



# Dane County Comprehensive Plan

## Dane County Comprehensive Plan's *Public Participation Plan*

**2002**

As passed by the Dane County Board of Supervisors on January 9, 2003

In cooperation with:

**<sup>UW</sup>Extension**  
University of Wisconsin - Extension

**Dane County**

# Dane County Comprehensive Community Plan

## ***PUBLIC PARTICIPATION PLAN***

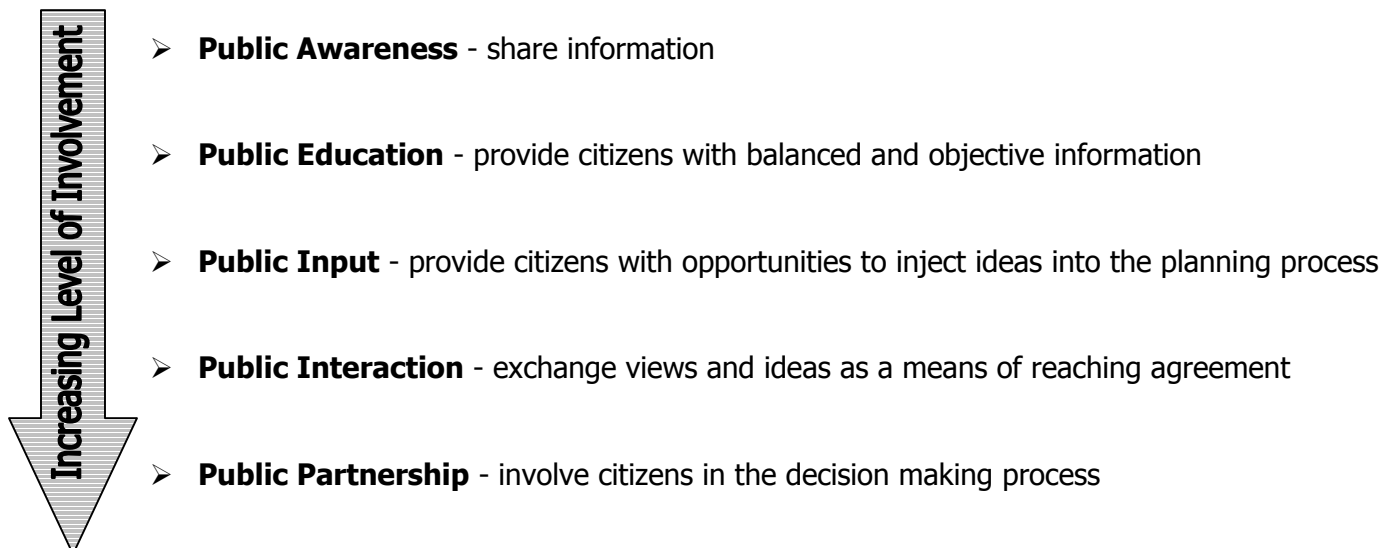
### **Purposes of the Public Participation Plan**

The basic purpose of this public participation plan is to provide for a rigorous process through which Dane County citizens, public officials, and stakeholder groups may participate, in meaningful and effective ways, in developing Dane County's Comprehensive Plan. This plan has been developed based upon the understanding that citizens and groups are the source of tremendous creativity, and that their creativity and input will produce better planning decisions. This public participation plan recognizes every citizen's right to participate in the process of making local government decisions. Because the decisions represented by Dane County's Comprehensive Plan will define what Dane County will look like for many years to come, public participation in the development of the plan is critical. Significant financial, time and energy investments will be needed to complete this planning effort. Given these investments, broad and active public participation is an essential strategy for developing a County plan and planning process that will stand the test of time. Finally, the development and adoption of a Public Participation Plan is a requirement of Wisconsin's Comprehensive Planning legislation, which was passed by the Wisconsin legislature in October of 1999 as follows:

Wisconsin Statutes, Section 66.1001(4)(a)...

*"The governing body of a local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for a wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments."*

In order to be responsive to the new law, Dane County's public participation process will require all related planning committees to adopt this Public Participation Plan. A wide variety of public participation methods, representing distinct purposes, will be employed to provide for broad public participation throughout the comprehensive planning process. The range and objective of the County's public participation efforts can be summarized as follows: (see attached chart on page 9)



## **Objectives of the Public Participation Plan**

1. Recognizing that there are many levels of public participation, to provide for an effective mix of participation opportunities that include public information, public education, public input, public interaction and public partnership.
2. Recognizing that not everyone participates in the same way or at the same time, to include a mix of participation strategies that provides for a broad and diverse set of participation opportunities that considers the diversity of the county.
3. Recognizing Dane County's history of public participation within past planning projects, the County will continue to provide the public with opportunities to review, clarify and update previously generated information, as well as generate new policies, goals, objectives and information.
4. To build public support for, and ultimately ownership of, the Dane County comprehensive plan.

The following guiding principles are included to ensure that public participation becomes an integral part of the comprehensive planning process:

## **Guiding Principles for the Public Participation Process**

1. The Dane County comprehensive planning process is grounded in the belief that active and thorough public participation will produce a better, more widely supported comprehensive plan for Dane County;
2. Public participation strategies will be designed to be sufficiently broad to address the diversity of the Dane County population, and to provide the broadest possible range of citizens and groups with opportunities for participation;
3. Every effort will be made to schedule public participation activities at times and locations that are most convenient for citizens.

## **Oversight of the Public Participation Process**

The public participation plan has been developed, and will be managed by the Comprehensive Plan Steering Committee (CPSC) comprised of representatives of the Dane County Board Zoning and Natural Resources and Strategic Growth Management Committees, various Dane County stakeholder groups/organizations, and Dane County citizens. The Steering Committee will receive staff support from the Dane County Planning & Development Office, the Dane County UW-Extension Office, the Dane County Regional Planning Commission, the Office of the County Board and other County staff hereafter referred to as the Comprehensive Planning Staff Team. The CPSC will determine what blend of public participation methods will be utilized throughout the planning process.

## **Public Participation Capacity Building**

1. Faculty from the Dane County UW-Extension office will provide training to Planning & Development staff, Comprehensive Plan Steering Committee members and others on managing and facilitating and on conducting public participation methods and techniques.
2. Faculty from the Dane County UW-Extension will provide ongoing advisory support to the Comprehensive Plan Steering Committee in the execution of the public participation plan.

The Public Participation Plan will follow the five basic steps of the Dane County Comprehensive Planning Process as outlined on the following pages.

## **Comprehensive Plan STEP 1: Pre-planning**

Step 1 includes the following sub-steps:

- A. Develop Planning Process
- B. Develop Public Participation Plan
- C. Develop Planning Structure and Procedures

### **Public Participation Plan for Comprehensive Plan Step 1**

#### General Public Participation Strategy

*This phase of the planning process involves getting ready for the comprehensive planning process. The Comprehensive Plan staff team will generate a planning process model and develop specific public participation tools, and the Dane County UW-Extension staff team will develop a public participation plan template and provide appropriate instruction to planning participants. The chairs from the Dane County Board Zoning and Natural Resources and Strategic Growth Management Committees will appoint a Comprehensive Planning Steering Committee.*

*The focus of all public participation activities during this step will be focused on building public awareness of the comprehensive planning process including the makeup and role of the Comprehensive Plan Steering Committee, the comprehensive planning process, and the public participation plan. In addition, hard copies of the comprehensive planning process and the public participation plan will be distributed to all Dane County local units of government, and will be available from the Dane County Office of Planning and Development, the Dane County UW-Extension Office, and elsewhere as determined by the Comprehensive Plan Steering Committee.*

#### Develop 'Standard' Public Participation Tools

1. Dane County UW-Extension faculty will develop a working template for use by the Comprehensive Plan Steering Committee in developing the Public Participation Plan.
2. The Comprehensive Planning staff team will schedule, design and conduct a general comprehensive planning 'kickoff' event scheduled for winter 2003. This event will be held twice to maximize participation. The purposes of this event are to: introduce the comprehensive planning process and public participation plan, place this planning process in context with other planning and to solicit input for the comprehensive planning process and public participation plan. This event will be held at a central location in the county. The event will be publicized with the goal of attracting a diverse range of stakeholders using a variety of mass media and other outreach methods (see appendix 1 for a preliminary media listing).
3. The Comprehensive Planning staff team will develop 'fact sheets' as a way to help the public better understand planning issues and concepts, and as a means of sharing important planning information generated during the planning process. These fact sheets will be distributed to all local units of government and the media, will be placed on the Comp Planning Website, and will be available at the Dane County Planning & Development Office and the Dane County Extension Office.

4. Planning and Development staff will take the lead in designing and setting up a Dane County website by January 2003 and a Comprehensive Planning newsletter with an electronic and print format by June 2003 for use in providing the public with a venue for learning about the planning process as it unfolds.

## **Comprehensive Plan STEP 2: Generate Baseline Data and Planning Goals**

Step 2 includes the following sub-steps:

- A. Review and analyze information, goals and objectives generated through previous planning efforts
- B. Identify information gaps
- C. Collect new information to address gaps
- D. Re-analyze and re-validate complete information
- E. Generate planning goals and objectives based upon complete information
- F. Evaluate and revise planning goals and objectives

### **Public Participation Plan for Comprehensive Plan Step 2**

#### General Public Participation Strategy

*Public participation efforts during this step will focus on the review and validation of information that had been collected during previous planning efforts, on developing new information to fill gaps, and on developing planning goals and objectives that relate to a shared vision for Dane County. Public participation activities during this step of the planning process will be key in building public support for the plan. These activities will occur throughout 2003.*

#### Public Awareness

Standard public participation tools such as use of mass media, websites and direct mailings may be used to inform the public of specific public participation steps scheduled for this planning step, about gaps for which new information collection efforts will be designed and implemented, about the results of new collection efforts, and about the content and status of emerging planning goals and objectives generated during this step. Concerted efforts will be made by the Comprehensive Planning Staff Team to reach the diverse audiences of the county through multiple media (see appendix 1 for preliminary media listing).

