

Buffalo County Growth and Development Strategy

Buffalo County Economic Development
Ad Hoc Workgroup

Discussion of Report to the County Board

December, 2016

Ad Hoc Committee Process and Membership

Process

Where are we now?

- Community forum
- Review socio-economic and demographic trends
- Assess community assets

Where do we want to be?

- Community forum
- Develop a community vision

How do we get there?

- Establish strategies and objectives

Committee Members

David Danzinger

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Buffalo County Vision for Economic Development

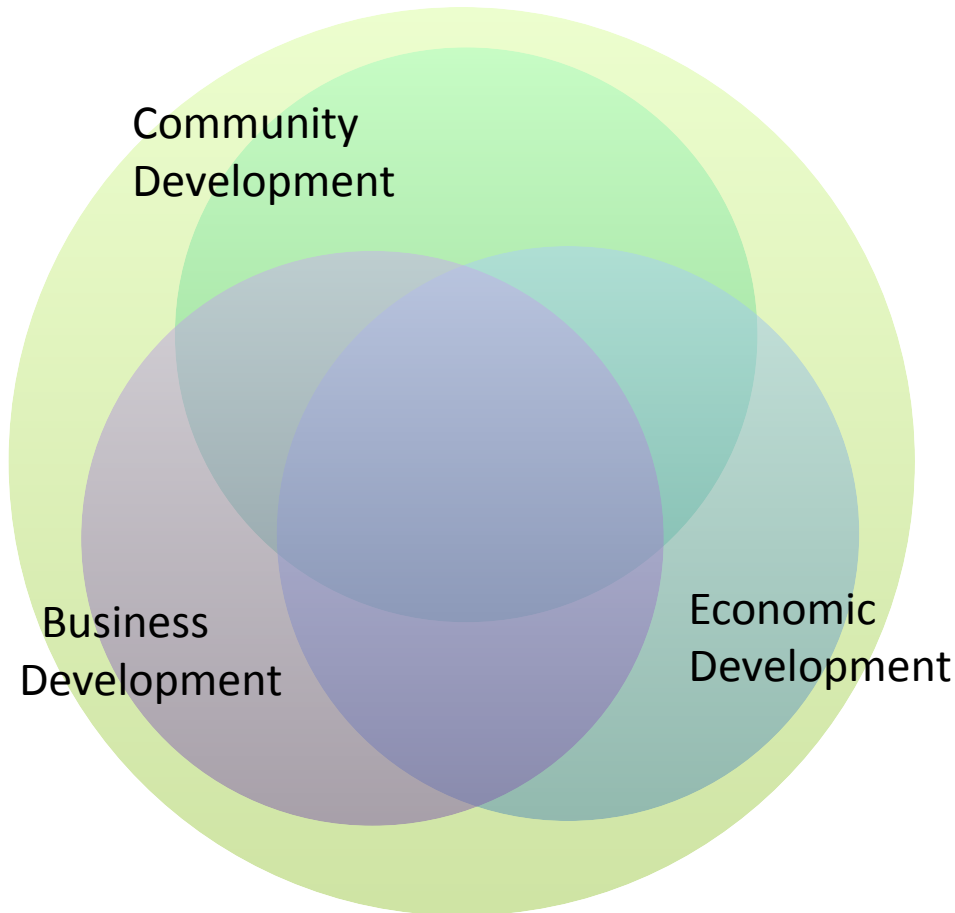
Buffalo County regional economic development shall promote a stable and sustainable economic environment through collaborative planning and community involvement that benefits business and residents alike.

Economic expansion will recognize and respect that our natural systems are vital to providing both economic benefit and quality of life for all citizens. Our environments provide the opportunity to support the requirements of various types of enterprise. Our deep agricultural roots provide a basis and work ethic for future developments. Economic growth will reflect the scale and values of our communities and citizens.

