

City of

Wisconsin Dells



Economic Element

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Intent

Intent

The *Economic Development Element* is defined as 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.

Specifically, the element shall:

- analyze the labor force and economic base of the local governmental unit;
- assess categories or particular types of new businesses and industries that are desired by the local governmental unit;
- assess the local government’s strength and weaknesses with respect to attracting and retaining businesses and industries;
- evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses; and
- identify county, regional and state economic development programs that apply to the local unit of government

History

City of Wisconsin Dells – Economic Element

History

One of the oldest sites to appear on maps of the western Great Lakes region is the "Dalles" of the Wisconsin River. It was identified as a convenient reference point by French explorers in the 1700's. The name stuck after the French explorers left Wisconsin, with the spelling and pronunciation Anglicized as the "dells".



When the railroad arrived in 1857, the new village established at the point where the tracks crossed the Wisconsin River, was named Kilbourn City in honor of the railroad's president - but locals and visitors alike never stopped referring to the area as the "Dells". In 1931, the city of Kilbourn officially changed its name to Wisconsin Dells.

Wisconsin Dells is one of the oldest resort areas in the state. Kilbourn was not a year old on March 25, 1856, when Wisconsin Mirror editor Alanson Holly wrote in an article that, "We conclude that the wild, romantic scenery of the Dells will always make them a place of resort for seekers of pleasure." At that time, the city consisted of eleven dwellings and one business building housing the printing office.



Ducks, the army surplus land and water vehicles, were first brought into Lake Delton by Mel Flath in 1946. He operated a tourist trip from land near the present Mexicali Rose until 1952. In 1954, the Olsons and Hellands bought three ducks and ran them in Mirror Lake. The Hwy 12 duck dock was built in 1954. From here these World War II vehicles gave their passengers a fun ride through the woods up hill and down dale, splashed into the Lower Dells below Echo Point, into Lake Delton, past Dawn Manor and old Newport and wind through the woods and canyons.

History

City of Wisconsin Dells – Economic Element

An early version of the Tommy Bartlett water ski show, 1950's. Combining aggressive marketing with a new attraction, Bartlett changed tourism at the Dells. By locating on Highway 12, he helped shift tourist development to the Wisconsin Dells-Lake Delton strip.

No history of Wisconsin Dells would be complete if it did not include H.H. Bennett's stop-action photo of his son Ashley leaping to Stand Rock in 1888. The studio that H.H. Bennett founded in 1865 has been continuously owned and operated by successive generations of his family. It is the oldest family owned photographic studio in the United States.



In 1999 the State Historical Society of Wisconsin acquired the studio with its priceless collection of photo prints, negatives and antique equipment. The studio has been restored and opened its doors in June of 2000.¹

Since its inception in 1857, the City of Wisconsin Dells has had an economic development focus in the tourism and hospitality industry. Capitalizing on its natural resource base and the ingenuity of local entrepreneurs the dye was cast to allow the city to evolve into the Midwest's favorite family fun destination.

¹ Copyright 1995-2003 [Ad-Lit Inc.](http://www.ad-lit.com), 211 Pioneer Drive / PO Box 600 Wisconsin Dells, WI 53965 dells@ad-lit.com

Introduction

Introduction

Generally, the City’s economic development strategies should reflect community values and assets and the overall vision that is developed as part of the planning process. Regional trends and situations are also important in devising an economic development approach but should not replace development of a community vision statement.

Economic development is important because it can reduce vulnerability to economic shifts and enhance the City’s ability to diversify, intensify, or adjust resource use to meet emerging needs. While carrying out economic development requires cooperation among various levels of government, relationships between the City, private sector and development organizations are also critical to local economic development programs.

If the City wishes to expand beyond its current level of economic development, a strategy should be formulated to determine the desired course of action. As with land use, the design of the economic development strategy is directly related to the ease with which the strategy is implemented. Current projects and plans should be folded into the strategy that will come out of this planning process, which will serve to position the City and its residents to prosper over the next 20-year period and beyond.

A comprehensive strategy will help clarify the direction of economic development and offers business prospects a tool for deciding whether or not Wisconsin Dells is a feasible business location. A strategy will also help set priorities by identifying key issues and soliciting target/stakeholder groups. Strategizing also allows resources/funding to be allocated in a predictable manner and helps to eliminate conflict and see connections between what may appear to be unrelated issues. For example, employment, unemployment and child care. Finally, a strategy enables the linkage of individual, smaller efforts into a larger framework and can clarify roles, tasks and actors. Ultimately, the strategy should allow the City to address those forces collectively perceived as essential to the functioning of the City’s economy^{i, ii}. Well-managed natural resources play a role in community satisfaction and economic development.

Input from the public as part of this planning process has indicated that there is some dissatisfaction regarding the lack of commercial services available for the resident population. Despite the retail and service focus of the local economy, residents must travel to other nearby communities for many of their day-to-day needs. The lack of grocery stores and non-tourist oriented clothing stores are two examples.

ⁱ (Source: Community Economics: Economic Structure and Change in Smaller Communities)

Labor Force and Economic Base

City of Wisconsin Dells – Economic Element

Labor Force and Economic Base

Population trends in Wisconsin indicate that the State will grow slower and older within the next 25 years in comparison with the United States as a whole. The proportion of youth is declining while the elderly population is growing. The number of residents leaving the state is greater than the number relocating to Wisconsin. These facts will trigger an escalating labor/skills shortage in the state and more so in the Wisconsin Dells area where job opportunities should be plentiful.ⁱⁱⁱ

According to the 2000 Census the City of Wisconsin Dells had a total of 1991 residents within the workforce, 910 were male and 1,081 were females. This group consisted of residents 16 years and older. Of those eligible to work 1,249 residents were employed, 49 percent (614) were female and 51 percent (635) were male. The majority of these workers were employed either by the local government or the private for profit sector.

City of Wisconsin Dells - 2000 Class of Worker		
Class Worker	Number of Residents	Percent of Total
Private For Profit	951	74%
Private Non Profit	61	5%
Local Government	82	6%
State Government	36	3%
Federal Government	17	1%
Self-employed	130	10%
Unpaid Family Worker	1	>1%

Source: U.S. Census, 2000

Labor Force and Economic Base

City of Wisconsin Dells – Economic Element

City of Wisconsin Dells – 2000 Industry of Employment	
Agriculture, forestry, fishing and hunting, and mining:	18
Construction	82
Manufacturing	207
Wholesale trade	41
Retail trade	130
Transportation and warehousing, and utilities:	43
Information	27
Finance, insurance, real estate and rental and leasing:	52
Professional, scientific, management, administrative, and waste management services:	87
Educational, health and social services:	197
Other services (except public administration)	55
Public administration	35
Arts, entertainment, recreation, accommodation and food services:	275

Source: U.S. Census, 2000

On average the residents of Wisconsin Dells have two or more family members active in the workforce.

