

ECONOMIC DEVELOPMENT

6.1 INTRODUCTION

The ability of 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. Numerous factors contribute to the economic development of a community, many of which extend far beyond the community’s boundaries. Therefore, in addition to the specific data on the Town of Wascott, this element will also include information on Douglas County and the State of Wisconsin.

Several factors or characteristics of the population, labor force, and the economic base of the town play a major role in its economic development and will be discussed in this element. In addition, the strengths and weaknesses of the town with respect to attracting and retaining businesses will be explored along with an inventory of the existing businesses. Finally, state, federal, county, regional, and local economic development programs and organizations will be identified that apply to the Town of Wascott.

Economic Development Vision – 20-Year Outlook

The Town of Wascott supports the continued growth of existing and new businesses and the job opportunities they retain and create. The town will strive to establish and access economic development programs, provide public infrastructure and services, and work cooperatively with the retention and expansion of local employment opportunities.

6.2 LABOR FORCE

The labor force is that portion of the population 16 years or older that is employed or unemployed but looking for a job. Based on Census 2000 data, Table 6.1 gives an overview of some of the characteristics of the population and labor force in the Town of Wascott, Douglas County, and Wisconsin.

According to the 2000 U.S. Census, of the 714 inhabitants in the Town of Wascott, 614 are 16 years or over. Of those 614, 46.6 percent or 286 comprise the civilian labor force. At that time, 273 were identified as employed and 13 as unemployed.

Of the 563 people over 25 years old, 294 have some education beyond high school, with 19.6 percent achieving a bachelors degree or higher. That percentage is higher than the county but lower than the state.

Table 6.1: General Characteristics of the Population, 2000

Characteristics	Town of Wascott	Douglas County	Wisconsin
Civilian Labor Force	286	22,190	2,869,236
Unemployment Rate	4.5%	7.1%	4.7%
Labor Participation Rate	46.6%	64.8%	69.1%
Education Beyond High School (25 and over)	52.3%	49.7%	50.6%
Bachelor's Degree or Higher (25 and over)	19.6%	18.3%	22.5%
Per Capita Income	\$18,165	\$17,638	\$21,271
Median Household Income	\$40,714	\$35,226	\$43,791
Poverty Rate	8.6%	11.0%	8.7%
Median Age	50.6	37.7	36.0

Source: U.S. Census 2000 (SF 1 & SF 3)

The Town of Wascott’s population over the age of 60 is a much larger share of the total than the county, the state, or the nation. This is reflected in the town’s median age (50.6), which is substantially higher than the state (36.0) or the county (37.7) median age.

The labor force participation rate is the number of residents who are either working or looking for work divided by the total population over 16 years of age. One of the primary reasons for the low labor force participation rate in the town is the large share of population over age 65. An increasingly aging labor force, a low birth rate, and the loss of younger workforce members will have dire consequences on the future labor supply of the Town of Wascott and, therefore, will have an effect on the town’s economy.

Low wages are prevalent in Douglas County, particularly in the rural areas, and is a significant factor causing lower incomes and a high percent of people to be below the poverty level. The per capita income in the town is slightly higher than the county but is only 85 percent of the state per capita income.

6.3 ECONOMIC BASE

The Town of Wascott is located in southern Douglas County in northwestern Wisconsin. It has a 2000 population of 714, an increase of 179 residents since 1990. Located on U.S. Highway 53, it is easily accessible from southern Wisconsin and northern Minnesota. Protecting the town’s natural resources and yet providing for economic development is a delicate balance for citizens of the area.

Employment by Industry

Table 6.2 lists the number and percent of employed residents in the town by industry sector from Census 2000 data plus the 2002 annual average pay for each industry sector for Douglas County. Wage data for 2000 is not available at the community level. Furthermore, 2000 county level wage data is not available using the new North American Industry Classification System (NAICS) because of the change over from the Standard Industrial Classification (SIC) codes to the NAICS during this time period; therefore, the 2002 average annual pay is used in the table.

