JEFFERSON COUNTY PLAN BACKGROUND

In 1999, Jefferson County adopted the Agricultural Preservation and Land Use Plan – the first of its kind in Wisconsin. According to Wisconsin’s Comprehensive Planning Law, each community’s adopted comprehensive plan must be updated at least every 10 years. Due to the high interest in promoting economic development in Jefferson County, the Jefferson County Economic Development Consortium (JCEDC) was created and serves as the lead economic development organization in Jefferson County. Formed in 2003, the JCEDC took the lead in updating Jefferson County’s Comprehensive Plan through an economic emphasis approach. A two-phase process was developed that allowed for the creation of an economic vision in Phase 1 and an assessment of and recommendations for updating the 1999 Comprehensive Plan. The process and plan are referred to as the Jefferson County Comprehensive Plan Update (with Economic Development Emphasis). This poster is a summary of that approved plan.

Key Focus Areas

HOME-GROWN BUSINESS & INNOVATION

- The County, the UW-System and UW-Whitewater, the University of Wisconsin-Extension, and business communities focused on innovative forces.
- We will have new international markets based on opportunities in India, China and other countries.
- We will have a diverse mix of manufacturing industries recognizing our prominence in advanced manufacturing, food products, the service and health care sectors, while taking advantage of our proximity to knowledge and innovation centers in Milwaukee and Madison.

How Do We Do This?

- Create a new network for innovation among the university and college systems and the business community.
- Focus economic development energy and capacity to support existing small and mid-sized companies, grow new markets and expand strategic alliances.

ENTERPRISING AGRICULTURE

- The County will have a continued foundation of commercial agriculture complemented by niche and value-added agribusiness, food processing, bioenergy and new food businesses to address the market responsiveness of Jefferson County agriculture to the region and the world.

How Do We Do This?

- Advance the Jefferson County Agricultural Preservation and Land Use Plan Update (Farmland Preservation Plan).
- Create a regional and local food initiative with strategies aimed at developing an organic and local food cluster.
- Explore opportunities to source Jefferson County grown products in institutions, hospitals, school districts, and major employers; and look into other ways to grow the local food processing cluster.

SMALL TOWN MAGNETISM

- We will have a foundation of long-time established businesses that value and are committed to their Jefferson County and local community presence.
- The County will have new large natural resource-oriented parks connected by a network of bike paths, trails and silent sport recreation destinations, and will have an authentic and innovative package of tourism attractions linked by a comprehensive County wayfinding system.
- We will have strong community centers or ‘destination gateway towns’ in each of the communities that comprise the Jefferson County and to contribute to the economic health through destination appeal.

How Do We Do This?

- Focus on downtown reinvestment, redevelopment, and increasing downtown vitality.
- Advance the Glacial Heritage Area Plan, incorporating community destinations as a key component of the system.

Economic Development Vision:
Jefferson County will be a leader in home-grown business development and innovation linkage, agricultural enterprises and healthy, small-town living.

The “Key Focus Areas” summarize the consensus Vision Statements into three broad topics.

Thank you to our Contributors:

Jefferson County Economic Development Consortium
Jefferson County Economic Department
Jefferson County Land Information Department

Jefferson County
WISCONSIN

COMPREHENSIVE PLAN
WITH ECONOMIC DEVELOPMENT EMPHASIS
As Amended Thru February, 2012

This “Poster Plan” serves as a summary of key concepts from Jefferson County’s Comprehensive Plan with Economic Development Emphasis. More information can be found by visiting Jefferson County’s website at: www.jeffersoncountywi.gov

Located in the southeastern corner of Wisconsin between Madison and Milwaukee, Jefferson County is replete with exciting communities, breathtaking scenery, and economic opportunity. The County has a rich history in agriculture, offers vibrant small-town living, and is poised for economic growth.

“How Do We Do This?” refers to:
Catalytic Strategies in the Plan. The “catalytic strategies” are specific initial activities that could represent the first steps toward localizing a strong and competitive economic vision in Jefferson County and its communities.
CONSENSUS ECONOMIC VISION STATEMENTS BY TOPIC
The detailed vision statements listed below lay out the agreed-upon road map for a positive economic future in Jefferson County and its communities. Successful implementation will require multiple “players” to find their unique roles in developing initiatives and “double” actions to move toward these ideas.

