
Economic Development

Introduction

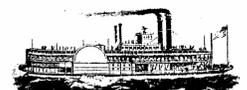
Economic development refers to actions taken by a community to facilitate the increase of wealth within that community. Economic development creates jobs, raises income levels, diversifies the economy and improves the quality of life while protecting the environment. There are many dimensions to economic development. One important dimension is opportunity for employment and income for community residents. Another is the formation, attraction or expansion of the organizations that create wealth – our businesses, enterprises, associations, farms and governments that organize labor, capital and information to produce goods and services. It is the application of individual talent, skills, and experience within an organized economic system that creates personal and community wealth thereby directly impacting the quality of life within our communities.

The economic development element of a Comprehensive Plan explores the relationship between economic activity and land use. Through the vision, goals and objectives of this element, the community establishes guidelines for making decisions about where economic activity may occur, what types of economic activity are acceptable within the community, what constraints should be imposed on economic activity for the benefit of the community, and how the community should be involved in promoting development of appropriate types of economic activity.

Economic activity can be categorized by the impact that activity has on land use. The land use impact of economic activity has a number of levels. The first is the direct relationship the activity has to the land. Second is the effect the activity has upon the environment. The third is the relationship the activity has to other entities. A few examples can illustrate the levels of impacts that economic activity may have upon land use.

A mine or quarry is an activity that literally consumes the land. The land has value for this activity that is dependent upon the material in the ground. A mine or quarry may change the way that water drains from the land, it may create noise from heavy equipment and blasting, the exposed material may chemically react with air and water creating hazardous by-products. It requires heavy equipment that must be transported to and from the site. Material from the site must be transported to another site for further processing or for its end use. People who live near a quarry are affected by the environmental impacts of the quarry operation.

Farming is an economic activity that uses the land to create food and other products, but if properly managed, does not consume the land. The land has value for this activity that is dependent upon the fertility of the soil, climatic conditions, and quality of the environment. Farming may affect the environment through the material that is applied to the land as part of the farming operation, through odors and noise that may be generated as part of normal operations and from run-off from fields and animal enclosures. Farmers relate to their neighbors for security and as a source of seasonal labor. Farmers bring raw materials and equipment in from other places and must transport crops to other places for processing or distribution.



Manufacturing operations use the land as a site for organizing the manufacturing process. The land has value that is dependent upon its location relative to its inputs and markets and the services that are provided to the land (electricity, sewer, water, transportation). Manufacturing activity has an impact on the environment that is dependent upon the processes used in the manufacturing. Waste is generated that must be disposed of. Such waste may be solid, liquid or gaseous and may have a wide range of reaction with the environment and humans. Impervious surface from buildings and parking lots increases the amount of water that drains from the land and increasing the potential for flooding in other parts of the community. The manufacturing operation relies upon people from the community to apply their skills and talents to the process. The manufacturing operation is also capital intensive and employs the surplus wealth created in earlier times to carry on the wealth creation process. Banks play key roles as intermediaries in the wealth creation process.

Commercial activity (primarily offices and retail) also uses land as a site for organizing operations and the value of the land is also dependent upon the services provided to the land and its location relative to its market. Commercial activity also generally requires direct exposure to its market either through visibility and access from major transportation routes or through location in proximity to other commercial activity in a trade center. Commercial activity generally does not have as much of a direct impact upon the environment as other economic activity does, but it still creates waste that needs disposing and it creates impervious surfaces that require management of storm water to prevent flooding and run-off impacts. Commercial activity has direct relationships with customers who generally come to the site along with the workers in that operation. Most commercial operations require the stocking of goods and supplies that must be brought to the site from a distribution point.

Purpose of Chapter

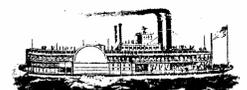
The intent of this chapter is to assess existing economic conditions, review statewide and county planning efforts and develop goals, objectives and policies that will help guide decisions on the land use impacts of economic activity within the City of Prairie du Chien.

Existing Conditions

Prairie du Chien is very fortunate from an economic development perspective. It is well located on two important transportation routes – the Mississippi River and a national rail corridor. It has historic, cultural, scenic and recreational assets that make it an attractive destination for visitors. It has a number of organizations that work well together to promote the region, and City government is willing to step up to the plate to do what it can to promote economic development.

Prairie du Chien has a diversified economic base and is a net exporter of jobs – that is, the City has more jobs than is required to employ the labor force of the City. The primary economic activity within the City of Prairie du Chien is manufacturing – including abrasive products, pre-fabricated wood buildings, plastic products, and construction machinery. Retail trade is also an important sector of the City’s economy with Cabela’s being one of the largest employers in the City.