2000 U.S. Census figures for Wisconsin Dells indicate that of workers 16 years of age or older, about 54% worked within Wisconsin Dells. As expected, the highest percentage of City residents are employed in the retail trade and entertainment industries. Retail trade and entertainment make up about 39% of the resident workforce, followed by manufacturing with 16%, educational & health services at 15%, construction at 7%, professional services at 7% and finance, insurance and real estate at 4%. About 20% of employed residents indicated travel times to work in excess of 20 minutes, revealing a substantial number of individuals who commute to other communities for employment. Over two-thirds indicated that they drove to work alone, while 16% carpoled, 10% walked, and 7% worked at home.

The occupational outlook for the area should be considered in the development of an economic development vision to understand the supply and demand variables associated with the labor market and the potential to attract employees with particular skill sets. The supply of labor changes based on economic conditions and seasonal fluctuations.

Labor Force and Economic Base

City of Wisconsin Dells – Economic Element

South Central Workforce Development Area - Largest Projected Growth Occupations

Occupation
Systems Analysts
Computer Support Specialists
Social/Human Services Assistants
Paralegal & Legal Assistant
Computer Engineer
Computer Scientists, NEC
Desktop Publishing Specialist
Securities/Comdts/Fin Serv Sales
Respiratory Therapist
Lawn Service Manager
Health Practitioners

Source: Wisconsin Department of Commerce

City of Wisconsin Dells - Major Area Service Employers and # Employees:

Employer	Number of Employees
Ho-Chunk Casino and Hotel	1,975
Great Wolf Lodge	380
Noah's Ark	550
Christmas Mountain Winter	300
Kalahari Resort	300
Antigua Bay Winter	115
Wilderness Resort	260
Polynesian	250
T R Nelson	250
Wisconsin Dells School District	235
Rain Tree Resort	100

Source: Wisconsin Department of Commerce

Labor Force and Economic Base

City of Wisconsin Dells – Economic Element

Poverty:

Poverty can effect a community on many levels. According the 2000 Census, the City of Wisconsin Dells was fortunate to have a had a below average percent of its population living under the poverty level set by the United States Census Bureau. How does the Census Bureau Measures Poverty? Following the Office of Management and Budget's (OMB) Statistical Policy Directive, the U.S. Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is poor. If a family's total income is less than that family's threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically, but they are updated annually for inflation using the Consumer Price Index (CPI-U). The official poverty definition counts money income before taxes and does not include capital gains and non-cash benefits (such as public housing, Medicaid, and food stamps). Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated individuals under age 15 (such as foster children). They are excluded from the poverty universe—that is, they are considered neither as "poor" nor as "nonpoor."^{iv}

City of Wisconsin Dells - 2000 Poverty Levels	
Poverty Levels	Population
Above	2,256
Below	175

Source: U.S. Census, 2000

City of Wisconsin Dells - 2000 Below Poverty Level by Sex	
Sex	# Below Poverty Level
Male	123
Female	52

Source: U.S. Census, 2000

Taxable Industry:

The 1992 Economic Census counted a total of 127 retail establishments within the City, with 89 (70%) open the entire year. Retail establishments in existence at the time included 57 eating and drinking places (45% of total), 35 miscellaneous retail stores (28%), 12 food stores (10%), and 6 apparel and accessory stores (5%). The Economic Census also reports 129 taxable service industries, of which 73 (57%) are open year-round. This total includes 59 lodging places (46%), 35 amusement/recreation services establishments (27%), and 10 personal services (8%). These numbers have likely increased over the last decade.

ⁱⁱⁱ Wisconsin Department of Workforce Development

^{iv} Source: Joseph Dalaker and Bernadette D. Proctor, U.S. Census Bureau, Current Population Reports, Series P60-210, U.S. Government Printing Office, Washington, DC, 2000.

Tourism Industry

City of Wisconsin Dells – Economic Element

Tourism Industry

Every community in Wisconsin is affected by tourism. Some communities like the City of Wisconsin Dells have developed an economy around this industry. In order to supply the needed workforce to support such an industry, the City relies greatly on outside workers. These workers typically are seasonal and travel from all over the world to work in the City. Studies have been commissioned by the Visitor Bureau to estimate the benefits of traveler expenditures on the City. According to studies during 2000, the total number of jobs supported by the tourism industry within the City was equivalent to 20,985 full-time jobs. 15,000 of those jobs were directly supported by tourist expenditures. This was a 1,399 full-time equivalent job increase from 1999.^v

The Wisconsin Dells Visitors & Convention Bureau indicates that the Wisconsin Dells/Lake Delton Area employs about 9,000 seasonal workers per year – about 8.5 times larger than the resident workforce.

There are many benefits that are derived by Wisconsin Dells residents from the money that is spent in the area by these predominantly seasonal travelers: Full-time jobs, wages, salaries and proprietary income earned by residents and local government revenues are just a few.

The Tourism industry can be divided into five categories: lodging, transportation, recreation, food and shopping. According to the studies commissioned by the Visitor Bureau, the majority of traveler expenditures within the Wisconsin Dells area was directed at the recreation sector.

City of Wisconsin Dells - Tourism Expenditures			
Tourism Sectors	1999 Expenditures*	2000 Expenditures*	99-00 Change*
Lodging	\$123.88	\$131.86	\$7.98
Shopping	\$131.06	\$167.80	\$36.74
Food	\$154.47	\$150.00	-\$4.47
Recreation	\$143.53	\$147.29	\$3.74
Transportation	\$40.28	\$37.21	-\$3.07

*Expressed in Millions

Source: *The Wisconsin Dells Area Economic Impact*

The money that has been spent within these five sectors has provided the bulk of the communities residential income. This income has seen a healthy increase over the past year. According to the 2000 Wisconsin Dells Area Economic Impact Study, residential income has increased from \$176.92 million in 1999 to \$192.13 million in 2000. The positive impact of tourism expenditures has not only directly effected residential income, but has also helped out the local governmental revenues.

Tourism Industry

City of Wisconsin Dells – Economic Element

City of Wisconsin Dells - Direct Government Revenue Impact		
1999 Direct Impact Revenues*	2000 Direct Impact Revenues*	Change in Revenues 99 to 00*
\$15.88	\$16.82	\$0.94

*Expressed in Millions

Source: Wisconsin Dells Area Economic Impact

^v The Economic Impact of Expenditures by Travelers on the Wisconsin Dells Area Calendar Year 2000, Davidson-Peterson Associates, 2001

Equalized Value and Debit Limit

City of Wisconsin Dells – Economic Element

Equalized Value And Debit Limit

The ability of any community to sustain itself or to grow is largely determined by its economic assets. Every community, large or small, must continually invest in itself both within the public and private sectors, if it is to remain a viable place to live and work. Investments at less than normal maintenance will eventually bring about physical and social decay. Investment above the maintenance level can generate economic growth and produce a feeling of community well being. The economic assets available to a community set a limit on the amount of possible investment. In the State of Wisconsin the amount of debt that one community can accrue is limited by 5 percent of a community's equalized value. The City of Wisconsin Dells currently has an equalized value of \$240,481,600. This allows the City to accrue a total debt value of \$12,024,080. Debt Value is the amount of money a community is allowed to borrow under State Law.

