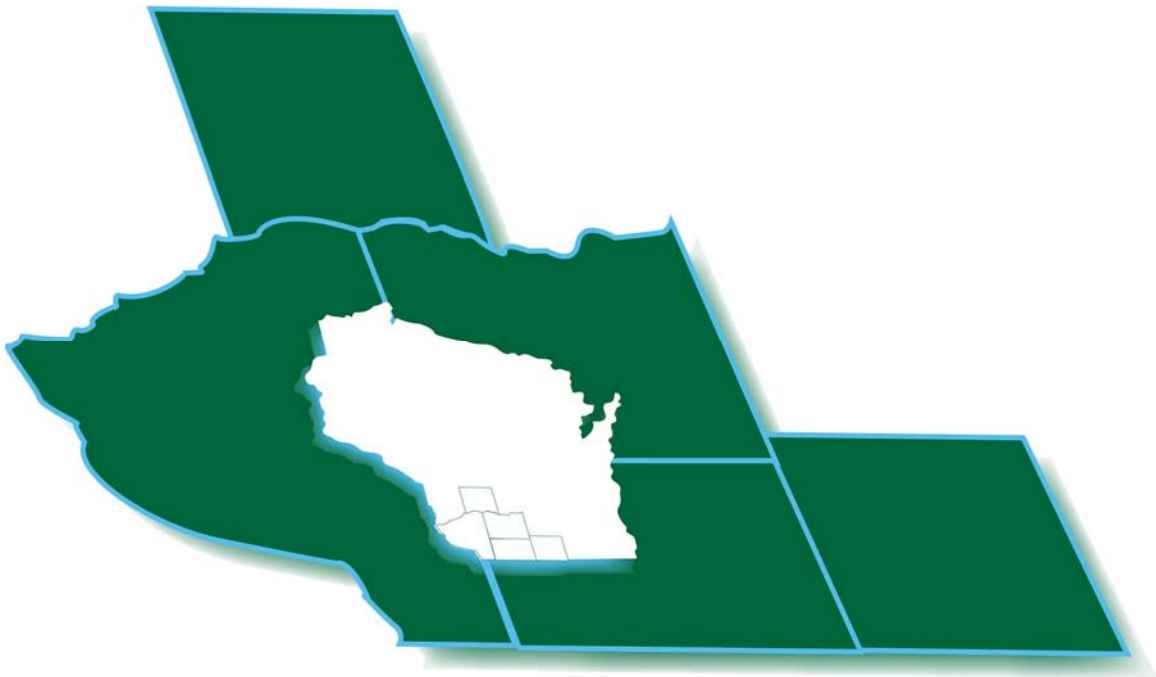


**COMPREHENSIVE
ECONOMIC DEVELOPMENT
STRATEGY
2008-2009**



**SOUTHWESTERN WISCONSIN
ECONOMIC DEVELOPMENT DISTRICT**

**Annual Report
June 2008**

SOUTHWESTERN WISCONSIN REGIONAL PLANNING COMMISSION

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 - Eileen Nickels, Grant County
 - Richard Rogers, Grant County
- *Arthur Carter, Green County Board Chair
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Glenda Dye, Office Manager
Jeni Ginter-Lyght, Finance & Human Resource Manager

Comprehensive Economic Development Strategy Report

2008-2009

**SOUTHWESTERN WISCONSIN
ECONOMIC DEVELOPMENT DISTRICT**

Prepared For:

**County Board Supervisors of Grant, Green,
Iowa, Lafayette, and Richland Counties**

Prepared By:

**Southwestern Wisconsin Regional Planning Commission
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Economic Development Administration, U.S. Department of Commerce.**

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CHAPTER 1. INTRODUCTION AND ADMINISTRATIVE ORGANIZATION

PURPOSE OF THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

A Comprehensive Economic Development Strategy (CEDS) is a locally initiated planning process designed to create employment opportunities, foster more stable and diversified local economies, improve local conditions, and provide a mechanism for guiding and coordinating the efforts of local individuals and organizations concerned with the economic development of the region.

SWWRPC was created in May 1970 by executive order of the Governor of Wisconsin in response to petitions received from Grant, Green, Iowa, Lafayette and Richland counties. Authority for the Commission is provided in Wisconsin State Statutes, Section 66.945. The map below depicts the five counties within the SWWRPC. SWWRPC is an area-wide planning and development agency serving the five counties of Grant, Green, Iowa, Lafayette and Richland.

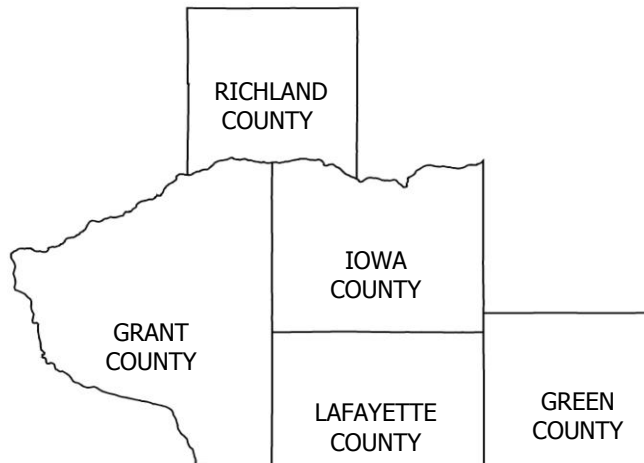
Southwest Wisconsin is a designated Economic Development District under the Public Works and Economic Development Act of 1965. The U.S. Department of Commerce Economic Development Administration (EDA) provides financial assistance to develop a Comprehensive Economic Development Strategy as well as for community development planning designed to assist areas in alleviating economic distress. A CEDS is required to qualify for EDA assistance.

SWWRPC MISSION

The mission of SWWRPC is to provide intergovernmental planning and coordination of community development planning, economic development, and transportation. In response to local and regional goals, the Commission and its Staff work to enhance fiscal and physical resources and to balance local and regional development, preservation, conservation, and social priorities.

REPRESENTATION

Formal representation on the Commission consists of three commissioners from each of the five counties within the region. A listing of all present commissioners is included at the beginning of this document.