#### Public Education

Standard public participation tools such as developing a speakers bureau, developing fact sheets and web information, utilizing local cable access TV channels and holding open houses or other public events may be used to accomplish a number of educational objectives during this phase of public participation. These include educating the public about results of previous county-wide surveys and other public opinion tools, reviewing and/or introducing new or particularly relevant planning concepts introduced during this step in the planning process, and interpreting and helping the public better understand technical information and how it relates to planning issues and concerns. The results from previous planning efforts may be posted on the comprehensive planning website, and may be available to the public for on-site inspection at the Dane County Planning & Development Office, the Dane County UW-Extension Office, in all local government offices, and in other places as determined by the Comprehensive Plan Steering Committee.

#### Public Input

A wide variety of data collection techniques may be used during this step including focus groups, mail and telephone public opinion surveys, visual preference surveys, quadrant meetings (see description below), specially scheduled public forums when key input is needed in the process, visioning sessions, workshops, charettes, and open houses. These techniques may be used to gather data and feedback related to previously generated planning goals and objectives, responses to new or emerging issues/concerns, and developing a

vision of what Dane County should look like in the future. These techniques will be employed at all key steps in the planning process and public forums will occur at least twice in 2003 at a central location in the county.

The Comprehensive Planning staff team will schedule, design and conduct quadrant meetings. Quadrant meetings will be scheduled quarterly in 2003 and continue into the planning process. They will be structured around the Dane County Comprehensive Planning Work Groups. There are three groups of five to nine individuals, one member will also serve on the Comprehensive Planning Steering Committee and serve as a liaison and direct communication link. The Work Groups will cover most of the comprehensive planning elements. The three Work Groups include: Natural Resources, Agriculture and Open Spaces; Housing and Economic Development; and Transportation and Utilities. It is recommended that, whenever possible, quadrant meetings incorporate public participation elements (information, education, input, interaction). The main purposes of the quadrant meetings will be to report on progress being made toward the development of the comprehensive plan, facilitate intergovernmental cooperation and consistency, and to provide Work Group issue education and to obtain public input. As a logistical matter, it is recommended that quadrant meetings include the following elements/characteristics:

- a. Facilitation will be provided by staff from the Dane County Planning & Development Office
- b. Representation from the Comprehensive Plan Steering Committee
- c. At least four weeks advance public notice of quadrant meetings will be provided through local media, local government offices, the Dane County Comp Planning Website.
- d. A standard, consistent agenda will generally be used for all meetings. It is recommended that this agenda include planning process and product updates from the Comprehensive Plan Steering Committee and planners (public information), opportunities to introduce new planning concepts and ideas (public education), an opportunity for dialogue between planners and the public (public feedback and interaction).

#### Public Interaction

Discussion between the public, planners, and Comprehensive Plan Work Group members will occur during quadrant meetings. Such efforts could focus on discussion concerning the validity of previously generated public opinion information; the relationship between baseline information and planning goals and objectives; and to explore more deeply public opinion on issues that surface during the analysis of information, objectives and goals.

#### Public Partnership

The Comprehensive Plan Steering Committee can pursue a number of activities including reviewing previously collected planning information to determine its validity; designing and employing instruments with which to collect new public opinion information; analyzing new public opinion information and drawing planning conclusions from it; and generating planning goals and objectives based upon a complete review of public opinion and other information.

## **Comprehensive Plan Step 3: Develop Plan Alternatives**

Step #3 includes the following sub-steps:

- A. Generate first draft of plan alternatives
- B. Evaluate first draft of plan alternatives
- C. Revise and re-generate second round of plan alternatives
- D. Select plan alternatives

### **Public Participation Plan for Comprehensive Plan Step 3**

#### **General Public Participation Strategy for Plan Process Step 3**

*This step will focus on the review and assessment of alternative plan strategies to best meet the overall vision for the plan along with constituent needs. This step would lead to decisions as to which alternative should be drafted into the final plan and include process methods for intergovernmental cooperation. This step will occur primarily in 2004.*

#### **Public Awareness**

Standard public participation tools such as mass media, print materials, web site information and presentations will be used to inform the public of specific public participation opportunities scheduled for this step in the planning process, and to share 'first draft' plan alternatives developed during the early part of this planning step.

#### **Public Education**

Public education sessions will be held to provide the Work Groups and Comprehensive Plan Steering Committee opportunities to explain how plan alternatives relate to planning goals and objectives, individual comprehensive plan elements and to baseline data. Education may also focus on relevant planning strategies and concepts introduced during this planning step. A series of public education sessions along with print and web materials may be used to provide information and education surrounding strategy formulation and the alternative plan development and implications.

#### **Public Input**

Quadrant meetings or other types of public input sessions such as workshops, focus groups, charettes, open houses may be held to assess and discuss the plan alternatives and their defining variations. These input sessions at various locations throughout the county could provide the public a chance to review and comment on the plan alternatives and the individual comprehensive plan elements (in both narrative and graphic formats). An interactive Question and Answer Input function could be added to the comprehensive planning website. The Comprehensive Plan Steering Committee and Work Groups will utilize this input to assess preferred strategies for use in the development of the comprehensive plan.

#### **Public Interaction**

Discussion between the public, planners, Work Groups and Comprehensive Plan Steering Committee members could occur during quadrant meetings, open houses, focus groups and at other public events. This interaction could include dialogue on determining assessment methods for alternative plan strategies, strategic development of types of feedback needed to discern what should be included in the final plan and dialogue on processes for intergovernmental cooperation and consistency.

#### **Public Partnership**

The Comprehensive Plan Steering Committee will review the public input, then select, modify and adopt the preferred plan alternatives to reflect the public input with assistance from the Comprehensive Planning Staff

Team and others. The CPSC will draft the Comprehensive Plan with aid from the Comprehensive Planning Staff Team.

## **Comprehensive Plan Step 4: Plan Review, Adoption and Implementation**

Step #4 includes the following sub-steps:

- A. Generate first draft of Comprehensive plan
- B. Review draft of plan
- C. Make revisions to draft and generate final comprehensive plan
- D. Adopt comprehensive plan

## **Public Participation Plan for Comprehensive Plan Step 4**

### General Public Participation Strategy

*In this step the CPST, Work Groups, local units of government and citizens review the draft comprehensive plan. This step also initiates the implementation of the plan. It focuses attention on updating related county ordinances, as necessary, to be consistent with the new comprehensive plan. Public involvement in this process is critical, but will be more formally designed as comprehensive plans are adopted.*

### Public Awareness

Use standard public awareness tools such as news releases, radio, cable TV, website, newsletters and presentations to let officials and public know that a draft plan has been developed and the review process is beginning.

### Public Education

Conduct public education sessions and have printed materials related to the plan review, adoption and implementation including both the steps involved in the process as well as specifics of the plan.

### Public Input

Have a public review and comment on the draft comprehensive plan. This could take the form of open houses and other public events at various locations throughout the county. Include an interactive website comment area on the draft plan. Conduct formal hearings prior to adoption by each local unit of government. Accept questions from the public and provide answers and referrals by the Comprehensive Plan Steering Committee. Materials will be available for review and comment at county and local government offices and at local libraries.

### Public Interaction

Discussions among the public, planners, Work Groups, and Comprehensive Plan Steering Committee members could occur during quadrant meetings, through focus groups and at other public events. This interaction could include dialogue on development of criteria used to review the final plan and refinement of strategies for plan implementation.

### Public Partnership

The Comprehensive Plan Steering Committee meets to present the Final Comprehensive Plan documents to the public. Action by the Comprehensive Plan Steering Committee and county board to adopt the Comprehensive Plan is needed during this step. The Comprehensive Plan Steering Committee will then meet to discuss the need to update any related county ordinances to provide consistency with the Comprehensive Plan. During this step linkages between the Comprehensive Plan and its implementation begin to be developed including action steps, timelines, roles and responsibilities for implementation.





## **Comprehensive Plan Step 5: Evaluate Plan and Process**

Step #5 includes the following sub-steps:

- A. Evaluate planning process
- B. Evaluate public participation plan process
- C. Generate recommendations for planning and public participation processes
- D. Incorporate recommendations into planning and public participation processes for use in future plan revision/updates

### **Public Participation Plan for Comprehensive Plan Step 5**

#### General Public Participation Strategy

*As the plan is implemented, it is imperative to monitor and reassess the effectiveness of the strategies that have been put into place. Effective strategies need to be maintained, while the ineffective strategies need to be modified or terminated. A plan amendment process needs to be developed to address issues that develop with the plan, or changes that take place in the community that necessitate change in the documents. Although this is listed as step 5, this step should be ongoing throughout the planning process and used to refine all steps in the planning and public participation process.*

#### Public Awareness

Use standard public awareness tools (news releases, radio, cable TV, newsletters and presentations) related to plan monitoring, assessment and amendment procedures.

#### Public Education

Public education session(s) related to plan monitoring, assessment and amendment procedures that could include the use of displays and exhibits, forums or open houses.

#### Public Input

Interactive question and answer function on the website and accept questions from the public and provide answers and referrals by the Comprehensive Plan Steering Committee. This step could also be included in focus groups, open houses or other public events to obtain input for evaluating the planning and public participation planning process.

#### Public Interaction

Discussion between the public, planners, and Comprehensive Plan Steering Committee members could occur during quadrant meetings, through focus groups and at other public events. This interaction could include dialogue on the development of appropriate and efficient means to monitor the effectiveness of the plan and develop a process through which it can be modified on an ongoing basis.

#### Public Partnership

The Comprehensive Plan Steering Committee, Staff Team and Work Groups shall meet to develop a plan evaluation process, develop a plan review and amendment process in light of input received from the public.



