

Chapter 7 - Economic Development

Per State of Wisconsin Statute 66.1001, *Comprehensive Planning*, (2) (b), the Economic Development Element of a community's comprehensive plan is to provide: *"A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit."*

Introduction

Economic development improves a community's quality of life by creating and/or retaining jobs, increasing its tax base, and its resident's incomes.

Planning for economic development is vitally important to ensure a community stays vibrant. In simplest terms, economic development, in the form of jobs and business, industrial, and working (agriculture and natural resource extraction) land uses, pays the bills. Various studies have shown that business, industrial, and working land uses often generate more tax revenue for a community than they cost the community to provide vital services. An increased tax base ensures a community is able to provide vital, high-quality services to its residents. Furthermore, a community's residents desire quality goods, services, and jobs in close proximity to where they live, as provided by business/industry and working lands. A community needs to recognize those elements that attract business/industry and utilization of working lands, including location, existing and potential facilities, operating costs, climate, work force characteristics, resources, and quality of life, and those that offer opportunities to retain and expand business/industry and utilization of working lands, including operating costs, climate, markets, and clustering of similar business/industrial sectors.

In planning for the future, a rural community is essentially tasked with preserving its working lands, while concurrently allowing for responsible, appropriate business/industrial growth and development. This is the task facing the Town that this Chapter addresses. Projected Town growth through 2035, as presented in *Table 1-5* of this *Plan*, will require thoughtful and comprehensive economic development planning to ensure continued community vibrancy.

Goal and Objectives

Economic Development Goal

Support, encourage, and promote responsible economic development, by maintaining and expanding existing, viable business and services, and associated workforce, to sustain a stable tax base in which to provide vital, high-quality services, to Town residents, while supporting and promoting agricultural activities in the Town.

Objective: Maintain the Town's quaintness, by supporting small independent merchants and services in the Town.

Objective: Promote development of a small retail core in the Shopiere area.

- Objective:* Promote appropriate commercial uses in the vicinities of the I-90 and Shopiere Road interchange, and the I-43 and Hart Road interchange.
- Objective:* Encourage agriculture-related businesses and industries as a major economic development force in the Town.
- Objective:* Promote and support Nature Tourism in the Town.

Economic Development Existing Conditions and Trends

A community's existing economic development conditions and historic trends have vast implications for its planning and development. Inventory and analysis of these elements provide for a more accurate assessment regarding a community's future resource and service needs. The following section examines existing economic development conditions in the Town, as well as historic economic development trends.

Existing Conditions

Inventorying a community's existing economic development conditions is a vital first step in planning for its future economic development. Existing economic development aspects examined include employment status, income, occupation, industry, and commuting method of the Town's work force, business and industry located in the Town, and County programs and services.

Work Force

A community's work force provides the foundation for existing and potential economic development opportunities. For the purposes of this *Plan*, work force shall be defined as those members of the Town's population aged 16 years or older, employed or seeking employment. *Figure 7.1* displays the employment status of the Town's population aged 16 years and older in 2000.

