are lower in Stockton than in established industrial or business industrial parks
- Location – proximity to Stevens Point and Plover
- Infrastructure/road system and railroad access
- Availability of electricity, natural gas, and water
- Supporting small business throughout the Town.

B. Weaknesses

- No public sewer and water.
- Lack of population density to support business.
- Wellhead protection ordinances over a large portion of the Town, restricts types of businesses.
- Perceived differences between Town and County.

Section 6.4 Desired Businesses

The Town will evaluate new development sites and proposals for industrial and commercial activities within the Town on a case-by-case basis. Many businesses can develop in the community with little or no impact on existing uses. Desirable types of businesses for the Town include:

- Package Delivery/Trucking
- Retail development in commercial zoning
- Light Manufacturing
- Office Complexes
- Heavy Industry next to railroad lines
- Specialty Agricultural Operations

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. You can contact the State, or the website can be found on the internet at: <http://www.dnr.state.wi.us/org/aw/rr/archives/pubs/RR539.pdf>

There are currently a number of contaminated sites listed with the WI DNR as a brownfield site with open status in the Town of Stockton. Open status refers to a contaminated site in need of clean up or where cleanup is still underway. 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 (See Appendix E for listing of Stockton sites).

Section 6.6 Economic Development Resources

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

A. County

Portage County Business Council - The Portage County Business Council provides confidential development services to businesses considering expansion or locating 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.

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. This program is for new technology for industry and the industrial 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 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. This grant 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 rates of return comparable to industry norms. In addition, these funds remain locally 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.

Revolving Loan Fund (RLF)

The 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.

B. Regional

North Central Wisconsin Regional Plan Commission (NCWRPC)

Portage County is within the geographic area of the North Central Wisconsin Regional Plan Commission. Other counties in this region include: Adams, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, Vilas and Wood Counties.

The NCWRPC was the ninth regional planning commission created under Wisconsin Statute s.66.0309. Since 1973, the purpose of the NCWRPC has been to prepare plans for the physical development of the Region and its communities, to conduct research, to serve as a data center, to serve as a forum for communication, cooperation and coordination among federal, state, regional and local interests, and to provide technical services to its membership.

This public agency is dedicated to providing professional planning services to member local governments. It provides both local and regional assistance in the areas of economic development, geographic information systems (GIS), intergovernmental cooperation, land use planning and transportation.

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 Farm Bureau Federation

A voluntary, non-governmental organization controlled by member families to represent them on legislative issues. This organization also provides farm marketing, business and planning consultation and services. Contact information:

Wisconsin Farm Bureau Federation
PO Box 5550
Madison, WI 53705-0550
1-800-261-FARM or 608-836-5575

USDA–Rural Development Administration (Wisconsin)

The Rural Development Administration is an organization affiliated with the United States Department of Agriculture that provides funding for home purchase and rehabilitation, technical assistance and funding to new cooperative ventures, and financing for new business development. A full list of their programs can be found on the internet at: <http://www.rurdev.usda.gov/wi/programs/index.htm> Contact information:

USDA Rural Development - WI
4949 Kirschling Ct.
Stevens Point, WI 54481
Phone: (715) 345-7615 FAX: (715) 345-7669

C. 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 and Conclusions

- A. In 2001 a County-wide survey of resident’s attitudes was completed by the Portage County Planning and Zoning Department. The Town of Stockton survey results, in their entirety, are included in Appendix B; the following are Stockton survey responses related to commerce and employment.

Survey Question 22: What types of new development do you believe would be good for Portage County to attract?

	Agree/Strongly Agree	Disagree/Strongly Disag.
Retail development	60%	19%
Service development	35%	30%
Office development	29%	34%
Industrial development	55%	23%

Survey Question 23: New retail or commercial businesses should only be located in cities or villages:

Agree/Strongly Agree	Disagree/Strongly Disag.
56%	25%

Survey Question 24: There are enough job opportunities to make a living in Portage County:

Agree/Strongly Agree	Disagree/Strongly Disag.
36%	38%

B. The following issues were identified during the comprehensive planning process:

1. Over the years, Stockton has seen a decrease in the number of farms and an increase in large farms and in housing development.
2. The Town has encouraged Industrial and Commercial development along the current USH 10, south of USH 10 and north of the railroad tracks, ¼ mile east of County Road J west to Stockton Road, and the railroad corridor, along with commercial development in existing built up areas of the Town, such as Custer, Arnott and Stockton.
3. Take positive steps to encourage economic development.
4. Revitalization of existing hamlets such as Custer, Arnott, and Stockton is encouraged.
5. Work closely with the Portage County Business Council to promote businesses to the Town of Stockton.

Section 6.8 Economic Development Goals, Objectives, and Policies

A. Goals

1. Allow for desirable commercial and industrial development in appropriate locations, in order to provide services and employment opportunities to local residents. (See Chapter 8 Land Use mapping criteria).

B. Objectives

1. Work with the Portage County Business Council to promote economic growth in Stockton.
2. Increase the Town's tax base through planned development.
3. Support economic development efforts that promote the expansion of good jobs in a planned and environmentally sensitive way.

C. Policies

1. Plan for commercial development along high-volume roads, in order to insure traffic safety and mobility, and to avoid urban sprawl.

2. Encourage small or medium scale commercial development intended to serve local needs in areas such as Custer, Stockton, and Arnott.
3. Commercial development needs to be in appropriate areas of the Town.
4. Address all industrial and commercial development proposals on a case-by-case basis, due to the highly variable nature of such businesses.
5. Support home based businesses.
6. Support commerce and tourism throughout Portage County.