# INCREASING LEVEL OF PUBLIC INVOLVEMENT

<b>Public Awareness</b>	<b>Public Education</b>	<b>Public Input</b>	<b>Public Interaction</b>	<b>Public Partnership</b>
<b>Objective:</b> To make the public aware of the comprehensive planning process.	<b>Objective:</b> To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, and/or solution.	<b>Objective:</b> To obtain public feedback on issues, alternatives and/or decisions.	<b>Objective:</b> To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered	<b>Objective:</b> To place decision-making responsibilities in the hands of the public
<b>Promise to the Public:</b> We will keep you informed.	<b>Promise to the Public:</b> We will try to help you understand.	<b>Promise to the Public:</b> We will keep you informed, listen to and acknowledge concerns, and provide feedback on how public input influenced decisions.	<b>Promise to the Public:</b> We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced decisions.	<b>Promise to the Public:</b> We will work to implement what you decide.
<b>Example Methods</b> <ul style="list-style-type: none"> <li>• Direct mail</li> <li>• News releases and mass media</li> <li>• Displays and exhibits</li> </ul>	<b>Example Methods</b> <ul style="list-style-type: none"> <li>• Public education meetings</li> <li>• Websites</li> <li>• Newsletters</li> <li>• Tours</li> </ul>	<b>Example Methods</b> <ul style="list-style-type: none"> <li>• Open houses</li> <li>• Public hearings</li> <li>• Visual preference surveys</li> <li>• Opinion surveys</li> <li>• Focus Groups</li> </ul>	<b>Example Methods</b> <ul style="list-style-type: none"> <li>• Visioning</li> <li>• Workshops</li> </ul>	<b>Example Methods</b> <ul style="list-style-type: none"> <li>• Citizen planning committees</li> <li>• Work Groups</li> </ul>

Adapted from the International Association for Public Participation



Developed by: Citizen Participation Team,  
Community, Natural Resource and Economic  
Development Program Area.

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University of Wisconsin-Extension.



**Proposed Annual Meeting Schedule  
Dane County Comprehensive Plan  
Steering Committee and Working Groups**

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
<b>Steering Committee and All Working Groups</b>	<b>Centralized Meetings at Planning Process Landmarks with Work Group Breakout Sessions</b>		<b>Centralized Meetings at Planning Process Landmarks with Work Group Breakout Sessions</b>	

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
<b>Working Groups:</b>	<b>Location:</b>			
<b>1. Natural Resources, Agriculture, and Open Spaces</b>	<b>NE Quadrant</b>	<b>SE Quadrant</b>	<b>SW Quadrant</b>	<b>NW Quadrant</b>
<b>3. Housing and Economic Development</b>	<b>SE Quadrant</b>	<b>SW Quadrant</b>	<b>NW Quadrant</b>	<b>NE Quadrant</b>
<b>5. Transportation and Utilities</b>	<b>SW Quadrant</b>	<b>NW Quadrant</b>	<b>NE Quadrant</b>	<b>SE Quadrant</b>



## **DANE COUNTY WISCONSIN ECONOMIC DEVELOPMENT RESOURCE GUIDE**

*Friends of the Business Community,*

*Dane County, in partnership with Alliant Energy and Madison Gas and Electric Company, is pleased to offer this comprehensive resource guide to economic development. The purpose of the Guide is to provide new and existing businesses, organizations, entrepreneurs, and communities a means to connect with the resources, people, and information they need to participate in our vital, growing economy. It is my hope that the **Dane County Economic Development Resource Guide** will help facilitate our work together as we continue to build a strong and sustainable economy for Dane County, now and into the future.*



*Sincerely,  
Dane County Executive  
Kathleen Falk*



Dane County Planning & Development Department  
City County Building, Room 116  
210 Martin Luther King Jr. Blvd. Madison WI 53703  
608.266.4251 • [www.dane-econdev.org](http://www.dane-econdev.org)



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*In addition to agricultural enterprise, other industry clusters include: biotechnology/ life sciences, educational services, health care and financial services.*

# MAP OF DANE COUNTY

To Minneapolis  
270 miles 4.5 H







## BUSINESS RESOURCES

### BUSINESS ATTRACTION AND RETENTION

#### Alliant Energy Economic Development

4902 N. Biltmore Lane,  
P.O. Box 77007  
Madison, WI 53718  
Contact: Bruce F. Kepner  
(608) 458-5753  
brucekepner@alliantenergy.com  
www.midwestsites.com

#### City of Madison, Office of Business Resources

Dept. of Planning & Development  
215 Martin Luther King, Jr. Blvd.  
Rm. LL100  
P.O. Box 2985  
Madison, WI 53701-2985  
Contact: Michael P. Gay  
(608) 267-4933, ext. 104  
mgay@cityofmadison.com  
www.businessmadison.com

#### Dane County Capital Ideas Technology Zone

Madison Development Corp.  
550 W. Washington Ave.  
Madison, WI 53703  
Contact: Frank Staniszewski  
(608) 256-1560  
fstan@mdcorp.org  
www.mdcorp.org

#### Dane County Planning and Development Department

City-County Building, Rm. 116  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703  
Contact: Steve Steinhoff,  
Olivia Parry  
(608) 266-4270, (608) 261-9957  
steinhoff@co.dane.wi.us,  
parry@co.dane.wi.us  
www.countyofdane.com/plandev

#### Forward Wisconsin

201 W. Washington Ave., Ste. 500  
Madison, WI 53703  
Contact: Jan Alf  
(262) 691-7873  
jalf@execpc.com  
www.forwardwi.com

#### Greater Madison Chamber of Commerce

P.O. Box 71  
Madison, WI 53701-0071  
Contact: Jennifer Alexander  
(608) 256-8348  
info@greatermadisonchamber.com  
www.greatermadisonchamber.com

#### Madison Gas and Electric (MGE)

P.O. Box 1231  
Madison, WI 53701-1231  
Contact: Phyllis Wilhelm,  
John Drury, Jim Mohrbacher  
(608) 252-7081, 252-7116  
jdrury@mge.com,  
jmohrbacher@mge.com  
www.mge.com

#### University of Wisconsin (UW), Madison

Office of Corporate Relations  
455 Science Drive, Ste. 230  
Madison, WI 53711-1077  
Contact: Charles B. Hoslet  
(608) 263-2840 or 1-877-627-9472  
hoslet@ocr.wisc.edu  
www.correlations.wisc.edu

#### Wisconsin Dept. of Commerce

201 W. Washington Ave.  
Madison, WI 53703  
Contact: Kathy Heady  
(608) 266-9944  
kheady@commerce.state.wi.us  
www.commerce.wi.gov

### BUSINESS INCUBATORS

#### New Venture Center

120 E. Lakeside St.  
Madison, WI 53715  
Contact: Chris Armstrong  
(608) 294-4086  
carmstrong@fitchburgtech.com  
www.newventurecenter.com

#### Faraday Center

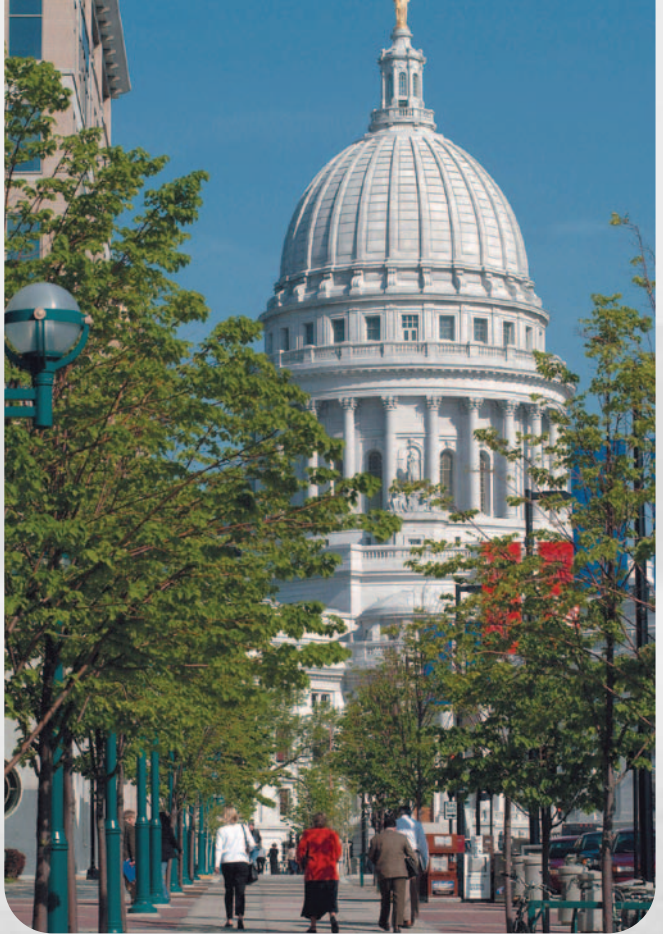
2800 S. Fish Hatchery Road  
Madison, WI 53711  
Contact: Bill Dalrymple  
(608) 277-2606  
www.fitchburgcenter.com

#### Genesis Enterprise Center

313 W. Beltline Highway  
Madison, WI 53713  
Contact: Richard Brown Sr.  
(608) 327-8000  
info@gecmadison.com  
www.gecmadison.com

#### Laboratory Associated Businesses

1202 Ann St.  
Madison, WI 53713  
Contact: Dale Frederickson  
(608) 251-1501  
labdale@hotmail.com



Greater Madison Convention and Visitors Bureau



**Madison Enterprise Center**

100 S. Baldwin St.  
Madison, WI 53703  
Contact: Sarah Hole  
(608) 256-6565  
sarah@cwd.org  
www.cwd.org

**Main Street Industries**

931 E. Main St.  
Madison, WI 53703  
Contact: Sarah Hole  
(608) 286-6246  
sarah@cwd.org  
www.cwd.org

**MGE Innovation Center/  
UW Research Park**

510 Charmany Drive  
Madison, WI 53719  
Contact: Lisa Humphrey  
(608) 441-2701  
ljhumphr@wisc.edu  
www.universityresearchpark.org

**Middleton Innovation Center**

3510 W. Beltline Highway  
Middleton, WI 53562  
Contact: Dennis Bahr  
(608) 831-2310  
bahr@inxpress.net

**Network 222/****Urban Tech Catalyst**

222 W. Washington Ave.  
Madison, WI 53703  
Contact: Jody Schimek  
(608) 255-5060  
info@fioreco.com  
www.network222.com

**T.E.C. Center, Inc.**

3591 Anderson St., Ste. 100  
Madison, WI 53704  
Contact: Ed Clarke  
(608) 246-6073  
eclarke@matcmadison.edu  
www.teccenterinc.org

**BUSINESS TRAINING  
AND DEVELOPMENT****Edgewood College Corporate  
Learning Center**

1255 Deming Way  
Madison, WI 53717-1955  
Contact: Joseph Hahn  
(608) 663-6742  
jhahn@edgewood.edu  
eclarke@matcmadison.edu  
www.edgewood.edu

