



Economic Development 101: Phase II

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Workforce Development Board

Economic Development 101: Phase II

Session I (first of four part series): What Are Developers Looking For...

It takes a REGIONAL approach

February 6, 2003 @ 7:30 – 10:30 a.m.

Village of Poynette's Community Center @ 106 S. Main

- 7:30 Registration & Continental Breakfast
- 8:00 Welcome & Program Introduction/Kathleen Haas, Columbia County UW-Extension
- 8:20 What Do Developers Look For When Choosing a Location
Mike Arneson, President with TOLD Development Company
Kurt Muchow, Consultant w/ Vierbicher Associates Company/Firm Background
- What attracts developers to a community/region?
 - Transportation
 - Housing Stock
 - Labor Force
 - Cultural Amenities
 - Schools
 - Quality of Life
 - What do you expect from community/regional leaders?
 - What would you suggest to improve relationships between developers and community leaders?
 - Q & A
- 9:20 Break
- 9:30 Bringing it home...Central WI Newspapers is making its decision
Rusty Cunningham/Publisher of Portage Daily Register
- Company Background
 - Expansion Status
 - Decision Criteria & Evaluation Determination
 - Q & A
- 10:00 Panel Discussion: Marketing ourselves as a *REGION*
- 10:30 Evaluation & Adjourn ♦ Kathleen Haas

Next **ED 101/Phase II Session: March 4, 2003** * *The State of the Columbia County Labor Market*
at Divine Savior Clinic * 128 Eastridge Dr. * Portage

Planning Team Members: Scott Beard, Campus Administrator/MATC – Portage; Dave Brethorst/ALKAR – RapidPak; Russell R. Cunningham, Jr., Publisher/Central WI Newspapers, Inc.; Nancy Elsing, Executive Director/CCEDC; Kathleen Haas, Community Resource Development Educator/UW-Extension; Ann Hein/WI Job Service; Ken Jahn, Executive Director/Portage Area Chamber of Commerce; Dennis Linn, Village Administrator/Village of Poynette

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