

# 6 Economic Development

This element includes existing conditions, goals, objectives, and recommendations to help guide development of economic resources within the Town. This element also includes an assessment of local strengths and weaknesses with respect to attracting and retaining businesses.

## 6.1 Labor Force

### 6.1.1 Participation in Labor Force

Data from the 2000 Census indicates that over 79% of the population over the age of 16 in the Town of Brigham is active in the labor force. As of 2005, the unemployment rate in the Town was 2.3%. Iowa County has a slightly higher unemployment rate of 3.0%, but both the County and the Town are below the State's rate of 3.2%

In the Town of Brigham, just over 20% of residents over the age of 16 are not involved in the labor force. Over 72% of women in the Town are active in the labor force, which is similar to Iowa County, but higher than the State's rate of 64%

## 6.2 Employment Statistics

### 6.2.1 Employment by Employer Type

Brigham's labor force is largely employed through private companies. According to 2000 census data, over 65% of employed residents are private wage or salary workers. Over 20% of workers in the Town own businesses or are employed by a "not incorporated" business. Just over 10% of Town residents work for the government.

Nearly 75% of Iowa County residents are private wage or salary workers, and only 12% of residents own their own business.

### 6.2.2 Employment by Occupation

The most common occupation (type of work that an employee does while on the job) in the Town of Brigham is management or professional roles. Over 40% of employees are participating in that type of work. Nearly 20% of residents are employed in sales, and over 12% are in service occupations. Five percent of the workforce is employed in farming.

To compare, management and professional occupations make up 30% of the labor force in both Iowa County and the State of Wisconsin. Farming employs 2.5% of the workforce in Iowa County and less than 1% of the workforce in the State of Wisconsin.

### 6.2.3 Employment by Industry

Table 6.2.3 outlines what percentage of the Town is employed by various sectors of the economy. Over half of the Town workforce is employed in three industries: agriculture, retail, and educational and health services. Manufacturing employs 10% of the Town's workforce.

**Table 6.2.3 Employment by Industry**

Industry	% of Workforce in Industry
Agriculture, forestry, fishing and hunting, and mining	17%
Construction	8%
Manufacturing	10%
Wholesale trade	3%
Retail trade	17%
Transportation and warehousing, and utilities	2%
Information	1%
Finance, insurance, real estate and rental and leasing	6%
Professional, scientific, management, administrative, and waste management services	8%
Educational, health and social services	17%
Arts, entertainment, recreation, accommodation and food services	6%
Other services (except public administration)	2%
Public administration	3%

Source: US Bureau of the Census, Census 2000

#### 6.2.4 Average Wages by Industry

Table 6.2.4 outlines the average wage earned by an employee in each of the listed categories. The table provides data for both Iowa County and the State of Wisconsin. From the table it is possible to see that construction, trade, transportation, utilities, and natural resources are the highest yielding industries on average in Iowa County. Across the state, manufacturing and financial services are the highest yielding industries.

**Table 6.2.4 Average Annual Wage by Industry Division in 2003**

	Average Annual Wage	
	Iowa County	Wisconsin
All Industries	\$28,683	\$33,423
Natural Resources	\$32,087	\$25,723
Construction	\$36,830	\$40,228
Manufacturing	\$26,003	\$42,013
Trade, Transportation, Utilities	\$31,108	\$28,896
Information	\$25,076	\$39,175
Financial Services	\$28,171	\$42,946
Professional & Business Services	\$24,925	\$38,076
Education & Health	\$27,993	\$35,045
Leisure & Hospitality	\$12,309	\$12,002
Other Services	\$22,183	\$19,710
Public Administration	\$24,113	\$35,689

Source: Wisconsin Department of Workforce Development 2006

## 6.3 Economic Base

When considering economic base, it is important to look at regional economic drivers. Table 6.3 lists the top ten industry groups by employment for Iowa County in March 2003.

**Table 6.3.0 Top Industry Groups for Iowa County.**

	Average Annual Wage		
	Establishment s	Employees	Employment Changes 2003- 2004
Educational Services	7	728	-26
Food Service & Drinking Places	33	404	62
Nursing & Residential Care Facilities	8	370	-6
Specialty Trade Contractors	50	354	50
Hospitals	(x)	(x)	(x)
Executive, Legislative, & General Government	26	249	-19
Merchant wholesalers, Durable goods	15	217	28
Wood Product Manufacturing	5	187	-30

Source: State of Wisconsin Department of Workforce Development, 2003

(x): data suppressed to maintain confidentiality

### 6.3.1 Largest Employers

The table below outlines the largest private employers within Iowa County. There is a diverse array of employment types provided in this chart.