One of the best sources of local level employment by industry data are the ES-202 files from the Wisconsin Department of Workforce Development. This is data that is collected by the state to determine unemployment compensation insurance rates.



Public disclosure rules for this data require that employment for each business be shown as a range rather than a specific number. It is important to distinguish between employment by economic entities within the City and employment of City residents. Table I-1 shows employment by industry. It is a summary of the employment range of individual employers within the City as reported to the Dept. of Workforce Development. The major employers in Prairie du Chien are listed in Table I-2.

The Wisconsin Department of Workforce Development has projected employment growth by industry. Those projections are provided in attachment C to this section. A summary of the fastest growing industries is provided in Table I-3. Table I-4 is a summary of the industries that are expected to add the greatest number of new jobs to the Wisconsin economy through 2010. As Prairie du Chien contemplates future land uses, consideration should be given to the industries that will be growing fastest and adding the greatest number of jobs. A real positive for Prairie du Chien is the projected growth in the Lumber and Wood Products and Furniture and Fixtures industries. In general, though, services are projected for higher growth than manufacturing industries.

Table I-1. Employment by Industry; City of Prairie du Chien: 2003

	Crawford County	PDCH Range of Employment		
		Low	Mid	High
Manufacturing	1,400	1,333	2,035	2,728
Retail Trade	2,100 ¹	689	1,064	1,443
Health Care & Social Assistance	1,200 ²	502	820	1,142
Accommodations & Food Service	1,000 ³	327	528	720
Public Administration	1,200	178	310	446
Administrative & Support & Waste Management & Remediation Services	6	114	198	284
Educational Services	2	120	185	247
Construction	300 ⁵	73	113	163
Wholesale Trade	1	66	112	160
Other Services	6	55	87	133
Transportation and Warehousing	200 ⁴	56	83	107
Finance & Insurance	200 ⁷	48	80	118
Arts, Entertainment & Recreation		41	61	79
Professional, Scientific, & Technical Services	6	36	56	80
Information	600 ⁶	26	39	51
Real Estate & Rental & Leasing	7	17	29	47
Mining	5	10	15	19
Utilities	4	7	11	17
Ag., Forestry, Fishing and Hunting	5	5	7	9
Unclassified		1	2	4
Total	8,200	3,704	5,835	7,997

Source: Wisconsin Dept. of Workforce Development, ES-202 Files.

¹ Combines Retail and Wholesale Trade

² Combines Healthcare and Social Assistance with Education

³ Combines Accommodation and Food Service with Arts, Entertainment & Recreation

⁴ Combines Transportation and Warehousing with Utilities

⁵ Combines Construction with Mining and Ag, Forestry, Fishing & Hunting

⁶ Combines Information with Professional, Scientific, & Technical Services, Other Services, and Admin & Support Services.

