

8.0 Purpose

As part of this planning process, the Town of Woodland has identified a desire to foster local independent business ventures as they relate to the service industry and tourism as well as everyday support businesses for residents. The Town has also recognized the importance of ensuring quality development that is not only attractive, but of a mix and location to attract consumers. This Chapter provides an overview of economic activity both in the Town and for Sauk County overall. It also provides a listing of local and state programs focused on economic development.



8.1 Area Employment and Economic Activity

An overall look at commuting patterns, regional employment and income characteristics, tourism economic impacts and agriculture economic impacts provides insight to the county's economic vitality.

8.1.1 Commuting Patterns

In terms of commuting patterns, the 2020 Census indicates that 10.2% of Woodland residents work at home. It is assumed that the majority of these residents are involved in farming. For those who commute to their jobs, 71.7% drive alone while 5.3% carpool. The average commuting time to work is approximately 26.0 minutes.

8.1.2 Employment Characteristics in Woodland and Sauk County

Sauk County provides many employment opportunities, as is reflected in the low unemployment rates, occupation type and major employers in the area.

According to the 2020 census 0 persons from the Town of Woodland were unemployed while 367 persons (or 54.4% of the population) were employed. The remaining 308 people (or 37%) either claim disability or are retired. In comparison, the County had a 2.3% unemployment rate with 66.6% of the its population being employed.

Table E1: Commuting Patterns, 2020

	2010		2020	
	Woodland	Sauk County	Woodland	Sauk County
Drive Alone	65.1%	80.7%	71.7%	81.9%
Carpooling	9.7%	10.2%	5.3%	8.3%
Public Transportation	0.0%	0.1%	0.0%	0.1%
Walk	2.5%	2.4%	3.0%	3.3%
Other Means	2.1%	1.3%	9.7%	1.4%
Worked at Home	20.7%	5.3%	10.2%	4.9%
Average Travel Time (minutes)	28.1	21.0	26.0	22.2

Source: US Census 2010-2020

8.1.3 Area Economic Viability and Employment Opportunities

The potential for economic opportunities within commuting distance of Woodland continues to improve. The City of Reedsburg is host to a number of Tax Increment Finance Districts (TIF) and Desired Development Areas, which aid in the development and recruiting of industrial tax base as well as high-end manufacturing jobs. The City has established the following Development Areas: Downtown Focus, highway Commercial Redevelopment, East Gateway Commercial, Industrial Transition, Southwest Gateway and the North Viking Gateway. The redevelopment of land within the City is also an economic opportunity that should be explored, particularly the redevelopment of brownfield sites. A listing of these sites within the City can be obtained by referencing Section 2.10 of the City's Comprehensive Plan. The agricultural, retail sales and services sectors of the economy are strong. Tourism is playing an increasing role in this area with the 400 Trail and historically maintained downtown area.

The major county employers provide diverse employment opportunities for residents of the Town of Woodland. **Tables E1** show the top County employers during 2020, most of which is concentrated in the manufacturing and tourism/service industries. While most of the major employment areas of Baraboo, Sauk Prairie, and Reedsburg are within commuting distance of the Town, based on the average commute time of 26 minutes, it is likely Reedsburg has the largest concentration of workers from the town of Woodland. In addition to business opportunities outside of the Town, the Town does continue to provide a number of jobs in the agriculture industry.

Table E2: Largest Employers

Table E2: Sauk County Largest Employers		
Employer	Product	Location
Cardinal Glass	Insulated Glass	Spring Green
Grede	Ductile Iron Castings	Reedsburg
Teel Plastics	Plastics	Baraboo
Kalahari Development	Waterparks & Resorts	Wisconsin Dells
Ho-Chunk Gaming	Casino	Baraboo
Wilderness Resort	Waterparks & Resorts	Wisconsin Dells

Source: U.S. Census; Emsi; Wisconsin's WORKnet; Municipality Population Estimates, Wisconsin Department of Administration, Demographic Services Center; Applied Geographic Solutions via LocateInWisconsin

8.1.4 Area Income Comparison

According to the 2020 Census, the median income for households in Woodland was \$66,458.00. **Table E3 Regional Income Comparisons**, shows that compared to the neighboring Towns, the County and the State, the Town of Woodland generally had a lower median household income than the other Towns.