**Table 6.3.1 Top Privately Owned Employers in Iowa County**

Establishment	Size	Product or Service
Lands' End Inc.	Over 999 employees	Family clothing stores
Upland Hills Health, Inc.	250-499 employees	Nursing care facilities
Fleet Guard Inc.	100-249 employees	Miscellaneous general purpose machinery mfg.
House on the Rock	100-249 employees	Historical sites
Walnut Hollow Farm Inc.	100-249 employees	Miscellaneous wood product mfg.
Wal-Mart	100-249 employees	Discount department stores
Dick's Super Market	50-99 employees	Supermarkets and other grocery stores
United Parcel Service Inc.	50-99 employees	Couriers
Cornerstone Foundation	50-99 employees	Other residential care facilities
Hodan Center Inc.	50-99 employees	Used merchandise stores

Source: State of Wisconsin Department of Workforce Development, 2003

## 6.4 Strengths and Weaknesses for Economic Development

**Strengths:** The Town enjoys exceptional local access to the regional highway system. USH 18/151 traverses Town boundaries and provides access to other more regional transportation networks including freight and other shipping facilities in nearby communities. The Town’s strong agricultural heritage and proximity to the Madison-metro market is a local attribute.

**Weaknesses:** The Town is located within a region that contains many other municipalities with more advanced service capacity such as sewer and water, including Barneveld, Mount Horeb, and Ridgeway that also provide direct access to USH 18/151. There is also debate about the desire to build new commercial development in Brigham.

## 6.5 Environmentally Contaminated Sites

The Wisconsin Department of Natural Resources (DNR) Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields. The DNR identifies brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.”

As of August 2006, four sites in the Town were listed on the Bureau for Remediation and Redevelopment Trading System (BRRTS). Table 6.5 outlines the sites within the Town.

However, all of the sites were listed with Historic, Closed, or No Action Required status, which means that there was, or may have been, a discharge to the environment and, based on the known information and that the DNR has determined that the responsible party does not need to undertake an investigation or cleanup in response to that discharge.

**Table 6.5 Remediation Sites within the Town of Brigham**

Location	Activity Type	Status
WB HWY 151 .5 MI E OF CTH T	Spill	Historic
HWY 151 WB .1 MI W OF CTH ID	Spill	Closed
East side of Lee Dr S of Langberry	Spill	Closed
Blue Mound State Park Pool	N/A	No Action Required

Source: State of Wisconsin Department of Natural Resources, 2006

## 6.5 Economic Development Goals & Objectives

Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals. This plan provides brief goal(s) followed by an objective statement.

### 6.5.1 Encourage economic development efforts to complement the Town’s location and resources.

Brigham will review and consider economic development opportunities that enhance the Town’s agriculture-based economy. Brigham will also identify opportunities for economic development that

reflect the Town's character, resources and available services. The Town will review and consider opportunities to enable family businesses, cottage industries, home occupations, and agriculturally-related businesses.

Development requiring municipal services and direct four-lane highway access will be directed in or near Barneveld and near highway interchanges. Economic development efforts in the more rural portions of the Town will be focused on agriculture, recreation, tourism and low-impact businesses. US Highway 18/151 corridor may provide growth options, including commercial or light industrial, as permitted by zoning and conditional use permits. The Town's guidelines will ensure that development is attractive, functional, and safe.

## **6.6 Economic Development Recommendations**

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following recommendations were jointly developed by the Town of Brigham Plan Commission and its consultants.

- 6.6.1** Investigate and identify the type and scale of small commercial developments that would be appropriate for the Town of Brigham.
- 6.6.2** Retain and support active farming and farm related businesses. Work with local, regional, and state entities to encourage and enhance agricultural production as a local economic engine. Initiatives may include :
  - a. Encourage enrollment in state and federal farmland protection programs and funding.
  - b. Encourage the State to develop Purchase of Development Rights (PDR) programming to provide economic incentive to retain active farming. Develop local contiguity requirements for PDR purchase.
  - c. Support other forms of agriculture including: organic agriculture, vineyards, orchards, research farming, community agriculture, or the production of other niche agriculture products.
- 6.6.3** Allow cottage industries/home occupations in the town.
- 6.6.4** Work with regional and state entities to provide resources for new business development. Some contacts include the Small Business Development Center (SBDC) through UW-Extension Iowa County, The Southwest Regional Planning Commission (SWWRPC), or the Wisconsin Economic Development Association (WEDA).
- 6.6.5** If the opportunity arises, be open to the feasibility of forming a tax incremental financing district (commonly referred to as a Tourism, Agriculture, Forestry—TAF—district for town governments) or other town run economic development incentive program(s).
- 6.6.6** Encourage the development of telecommunications infrastructure to enhance accessibility to reliable cell phone and high speed internet services with respect to the current landscape.
- 6.6.7** Partner with surrounding communities to promote the rural and natural character as well as the recreational opportunities (Blue Mound State Park) throughout Southern Wisconsin as a way to increase tourism in the Town.