The foundations upon which future economic expansion within the county shall rest are:

- * Supporting the growth of existing business
- * Creating new opportunities for sustainable business
- * Maintaining the unique quality of life already present in the county
- * Participating in the information economy

Growth and Development Strategy



Business Development

Supporting and growing successful businesses











Economic Development

Improving conditions and opportunities for a sustainable economy

Community Development

Preserving and enhancing a great place to live, work, and play

Growth and Development Initiatives

Business Development	Economic Development	Community Development
Enhancing the workforce 	Conducting a targeted industry study 	Committing to youth and young families 
Committing to existing businesses 	Analyzing the retail and service sector 	Marketing the Buffalo County Region 
Developing new businesses 	Preparing a tourism assessment 	Pursuing a Placemaking initiative 
Promoting entrepreneurship 	Developing a broadband plan 	

Business development

Enhancing the workforce	Committing to existing businesses	Developing new businesses	Promoting entrepreneurship
Survey potential and existing workforce	Design and implement a large-firm retention and expansion program	Conduct market study to support new market expansion of existing firms	Target natural resource-based and value-added ag business development
Interview existing employers	Train community leaders to conduct business visitation programs for small firms	Selectively “recruit” new businesses that satisfy market needs	Support business networks that facilitate value-added business development and enhanced b2b transactions
Assemble schools, employees and employers to address opportunities and challenges	Recognize and reward businesses for civic contributions and business successes	Provide resources and workshops and other support for business expansion, relocation, or new business startups	Promote e-commerce opportunities

Economic development

Conducting a targeted industry study	Analyzing the retail and service sector	Preparing a tourism assessment	Developing a broadband plan
Examine existing industry clusters for strengths and value chain opportunities	Study the regional retail and service trade area	Conduct study to determine visitor market (value and characteristics)	Assess broadband access and adoption status
Share with businesses and facilitate business roundtable investigations and networking	Share with existing firms and encourage growth into unmet market needs	Share with tourism businesses and encourage growth into unmet market needs	Assemble coalition of partners to plan and advocate for enhanced broadband quality and access
Make inquiries to “recruit” businesses that fill gaps	Market vacancies to target businesses that could expand/locate to meet local demand	Assemble businesses with common interests for joint marketing and shared training	Support broadband adoption by organizations and businesses, including ecommerce training

Community development

Committing to youth and young families	Marketing the Buffalo County Region	Pursue a Placemaking initiative
Survey youth; those that have left; and those that have returned about their interests and aspirations	Identify regional assets for residents and visitor market segments	Placemaking is focused on the public spaces that make up our communities
Engage in efforts to address their interests; acknowledge their contributions; and include them in genuine ways (including governance)	Strengthen linkages between communities and area attractions (across the region); commit to addressing challenging conditions	The process that is used to identify vision, values and initiatives is consistent with the process employed for the larger planning effort
Create a campaign and invite young adults and families back	Promote the area with a world class website and contemporary social marketing effort	Implement doable, visible projects in each of our communities that can serve as catalysts for other investments

What is Placemaking?

It is both a *process* (discovering what we want) and it is a *product* (actions for achieving what we want).

“With community-based participation at its center, an effective Placemaking process capitalizes on a local community’s assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people’s health, happiness, and well being.”
(The Project for Public Spaces (PPS))

“The task of Placemaking (is) to create a common vision of that place that is unique to its circumstances and people, and then implement that vision using people-scale, cost effective, doable improvements that can make an immediate impact.” (1000 Friends of Wisconsin)

Priority Actions

- Buffalo County cannot implement all of these ideas all at once
- It is important to work on a breadth of strategies (across business, economic and community development)—and early successes matter
- Someone must be assigned the responsibility, be given sufficient resources, and be held accountable for accomplishments
- Broad coalitions of interests need to be represented and many partners engaged

Recommendation to County Board

- What actions and/or next steps do you want to propose to the county board (or Chair or EDC)?
- Do you want to propose that they adopt the vision statement for economic development?
- Do you want to propose that they pursue any specific growth and development initiatives?
- Do you want to propose that they organize themselves as a department or agency or provide funding or staff?
- How do you want to share your recommendations and when?