Table 6.2: Town of Wascott Resident Employment by Industry using NAICS

Industry	Census 2000 Number	Percent
All Industries	273	100.0%
Agriculture, forestry, fishing and hunting, and mining	2	0.7%
Construction	39	14.3%
Manufacturing	39	14.3%
Wholesale trade	12	4.4%
Retail trade	22	8.1%
Transportation and warehousing, and utilities	34	12.5%
Information	0	0.0%
Finance, insurance, real estate, and rental and leasing	8	2.9%
Professional, scientific, mgmt., administrative, and waste mgmt.	12	4.4%
Educational, health and social services	58	21.2%
Arts, entertainment, recreation, accommodation and food serv.	29	10.6%
Other services (except public administration)	0	0.0%
Public administration	18	6.6%

Source: U.S. Bureau of the Census, Census 2000; U.S. Bureau of Labor Statistics
 ND: Non Disclosable--data do not meet BLS or State agency disclosure standards

The education, health, and social services industry sector had the largest number of employees (58) that are residents of Wascott. Manufacturing and construction industries each employ 39 residents, while the transportation and warehousing and utilities industry had 34 employees.

It is likely that some residents worked in the medical or educational field in the Cities of Duluth and Superior because of the proximity of those cities to the town. It is also probable that a number of residents worked in the Village or Town of Minong, Washburn County, where a large manufacturer and school are located.

Town of Wascott Employers

Table 6.3 lists the employers in the Town of Wascott as reported by the Town of Wascott Planning Committee in February 2004. Within the employment size ranges, however, the companies are not necessarily in rank order.

Table 6.3: Employers in Town of Wascott in Order of Number of Employees		
Employer Name	Product or Service	Employment Size Range
Gordon Correctional Center	Prison	20
Town of Wascott	Executive and Legislative Offices	8-14
Pogo's	Food and Drink	8-14
Marv Thompson & Son Construction	Construction	6-10
Stop A Sec	Gasoline Stations with Convenience Store	5-9
Circle Pines	Food Drink Lodging	5-9
Golden Chipmunk	Food Drink Lodging RV	2-8
Bootleggers	Food Drink	2-7
Up North Resort	Drink Lodging	2-3
Antler Inn	Food Drink	1-5
Log Haus	Food Drink RV	1-5
Wanless Lodge	Drink Lodging	1-4
Balcsik Farms, Inc.	Site Preparation	1-4
The Lookout Tavern	Food Drink	1-3
Cabin Care	Security/lawn care	1
Adventureland Campground	RV	0
Computers and Crafts	Sales and Service Gift	0
Crystal Lake Campground	Lodging RV	0
Crystal Lake Resort	Lodging	0
Heartwood Builders	Construction	0
Pfeifer Financial Services	Financial services	0
Red Lake Resort	Lodging	0
Seaman's	Drink Lodging	0
Sorenson Construction	Construction	0
Ted' Repair and Remodeling	Remodeling	0
View Point Resort	Drink Lodging	0
Wilderness Way	Lodging	0

Source: Town of Wascott Planning Committee, February 2004

Worker Commuter Patterns

Table 6.4 indicates the number of people who live or work in the Town of Wascott who commute to work and the location of their place of employment and the location of their residence. Of the 265 residents in the Town of Wascott that commute to work, only 17 percent work in the town. Over 20 percent of Wascott residents work in the City of Superior and 18 percent work in the state of Minnesota. Of the 93 people who are employed in the Town of Wascott, over 48 percent are residents of the town and over 20 percent commute from Washburn County.

