

ECONOMIC DEVELOPMENT

6.1 INTRODUCTION

The ability for a community to attract new and innovative businesses, industries, and workers is a key element for the community's economic survival and prosperity. Providing a good climate for business development enhances the community's overall well being both in financial terms as well as in morale and civic pride. By providing for its businesses and the residents who comprise its workforce, the community insures its future success.

This element of the plan contains a compilation of background information, goals, objectives, and programs to promote the retention and stabilization of the economic base in the Town of Long Lake. As required by §66.1001, Wisconsin Statutes, this element includes an assessment of new business and industries that are desired in the town and an assessment of the town's strengths and weaknesses with respect to attracting and retaining businesses and industries. It also identifies applicable county, state, and regional economic development programs that apply to the Town of Long Lake.

6.2 LABOR FORCE

According to the 2000 Census, of the 737 inhabitants in the Town of Long Lake, 547 are 16 years or over. Of those 547, 65.8 percent, or 360, comprise the civilian labor force. At that time, 332 of the 360 were identified as employed and 28 as unemployed or 7.8 percent.

Between the 1990 Census and the 2000 Census, the percentage of the population over the age of 25 that have attained some education past high school has increased from 43 percent to 54 percent. Of the 491 people over 25 years old, 263 have some higher level of education, with 65 percent achieving an associate degree or higher.

6.3 ECONOMIC BASE

In 2000, the average annual wage for Washburn County was \$21,410. The highest paying industry in the county is government at \$28,442, followed closely by finance, insurance, & real estate at \$27,774 and then manufacturing at \$24,698. The lowest paying industry is retail trade at \$13,200.

For the Town of Long Lake residents, the manufacturing industry provided 20 percent of the jobs in 2000, which is slightly higher than in 1990. The educational, health, and social services (18%); retail trade (13%); and construction (9%) were the next largest industry employers of the town residents. In 1990, the industries employing the most people were educational, health, and social services (26%); manufacturing (19%); personal services (11%); and retail trade (10 %).

6.4 CURRENT BUSINESS INVENTORY

The Town of Long Lake is a rural community with relatively easy access to the Cities of Spooner, Shell Lake, and Rice Lake. There are a number of businesses located in the Town of Long Lake, though many residents of the town generally travel to the cities mentioned above for work and to purchase needed and desired goods and services.

Specifically the town is home to approximately 37 business establishments: It should be noted that as of October 22, 2001, the Wisconsin Department of Revenue reported in its Statement of Assessments that there were 67 different commercial parcels in Long Lake, totaling 157 acres. Currently, there is approximately 120 acres of land zoned for commercial use in the town, most of which exists along CTH's D and M, and in scattered locations throughout the town where businesses currently exist. See Map 8.2 Town of Long Lake Zoning. Current businesses include:

- Beaver Design Woodworks
- Bob Dahle Excavating
- Carla's Custom Curtains
- Crafter's Corner
- Dave's Outboard
- David Librande (Lone Elm Maintenance)
- DeVoe's
- DHH Designs
- Falkner, CPA
- Fletch's Reel'em-Inn
- Grandview Resort
- Greg Hartman Computers
- Hartman Construction
- Hayen Pump and Well
- Hobo's Hideout
- Hunt Hill Preserve
- L & L Excavating
- Lincolnwood Resort
- Long Lake Mini Storage
- Marawarden Resort and Store
- Monday Lake Kennels
- Oak Lake Kennels
- Pioneer Bar
- Props Sports Bar
- River's Edge Campground
- Road House Saloon
- Sirek's Construction
- Sunrise Construction
- Sunset Resort
- Tom Hauser (Floors to You)
- Tomahawk Scout Camp
- Treats on Long Lake
- Trees and Bees
- Van Beek Construction
- Water's Edge Resort
- Wolf Marine

Most of the local economic activity that occurs in the town is associated with recreation, forestry, and home occupations. It is believed that many home occupations exist in the town, which were not addressed as part of the business inventory. Such businesses probably do not have special permits or zoning approvals because the nature of such businesses presents no noticeable impacts or nuisances to adjacent properties, so their location is difficult to detect. The town supports a resident's right to have a small business operation on his/her property provided that the establishment does not create an environmental hazard or create a nuisance for neighboring property owners by generating excessive traffic, noise, lighting, signage, etc. This is true because in the planning survey, 68.0 percent of people who own land in Long Lake answered that there should be aesthetic requirements for commercial and industrial development.

6.5 ATTRACTING AND RETAINING BUSINESS AND INDUSTRY

The Town of Long Lake has several attributes that would make it an excellent place to locate a potential business. Specifically the town has:

- Rural lifestyle
- Large summer population
- Recreational opportunities
- Steadfast population (not everyone is seasonal)
- Scenic atmosphere
- Proximity to other attractions
- High speed internet
- Wealth in residents and visitors

While the town enjoys its share of advantages, there are several disadvantages or weaknesses that the town must address when seeking to attract new business and industry. In particular:

- High property costs
- High property taxes
- Resources (i.e.-lakes, wetlands) are sensitive to development
- Some poverty in the community
- Unpredictable weather
- Unsafe county roads

6.6 BUSINESS OPPORTUNITIES

While the town would like to welcome additional business development to support the local tax base, it is important that any new development exist in harmony with the local environment. Therefore, new business and industry development should be “clean” and not produce waste, which would be a hazard to the natural resources of the Town of Long Lake (i.e.-lakes, rivers, streams, wetlands, forests, and agricultural lands). Likewise, new development should blend into the rural landscape and not represent a nuisance to other residents. Also, in helping to determine where new businesses should be located, 53.7 percent of survey respondents said new businesses generally should be located near other businesses.