Table E3: Regional Income Comparisons

Table E3: Regional Comparison of Income Distribution, 2020								
	Percent of Households							
Household Income, 2020 Estimates	Woodland	La Valle	Winfield	Ironton	Westford	Willow	Sauk County	Wisconsin
Less Than \$10,000	2.1%	1.1%	0.9%	0.0%	4.1%	3.9%	4.1%	4.6%
\$10,000 - \$14,999	1.4%	5.2%	1.5%	5.2%	3.5%	2.3%	3.5%	4.1%
\$15,000 - \$24,999	7.9%	6.8%	4.1%	2.9%	9.6%	8.2%	9.6%	8.6%
\$25,000 - \$34,999	7.6%	10.1%	10.1%	6.9%	9.9%	6.5%	9.9%	9.0%
\$35,000 - \$49,999	19.7%	7.6%	12.7%	13.2%	12.7%	13.2%	12.7%	13.0%
\$50,000 - \$74,999	17.9%	23.2%	14.8%	21.3%	20.8%	19.5%	20.8%	18.9%
\$75,000 - \$99,999	12.8%	16.4%	18.0%	20.7%	14.4%	13.5%	14.4%	14.1%
\$100,000 - \$149,999	15.9%	21.8%	25.7%	19.0%	16.7%	20.2%	16.7%	16.3%
\$150,000 - \$199,999	11.4%	3.4%	7.1%	8.6%	4.8%	8.1%	4.8%	6.1%
\$200,000 or more	3.4%	4.3%	5.0%	2.3%	3.6%	4.5%	3.6%	5.2%
Median Household Income	\$66,458	\$71,192	\$79,500	\$76,250	\$62,808	\$69,475	\$62,808	\$63,293

Source: US Census, 2020

8.1.5 Agriculture Economic Activity

The most recently compiled and fully analyzed data available for state agriculture economic characteristics is from 2022, broken down by county. This information is provided in Tables E4-E5 as indicators of the important economic impact agriculture has on communities. **Table E4 Characteristics of Hired Farm Labor** indicates that from 2017 to 2022, both Sauk County (-7.2%) and Wisconsin (-8%) saw a decrease in hired farm workers. The annual payment indicates that most are seasonal employees. **Table E5 Average Value of Farmland** shows that Sauk County has lower values and income per farm than the average statewide. The average value of farmland buildings and the value of machinery and equipment are based on market value. **Table E5b Average Value of Farmland by Value of Sales** shows that Sauk County has a lower percentage of farms with a positive net income (48.7%) than Wisconsin's average (53.4%). Sauk County also has a slightly higher percentage of farms that receive government payments (31.4%) than statewide (36.2%). The fact that 74% of the farms in the County had a sales value of less than \$100,000 per year in 2022 indicates that many of the farms in Sauk County are relatively small, family-farm operations. Many of these farms depend on off-farm work or investments for their main source of income. Overall, economic development strategies for agriculture include looking at opportunities for diversification in products produced, producing for niche markets, direct marketing, agro-tourism and participating in grower cooperatives.

Table E4: Characteristics of Hired Farm Labor, Sauk County and the State of Wisconsin 2017

Table E4: Characteristics of Hired Farm Labor by Wisconsin Counties 2017					
	Percent of farms with any hired labor	Number of hired farm workers	Change in hired farm workers net change 2012-2017	Change in hired farm workers, percent change 2012-2017	Hired farm worker payroll (\$1,000 payroll)
Sauk County	19.9%	1,226	-59	-15.1%	\$17,806
Wisconsin	26.1%	72,425	-2,015	-10.6%	\$1,052,738

Source: USDA Census of Agriculture, 2017

Table E4: Characteristics of Hired Farm Labor by Wisconsin Counties 2022

	Percent of farms with any hired labor	Number of hired farm workers	Change in hired farm workers net change 2017-2022	Change in hired farm workers, percent change 2012-2017	Hired farm worker payroll (\$1,000 payroll)
Sauk County	21.00%	1,138	-88	-7.20%	\$17,806
Wisconsin	22.80%	66,659	-5,766	-8.00%	\$1,052,738