**Family Business Center**

UW School of Business  
601 University Ave., Ste. 338  
Madison, WI 53715-1035  
Contact: Ann Kinkade  
(608) 441-7338  
fbc@execed.bus.wisc.edu  
www.uwexeced.com/fbc

**MATC Business, Industry,  
and Community Services**

3591 Anderson St.  
Madison, WI 53704  
Contact: Marla Gamoran  
(608) 243-4480  
mgamoran@matcmadison.edu  
www.matcmadison.edu/bics

**MATC Business Procurement  
Assistance Center**

3591 Anderson St., Ste. 100  
Madison, WI 53704  
Contact: Denise Kornetzke  
(608) 243-4484  
dkornetzke@matcmadison.edu  
www.matcmadison.edu/bpac

**Office of Corporate Relations**

University of Wisconsin  
455 Science Drive, Ste. 230  
Madison, WI 53711-1077  
Contact: Charles B. Hoslet  
(608) 263-2840 or 1-877-627-9472  
hoslet@ocr.wisc.edu  
www.corprelations.wisc.edu

**SCORE (Service Core of Retired  
Executives) — Counselors  
to America's Small Business**

MGE Innovation Center  
505 S. Rosa Rd.  
Madison, WI 53719  
Contact: Bill Arthur  
(608) 441-2820  
chair@scoremadison145.org  
www.scoremadison145.org

**US Small Business  
Administration Resources**

740 Regent St., Ste. 100  
Madison, WI 53715  
Contact: John Mirenda  
(608) 441-5263  
john.mirenda@sba.gov  
www.sbaonline.sba.gov

**UW School of Business Small  
Business Development Center  
& Technology Business Institute**

975 University Ave., Ste. 3260  
Madison, WI 53706  
Contact: Neil Lerner  
(608) 263-0221  
1(800) 940-7232 (toll free)  
nslerner@wisc.edu  
www.uwsbdc.org

**Weinert Center for  
Entrepreneurship**

UW School of Business  
5252 Grainger Hall,  
975 University Ave.  
Madison, WI 53706  
Contact: Dan Olszewski  
(608) 262-8640  
www.bus.wisc.edu/weinertcenter

**Wisconsin Dept. of Commerce**

201 W. Washington Ave.  
Madison, WI 53703  
Contact: Kathy Heady  
(608) 266-9944  
kheady@commerce.state.wi.us  
www.commerce.wi.gov

**Wisconsin Entrepreneurs  
Network (WEN)**

423 Extension Building  
432 N. Lake St.  
Madison, WI 53706  
Contact: Ayla Annac  
1(800) 940-7232 (toll free)  
ayla.annac@uwex.edu  
www.wenportal.org

**Wisconsin Technology Council**

455 Science Drive, Ste. 240  
Madison, WI  
Contact: Gina Leahy  
(608) 442-7557  
www.wisconsintechology  
council.com  
gleahy@wisconsintechology  
council.com

**Wisconsin Manufacturing  
Extension Partnership (WMEP)**

2601 Crossroads Drive, Ste. 145  
Madison, WI 53718  
(608) 252-9393  
wisbiomed@dewittross.com  
www.wisbiomed.org

**Wisconsin Women's Business  
Initiative Corporation (WWBIC)**

2300 S. Park St., Ste. 21  
Madison, WI 53713  
Contact: Julann Jatczak  
(608) 257-5450  
info@wwbic.com

**COMIENZOS****Bi-lingual Business Education**

2300 S. Park St., Ste. 21  
Madison, WI 53713  
Contact: Arelene Bollig  
(608) 257-5450  
comienzos@wwbic.com  
www.wwbic.com

## COMMUNITY & ECONOMIC DEVELOPMENT ORGANIZATIONS

### Alliant Energy Economic Development

4902 N. Biltmore Lane  
P.O. Box 77007  
Madison, WI 53718  
Contact: Bruce F. Kepner  
(608) 458-5753  
brucekepner@alliantenergy.com  
www.midwestsites.com

### Common Wealth Development

1501 Williamson St.  
Madison, WI 53703  
Contact: Marianne Morton  
(608) 256-3527  
marianne@cwd.org  
www.cwd.org

### Cottage Grove Economic Development Corp.

624 Crawford Drive, P.O. Box 419  
Cottage Grove, WI 53572-0306  
Contact: Ken Dahl  
(608) 839-4213  
kndhl@netscape.com  
www.cottagegroveonline.com

### Downtown Madison, Inc.

P.O. Box 71  
Madison, WI 53701  
Contact: Susan Schmitz  
(608) 443-1970  
sschmitz@downtownmadison.org  
www.downtownmadison.org

### Madison Development Corp.

550 W. Washington Ave.  
Madison, WI 53703  
Contact: Frank Staniszewski  
(608) 256-2799  
stan@mdcorp.org  
www.mdcorp.org

### Madison Gas and Electric (MGE)

P.O. Box 1231  
Madison, WI 53701-1231  
Contact: John Drury,  
Jim Mohrbacher, Phyllis Wilhelm  
1 (800) 245-1125 (toll free)  
mge@mge.com  
www.mge.com

### Middleton Area Development Corporation

7780 Elmwood Ave., Ste. 102  
Middleton, WI 53562  
Contact: Mike Petta  
(608) 836-4320  
mike.petta@capitolbank.com

### National Association for the Advancement of Colored People (NAACP) — Madison

P.O. Box 45  
Madison, WI 53701  
Contact: Linda F. Hoskins  
(608) 256-1942  
naacpmadison@voyager.net  
www.naacpmadison.org

### Wisconsin Women's Business Initiative Corp. (WWBIC)

2300 S. Park St., Ste. 21  
Madison, WI 53713  
Contact: Julann Jatczak  
(608) 257-5450  
info@wwbic.com  
www.wwbic.com

## CHAMBERS OF COMMERCE

### American Indian Chamber of Commerce of Wisconsin (AICCW)

10809 W. Lincoln Ave., Ste. 102  
West Allis, WI 53227  
Contact: Craig Anderson  
(414) 604-2044  
craig@aiccw.org

### Belleville Chamber of Commerce

P.O. Box 392  
Belleville, WI 53508  
Contact: Brad K. Freitag  
(608) 424-3232  
bvillechiroctr@tds.net  
www.belleville-wi.com

### Black Earth Chamber of Commerce

P.O. Box 65  
Black Earth, WI 53515-0065  
Contact: John Bird  
(608) 767-2322  
johnfbird@tds.net  
www.blackearth.org

### Brooklyn Area Chamber of Commerce

P.O. Box 33  
Brooklyn, WI 53521  
Contact: LaVorn Dvorak  
(608) 455-1627  
brooklyn@quicksitemaker.com  
www.quicksitemaker.com/  
members/brooklyn/index.html

### Cambridge Chamber of Commerce

102 W. Main St., P.O. Box 572  
Cambridge, WI 53523  
Contact: Craig Carpenter  
(608) 423-3780  
chamber@smallbytes.net  
www.cambridgewi.com





**Cottage Grove Chamber of Commerce**

P.O. Box 211  
Cottage Grove, WI 53572  
Contact: Laurie Hughes  
(608) 839-3165  
lauriehughes1@verizon.net

**Deerfield Chamber of Commerce**

P.O. Box 102  
Deerfield, WI 53531  
Contact: Randle Toepfer  
(608) 764-1531  
randle@randle-allen.com  
www.deerfield-chamber.com

**DeForest Area Chamber of Commerce**

201 DeForest St.  
DeForest, WI 53532  
Contact: Rhonda Gilbertson  
(608) 846-2922  
dacc1@centurytel.net  
www.deforestarea.com

**Edgerton Area Chamber of Commerce**

P.O. Box 5  
Edgerton, WI 53534  
Contact: Diane Everson  
(608) 884-4408  
edgerton@ticon.net  
www.edgertonwisconsin.com

**Fitchburg Chamber of Commerce**

2918 Marketplace Drive, Ste. 115  
Fitchburg, WI 53711  
Contact: Angela Kinderman  
(608) 288-8284  
akinderman@fitchburgchamber.com  
www.fitchburgchamber.com

**Greater Madison Chamber of Commerce**

P.O. Box 71  
Madison, WI 53701-0071  
Contact: Jennifer Alexander  
(608) 256-8348  
info@greatermadisonchamber.com  
www.greatermadisonchamber.com

**Hmong Wisconsin Chamber of Commerce (HWCC)**

Contact: Charles Vang  
(414) 899-5014  
cvang@amfam.com  
www.hmongchamber.org

**Latino Chamber of Commerce**

702 Lois Drive  
Sun Prairie, WI 53590  
Contact: Jesus Caravjal  
(608) 628-1601  
jcarvajal@farmersagent.com

**Mazomanie Chamber of Commerce**

11 Broadhead St.  
Mazomanie, WI 53560  
Contact: Dan Viste  
(608) 795-2117

**McFarland Chamber of Commerce**

Box 372, 5124 Farwell St.  
McFarland, WI 53558-0033  
Contact: Dawn DeFoer  
(608) 838-4011  
m.mcfarlandchamber@verizon.net  
www.mcfarlandchamber.com

**Middleton Chamber of Commerce**

7507 Hubbard Ave.  
P.O. Box 620553  
Middleton, WI 53562-0553  
Contact: Van Nutt  
(608) 827-5797 or  
(800) 688-5694 (toll free)  
nutt@middletonchamber.com  
www.middletonchamber.com

**Monona Chamber of Commerce**

6320 Monona Drive  
Monona, WI 53716  
Contact: Terri Groves  
(608) 222-8565  
chamber@monona.com  
www.monona.com

**Mt. Horeb Area Chamber of Commerce**

100 S. First St., P.O. Box 84  
Mt. Horeb, WI 53572  
Contact: Melissa Theisen  
(608) 437-5914  
1(888) 765-5929 (toll free)  
info@trollway.com  
www.trollway.com

**Oregon Area Chamber of Commerce**

117 Spring St., P.O. Box 123  
Oregon, WI 53575  
Contact: Linda Pollock  
(608) 835-3697  
director@oregonwi.com  
www.oregonwi.com