⁷ Combines Finance & Insurance with Real Estate and Leasing

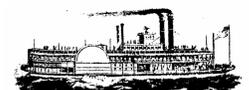


Table I-2. Major Employers; City of Prairie du Chien: April 2003

Employer Name	Address	Employment	
		Range	Specific Industrial Classification
3 M Company	801 N Marquette Rd	500-999	Abrasive Product Manufacturing
Cabela's Wholesale Inc	501 Cliff Haven Rd	500-999	Electronic Shopping and Mail-Order Houses
Design Homes, Inc.	600 N Marquette Road	500-999	Prefabricated Wood Building Manufacturing
Miniature Precision Components Inc	100 Wisconsin	250-499	All Other Plastics Product Manufacturing
Dillman Equipment, Inc.	34600 County Hwy K	100-249	Construction Machinery Manufacturing
Dillman Equipment, Inc.	411 Frenchtown Rd	50-99	Construction Machinery Manufacturing
Dillman Equipment, Inc.	Frenchtown Rd	20-49	Construction and Mining (except Oil Well) Machinery and Equipment Wholesalers
Cabela's Retail, Inc.	1601 N Wisconsin, STH 35	100-249	Sporting Goods Stores
Prairie Industries, Inc.	800 N State	100-249	Packaging and Labeling Services
Prairie du Chien Memorial Hospital, Inc.	705 E Taylor St	100-249	General Medical and Surgical Clinic
Clinicare Corp (Wyalusing Academy)	601 S Beaumont Ave	100-249	Residential Mental Health and Substance Abuse Facilities
Prairie du Chien Correctional Facility	500 E Parish St	100-249	Correctional Institutions
Quality Wood Treating Co. [1]	1501 E Lessard Street	50-99	Wood Preservation
Universal Forest Products	1801 E. Lessard Street	100-249	Composite decking
Gunderson Lutheran – Prairie du Chien	610 E. Taylor Street	50-99	General Medical and Surgical Hospitals
Prairie du Chien Public School	400 S Wacouta	20-49	Elementary School
Prairie du Chien Public School	800 E Crawford Street	50-99	Secondary Schools
Prairie du Chien Public School	1901 E Wells	50-99	Elementary and Secondary Schools
Prairie Health Care Center	1505 W Brunson St	50-99	Nursing Care Facilities
Homeward Bound Inc	603 E Blackhawk Ave	50-99	Services for the Elderly and Persons with Disabilities
Coaches Family Restaurant Inc	634 S Marquette Rd	50-99	Full-Service Restaurants
McDonalds	602 S Marquette Rd	50-99	Limited-Service Restaurants
Prairie Station	Dean Mantel 6162 Hwy 51	20-49	Wood Container and Pallet Manufacturing
Nelson Hardwood Lumber Co Inc	305 Frederic St	20-49	Sawmills
Bennett Hardwoods Inc	810 East Mcleod St	20-49	Lumber, Plywood, Millwork, and Wood Panel Wholesalers
Sut Hill Ford & Dodge	1621 S Marquette Rd	20-49	New Car Dealers
Halpin Tire Service Inc	328 E Blackhawk Ave	20-49	Tire Dealers
Stark's Sport Shop Inc	119 W Blackhawk Ave	20-49	Sporting Goods Stores
F & M Bank Wisconsin	300 E Blackhawk Ave	20-49	Commercial Banking
Dental Associates	Marquette Road	20-49	Offices of Dentists
County Of Crawford, Hum Serv, Aging	111 W Dunn St	20-49	Other Individual and Family Services
Opportunity Center, Crawford County	730 N State Street	20-49	Vocational Rehabilitation Services
Americinn Of Prairie du Chien	1305 S Main	20-49	Hotels (except Casino Hotels) Motels
De Brad Inc	Frenchtown Rd	20-49	RV Parks and Campgrounds
Fort Mulligans Inc	214 W Blackhawk Ave	20-49	Full-Service Restaurants
Northfield Restaurant Corp (Pizza Hut)	1501 S Marquette St	20-49	Full-Service Restaurants
Hungry House Cafe	531 N Marquette Rd	20-49	Full-Service Restaurants
Hardees Of Prairie	944 S Marquette Rd	20-49	Limited-Service Restaurants
Culver's Frozen Custard	1915 S Marquette Rd	20-49	Limited-Service Restaurants
County Of Crawford, others	220 N Beaumont Rd	20-49	Executive and Legislative Offices, Combined
County Of Crawford, law enforcement	224 N Beaumont Rd	20-49	Police Protection
City Of Prairie du Chien, Police Dept	132 N Prairie St	20-49	Police Protection

Source: Wisconsin Dept. of Workforce Development ES-202 Unemployment Compensation Employer Database, April 2003

[1] This firm is no longer in business.

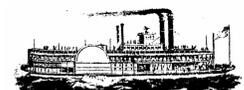


Table I-3. 30 Fastest Growing Industries; State of Wisconsin Projections: 2000-2010

SIC Code ¹	Industry Title	2000 Estimated Annual Average Employment ²	2010 Projected Employment ²	2000-2010 Employment Change	2000-2010 Percent Change
89	Services, Not Elsewhere Classified	440	630	190	43.2%
79	Amusement & Recreation Services	31,070	42,790	11,720	37.7%
07	Agricultural Services	15,680	20,860	5,180	33.0%
83	Social Services	76,420	100,500	24,080	31.5%
84	Museums, Botanical, Zoological Gardens	1,420	1,850	430	30.3%
87	Engineering & Management Services	40,650	52,750	12,100	29.8%
75	Auto Repair Services and Parking	22,040	28,540	6,500	29.5%
81	Legal Services	13,850	17,760	3,910	28.2%
47	Transportation Services	6,510	8,130	1,620	24.9%
80	Health Services	233,240	287,930	54,690	23.4%
70	Hotels & Other Lodging Places	30,770	36,600	5,830	18.9%
73	Business Services	152,990	181,300	28,310	18.5%
41	Local and Interurban Transit	15,920	18,520	2,600	16.3%
59	Miscellaneous Retail Stores	73,760	85,760	12,000	16.3%
86	Membership Organizations	74,740	86,860	12,120	16.2%
67	Holding & Other Investment Offices	4,550	5,280	730	16.0%
62	Security & Commodity Brokers	8,240	9,450	1,210	14.7%
25	Furniture and Fixtures	18,640	21,300	2,660	14.3%
58	Eating and Drinking Places	173,380	197,940	24,560	14.2%
57	Furniture & Homefurnishings Stores	19,210	21,780	2,570	13.4%
65	Real Estate	20,270	22,760	2,490	12.3%
72	Personal Services	26,170	29,310	3,140	12.0%
45	Transportation by Air	13,990	15,550	1,560	11.2%
16	General Contractors, Except Building	12,600	13,860	1,260	10.0%
82	Educational Services	245,780	270,350	24,570	10.0%
55	Auto Dealers & Service Stations	58,560	64,300	5,740	9.8%
17	Special Trade Contractors	81,110	88,850	7,740	9.5%
63	Insurance Carriers	48,600	53,200	4,600	9.5%
15	General Building Contractors	30,360	33,090	2,730	9.0%
61	Nondepository Institutions	6,930	7,540	610	8.8%

