Plan Implementation by Community
(Local Economic Group Version)

Jefferson County Comprehensive Plan with Economic Development Emphasis

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Section 1: Our Context and Assets

Plan Implementation by Community
Jefferson County Comprehensive Plan with Economic Development Emphasis

Purposes of This Presentation and Workshop

- To present an overview of key components of the approved Jefferson County Comprehensive Plan (with Economic Development Emphasis)
  - Assets of the County and its communities
  - Opportunities in 8 key topic areas
  - Agreed-upon vision ideas (the desired future condition) for 8 key topic areas
  - Summary Vision Statement
  - Possible “catalytic strategies” to initiate action on the plan
  - Priority implementation activities: generalized

- To invite a local commitment to action by various communities and communities of interest in a workshop setting
  - Respond to prompting questions as a way of refining the plan for promising local strategies and actions
From Assets Come Opportunities; From Vision Comes Action

**Jefferson County Assets**

- Proximity to Regional Markets
- Corporate Presence and Manufacturing Diversity
- Small Town Living
- Emerging BioEnergy
- Water and Natural Resources
- Agricultural Production and Expertise and Food Processing
- Cultural Heritage

**The Action Plan**

Opportunities

Vision (What We Want To Be)

Strategies & Action
Section 2: Detailed Vision Statements by Topic (Description of What We Want to Look Like)

Plan Implementation by Community
Opportunity: Jefferson County has the opportunity to align itself with regional economic initiatives, connect with industry trends, and develop its capacity as an innovation center.
Consensus Vision Statements for Innovation Connections

**Jefferson County Will Have:**

**Innovative Forces and New Markets/International**

- A network of higher education/JCEDC/Jefferson County communities with a focus on innovation forces.
- We will have new international markets based on opportunities in India, China and other countries.
- A network of five or six leading companies to collaborate and focus on innovation and new directions for business growth.

**Applied Higher Education, Research and Technology**

- University of Wisconsin-Whitewater (UW-W) using applied higher education in individual companies’ project management, stage development, international marketing and training company leaders.
- Research institutes that use UW-W technology and business capacity for new leading-edge business such as search engine optimization/multi-lingual web sites; Green Chemistry/energy-oriented business development; international healthcare and other spin-offs of world renowned experience in business management expertise.
Opportunity: Jefferson County has the opportunity to celebrate and enhance its small-town environments.
Consensus Vision Statements for Small-Town Living

**Jefferson County Will Have:**

**Downtowns**
- Strong community centers or destination downtowns in each of the communities that comprise the heart and soul of the community that contribute to the economic health through destination retail, heritage and civic pride.
- Community gathering places where social life comes together (cafes, taverns, fun eateries, greens, plazas, commons, riverwalks) for routine and special events.
- Vital downtowns both for the business environment and the look.

**Community Livability**
- All the good things of the city in a small-town atmosphere (strong health care, community-vested business, culture/entertainment, invigorating downtowns, quality education, young family-friendly, etc.) and will build on the best parts of small-town living.

**Community Pattern/Form**
- Development patterns that recognize the clear distinction between the city and the country.

**Sense of Place**
- Characteristics that instinctively draw people to this area including strong local character, community identity, authenticity and a special sense of place.
Opportunity: Jefferson County has the opportunity to connect corporations and small and mid-sized businesses with regional institutions, initiatives, and innovators.
Consensus Vision Statements Advanced Manufacturing, Energy and Electrical Technology

Jefferson County Will Have:

**Balance and Mix**

- A diverse mix of manufacturing industries recognizing our strength in food, food products and advanced manufacturing (i.e. metal manufacturing, electrical equipment, bicycles).
- Balanced and expanding economic sectors beyond manufacturing including services (with prominence in health care) and retail (with vital downtowns and shopping centers).

**Established Corporate Personnel**

- A foundation of long-time, established businesses that value and are committed to their Jefferson County presence, as 76% of businesses have been in operation over 20 years.

**JCEDC Operations**

- A comprehensive set of updated operational guidelines to position our communities for business retention and expansion.
Opportunity: Jefferson County’s central location in a growing region of 11 million people and prevalence of unique natural and cultural resources presents the optimal opportunity to become a close-to-home tourism destination for the region.
VISION TOPIC - TOURISM
Consensus Vision Statements Tourism

Jefferson County Will Have:

Glacial Heritage Area

- A Glacial Heritage Area system consisting of new, large natural resource-oriented parks (conservation parks or “pearls”) connected by a network of bike paths and trails (strings) to each park and the Jefferson County communities.

Silent Sports and Biking

- Facilities and activities for high participation “Silent Sports” that respond to emerging and changing demands (including hiking, wildlife viewing, fishing, biking and others).

- Recognizable and identifiable bike loops and connections customized for a variety of users (i.e. families, youth, and enthusiasts).

Packaging Key Tourism Features

- Authentic and innovative tourism opportunities which is a package of key/authentic/unique Jefferson County themes/attractions including: Museum/Historical Connector (i.e. Hoard, Octagon House, Aztalan); Glacial Heritage/Bicycle Connection; Active Person Theme; Water Experience; Entertainment layer including downtown events.
Vision Topic - Tourism

Consensus Vision Statements Tourism

Jefferson County Will Have:

**Wayfinding**

- A comprehensive wayfinding system (including gateway signs, direction signs, reassurance signs, kiosks, maps, web-based guidance, etc.) that markets and enables connectivity/movement in the Jefferson County region.