6.7 LONG LAKE’S TARGETED BUSINESS AND INDUSTRY

New business and industry in the town must not require municipal water or sewer service unless the town wishes to begin providing these services through the creation of sanitary district. Also, the town wants to be sure that new developments do not jeopardize the rural character and quality of life. (Insert Survey Results)

In essence, businesses and industries which might choose to locate in the town should be environmentally friendly, have limited outdoor storage, and require minimal lighting and signage.

Given these constraints, the town would like to target the following types of commercial businesses:

- Laundromat
- Bed & Breakfast
- Restaurants/Coffee shops
- Tourism-based business (bait and sporting goods, food-grocery store)
- Businesses that help support existing resorts
- Home occupations
- Artisans and retail crafts

6.8 PROGRAM ASSISTANCE

There are many programs at the federal, state, and county level that can help the Town of Long Lake to support economic development efforts. There are also programs available for individual businesses to utilize as well. What follows is a list with descriptions of agencies and programs that can assist the Town of Long Lake with its economic development plans.

The U.S. Department of Commerce Economic Development Administration offers two programs for assistance with economic development that apply to the Town of Long Lake and/or Washburn County. One is the Public Works and Economic Development Facilities Assistance Program, which supports the construction or rehabilitation of essential public infrastructure and development facilities necessary to generate private sector jobs and investment, including investments that support technology-led development, redevelopment of brownfield sites, and eco-industrial development. Secondly, the Economic Adjustment Assistance Program is available to: (1) address the immediate needs of businesses and communities presently undergoing transition due to a sudden and severe job loss; and (2) demonstrate new and proactive approaches for economic competitiveness and innovative capacity for threatened regions and communities.

Another program available at the federal level to public entities is the USDA Rural Development Community Facility Loan Program. The purpose of this program is to construct, enlarge, extend, or otherwise improve community facilities providing essential services in rural areas and towns with a population of 50,000 or less.

Three programs are available to local units of government through the Wisconsin Department of Commerce. The first program is the Community Development Block Grant for Economic Development (CDBG-ED). Its purpose is to provide resources to local governments that will enable them to assist economic development projects in their community. The local unit of government is the applicant and recipient of the funds. A specific business, which must be located in a municipality of 50,000 or less, is loaned the funds for eligible business development uses. When the funds are repaid to the local government, they may stay in the community to be used as a revolving loan fund to assist other businesses in the community.

The second program is the Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED). Its purpose is to provide grant funds to local governments that

will enable them to provide needed public facilities (i.e., streets, sewer mains, water mains, etc.) to private business enterprises that are going to create full-time jobs by starting or expanding their businesses because of the availability of the funded public facilities.

The third program available from the Wisconsin Department of Commerce is the Community-Based Economic Development Program (CBED). Its purpose is to provide financing assistance to local governments and community-based organizations that undertake planning or development projects or that provide technical assistance in support of business (including technology-based businesses) and community development.

Available from the Wisconsin Department of Transportation is a program called the Transportation Facilities Economic Assistance and Development Program (TEA). The intent of the TEA program is to help support new business development in Wisconsin by funding transportation improvements that are needed to secure jobs in the state. A governing body, a business, a consortium group, or any combination thereof can apply for TEA program funding.

There are many programs related to business development available to businesses located in Washburn County. On a regional level, there are revolving loan funds administered by Northwest Wisconsin Business Development Corporation (NWBDC), an affiliate of the Northwest Regional Planning Commission in Spooner. Washburn County also has a CDBG-ED revolving loan fund available to local businesses.

A strategic planning initiative called Build Wisconsin was initiated to produce the first cohesive economic development plan for the State of Wisconsin. As part of Build Wisconsin, six counties in northwest Wisconsin, including Washburn, were designated a technology zone. The Technology Zone program brings \$5 million in income tax incentives for high-tech development to the area. Eligible businesses can receive tax credits based on their ability to create high-wage jobs and investment and support the development of high-tech industries in the region.

There are many more federal, state, and local programs offering assistance to businesses that are too numerous to mention here; however, they are listed in the Economic Development Manual prepared by the Wisconsin Bankers Association and the Wisconsin Financing Alternatives booklet prepared by the Wisconsin Department of Commerce.

6.9 ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, AND ACTIONS

A set of recommended goals, objectives, and action-plans has been developed to assist in the overall economic development efforts of the town.

Goal: Support business activities that both reflect and contribute to the scenic and rural character of Long Lake.

Objective 1: Support the existence and promote the growth of small businesses that contribute to the rural character of the Town of Long Lake.

Regulation Action: Support existing county zoning for locations of different types of businesses and changes that meet the overall goal.

Education Action: Encourage business owners to do appropriate design, signing, site planning, and market research to ensure success.

Objective 2: Support tourism opportunities that compliment the quality of life for local residents.

Regulation Action: Urge the county board to develop design standards for new businesses that desire to locate within the town

Education Action: Feel the pulse of seasonal and full-time residents of Long Lake and advise proposed new and existing business owners of sentiment related to objective.