Source: Wisconsin Department of Workforce Development, Division of Workforce Solutions, Bureau of Workforce Information, Projections Unit, March 2003

1: SIC Code is the Standard Industrial Classification Code.

2: Employment is rounded to the nearest ten. Numbers may not add due to rounding.

This list only ranks industries with a 2010 projected employment of 500 or more.

Employment derived using data from 2000 Current Employment Statistics (3/01 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau.

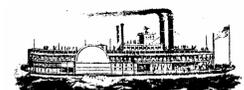


Table I-4. 30 Industries Adding the Most New Jobs; State of Wisconsin: 2000-2010

SIC Code ¹	Industry Title	2000 Estimated	2010 Projected	2000-2010	2000-2010
		Annual Average Employment ²	Employment ²	New Jobs	Percent Change
80	Health Services ³	233,240	287,930	54,690	23.4%
73	Business Services	152,990	181,300	28,310	18.5%
82	Educational Services ³	245,780	270,350	24,570	10.0%
58	Eating and Drinking Places	173,380	197,940	24,560	14.2%
83	Social Services	76,420	100,500	24,080	31.5%
86	Membership Organizations	74,740	86,860	12,120	16.2%
87	Engineering & Management Services	40,650	52,750	12,100	29.8%
59	Miscellaneous Retail Stores	73,760	85,760	12,000	16.3%
79	Amusement & Recreation Services	31,070	42,790	11,720	37.7%
93	Local Government, Ex Education & Hospitals ^{4,5}	126,080	135,000	8,920	7.1%
17	Special Trade Contractors	81,110	88,850	7,740	9.5%
75	Auto Repair Services and Parking	22,040	28,540	6,500	29.5%
50	Wholesale Trade, Durable Goods	80,850	86,960	6,110	7.6%
70	Hotels & Other Lodging Places	30,770	36,600	5,830	18.9%
55	Auto Dealers & Service Stations	58,560	64,300	5,740	9.8%
07	Agricultural Services	15,680	20,860	5,180	33.0%
53	General Merchandise Stores	66,360	71,500	5,140	7.7%
63	Insurance Carriers	48,600	53,200	4,600	9.5%
81	Legal Services	13,850	17,760	3,910	28.2%
51	Wholesale Trade, Nondurable Goods	57,740	61,540	3,800	6.6%
42	Trucking and Warehousing	53,590	57,370	3,780	7.1%
54	Food Stores	65,150	68,400	3,250	5.0%
72	Personal Services	26,170	29,310	3,140	12.0%
24	Lumber and Wood Products	32,220	35,000	2,780	8.6%
15	General Building Contractors	30,360	33,090	2,730	9.0%
25	Furniture and Fixtures	18,640	21,300	2,660	14.3%
41	Local and Interurban Transit	15,920	18,520	2,600	16.3%
57	Furniture & Home furnishings Stores	19,210	21,780	2,570	13.4%
65	Real Estate	20,270	22,760	2,490	12.3%
52	Building Materials & Garden Supplies	26,140	28,280	2,140	8.2%

Source: Wisconsin Department of Workforce Development, Division of Workforce Solutions, Bureau of Workforce Information, Projections Unit, March 2003

1: SIC Code is the Standard Industrial Classification Code

2: Employment is rounded to the nearest ten. Numbers may not add due to rounding.

3: Includes State and Local Government employment.

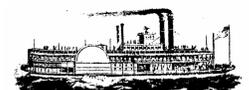
4: Local Government employment in Education and Hospitals is removed and included with Educational Services (SIC 82) and Health Services (SIC 80).

5: Local Government includes Tribal Owned Operations.

Employment derived using data from 2000 Current Employment Statistics (3/01 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S.

Bureau of Labor Statistics and U.S. Census Bureau.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2000 to 2010. It is important to note that unanticipated events may affect the accuracy of these projections.