Table 6.4: Town of Wascott Commuting Patterns, 2000

Live In:	Work In	Count	Travel To:	From:	Count
T. of Wascott	Town of Wascott, Douglas Co.	45	T. of Wascott	Town of Wascott, Douglas Co.	45
	C. of Superior, Douglas Co.	54		Rest of Washburn Co.	11
	St. Louis Co. MN	27		T. of Gordon, Douglas Co.	7
	T.of Minong, Washburn Co.	26		T. of Minong, Washburn Co	6
	V.of Minong, Washburn Co.	26		Mercer Co. IL	6
	Rest of Washburn Co. WI	19		Burnett Co. WI	3
	Sawyer Co. WI	18		T. of Bennett, Douglas Co.	3
	T. of Gordon, Douglas Co.	11		V. of Minong, Washburn Co.	2
	Burnett Co. WI	7		Ashland Co. WI	2
	Hennepin Co. MN	7		T. of Amnicon, Douglas Co.	2
	DuPage Co. IL	5		V. of Lake Nebagamon, Douglas Co.	2
	Ramsey Co. MN	3		T. of Solon Springs, Douglas Co.	2
	Ashland Co. WI	3		St. Louis Co. MN	1
	T. of Hawthorne, Douglas Co.	3		T. of Brule, Douglas Co.	1
	Dakota Co. MN	2			
	Barron Co. WI	2			
	V. of Solon Springs, Douglas Co.	2			
	V. of Superior, Douglas Co.	2			
	St. Croix County, WI	2			
	Anoka Co. MN	1			
Totals		265	Totals		93

Source: U. S Census 2000, MCD/County to MCD/County Worker Flow files

6.4 ATTRACTING AND RETAINING BUSINESS AND INDUSTRY

Business attraction has centered on tourism and will likely continue to do so; but increasingly, attracting retail, technology, and service-oriented businesses has become important in order to diversify and expand business clusters in the area. To be successful, an attractive and competitive environment must be provided. Entrepreneurship and small business development is necessary to create new jobs and provide stability to the local economic base.

In response to the Town of Wascott Comprehensive Plan Survey, over 66 percent of town resident and non-resident respondents support Wascott’s efforts to create new jobs in the area. However, an overwhelming majority agreed that public costs for services should be considered when any development is proposed.

According to the Town of Wascott Comprehensive Plan Survey results to the question, “What types of industries do you believe are the most important for Wascott to attract?,” town respondents indicated that the most important types of industries to attract are tourism businesses, service businesses, timber resource industries, light industry/manufacturing, and retail development (Table 6.5). Significantly more non-residents than residents of Wascott believe tourism and service businesses are most important to attract to the town.

Industry	Resident	Non-Resident	Town Totals	
	% Of Total	% Of Total	Number	% Of Total Responses
Tourism Businesses	39.4%	60.6%	213	55.0%
Service Businesses	43.8%	56.2%	180	46.5%
Timber Resource Industries	34.9%	65.1%	155	40.1%
Light Industry/Manufacturing	40.8%	59.2%	137	35.4%
Retail Development	39.1%	60.9%	115	29.7%
High Tech Industries	40.0%	60.0%	84	21.7%
Agriculture	31.9%	68.1%	49	12.7%
Public Sector, Governmental	42.1%	57.9%	41	10.6%
Heavy Industry/Manufacturing	25.0%	75.0%	12	3.1%

Source: Town of Wascott Comprehensive Plan Survey Results (Total Town Responses = 387)

Because of structural changes in the economy and the transition from a primarily physical-labor industrial age economy to an intellectual-labor, information age or knowledge-based economy, the development of technology-based businesses has become even more important to attract high-skilled, high-paying jobs. The Town of Wascott and Douglas County, as indicated in the following elements, has the necessary amenities, such as high-speed Internet access, adequate power sources, and access to financing to attract knowledge-based businesses. However, much of the community is without power line infrastructure due to the remoteness of some areas and the cost to develop infrastructure. In addition, while some areas have cell phone service, much of the rural area beyond STH 53 has no service.

It is estimated that 85 percent of the employment in an area is generated by the existing businesses; therefore, retaining these companies is a high priority for local officials and economic development organizations. To accomplish this, the obstacles that restrict the growth of existing businesses must be removed and assistance must be given to them to help them remain competitive in a global economy. This section provides information on existing programs, initiatives, infrastructure, and organizations available to attract/retain businesses and industries in the Town of Wascott and Douglas County.