**Stoughton Chamber of Commerce**

532 E. Main St.  
Stoughton, WI 53589  
Contact: Ed Bieno  
(608) 873-7912  
info@stoughtonwi.com  
www.stoughtonwi.com

**Sun Prairie Chamber of Commerce**

109 E. Main St.  
Sun Prairie, WI 53590  
Contact: Ann Smith  
(608) 837-4547  
sprairie@merr.com  
www.sunprairiechamber.com

**Verona Area Chamber of Commerce**

205 S. Main St.  
Verona, WI 53593  
Contact: Karl Curtis  
(608) 845-5777  
kcurtis@veronawi.com  
www.veronawi.com

**Waunakee/Westport Area Chamber of Commerce**

100 E. Main St., P.O. Box 41  
Waunakee, WI 53597  
Contact: Lisa Pertzborn-Whiting  
(608) 849-5977  
wchamber@tds.net  
www.waunakee.com

**NETWORKING AND BUSINESS ASSOCIATIONS****Accelerate Madison, Inc.**

P.O. Box 5117  
Madison, WI 53705  
Contact: Jan Moen  
(608) 213-3939  
info@acceleratmadison.org  
www.acceleratmadison.org

**African American Black Business Association**

P.O. Box 302  
Sun Prairie, WI 53590-0302  
Contact: Nedra Bobo  
(608) 825-7014  
beip@charter.net

**Biomedical Associations of WI**

123 Northridge Street  
Marshfield, WI 54449  
Contact: Jay Olson  
olsonje@stjosephs-marshfield.org  
www.baw.org

**Business and Professional Women (BPW), Madison**

P.O. Box 628373  
Middleton, WI 53562  
bpwmadison@yahoo.com  
www.madisonbpw.com

**Cross Plains Business Association**

P.O. Box 271  
Cross Plains, WI 53528  
Contact: Lynn Ann Meyer  
(608) 798-3373  
cpbaexecdir@hotmail.com  
www.cpba.hm

**Downtown Madison, Inc.**

P.O. Box 71  
Madison, WI 53701  
Contact: Susan Schmitz  
(608) 443-1970  
sschmitz@downtownmadison.org  
www.downtownmadison.org

## BUSINESS RESOURCES, CONTINUED...

### **Eastside Businessmen's Association**

3737 Monona Drive  
Madison, WI 53714  
Contact: James Veloff  
(608) 222-9131  
office@esbma.com  
www.esbma.com

### **East Johnson Business Association**

855 East Johnson St.  
Madison, WI 53703  
Contact: Teena Browder  
(608) 256-3620  
kellhopman@yahoo.com

### **Far Eastside Business Association**

4801 S. Biltmore Lane  
Madison, WI 53718  
Contact: Dan Bullock  
(608) 259-0757 ext. 508  
dbullock@wcgpr.com  
www.febamadison.com

### **Greater State Street Business Association**

PO Box 1001  
Madison, WI 53701  
Contact: Stephanie LaBella-Luke  
(608) 294-3039  
slabella@concoursehotel.com

### **Greater Williamson Area Business Association**

1221 Williamson St.  
Madison, WI 53703  
Contact: Bryan Brosamle  
(608) 252-7056  
bbrosamle@mge.com  
www.williamsonst.com

### **Growth by Referral**

2421 Parmenter St.  
Middleton, WI 53562  
Contact: Scott Petersburg  
(608) 824-7267  
scott@petersburgins.com  
www.gbrinc.org

### **Hilldale Merchants Association**

702 N. Midvale Blvd., Ste. LL-003  
Madison, WI 53705  
Contact: Carrie Skille  
(608) 238-6353 ext. 1  
cskille@hilldale.com

### **Information Technology Association of Wisconsin**

222 W. Washington Ave., Ste. 439  
Madison, WI 53703  
Contact: Jim Rice  
(608) 215-9885  
ceo@itawi.org  
www.itawi.org

### **Independent Business Association of Wisconsin**

1400 E. Washington Ave., Ste. 282  
Madison, WI 53703  
Contact: Robert Collison  
(608) 251-5546  
iba@ibaw.com  
www.ibaw.com

### **Madison Area Business Consultants**

5818 Piping Rock Rd.  
P.O. Box 44635  
Madison, WI 53711  
Contact: Eric Brown  
(608) 274-3055  
esbrown@sbcglobal.net  
www.madisonconsultants.com

### **Metropolitan Neighborhood Business Council**

615 E. Washington Ave.  
Madison, WI 53703  
Contact: Jim Garner  
(608) 256-8348

### **Monroe Street Merchants Association**

1721 Monroe St.  
Madison, WI 53711  
Contact: Carol Schroeder  
(608) 255-8211

### **National Association of Women Business Owners**

Greater Madison Chapter  
4230 E. Towne Blvd. Ste. 317  
Madison, WI 53704  
Contact: Lori Payne  
(608) 442-1924  
info@nawbomadison.org  
www.nawbomadison.org

### **Northside Business Association**

PMB 131, 1213 N. Sherman Ave.  
Madison, WI 53704  
Contact: Stacy Schultz  
(608) 441-6755  
nbamadison@yahoo.com  
www.madisonnba.com

### **Realtors Association of South Central Wisconsin**

4801 Forest Run Rd., Ste. 101  
Madison, WI 53704  
Contact: Kevin King  
(608) 240-2800  
kking@wisre.com  
www.rascw.org

### **Small Business Advisory Council**

615 E. Washington Ave.  
Madison, WI 53703  
Contact: Jim Garner  
(608) 256-8348  
www.smallbusinessmadison.com

### **South Metropolitan Business Association**

P.O. Box 259893  
Madison, WI 53725  
Contact: Rob Waterman  
(608) 663-2560  
smba@charter.net  
www.smba-madison.org

### **The Business Forum**

2810 Crossroads Drive, Ste. 3800  
Madison, WI 53718  
Contact: Julie Hedlund  
(608) 443-2486, ext. 146  
tbf@thebusinessforum.org  
www.thebusinessforum.org

### **Wisconsin Hospital Association**

5510 Research Park Drive  
PO Box 259038  
Madison, WI 53725-9038  
Contact: Steve Brenton  
www.wha.org  
(608) 271-1820

### **Wisconsin Biotechnology and Medical Device Association**

Manchester Place – Capitol Square  
2 E. Mifflin St.  
Madison, WI 53703  
(608) 252-9393  
wisbiomed@dewittross.com  
www.wisbiomed.org

### **Wisconsin Financial Services Assn.**

22 East Mifflin Street, Ste. 1010  
Madison, WI 53703  
(608) 256-6413  
wfsa@charterinternet.com  
www.wisconsinfsa.org

### **Wisconsin Innovation Network, (WIN) Madison**

Wisconsin Technology Council  
Madison, WI  
Contact: Andrea Johnson  
608-442-7557  
ajohnson@wisconsintechcouncil.com  
www.wisconsintechcouncil.com

## **ADDITIONAL RESOURCES FOR MINORITIES AND WOMEN**

### **African American Black Business Association**

P.O. Box 302  
Sun Prairie, WI 53590-0302  
Contact: Nedra Bobo  
(608) 825-7014  
beip@charter.net



**American Indian Chamber of Commerce of Wisconsin (AICCW)**  
10809 W. Lincoln Ave., Ste. 102  
West Allis, WI 53227  
Contact: Craig Anderson  
(414) 604-2044  
[craig@aiccw.org](mailto:craig@aiccw.org), [www.aiccw.org](http://www.aiccw.org)

**Dane County Minority Business Network**  
210 Martin Luther King Jr., Blvd.,  
Room 410  
Madison, WI 53703  
Contact: Aracelli Esparza  
(608) 266-3022  
[esparza@co.dane.wi.us](mailto:esparza@co.dane.wi.us)

**Hmong Wisconsin Chamber of Commerce (HWCC)**  
Contact: Charles Vang  
(414) 899-5014  
[cvang@amfam.com](mailto:cvang@amfam.com)  
[www.hmongchamber.org](http://www.hmongchamber.org)

**Latino Chamber of Commerce**  
702 Lois Drive  
Sun Prairie, WI 53590  
Contact: Jesus Caravajal  
(608) 628-1601  
[jcarvajal@farmersagent.com](mailto:jcarvajal@farmersagent.com)

**MCW Productions Network News**  
5409 E. Buckeye Rd.  
Madison, WI 53716  
Contact: Marian Walluks  
(608) 221-1374  
[marianwalluks@sbcglobal.net](mailto:marianwalluks@sbcglobal.net)

**Urban League of Greater Madison**  
151 E. Gorham St.  
Madison, WI 53703  
Contact: Edward Lee  
(608) 251-8551 tty: (608) 251-9042  
[elee@ulgm.org](mailto:elee@ulgm.org), [www.ulgm.org](http://www.ulgm.org)

**Wisconsin Housing & Economic Development Association**  
201 W. Washington Ave., Ste. 700  
Madison, WI 53703  
Contact: Jeff McAlister  
(414) 227-3218  
(800) 628-4833 (toll free)  
[jeff.mcalister@wheda.com](mailto:jeff.mcalister@wheda.com)

**Asian Community**  
Contact: Yee Moua  
(414) 227-3227  
(800) 628-4833 (toll free)  
[yee.moua@wheda.com](mailto:yee.moua@wheda.com)

**Hispanic Community**  
Contact: Maria Watts  
(414) 227-4706  
(800) 628-4833 (toll free)  
[maria.watts@wheda.com](mailto:maria.watts@wheda.com)  
[www.wheda.com](http://www.wheda.com)



**Wisconsin Minority Business Opportunity Committee (WI-MBOC)**  
2711 W. Wells St., Rm. 151  
Milwaukee, WI 53208  
Contact: Leni Siker  
(414) 223-8130  
[information@wmboc.org](mailto:information@wmboc.org)  
[www.wmboc.org](http://www.wmboc.org)

**Wisconsin Women's Business Initiative Corporation (WWBIC)**  
2300 S. Park St., Ste. 21  
Madison, WI 53713  
Contact: Julann Jatczak  
(608) 257-5450  
[info@wwbic.com](mailto:info@wwbic.com)  
[www.wwbic.com](http://www.wwbic.com)

## INTERNATIONAL TRADE

**Madison International Trade Association**  
P.O. Box 14564  
Madison, WI 53708  
Contact: Mark Rhoda Reis  
(608) 836-6258  
[mark.rhoda@springs.com](mailto:mark.rhoda@springs.com)  
[www.mitaweb.org](http://www.mitaweb.org)

**Wisconsin Department of Commerce, Division of International Development**  
201 W. Washington Ave.  
P.O. Box 7970  
Madison, WI 53707  
Contact: Mary Regel  
(608) 266-1767  
[mregel@commerce.state.wi.us](mailto:mregel@commerce.state.wi.us)  
[www.commerce.wi.gov](http://www.commerce.wi.gov)

## YOUNG PROFESSIONALS

**Madison Magnet**  
P.O. Box 71  
Madison, WI 53701  
Contact: Jennifer Leavitt-Moy  
(608) 443-1948  
[coordinator@madisonmagnet.org](mailto:coordinator@madisonmagnet.org)  
[www.madisonmagnet.org](http://www.madisonmagnet.org)

## STARTING A BUSINESS

In addition to the resources listed under Business Training and Finance and Capital, the following information can help you find out more about planning and starting your own business.

