

Results from February 24, 2009 Brown Bag

Topic: Economy

Resources & Programs

- UW-Extension
- Population Lab
- Dan Veroff, Demographic Specialist
- Columbia County Economic Development: Nancy Elsing, Director
- South Central Ag Development Zone
- Local government
- Comprehensive planning document: Economic Element
- Many service job opportunities in Wisconsin Dells- no training needed
- Year round economy in Wisconsin Dells; offers opportunity for advancement
- Local food movement: Badgerland Area Produce & Auction, farmers markets, Thrive
- County Fair
- Fox River Heritage Parkway
- Train stations
- Airports
- Media: radio
- Department of Natural Resources
- Fishing, hunting, boating
- Truck farming
- Ride share
- Natural resources, forests, grassland
- Wisconsin Department of Commerce
- Office of Independent Energy
- Great biking, hiking, birding areas; lots of public land
- Good agricultural land
- Madison Area Technical College
- K12
- Loans-County
- Chambers of Commerce

- Innovation in agriculture; willing to try new things would be good if all economic return would do so
- Services cost money; taxes are a resource
- Steve Deller, Professor, Community Development Economist
- UW-Madison
- Economist and Weekly Economic Snapshots
- Cultural Assets
- Historic Assets
- Parks
- Volunteers
- Non-profits
- Sense of responsibility
- Large employers
- Diverse local economy; farm, industrial, tourism, service construction, power
- Quality of life
- Reasonable cost of living
- Proximity to urban center
- Green initiatives
- Small/individual businesses
- Local community groups spending money
- Taxes

Gaps and Future Needs

- Confidence in the future
- Meaningful jobs for young people that pay well
- Reaching beyond our local area for employers and markets
- Rising health care cost for employers, employees and non-employed

- Better funding mechanism for pre-k-12; higher education; local and state services
- Consolidation of government services
- Not enough volunteers to provide service in the community and to serve in elective office
- Cohesive planning to promote silent sports (x-country skiing, biking, hiking, birding) that can provide income for individuals and businesses
- Countywide access to high speed internet access
- Connecting all the resources
- Understanding of what economic development is and how it works
- Entrepreneurs and vision casters
- Turn off filter, national media hype
- Create leadership
- Recruit potential leaders into leadership positions: elected positions, civic groups, volunteer positions with youth and seniors
- Mentoring and transportation could be cheaper than recruiting overseas
- Stewardship
- Excitement about politics
- Transporting resources county-wide given expensive fuels and high cost of resources
- Understand the correlation between educational attainment, per year capita/household income, ability to pay taxes, ability to provide services
- Profit is measured by triple bottom line impacts: financial, social, environmental
- Leaving our assets to future generations
- Taking care of our problems so we don't pass on to generations
- Low-cost sustainable housing
- Rehabbing existing homes
- Forward looking
- Books/ideas/thinkers
- Oversight and better transparency
- Economic development must be sustainable
- Bartering as a substitute for cash
- Attention to sustainability in all that we do
- Protection of natural resources, sustainable practices, mining, water
- Ensure strong connection, "A healthy economy is interdependent on our: land, water and air, animals and plant natural resource base, human capital, political capital
- Help business, government and others understand the importance of the "new" economic development model
- Land trusts needed and education about them
- Thelandconnection.org -Get urban people with money to invest in organic farms and farmers
- Affordable healthcare
- Forming a more regional view
- Sustainability of agriculture; next generation
- CEO's, businesses, educators, individuals
- Connections with and between groups in and out of the county
- Availability to low cost, clean transportation
- Deteriorating infrastructure