Source: USDA Census of Agriculture, 2022

Table E5: Average Value of Farmland**Table E5: Average Value of Farmland, 2017**

	Average Value of all agricultural products sold	Estimated market value of land and buildings		Average value of machinery and equipment per farm	Average net farm income per farm
		Per Farm	Per Acre		
Sauk County	\$107,354	\$674,903	\$2,485	\$130,623	\$24,157
Wisconsin	\$176,368	\$1,083,640	\$4,904	\$156,689	\$36,842

Source: USDA Census of Agriculture, 2017

Table E5: Average Value of Farmland, 2022

	Average Value of all agricultural products sold	Estimated market value of land and buildings		Average value of machinery and equipment per farm	Average net farm income per farm
		Per Farm	Per Acre		
Sauk County	\$191,083	\$1,329,231	\$6,278	\$160,529	\$42,934
Wisconsin	\$285,347	\$1,440,749	\$6,117	\$191,104	\$77,839

Source: USDA Census of Agriculture, 2022

Table E5b: Average Value of Farmland by Value of Sales**Table E5b: Average Value of Farmland by Value of Sales, 2017**

	Percent of farms with positive net income	Value of total government payments (in thousands)	Percent of farms receiving government payments	Percent Farms market value of agricultural products sold					
				\$1,000 to \$19,999	\$20,000 to \$99,999	\$100,000 to \$249,000	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more
Sauk County	46.7%	\$2,048	45.5%	55.8%	21.1%	10.6%	6.4%	6.1%	0.0%
Wisconsin	50.8%	\$126,583	42.4%	6.6%	18.9%	10.6%	6.6%	3.9%	3.3%

Source: USDA Census of Agriculture, 2017

Table E5b: Average Value of Farmland by Value of Sales, 2022

	Percent of farms with positive net income	Value of total government payments (in thousands)	Percent of farms receiving government payments	Percent Farms market value of agricultural products sold				
				\$1,000 to \$19,999	\$20,000 to \$99,999	\$100,000 to \$249,000	\$250,000 to \$499,999	\$500,000 or more
Sauk County	48.7%	\$3,074	31.4%	33.5%	16.8%	10.5%	8.0%	7.5%
Wisconsin	53.4%	\$147,121	26.2%	32.0%	19.6%	10.2%	7.1%	9.7%

Source: USDA Census of Agriculture, 2022

8.1.6 Tourism Economic Impact and Opportunity

The overall statewide economic impact of travelers is broken down in several ways. Looking at the expenditures by category for 2022, travelers spent more than half of their total estimated travel expenditures on lodging and food expenditures. Recreation expenditures represent 13.2% and lodging expenses represent 27% of the total estimated traveler expenditures. 19.5% of traveler expenses were spent on retail, and 26% were spent on food and beverage. 14.1% of Wisconsin traveler expenditures were spent on transportation within the state.

The total number of full-time equivalent jobs supported by visitor activity in the state was 122,799 in 2022, an increase of 3.6% from 2021. Visitor volume in Wisconsin increased by 8.7% from 2021 to 2022, and visitor spending increased by 15.7% to \$14.9 billion. The local government revenue generated was \$759.4 million and the total state government revenues generated were \$1.516 billion in 2022.

Sauk County is the third most popular tourism destination in the State, behind Milwaukee and Dane Counties. In 2022, Sauk County had \$1.8 billion in tourism spending and saw a 7.9% percent increase in direct visitor spending.

Table E6 Travel Expenditures and Economic Impact shows that the Wisconsin Department of Tourism estimated traveling expenditures at approximately \$2,091 million during 2022, up from \$1,669 million in 2021. Spending by overnight visitors reached \$10 billion in 2022, with 45 million overnight trips in Wisconsin, spending an average of \$219 per person trip.

Table E6: Travel Expenditures and Economic Impact

Table E6: Total Economic Impact 2022							
	Total Economic Impact		Percent Change	Direct Visitor Spending	Employment	Total Labor Income	State & Local Taxes
	2021	2022					
Sauk County	\$1,779,000,000	\$1,920,000,000	7.9%	\$1,603,100,000	11,455	\$299,400,000	\$142,500,000
State of WI	\$20,929,000,000	\$23,655,000,000	13%	\$14,880,100,000	174,623	\$6,525,700,000	\$1,516,200,000

Source: Wisconsin Department of Tourism, 2022

The northwestern portion of Sauk County has many opportunities for recreational based tourism. One of the main sites visited near the Town of Woodland is Dutch Hollow Lake for boating and fishing, the 400 Trail for biking in the summer and snowmobiling in the winter, and the Baraboo River for paddling opportunities.