SuperiorLife Technology Zone Program

In June 2002, Douglas County was one of six counties in Northwest Wisconsin designated as a Technology Zone (called SuperiorLife) by the Wisconsin Department of Commerce. Developed out of the Build Wisconsin Initiative, the Technology Zone program brings \$5 million in income tax incentives for high-tech development in the area. The Technology Zone program will help the county generate high-wage jobs through the startup and expansion of technology-based businesses. Eligible businesses will be certified by the Department of Commerce for tax credits based on their ability to create high-wage jobs and investment and support the development of high-tech industries in the region.

Workforce Development

Wisconsin Indianhead Technical College (WITC) is an accredited postsecondary educational institution serving northwestern Wisconsin. One of its four campuses is located in the City of

Superior, Douglas County, plus the administrative offices and a learning center are located in neighboring Washburn County. WITC offers customized training and technical assistance to business and industry to help them become more competitive, increase productivity, and to retain workers. This customized training is available at the business site or in a campus classroom setting.

The University of Wisconsin-Superior is a public liberal arts college offering more than 30 undergraduate major field of studies. It provides academic programs such as accounting, teacher education, and biology and innovative programs such as legal studies, art therapy, and transportation and logistics management. In addition, its graduate studies program offers advanced degrees in teacher education and administration, counseling, visual arts, and communicating arts. For nontraditional students, UW-Superior offers options such as an extended degree program, a center for continuing education/extension, and distance learning programs.

Located in nearby Ashland County in the City of Ashland is Northland College. It is a four-year baccalaureate degree college that is internationally known for its outstanding environmental degree programs.

The Lac Courte Oreilles Ojibwa Community College (LCOOCC) is located on the Lac Courte Oreilles Reservation 10 miles southeast of Hayward in neighboring Sawyer County. It offers associate degrees and certificates in 15 different areas ranging from business administration and nursing to carpentry and Native American studies. In addition, LCOOCC operates a 200-acre farm providing students with experience in agricultural research, land management, and crop production. About 25 percent of the 400 students are non-Indian and travel to the campus from other communities.

Additional higher educational facilities exist in the bordering state of Minnesota, which include the University of Minnesota-Duluth, College of St. Scholastica, and Lake Superior College. The University of Minnesota-Duluth and the College of St. Scholastica offer four-year degree programs and are located in Duluth, Minnesota. Also located in Duluth is Lake Superior College, a two-year college that offers more than 100 technical majors, programs for transfer, continuing education, and customized training for business and industry.

The Northwest Wisconsin Concentrated Employment Program, Inc. (NWCEP) is a non-profit corporation whose mission is to strengthen the economy by providing effective and efficient workforce development services to businesses and workers. In existence since 1968, it administers programs to help local youth and adults gain marketable skills and find better jobs. In addition, NWCEP provides a variety of services, including workshops, conferences, and newsletters for businesses and business development. NWCEP has its main office in nearby Ashland County. In addition, there is a satellite office located in Spooner.

WoodLINKS-USA is a program designed to respond to the serious lack of skilled workers in the wood industry. It is an industry education partnership designed to enhance the wood product industry competitiveness and economic development through significant improvement of entry-level work force skills through high school curriculum. The program combines traditional

classroom training with experienced-based learning both in schools and in cooperating industry partners. The program is being proposed to all high schools in the area, including those in Douglas County.

Business Development Assistance

There are several options available for small businesses in the Town of Wascott seeking technical assistance. One is the Wisconsin Business Innovation Corporation (WBIC), a partner organization formed by the Northwest Regional Planning Commission (NWRPC). Although its office is located in Washburn County, its service area is the entire ten-county region. Since its beginning in 1996, WBIC has developed a unique array of technical, financial, and business support services for start up and expanding businesses. This work involves analyzing a firm's financial needs including preparation or review of financial projections, analyzing requirements and procedures of the various financing programs, identifying the appropriate funding sources, structuring sources and uses of funds, and the preparation of forms and documents needed in applications.

The University of Wisconsin-Extension assists entrepreneurs and existing businesses with business planning and development. The University of Wisconsin-Superior Small Business Development Center (SBDC) and its staff can assist entrepreneurs, small business owners, and managers who are in the pre-venture, start-up, or existing business stage. SBDC offers confidential, one-to-one counseling on business management topics through personal visits, email, and telephone. The center maintains a business-to-business network so a new business can ask for business expertise from a pertinent resource.