**Figure 7.1:
Employment Status of Work Force: 2000**

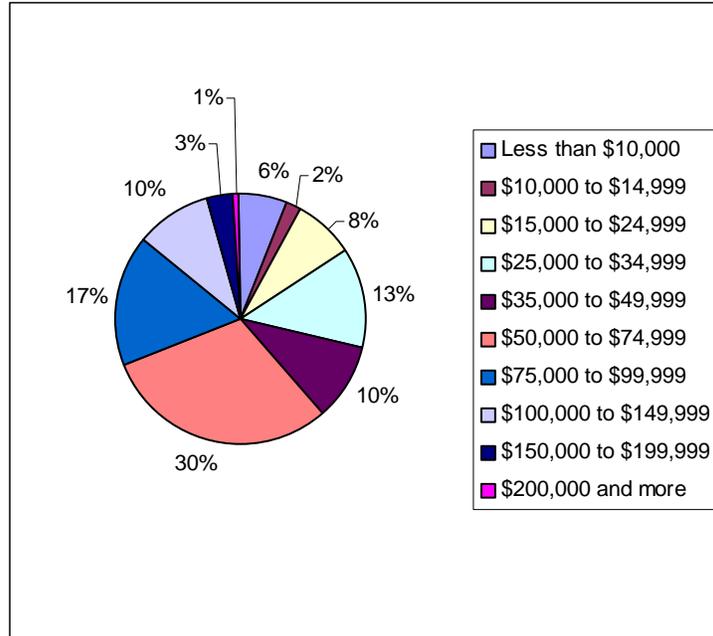
Employment Status	Population Aged 16 Years and Older	
	Number	Percent
Civilian Work Force	1,506	71.2%
Employed	1,444	68.3%
Unemployed	62	2.9%
Armed Forces	0	0%
Not In Work Force	608	28.8%
TOWN TOTAL	2114	100.0%

Source: United States Bureau of the Census - 2000

Figure 7.1 indicates 71.2% of the Town's population, aged 16 years or older in 2000, was in the *Civilian Work Force*, with 68.3% *Employed*. *Figure 7.1* also indicates the Town's unemployment rate in 2000 was 2.9%.

Categorization of a community’s household income, and comparison of its median household income to other relevant communities, provides a sound indication of a community’s quality of life. *Figure 7.2* categorizes household income in the Town in 2000, as well as displaying the Town’s median household income in comparison to other relevant communities in 2000.

**Figure 7.2:
Household Income: 2000**



Community	Median Household Income
Town of Turtle	\$57,188
Town of Clinton	\$55,324
Town of Beloit	\$47,970
Town of La Prairie	\$52,813
Town of Bradford	\$51,324
City of Beloit	\$36,414
City of Janesville	\$45,961
Village of Clinton	\$45,987
Rock County	\$45,517
State of Wisconsin	\$43,791

Source: United States Bureau of the Census - 2000

Figure 7.2 indicates a large percentage (30%) of households in the Town earned \$50,000 to \$74,999 in 2000, whereas a greater number of households (39%) earned \$34,999 or less. *Figure 7.2* also indicates the Town’s median household income (\$57,188) in 2000 was the largest in comparison to other relevant communities in the area.

Categorization of a community's employed work force by industry offers a work force profile, again identifying opportunities for future economic development and diversification. *Figure 7.3* displays the Town's employed work force by industry in 2000.

**Figure 7.3:
Industry of Employed Work Force: 2000**

Industry	Employed Work Force	
	Number	Percent
Construction, Mining, and Natural Resources	126	8.7
Manufacturing	473	32.8
Transportation and Utilities	61	4.2
Wholesale and Retail Trade	227	15.7
Finance, Insurance, and Real Estate	86	6.0
Services	277	19.2
TOWN TOTAL	1250	100.0%

Source: United States Bureau of the Census - 2000

Figure 7.3 indicates the *Manufacturing* industry category employed the largest (32.8%) segment of the Town's employed work force, whereas the *Service* category employed the second largest (19.2%) segment, in 2000.

The commuting method of a community's workers has implications for local and regional land use. *Figure 7.4* displays the commuting method of the Town's employed work force, and mean commuting time, in 2000.

**Figure 7.4:
Commuting Method of Employed Work Force: 2000**

Commuting Method	Employed Work Force	
	Number	Percent
Car, Truck, or Van - Singularly Occupied	1,275	90.5
Car, Truck, or Van - Carpool	86	6.1
Public Transit (Including Taxi)	15	1.1
Walk	6	0.4
Work at Home	21	1.5
Unknown	6	0.4
TOWN TOTAL	1,409	100.0%
MEAN COMMUTING TIME (MINUTES)		
		21.4

Source: United States Bureau of the Census - 2000

Figure 7.4 indicates the largest segment (90.5%) of the Town's employed work force utilized a *Car, Truck, or Van - Singularly Occupied* to commute to work in 2000. *Figure 7.5* also indicates that the mean commuting time for the Town's employed work force in 2000 was 21.4 minutes.