**UW School of Business Small Business Development Center & Technology Business Institute**  
975 University Ave., Ste. 3260  
Madison, WI 53706  
(800) 940-7232 (toll free)  
[www.uwsbdc.org](http://www.uwsbdc.org)

**Wisconsin Business Wizard**  
An electronic business resource center that provides extensive information regarding all aspects of starting and building a business. For information, visit:  
[www.wisconsin.gov/state/byb](http://www.wisconsin.gov/state/byb)

**Wisconsin Entrepreneurs Network**  
423 Extension Building  
432 Lake St.  
Madison, WI 53706-1496  
(608) 263-0398  
[info@wenportal.org](mailto:info@wenportal.org)  
[www.wenportal.org](http://www.wenportal.org)

**Wisconsin Women's Business Initiative Corporation (WWBIC)**  
2300 S. Park St., Ste. 21  
Madison, WI 53713  
Contact: Julann Jatczak  
(608) 257-5450  
[info@wwbic.com](mailto:info@wwbic.com)  
[www.wwbic.com](http://www.wwbic.com)

## WORKFORCE DEVELOPMENT & TRAINING

### **Dane County Job Center**

1819 Aberg Ave., Ste. C  
Madison, WI 53704  
[www.danejobs.com](http://www.danejobs.com)

### **Labor market information**

Contact: Dan Barroilhet  
(608) 242-4885  
[dan.barroilhet@dwd.state.wi.us](mailto:dan.barroilhet@dwd.state.wi.us)

### **Programs and services**

Contact: Julie Enloe  
(608)-242-4919  
[jenloe@eata.org](mailto:jenloe@eata.org)

### **eTechCollege.org**

Contact: Brent Nelson  
(608) 849-3835  
[bnelson@etechcollege.org](mailto:bnelson@etechcollege.org)  
[www.etechcollege.com](http://www.etechcollege.com)

### **Herzing College**

5218 E. Terrace Drive  
Madison, WI 53718  
Contact: Jeff Westra  
(608) 663-0808  
[careers@msn.herzing.edu](mailto:careers@msn.herzing.edu)  
[www.herzing.edu/campus.php?id=8](http://www.herzing.edu/campus.php?id=8)

### **Jobs With a Future**

University of Wisconsin–Madison  
1180 Observatory Drive  
7122 Social Science Building  
Madison, WI 53706  
(608) 262-5176  
Contact: Kira Dahlk  
[kdahlk@cow.s.org](mailto:kdahlk@cow.s.org)  
[www.jobswithafuture.org](http://www.jobswithafuture.org)

### **Madison Area Technical College**

Apprenticeship Program  
2125 Commercial Ave.  
Madison, WI 53704  
Contact: Don Linstroth  
(608) 246-5201  
[dlinstroth@madison.edu](mailto:dlinstroth@madison.edu)  
[matcmadison.edu/madc/offerings/apprenticeships](http://matcmadison.edu/madc/offerings/apprenticeships)

### **Madison Area Technical College**

3550 Anderson St.  
Madison, WI 53704  
General Information  
(800) 322-6282 (toll-free)  
[www.matcmadison.edu/madc](http://www.matcmadison.edu/madc)

### **Madison Area Technical College**

Customized Training Division  
3591 Anderson St., Ste. 100  
Madison, WI 53704  
Contact: Marla Gamoran  
(608) 243-4480  
[matcmadison.edu/madc/BusinessCommunity](http://matcmadison.edu/madc/BusinessCommunity)

### **Omega School**

835 W. Badger Rd.  
Madison, WI 53713  
Contact: Oscar Mireles  
(608) 256-4650  
[oscarmireles@yahoo.com](mailto:oscarmireles@yahoo.com)  
[www.omegaschool.org](http://www.omegaschool.org)

### **Urban League of Greater Madison**

151 E. Gorham St.  
Madison, WI 53703  
Contact: Scott Gray  
(608) 251-8551 tty:(608) 251-9040  
[ulgm@ulgm.org](mailto:ulgm@ulgm.org)  
[www.ulgm.org](http://www.ulgm.org)

### **Workforce Development Board of South Central WI**

3591 Anderson St., Ste 203  
Madison, WI 53704  
Contact: Pat Schramm  
(608) 249-9001  
[pschramm@wdbscw.org](mailto:pschramm@wdbscw.org)  
[www.wdbscw.org](http://www.wdbscw.org)

## WOMEN AND MINORITY PROGRAMS

### **100 Black Men of Madison, Inc.**

P.O. Box 787  
Madison, WI 53701  
Contact: Darrell Bazzell  
(608) 833-8544  
[www.100blackmenofmadison.org](http://www.100blackmenofmadison.org)

### **Asset Builders of America Inc.**

1213 N. Sherman Ave.  
P.O. Box 195  
Madison, WI 53704  
Contact: Richard Entenmann  
(608) 663-6332  
[rentenmann@tds.net](mailto:rentenmann@tds.net)  
[www.assetbuilders.org](http://www.assetbuilders.org)



Workforce Development Board of South Central Wisconsin



**Centro Hispano of  
Dane County**

810 W. Badger Rd.  
Madison, WI 53713  
Contact: Kent Craig  
(608) 255-3018  
kent@chdc.us  
www.chdc.us

**National Association of  
Women Business Owners  
Greater Madison Chapter**

4230 E. Towne Blvd., Ste. 317  
Madison, WI 53704  
Contact: Lori Payne  
(608) 442-1924  
info@nawbomadison.org  
www.nawbomadison.org

**Nehemiah Community  
Development**

655 W. Badger Rd.  
Madison, WI 53713  
Contact: Jim Huff  
(608) 257-2453  
jhuff@nehemiah.org  
www.nehemiah.org

**United Asian Services of WI, Inc.**

312 N. 3rd St.  
Madison, WI 53704  
Contact: Debbie Stenjem  
(608) 256-6400 or (888) 404-8779  
ddstenjem@tds.net  
www.ursw.org

**United Migrant  
Opportunity Services**

2317 International Ln.  
Madison, WI 53704  
Contact: Carmen Rodriguez  
(608) 249-1180  
www.umos.org

**Wisconsin Women  
of Color Network**

P.O. Box 2337  
Madison, WI 53701-2337  
contact@womenofcolornetwork-wis.org  
www.womenofcolornetwork-wis.org



*Common Wealth Development*

**YOUTH PROGRAMS**

**Business & Education Partnership**

P.O. Box 71  
Madison, WI 53704  
Contact: Don Madelung  
(608) 257-2828  
info@greatmadisonchamber.com  
www.bepmadison.com

**Common Wealth Development**

1501 Williamson St.  
Madison, WI 53703  
Contact: Tariq Pasha  
(608) 256-3527  
tariq@cwd.org  
www.cwd.org

**Dane County School-To-Work**

4513 Vernon Blvd., Ste. 12  
Madison, WI 53705  
Contact: Dianne Kraus  
(608) 232-2863  
dkraus@dcsc.org  
www.dcsc.org

**Dane County Job Center**

1819 Aberg Ave.  
Madison, WI 53704  
Contact: Dena Constantineau  
(608) 242-4547  
denac@eata.org  
www.danejobs.com

**Forward Service Corp.**

1819 Aberg Ave.  
Madison, WI 53704  
Contact: Chris Brockel  
(608) 242-7422  
chris.brockel@fsc-dane.org

**MATC Youth Programing**

3550 Anderson St.  
Madison, WI 53704  
Contact: Juanita Comeau  
(608) 246-6596  
jcomeau@matcmadison.edu  
www.matcmadison.edu/matc/  
offerings/youthprograms

**Operation Fresh Start**

1925 Winnebago St.  
Madison, WI 53704  
Contact: Connie Ferris-Bailey  
(608) 244-4721  
cferrisbailey@operationfreshstart.org

**Urban League  
of Greater Madison**

151 E. Gorham St.  
Madison, WI 53703  
Contact: Jamie Ramirez  
(608) 251-8550  
jramirez@ulgm.org  
www.ulgm.org

**UW SBDC Youth  
Entrepreneur Camp**

975 University Ave., Ste. 3260  
Madison, WI 53706-1323  
Contact: Barry Roberts  
(608) 263-7680  
broberts@bus.wisc.edu  
www.uwsbdc.org/specialYEC.htm

**Youth Services  
of Southern Wisconsin**

512 E. Washington Ave.  
Madison, WI 53703  
Contact: Aaron Backer  
(608) 251-1126  
aaron.backer@youthsos.org  
www.youthsos.org

# TECHNICAL ASSISTANCE

The following entities provide support to communities and organizations in Dane County that are currently pursuing, or interested in pursuing economic development opportunities.



