

Chapter 7 - Economic Development

Introduction

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.*"

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 appropriate commercial uses in the vicinities of the I-43 and Highway 140 interchange, while being cognizant of ensuring that downtown businesses in the Village thrive.
- Objective:* Encourage agriculture-related businesses and industries as a major economic development force in the Town.

Economic Development Planning

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 *Figure 1.5* of this *Plan*, will require thoughtful and comprehensive economic development planning to ensure continued community vibrancy.

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**

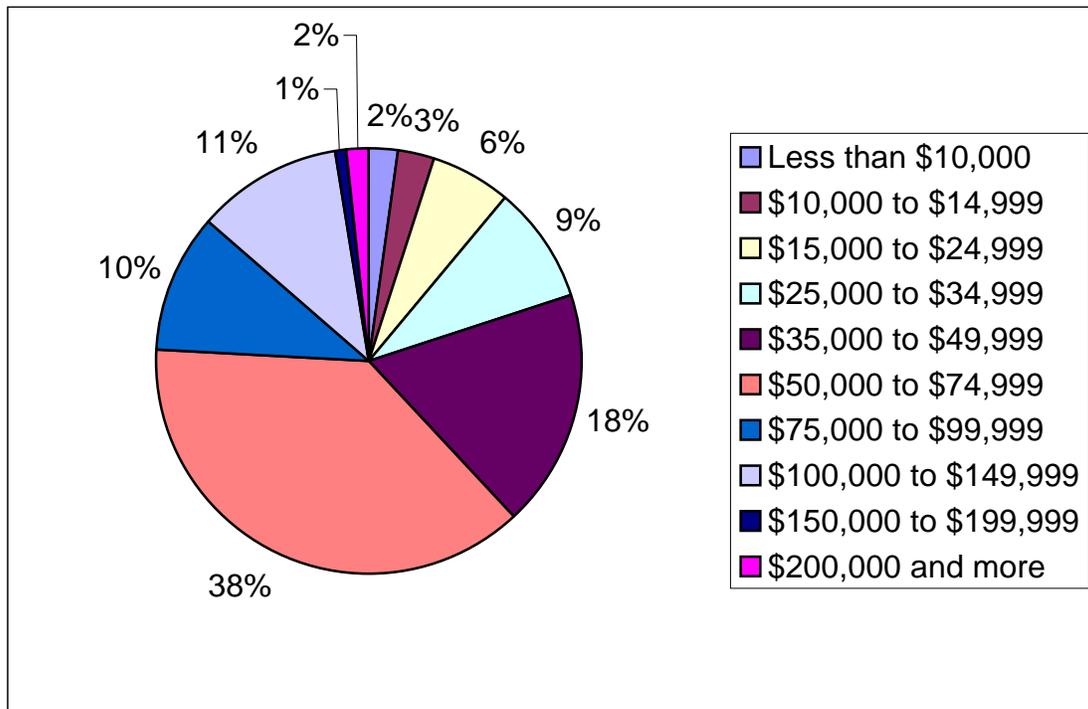
Employment Status	Population Aged 16 Years and Older	
	Number	Percent
Civilian Work Force	526	77.0%
Employed	503	73.6%
Unemployed	23	3.4%
Armed Forces	0	0.0%
Not In Work Force	57	23.0%
TOWN TOTAL	683	100.0%

Source: United States Bureau of the Census - 2000

Figure 7.1 indicates 77% of the Town’s population, aged 16 years or older in 2000, was in the *Civilian Work Force*, with 73.6% *Employed*. Figure 7.1 also indicates the Town’s unemployment rate in 2000 was 3.4%.

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 Clinton	\$55,324
Town of Turtle	\$57,188
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 (38%) of households in the Town earned \$50,000 to \$74,999 in 2000, whereas an equal number of households (38%) earned \$34,999 or less. Figure 7.2 also indicates the Town’s median household income (\$55,324) in 2000 was the second 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	76	15.1%
Manufacturing	126	25.0%
Transportation and Utilities	33	6.6%
Wholesale and Retail Trade	88	17.5%
Finance, Insurance, and Real Estate	12	2.4%
Services	168	33.4%
TOWN TOTAL	503	100.0%

Source: United States Bureau of the Census - 2000

Figure 7.3 indicates the *Services* industry category employed the largest (33.4%) segment of the Town’s employed work force, whereas the *Manufacturing* category employed the second largest (25.0%) 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	436	87.4%
Car, Truck, or Van - Carpool	34	6.8%
Public Transit (Including Taxi)	3	0.6%
Walk	6	1.2%
Work at Home	20	4.0%
Unknown	0	0.0%
TOWN TOTAL	499	100.0%
MEAN COMMUTING TIME (MINUTES)		
	23.2	

Source: United States Bureau of the Census - 2000

Figure 7.4 indicates the largest segment (87.4%) of the Town’s employed work force utilized a *Car, Truck, or Van - Singularly Occupied* to commute to work in 2000. *Figure 7.4* also indicates that the mean commuting time for the Town’s employed work force in 2000 was 23.2 minutes.