**Figure 7.5
Business/Industry: 2008**

Business/Industry	Type	Business/Industry	Type
A1 Septic Service	Business	Lathers Sand and Gravel	Business
Annie's	Restaurant	Roger Liefke	Manufacturing
Anthony	Business	London Septic	Business
Sue & Bill Arnold	Business	M & J Tool	Manufacturing
Arrowhead Orchard	Agriculture	Yoshiko Madsen	Business
Bedrock Grinding	Business	Magic Construction	Business
Beloit Airport	Airport	Mann Brothers	Business
Roger Bills	Business	MC Moters	Business
Bottoms	Business	McFall Enterprises	Business
Rollette BP Station	Gas Station	Meri J Western Store	Agriculture
Brabazon	Business	Naughty But Nice	Business
Jim Brandenburg	Business	Newland	Business
Broaster Home Center	Business	Newman Enterprises	Manufacturing
Burns Welding Fabrication	Manufacturing	Landek Speciality	Business
Butterfly Club	Restaurant	Walter Oldenberg	Business
Concrete Lawn Ornaments	Manufacturing	Pohl	Business
Douglas Construction	Business	Popanz Tree Service	Business
Durst Corporation	Manufacturing	Prairie Avenue Concrete	Business
Elias Landscaping	Business	Steve Rahberg	Business
Randy Feuillerat	Business	Brad Rusch	Business
Fox Hollow Farm	Agriculture	Sheppard Seeds	Agriculture
Gun Club	Restaurant	Shopiere Tap	Restaurant
Gustafson Electric	Business	Roger Skogen	Manufacturing
Ken Howell	Manufacturing	Smith	Business
Huffman Builders	Business	Sorenson Excavating	Business
Virginia Hullah	Business	Sumpter Sales	Business
I43 Storage	Business	Tiffany Feedmill	Agriculture
Jackson Monuments	Business	Tiffany Inn	Restaurant
Greg Jeffers	Manufacturing	Tiffany Store	Restaurant
Don Jones	Business	Turtle Greens	Golf Course
Klobucar Construction Company	Business	Turtle Rock Farms	Agriculture
Kopp's Krops	Agriculture	Twin Cities Packing	Agriculture
Bill Kutz	Business	Kelly Urban	Business
L & C Automotive	Business	Vavning Workshop	Business
Laders Tiffany Feed	Agriculture	Bill Walter	Agriculture

Source: Rock County Planning and Development Agency - 2008

Business and Industry

A community's existing business/industry fill many vital niches, including supplementing its tax base, in turn allowing the community to provide vital, high-quality services, and offering employment to both a community's residents and those living outside its borders. Given its demographics, the Town has diverse business/industry.

Figure 7.5 lists all business/industry, with existing infrastructure, operating in the Town in 2008. Additionally, *Map 7.1* displays the location of all Town business/industry, with existing infrastructure, in 2008.

Figure 7.5 indicates 70 businesses and industries, with existing infrastructure, operated in the Town in 2008, including a number of independent restaurants, many specialty service businesses and shops, some agricultural and manufacturing industries, and a gas station.

Home Occupations

A number of the businesses listed in *Figure 7.5* are home-based businesses. Home occupations in the Town require a Conditional Use Permit, and must be deemed to not be detrimental to surrounding properties. These businesses provide services ranging from salons to tool and die making to the Town and surrounding area.

Organizations, Programs and Services

Economic development organizations and programs provide various services vital in ensuring adequate economic development opportunities for a community and its residents. Economic development organizations and programs available to the Town include the County's Economic Development Program, the Greater Beloit Economic Development Corporation, and the Greater Beloit Chamber of Commerce.