REPORT STRUCTURE

The CEDS is intended to provide background information on the economic development situation of the area, an analysis of economic and community development problems and opportunities, and provide goals, objectives as well as an action plan for a strategy designed to take advantage of the opportunities and alleviate economic development problems.

The 2008-2009 CEDS for the Southwestern Wisconsin Economic Development District is structured into three chapters:

- **Introduction and Administrative Organization**
- **Southwest Wisconsin Regional Economy**
- **SWWRPC Mission, Goals and Work Program**

CHAPTER 2. SOUTHWEST WISCONSIN REGIONAL ECONOMY

INTRODUCTION

Economic Development is an important element in planning. It is a tool used to foster job creation, increase wages and local tax base for communities and strengthen the opportunities available for the workforce. This chapter examines data useful in assessing a region's economy. Economic components discussed include population, housing, education, employment, labor force, transportation, tourism and agriculture.

POPULATION

Table 2.1 below highlights population changes from the year 1990 to 2000 and from 2000 to 2007. Green and Iowa County experienced significant population growth between 1990 and 2000, with an increase over 10% as indicated below. Green and Iowa Counties also experienced the most significant growth rates between 2000 and 2007. Richland County has remained constant in population increase between 1990 and 2007. Both Grant and Lafayette Counties have experienced a decrease in population from 2000 to 2007; a -1.6% and -2.0% respective change.

Table 2.1 Population Change, 1990 to 2007					
County	1990 Population	2000 Population	2007 Estimated Population	% Change 1990-2000	% Change 2000-2007
Grant County	49,264	49,597	48,792	0.7%	-1.6%
Green County	30,339	33,647	35,727	10.9%	6.2%
Iowa County	20,150	22,780	23,561	13.1%	3.4%
Lafayette County	16,076	16,137	15,819	0.4%	-2.0%
Richland County	17,521	17,924	18,142	2.3%	1.2%
SW Region	133,350	140,085	142,041	5.1%	1.4%
Wisconsin	4,891,769	5,363,769	5,601,640	9.6%	4.4%

Source: U.S. Census: 1990, 2000 and 2007 estimates

Table 2.2 indicates the percent of the population in each of the five counties that is over the age of 65. As the table indicates, of the five counties in the SWWRPC District, Richland County has the highest percent of the population over the age of 65 at 17.2% in 2000 and an estimated 16.6% in 2006, while Iowa County has the lowest percent of the population over the age of 65 at 13.3% in 2000 and 13.0% in 2006. The data show that the percent of the population 65 year and older has decreased in most counties throughout Southwestern Wisconsin.

Table 2.2 Percent of the Population 65 Years and Over, 2000 & 2006							
	Grant	Green	Iowa	Lafayette	Richland	SW Region	Wisconsin
% Population 65 years and over (2000)	15.3%	14.7%	13.3%	15.8%	17.2%	15.3%	13.1%
% Population 65 years and over (2006 estimate)	16.0%	14.3%	13.0%	15.7%	16.6%	15.1%	13.0%

Source: 2000 US Census, 2006 US Census Estimate

One of the issues that directly relates to the elderly population is the need for housing alternatives. The elderly population is often ready to leave their single family home and move to some type of retirement facility or smaller scale living space.

HOUSING

Housing is a critical issue for Southwest Wisconsin. One of the major needs facing the area is workforce housing, otherwise known as low and moderate income housing. Additionally, with the aging population, there is a need for housing alternatives. Table 2.3 indicates the percent of occupied housing units in each of the five counties. As indicated all of the five counties but Richland have an occupancy rate of above 90%.

Table 2.3 Percent of Occupied Housing Units, 2000							
	Grant	Green	Iowa	Lafayette	Richland	SW Region	Wisconsin
Total Housing Units	19,940	13,878	9,579	6,674	8,164	58,235	2,321,144
% Occupied Housing Units	92.6%	95.2%	91.5%	93.1%	87.2%	92%	90%
Median Value of Owner Occupied Housing Units	\$78,000	\$97,700	\$91,800	\$74,600	\$75,200	\$83,460	\$112,200

Source: 2000 US Census

EDUCATION

Over the last twenty years, the importance of education has increased in tandem with the growth of technology and knowledge-intensive activities. Today more than ever, an educated workforce is critical to the maintenance of a dynamic local economy and is an important aspect of local competitiveness. Local employers require access to a reliable and skilled labor force. For local government, a high-quality and educated labor force is important to attracting potential employers that may be looking for communities in which to invest. Comparisons of education levels in the population at the local, state, and national levels provide important insights into the need for possible public investment in education to assure the long-term attractiveness of a local economy.

As indicated in Table 2.4, all five of the counties have over 80% of the population 25 years and over with an educational level of at least a high school diploma. Grant, Green, and Iowa Counties have at least 15% of the population 25 years and over with a bachelor's degree or higher. Education levels correlates with per capita personal income levels. Many jobs today require advanced skills to receive a higher wage rate. This is not to say that every individual needs to have advanced education. See Table 2.4 below for the percent of the population with advanced training.

Table 2.4 Percent Educational Attainment for the Population 25 Years and Over, 2000							
	Grant	Green	Iowa	Lafayette	Richland	SW Region	Wisconsin
High School Diploma or Higher	83.5%	84.1%	88.5%	85.5%	82.1%	84.7%	85.1%
Bachelor's Degree or Higher	17.2%	16.7%	18.5%	13.3%	14.1%	16.0%	22.4%

Source: 2000 US Census

LABOR FORCE

Labor force is defined as the population of persons employed and those looking for and available to work. The local labor force is composed of the number of individuals for whom jobs are required and are simultaneously the group of persons from which an employer can draw needed employees. Too few persons in the labor force and a community can lead to a labor shortage. Too many people in the labor force, relative to the jobs base, may result in unemployment or low wages. Labor force statistics should be examined in tandem with the number of persons of working age and the share of male and female members of the labor force. A low relative participation rate can be associated with an elderly or a young population. It can also mean that people have left the labor force after having become discouraged due to a lack of jobs, a disability, or the low average wage paid per job. Over the last twenty years, female participation rates have increased and male participation rates have decreased. This trend has emerged as the economy has moved toward employment in the services sector. Men have traditionally been paid higher wages than women; a low rate of male labor force participation may be a secondary sign of low average family incomes.