General Revenues

According to the Wisconsin Department of Revenue, in 1999 the City of Wisconsin Dells was operating on total revenue of approximately \$5,388,400. This number is comprised of revenues gathered from taxes, federal and state aid, licenses and permits, fines, interest income and other financial sources.

City of Wisconsin Dells - Revenues and Expenditures					
	1995*	1996*	1997*	1998*	1999*
Revenue	5744.8	4783.1	4482.2	6818.2	5388.4
Expenditures	4881.4	5472.2	4452.2	6548.6	5963.7

* Expressed in 1000's

Source: Wisconsin Department of Revenue, County and Municipal Revenues and Expenditures

Business Improvement District (Bid)

In 1984 the State of Wisconsin signed into law Wisconsin Act 184. This act gives municipalities the power to establish one or more Business Improvement Districts within their community and an assessment methodology that allows business properties within that geographic area to contribute to programs aimed at promotion, management, maintenance and development of that district. BIDs are restricted to commercial and industrial properties within a municipality that are subject to real estate tax. Tax-exempt properties (religious, public utility or government properties) or those used exclusively as residence cannot be included in the assessment district.



Equalized Value and Debit Limit

City of Wisconsin Dells – Economic Element

How are BID assessments determined? BIDs use a variety of methods to determine the amount of district assessment. BID levies are generally based on a proportion of the individual property's assessed value but may also be based on parcel sizes or frontage footage. The City of Wisconsin Dells has divided its BID district into 5 zones. Each of the five zones is assessed using one of four rates. The property along Broadway (Zone 1) is taxed to most, because of the prime location that it inhabits.

City of Wisconsin Dells - BID Rates					
		Rates			
Zones	Assessment Values	\$0.50	\$0.75	\$1.50	\$4.25
Broadway Zone 1	\$92,355.48				X
Broadway Zone 2	\$17,332.2			X	
Broadway and Bridge to Hwy 12 Zone 3	\$23,043.85			X	
Hwy 12 to Interstate Zone 4	\$33,753.15		X		
River Road, Vine Street, & Hwy 12 to Pioneer Drive Zone 5	\$5,874.25	X			
Total:	\$172,358.93				

In April of 2000 the Wisconsin Dells Common Council dedicated \$2.6 million to a three-year project to transition the city's Business Improvement District into the Dells River District. Offering visitors a fresh, new experience within Wisconsin Dells, the Dells River District is home to a variety of shopping, dining and entertainment options.

"Phase one, a \$1.6 million endeavor, offers many visual changes. Brushed aluminum banners, complete with the Dells River District logo, will be displayed on new decorative street lamps; all new sidewalks with detailed brick treatments will be installed; and expanded seating areas will be available for relaxation. In addition, guests will notice extensive changes in landscaping, lighting, parking and cleanliness of the Dells River District.^{viii}

Changes are meant to give visitors a gathering place where they can celebrate the unique architecture and identities of existing businesses within the district. The Dells River District was established to define a specific shopping and entertainment district within the Wisconsin Dells area. The name "Dells River District" takes advantage of Wisconsin Dells' trademark river heritage.

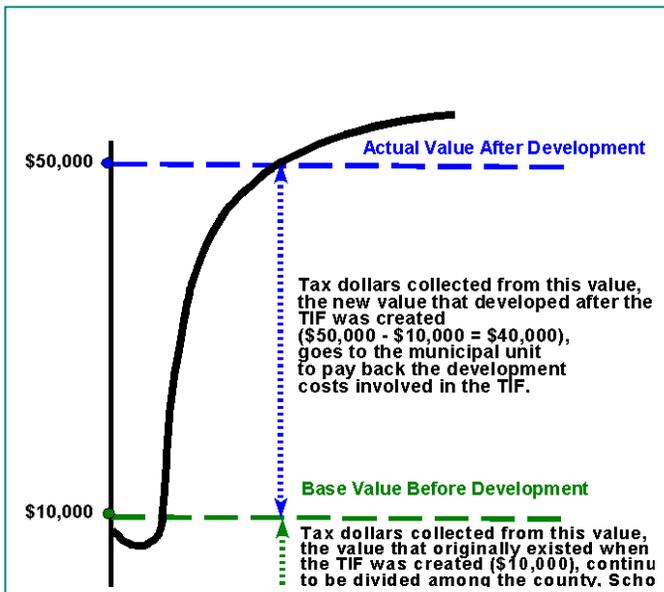
Equalized Value and Debit Limit

City of Wisconsin Dells – Economic Element

Tax Increment Financing

The Tax Incremental Financing (TIF) program was enacted in 1975 by the Wisconsin Legislature and the first TIFs were created in 1976. The intent of the program was to help cities and villages finance economic development projects that would not otherwise occur. TIF operates on the premise that private development and public works improvements expand the property tax base of a municipality and that the other tax jurisdictions (i.e., counties, school districts, and technical college districts), which benefit from the tax base expansion, should share in the cost of the TIF project.

How TIF Works



Source: *The Wisconsin Department of Commerce*

Tax Incremental Financing can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development project in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. A TIF is based on two working principles: New private development expands the municipality's tax base, thereby increasing property tax revenues. If the municipality must provide public improvements to attract the development, the overlying tax districts that benefit from the resulting increase in the community's tax base should share in the cost of the public improvements. A city or village can designate a specific area within its boundaries as a TIF district and develop a plan to develop it. TIF projects must be approved by the municipality's planning commission and legislative body. At least 50 percent of the TIF district's property area must be blighted, in need of rehabilitation, or suitable as an industrial site.

Equalized Value and Debit Limit

City of Wisconsin Dells – Economic Element

Tax Increment District #2

In 1987 The City of Wisconsin Dells identified a need to expand its economic base through the creation of TID (Tax Increment District) #2 located between US HWY 12 and I 90-94. The TID was adopted in November of 2000 and broke ground in 2001. It was projected to create 20 million dollars in new value over an anticipated 23-year life span. This new value is projected to create about 9 million dollars in tax increment revenue over the 23 years. To create such a TID, over 26 public works projects had to take place totaling over 3.5 million dollars in principle costs and 2.9 million dollars in interest payments. In the process of creating the TID the City made several findings:

- The TID activities and improvements are intended to encourage and attract commercial/industrial growth in the City.
- The improvement to the area is likely to encourage, develop, and maintain a strong growth pattern in the City, taking advantage of major transportation routes through the City.
- The improvement to the area is likely to maximize private investment within TID #2 and significantly enhance the value of substantially all other real estate in the District.
- The improvements to the area is likely to make currently underdeveloped areas of the City more attractive by providing necessary and desired public improvements, which are compatible and feasible with existing systems.
- The improvement to the area is likely to encourage and promote conformity with the City's planning policies.
- The aggregate value of equalized taxable property within TID #2 does not exceed seven percent of the total value of equalized taxable property within the City.