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. The Town has a limited business base currently and no industries.

Figure 7.5 lists all businesses, with existing infrastructure, operating in the Town in 2008.

**Figure 7.5
Business/Industry: 2008**

Business/Industry	Type
Little Limestone Exc	Business
Holmbecks Auto	Business
Ted Peterson Welding	Business
Fox Hollow Farms	Agriculture
Dairyland Research	Agriculture
Turtle Rock Farms	Agriculture

Source: Rock County Planning and Development Agency - 2008

Figure 7.5 indicates only 6 businesses and industries, with existing infrastructure, operated in the Town in 2008, mostly involved in construction and farming activities.

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 and the Clinton Chamber of Commerce.

The County’s Economic Development Program, housed within the Planning and Development Agency, 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 Clinton Chamber of Commerce is a business fellowship designed to foster new business growth, support the business community, and promote and preserve local resources to enhance the area’s quality of life. The Chamber encourages and fosters collaboration by supporting member networking and relationship building to promote business growth. Additionally, the Chamber provides information on issues vital to the area to both existing residents and newcomers, promoting tourism, new business and cultural opportunities.

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	471	72.5%	495	73.6%	526	77.0%	55	4.5%
Employed	459	70.6%	481	71.5%	503	73.6%	44	3.0%
Unemployed	12	1.8%	14	2.1%	23	3.4%	11	1.6%
Armed Forces	0	0.0%	2	0.3%	0	0.0%	0	0.0%
Not In Work Force	179	27.5%	176	26.2%	157	23.0%	-22	-4.5%
TOWN TOTAL	650	100.0%	673	100.0%	683	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 4.5% (55) from 1980 to 2000. Figure 7.7 also indicates the unemployment rate in the Town has increased (1.6%), from 1980 to 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:
Median Household Income: 1979-1999**

Community	1979	1989	1999	Change: 1979 - 1999	
				Number	Percent
Town of Clinton	\$21,193	\$38,000	55,324	\$34,131	161.0%
Town of Turtle	\$23,567	\$38,203	\$57,188	\$33,621	142.7%
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 indicates the Town ranks highest in number of the increase in household income (\$34,131), and second in the percent change (161%) 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	131	28.5	119	24.7	76	15.1	-55	-13.4
Manufacturing	130	28.3	159	33.1	126	25.0	-4	-3.3
Transportation and Utilities	10	2.2	18	3.7	33	6.6	23	4.4
Wholesale and Retail Trade	62	13.5	77	16.0	88	17.5	26	4.0
Finance, Insurance, and Real Estate	26	5.7	14	2.9	12	2.4	-14	-3.3
Services	100	21.8	94	19.6	168	33.4	68	11.6
TOWN TOTAL	459	100.0%	481	100.0%	503	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 (13.4%) of all industry categories from 1980 to 2000. *Figure 7.8* also indicates the *Services* industry experienced the largest number (68) and percent (11.6%) 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. 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. Although Town officials feel the addition of fast food, convenience stores, a motel and similar businesses would be useful and convenient to Town residents, they realize that if uses such as these were to locate near the interchange with I-43, they would be annexed into the Village of Clinton.

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. Interstate 43 passes through the Town, 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 intersect in the Town.

Potential for Agribusinesses

Agricultural pursuits are strong in the Town of Clinton, which could possibly make the Town a prime location for various businesses and industries related to farming. Examples of the types of agribusiness the Town could try to attract and retain include wholesale and distribution of farm

machinery, tractor repair, machine shops, seed and chemical companies and agricultural processing. It is advisable that the Town market itself as an available and ideal location for agribusinesses to prosper.

High-End Housing

There has been some very preliminary discussion into the possibility of allowing the development of a high-end housing and golf course subdivision northwest of the I-43/Hwy 140 interchange area, once the existing quarry is decommissioned. If such a development is allowed and built the Town could experience increased property-tax revenue as well as a slight population growth.

Economic Development Policies

1. Explore ways to attract, support and consider providing incentives to agribusinesses looking to locate in the Town.
2. Continue working with other governmental agencies and non-profit organizations to promote economic development in the Town.
3. Evaluate and promote the use of environmentally contaminated sites for potential economic development endeavors.
4. Explore the feasibility and cost-benefit of allowing a high-end housing/golf development in the Town.