Prairie du Chien has a labor force of 2,942. With the City offering approximately 6,000 jobs, local businesses rely on the surrounding region for workers. Crawford County has approximately 8,660 persons in the labor force. Table I-5 provides an overview of Prairie du Chien labor force relative to comparison communities, Crawford County and all of Wisconsin. As a proportion, those from Prairie du Chien that are not in the labor force (39.1%) are significantly higher than in all of Wisconsin (30.8%).

Table I-5. Population Age 16+ by Employment; Prairie du Chien and Comparison Populations: 2000

	Prairie du Chien	Tomah	Richland Center	Viroqua	Crawford County	Wisconsin
Population Age 16+	4,831	6,434	4,143	3,491	13,385	4,275,223
In Armed Forces	0.0%	1.6%	0.0%	0.4%	0.1%	0.1%
Civilian - Employed	58.0%	59.2%	55.5%	54.8%	61.6%	65.9%
Civilian - Unemployed	2.9%	3.2%	4.6%	2.3%	3.1%	3.2%
Not in Labor Force	39.1%	35.9%	39.9%	42.5%	35.1%	30.8%

Source: U.S. Census Bureau. Census 2000 (SF 4) Table PCT79.

Table I-6. Worker Flows

County	Number	Percent
Workers who live in Crawford County but work in the following counties:		
Crawford	5,896	72.5%
Grant	782	9.6%
Vernon	351	4.3%
Clayton (IA)	264	3.2%
La Crosse	164	2.0%
Richland	153	1.9%
Dane	99	1.2%
Allamakee (IA)	90	1.1%
Iowa Co.	36	0.4%
Sauk	22	0.3%
Monroe	21	0.3%
Elsewhere	249	3.1%
Iowa Sub-total	419	5.2%
Total	8,127	100%
Workers who work in Crawford County but live in the following counties:		
Crawford	5,896	72.5%
Grant	837	10.3%
Clayton (IA)	737	9.1%
Allamakee (IA)	246	3.0%
Vernon	167	2.1%
La Crosse	82	1.0%
Richland	52	0.6%
Iowa Co.	11	0.1%
Elsewhere	121	1.5%
Iowa Sub-total	1,034	12.7%
Total	8,149	100%

Although Prairie du Chien provides a large number of jobs for the region, there is still significant movement of workers within the larger region. The primary direction for the net inflow of labor is from Iowa. Crawford County is a net exporter of labor to the neighboring counties of Vernon and Richland and to La Crosse County. The following table provides a breakdown of worker commuting patterns:

The labor force in Prairie du Chien is employed in fewer management and professional occupations and more service and production occupations than the labor force in comparable communities and the State of Wisconsin. Table I-7 is a summary of occupations engaged in by the labor force in Prairie du Chien and comparison communities.

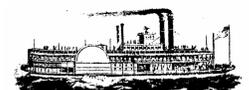


Table I-7. Employed Population Age 16+; Prairie du Chien and Comparison Populations: 2000

	Prairie du Chien		Richland		Crawford	
	Chien	Tomah	Center	Viroqua	County	Wisconsin
Population Age 16+	2,801	3,811	2,300	1,912	8,250	2,818,629
Management, Business, and Financial Operations	5.7%	11.2%	9.1%	8.8%	11.6%	12.9%
Professional and Related Occupations	12.5%	13.1%	15.1%	15.5%	11.9%	18.5%
Service	24.5%	20.2%	15.4%	22.6%	18.1%	13.9%
Sales and Office	25.2%	23.4%	23.9%	24.2%	21.0%	25.3%
Farming, Fishing, and Forestry	0.6%	0.5%	1.6%	0.6%	2.7%	0.9%
Construction, Extraction and Maintenance	8.0%	7.8%	9.3%	6.0%	9.1%	8.7%
Production, Transportation and Material Moving	23.5%	23.8%	25.5%	22.3%	25.5%	19.7%

Source: U.S. Census Bureau. Census 2000 (SF 4) Table PCT86.

The labor force in Prairie du Chien has a generally similar level of educational attainment as comparison communities, but generally less than the labor force for the State as a whole. Since jobs are increasingly going where the skills are, Prairie du Chien should consider what it can do to increase the educational attainment of its labor force. Table I-8 is a summary of educational attainment relative to comparison communities, Crawford County, and the state.