The creation of the TID #2 will allow the City to make certain public improvements to the designated area so that business growth can occur. Anticipated growth, combined with the City commitment toward development, will insure sufficient tax increment to retire all debt issued by the District for improvements. These improvements will allow the City to attract and retain potential development and encourage further private investment in local businesses. The business development that is anticipated to occur will provide long term tax benefits to both the City and all other overlying taxing jurisdictions.

^{vi} Wisconsin Dells Visitor and Convention Bureau website

Transportation Network

City of Wisconsin Dells – Economic Element

Transportation Network

Also important to economic development is the local and regional transportation network. Situated in Wisconsin's Heartland, about 115 miles west of Milwaukee and about 50 miles north of Madison, the City of Wisconsin Dells is relatively well positioned to attract business and industry.

Highways:

Highways are the lifeblood of industries transporting goods and services to market. The City of Wisconsin Dells is located within a network of Interstate, U.S. and State and County highways. Running along the western boarder of the City, Interstate 90/94 allowing for easy access to the City via STH 13. To the east goods and services can be shipped via STH 16, which connects to STH 23.

Rail Services:

Not all businesses require rail; however many manufacturers use this mode of transportation to import materials and export products. In recent times rail cargo has been on the increase. Two rails service the City of Wisconsin Dells: Canadian Pacific Railway (Soo Line) and Amtrak.

The State Department of Transportation's Freight Railroad Infrastructure Improvement Program awards loans to businesses or communities to rehabilitate rail lines, advance economic development, connect an industry to the national railroad system, or make improvements to enhance transportation efficiency, safety, and intermodal freight movement.

Air Services:

The City of Wisconsin Dells has an airport located within the Dells/Baraboo Area. The FAA has classified this airport as a Transport/Corporate airport. A transport/corporate airport is intended to serve corporate jets, small passenger and cargo jet aircraft used in regional service and small airplanes (piston or turboprop) used in commuter air service. These aircraft generally have a gross takeoff weight of less than 60,000 pounds, with approach speeds below 141 knots and wingspans of less than 118 feet. In Wisconsin, airports of this category normally have a primary runway length of 4,800 to 6,800 feet. Wisconsin Dells is located 55 miles away from the City of Madison, which hosts Dane County Regional Airport. The airport houses 8 commercial airlines and is capable of handling all sizes of aircraft.

Regional Prospective

City of Wisconsin Dells – Economic Element

Regional Prospective

(Information based On Wisconsin Department of Commerce Data 2000)

The City of Wisconsin Dells lays within the boarders of three counties: Adams, Columbia, and Sauk. To better understand some of the regional factors that may effect the economic climate within the City a closer look at these counties is needed.

Columbia County:

Columbia encompasses the majority of Wisconsin Dells and accounted for 2,293 of the City's residents in 2000. The County currently is not part of a Metropolitan Area. The County's 1999 population of 51,788 ranked 26th in the State.

Per Capita Personal Income

In 1999, Columbia had a per capita personal income (PCPI) of \$23,975. This PCPI ranked 30th in the State, and was 88 percent of the State average, \$27,370, and 84 percent of the national average, \$28,546. The 1999 PCPI reflected an increase of 4.0 percent from 1998. The 1998-99 State change was 4.4 percent and the national change was 4.5 percent.

Total Personal Income

In 1999, Columbia had a total personal income (TPI) of \$1,241,595*. This TPI ranked 27th in the State and accounted for 0.9 percent of the State total. The 1999 TPI reflected an increase of 5.3 percent from 1998. The 1998-99 State change was 4.9 percent and the national change was 5.4 percent.

Components of Total Personal Income

Total personal income (TPI) includes the earnings (wages and salaries, other labor income, proprietors' income); dividends, interest, and rent; and transfer payments received by the residents of Columbia. In 1999, earnings were 64.7 percent of TPI; dividends, interest, and rent were 21.2 percent; and transfer payments were 14.2 percent. From 1998 to 1999, earnings increased 6.2 percent; dividends, interest, and rent increased 4.2 percent; and transfer payments increased 3.1 percent.

Earning By Industry

Earnings by persons employed in Columbia increased from \$634,009* in 1998 to \$671,657* in 1999, an increase of 5.9 percent. The largest industries in 1999 were services, 21.4 percent of earnings; nondurable goods manufacturing, 15.9 percent; and state and local government, 15.1 percent. Of the industries that accounted for at least 5 percent of earnings in 1999, the slowest growing from 1998 to 1999 was transportation and public utilities (6.7 percent of earnings in 1999), which decreased 3.8 percent; the fastest was nondurable goods manufacturing, which increased 13.3 percent.

Sauk County:

Sauk accounted for 106 of the City of Wisconsin Dells residents in 2000. It is not part of a Metropolitan Area. Its 1999 population of 54,282 ranked 25th in the State.

Regional Prospective

City of Wisconsin Dells – Economic Element

Per Capita Personal Income

In 1999, Sauk had a per capita personal income (PCPI) of \$24,355. This PCPI ranked 28th in the State, and was 89 percent of the State average, \$27,370, and 85 percent of the national average, \$28,546. The 1999 PCPI reflected an increase of 3.9 percent from 1998. The 1998-99 State change was 4.4 percent and the national change was 4.5 percent.

Total Personal Income

In 1999, Sauk had a total personal income (TPI) of \$1,322,037*. This TPI ranked 24th in the State and accounted for 0.9 percent of the State total. The 1999 TPI reflected an increase of 5.7 percent from 1998. The 1998-99 State change was 4.9 percent and the national change was 5.4 percent.

Components of Total Personal Income

Total personal income (TPI) includes the earnings (wages and salaries, other labor income, proprietors' income); dividends, interest, and rent; and transfer payments received by the residents of Sauk. In 1999, earnings were 65.6 percent of TPI; dividends, interest, and rent were 20.9 percent; and transfer payments were 13.5 percent. From 1998 to 1999, earnings increased 6.8 percent; dividends, interest, and rent increased 4.4 percent; and transfer payments increased 2.6 percent.

Earning by Industry

Earnings by persons employed in Sauk increased from \$928,882* in 1998 to \$994,557* in 1999, an increase of 7.1 percent. The largest industries in 1999 were services, 25.1 percent of earnings; durable goods manufacturing, 15.3 percent; and retail trade, 12.5 percent. Of the industries that accounted for at least 5 percent of earnings in 1999, the slowest growing from 1998 to 1999 was wholesale trade (7.6 percent of earnings in 1999), which increased 0.2 percent; the fastest was retail trade, which increased 12.3 percent.

Adams County:

Adams accounted for only 19 residents of the City of Wisconsin Dells in 2000. It is not part of a Metropolitan Area. Its 1999 population of 18,741 ranked 54th in the State.

