Economic Development

Major Findings

1. Agricultural operations, both dairy and crop farming, are the primary economic base of the Town of Marshfield.
2. Because the Town of Marshfield wants to maintain a rural, agricultural economic base, it does not plan on aggressively seeking out businesses to locate in the town.

Recommendations

1. Agricultural operations, both dairy and crop farming, are still viable businesses and should be protected. Siting regulations should be adopted by the Town to better regulate the size and location of large animal operations.
2. The Town would encourage the growth and development of existing businesses now operating, provided proper buffering from other land uses can be accomplished and the Land Use Plan and Zoning changes can be justified and documented.

Goals, Objectives, and Programs

Goals

1. Support and encourage agricultural operations, existing businesses, small home-based businesses, and any other types of businesses that support the local economy, and provides jobs and tax base.

Objectives

1. **Education:** Become educated and educate others regarding the different programs available from the local, state and federal sources (if applicable).
2. **Ordinance Review:** Review existing Fond du Lac County Ordinances to determine if changes should be recommended to the County to support economic development goals and objectives in this plan.
3. **Agricultural Processing Plants:** The Town will encourage large farm processing plants if co-located on a farm, provided these businesses utilize frontage on county highways or enter into an agreement to assist the Town with road maintenance.

Background Information

Analysis of Economic Base

❑ Agricultural operations, both dairy and crop farming, are the primary economic base of the Town of Marshfield.

Major Employers

❑ The Town of Marshfield has a number of businesses that employ a small to moderate number of people.

Table 11
Major Employers

Name of Employer	Number of Employees*	Product/Service	Location by Name of Road
A B Seamless	1	Downspouts/gutters	Palm Tree
Advanced Machine Tool	1	Machining	Hickory Rd
Badger Well Drilling	1	Well Drilling	Locust Lane
Wagner Well Drilling	1	Well Drilling	CTH WH
CountrySide Bar	2	Bar and restaurant	CTH G
Halbach Excavating	1	Ditching, trenching, etc	Holly Rd
Halbach Welding	1	Misc Machine & equipment repair	CTH Q
Lefeber & Baus Builders	1	New building and remodel	CTH W
Meinert Tractor Repair	1	Machine/equipment repair	Meinert Lane
Ken Sabel Carpentry	1	New Building and Remodel	Evergreen Rd
Salchert Meat Market	1	Slaughter House	Coconut Lane
Quality Cut lawn Service	1	Lawn and Garden care	Evergreen Rd
Sippel Auto Repair	1	Auto Repair	CTH CCC
Stenz Auto Body	1	Auto/equipment Repair	CTH WH
Zehren Electric	1	Electrician	Puddlefort St
Ziegelbauer Septic	1	Septic cleanout	CTH Q
Custom Air	1	HVAC	CTH G
Rieden Dairy Farm	1	Dairy	CTH CCC
Steffes Dairy	1	Dairy	CTH WH
J & J Pickart Dairy L.L.C.	2	Dairy	CTH Q
Villa Loretto Nursing Home & Villa Rosa Assisted Living	2	Nursing Home and Assisted Living Center	CTH WW
Daves Engine Service	1	Small engine repair and Sales	CTH W

*Number of employee code stands for:

1   3 to 10 employees
2   11 to 49 employees

Types of New Businesses Desired

Town of Marshfield Preferences
❑ Because the Town of Marshfield wants to maintain a rural, agricultural economic base, it does not plan on aggressively seeking out businesses to locate in the town.
❑ Business growth in the Town should be related to agricultural operations and other miscellaneous product and service providers.

❑ The Town will support large scale farming operations, provided they are located in areas of the town designated for such land uses.

Ability to Retain and Attract Business

Location
❑ The Town of Marshfield is well located for agricultural businesses.
❑ Markets and suppliers are readily available.

Infrastructure
❑ Generally speaking, the Town of Marshfield's existing road network is in good condition.
❑ The Town of Marshfield lacks a public sewer and water system. This is likely a hindrance to facilitating commercial or industrial prospects.

Regulatory Issues
❑ Zoning and building codes help to ensure the health, safety, and welfare of the community are protected and maintained. The Town is not aware of any regulatory issues negatively affecting businesses.