Table I-8. Population Age 25+ by Educational Attainment; Prairie du Chien and Comparison Populations: 2000

	Prairie du Chien		Richland		Crawford	
	Chien	Tomah	Center	Viroqua	County	Wisconsin
Population Age 25+	3,916	5,619	3,432	3,065	11,301	3,556,121
Less than 9th grade	7.3%	7.5%	8.7%	12.0%	7.4%	5.33%
Some High School, no diploma	11.3%	9.6%	9.4%	10.5%	11.3%	9.49%
High School Graduate (or GED)	43.0%	42.6%	36.9%	37.8%	42.5%	34.49%
Some College, no degree	16.4%	19.1%	23.3%	19.1%	18.4%	20.60%
Associate Degree	7.4%	8.0%	5.5%	5.6%	7.3%	7.52%
Bachelor Degree	10.9%	9.0%	10.6%	9.6%	9.3%	15.36%
Graduate or Professional Degree	3.8%	4.1%	5.7%	5.4%	3.9%	7.21%

Source: U.S. Census Bureau. Census 2000 (SF 4) Table PCT64.

Income in Prairie du Chien is generally comparable to the region, however, southwestern Wisconsin is a lower income part of the state, so income in Prairie du Chien lags significantly behind state averages. Table I-9 provides a summary of household incomes.

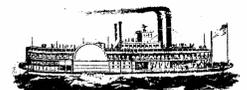


Table I-9. Households by Household Income; Prairie du Chien and Comparison Populations: 2000

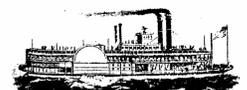
	Prairie du Chien	Tomah	Richland Center	Viroqua	Crawford County	Wisconsin
Households	2,384	3,484	2,282	1,995	6,657	2,153,694
Income Less than \$15,000	18.4%	18.7%	27.4%	24.0%	18.2%	11.2%
Income \$15,000 - \$24,999	17.7%	17.9%	18.8%	18.9%	17.3%	11.1%
Income \$25,000 - \$34,999	15.2%	16.7%	15.5%	19.8%	15.9%	11.8%
Income \$35,000 - \$49,999	19.5%	17.1%	18.9%	15.5%	19.9%	17.0%
Income \$50,000 - \$74,999	17.2%	19.0%	11.3%	14.3%	17.7%	22.3%
Income \$75,000 - \$99,999	7.6%	6.6%	5.9%	4.1%	6.3%	12.7%
Income \$100,000 - \$149,999	2.5%	2.3%	1.5%	1.1%	3.2%	9.7%
Income \$150,000 - \$199,999	1.2%	0.0%	0.0%	0.0%	0.0%	3.0%
Income \$200,000 and over	0.7%	1.8%	0.7%	2.2%	1.7%	0.9%
2000 Average Household Income	\$42,240	\$40,509	\$33,767	\$36,376	\$42,491	\$60,972
2000 Median Household Income	\$34,038	\$31,986	\$27,129	\$28,804	\$34,135	\$48,947
2000 Per Capita Income	\$17,680	\$17,409	\$15,520	\$17,172	\$16,833	\$24,304

Source: U.S. Census Bureau. Census 2000 (SF 4) Table PCT88.

Categories of Desired Economic Activity

Prairie du Chien's Comprehensive Planning Committee discussed the categories of economic activity desired on March 27 and April 15, 2003. The following types of businesses are desired:

- Competition for Wal-Mart
- Outdoor dining
- Meat market
- Health food store
- Kind on natural environment (clean)
- High tech
- Higher pay industrial jobs
- College level jobs
- Federal land management field offices
- Indoor flea market
- High quality businesses in TIF districts
- Eco-tourism
- Mountain bike park trail
- Those complimenting existing businesses
- Grow local businesses
- Small niche retailers
- Theme (Local or Chain) restaurants
- Locally-owned restaurant
- Downtown businesses that are "open" at desired times
- Music store
- Book store
- Grocery store
- Day care
- Bakery
- Specialty college
- Sandwich/deli shop
- Boarding school
- Fish processing – retail and wholesale
- Wood Products - value-added manufacturing
- Locally grown food
- Food co-op
- Excursion dining
- Theatre/arts
- Cultural theme
- Gateway community
- Bike/canoe store
- Liberal arts college
- Bike trail to Madison
- Ice cream shop
- Fabric store
- Light manufacturing
- YMCA – youth recreation
- Cheese factory
- Micro-brewery
- Wildlife classes school
- Elder hostel



Strengths and Weaknesses for Economic Development

Prairie du Chien's Comprehensive Planning Committee discussed strengths and weaknesses for economic development on March 27 and April 15, 2003. The following strengths and weaknesses were identified:

BUSINESS STRENGTHS

- Regional trade area
- Favorable recreational opportunities
- Scenic natural beauty
- Trainable labor force
- Work ethic
- Midwest culture
- Performing arts
- Available buildings
- Under-utilized water rail transport
- IDC – Industrial Development Corporation
- Good Chamber of Commerce
- Good airport
- Small town atmosphere
- Low wage labor force
- Young educated labor force
- Good schools public/private
- Nearby technical college
- Excellent healthcare
- Private school prominence/striving
- Small – not metro