Table 2.5 SWWRPC Labor Force Average Estimates, 2007				
	Available Labor Force	Employed	Unemployed	Unemployment Rate
Grant	28,248	26,839	1,409	5.0%
Green	20,942	19,964	978	4.7%
Iowa	14,483	13,828	655	4.5%
Lafayette	9,321	8,920	401	4.3%
Richland	10,320	9,784	536	5.2%
SW Region	83,314	79,335	3,979	4.8%
Wisconsin	3,086,243	2,930,869	155,374	5.0%

Source: Wisconsin Office of Economic Advisors (OEA)

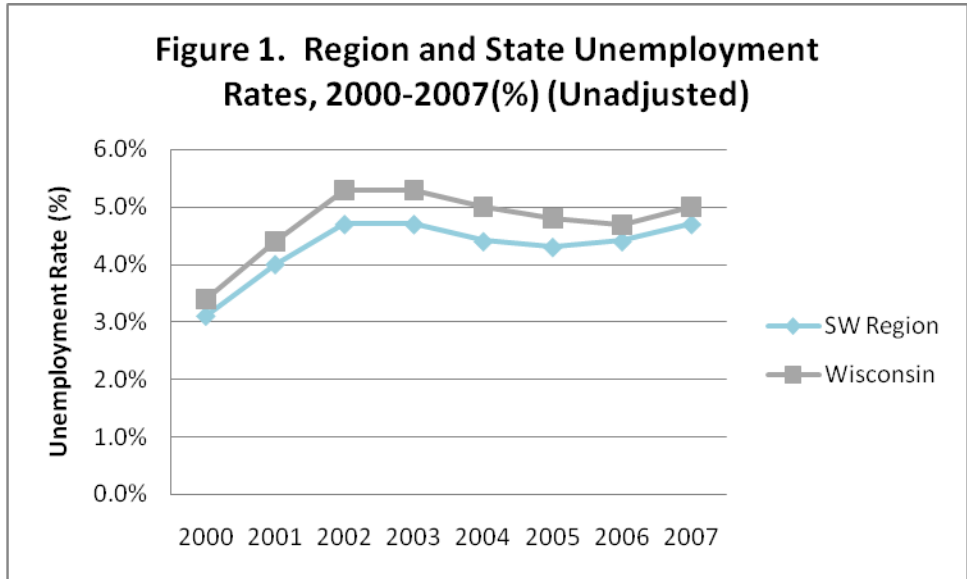


Table 2.6 indicates the percent of the labor force that works within the County of residence. Seventy percent of Grant County’s labor force works within the county, however 30 percent seeks employment from outside the County. Lafayette County only has 54% of the labor force working within the County.

Table 2.6 Percent of Local Labor Force Working Within the County of Residence, 2000						
	Grant	Green	Iowa	Lafayette	Richland	SW Region
% of Labor Force Working Within the County of Residence	70%	66%	64%	54%	67%	75%
<i>Source: 2000 US Census, Wisconsin Department of Workforce Development</i>						

Retaining labor is a key component of a strong regional economy. “While communities can work on becoming more ‘self-sufficient’ and attracting jobs which meet the employment needs of local residents, they can’t ignore the need to cooperate regionally on job creation efforts” (UWEX). By observing worker flows, or data on where workers are working, one can see whether a region is retaining its workforce or exporting it to other regions. Approximately 75% of the workforce within Southwestern Wisconsin is retained within the region, while 25% of the workforce is exported, meaning the workforce travels to another region for employment. While the region has a lower unemployment rate than the State, one-fourth (1/4) of the workforce is employed outside of the region.

PER CAPITA PERSONAL INCOME (PCPI)

Per capita personal income is the income that is received by persons from all sources. It is calculated as the sum of wage and salary disbursements, supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts, less contributions for government social insurance.

This measure of income is calculated as the personal income of the residents of a given area divided by the resident population of the area. In computing per capita personal income, the Bureau of Economic Analysis (BEA) uses the Census Bureau's annual midyear population estimates. As indicated in table 2.7 below, in 2005 Green County had the highest per capita personal income in the five county area with an income of \$30,870. The lowest per capita personal income was Lafayette with an income of \$25,153.

Table 2.7 Per Capita Personal Income, 2005 (Employed Civilian Population 16 Years and Over)							
	Grant	Green	Iowa	Lafayette	Richland	SW Region	Wisconsin
Per Capita Personal Income (2000)	\$22,290	\$26,908	\$25,444	\$20,738	\$20,916	\$23,259	\$28,568
Per Capita Personal Income (2005)	\$26,374	\$30,870	\$31,399	\$25,153	\$25,467	\$27,852	\$33,278
% Change 2000-2005	18%	15%	23%	21%	22%	20%	16%

Source: Bureau of Economic Analysis – Regional Economic Inventory System (REIS)

EMPLOYMENT BY OCCUPATION

Table 2.8 below reflects the six occupational categories collected by the United States Census. Occupation is defined by what a person does for a living or what type of work they are doing. See below for a breakdown of percent of the population by occupation. The largest percent of employment within all five counties is management, professional, and related occupations.

Table 2.8 Employment by Occupation (%), 2000 (Employed Civilian Population 16 Years and Over)							
	Grant	Green	Iowa	Lafayette	Richland	SW Region	Wisconsin
Management, professional, and related occupations	29.9	28.3	30.9	29.8	26.3	29.0	31.3
Service occupations	16.0	12.7	12.8	12.6	13.7	13.6	14.0
Sales and office occupations	22.0	23.8	25.5	21.0	20.5	22.6	25.2
Farming, fishing, and forestry occupations	3.0	2.6	2.5	5.2	3.3	3.3	0.9
Construction, extraction, and maintenance occupations	9.1	10.5	10.9	8.9	9.5	9.8	8.7
Production, transportation, and material moving occupations	19.9	22.0	17.4	22.4	26.6	22.7	19.8

Source: 2000 US Census

EMPLOYMENT BY INDUSTRY

As indicated above, occupation is the kind of work a person does. Industry classifications are more specific. For example, as identified in Table 2.9, someone may be in a management occupation, but in table 2.8, they are in a management occupation in a specific industry. For example, if you find the industry of retail trade and look under Iowa County you will see that 23.7% of the population is employed in the industry of retail trade. This is not surprising since Lands End is located in Dodgeville.

