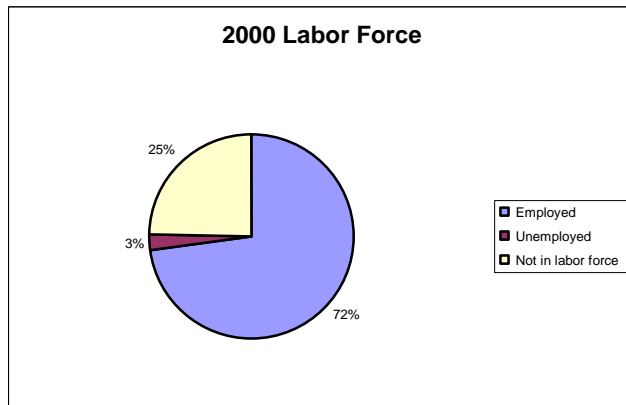


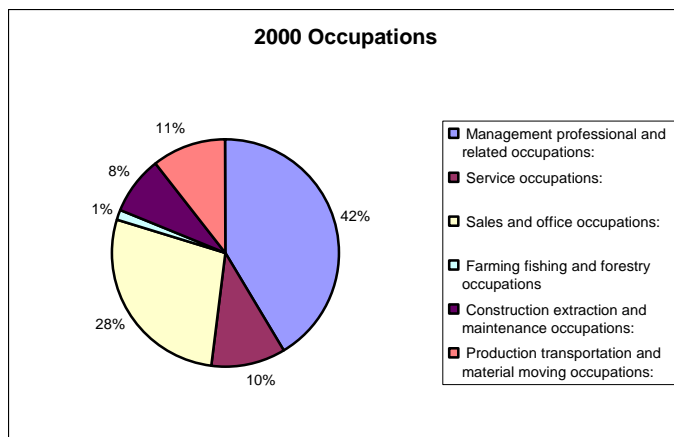
CHAPTER 6: ECONOMIC DEVELOPMENT

Economic Base



- Labor Force and Hours Worked:** According to the 2000 Census, of the Town of Primrose’s 517 work-age residents, 389 (75%) were employed, 13 (2.5%) were unemployed and looking for work, and 128 (25%) were out of the labor force. Of the town’s 517 work-age residents: 311 (60%) worked 35 hours per week or more in 1999; 71 (14%) worked between 15 to 34 hours per week

in 1999; 25 (5%) worked between 1 and 14 hours per week in 1999; and 110 (21%) did not work in 1999.



- Major Industries and Occupations:** As of the 2000 Census, 42% of Town of Primrose residents were employed in the “Management, Professional and Related Occupations” sector, compared with only 23% in 1990. In contrast, employment in the “Farming, Fishing & Forestry” sector declined from 21% of the town workforce in 1990 to 2% in

2000. Over the same period, jobs in the “Service” and “Production, Transportation and Material Moving,” “Sales and Office” and “Construction, Extraction and Maintenance” sectors grew as well.

Based on 2002 data, there were 14 businesses scattered throughout the Town of Primrose. Of those, 13 employed ten employees or less (Map 6-1).

- Economic Vitality:** The unemployment rate was 2.5% in 2000. In 1999, 4.4% of individuals in the Town were below the poverty level. Compared to the other towns in Dane County, the Town of Primrose’ percentage of residents below the poverty level is less.

Environmentally Contaminated Sites

According to the Wisconsin Department of Natural Resources Bureau of Remediation and Redevelopment, there are no contaminated sites in the Town of Primrose.

Types of Business Desired by Town

Based on the comprehensive plan survey, Town residents identified farm-based businesses, and small home-based occupations as types of businesses they would like to see in the future.



Strengths and Weaknesses for Economic Development

Because agriculture is the most important economic activity in the town, the many challenges facing modern agriculture could be considered a weakness for economic development. However, the level of agricultural land preservation the town has achieved over the years is an economic strength by keeping agriculture viable in the town. The town's proximity to the Madison Metropolitan Area and access to employment centers such as the State of Wisconsin government, the University of Wisconsin and Madison-area health, financial and business sectors are a clear strength.

Applicable Economic Development Programs

- *Tax Increment Financing (TIF)*: Recently made available to towns, TIF is a tool for financing local economic development projects. As outlined in Wis. Act 231, town governments may utilize TIF to encourage agricultural, forestry, manufacturing, or tourism projects within their jurisdictions. Details about the specific requirements of the law can be found at: <http://www.dor.state.wi.us/slf/tif.html>.
- *Dane County Community Development Block Grant Program*: This program provides funds for eligible economic development projects such as business counseling, education for small business owners, and loans. (<http://www.co.dane.wi.us/plandev/cdbg/index.htm>)
- *Community-Based Economic Development Program (CBED)*: Provides assistance to local governments in the form of grants for incubator projects, economic development plans, and revolving loan programs. Funds are available through a competitive application process on an annual basis. (<http://commerce.wi.gov/CD/CD-bcf-cbed.html>)

Economic Development Goals, Objectives and Policies

Goals:

1. Consider a variety of home-based, independent contractor and limited family businesses in farming areas where there will be at most a minimal impact on agricultural activities and enterprises within the Town of Primrose.

Objectives:

- a) Allow only those commercial uses that will not cause environmental degradation or conflict with farming operations or the rural character of the town.

- b) To allow such business development as is needed to support existing or new agricultural, forestry or passive recreational activities.
- c) Support a wide variety of home-based, independent contractor and limited family businesses in farming areas where there will be no impact on surrounding properties to expand options for town residents to earn income.
- d) Allow for flexibility and creativity for farmers and agriculture-related businesses to expand, diversify or add value to their products to meet changing market needs.

Policies and Programs:

1. Any commercial development must comply with the siting, lot size, scale, density and operational requirements described in the Land Use Chapter of this plan.
2. Support limited small, home- or farm-based businesses that provide a service to town residents and can supplement town residents' income.
3. Develop policies to support sustainable "green-energy," biotechnology and organic farming projects, while protecting the environment, natural resources and rural character of the town.
4. Support local, county, state and federal programs to reinvest in agriculture, promote new agricultural products and create added value for farm, forestry and related operations in the town.
5. Support and increase public awareness of alternative agriculture enterprises, such as organic farming, community supported agriculture and farmer's markets.
6. Work with Dane County to amend the county zoning ordinance to allow a wider range of uses in agricultural, agricultural-business, limited commercial and rural homes zoning districts. Include standards and guidelines to make sure such uses remain compatible with agricultural and rural areas and do not create traffic, parking, noise, pollution or environmental impacts. Consider guidelines and standards for such uses as:
 - home-based businesses and cottage industries;
 - agricultural-related businesses, such as veterinary clinics and implement dealers;
 - offsite contractor operations;
 - small-scale agricultural processing facilities, such as cheese factories, wineries, or direct-to-market packaging, and;
 - large-scale agricultural product processing operations, such as manure digesters, biomass generators and green energy projects.
7. Survey and inventory road conditions and work out conditions with new commercial uses to make sure they pay their fair share of maintenance and repair to town roads

caused by heavy vehicle traffic. If necessary, consider seasonal road postings to limit vehicle weights, particularly in spring.

8. Require regular review of commercial or business operations permitted under conditional use permits, and consider expiration date on conditional use permits and require operators to reapply after a certain length of time.
9. Work with University of Wisconsin Extension, local schools, 4-H and other groups to help interested town residents learn new skills.
10. Continue to work with Dane County, the Capital Area Regional Planning Commission, the Department of Agriculture Trade and Consumer Protection and the University of Wisconsin to monitor the status and economic health of agricultural and other businesses in the town.