The Town of Woodland's proximity to so many tourism locations presents an opportunity to expand its economic base. The Town could focus on promoting its home-based businesses and low-impact tourism opportunities. However, it will be important to ensure that both home-based industries and low-impact tourism opportunities reflect and protect the Town's history, natural resources and current residents. The Town should encourage the formation of a unique niche market for tourism, and prohibit business development similar to that in Wisconsin Dells and other large-scale tourism areas.

8.2 Local Employment and Economic Activity

The Town of Woodland and Sauk County provide many local employment opportunities as is reflected in the education levels, labor force and occupation characteristics of Woodland.

8.2.1 Education, Income Levels and Employment Activity

Table E7 Educational Attainment, Woodland shows that the percentage of Woodland residents with a high school diploma increased by 8.2% between 1990 and 2020. The percentage of those with a Bachelor's Degree increased for both Sauk County and Woodland from 1990 to 2020, approximately doubling.

Table E7: Educational Attainment				
	High School Diploma		Bachelors Degree or Higher	
	Woodland	Sauk County	Woodland	Sauk County
1990	72.1%	74.7%	13.1%	12.9%
2000	76.8%	83.5%	12.5%	17.6%
2010	82.7%	88.8%	13.1%	20.0%
2020	80.3%	32.2%	24.6%	23.8%

8.2.2 Income Levels

As detailed in the Housing Chapter, of the 290 occupied households in Woodland, 37.7% earned less than \$50,000. Another 17.9% of the households were in the \$50,000 to \$74,999 income bracket. This is compared to Sauk County, with 39.8% of the households in the \$49,999 or less income brackets and 20.8% of the households in the \$50,000 to \$74,999 income bracket.

Another tool in the assessment of income distribution is the comparison of the median household income with the average household income for a particular year. A median value represents the middle value in an ordered list of data values. It divides the values into two equal parts with one half of the values falling below the median and one half falling above the median. An average value is found by dividing a sum of values by its total number of values. Average household income is calculated by dividing aggregate household income by the number of households in a given geographic area for a given year. Aggregate household income is the sum of the incomes of a sample of households in a given geographic area.

Table E8 Distribution of Household Income, 2020 shows that in 2020, the median household income for the Town of Woodland was \$66,458 while the average household income was \$85,893. The ratio of the average to the median income is 1.29. As a comparison, the County's median household income is \$62,808, with an average income of \$77,000 for a ratio of 1.23. This implies that the number of values on the upper end of the spectrum has increased slightly during the past decade. This ratio between the median and average shows that there is not an equal distribution as the number of higher income households skew the average. Ideally, it is considered to be a healthy income distribution when the ratio is closer to one.

Table E8: Distribution of Household Income, 2020

Table E8: Distribution of Household Income, 2020			
Distribution of Household Income, 2020	Percent of Households		
	Woodland	Sauk County	Wisconsin
Less than \$10,000	2.1%	4.1%	4.6%
\$10,000 to \$14,999	1.4%	3.5%	4.1%
\$15,000 to \$24,999	7.9%	9.6%	8.6%
\$25,000 to \$34,999	7.6%	9.9%	9.0%
\$35,000 to \$49,999	19.7%	12.7%	13.0%
\$50,000 to \$74,999	17.9%	20.8%	18.9%
\$75,000 to \$99,999	12.8%	14.4%	14.1%
\$100,000 to \$149,999	15.9%	16.7%	16.3%
\$150,000 to \$199,999	11.4%	4.8%	6.1%
\$200,000 or more	3.4%	3.6%	5.2%
Median Household Income	\$66,458	\$62,808	\$63,293
No. of Households	290	26,751	2,377,935
Avg. Household Income	\$85,893	\$77,000	\$82,757
Ratio of mean to median HH Income	1.29	1.23	1.31

Source: US Census 2020

8.2.3 Employment

Table E9 Labor Force and Employment

shows that, of the 675 persons in Woodland over 16 years of age in 2020, 367 persons are in the labor force, and an additional 308 persons aged 16 or older are not in the labor force. Of those in the labor force, 0 people, are unemployed. This is less than the unemployment rate for Sauk County of 2.3%, according to the 2020 Census.