Technical assistance for small businesses is also available through the SCORE Association (Service Corps of Retired Executives), which is a resource partner with the U.S. Small Business Administration. The Eau Claire Chapter includes representation for the Douglas County area and can offer help with any business questions, strategy, and concerns. Small business counseling is available via telephone, email, workshops, and activities.

Access to Financing and Venture Capital

Small businesses create the lion's share of new jobs but are the least able to obtain reasonable financing for job-creating expansions and start-ups. Because of the shortage of long-term financing, small businesses are frequently unable to match the term of financing with the life of the asset.

The Northwest Wisconsin Business Development Corporation (NWBDC) is a non-profit corporation formed by NWRPC to address the critical need for business financing in northwest Wisconsin. It is targeted at the best economic development opportunities of the area: the timber and wood products industry, tourism, and other manufacturing and service industries.

NWBDC manages three revolving loan funds (RLFs) and a technology seed fund. The overall goal of the RLFs is to stimulate private sector investment in long-term business assets and to create new jobs. The funds partially fill the gap in private capital markets for long-term fixed rate financing. The technology seed fund can be used to complete research and development activities and validate the technology, develop prototypes, and file patents and copyrights.

In addition to the NWBDC loan funds, Douglas County has two local revolving loan funds. One was established in 1986 and is managed by The Development Association, a local economic development organization located in the City of Superior. The second RLF was established in 2000 from economic development grant funds awarded by the Wisconsin Department of Commerce to assist local entrepreneurs with their business ventures. The Development Association also manages the second fund.

In late 2000, a community-based venture capital (equity) fund called the Wisconsin Rural Enterprise Fund, LLC (WREF) was established by the Wisconsin Business Innovation Corporation. It was formed to create a capital fund that would provide self-sustaining, moderate growth through financial investments made in rural businesses that meet the WREF criteria. Technology intensive businesses, which have the potential to create high-skilled, high-wage jobs in rural areas, are the targeted businesses. Currently, it is the only Northwest Wisconsin community-based venture capital fund; and its members include, besides WBIC, rural electric cooperatives and local community development organizations.

6.5 TECHNICAL AND PHYSICAL INFRASTRUCTURE

The Town of Wascott and Douglas County have a superior state highway system to serve existing and future businesses that provide efficient truck freight access to businesses in the town and the county. General cargo service is available at Duluth/Superior. The largest deep-draft commercial harbor (port) is located at Superior/Duluth.

Scheduled domestic and international passenger service is available at the Duluth International Airport. Several smaller local public airports are located around Douglas County that can accommodate corporate passenger jets.

Rail freight is available through the Canadian National Railroad (CN), which runs through the Town of Wascott. The CN provides the opportunity for direct access to international commerce through Canada and a gateway to the rest of the United States through Chicago, Illinois.

6.6 QUALITY OF LIFE

A good quality of life is becoming increasingly important to employers and employees alike, not only in Wisconsin, but around the country. The Town of Wascott has a premium quality of personal life with a beautiful physical environment, excellent quality and quantity of water, one of the best public education systems in the country, excellent public services, and an above average labor force with a good work ethic.

Natural, recreational, and lifestyle amenities abound throughout the town and county. Tranquility and solitude of the great outdoors is plentiful in the area. The lack of traffic jams, low crime rates, and low costs enhance the quality living environment. Clean, unpolluted air, as well as lots of open space for recreation and expansion, adds to the general overall quality of life to residents of the Town of Wascott.

6.7 STRENGTHS AND WEAKNESSES

The following are strengths and weaknesses in attracting and retaining business and industry to Wascott. It is important the community continue to work on strengthening its position to meet future business and industry needs that may arise.