Table 2.9 Population Employed by Industry (%), 2000

	Grant	Green	Iowa	Lafayette	Richland	SW Region	Wisconsin
Agriculture, forestry, fishing and hunting, and mining	10.1	7.8	10.4	16.4	11.4	11.2	2.8
Construction	5.4	6.5	9.2	5.5	7.5	6.8	5.9
Manufacturing	17.3	22.8	13.6	17.8	25.7	19.4	22.2
Wholesale trade	3.0	3.2	2.4	3.9	2.1	2.9	3.2
Retail trade	13.9	14.4	23.7	13.8	12.4	15.6	11.6
Transportation and warehousing, and utilities	4.0	4.0	3.3	5.1	4.0	4.1	4.5
Information	2.0	2.1	1.2	1.3	1.3	1.6	2.2
Finance, insurance, real estate, and rental and leasing	3.6	4.6	4.3	4.1	3.5	4.0	6.1
Professional, scientific, management, administrative, and waste management services	4.1	5.0	3.9	3.5	2.6	3.8	6.6
Educational, health and social services	21.3	17.5	17.0	17.0	18.1	18.2	20.0
Arts, entertainment, recreation, accommodation and food services	8.0	5.2	5.5	4.9	5.5	5.8	7.3
Other services (except public administration)	4.5	3.7	2.8	4.0	3.4	3.7	4.1
Public administration	2.9	3.1	2.7	2.8	2.5	2.8	3.5

Source: 2000 US Census

TRANSPORTATION

Several significant multi-modal improvements are proposed or planned for Southwestern Wisconsin (for more detail, see the Projects List following this report). The most ambitious is the Rail Restoration 15 (RR15) proposal to restore rail from Monroe (Green County), through Darlington and to Shullsburg (Lafayette County), and to the Town of Mineral Point (Iowa County). The railroad right-of-way is owned by the multi-county Pecatonica Rail Transit Commission (PRTC) and this corridor is preserved under the federal Rails-To-Trails Act. It connects to the PRTC's operating freight rail line, which goes through Green and Rock Counties and connects to Chicago. The restoration proposal is in response to current shippers interested in economic development potential, the PRTC, its member counties, and SWWRPC have encouraged the railroad operator (Wisconsin & Southern Railroad) to seek state funding, which would require a local match. The reflect local support, the PRTC, its member counties, and SWWRPC have each passed resolutions in favor of proceeding with the feasibility of restoring rail service to SW WI.

Earlier this year, the Wisconsin River Rail Transit Commission (WRRTC) authorized an appropriations request for funds to improve the Prairie du Chien Subdivision (PDC Sub), which was submitted to Senator Kohl. The request seeks funding to expedite improvements on the PDC Sub between Madison, WI, and Prairie du Chien, WI, to accommodate 286,000-pound railcars and safely and efficiently support the agriculture and rural development goals of the region. As freight rail has become a more competitive option, national standards (and shipper expectations) have increased to accommodate the larger, heavier 286K railcars, which are the standard on main line railroads.

TOURISM

The Wisconsin hospitality industry is a vital link in the endeavor to grow Wisconsin's economy. Tourism is the state's third largest industry and joins manufacturing and agriculture as the basis for the economy in the state. Wisconsin is a premiere four-season travel and tourism destination. With the leadership of Jim Governor Doyle and Secretary Kelli a. Trumble, along with other state officials, tourism pumps nearing \$11.8 billion into the economy and is a stable source of employment for thousands of residents. Table 2.10 below indicates the impact that Tourism has in Southwestern Wisconsin.

Table 2.10 Tourism Spending, 2007				
	Dollars Spent by Travelers in 2007	County Rank in State for Traveler Spending (72 WI Counties)	Employee Wages from Tourism Spending	Full Time Equivalent Jobs Supported from Tourism Spending
Grant	73 Million	44 th	45 Million	1,572
Green	43.3 Million	58 th	18 Million	1,288
Iowa	57 Million	52 nd	35 Million	1,229
Lafayette	23 Million	67 th	14 Million	496
Richland	22.3 Million	68 th	13.7 Million	482

Source: Wisconsin Department of Tourism 2008

Agriculture

Agriculture is one of the top 3 industries in the State along with manufacturing and tourism. Table 2.11 below indicates the importance of agriculture in Southwest Wisconsin. In Southwest Wisconsin there are a total of 1,880,762 acres of farmland. The average size of a farm in the SWWRPC region is 228 acres.

Table 2.11 Agricultural Statistics, 2002							
	Grant	Green	Iowa	Lafayette	Richland	SW Region	Wisconsin
Acres of Farmland	605,836	306,946	367,373	342,800	257,807	1,880,762	15,741,552
Number of Farms	2,490	1,490	1,686	1,205	1,358	8,229	77,131
Average Farm Size	243	206	218	284	190	229	204

Source: 2002 US Agricultural Census

CHAPTER 3. SWWRPC MISSION, GOALS, INITIATIVES, & WORK PROGRAM

COMMISSION MISSION STATEMENT

The Mission of the Southwestern Wisconsin Regional Planning Commission is to provide intergovernmental planning and coordination of community development planning, economic development, and transportation. In response to local and regional goals, the Commission and its Staff work to enhance fiscal and physical resources and to balance local and regional development, preservation, conservation, and social priorities.

REGION-WIDE INITIATIVES

1. Workforce Innovation in Regional Economic Development (WIRED):

WIRED is an initiative designed to support an integrated approach to workforce, economic development and education. The model stresses the role that talent development has in driving economic prosperity. The South Central-Southwest Wisconsin GROW Region (SCSW) has joined together to undertake the effort of building the talent, infrastructure and investment needed to develop a skilled workforce aligned with the region's emerging industries. Through sector development (industry-driven training), system development (infrastructure), and talent development (work skills), the initiative strives to expand employment opportunities for workers and stimulate the creation of high-skill and high-wage jobs.

