

Chapter Seven

Economic Development



Issues

Few Businesses

Identified by both the SWOT Analysis and residents in the Comprehensive Plan Survey, there is a lack of businesses within the Village. Throughout the survey residents indicated that they would like to see an increase in commercial development within the Village. A low number of businesses within the Village also means that there is a low amount of jobs in the Village relative to the Village's population.

Vacant Land in TID Districts

The Village currently has four open Tax Incremental Finance Districts (TIDs). There are issues with the large amount of vacant land that remains undeveloped in some of these TIDs. Encouraging businesses to locate in one of their TIDs could help bring jobs into the Village and could help to increase the Village's tax base.

Economic Development:

Goal: The Village will embrace a diverse economy that is a place of opportunities where people and businesses can grow and be successful.

Objectives:

- Develop an economic development strategy and master plan to help guide development to appropriate locations within the Village
- Seek to guide economic development to areas in the Village already established and well positioned for business and industry
- Seek to improve and utilize relationships to increase economic development including working with Marathon County Development Corporation (MCDEVCO), Centergy, Wisconsin Economic Development Corporation (WEDC), and Wisconsin Economic Development Association (WEDA)
- Develop a marketing plan to disseminate development opportunities within the Village
- Seek to diversify the village tax base by attracting new businesses (SWOT)
- Seek to identify areas that are under developed or in need of revitalization (SWOT)
- Promote redevelopment of Old Highway 51 corridor
- Maximize development in all tax increment districts
- Promote development at the Maple Ridge Interchange (SWOT)
- Work with potential developers to understand the impacts of floodplain on their development (SWOT)
- Review Village resources to allow the Village to offer competitive incentive packages for development projects (SWOT)
- Refine our tax increment finance and public fund allocation policies for projects.
- Work to add Village entranceway signage along Interstate 39
- Work with Department of Transportation to clear vegetation from the right of way and ensure visibility of businesses and property along the Interstate 39 corridor
- Ensure the Village has a workforce able to allow businesses to continue to grow
- Encourage entrepreneurial business startups
- Review zoning regulations to ensure startup businesses can be conducted from residential properties provided they do not impact adjoining properties