The County's Economic Development Program provides consultative services, to County municipalities, promoting activities and programs that position and prepare municipalities for economic development opportunities that augment and enhance their assets. The Program inventories and distributes information vital to economic development in the County and Town, including available industrial sites/buildings, construction activity reports, energy rate comparisons, and general work force demographics.

The Greater Beloit Economic Development Corporation is an alliance of non-profit organizations that focus on competitive and prosperous growth throughout the region including Beloit, South Beloit, Town of Beloit, and Town of Turtle. The Corporation works with companies that are interested in investing in the community and retaining or creating new jobs. They focus on establishing an environment that encourages existing companies to remain and expand while attracting new businesses.

The Greater Beloit Chamber of Commerce is a business fellowship designed to serve the business community by providing effective benefits and programs to our membership with the coordinated involvement of government, educational, and other community organizations, thereby making the Greater Beloit area a better place to do business, to work, and to live.

Trends

Just as inventorying a community's existing economic development conditions is vital in planning for its future economic development, so to is analysis of its historic economic development trends. Economic development trends examined include employment status, income, occupation, industry, and commuting method of the Town's work force.

Work Force

Figure 7.6 displays the Town's work force by employment status from 1980 to 2000.

**Figure 7.6:
Employment Status of Work Force: 1980-2000**

Employment Status	Population Aged 16 Years and Older							
	1980		1990		2000		Change: 1980-2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Civilian Work Force	1335	40.4%	1344	41.1%	1506	71.2%	171	12.8%
Employed	1264	38.2%	1298	39.6%	1444	68.3%	180	14.2%
Unemployed	71	2.1%	46	1.4%	62	2.9%	-9	-12.7%
Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Not In Work Force	636	19.2%	586	17.9%	608	28.8%	-28	-4.4%
TOWN TOTAL	1970	100.0%	1930	100.0%	2114	100.0%		

Source: United States Bureau of the Census - 1980, 1990, and 2000

Figure 7.6 indicates the percent of the Town's population aged 16 and over in the *Civilian Work Force* has increased by 12.8% (403) from 1980 to 2000. *Figure 7.7* also indicates the unemployment rate in the Town has decreased dramatically (12.7%), from 1980 to 2000.

**Figure 7.7:
Median Household Income: 1979-1999**

Community	1979	1989	1999	Change: 1979 - 1999	
				Number	Percent
Town of Turtle	\$23,567	\$38,203	\$57,188	\$33,621	142.7%
Town of Clinton	\$21,193	\$38,000	\$55,324	\$34,131	161.0%
Town of Beloit	\$20,022	\$33,824	\$47,970	\$27,948	139.6%
Town of La Prairie	\$21,211	\$38,125	\$52,813	\$31,602	149.0%
Town of Bradford	\$18,804	\$30,938	\$51,324	\$32,520	172.9%
City of Beloit	\$16,705	\$25,859	\$36,414	\$19,709	118.0%
City of Janesville	\$19,783	\$31,583	\$45,961	\$26,178	132.3%
Village of Clinton	\$19,315	\$30,658	\$45,987	\$26,672	138.1%
Rock County	\$19,154	\$30,632	\$45,517	\$26,363	137.6%
State of Wisconsin	\$17,680	\$29,442	\$43,791	\$26,111	147.7%

Source: United States Bureau of the Census - 1980, 1990, and 2000

Figure 7.7 displays the median household income in the Town, in comparison to other relevant communities, from 1979 to 1999.

Figure 7.7 indicates the Town is in the upper range in number of the increase in household income (\$33,621), although the percent change (142.7%) is in the lower range in comparison to other relevant communities from 1979 to 1999.

Figure 7.8 displays the Town's employed work force by industry from 1980 to 2000.