Strengths

- Environmental quality (peace and quiet)
- Recreational opportunities
- STH and CTH linkages to the community
- Increase of resident and seasonal resident population base
- School District
- Wascott Tourism and Development Association cooperation

Weaknesses

- Resistance to expansion of commercial development
- Lack of financial planning and resources for development
- Concern regarding incompatibility between businesses and environment
- No clearly planned commercial or industrial areas
- Limited land available and zoned for commercial or industrial development

6.8 BUSINESS AND INDUSTRY SITES

An area of the town targeted for commercial development is near the intersection of CTH T and Crystal Lake Road. A business located at the intersection includes a convenience store with petroleum products, laundromat, hardware store, and post office. Additional businesses are located west of the intersection. The town desires to continue commercial development in this area. These properties are desirable due to the county owning three of the four 40-acre sections adjacent to CTH T and Crystal Lake Road.

STH 53 also provides opportunities for future business or industrial sites. Only two businesses exist along the corridor in 2004 (Bootleggers and the Antler Inn). Land adjacent to the highway



corridor is largely owned by private individuals providing for the possibility of having land made available for development. It is possible, however, that due to existing commercial developments located in the Village of Minong and the unincorporated area of Gordon, the opportunities for development in Wascott along STH 53 may be minimized.

6.9 TOURISM IMPACT TO THE LOCAL ECONOMY

Information on tourism is not available at the town level; therefore, Douglas County data must be used for the Town of Wascott. The following information was acquired from the Wisconsin Department of Tourism.

Douglas County is a vacationland for local and long distance travelers and ranks 26th in the state for traveler spending¹. The county houses numerous inland lakes as well as Lake Superior, one of the most pristine lakes in the world. Businesses that cater to tourism, such as motels, resorts, campgrounds, B&Bs, and retail stores complement the hundreds of miles of snowmobiling, ATV, walking, and biking trails as well as the many parks, golf courses, historic sites, and area attractions. Wascott contains most of the county lakes and contributes greatly to the tourism expenditures in the county.

According to the State Department of Tourism, traveler spending statewide has continued to increase reaching an estimated \$11.7 billion in 2002 (December 2001-November 2002). Visitors to Douglas County in 2002 spent a total of \$129 million. Summer is the biggest season and generated traveler expenditures of \$65 million. Winter/spring travelers spent \$33 million and fall visitors spent \$31 million.

Tourism is a vital part of Douglas County's economy. Since 1993, travel expenditures in Douglas County increased 141 percent, from \$54 million to \$129 million. Traveler spending in Douglas County supported 3,707 full-time equivalent jobs. Translated to total county workforce, it means that more than 17 percent of all people employed in Douglas County are in jobs supported by tourism. Employees in the county earned an estimated \$80 million in wages generated from tourist spending.

The total impact of tourism extends far into the county, making a contribution to schools and local governments. Local revenues (property tax, sales taxes, lodging taxes, etc.) collected as a result of tourist spending was an estimated \$10 million in 2002 and state revenues (lodging, sales and meal taxes) amounted to another \$10 million.

The economic impact to the Town of Wascott based on seasonal homes is significant. According to Census 2000, over 61 percent of total housing units in the town are for seasonal, recreational, or occasional use.

¹ Wisconsin Department of Tourism, May/June 2003

6.10 REDEVELOPMENT AND CONTAMINATED SITES

Redevelopment of contaminated or blighted locations can be of significant benefit to local units of government. Benefits range from removing potentially environmentally hazardous materials to adding tax base and jobs to the area. Too often, these sites are overlooked due to the perceived costs associated with redevelopment. Programs at the state and federal level can contribute to the cleanup of contaminated or blighted sites. The Petroleum Environmental Cleanup Fund Act and the creation of Tax Increment Districts can be used to redevelop and clean up contaminated and blighted sites.

Leaking underground storage tanks (LUST’s) are often a source of localized contamination problems and may pose threats to health and safety. These threats may include: contamination of soil and groundwater; contamination of drinking water; or contamination of lakes, rivers, and streams. Underground storage tanks are regulated in Wisconsin under,

- ❑ **Comm 10** - Wisconsin Department of Commerce's rule governing installation, registration, maintenance, and abandonment of petroleum storage tanks.
- ❑ **NR 746** - Applies specifically to sites where petroleum products have discharged from storage tanks.
- ❑ **Comm 47** - Department of Commerce rule that governs reimbursement from Petroleum Environmental Cleanup Fund Act (PECFA).
- ❑ **PECFA** - Wisconsin's reimbursement program for eligible costs of cleaning up contamination from leaking underground and aboveground petroleum storage tank systems, administered by the Department of Commerce.