2. Regional Economic Development Coalition:

The Governor's Business Council is charged with the priorities of workforce development, aligning education priorities, streamlining regulations, sharing best practices, and improving access to and utilization of existing information and resources for economic development. The mission of the Council is to "move towards solutions that promote innovation, attract and retain businesses, streamline regulation, provide affordable healthcare, enhance entrepreneurial spirit and make Wisconsin a national leader in workforce skills and efficient manufacturing" (WDC 2007). The Southwest Wisconsin Regional Economic Development Coalition is the local regional response to the Business Council.

3. Riverlands Economic Activity Partnership (REAP) Effort:

The REAP effort is focused on researching and understanding regional competitiveness in rural regions. SWWRPC has several partners in this project including Blackhawk Hills RC + D (Northwest Illinois), ECIA (Eastern Iowa), and Alliant Energy. Dr. Mark Drabenstott from the Rural Policy Research Institute's Center for Regional Competitiveness and Dr. Samuel Cordes of Purdue received a generous grant from the U.S. Department of Commerce Economic Development Administration for analysis of four regions, including the three state (Illinois, Iowa, Wisconsin) "Riverlands" region. The group continues to raise the remaining funds for the project. The approach integrates several economic analyses, including conducting regional roundtables, cluster analysis, benchmark analysis, trend analysis, and economic linkage analysis. Together these analyses will provide an understanding of the region's competitive advantage.

REGION-WIDE PRIORITIES

1. Explore the possibility of conducting a region-wide business retention and expansion program.

A healthy local economy and a strong business climate is a goal of SWWRPC. A Business Retention and Expansion Program would promote job retention and growth by helping communities identify the concerns and barriers to survival and growth facing local businesses. Studies show that 40 to 80 percent of all new jobs are created by existing firms rather than by attracting new firms to the community. Business attraction efforts are less likely to be successful if existing businesses are not happy. By conducting a survey, areas can be identified where local businesses need assistance.

The Wisconsin Department of Commerce recognizes that Wisconsin's economy is a reflection of the business climate within each urban and rural community in the state. While new business attraction can stimulate economic growth, the retention and expansion of existing businesses is vital to maintaining and growing a community and ultimately the state. In order to aid in strengthening economic development in Wisconsin, Commerce provides communities with a survey tool to determine factors that affect business retention and expansion locally. This is one tool that may be utilized as the program is explored.

2. Investigate workforce housing needs within the SWWRPC Region.

"Workforce housing" has emerged in recent months as a concern not only of housing advocates but also policy makers and employers. Even the term itself—workforce housing—was rarely heard until recently. But with housing costs in many areas increasingly exceeding the financial reach of many low- to moderate-wage workers, people are taking notice. How can we improve the housing conditions for the workforce in Southwest Wisconsin.

One resource to explore will be the The Wisconsin Bureau of Housing (BOH) helps expand local affordable housing and supports services to people without housing. The fifteen federal and state programs, managed by the Bureau, aid elderly persons, people with disabilities, low and moderate income residents and the homeless population. The Bureau works closely with local governments and non-profit housing organizations to deliver financial and technical housing assistance and to strengthen the capabilities of housing organizations. Another organization to work closely with will be the Wisconsin Housing and Economic Development Authority (WHEDA). WHEDA has some available resources that may benefit Southwest Wisconsin.

3. Develop a strategy to support the area's tourism potential.

The Wisconsin hospitality industry is a vital link in the endeavor to grow Wisconsin's economy. Tourism is the state's third largest industry and joins manufacturing and agriculture as the basis for the economy in the state. Wisconsin as a premiere four-season travel and tourism destination. In the year 2005, tourism spending in the SWWRPC Region was \$211 million dollars and supported 5,566 full time equivalent jobs. While tourism is one of the top three industries in the state of Wisconsin, the region's five counties rank low in the state for traveler spending. It is important to remain cognizant of these rankings, and recognize the room for improvement.

4. Work with businesses and producers to tap into value-added agriculture market.

Value added agriculture is a process of increasing the economic value and consumer appeal of an agricultural commodity, it may also have a change from the input commodity to the output commodity. Value-added agriculture can include anything from agri-tourism to energy production to food production. Energy production and value added agriculture have may include any of the following: bio-diesel, ethanol, or biomass.

5. Review the possibilities of creating a regional initiative for the SWWRPC Region.

SWWRPC is working closely with the Southwest Wisconsin Regional Economic Development Coalition (SWREDC) to pursue a regional initiative. This was sparked by the 6th Annual SWREDC Conference which featured David Beurle of Innovate Leadership Australia as a keynote speaker. There have been several regional initiatives in Wisconsin over the past few years including the Community Progress Initiative, Seven Rivers Region, New North, and Milwaukee Seven.

LOCALLY IDENTIFIED PROJECTS

Recently the SWWRPC contacted the five county Economic Development Corporations within the region to identify upcoming proposed public works, recreation and economic development projects. The projects that were identified are listed in Appendix A and include the Project Title, Project Cost, and Funding Sources. This list does not include all economic development projects taking place within the region; additional projects may be added to this list in the future.

THE COMMISSION'S WORK PROGRAM

The regional planning commission will work closely with existing organizations, or help to develop new organizations that may be needed, to carry out the various work program activities identified. The commission has and will continue to take a leadership role in addressing many of the major problems faced by the area and will be at the forefront in identifying potential sources of funding that are needed and in finding appropriate organizational mechanisms for carrying out various activities.

In other activities, the staff will play a supporting role if there is an identified and appropriate leadership in place to carry out the needed activities. With respect to general technical assistance of a routine nature or of short duration, the commission will provide free technical assistance upon a verbal or written request from governing bodies, local organizations, etc., such as in finding suitable sources of finances to carry out a project or in developing statistical profiles for a certain purpose.

In implementing some activities requiring substantial time commitment, the commission may contract with appropriate parties to carry out the desired work. Examples of this include writing grant applications and administering local grants. A general and a detailed scope of work follows.

Scope of Work

The following work program elements outline the issues and the associated activities that the Commission is addressing in its 2008-20089EDA planning grant year.

1. Continue to provide technical assistance to general-purpose units of local government to facilitate the building of local capacity to undertake economic development.

