Jefferson County Asset & Initial Opportunity Analysis

- **Context**
- **Connections**
- **Assets and Opportunities**

Resource Presentation for Individual Community Strengths, Weaknesses, Opportunities and Challenges (S.W.O.C.) Analyses

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Winter 2008
Glacial Landscape & Early Economies

History

- Drumlins & wetlands
- Rich soils
- Rivers

- Agriculture and dairy farming
- Collection of river towns – milling and wood products
Regional Context
The “Wisconsin Connection”
Leveraging the regions diverse assets

Madison Metro
“WELLSPRING”
- #1 research institution in the country
- Intellectual property
- Early-stage commercialization

Jefferson County
- Small town living
- Ag. and food processing
- Advanced Manufacturing

Waukesha County
- Management skills
- Entrepreneurial skills
- Market and business development Skills
- Capital

Milwaukee 7 Coastal Cities
GLOBAL PORTAL
- Corporate IP
- Engineers
- Industrial Design & Creative Center
- Diversity
- Craftsman
- Urban workforce
- Finance & Market Center

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Jefferson County Asset & Initial Opportunity Analysis
Economic Focus & Emerging Clusters
Cities & Regions

**Capital Region**
- Bioeconomy
  - Biotechnology
  - Bioagriculture
  - Bioenergy
  - Biomedical/Healthcare
- Agriculture
- Health Care

**Milwaukee 7 Region**
- Clean & Green Technologies
- Advanced Manufacturing
- Freshwater Technologies
- Biomedical/Medical Devices
Jefferson County Asset & Initial Opportunity Analysis

Commute Key Economic Assets

Map showing 24,000 daily commutes within the county, with various counts such as 1491, 4021, 1262, 1087, 1830, 734, 1260, and 4021.
Corporate Presence & Manufacturing Diversity

Key Economic Assets

Jefferson County
Asset & Initial Opportunity Analysis

Corporate Presence & Manufacturing Diversity
Niche Economic Sectors & Select Major Employers

**Manufacturing**
- Trek Bicycle Corp.
- Briggs & Stratton
- Generac Power Systems
- Spacesaver Corp.
- Western Industries

**Food / Agriculture**
- Doskocil Food Service (Tyson)
- On-Cor Frozen Foods
- Jones Dairy Farm
- Wisco Farm Coop

**Health Care**
- Fort Healthcare Inc.
- Bethesda Lutheran Homes & Services

**Government / Education**
- County of Jefferson
- Watertown Unified School District

**Retail / Service**
- Terra Staffing Services
- Aristotle Corp.
- Wal-Mart
Agriculture & Food

**Strength in Diversity**

- Dairy
- Nursery stock & sod
- Grain
- Vegetables
- Aquaculture
- Nutraceuticals
Emerging Bioenergy

Key Economic Assets

- Crave Bros. Farm
  - Manure Digester

- Deer Park
  - Waste to Energy

- Renew Energy
  - Ethanol

- North Prairie Biodiesel

- Landmark
  - Soy crushing plant

- United Ethanol
Small-Town Living

Key Economic Assets
Jefferson County
Asset & Initial Opportunity Analysis

Water & Natural Resources

Key Economic Assets

Rivers & Lakes
Wetlands
Environmental Corridors
Major Public Lands
Water & Natural Resources

Glacial Heritage Area

Key Economic Assets
Jefferson County

Key Assets

- Regional Location
- Agriculture & Food
- Corporate Presence & Manufacturing Diversity
- Emerging Bioenergy
- Water & Natural Resources
- Small-Town Living
- Cultural Heritage

Initial Opportunities

- Location Advantage: Connect with relevant initiatives: Milwaukee T, Thrive & State of Wisconsin
- Food: Grow production & processing targeting regional market of 11 million people. Focus: dairy, meats, vegetables
- Next Generation Manufacturing: Connect with regional institutions & innovators; workforce alignment with emerging technologies
- Bioenergy: Market leaders, entrepreneurs, & innovators create technology business opportunities; Waste to energy
- Water: Rock River basin as a model; Rural water quality technologies; Regional aquifer recharge
- Small-Town Living: Celebrate & enhance small-town living; focus on downtowns, schools, & healthy living
- Tourism: "Glacial Heritage Area." Tourism close to home: hunting, fishing, biking, regional food, river towns
- Education: Leverage local & regional educational institutions; Advance workforce training

Vision