The Department of Natural Resources has jurisdiction over four LUST sites in the town. See Table 6.6. Land uses should consider the potential negative impact of LUST sites and other pollution hazards. Wisconsin’s corrective action rules (NR 140 & NR 700 series) define the process for management of environmental discharges from the time of discovery until site closure. Soil and groundwater cleanup standards under these rules are ‘risk-based’, with consideration of individual site conditions. Table 6.7 lists reported spill sites.

Table 6.6: Town of Wascott LUST Sites				
Status	Activity Name	Location	Address	Jurisdiction
Open	WI DOT - Wascott General Store	Wascott	16155 USH 53	WDNR
Closed	Gordon Correctional Center	Wascott	10401 E. CTH G	WDNR
Closed	Pogo’s	Wascott	CTH T-6 mi off STH 53	WDNR
Closed	Wascott Town Garage	Wascott	16388 S. Town Hall Rd.	WDNR

Source: WI DNR, Bureau for Remediation and Redevelopment Website 3/9/04
LUST-Leaking Underground Storage Tanks

Table 6.7: Town of Wascott Spills Sites				
Status	Activity Name	Location	Address	Jurisdiction
Closed	Dumping on Driveway	Wascott	Hwy T-.3 mi w. of Crystal Lk. Rd.	WDNR
Closed	RR MP 22	Wascott	RR MP 22	WDNR

Source: WDNR, Bureau for Remediation and Redevelopment Website 3/9/04

6.11 ECONOMIC DEVELOPMENT PROGRAMS AND ORGANIZATIONS

There are many programs at the federal, state, county, and regional level that can help the Town of Wascott in the support and development of economic development efforts. In addition, there are programs available for individual businesses to assist in start-up and expansion. This section contains a list of the major agencies and programs that are most likely to be used by the town in its economic development efforts. In addition to programs, there are economic development organizations throughout the county that provide assistance to local units of government and businesses. These are also listed in this section.

FEDERAL

Economic Development Administration

The U.S. Department of Commerce Economic Development Administration offers two programs for assistance with economic development that apply to the Town of Wascott. 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.

USDA Wisconsin Rural Development

Several loan and grant programs of benefit to the county and local business development are available from the USDA Rural Development. One of those programs is the Community Facility Guaranteed Loans Program, which provides funding to local units of government to construct, enlarge, extend, or otherwise improve community facilities providing essential services in rural areas and towns.

The Rural Economic Development Loans and Grants Program helps develop projects that will result in a sustainable increase in economic productivity, job creation, and incomes in rural areas. Projects may include business start-ups and expansion, community development, incubator projects, medical and training projects, and feasibility studies.

The purpose of the Business and Industry Direct Loan Program is to improve, develop, or finance business, industry, and employment and improve the economic and environmental climate in rural communities. Loan purposes include purchase and expansion of land, equipment, buildings, and working capital. Loans to public bodies can be used to finance community facilities and construct and equip industrial plants for lease to private businesses.

The Community Facilities Direct Loans and Grants Program provides funding for essential community facilities (CF) such as municipal buildings, day care centers, and health and safety facilities. Examples include fire halls, fire trucks, clinics, nursing homes, and hospitals. CF loans and grants may also be used for such things as activity centers for the handicapped, schools, libraries, and other community buildings.

STATE

Wisconsin Department of Commerce

At least 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.

Wisconsin Departments of Tourism and Commerce

The Tourism Development Initiative is a multi-faceted program designed to assist tourism businesses that have been severely affected by consecutive winters with minimal snowfall. The program offers planning and training grants that focus on tourism development and diversification at the business and municipal levels. A Snow Emergency Loan is available to qualifying small businesses that can document significant revenue loss caused by the lack of snow.

Wisconsin Department of Transportation

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.