**Organizational Structure**

- Diversified leadership in tourism promotion/marketing such as currently led by Jefferson County Tourism Council.
- Tourism integrated with businesses strongly linked to tourism.
VISION TOPIC - BIOENERGY

**Opportunity:** Jefferson County has the opportunity to expand bioenergy and waste-to-energy opportunities with market leaders, to facilitate the growth of these industries.
Consensus Vision Statements for Bioenergy

**Jefferson County Will Have:**

- Landfills and alternative technology for supplemental energy production.
- An infrastructure and transportation system which supports movement of energy-producing raw materials.
- Clusters of business related to bioenergy and associated market and commodity exchange.
- An integrated association between the UW research capacity and bioenergy business for applied research and planning in Jefferson County.
- Specialized and skilled workforce in bioenergy.
Opportunity: Jefferson County has dedicated and accessible local health care with hospitals in Fort Atkinson and Watertown and there is a growing opportunity to create a wellness culture throughout the County.
Consensus Vision Statements for Health Care and Healthy Living

Jefferson County Will Have:

**Integrated Health Care**
- An integrated health care system for major hospital care needs, patient care (including mental health and special needs), and an information support system.

**Healthy Living and Lifestyle**
- A culture that exhibits healthy living and healthy lifestyle choices related to healthy eating (including healthy fast foods), responsible alcohol consumption and smoke-free communities.
- A healthy physical environment (including living space, public places/restaurants/lodging and natural resources/water/air).
- A citizenry that embraces wellness as a lifestyle (including healthy eating, regular exercise, disease prevention).
Consensus Vision Statements for Health Care and Healthy Living

Jefferson County Will Have:

Leadership in Community Health
- Motivated leaders and established community structures (i.e. networks, workgroups, etc.) moving towards Jefferson County’s vision of health care and healthy living.

Health Care Education
- A supply of and access to health care professionals trained in best practices of preventative medical care and treatment methods supported by regional higher education (UW-Madison, Medical College of Wisconsin, etc.).
- An informed and knowledgeable citizenry responsible for their own role in being healthy.
OTHER VISION TOPICS

- See full Plan for:
  - Agricultural Enterprises
  - Sustainable Systems
Section 3: Responding to the Vision with Action
(Focus Vision Areas, Catalytic Strategies and Action)

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Summary Vision Statement:

Jefferson County will be a leader in home-grown business development and innovation linkage, agricultural enterprises and healthy small-town living.
SUMMARY OF VISION EMPHASIS (THREE KEY AREAS OF FOCUS) AND CATALYTIC STRATEGIES

Home-Grown Business Development and Innovation Linkage:

**Catalytic Strategy Ideas**

**Create an Innovation Network**
- a. Create a new network for innovation expansion in Jefferson County with UW-Whitewater, Madison College (formerly MATC), UW-Extension, JCEDC, UW-Whitewater Small Business Development Center, Entrepreneurs and Inventors Club, the WIRED Initiative, and business community; broadcast the organization of this new network regionally and locally.*

- b. Connect Jefferson County businesses to regional institutional research activities; Inventory and stay abreast of research focus areas and grants issued to regional academic institutions.*

**Grow Jefferson County Businesses**
- a. Focus economic development energy and capacity to support existing small and mid-sized companies, grow new markets and expand strategic alliances.*
SUMMARY OF VISION EMPHASIS (THREE KEY AREAS OF FOCUS) AND CATALYTIC STRATEGIES

Healthy Small-Town Living:

Catalytic Strategy Ideas

Celebrate and Maintain Small-Town Living
a. Convene a State agency summit with leaders from Wisconsin’s Departments of Commerce, Natural Resources, Transportation, Agriculture, Trade and Consumer Protection and the Office of Energy Independence to identify ways to partner to achieve the Economic Vision.*

b. Focus on downtown reinvestment, redevelopment and increasing downtown housing options, walkable neighborhoods and accessibility, targeting the 20-something and Baby Boomer markets.*

Tourism: Capitalize on the Natural Resource System
a. Package tourism by interest and demographic profiles; target the Madison and Milwaukee Regions and UW-Whitewater parents and continuing education students.*

b. Advance the Glacial Heritage Area Plan, incorporating community destinations as a key component of the system.*

Note: See full Plan for catalytic strategies addressing Enterprising Agriculture, the key area of focus.
Section 4: Local Commitment to Action
(Refined Actions by Individuals and Organizations)

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PRIORITY IMPLEMENTATION ACTIVITIES

- Prepare a variety of communication pieces on the Economic Vision and Positioning Framework.

- Identify champions and leaders who might take on active roles in support and ownership of the in the eight (8) topic areas identified in Economic Vision and Positioning Framework.

- Engage in strategy refinement and implementation sessions in order to advance the economic vision and catalytic strategies with these leadership structures – County (County Economic Development Consortium, County Board, County committees/commissions, etc.), Local (including local elected officials, community economic development entities, chambers, main street programs, etc.), Regional (including THRIVE, Milwaukee 7, etc.), State (including state elected officials, Wisconsin Department of Commerce, University System, other higher education, etc.), Corporate (the large network of businesses from local to global), Nonprofits (this extensive and growing sector).
Workshop Exercise
(Either as a Full Participant Body or Break-out Groups)

Questions to Answer:

What are initiatives and actions that you or your organization can do to move towards the economic vision ideas?

What are realistic and doable actions that you or your organization will commit to in order to respond to the economic vision?

What are practical ways that you or your organizations can respond to the economic vision?

Instructions:

List your ideas and then organize them under our three key areas of focus. (1. Homegrown Business Development and Innovation Linkage; 2. Agricultural Enterprises; 3. Healthy Small-Town Living)