Per Capita Personal Income

In 1999, Adams had a per capita personal income (PCPI) of \$18,606. This PCPI ranked 69th in the State, and was 68 percent of the State average, \$27,370, and 65 percent of the national average, \$28,546. The 1999 PCPI reflected an increase of 4.1 percent from 1998. The 1998-99 State change was 4.4 percent and the national change was 4.5 percent.

Total Personal Income

In 1999, Adams had a total personal income (TPI) of \$348,700*. This TPI ranked 55th in the State and accounted for 0.2 percent of the State total. The 1999 TPI reflected an increase of 5.9 percent from 1998. The 1998-99 State change was 4.9 percent and the national change was 5.4 percent.

Regional Prospective

City of Wisconsin Dells – Economic Element

Components of Total Personal Income

Total personal income (TPI) includes the earnings (wages and salaries, other labor income, proprietors' income); dividends, interest, and rent; and transfer payments received by the residents of Adams. In 1999, earnings were 57.7 percent of TPI; dividends, interest, and rent were 19.6 percent; and transfer payments were 22.7 percent. From 1998 to 1999, earnings increased 6.6 percent; dividends, interest, and rent increased 4.7 percent; and transfer payments increased 5.2 percent.

Earning By Industry

Earnings by persons employed in Adams increased from \$141,485* in 1998 to \$151,857* in 1999, an increase of 7.3 percent. The largest industries in 1999 were services, 18.2 percent of earnings; federal civilian government, 14.8 percent; and state and local government, 14.3 percent. Of the industries that accounted for at least 5 percent of earnings in 1999, the slowest growing from 1998 to 1999 was durable goods manufacturing, which decreased 1.3 percent; the fastest was farm (7.9 percent of earnings in 1999), which increased 14.4 percent.

* All income estimates, with the exception of PCPI, are in thousands of dollars.

State Programs

City of Wisconsin Dells – Economic Element

State Programs

The Wisconsin Department of Commerce has a broad range of financial assistance programs to help businesses undertake economic development.

Commerce uses its network of Area Development Managers (ADMs) and their knowledge of Federal, state and local resources to assist business expansions, promote business retention, and help local development organizations and municipalities. ADM's also can mobilize resources for struggling companies or function as advisors in the development of long-term marketing and planning strategies. Efforts are made to tailor the assistance to the needs of the community and businesses. Although not comprehensive, the following list summarizes some of the programs available to the City and/or businesses. A complete list can be found at www.commerce.state.wi.us.

- The Customized Labor Training (CLT) program is designed to assist companies that are investing in new technologies or manufacturing processes by providing a grant up to 50% of the cost of training employees on the new technologies. The program's primary goal is to help Wisconsin manufacturers maintain a workforce that is on the cutting edge of technological innovation. Any business making a firm commitment to locate a new facility in Wisconsin or expand an existing facility that is upgrading a product, process or service requiring training in new technology and industrial skills is eligible.
- The Community Development Block Grant (CDBG)-Economic Development Program provides grants to communities to loan to businesses for start-up, retention, and expansion projects based on the number of jobs created or retained. Communities can create revolving loan funds from the loan repayments. Eligible project costs include construction and expansion, working capital and acquisition of existing businesses, land, buildings and equipment. Communities with populations less than 50,000 are eligible for CDBG-ED funds.
- The Community Development Block Grant (CDBG)-Economic Development Revolving Loan Fund Program allows local units of government to assist business start-ups and expansions in the form of low-interest loans. Loan repayments to the municipality can be used to capitalize a Revolving Loan Fund (RLF). While RLF loans are typically smaller than traditional business loans, RLF's assist the community in implementing their economic development goals and objectives, fosters private investment towards the assisted activity, and create or maintain job opportunities, principally for the benefit of low and moderate persons. The major benefits to businesses in participating in the RLF program are flexible financing terms and local administration.

State Programs

- While the statutory rules guiding Tax Increment Financing are being re-evaluated and changes in policy have been recommended, *Tax Increment Financing (TIF)* remains a popular economic development tool among local units of government. TIF assists a municipality in undertaking a development or redevelopment project that might not otherwise occur. At minimum, 50 percent of the TIF district's property area must be blighted, in need of rehabilitation, or suitable as an industrial site. TIF is based on two principles:
 - New private development expands the local tax base, thereby increasing property tax revenues.
 - If it is in the public interest to provide improvements to attract development, the overlying taxing jurisdictions (local, county, technical college and school districts) that benefit from the resulting increase in the tax base should share in the cost of development.

State statute requires that the City's Plan Commission and Common Council ultimately approve TIF projects. However, prior to local legislative body approval, a Joint Review Board (JRB) must be convened to review the proposed district or boundary amendment (one boundary amendment is permitted throughout the life of a TIF district). The JRB consists of a representative from each overlying taxing jurisdiction and an at-large member to represent the public. A public hearing is also required to inform citizens about projects and provide an opportunity for questions to be answered.

- The *Major Economic Development (MED) Program* assists businesses that will invest private funds and create jobs as they expand in or relocate to Wisconsin. To be eligible, a project must propose substantial capital investment relative to the entire state or involve the retention or creation of a significant number of jobs in the community where the project is located. Eligible activities include construction and expansion, working capital and acquisition of existing businesses, land, buildings and equipment.

Also under the umbrella of the Wisconsin Department of Commerce is *Forward Wisconsin*, a statewide public-private marketing and business recruitment organization. Its role is marketing outside Wisconsin to bring new businesses, jobs and increased economic activity to the state, while the Department of Commerce is responsible for existing business retention, expansion, financial programs and international development.

State Programs

City of Wisconsin Dells – Economic Element

At the time this plan was developed, Forward Wisconsin was targeting six industries and one primary back-up industry. According to organizational literature, these industries currently thrive in the state, are compatible with the state's strengths and are projected to have strong growth potential:

- Computer & data processing services
- Plastics
- Business services
- Forest products
- Biotechnology
- Production machinery & equipment
- Customer service centers – back-up

Wisconsin Department of Transportation (WisDOT)

- The *Freight Railroad Infrastructure Improvement Program* awards loans to businesses or communities to rehabilitate rail lines, advance economic development, connect an industry to the national railroad system, or to make improvements to enhance transportation efficiency, safety, and intermodal freight movement.
- The Transportation Economic Assistance Program provides matching grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state.
- The Wisconsin Housing & Economic Development Authority (WHEDA) is another economic development resource. WHEDA serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness.
- The Wisconsin Housing and Economic Development Authority (WHEDA) Small Business Guarantee can be used for expenses of land, buildings, equipment and inventory associated with the expansion or acquisition of a small business (50 or fewer full-time employees). The guarantee is limited to 80% or \$200,000. This program can finance a mixed-use project if the business occupies at least half of a building. This program can also be used to establish a child care business including cooperative ownership or nonprofit status.

Conclusion

Conclusion

The City of Wisconsin Dells Plan Commission undertook an intensive planning process to review the existing conditions, inventory, public comments and existing plans and policies with respect to the city's economic development. From this effort several specific items have risen to the forefront based on the discussions undertaken during the planning program. These "action" based items call out specific economic development related efforts desired to be undertaken in the short term in order to ensure long term success. By combining these items with the policies, goals and objectives that follow, the City of Wisconsin Dells will continue to meet its economic development needs long into the future.