Implementation of the economic development vision is not the primary responsibility of any single jurisdiction. Instead, this plan invites and hopes to engage government leaders, nonprofit organizations, private sector corporations, educational institutions, economic development entities, and the general citizenry to respond with meaningful strategies. More detail is provided in the full plan.

ADVANCED MANUFACTURING, ENERGY AND ELECTRICAL TECHNOLOGY

Balance and Mix
- We will have a diverse mix of manufacturing industries recognizing our prominence in Advanced manufacturing, food products, the service and health care sectors, while taking advantage of our proximity to knowledge and innovation centers in Milwaukee and Madison.

Established Corporate Presence
- We will have a foundation of long-time established businesses that value and are committed to their Jefferson County and local community presence as 76% of businesses have been in operation for over 20 years.

TOURISM

Glacial Heritage Area
- The County will have new large natural resource-oriented parks (conservation parks or “pearls”) connected by a network of bike paths and trails (strings) to each park and Jefferson County community.

Silent Sports
- We will have facilities and activities for high participation “Silent Sports” and recreation destinations that respond to emerging and changing demands (including hiking, paddling, wildlife viewing, fishing, biking and others.)

Biking
- We will have recognizable and identifiable bike loops and connections customized for a variety of users (i.e. families, youth and enthusiasts).

Packaging Key Features
- We will have authentic and innovative tourism opportunities packaged in themes.

INNOVATIVE CONNECTIONS
Networks for Innovation
- A network (including higher education institutions, the JCEDC, and many Jefferson County communities) will focus on utilizing innovative forces already in the region.

New Markets
- We will have a network of five or six leading companies to collaborate and focus on innovation and new directions for business growth.

International Markets
- We will have new international markets based on opportunities in India, China and other countries.

AGRICULTURAL ENTERPRISES

Agricultural Mix and Size
- The County will have a continued foundation of commercial agriculture complemented by niche and value-added agriculture, food processing, bioenergy and new food businesses to address the market responsiveness of Jefferson County agriculture to the region and the world.

Regional Foods
- Local leadership in identifying and establishing local food markets, local business collaborations and a local Jefferson County brand/identity.

SMALL-TOWN LIVING
Downtowns
- We will have strong community centers or “destination downtowns” that comprise the “heart and soul” of the community and that contribute to economic health through destination retail, heritage and civic pride.

Community Vitality
- We will have all the good things of a city in a small town atmosphere and characteristics that draw people to this area including strong local character, community identity, and authenticity.

BIOENERGY
Bioenergy Markets
- The County will have clusters of business related to bioenergy and associated market and commodity exchanges.

HEALTH CARE AND HEALTHY LIVING
Health Care
- We will have an integrated health care system for major hospital care and other patient needs and support.

Healthy Living
- We will have citizenry embracing a wellness/fitness lifestyle and a cultural and physical environment exhibiting healthy living.

SUSTAINABILITY
- The Plan also contains a Topic Section on “Sustainable Systems”. While no consensus vision statements were developed, the topic was framed around the need to develop innovative county-wide energy, transportation, water resource and systems approaches to help businesses and communities become more energy efficient and sustainable.

For more detailed information and the full Comprehensive Plan, see Jefferson County's website: www.jeffersoncountywi.gov

Jefferson County Comprehensive Plan
The Jefferson County Comprehensive Plan (called the Jefferson County Agricultural Preservation and Land Use Plan) was approved in October 1999. Jefferson County is required to re-certify its Farmland Preservation Plan every 10 years according to State Statute and the State of Wisconsin Working Land Initiative. This Plan Update is in response to that amendment requirement. The visions and values set forth in the 1999 Plan were re-affirmed during the public input process for the 2012 plan. Modifications were made to the urban service area portion of the Agricultural Preservation section of the Comprehensive Plan as required by State Statute.