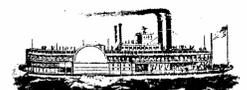
BUSINESS WEAKNESSES

- Under educated workforce
- Lack of desirable space
- Lack of high-tech support
- Resistant to change
- No clear community picture
- No commercial airline
- No interlinking of businesses into clusters
- No Interstate
- No existing emphasis/reputation on recreation
- Taxes too high
- Lack of affordable housing
- Compared to Iowa we've got more regulations
- Physical appearance of area
- Climate

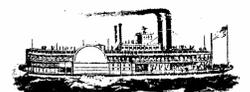
Sites for Economic Activity, Including Contaminated Sites

The City of Prairie du Chien has a number of sites identified for economic activity. The following page is a map identifying the City's major business and industrial parks. These existing sites should be sufficient to accommodate future industrial land uses for the next 10 - 20 years.

A search of the Wisconsin DNR's reported spills and contaminated land databases returned a number of reported spills and leaking underground storage tanks. There is no local evidence that these sites are still a problem and hampering economic development. A list of the reported contamination sites can be found in the land use chapter.



Insert TID map



County, Regional and State Economic Development Programs

The City of Prairie du Chien aggressively promotes business development through the use of Tax Incremental Financing and by assisting businesses to access available loan and grant funds. Prairie du Chien has a Redevelopment Authority (RDA) which enables the City to provide a creative financing package to meet the needs of business. The City is adept at creative public/private partnership to create a win-win situation for both the community and business. Many industries have chosen to locate in Prairie du Chien because they feel it's a "good place to do business".

Crawford County does not have a significant economic development program.

The **Wisconsin Department of Commerce (COMMERCE)** has a broad range of financial assistance programs to help communities undertake economic development. This quick reference guide identifies these programs and selected programs from other agencies. COMMERCE maintains a network of Area Development Managers to offer customized services to each region of Wisconsin. For more information on COMMERCE finance programs contact the Area Development Manager.

The **Brownfields Initiative** provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located or cannot meet the cleanup costs.

The **Community-Based Economic Development Program** is designed to promote local business development in economically-distressed areas. The program awards grants to community-based organizations for development and business assistance projects and to municipalities for economic development planning. The program helps community-based organizations plan, build, and create business and technology-based incubators, and can also capitalize an incubator tenant revolving-loan program.

The **Community Development Block Grant (CDBG)–Blight Elimination and Brownfield Redevelopment Program** can help small communities obtain money for environmental assessments and remediate brownfields.

The **CDBG-Emergency Grant Program** can help small communities repair or replace infrastructure that has suffered damages as a result of catastrophic events.

The **CDBG-Public Facilities** component helps eligible local governments upgrade community facilities, infrastructure, and utilities for the benefit of low- to moderate-income residents.

The **CDBG-Public Facilities for Economic Development** component offers grants to communities to provide infrastructure for a particular economic development project.



The **Community Development Zone Program** is a tax-benefit initiative designed to encourage private investment and job creation in economically-distressed areas. The program offers tax credits for creating new, full-time jobs, hiring disadvantaged workers and undertaking environmental remediation. Tax credits can be taken only on income generated by business activity in the zone.

The **Freight Railroad Preservation Program** provides grants to communities to purchase abandoned rail lines in the effort to continue freight rail service, preserve the opportunity for future rail service, and to rehabilitate facilities, such as tracks and bridges, on publicly-owned rail lines. Contact Wisconsin Department of Transportation.

The **Health Care Provider Loan Assistance Program** provides repayment of educational loans up to \$25,000 over a five-year period to physician assistants, nurse practitioners, and nurse midwives who agree to practice in medical-shortage areas in Wisconsin. The program is designed to help communities that have shortages of primary care providers and have difficulty recruiting providers to their area.

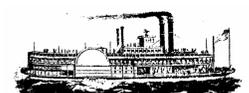
The **Minority Business Development Fund - Revolving Loan Fund (RLF) Program** is designed to help capitalize RLFs administered by American Indian tribal governing bodies or local development corporations that target their loans to minority-owned businesses. The corporation must be at least 51-percent controlled and actively managed by minority-group members, and demonstrate the expertise and commitment to promote minority business development in a specific geographic area. Contact Bureau of Minority Business Development.

The **Physician Loan Assistance Program** provides repayment of medical school loans up to \$50,000 over a five-year period to physicians who are willing to practice in medical-shortage areas in Wisconsin. The program is designed to help communities that have shortages of primary care physicians, and have had difficulty recruiting these physicians to their area.