**Figure 7.8:
Industry of Employed Work Force: 1980-2000**

Industry	Employed Work Force							
	1980		1990		2000		Change: 1980-2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Construction, Mining, and Natural Resources	150	11.9%	78	6.0%	126	8.7%	-24	-16.0%
Manufacturing	486	38.4%	516	39.8%	473	32.8%	-13	-2.7%
Transportation and Utilities	33	2.6%	62	4.8%	61	4.2%	28	84.8%
Wholesale and Retail Trade	209	16.5%	296	22.8%	227	15.7%	18	8.9%
Finance, Insurance, and Real Estate	97	7.7%	40	3.1%	86	6.0%	-11	-11.3%
Services	289	22.9%	306	23.6%	277	19.2%	-12	-4.1%
TOWN TOTAL	1264	100.0%	1298	100.0%	1250	100.0%		

Source: United States Bureau of the Census - 1980, 1990, and 2000

Figure 7.8 indicates those Town workers employed in the *Construction, Mining and Natural Resources* industries experienced the largest percent decrease (16%) of all industry categories from 1980 to 2000. Figure 7.8 also indicates the *Transportation and Utilities* industry experienced the largest number (28) and percent (84.8%) increase in workers of all industry categories during this same time period.

Economic Development Issues and Opportunities

This section identifies the Town's economic development issues and opportunities.

Municipal Infrastructure

It makes sense for most business and industrial uses to locate in areas with municipal sewer and water. Sprawl of intense uses such as these is not condoned. And to establish large wells or septic systems would likely be cost prohibitive for individual companies and corporations. Therefore, businesses and industries, for the most part, have no place in the unincorporated Town.

Transportation Infrastructure

While the need for municipal infrastructure is an issue negatively affecting economic development opportunities in the Town, the proximity of transportation infrastructure can be considered an asset. Interstates 90 and 43 intersect in Turtle, as well as other highly traveled roadways. This strong road network boosts the transport of goods and people through the vicinity. In addition, two rail lines travel through the Town, and the small Beloit Airport could put Turtle at an advantage regarding accessible corporate transportation.

Shopiere

The small hamlet of Shopiere has the ability to become a vibrant and interesting destination for quaint specialty shopping and services. As covered in the Land Use Element (Chapter 6) a new land use designation has been established for Shopiere, and a correlating zoning district will be established, to achieve a charming sense-of-place. Some examples of businesses that could likely thrive in Shopiere include flower shop, small grocer, barber/salon, coffee shop, antiques and other small, independent shops. Household income for Town of Turtle residents

is higher than in the surrounding areas, on average. And specialized shopping such as this is typically geared more towards affluent consumers. In addition, Shopiere could potentially become unique and extraordinary enough to become a regional shopping destination.

Nature Tourism

There is abundant natural capital in the Town, and the area has the potential to become a destination for Nature Tourism. Also referred to as Ecotourism, Nature Tourism takes advantage of the natural resources and beauty of nature to create opportunities and attractions for visitors. The key is to both promote and protect the natural environment in the process. When done well, Nature Tourism can be a substantial boon towards the creation of jobs and an increase in local revenue. Ideal Nature Tourism opportunities in the Town could involve hiking, biking, wildlife viewing and camping. However, visitor interests and patterns should be evaluated to determine which types of tourism opportunities are best to be pursued, and thus marketed and promoted.

Economic Development Policies

- 1) Pursue the creation of a Town Center zoning district that would incorporate design standards for the Shopiere area, to attract and promote a quaint, specialty-shopping destination with new and needed retailers to serve Town residents and attract regional visitors.
- 2) Explore ways to attract or provide incentives to small independent retailers looking to locate in the Town.
- 3) Explore local policies to attract and support agricultural-related businesses and industries in the Town.
- 4) Continue working with other governmental agencies and non-profit organizations to promote economic development in the Town.
- 5) Explore opportunities for Nature Tourism in the Town and pursue appropriate development of feasible opportunities and the necessary marketing to attract visitors.