Forecasting future employment and available labor helps a community understand the age and gender make-up of their future workforce (people between the ages of 15 and 64), the size of the future work force and how it will affect the overall population and the demand on certain future jobs in the community. A future workforce profile also assists a Town in planning for desired future levels and types of employment within the economy on an area. Typically, a workforce projection is based upon an analysis of the age group distribution and the change in population over time. However, it is difficult to complete these projections for the Town of Woodland due to insufficient Census data on future age distribution at the town level. One way to assess the future labor force is to consider possible future age group distribution in the Town of Woodland based on data for age group trends in Sauk County from 2000

Table E9: Labor Force and Employment

Table E9: Labor Force Status, 2020		
Category	Woodland	Sauk County
Population 16 years and over	675	51,342
Not in Labor Force	308	16,316
In labor force	367	35,026
Armed Forces	0	20
Civilian labor force	367	35,006
Employed	367	34,197
Unemployed	0	809
Unemployment Rate	0.0%	2.3%

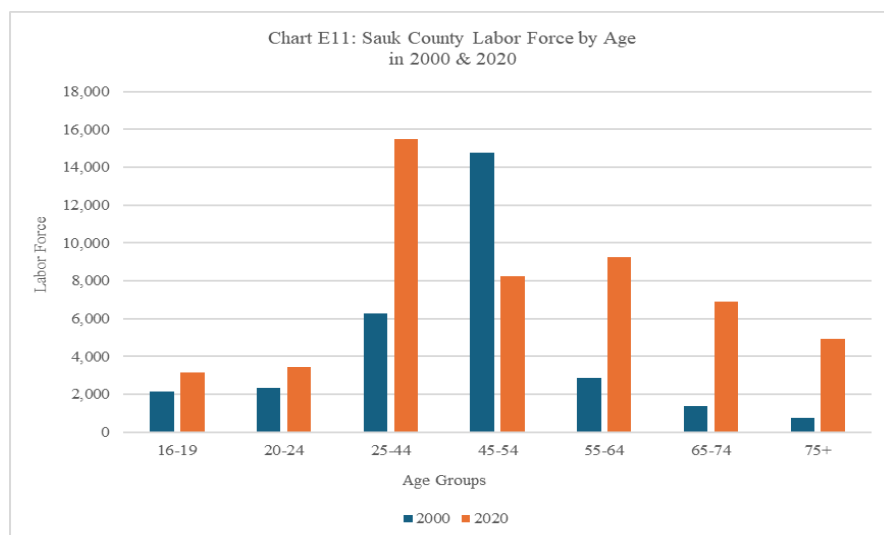
Source: U.S. Census, 2020

to 2020. This assumes that the Town of Woodland will experience changes in age group categories parallel to those occurring in Sauk County. **Table E10 Labor Force Change by Age Group in Sauk County, 2000-2020** and **Chart E11 Sauk County Labor Force Trends by Age 2000-2020** show the age group data forecast for the Sauk County labor force. In looking at **Table E10**, notable trends include the older age groups (55-61, 62-69 and 70+) showing the greatest amount of increase.

Table E10: Labor Force Change by Age Group in Sauk County, 2000-2020

Table E10: Labor Force by Age Group in Sauk County, 2010 - 2020						
Age Groups	2000	2010	Percent Change	2020	Percent Change	Average Change
16-19	2,122	3,152	32.7%	3,137	-0.5%	16.1%
20-24	2,346	3,408	31.2%	3,422	0.4%	15.8%
25-44	6,261	15,744	60.2%	15,485	-1.7%	29.3%
45-54	14,746	9,432	-56.3%	8,218	-14.8%	-35.6%
55-64	2,870	7,488	61.7%	9,248	19.0%	40.4%
65-74	1,398	4,479	68.8%	6,882	34.9%	51.9%
75+	748	4,470	83.3%	4,950	9.7%	46.5%
Total Labor Force	30,491	48,173		51,342		

Source: Wisconsin Department of Workforce Development



While assessing the types of employment opportunities in the Town of Woodland **Table E11 Employment by Occupation, Town of Woodland** shows that agriculture, once a major occupation, has now been surpassed by the manufacturing and education industries as the major employers. Other occupations remained relatively constant, with the exception of the public administration industry segment, which jumped from 0.9% employed to 5.7%. **Chart E12 Major Employment Sectors, Town of Woodland** graphically shows the major employment arenas in the Town while **Table E13 Employment by Occupation, Sauk County** provides a comparison to the region.

