

# Jefferson County Economic Development Consortium: Focus and Summary Statements

## SECTION A. MISSION STATEMENT

*“The purpose of the Jefferson County Economic Development Consortium (JCEDC) is to foster and encourage responsible, economic development activities that result in job creation, retention, increased tax base and an improved sustainability and quality of life for the citizens of Jefferson County.”*

## SECTION B. SUMMARY VISION STATEMENTS

*“Jefferson County will be a leader in home-grown business development and innovation linkage, agricultural enterprises and healthy small-town living.”*

### Summary of Economic Vision Emphasis and Broad Strategies (Three Key Areas of Focus)

#### Home-Grown Business:

- ❖ The County, UW-System and UW-Whitewater will have a network of higher education, government and business communities focused on innovative forces.
- ❖ We will have new international markets based on opportunities in India, China and other countries.
- ❖ We will have a diverse mix of manufacturing industries recognizing our prominence in advanced manufacturing, food products, the service and health care sectors, while taking advantage of our proximity to knowledge and innovation centers in Milwaukee and Madison.

#### Broad Strategies:

- Grow our own businesses and help existing industries compete globally and locally, by developing strong innovation links and local networks.
- Actively connect to regional research and higher education institutions and economic initiatives to facilitate Jefferson County business growth and startup.

#### Enterprising Agriculture:

- ❖ The County will have a continued foundation of commercial agriculture complemented by niche and value-added agribusiness, food processing, bioenergy and new food businesses to address the market responsiveness of Jefferson County agriculture to the region and the world.

#### Broad Strategies

- Expand agricultural, food and bioenergy businesses to capture growing regional and national demand.
- Leverage agricultural strengths to complement and fortify the County’s most rapidly emerging opportunities in local foods, food production and bioenergy including: dairy,

nursery stock and sod, grain, vegetables, aquaculture, nutraceuticals and energy production.

#### **Small-Town Magnetism:**

- ❖ We will have a foundation of long-time established businesses that value and are committed to their Jefferson County and local community presence.
- ❖ The County will have new large natural resource-oriented parks connected by a network of bike paths, trails and silent sport recreation destinations, and will have an authentic and innovative package of tourism attractions linked by a comprehensive county wayfinding system.
- ❖ We will have strong community centers or “destination downtowns” in each of the communities that comprise the “heart and soul” of the community and that contribute to the economic health through destination retail.
- ❖ We will have an integrated health care system for major hospital care and other patient needs.
- ❖ We will have citizenry embracing a wellness/fitness lifestyle and a cultural and physical environment exhibiting healthy living.

#### Broad Strategies

- Attract top talent by enhancing small-town living, strengthening the natural resource system and becoming a close-to-home tourism destination.
- Jefferson County should capitalize on its intrinsic assets to attract experienced talent and entrepreneurs, through continued downtown revitalization and community reinvestment, natural resource and tourism planning.

### **SECTION C. IMPLEMENTATION OF MISSION, VISION IDEAS AND BROAD STRATEGIES**

*The economic development initiatives in Jefferson County and its communities are not under the primary jurisdiction of any one entity. Implementation of the economic vision and strategies will likely involve a broad spectrum of “change agents”. Jefferson County, its communities, nonprofit organizations, businesses, many other entities and the general citizenry will all play a role in developing and acting on strategies and actions for which any or combinations of these community structures, organizations or individuals may take leadership.*

*Individual communities, corporations and other stakeholders can use this Economic Vision to understand the agreed-upon economic development priorities, and find their own roles to work within the larger framework. To generate momentum for “acting” on this Economic Vision, a major implementation effort will be aimed at getting multiple players to own the Vision and invest in its development. This will require the further engagement of Jefferson County government, Jefferson County communities and leaders (cities, villages, and towns), Regional economic development agencies, State and Federal agencies, educational institutions, private sector corporations, organizations, and foundations including local economic development entities, chambers of commerce and business groups.*

#### **Priority Implementation Activities:**

Given these broad implementation mechanisms, the implementation process for will include these steps:

- a. Prepare a variety of communication pieces on the Economic Vision and Positioning Framework.

- b. Identify champions and leaders who might take on active roles in support and ownership of the in the eight (8) topic areas identified in Economic Vision and Positioning Framework.
- c. Engage in strategy refinement and implementation sessions in order to advance the economic vision and catalytic strategies with these leadership structures – County (County Economic Development Consortium, County Board, County committees/commissions, etc.), Local (including local elected officials, community economic development entities, chambers, main street programs, etc.) , Regional (including THRIVE, Milwaukee 7, etc.), State (including state elected officials, Wisconsin Department of Commerce, University System, other higher education, etc.) , Corporate (the large network of businesses from local to global), Nonprofits (this extensive and growing sector).
- d. See the report entitled, “Plan Implementation by Community”, for specific implementation priorities by the communities in Jefferson County.

## SECTION D. JCEDC DAY-TO-DAY OPERATING PRINCIPLES

*The JCEDC has five generalized operating principles, which guided us in our day-to-day operations. These broad operating principles are:*

1. **Communication** - The JCEDC must continue its efforts to inform the public and private sectors on its role and function. This includes clarifying perceptions and communicating information on issues, regulations, policies and other issues that impact the business community in Jefferson County. The JCEDC wants to be recognized as a problem and information clearinghouse on economic development issues. The JCEDC will assist in maintaining and promoting open and free lines of communication between local government officials, area businesses, and local and state agencies.

2. **Marketing of Jefferson County** - The JCEDC must develop and promote the County and its communities. Promotion includes working with existing business, networking with regional and state representatives, recruiting new business, and marketing Jefferson County and supporting a high quality environment.

3. **Workforce Development, Training and Education** - JCEDC will promote workforce development through education, training, and strategies which will foster a quality labor pool. Education and training will focus on basic skills including English as a Second Language (ESL), leadership training, problem solving, and skills upgrades.

4. **Supporting a Positive Business Climate** - JCEDC will promote modernization of business (agricultural, commercial, industrial, and tourism) and attract supporting businesses to Jefferson County. Promote positive government and business environment and maintain high quality public infrastructures. Explore strategies and partnerships to bring more financial resources for business expansions and start-ups.

5. **Facilitation and Coordination** - JCEDC will act as the voice for Jefferson County both at the regional and state level. In its role as facilitator and coordinator, JCEDC will provide assistance with financial, startup, and regulation information.

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