The Commission staff will continue to devote a substantial amount of time to meet with elected officials to discuss development opportunities and problem areas in order to help seek viable solutions to meet community development needs, especially the enhancement and retention of jobs. The Commission is currently working with numerous local jurisdictions to undertake comprehensive planning under Wisconsin's "smart growth" legislation. The commission will work with counties, towns and incorporated places to discuss and implement a strategy of fulfilling requirements of the law to have in place such plans by January 1, 2010 for any jurisdiction that regulates land use. It is worth noting that one requirement is a local economic development element.

2. Provide technical assistance and resource information to businesses and individuals that are interested in new business opportunities in southwestern Wisconsin.

Assistance will be provided to all individuals and businesses which request assistance in the areas of data needs for marketing and feasibility studies, financing alternatives for business expansion, and other related matters. This includes assisting businesses in their expansion plans through contractual arrangements in writing Community Development Block Grant applications. The Commission will also provide technical assistance to county revolving loan funds, where they exist, and will work with them through a contract to package loan applications for county businesses that are seeking assistance.

3. Provide a continuing function in serving as a public forum for discussion of economic development needs in southwestern Wisconsin.

The Southwestern Wisconsin Regional Planning Commission regularly serves as a public forum for the discussion of major issues (both constraints and opportunities) affecting economic development in southwestern Wisconsin. Experts on a wide range of topics such as transportation, environmental concerns, health care, public liability, agriculture, job training, industrial development and marketing, historic preservation, recreation and tourism, public and private financing, and many more, are invited to speak at regular monthly Commission meetings and other Commission-sponsored events. Staff also makes speaking presentations on these and other subjects at the request of local, regional, or state organizations.

4. Provide for continued coordination with area organizations on matters of economic development in southwestern Wisconsin and analyze opportunities for building an efficient mechanism(s) for regional collaboration.

The Commission actively participates with other essential organizations such as the University of Wisconsin – Platteville, UW Richland Center – Richland Center, and Southwest Wisconsin and Blackhawk Technical Colleges, county and local economic development organizations, elected officials and representatives of banks and other businesses. The Commission staff works with many organizations to coordinate efforts and cooperates whenever possible.

5. Actively promote downtown improvement programs, historic preservation, and tourism development as viable economic development tools in southwestern Wisconsin.

The Commission has actively promoted the need for more active involvement of the community citizenry in generating new ideas and support for improvements in central business districts and other commercial areas, as well as in facilitating a greater awareness of historic and tourism/recreation resources available to the community. The Commission has worked closely with many communities on these topics and provided needed technical assistance, especially with the Main Street Program, under which several area communities have been designated. The Commission can be a catalyst for greater community involvement in improving the local small business climate.

6. Notify EDA of plant closings in southwestern Wisconsin.

The Commission will notify the EDA of significant industrial plant closings, and known impending plant closings in a timely manner.

7. Develop an update of the *Comprehensive Economic Development Strategy (CEDS)* for Southwestern Wisconsin for 2008-09.

The Commission will provide continuing information to EDA on the status of programs, projects, major changes in economic conditions or program focus and economic problems in the region.

**Appendix A:
Local Projects**

Project Number	Jurisdiction	County	Project Title	Project Description	Project Cost	Proposed Funding
1	City of Brodhead	Green	19th St Construction	Open 19th St, E 3rd Ave to E 7th Ave and utilities for relocating W&L Of.		TIF & assessments
2	City of Brodhead	Green	E 7th Ave Sewer & Water	Sewer installation 5th St to E 7th Ave, south to 19th St. Water installation on E 6th Ave and south to 15th S. and E 7th Ave south to 19th St.	\$500,000	TIF & assessments
3	City of Brodhead	Green	RDA #2	Brownfield demolition and redevelopment. School building rehab for housing.		RDA & TIF
4	City of Darlington	Lafayette	Residential/ Commercial Development Project	Construct 24 residential units on second and third floors with commercial rental units on the first floor, in the 400 block of Main St.	\$2,000,000	WHEDA, TIF District
5	City of Fennimore	Grant	2007 Lincoln Ave Rebuild	Complete rebuild from 4th St to south of City limits. Street storm sewer, curb/gutter, sidewalk, street lights.	\$3,950,000	State DOT, Water & Sewer Fund, City Taxes
6	City of Lancaster	Grant	Hickory Street Reconstruction	Reconstruction of Hickory St.	\$500,000	CDBG, EDA
7	City of Lancaster	Grant	Industrial Park Development	Develop 60 acres of industrial park land in City's east side.	\$1-4 Million	CDBG, EDA
8	City of Lancaster	Grant	Lincoln Ave Reconstruction	Total reconstruction of Lincoln Ave from Eaton Street to City limits.	\$500K - \$1 Million	CDBG, EDA
9	City of Lancaster	Grant	S. Monroe St Reconstruction	Reconstruction of S. Monroe St.	\$500,000	CDBG, EDA
10	City of Mineral Point	Iowa	Doty St. Rehab	Water, storm sewer, curb and blacktop replacement	\$1-1,500,000	CDBG/Taxes
11	City of Mineral Point	Iowa	TIF #2	TIF district infrastructure (streets, water/sewer)	\$500,000-\$1 million	TIF/EDA
12	City of Monroe	Green	8th & 9th St Reconstruction Project	Total reconstruction and widening of 0.9 miles of 8th and 9th Streets.	\$2,500,000	CDBG, HES, STP-Urban, MSIP-D, TE, WDNR
13	City of Platteville	Grant	Downtown Housing	Develop rental housing in vacant upper floor of downtown building.	\$100,000 plus	DCDBG, TIF
14	City of Platteville	Grant	Downtown Street Lights	Install historical replica lights on Main St from Hickory St to Broadway St.	\$420,000	CDBG, TIF
15	City of Platteville	Grant	Restroom/Shower Facility	Moundview Park Campground Restroom and Shower Facility.	\$60,000	Fundraising, Stewardship
16	City of Platteville	Grant	Skatepark/Trailhead Restroom Facility	New restroom facility for Skate Park and entrance to DNR trail.	\$45,000	Fundraising, Stewardship, CDBG
17	City of Richland Center	Richland	Richland Center Industrial Park North - Phase II	Provide Phase II of the Industrial Park. Currently we have less than 20 acres and this would open another 60 to 80 acres.	\$3,000,000	Land Sales, TIF, EDA, CDBG
18	City of Richland Center	Richland	Richland Center Biotechnology Center/ Waste Treatment	This would provide for two biomass recycling centers, one for industrial dairy waste and one for agricultural waste plus a Statewide Center for biomass research. This project would create 30 jobs immediately and provide for a future biotech industrial park.	\$23,000,000	EPA, Revenue Bonds, General Bonds, EDA, CDBG
19	City of Richland Center	Richland	Auditorium	This project would entail the restoration and conversion of the Richland Center Auditorium, the oldest public auditorium in Wisconsin, to a performing arts center and offices.	\$1,200,000	TIF, CDBG, Tax Credits, Private Contributions