Table E12: Employment by Industry, Town of Woodland 2000-2020

Table E13: Employment by Industry, Town of Woodland 2000 - 2020				
Industry	Percent Employed Population, 2000	Percent Employed Population, 2010	Percent Employed Population, 2020	Rate of Change
Agriculture, Forestry, Fishing, Hunting, & Mining	22.3%	22.1%	7.1%	-68.2%
Construction	7.1%	14.2%	5.7%	-19.7%
Manufacturing	25.7%	14.5%	24.0%	-6.6%
Wholesale Trade	1.5%	0.7%	2.5%	66.7%
Retail Trade	9.0%	12.6%	12.3%	36.7%
Transportation, Warehousing, and Utilities	5.3%	7.4%	4.1%	-22.6%
Information	1.5%	1.8%	0.0%	0.0%
Finance, Insurance, Real Estate, Rental, and Leasing	1.5%	0.5%	0.8%	-46.7%
Professional, Scientific, Management, Administrative, and Waste Management Services	4.0%	3.2%	5.4%	35.0%
Educational, Health and Social Services	12.1%	14.0%	19.3%	59.5%
Arts, Entertainment, Recreation, Accommodation and Food Services	6.5%	3.9%	6.0%	-7.7%
Other Services (except public administration)	2.5%	4.6%	7.1%	184.0%
Public Administration	0.9%	0.5%	5.7%	3.4%
Civilian Employed Population	323	435	367	13.6%

Source: US Census 1990, 2000. Note: U.S. Census 1990 Occupation classes are grouped differently. The 1990 data are grouped together as best as able for comparison to the U.S. Census 2000.