Action Items

1. Character Zones

This City of Wisconsin Dells is a unique Wisconsin community. It is a city, that by design and economy establishes a sense of place for both year-round residents and for thousands of tourists at the same time. Its success in this endeavor can be clearly seen as it has become a destination attraction for visitors from all over the world.

Even with this success, the city recognizes that even more can be done to foster new growth, through investment in development and redevelopment, that balances local interests and sense of place with economic interests and destination oriented sense of place. In this balance accommodations for known existing needs also need to be made.

Through the Comprehensive Planning Process the concept of using character zones, either within or as an overlay to zoning districts, is being presented. The concept proposes that by more strongly defining the mix and type of allowable uses, along with the use standards and character (aesthetic allowance and architectural design) of a district the city can better achieve its vision over time. This concept is an evolution of practices already in existence.

One illustration of how the city is already using this model to enhance its position can be found within the creation of its Business Improvement District and its creation and application of a unified theme under the banner of the Dells River District. Another existing unifying regulatory effort can be found within the city's sign ordinance. Continuance and evolution of this effort seems a logical extension and transformation of the city's efforts to manage and direct growth and redevelopment.

Conclusion

By building on the concept of the “Dells River District” the City of Wisconsin Dells is seeking to expand upon its ability to guide growth and development so that visitors and residents are afforded an enhanced opportunity to enjoy the distinctive sense of place and character that is the City of Wisconsin Dells. Specifically the City is proposing the formation over time of the following additional district areas:

- Crandalls Dell (Within the River District) – A corridor that runs along River Road.
- Heratige Center – A series of blocks behind Broadway and between Capital and Race.
- WAZHAWA – A corridor area running along STH 13/16.
- Spring Grove – A corridor area running along STH 23 East of the City.

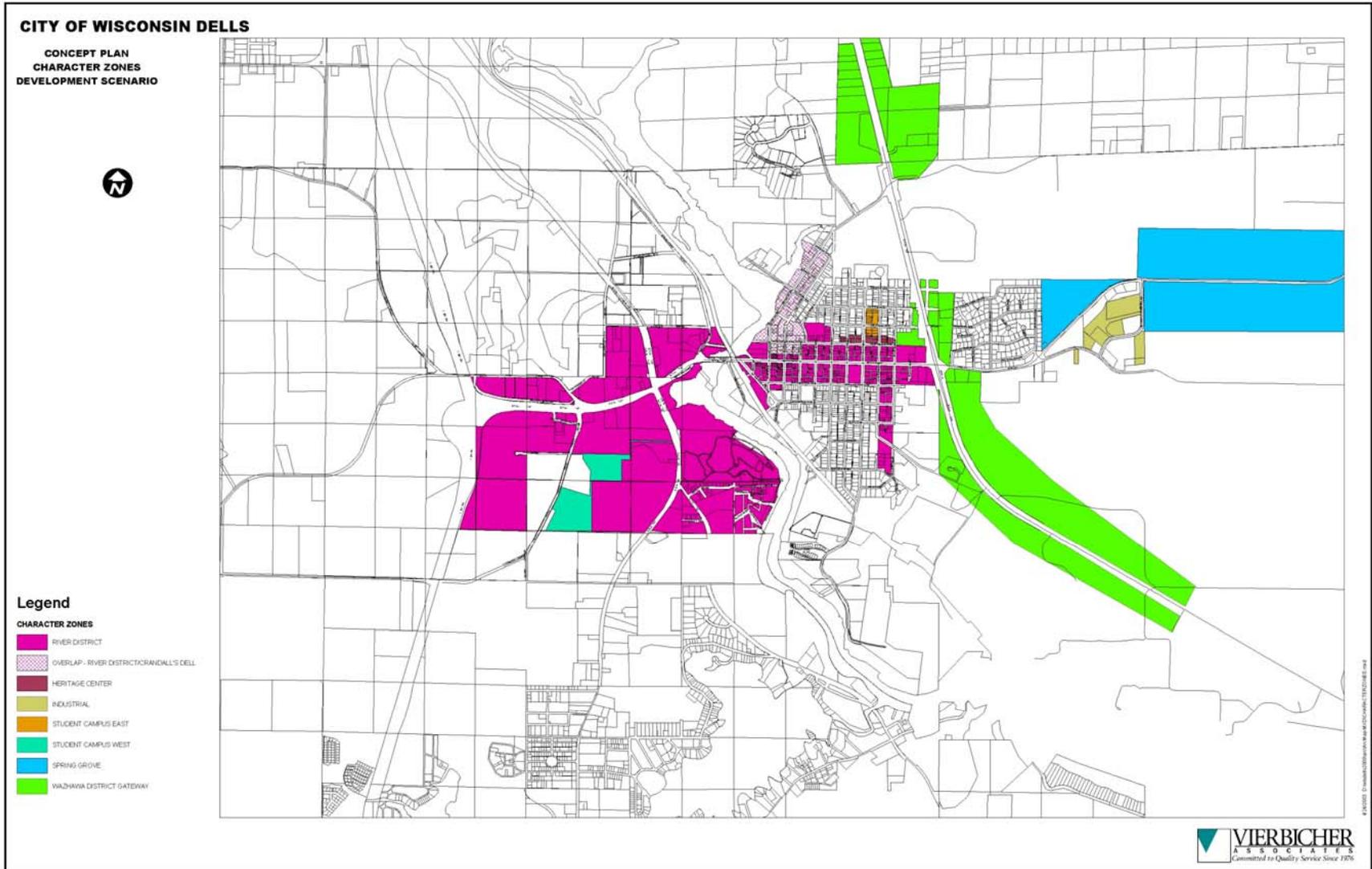
Because of the unique nature of employment in the City, with a strong percentage being seasonal with fluctuating levels, there is local recognition that rental housing is currently at a premium. In addition to the issue of availability and affordability, the City has concern over the spread out location of these units and the impacts that their renters have. To remedy or mitigate these concerns the City is proposing the creation of two “Student Campus” rental communities with one being located on the east side of the Wisconsin River and the other on the West. Specifically the City is proposing the following districts for this important economic need:

- Student Campus East – located in the blocks between Bowman and Vine and Wisconsin Ave. and Illinois Ave.
- Student Campus West – located in the area between Trout Road and USH 12.

Illustration of the locations of these districts can be seen on the following page.