**Appendix A:
Local Projects**

Project Number	Jurisdiction	County	Project Title	Project Description	Project Cost	Proposed Funding
20	City of Richland Center	Richland	Community Center	This will create a new senior and community center for Richland Center. There are no estimates for benefits at this time, however the facility would serve the entire county.	\$750,000	CDBG, GO Bonds, CDBG
21	Town of Brigham	Iowa	Building expansion	Possible expansion of shared Municipal Building.		
22	Town of New Glarus	Green	New Parks	Land purchase and equipment.	-	-
23	Town of New Glarus	Green	Storm Water Management System	New storm water management system.	-	-
24	Town of New Glarus	Green	Town Hall	Build or acquire new office building and/or garage.	-	-
25	Town of Ridgeway	Iowa	Hands Hill Project	2 new bridges, widening road, vertical curve, improve slopes, improve sight distance, improve slopes.	\$347,958	TRIP D Funds, 50/50 County Bridge, Local borrowing
26	Village of Barneveld	Iowa	Highway ID reconstruction	Reconstruction highway, add curb/gutter	\$300,000	Bank financing
27	Village of Belmont	Lafayette	Welcome Center Road Extension	Extend Welcome Center road from its current termination point to Liberty St.	\$400,000	EDA, Tax Incremental District
28	Village of Blue River	Grant	Exchange Street and utility improvements	Replace sanitary sewer, install new water main	\$472,100	CDBG/borrowing
29	Village of Dickeyville	Grant	Dickeyville-Paris Volunteer Fire Dept	Build new Fire and Rescue Building.	\$735,000	CDBG
30	Village of Highland	Iowa	County 1 Reconstruction	Complete reconstruction of County 1 from corporate limits to bottom of Main St includes utilities	\$364,700	STP - Rural Funding
31	Village of Highland	Iowa	State HW 80 Reconstruction	Complete reconstruction of State HW 80 from east end to north end, includes utilities.	\$1,761,750	WI DOT
32	Village of Muscoda	Grant	New Well/Well House & Upgrade to Water System	Requirement from DNR to put in a new well. Village also needs to upgrade water mains for better flow and fire protection. Hwy 133 will be reconstructed in 2006, and village is hoping to put in new main while road is under construction.	\$1,500,000	CDBG/utility customers
33	Village of Patch Grove	Grant	Lancaster St Project	Water and sewer replacement on Lancaster St.	\$606,000	-
34	Village of Potosi	Grant	Downtown Renovation	Chamber has formed a committee to oversee the renovation project. Work has already started on some buildings.	-	Revolving Loan Fund & Grants thru Chamber
35	Village of Potosi	Grant	Potosi Brewery Restoration	Restore Potosi Brewery to include Inter. Ctr. For Great River Road, restaurant, micro pub, gift shop, museum.	\$3,400,000	Private, Federal, State
36	Village of Potosi	Grant	Potosi Point Rd	Enhance existing road & access to National Wildlife Refuge. Working with WI Miss. River Pkwy Commission, Army Corps of Engineers, Fish & Wildlife Svc.	\$700,000	Private, Federal, State
37	Village of Ridgeway	Iowa	Jarvis St	New street, water and sewer lines, curb and improved sidewalk.	\$375,000	-
38	Village of South Wayne	Lafayette	South Wayne Community Park	Develop park to include ball fields, playground, shelter house, and restrooms.	Over \$100,000	Donations, SW Comm. Foundation

**Appendix A:
Local Projects**

Project Number	County	Project Title	Wisconsin Department of Transportation (WisDOT) Project Description	Project Cost	Proposed Funding
1	Grant	Lancaster - Bloomington Road	Replace deficient existing bridge.	\$1,000,000 - \$1,999,999	
2	Grant	Dubuque - Dickeyville	Patch as needed and asphalt overlay.	\$4,000,000 - \$4,999,999	
3	Grant	Fennimore - Boscobel Rd (Crooked Creek Br)	Paint steel on existing structure.	\$100,000 - \$249,999	
4	Grant	Platteville - Montfort	Resurface the existing asphaltic pavement.	\$7,000,000 - \$7,999,999	
5	Grant	Water Street, City of Platteville	Reconstruct and widen the urban roadway to 36' without parking.	\$4,000,000 - \$4,999,999	
6	Grant	Cassville - Lancaster Road	Construct an urban cross section with new storm sewer.	\$1,000,000 - \$1,999,999	
7	Grant	Lancaster - Platteville Road	Replace existing structure B-22-24 over the Plattev River.	\$2,000,000 - \$2,999,999	
8	Grant	Cassville - Bloomington Rd (Kuenster CR BR)	Paint steel and replace/widen bridge deck.	\$250,000 - \$449,999	
9	Grant	Crooked Creek Bridge & Approaches	Replace deteriorating bridge at the existing location and replace three box culverts.	\$500,000 - \$749,999	
10	Grant	EVL Woodman - Boscobel Road	Mill existing pavement and surface with asphalt. Pave 5 feet of shoulder.	\$1,000,000 - \$1,999,999	
11	Grant	Potosi - Cassville Road	Reconstruct and provide 24 feet of pavement and 6 foot shoulders. Pave 5 feet of the shoulders for bike lanes.	\$8,000,000 - \$8,999,999	
12	Green	West County Line - Monroe Rd (STH 69 NB Underpass)	Overlay existing bridge decks eastbound and westbound.	\$500,000 - \$749,999	
13	Green	Monroe - Monticello Road (Burgy Creek BR)	Replace existing structure.	\$500,000 - \$749,999	
14	Green	Blanchardville - CTH H Road	Reconstruct to correct deficiencies, provide twenty-four feet of pavement with three foot paved shoulders.	\$4,000,000 - \$4,999,999	
15	Iowa	Dodgeville - Mount Horeb Road	Replace wingwalls on B250019,32, and 37; deck patching and overlay on B250037 and 38.	\$1,000,000 - \$1,999,999	
16	Iowa	Dodgeville - Mt Horeb	Patch and asphalt overlay eastbound lanes; overlay only on westbound lanes.	\$8,000,000 - \$8,999,999	
17	Iowa	Montfort - Dodgeville Road	Improve safety of existing intersection by constructing a roundabout.	\$2,000,000 - \$2,999,999	
18	Iowa	Mineral Point - Hollandale Road	Recondition roadway by widening and replacing worn surface and pave three feet of the shoulders.	\$6,000,000 - \$6,999,999	
19	Iowa	Highland - STH 133 Road	Recondition roadway to correct safety, alignment and pavement deficiencies and pave three feet of shoulders. Replace existing deficient Underwood Creek Bridge.	\$4,000,000 - \$4,999,999	
20	Iowa	Spring & Main Streets, Village of Highland	Reconstruct Spring and Main Streets.	\$1,000,000 - \$1,999,999	
21	Iowa	Brenan Road Bridge	Concrete overlay.	\$100,000 - \$249,999	