Sites for New or Expanding Businesses

❑ The Town of Marshfield has not promoted business development. Whatever commercial or industrial development has occurred is due to supply and demand and local initiative.
❑ The Town of Marshfield land use plan is not going to promote commercial or industrial development by predicting where businesses should be established.
❑ The Town of Marshfield desires to preserve land for agricultural purposes where soils are considered good for cropland.

Brownfields and Contaminated Sites

❑ Brownfields are abandoned, idle, or underused commercial or industrial properties where the expansion or redevelopment is hindered by real or perceived contamination.
❑ Redevelopment of brownfields makes economic sense by returning these properties to a productive use, thereby creating jobs. Brownfield redevelopment also optimizes existing infrastructure.
❑ The WDNR classifies contaminated sites as being closed or open. Open sites are those where the leak has likely been cleaned up but is still under surveillance by the WDNR.
❑ Identification of potential brownfield sites can be accomplished by examining state and federal databases that list potentially contaminated properties. The WDNR's Remediation and Redevelopment site http://dnr.wi.gov/org/aw/rr/gis/index.htm is a web-based mapping system that provides information about contaminated properties. These mapping resources show that the Town of Marshfield does not have any open site.
❑ The U.S. Environmental Protection Agency's EnviroMapper site, http://iaspub.epa.gov/Cleanups/ is a web-based mapping system that identifies contaminated areas that have been or are in the process of being cleaned up.
❑ Once identified, potentially contaminated sites can be cross-referenced with tax records to determine whether a site is tax delinquent or otherwise available for redevelopment as a brownfield site.
❑ More information on brownfields, including information on financial support, can be found at:

http://dnr.wi.gov/org/aw/rr/index.htm http://wsww.commerce.state.wi.us/CD/CD-bfi.html

County, Regional, and State Programs

Programs in Fond du Lac County

Fond du Lac County Economic Corporation
❑ Greater Fond du Lac County Economic Development Corporation's website states the its mission "is to enhance economic development activities through a collaborative effort with the rural municipalities and businesses of Fond du Lac County that results in the retention and strengthening of existing businesses, the identification of new opportunities, and the formation of new businesses to fill those opportunities." More information is available at:

http://www.gocedc.org/

Economic Development Programs in the Region

New North
❑ New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in eighteen counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.
❑ In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:
  - Fostering regional collaboration
  - Focusing on targeted growth opportunities
  - Supporting an entrepreneurial climate
  - Encouraging educational attainment
  - Encouraging and embracing diverse talents
  - Promoting the regional brand
❑ More information on the New North, Inc. is available at:

www.thenewnorth.com.

East Central Wisconsin Regional Planning Commission
❑ The ECWRPC prepares a Comprehensive Economic Development Strategy (CEDS) covering the ten counties in its region. The most recent update was completed in 2008.
❑ The document contains a review of the Commission's economic development efforts, an overview of the region's economy, and the development strategy for the region. The development strategy includes goals, objectives and strategies and a ranking of economic development investment projects submitted by communities in the region.
❑ The CEDS can be found at:

http://www.eastcentralrpc.org/planning/economic.htm

Moraine Park Technical College
❑ Moraine Park Technical College collaborates with local economic development organizations in supporting business growth within the communities it serves.
❑ For information on MPTC's business development services, go to:

http://www.morainepark.edu/pages/1181.asp

State Programs

Wisconsin Department of Commerce

❑ The State of Wisconsin's Department of Commerce offers a number of programs in support of economic development. The programs are too numerous to list here. Some of the programs provide direct assistance to a business; others fund the business through the local community, while other programs provide direct assistance to a community. Information on these programs is available at:

www.commerce.state.wi.us

❑ The Department of Commerce has Area Development Managers located throughout the state to work with local communities and businesses in identifying the resources available from the State and other sources.

Wisconsin Small Business Development Center

❑ The Wisconsin Small Business Development Center provides business management education programs at an affordable fee. Counseling, to address individual business needs, is available without cost to the small business client. SBDC offices are located at the University of Wisconsin-Oshkosh.

❑ Information on the programs and services offered by the SBDC may be found at:

www.wisconsinsbdc.org.