Conclusion

City of Wisconsin Dells – Economic Element



Conclusion

Beyond the designation of areas for these districts, is the concepts of the economic development styles and uses that they are best suited for. By taking this approach the City affords itself an opportunity to proactively market each unique district for investment, which is appropriate to it and the opportunity to direct in response to zoning requests potential investments into appropriate districts. In application the City recognizes the following as a guide for appropriate investment types within each district:

District Use Activities	
<i>River District - Broadway</i>	
Traditional Tourism Retail Restaurants - Convenience based Entertainment - Convenience based Cultural Entertainment Specialty Foods	Fudge Funnel Cakes Cotton Candy Taffy
<i>River District - Gateway</i>	
Family Oriented Businesses Resorts Restaurants Highways Convenience	Gas Food -"No Big Box"
<i>River District – Interchange/Bridge</i>	
Traditional Tourism Retail Restaurants – Convenience based Entertainment – Convenience based Cultural Entertainment Specialty Foods Fudge Funnel Cakes Cotton Candy Taffy	
<i>River District – Old West port</i>	
Go-Karts Fast Food C-Store Family Based Entertainment Big Chief Fairgrounds Theater Hunted House Animal attractions	Water rides Niche Restaurants Buffets Ethnic foods Open Markets Farmers' market Flea market Thrill Experiences Bunjie drop

Conclusion

City of Wisconsin Dells – Economic Element

District Use Activities	
River District – Crandells Dell	
<ul style="list-style-type: none"> Fine Dining High End Retail Art Galleries Jewelry Fine Wine, Locally Brewed Beers & Cheese 	<ul style="list-style-type: none"> Historic Based Industries Passive Recreation Promote Green Space Marinas Resorts
Wo-Zha-Wa Gateway	
<ul style="list-style-type: none"> Large Retail Grocery Pharmacy Hardware Sporting Goods Rental Carpet & Flooring Clothing Shoes Automotive Parts Furniture & Appliance Electronics Building & Home Repair 	<ul style="list-style-type: none"> Discount Mall & Outlets Lands End Nike Abacrombia & Fitch Speedo London Fog “Yes Big Box” Professional Services Eye Care Clinics Chiropractic Dentistry Legal
Heritage Center	
<ul style="list-style-type: none"> Museums Timber Industry related River Use related Agricultural Heritage related Railroad related Tribal related French Explorer & Native American Based 	<ul style="list-style-type: none"> Specialty Retail General store Candle Shop Tin Smith Quilting & Fabric’s Bakery Goods Trading Post Antiques Imports Woodworking Amish Art work
Spring Grove	
<ul style="list-style-type: none"> Resorts Hotels 	<ul style="list-style-type: none"> Restaurants Theme Parks

Conclusion

The concept of a student campus is to establish a development which effectively blends a dorm environment with locally accessible goods and services targeted to the specific needs of the residents on the campus. A common planning concept with off shoots such as traditional neighborhood design and “smart growth” when utilized for urban infill and redevelopment in the planning world, the campus concept can be utilized to achieve multiple objectives. For the City of Wisconsin Dells these include providing affordable housing for the seasonal workforce. Providing housing in locations that provide ready access to their places of employment and providing goods and services within the developments that meet their unique needs. Examples of appropriate uses include:

Student Campus East & West

Housing facilities

Dorms
Apartments
Duplexes
Condominiums

Commercial facilities

Internet Café
Laundry facilities
Open space
Recreation areas
Game room
Bookstore
Kitchen facilities
Chapel
Bike shop
Mail room & services

Short-term actions needed include

- Creating and adopting a new zoning ordinance that includes the above districts and their proposed appropriate uses as district standards and conditional uses.
- Establish development design standards within each of the districts so as to meet the post construction conditions state desired. A specific item under this point is that within the Spring Grove District there is a desire to have greater setbacks then what is currently required in the City’s Business District.
- Organizing and generating promotional pieces describing the districts and utilizing them to actively seek out investment from private developers and developer groups.

Conclusion

2. Additional Zoning districts

In addition to the character zones described above, the City has an interest in ensuring that its mix of business do not detract from the family based orientation that they currently cater to. Understanding that more adult oriented facilities could have an interest in developing within the City in the future, the City is in need of establishing an adult entertainment district within any new zoning ordinance it creates and adopts. Current discussions within the planning process have indicated that lands within the existing industrial park may be appropriate for these types of uses. Within the ordinance creation process the City should specifically designate where this type of use is appropriate and note it as being such. This approach will ensure that all types of business are able to develop within the City, while also ensuring that appropriate land use type transitions occur.

3. Organizational Capacity for development & Redevelopment

The City currently recognizes a need to undertake revitalization efforts within its 2nd ward. In order to do so additional organizational capacity is needed in order to best utilize available programs achieving maximum benefit for the effort. To create this capacity the City should create a Community Development Authority specific to the effort for undertaking in the 2nd ward.

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

Economic Goals & Objectives

Due to the unique area that is the City of Wisconsin Dells, its proximity and economic relationship with the major metro markets of Twin Cities, Madison and Chicago, and its general reputation as the upper Midwest's premiere resort destination, the City is in position to continue to expand its commercial and tourism industry base.

GENERAL

Goal:

Set goals for city revenue and how to achieve them through business development.

- Objective: Conduct a strategic planning effort with appropriate public and private economic development partners to develop a three to five year economic development plan.
- Objective: Establish performance measures to help the city determine how it is accommodating growth.
- Objective: Identify and target specific markets for growth.
- Objective: Encourage local ownership of business operations along with outside recruitment.
- Objective: Earmark land for housing and economic growth.
- Objective: Establish guidelines that weigh what revenue new companies would bring to Wisconsin Dells against what impacts they would have on the city's quality of life.
- Objective: Target new business opportunities that use existing or planned infrastructure and infill areas.
- Objective: Secure corporate revenue and job guarantees to protect city investments.
- Objective: Continue to market the remaining space available in the Business & Technical Park.
- Objective: Assist and facilitate economic development planning and coordination between all active local and regional partners in Wisconsin Dells.

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

BUSINESS RECRUITMENT

Goal:

Actively recruit new business and industry to Wisconsin Dells.

- Objective: Target business in the Madison area for relocation and or expansion in Wisconsin Dells.
- Objective: Continue to market available space in the city’s Business & Technical Park through various methods such as adds, Forward Wisconsin, etc.
- Objective: Establish an Internet based marketing program including an interactive mapping and available site review function.
- Objective: Conduct a strategic planning effort with appropriate public and private economic development partners to develop a three to five year economic development plan.
- Objective: Utilize economic development incentives to promote business location and expansion. These could include; Tax Increment Financing, Revolving Loan Funds, Grants, Loans, Financing Assistance and capitalizing on Technology Zone Designation program opportunities.
- Objective: Maintain and provide appropriate “traditional” municipal infrastructure and technology based infrastructure such as high speed Internet connections.

BUSINESS RETENTION

Goal:

To retain and assist in the growth and expansion of existing businesses.

- Objective: Conduct periodic survey’s of local businesses to understand existing strengths and concerns and to take a proactive approach to providing assistance and offering solutions.
- Objective: Conduct annual interviews with local business operators and CEO’s to understand their business plans and needs. Again taking a proactive approach to providing assistance and offering solutions.
- Objective: Utilize Community Development Authority (CDA) efforts and capacity to assist in retaining and expanding existing businesses.
- Objective: Link area Technical School with on the job training efforts and programs.