The **State Infrastructure Bank (SIB) Program** is a revolving loan program that helps communities provide transportation infrastructure improvements to preserve, promote, and encourage economic development and/or to promote transportation efficiency, safety, and mobility. Loans obtained through SIB funding can be used in conjunction with other programs. Contact Wisconsin Department of Transportation.

Tax Incremental Financing (TIF) can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works.

The **Wisconsin Transportation Facilities Economic Assistance and Development Program** funds transportation facilities improvements (road, rail, harbor, airport) that are part of an economic development project. Contact Wisconsin Department of Transportation.



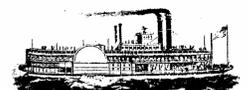
The **Community Development Block Grant (CDBG)-Economic Development Program** provides grants to communities to loan to businesses for start-up, retention, and expansion projects based on the number of jobs created or retained. Communities can create community revolving loan funds from the loan repayments.

The **Freight Railroad Infrastructure Improvement Program** awards loans to businesses or communities wishing to rehabilitate rail lines, advance economic development, connect an industry to the national railroad system, or to make improvements to enhance transportation efficiency, safety, and intermodal freight movement. Contact Wisconsin Department of Transportation.

The **Recycling Demonstration Grant Program** helps businesses and local governing units fund waste reduction, reuse, and recycling pilot projects.

Federal Programs to Support Local Economic Development

CFDA #	Agency	Program Title
10.670	FS	National Forest Dependent Rural Communities
10.773	RBS	Rural Business Opportunity Grants
10.906	NRCS	Watershed Surveys and Planning
12.607	OSD	Community Economic Adjustment Planning Assistance
12.610	OSD	Joint Land Use Studies
12.611	OEA	Community Economic Adjustment Planning Assistance for Reductions in Defense Industry Employment
12.612	OSD	Community Base Reuse Plans
12.613	OSD	Growth Management Planning Assistance
14.218	HUD	Community Development Block Grants/Entitlement Grants
93.570	HHS	Community Services Block Grant_discretionary Awards
10.406	FSA	Farm Operating Loans
10.437	FSA	Interest Assistance Program
10.768	RBS	Business and Industry Loans
10.772	USDA	Empowerment Zones Program
11.300	EDA	Grants for Public Works and Economic Development Facilities
11.307	EDA	Economic Adjustment Assistance
12.101	DOD	Beach Erosion Control Projects
12.114	DOD	Collaborative Research and Development
14.227	HUD	Community Development Block Grants/Special Purpose Grants/Technical Assistance Program
14.244	HUD	Empowerment Zones Program
14.246	HUD	Community Development Block Grants/Economic Development Initiative
15.919	NPS	Urban Park and Recreation Recovery Program
20.106	FAA	Airport Improvement Program
21.020	TREAS	Community Development Financial Institutions Program
21.021	TREAS	Bank Enterprise Award Program
64.203	VA	State Cemetery Grants
66.418	EPA	Construction Grants for Wastewater Treatment Works
66.818	EPA	Brownfield Assessment and Cleanup Cooperative Agreements
10.407	FSA	Farm Ownership Loans
10.446	RHS	Rural Community Development Initiative
10.672	FS	Rural Development, Forestry, and Communities
10.766	RHS	Community Facilities Loans and Grants
10.767	RBS	Intermediary Relending Program
10.854	RBS	Rural Economic Development Loans and Grants
10.212	USDA	Small Business Innovation Research
11.108	ITA	Commercial Service
11.313	EDA	Trade Adjustment Assistance
11.611	NIST	Manufacturing Extension Partnership
59.005	SBA	Business Development Assistance to Small Business
59.006	SBA	8(a) Business Development
59.007	SBA	Management and Technical Assistance
59.009	SBA	Procurement Assistance to Small Businesses



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59.012	SBA	Small Business Loans
59.026	SBA	Service Corps of Retired Executives Association
59.037	SBA	Small Business Development Center
59.041	SBA	Certified Development Company Loans (504 Loans)
59.050	SBA	Microenterprise Development Grants
59.051	SBA	New Markets Venture Capital
10.056	FSA	Farm Storage Facility Loans
11.111	ITA	Foreign-Trade Zones in the United States
11.302	EDA	Economic Development Support for Planning Organizations

CFDA = Catalog of Federal Domestic Assistance

Detailed program descriptions can be found at <http://www.cfda.gov>

USDA Rural Information Center (<http://www.nal.usda.gov/ric>) - USDA's national information service providing funding sources and information to rural officials, communities, organizations, and citizens.

National Rural Development Partnership (<http://www.rurdev.usda.gov/nrdp>)