**Appendix A:
Local Projects**

Project Number	County	Project Title	Wisconsin Department of Transportation (WisDOT) Project Description	Project Cost	Proposed Funding
22	Lafayette	Shullsburg - Gratiot	Overlay existing pavement with 1 2/4 inches of asphalt pavement	\$1,000,000 - \$1,999,999	
23	Lafayette	STH 11 - Darlington Road	Replace deficient existing bridge.	\$750,000 - \$999,999	
24	Lafayette	STH 11 to STH 81	Mill existing asphalt pavement and overlay with asphalt.	\$2,000,000 - \$2,999,999	
25	Richland	Gotham - East County Line	Overlay existing pavement with a sealcoat.	\$100,000 - \$249,999	
26	Richland	Richland Center - 6th St	Replace deteriorating concrete pavement.	\$1,000,000 - \$1,999,999	
27	Richland	STH 171 - Richland Center	Remove deteriorating pavement and resurface with blacktop.	\$4,000,000 - \$4,999,999	
28	Richland	USH 14 & STH 171 Intersection	Recondition intersection to improve safety.	\$1,000,000 - \$1,999,999	
29	Richland	West County Line - STH 171	Remove deteriorating pavement and resurface with blacktop.	\$7,000,000 - \$7,999,999	
30	Richland	Viola - CTH G & Kickapoo River Bridge	Reconstruct deficiencies in roadway geometrics to improve safety and replace bridge.	\$1,000,000 - \$1,999,999	
31	Richland	STH 80 - USH 14	Recondition roadway by replacing deteriorating pavement and geometric improvements as needed.	\$6,000,000 - \$6,999,999	
32	Richland	Richland Center - Hillsboro	Overlay existing pavement with a sealcoat.	\$250,000 - \$449,000	
33	Richland	Rockbridge - CTH I / Pine River Bridge	Overlay existing bridge with concrete and make minor repairs as needed.	\$100,000 - \$249,999	
34	Richland	STH 60 - Richland Center	Overlay existing pavement with a sealcoat.	\$100,000 - \$249,999	
35	Richland	South County Line - USH 14	Overlay existing pavement with a sealcoat.	\$500,000 - \$749,999	
36	Richland	Viola - North County Line	Mill existing pavement and surface with asphalt.	\$750,000 - \$999,999	
37	Richland	STH 58 - East County Line	Overlay existing pavement with a sealcoat.	Less than \$100,000	
38	Richland	Box Culvert Replacements / FY 09-10	Replace or recondition failing culverts on various highways in the district.	\$250,000 - \$449,999	
39	Richland	Mill Creek Bridge, Village of Boaz	Replace deficient bridge at the existing location.	\$1,000,000 - \$1,999,999	
40	Richland	West County Line - USH 14	Mill off existing pavement and surface with asphalt.	\$1,000,000 - \$1,999,999	
41	Richland	STH 60 - STH 80	Overlay existing bridge deck with concrete.	\$250,000 - \$449,999	

**Appendix A:
Local Projects**

Project Number	Jurisdiction	County	Project Title	Regional Economic Development Initiatives Project Description	Project Cost	Proposed Funding
1		Southwest & Southcentral Wisconsin	WIRED Initiative	Supports the development of a regional, integrated approach to workforce and economic development and education.	\$5 million over 3 year period	
2		Grant, Green, Iowa, Lafayette & Richland Counties	Regional Economic Development Coalition	Provides a mechanism for business leaders to prioritize ways in which the State of Wisconsin can support regional and statewide economic development.		
3		Southwest Wisconsin, Northeast Iowa & Northwest Illinois	Tri-State Effort	Effort to understand regional competitiveness in rural regions.	\$350,000	EDA, Corporate donations, Grants
4		Green County, Iowa County, Lafayette County and various multiple participating local jurisdictions including townships, cities & villages	Rail Restoration 15 (RR15)	Rail Restoration 15 (RR15) is a multi-year rail program that will restore rail service to rural communities in SW WI. The project is divided into three phases depending upon political will and economic justification. Phase One includes restoring rail service between the City of Monroe and the Village of Gratiot for a cost of \$19,000,000; Phase Two includes restoring rail service between the Village of Gratiot and the City of Shullsburg for a cost of \$17,000,000; and Phase Three includes restoring rail service between the Village of Gratiot and the Town of Mineral Point for a cost of \$18,000,000. Federal and state funding will be leveraged with private and other public funding sources. RR15 will increase the flow of commerce into SW WI and will provide hundreds of new jobs and new property tax bases for local communities by utilizing one of the most efficient and environmentally-friendly form of transportation – railroads.	\$54 Million	WI Freight Railroad Preservation Program, county assessments, local TIF & private funding by railroad operator