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

Objective: Utilize and access Small Business Administration (SBA), University and private resources to encourage small business development and business planning activities.

COMMERCIAL DEVELOPMENT

Goal:

Establish commercial shopping and service districts to make goods and services readily available to local residents, capitalizing on location, unique characteristics and market opportunities.

Objective: Establish north and south commercial gateway districts in combination with the Historic Main Street District effort. Focus new commercial development and redevelopment within these three district areas.

Objective: Discontinue Strip commercial development patterns through the redevelopment and re-zoning process, designating appropriate alternate land use types on the city's future land use map.

Objective: Update the city's zoning ordinance to include a Historic District with appropriate standards.

Objective: Update the city's zoning ordinance to include a River District with appropriate standards.

Objective: Update the city's zoning ordinance to include a Crandell's Dell District with appropriate standards.

Objective: Update the city's zoning ordinance to include a Wo-zha-Wa District with appropriate standards.

Objective: Update the City's zoning ordinance to include a design review and negotiation process for the commercial and historical designated districts.

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

RIVER DISTRICT

Goal:

Plan for, develop and redevelop the major commercial corridors of hwy 23 and its intersection with hwy 16/12. to stimulate economic opportunity and health for the City of Wisconsin Dells.

- Objective: Delineate the “River District ” boundaries on the city’s future land use map.
- Objective: Evaluate commercial development and redevelopment opportunities for the Hwy 23 between Interstate 90/91 and its intersection with hwy 16/12.
- Objective: Work with local land, business owners, interest groups and realtors to package and market the “River District” plan and concept.

RIVER DISTRICT - CRANDELL’S DELL

Goal:

Plan for the infill and full development of the city’s upscale commercial zone/node along the corridor area of River Road from its intersection with Broadway. stimulating economic opportunity and health for the City of Wisconsin Dells.

- Objective: Delineate the “Crandell’s Dell District” boundaries on the city’s future land use map.
- Objective: Capitalize on pedestrian friendly redevelopment opportunities within the River Road corridor as road reconstruction allows.
- Objective: Focus on commercial business infill opportunities through additional study and promotion.
- Objective: Focus on commercial business retention opportunities through additional study and promotion.

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

RIVER DISTRICT - BROADWAY

Goal:

Revitalize and enhance the northeastern half of Broadway by recreating it into a Historic Main Street District community.

- Objective: Develop design guidelines for structures within the Historic Main Street District area.
- Objective: Establish Historic District and associated guidelines within the city's zoning ordinance.
- Objective: Through streetscaping and associated enhancements, establish a more public-friendly environment for patrons with consideration given to pocket parks/gardens and other public spaces, outdoor furniture, an urban forestry program and alleyway access from parking lots to storefront entrances.

WO-ZHA-WA DISTRICT

Goal:

Establish a Wo-zha-Wa District along the hwy 13/16 corridor and hwy 23 east corridor.

- Objective: Delineate the “Wo-zha-Wa District” boundaries on the city's future land use map.
- Objective: Focus on commercial business infill opportunities such as resort and shopping center development through additional study and promotion.
- Objective: Focus on methods to make visitors utilize these corridors as every day entryways into the City and its attractions through study and signage.
- Objective: Focus on transportation flow and access issues as this areas direction serves as a natural growth location for new residential development for the City.

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

TOURISM

Goal:

Capitalize on the cultural and natural resource base in and around the City to capture a larger share of the regional tourism market.

- Objective: Deliver creative marketing strategies that stimulate travel to and within Wisconsin Dells.
- Objective: Market Wisconsin Dells as a premiere destination by developing a consistent brand image for the city that focuses on the state's four distinct seasons and diverse product.
- Objective: Help maintain loyal customers, turn infrequent visitors into more frequent visitors, and lure new visitors to the state through enhanced targeted marketing efforts.
- Objective: Expand niche marketing efforts to reach the meetings and conventions, motorcoach, international and multi-cultural audiences.
- Objective: Continue researching Wisconsin Dells's traveling customers to take advantage of new trends and opportunities.
- Goal: Utilize the latest technology to provide quality information and exceptional service to Wisconsin Dells's traveling customers and industry partners.
- Objective: Strengthen information technology-based partnerships and solutions with the Wisconsin tourism industry through such tools as integrated customer and product databases and the Internet.
- Objective: Proactively recruit and maintain a talented, customer-friendly staff who possesses the knowledge and skills to plan, deliver, and evaluate services to Wisconsin Dells's customers in the tourism industry.
- Objective: Maintain an organizational structure focused on diversity, integrated teamwork, cooperation and communication.

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

Goal:

Encourage the development and growth of Wisconsin Dells's tourism economy.

Objective: Provide/support technical assistance to tourism businesses and organizations related to marketing, customer service, research and product development.

Objective: Identify and promote additional offerings to enhance Wisconsin Dells's tourism product.

Objective: Continue to provide and identify financing options designed to expand and/or enhance tourism in Wisconsin Dells.

Objective: Participate in research and training - including the Governor's Conference on Tourism - for enhancing Wisconsin Dells's competitive edge. Also, participate in industry- sponsored educational conferences and opportunities.

Goal: Facilitate committed partnerships with stakeholders to develop and grow Wisconsin Dells tourism.

Objective: Strengthen existing and create new partnerships within Wisconsin Dells's tourism industry by continuing to conduct staff familiarization tours, listening sessions and other approaches to actively seek industry input.

Objective: Improve and develop partnerships with other communities and state agencies that share the same customers.

Objective: Create innovative methods to continuously communicate with the tourism industry and other stakeholders about existing and new programs.

Objective: Continue to seek the input and involvement of the City Council and other local committees.

Objective: Expand joint effort marketing programs.

Objective: Continue to expand year-round recreation and leisure activities to secure the Wisconsin Dells as the Midwest's premier year-round tourism destination.

Objective: Diversify the retail business mix in the downtown business district.

Objective: Encourage the development and sustainability of stores serving everyday needs in the downtown area (economically feasible).

Economic Goals & Objectives

City of Wisconsin Dells – Economic Element

Objective: Increase the sense of safety through routine police presence, cleaner appearance, and better lighting in the River District.

Objective: Design a parking system that allows for extended visits within the River District.

Goal:

Encourage residents and visitors to patronize the downtown area.

Objective: Develop of a "riverwalk," which would provide needed multi-modal access (Bike Pedestrian Trails).

Objective: Encourage the development and sustainability of stores serving everyday needs in the downtown area (economically feasible).

Objective: Develop a public transportation system aimed at tourists.

Objective: Increase the sense of safety through routine police presence, cleaner appearance, and better lighting.

Objective: Design a parking system that allows for extended visits within the downtown area.

Goal:

Encourage the development of non-tourist based industry, which can support middle class wages.

Objective: Annex more land for development.

Objective: Increase the number of single family homes.

Objective: Make better use of existing infrastructure: i.e. Airport, Highways, and School system