*Dane County Planning and Development Department*

**Alliant Energy Economic Development**

4902 N. Biltmore Lane  
P.O. Box 77007  
Madison, WI 53718  
Contact: Bruce F. Kepner  
(608) 458-5753  
brucekepner@alliantenergy.com  
www.midwestsites.com

**Madison Gas and Electric (MGE)**

P.O. Box 1231  
Madison, WI 53701-1231  
Contact: John Drury,  
Jim Mohrbacher  
(608) 252-7081, 252-7116  
jdrury@mge.com, jmohrbacher@mge.com  
www.mge.com

**Dane County Planning and Development Department**

City-County Building, Rm. 116  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703  
Contact: Olivia Parry,  
Steve Steinhoff  
(608) 261-9957, 266-4270  
parry@co.dane.wi.us, steinhoff@co.dane.wi.us  
www.countyofdane.com/plandev

**UW Extension Dane County**

1 Fen Oak Ct., Rm. 138  
Madison, WI 53718  
Contact: Bill Rizzo  
(608) 224-3719  
rizzo@co.dane.wi.us  
www.uwex.edu/ces/cty/dane

# TRANSPORTATION AND INFRASTRUCTURE

## AIR TRANSPORTATION

### Dane County Regional Airport

The Dane County Regional Airport has non-stop service to 14 cities around the United States, including Atlanta, New York, Denver, Washington, D.C., Dallas/Fort Worth, Cleveland, Cincinnati, Newark, St. Louis, Detroit, Chicago, Minneapolis, Memphis, and Milwaukee. More than 100 commercial flights arrive and depart daily. Three runways handle commercial passenger and air freight traffic, as well as general aviation aircraft. Wi-Fi internet service is available in the airport terminal, as are conference rooms and catering for business meetings. A \$68 million renovation, completed in 2006 and featuring a Prairie Style architecture, doubled the size of the terminal. The airport has also established a Foreign Trade Zone. Please visit the airport website at [www.msnaairport.com](http://www.msnaairport.com) to find out more, or contact:

### Dane County Regional Airport

4000 International Lane  
Madison, WI 53704  
Contact: Bradley Livingston or  
Sharyn Wisniewski  
(608) 246-3380  
[info@msnaairport.com](mailto:info@msnaairport.com)  
[www.msnaairport.com](http://www.msnaairport.com)  
(see page 33)

## GROUND TRANSPORTATION

### Dane County Bike Trails Map

Dane County has 151 miles of bike trails, and another 210 planned for development. To find out where the trails are, please visit: [www.madisonareampo.org](http://www.madisonareampo.org)

### City of Madison Bike Map

The City of Madison has 42.5 miles of bike trails and another 50 miles planned for development. To find out where the trails are, visit: [www.ci.madison.wi.us](http://www.ci.madison.wi.us)

### Bicycle Federation of Wisconsin

106 E. Doty St., Ste. 400  
Madison, WI 53703  
Contact: Dar Ward  
(608) 251-4456  
[marjorie@bfw.org](mailto:marjorie@bfw.org)  
[www.bfw.org](http://www.bfw.org)

### Madison Area Metropolitan Planning Organization

121 S. Pickney St., Ste. 400  
Madison, WI 53703  
Contact: Robert McDonald  
(608) 266-4336  
[rmcdonald@cityofmadison.com](mailto:rmcdonald@cityofmadison.com)  
[www.ci.madison.wi.us/mpo](http://www.ci.madison.wi.us/mpo)

### Madison Metro Transit

(608) 266-4466  
[mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com)  
[www.ci.madison.wi.us/metro](http://www.ci.madison.wi.us/metro)



### Transport 2020

This report is a study of transportation improvement alternatives for Dane County and the Greater Madison Metropolitan Area. The focus of the study is dedicated to initiating the startup of a light rail system connecting various communities in the metro area. The report also analyzes innovative transportation options in important regional corridors. For more information, visit: [www.transport2020.net](http://www.transport2020.net)

### Wisconsin State Vanpool

Department of Administration  
101 E. Wilson St.  
Madison, WI 53702  
1 (800) 884-VANS (toll free)  
[vanpool@doa.state.wi.us](mailto:vanpool@doa.state.wi.us)  
[www.doa.state.wi.us](http://www.doa.state.wi.us)



## HIGHWAY CORRIDORS

### **Interstate 94 Westbound**

Madison to Minneapolis/Twin Cities, MN  
270 Miles (4.5 hours)

### **Interstate 94 Eastbound**

Madison to Milwaukee, WI  
80 Miles (1.5 hours)

### **Interstate 90 Eastbound**

Madison to Chicago, IL  
150 Miles (2.75 hours)

### **Interstate 39 Southbound**

Madison to St. Louis, MO  
360 Miles (6 hours)



## RAIL CORRIDORS

Wisconsin and Southern provides direct access for shippers via the Chicago, IL gateway, connecting with all major railroads via the Belt Railway of Chicago; Burlington Northern at Prairie Du Chien, WI; Union Pacific; Canadian Pacific, and Canadian National at various points on the system. Access to barge facilities is available at Prairie Du Chien, WI. Rail to truck, bulk transload terminals are located in Madison, N. Milwaukee, Janesville and Oshkosh, WI.

### **Wisconsin Southern Railroad Co. (WSOR)**

P.O. Box 90229  
Milwaukee, WI 53209  
Contact: Jim Lombard  
(414) 438-8820 ext. 213  
[www.wsorroad.com](http://www.wsorroad.com)

## TELECOMMUNICATIONS

The City of Madison and Dane County have partnered with Mad City Broadband to provide WI-FI internet service. WI-FI coverage is currently available throughout downtown Madison, extending from the Capitol Square east to the Yahara River, west to Highland Avenue and south to the Beltline, and also includes the Dane County Airport. Future plans include expansion throughout the City of Madison and into neighboring Dane County communities. Mad City Broadband is unique nationwide in that the customers have a choice of local Internet Service Providers (ISP). In addition, for a small monthly fee, customers of Charter, SBC, and TDS can add the ability to roam anywhere in the coverage area and stay connected. To gain access to the greater Madison WI-FI network, or to see a map of the current coverage area, visit [Mad City Broadband](http://MadCityBroadband.com) at: [www.madcitybroadband.com](http://www.madcitybroadband.com), or contact:

### **Mad City Broadband**

10 E. Doty St., Ste. 201  
Madison, WI 53703  
Contact: Todd Anderson  
(608) 237-6152  
[www.madcitybroadband.com](http://www.madcitybroadband.com)

## FIBER OPTICS:

Dane county area has enjoyed Metro Ethernet service since 1999. Current capacity includes 500 miles of fiber optics as well as a SONET fiber ring around Lake Mendota, another SONET ring south through Janesville, and spurs as far west as Dodgeville and as far east as Oconomowoc. In addition, this fiber is completely diverse from any telephone company fiber. For these reasons, Dane county businesses with multiple business locations have discovered that they have better options for high-speed connectivity than similar companies in larger metropolitan areas around the United States. For more information regarding fiber optics, please contact:

### **Charter Business**

2701 Daniels St.  
Madison, WI 53718  
Contact: Douglas Alexander  
608-280-8875  
[douglas.alexander@chartercom.com](mailto:douglas.alexander@chartercom.com)  
[charter-business.com](http://charter-business.com)



MGE Innovation Center

UTILITIES INFRASTRUCTURE

GAS AND ELECTRIC:

Alliant Energy

Alliant Energy offers free site location and project assistance services to companies interested in expanding or relocating in our utility service territory which includes Dane County. Our team of economic development professionals offers site and building evaluations, research and information services, site visit coordination, liaison with local communities and cost-saving energy-related programs and services. The Economic and Community Development Department also offers Partnership Programs that include grants to communities for marketing materials, workforce development projects, professional development and regional partnership support.

Alliant Energy Economic Development

4902 N. Biltmore Lane, P.O. Box 77007  
Madison, WI 53718  
Contact: Bruce F. Kepner  
(608) 458-5753  
brucekepner@alliantenergy.com  
www.midwestsites.com

Madison Gas and Electric (MGE)

MGE Energy is an investor-owned public utility holding company headquartered in Madison, WI. MGE Energy is the parent company of Madison Gas and Electric Co. The utility provides highly reliable natural gas to 137,000 customers in Columbia, Crawford, Dane, Iowa, Juneau, Monroe and Vernon counties, electric service to 136,000 customers in Cross Plains, Fitchburg, Madison, Maple Bluff, Middleton, Monona and Shorewood Hills.

As your community energy company, MGE partners with business, education and community leaders to ensure and promote well-planned economic growth in the communities we serve.

Madison Gas and Electric (MGE)

P.O. Box 1231  
Madison, WI 53701-1231  
Contact: John Drury, Jim Mohrbacher,  
Phyllis Wilhelm  
(608) 252-7116, 252-7081  
mge@mge.com  
www.mge.com

WATER:

City of Madison Water Utility

119 E. Olin Ave.  
Madison, WI 53703  
(608) 266-9129  
www.cityofmadison.com/water



# FINANCE AND CAPITAL

The following programs will provide interested businesses, communities, and organizations with a variety of funding options, as well as other resources for you to explore further.

## ANGEL NETWORKS AND VENTURE CAPITAL

Wisconsin has dozens of angel networks and venture capital funds with a wide variety of investment options. Please visit the following resources for a comprehensive listing:

### Greater Madison Wisconsin Area Directory of High-Tech Companies

Madison Gas and Electric publishes a comprehensive listing of high-tech businesses and business resources that includes extensive information about public and private funding sources, as well as a list of venture capital funds. To download or order a copy, visit: [www.mge.com/ecodev/business/htd.htm](http://www.mge.com/ecodev/business/htd.htm)

### The NorthStar Guide to Growth & Venture Capital

This resource manual compiles key information for Wisconsin companies seeking risk capital to start or expand a business. The Guide covers the complete range of risk capital needed by fast growing companies. For each type of capital, the Guide provides an educational primer and a directory of the sources for risk capital in Wisconsin. For more information, or to order a copy, visit: [www.northstareconomics.com/angel\\_investing.htm](http://www.northstareconomics.com/angel_investing.htm)

### Wisconsin Angel Network (WAN)

The WAN mission is to increase the number and amount of early-stage equity investments in Wisconsin start-up businesses. WAN offers services to create and strengthen angel networks and to enhance cooperation among early-stage investors. For more information, visit: [www.wisconsinangelnetwork.com](http://www.wisconsinangelnetwork.com)

## BROWNFIELD REDEVELOPMENT

### The Blight Elimination and Brownfield Redevelopment Program (BEBR)

Grant funding to assist local governments, businesses and individuals with assessment and remediation of environmental contamination on abandoned, idle, or underused industrial or commercial facilities or sites. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