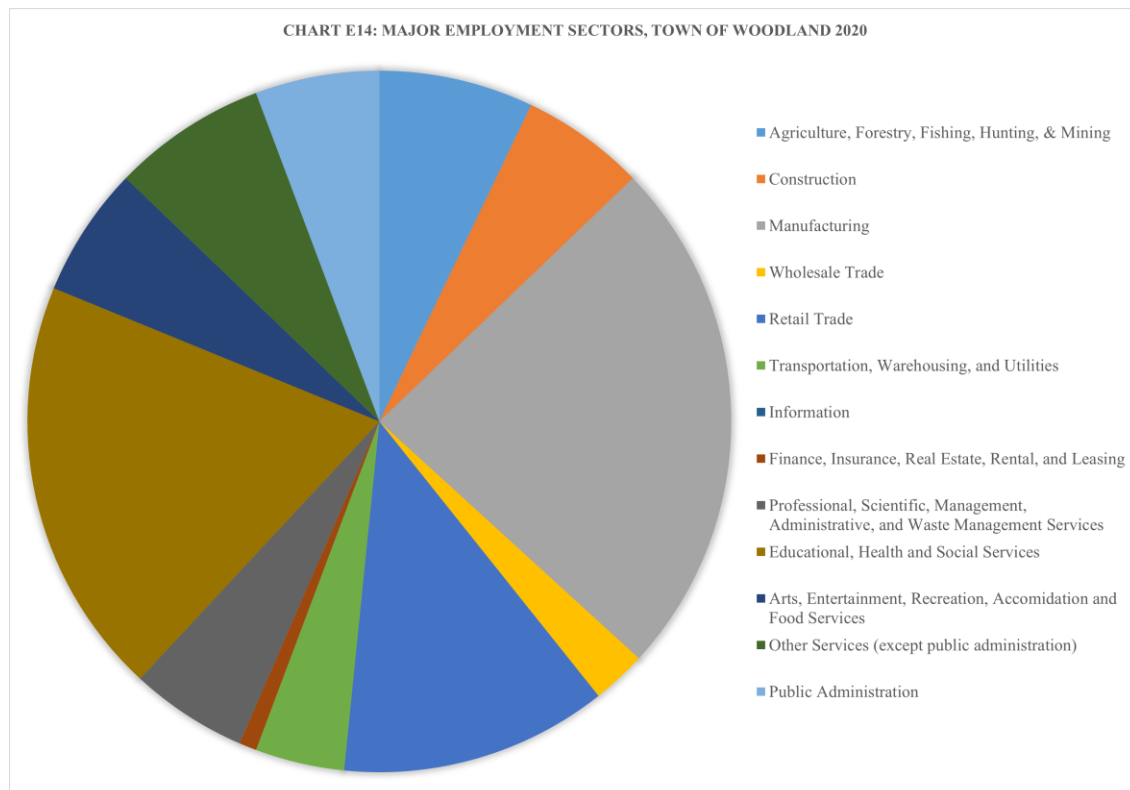


Table E15: Employment by Occupation, Sauk County 2000-2020

Table E15: Employment by Industry, Sauk County 2000 - 2020				
Industry	Percent Employed Population, 2000	Percent Employed Population, 2010	Percent Employed Population, 2020	Rate of Change 2000 to 2020
Agriculture, Forestry, Fishing, Hunting, & Mining	5.3%	4.2%	3.6%	-31.5%
Construction	7.8%	8.0%	7.3%	-6.6%
Manufacturing	19.1%	17.3%	15.8%	-17.2%
Wholesale Trade	3.2%	3.3%	2.6%	-17.9%
Retail Trade	13.2%	12.5%	12.2%	-7.9%
Transportation, Warehousing, and Utilities	4.0%	3.7%	4.3%	7.2%
Information	1.5%	1.6%	1.4%	-7.4%
Finance, Insurance, Real Estate, Rental, and Leasing	4.3%	4.6%	4.4%	1.8%
Professional, Scientific, Management, Administrative, and Waste Management Services	5.2%	5.7%	6.6%	26.8%
Educational, Health and Social Services	17.6%	17.4%	20.4%	15.7%
Arts, Entertainment, Recreation, Accommodation and Food Services	12.1%	15.4%	15.0%	23.6%
Other Services (except public administration)	3.1%	3.2%	3.2%	3.2%
Public Administration	3.5%	3.3%	3.3%	-5.0%
Civilian Employed Population	29108	33,210	34,197	17.5%

Source: US Census 2000-2020

8.2.5 Local Employment Opportunities

Within the Town of Woodland several small businesses exist. These include Tri County Seeds and Chemicals located on County Road Y and Woodland Valley Farm County Greenhouse and Produce on Farra Road. The Town also has a Lime Stone quarry operated by The Kramer Company which is located in Section 17 and 18 respectively.

8.3 Opportunities to Attract and Retain Business

home-based industries and low-impact tourism opportunities that both reflect and protect the Town's history, natural resources and current residents. The Town should encourage the formation of a unique niche market for tourism, and prohibit business development similar to that in Wisconsin Dells and other large-scale tourism areas.

8.4 Other Programs and Partnerships

- **Wisconsin Department of Commerce** provides a broad range of financial resources to help businesses and communities undertake economic development.
- **Sauk County Development Corporation's** mission is to promote and retain the diverse economic vitality of Sauk County and its individual communities.
- **Wisconsin Department of Safety and Professional Services (DSPS)** provides a broad range of financial resources to help businesses and communities undertake economic development. These programs include:

- **MadREP** serves as a partner and collaborator to the Wisconsin Economic Development Corporation and other state agencies, as well as economic development initiatives within counties, municipalities, chambers of commerce, and the private sector.
- **Community Development Block Grant (CDBG) – Economic Development Program** Provides grants to communities to promote local job creation and retention.
- **CDBG – Public Facilities** helps eligible local governments upgrade community facilities, infrastructure, and utilities to benefit low to moderate income residents
- **Rural Economic Development Program** offers low-interest loans for businesses with fewer than 25 employees.
- **US Small Business Administration (SBA)** provided loan guarantees that are used in conjunction with bank financing to improve loan terms.
- **Wisconsin Housing and Economic Development Authority (WHEDA)** a program that buys down commercial interest rates, enabling Wisconsin lenders to offer short-term, below-market rate loans to small, minority- or women-owned businesses.
- **Industrial Revenue Bonds (IRBs)** are municipal bonds whose proceeds are loaned to private persons or to businesses to finance capital investment projects. All Wisconsin municipalities – cities, villages, and towns are authorized to issue IRBs.
- **Major Economic Development Program (MED)** is designed to provide financial assistance for Wisconsin business startup or expansions.
- **Customized Labor Training Program (CLT)** encourages businesses to invest in the retooling and upgrading of equipment in order to increase the productivity of its labor force by providing a grant of up to 50% of the cost of a workforce training program.
- **Technology Development Fund Program (TDF)** is designed to provide assistance to businesses embarking on technical research projects aimed at developing new products or processes or improving existing products or processes.
- **Wisconsin Small Business Development Center** helps to ensure the state's economic health and stability through formative business education by counseling, technology and information transfer, and instruction. By forming partnerships between the University of Wisconsin Extension and the business schools and departments of the University of Wisconsin system, the center provides an array of programs, counseling, special initiatives, research and publications.
- **Forward Wisconsin** is a non-profit economic development-marketing corporation for the State of Wisconsin. This organization creates marketing strategies aimed at luring businesses and industry from other states within the United States and other countries throughout the world to improve the corporate climate in Wisconsin. The organization assists in locating companies throughout the State, based on those companies' needs. Assistance is available to aid with community development projects and marketing.
- **Agriculture Development Zone (South-Central)** is a new agricultural economic development program in the State of Wisconsin that provides tax credits to farm operators and business owners who make new investments in agricultural operations. These tax incentives are offered for three

basic categories of investment including job creation, environmental remediation, or capital investments in technology/new equipment. This program is administered by the Wisconsin Department of Commerce.

8.5 Environmentally Contaminated Sites

The Comprehensive Planning Legislation requires communities to evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The Wisconsin Department of Natural Resources (DNR) Environmental Remediation and Redevelopment Program maintain a list of contaminated sites.

The Town of Woodland does not have any open sites. Site 03-57-438044, an underground storage tank leak has been closed following remediation.

DNR Definitions:

- **Brownfields:** The DNR identifies brownfields as abandoned or underutilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination
- **Open:** Spills, LUST, ERP, VPLE and abandoned container activities in need of clean up or where cleanup is still underway. Not applicable to activity types of “General Property” and “No Action Required by RR Program.
- **Closed:** Activities where investigation and cleanup of the contamination has been completed and the state has approved all cleanup actions. Not applicable to activity types of “General Property” and “No Action Required by RR Program.
- **Historic:** Spills where cleanups may have been completed prior to 1996 and no end date is shown. Spill activities in this category show Historic status. Please contact regional spills coordinator (WDNR) if you need more information.
- **NAR:** No action required by RR Program, There was or may have been a discharge to the environment and based on known information, DNR has determined that the responsible party does not need to undertake an investigation or cleanup in response to that discharge. NAR activities in BRRTS have an activity number prefix of 09.
- **Leaking Underground Storage Tank (LUST)** A LUST site has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances. However, given time, petroleum contamination naturally breaks down in the environment (biodegradation) Some LUST sites may emit potentially explosive vapors. Lust activities in BRRTS have an activity number prefix of 03’

8.6 Economic Development Goal, Objectives and Policies

Economic Development Goal: Maintain and enhance the Town of Woodland’s quality of life and economic stability by preserving farming and encouraging small business development that serves the town’s population and supports its visitors and tourists.

Economic Development Objectives/Policies:

EDO-1 Maintain the basic infrastructure and community facilities to support growth while protecting quality of life.

EDO-1A Work with primary, secondary and post secondary education institutions to encourage education and training opportunities.

EDO-2 Encourage maintenance and development of home-based industries, farming and farm related businesses, which compliment the rural character.

EDP-2A The town will work with Sauk County to develop new zoning options which will allow for innovative opportunities for economic development related to agriculture and recreation so as to negate the need to rezone, but rather incorporate a system of special exception of conditional uses under the predominate zoning district.

EDO-3 Ensure that new businesses reflect the natural and cultural character of the Town of Woodland.

EDP-3A The Town should develop and adopt design criteria, for businesses approved under a conditional use or special exception permit option, to address landscaping, aesthetics, scale of buildings to their surroundings, lighting, noise, parking, access (vehicular and pedestrian) and open space requirements.