REGIONAL

Northwest Regional Planning Commission

The Northwest Regional Planning Commission is a cooperative venture of the local units of governments in the ten counties of Ashland, Bayfield, Burnett, Douglas, Douglas, Price, Rusk, Sawyer, Taylor, and Washburn and the five tribal nations of Bad River, Lac Courte Oreilles, Red Cliff, St. Croix, and Lac du Flambeau in the region. The purpose of NWRPC is to assist the communities of the membership to promote sustainable economic development, develop public facilities, provide planning and technical services, efficiently manage and conserve natural resources, and protect the environment. Every five years, NWRPC, with the cooperation of the local units of government in its region, prepares a Comprehensive Economic Development Strategy for the entire Northwest Region.

In an effort to build a focused development strategy for the Northwest Region, NWRPC developed three non-profit development corporations, each focusing on a specific area need and opportunity including financing for business start up and expansions (Northwest Wisconsin Business Development Corporation), technology-based business development (Wisconsin Business Innovation Corporation), and affordable housing (Northwest Affordable Housing, Inc.).

Northwest Wisconsin Business Development Corporation

A strategic partner of the Northwest Regional Planning Commission, the Northwest Wisconsin Business Development Corporation, has available revolving loan funds to address a gap in private capital markets for long-term, fixed rate, low down-payment, and low interest financing to assist businesses in job creation/retention and growth.

SuperiorLife Technology Zone Program

The Technology Zone program was developed out of the Build Wisconsin initiative, which is firmly based in the concepts of promoting regional cooperation and developing a technology base. Douglas County is part of the SuperiorLife Technology Zone and won designation as such by the Wisconsin Department of Commerce (WDOC) in 2002. Each designated zone will get \$5 million in income tax incentives for high-tech development. The (WDOC) will certify eligible businesses for tax credits based on their ability to create high-wage jobs and investment and support the development of high-tech industries in the region. The SuperiorLife Technology Zone offers the potential for growth in the computer software, medical, and forestry clusters, among others.

LOCAL

Economic Development Organizations

The Development Association

The Development Association, Inc. is a nonprofit organization with a mission to assist with retention, expansion, creation, and recruitment of businesses in Superior and Douglas County Wisconsin. An important part of its role as the lead economic development organization for Douglas County is to also assist communities and the businesses within it to take advantage of the opportunities for growth that exist.

The Development Association has been in existence for over 40 years. Its board of directors, consisting of 11 members, is made up of business owners, economic development professionals, bankers and city and county government representatives. The organization administers the Douglas County Revolving Loan Funds on behalf of Douglas County and also manages the Superior Business Center, Inc., a 45,000 sq. ft. incubator facility.

Wascott Tourism & Development Association

Represented by local businesses and community citizens, the association works with existing businesses and actively markets the Wascott area. Tourism marketing is a primary focus of the association.

Other Programs

There are many more federal, state, and local programs offering assistance to businesses. 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.

6.12 ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, ACTIONS, POLICIES, AND PROGRAMS

A set of recommended goals, objectives, and actions have been developed to assist the Town of Wascott in its overall effort to support, retain, and attract economic development activity.

Goal: Create an economic development plan that recognizes:

- Tourism is an important factor in the economy of Wascott.
- The need for support and expansion of existing businesses and the creation of new businesses.
- Future development that is compatible with the rural environment of Wascott.
- The needs of our growing population.

Objective: Encourage the town board to continue support and increase involvement with the Wascott Tourism and Development Association.

- A. Meet on a predetermined schedule established by the town board and the association.

- Objective:** Attract and retain quality businesses that improve the employment and personal income base of the town.
- A. Encourage the town board to develop incentives that would attract new businesses.
 - B. Continue support of existing businesses by budgeting funds for advertising and other activities.
- Objective:** Recognize environmental issues and work with developers/builders to minimize the environmental impact of new projects.
- A. Provide necessary information/contacts to developers during the permit process.
- Objective:** Encourage the development of businesses that provide services and goods required by the residents and visitors to our area.
- A. Recommend that the town board create an economic development committee to evaluate the needs of our residents/visitors and develop a plan to attract the appropriate businesses.