### Brownfield, Green Space & Public Facilities Grant

For local governments to clean up brownfield sites intended for long term public uses, also covers remedial action planning and remedial actions. For more information, visit: [www.dnr.wi.gov/org/aw/rr/rbrownfields/greenspace\\_grant.htm](http://www.dnr.wi.gov/org/aw/rr/rbrownfields/greenspace_grant.htm)

### Brownfield Site Assessment Grant (SAG)

For local governments to use for environmental assessments, site investigations, demolition, and removal of abandoned containers and underground tanks. For more information, visit: [www.dnr.wi.gov/org/aw/rr/rbrownfields/sag.htm](http://www.dnr.wi.gov/org/aw/rr/rbrownfields/sag.htm)

### Land Recycling Loans

For local governments, 0% loans for up to 20 years may be used at landfills and other brownfield sites. For more information visit: [www.dnr.wi.gov/org/caer/cfa/EL/Section/brownfield.html](http://www.dnr.wi.gov/org/caer/cfa/EL/Section/brownfield.html)

### Stewardship Grants

Funding is available to local governments and non-profit groups for brownfield sites for the development of parks, urban river projects and urban green space projects. For more information, visit the Wisconsin Department of Natural Resources at: [www.dnr.state.wi.us/org/caer/cfa/LR/stewardship/stewardship.html](http://www.dnr.state.wi.us/org/caer/cfa/LR/stewardship/stewardship.html)

Monona Terrace Convention Center



Greater Madison Convention & Visitors Bureau





## COMMUNITY AND BUSINESS DEVELOPMENT PROGRAMS

### DANE COUNTY PROGRAMS

*Dane County Planning and Development Dept.*

#### American Dream Downpayment Initiative (ADDI)

The ADDI program provides assistance for first time homebuyers interested in purchasing single-family housing with incomes that do not exceed 80% of the area median income. Visit: [www.co.dane.wi.us/plandev/community/cdbg](http://www.co.dane.wi.us/plandev/community/cdbg), for more information.

#### Better Urban Infill Land Development (B.U.I.L.D.)

BUILD is a program that partners with Dane County communities to identify and promote infill development opportunities through planning grants, education, and code reform. Visit: [www.co.dane.wi.us/plandev/community/build](http://www.co.dane.wi.us/plandev/community/build), for more information.

#### Commercial Revitalization Loan Funds

The Dane County Commercial Revitalization Loan Fund (CRLF) provides financing to businesses and real estate development projects that help revitalize downtown and other traditional commercial districts. For more information, visit: [www.countyofdane.com/plandev/community/cdbg/pdf/200403\\_crlf\\_fct\\_sht.pdf](http://www.countyofdane.com/plandev/community/cdbg/pdf/200403_crlf_fct_sht.pdf)

#### Dane County Community Development Block Grant (CDBG)

The CDBG program uses Housing and Urban Development (HUD) funds to promote housing, economic development and community service initiatives for people with low to moderate incomes. Visit: [www.co.dane.wi.us/plandev/community/cdbg](http://www.co.dane.wi.us/plandev/community/cdbg), for more information.

### Economic Development Revolving Loan Funds

The Dane County Revolving Loan Fund (RLF) provides financing to businesses in distressed communities as well as to agricultural businesses. For more information, visit: [www.countyofdane.com/plandev/community/cdbg/pdf/200408\\_rlf\\_fct\\_sht.pdf](http://www.countyofdane.com/plandev/community/cdbg/pdf/200408_rlf_fct_sht.pdf)

### HOME Program

The HOME program utilizes HUD funds to establish an Investment Trust Fund for construction loans, rental assistance, down payment assistance, and land acquisitions that benefit low-income families. For more information, visit: [www.co.dane.wi.us/plandev/community/cdbg](http://www.co.dane.wi.us/plandev/community/cdbg)

*To learn more about Dane County programs, please visit: [www.countyofdane.com/plandev](http://www.countyofdane.com/plandev), or contact Steve Steinhoff at (608) 266-4270, [steinhoff@co.dane.wi.us](mailto:steinhoff@co.dane.wi.us), or Olivia Parry at (608) 261-9957, or [parry@co.dane.wi.us](mailto:parry@co.dane.wi.us)*

## TOURISM AND RECREATION

### Joint Effort Marketing Grant (JEM)

JEM provides partnership funding to help non-profit Wisconsin organizations promote tourism in their area. To find out more, visit: [www.agency.travelwisconsin.com](http://www.agency.travelwisconsin.com)

### Ready, Set, Go!

Assists destinations in securing competition related events that require an upfront cash or financial commitment. To find out more, visit: [www.agency.travelwisconsin.com](http://www.agency.travelwisconsin.com)

### Recreational Boating Facilities Grant

Counties, towns, cities, villages, tribes, sanitary districts, public inland lake protection and rehabilitation districts, and qualified lake associations are eligible to apply for funds to develop safe boating facilities. For more info, visit: [www.dnr.wi.gov/org/caer/cfa/cfindex.html](http://www.dnr.wi.gov/org/caer/cfa/cfindex.html)

### Recreational Trails Grant Program

Towns, villages, cities, counties, tribal governing bodies, school districts, state agencies, federal agencies and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. For more information, visit: [www.dnr.wi.gov/org/caer/cfa/cfindex.html](http://www.dnr.wi.gov/org/caer/cfa/cfindex.html)

### Tourism Oriented Directional Sign Program

Provides signs with directional information for qualifying tourist-related businesses, services or activities. For more information, visit: [www.dot.wisconsin.gov/localgov/index.htm](http://www.dot.wisconsin.gov/localgov/index.htm)

## ADDITIONAL PROGRAMS

### Business Retention & Expansion Survey Program

The Wisconsin Department of Commerce works with communities to implement a survey that creates a confidential, comprehensive data profile on businesses in communities in an effort to develop a systematic approach to retention. Follow-up studies indicate how economic changes have affected the business community, help determine current needs and plans, and verify improvements made in the local business climate. This information enables the community to develop a targeted retention program. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov), or call Kathy Heady at (608) 266-9944.

### Community Development Partnership Programs at Alliant Energy

Program funding options range from community and workforce development, to marketing and professional development. Visit: [www.midwestsites.com](http://www.midwestsites.com) to find out more, or contact Bruce Kepner at (608) 458-5753, or [brucekepner@alliantenergy.com](mailto:brucekepner@alliantenergy.com)

### Community Based Economic Development Program (CBED)

Provides assistance to local governments and community-based organizations that undertake planning or development projects, or that provide technical assistance services that support business, community and incubator development. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

### Customized Labor Training (CLT) Program

The CLT program is designed to assist companies that are investing in new technologies or manufacturing processes by providing a grant of up to 50 percent of the cost of training employees on the new technologies. The primary goal of CLT is to help Wisconsin manufacturers maintain a workforce that is on the cutting edge of technological innovation. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

### Forward Community Investments (FCI) *formerly known as the Dane Fund*

FCI is a community development loan fund that provides financial and technical resources to organizations that serve to enhance the lives of low-wealth persons and communities in Wisconsin. FCI works as a bridge between investors and nonprofits, helping both sides maximize their impact. For more information, visit FCI at: [www.danefund.com](http://www.danefund.com)

### The Madison Community Foundation (MCF)

MCF is committed to building and maintaining community assets. In addition to allocating financial resources to the organizations specified by the fund holders, MCF collaborates with nonprofit organizations and community leaders to identify areas that can benefit most from community giving. Visit [www.madisoncommunityfoundation.org](http://www.madisoncommunityfoundation.org) to find out more, or contact Kathleen Woit at (608) 232-1763, or [frontdesk@madisoncommunityfoundation.org](mailto:frontdesk@madisoncommunityfoundation.org)

### Madison Development Corporation (MDC)

MDC's mission is to help provide quality employment opportunities by making loans to hard to finance small businesses, and to provide quality, affordable housing for Madison and Dane County residents. MDC also has grant funds available to help Madison businesses improve their capacity for growth. For more information visit [mdcorp.org](http://mdcorp.org), or contact Frank Staniszewski at (608) 256-2799, or [stan@mdcorp.org](mailto:stan@mdcorp.org)

### Neighborhood Business Revitalization Guarantee

Helps experienced developers or existing business owners obtain financing on favorable terms to stimulate economic development in urban neighborhoods. To find out more, visit: [www.wheda.com/cat\\_sb/nbr\\_product.asp](http://www.wheda.com/cat_sb/nbr_product.asp)

### Workforce Advancement Training (WAT) Grants

WAT grants enable Wisconsin's for profit businesses increased access to training opportunities through the Wisconsin Technical College System (WTCS). The grants promote increased investment in the development of incumbent workers in order to improve Wisconsin businesses' productivity and competitiveness. Applications for WAT funding are facilitated through the local Technical College. Applications for the 2007-08 year will be due on April 20, 2007. For more information contact Marla N. Gamoran, Business, Industry & Community Services, Madison Area Technical College, 3591 Anderson St. Madison, WI 53704, call (608) 243-4480, or email [mgamoran@matcmadison.edu](mailto:mgamoran@matcmadison.edu)

## SMALL BUSINESS

### Business Employees' Skills Training (BEST)

Provides applicants with a tuition reimbursement grant to help cover a portion of the costs associated with training employees. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

### Early Planning Grant (EPG) Program

Grant program designed to help individual entrepreneurs and small businesses throughout Wisconsin obtain the professional services necessary to develop a comprehensive business plan. For more information, visit: [www.wenportal.org](http://www.wenportal.org)

### Entrepreneurial Training Grant (ETG) Program

Provide applicants with a grant to help cover a portion of the cost of attending the Small Business Development Center's new Entrepreneurial Training Course, providing prospective and expert business owners with expert guidance in business plan development. For more information, visit: [www.wenportal.org](http://www.wenportal.org)





*UW Small Business Development Center*

### **Madison Community Foundation (MCF)**

MCF is committed to building and maintaining community assets. In addition to allocating financial resources to the organizations specified by the fund holders, MCF collaborates with nonprofit organizations and community leaders to identify areas that can benefit most from community giving. Visit [www.madisoncommunityfoundation.org](http://www.madisoncommunityfoundation.org) to find out more, or contact Kathleen Woit at (608) 232-1763, or [frontdesk@madisoncommunityfoundation.org](mailto:frontdesk@madisoncommunityfoundation.org)

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MDC's mission is to help provide quality employment opportunities by making loans to hard to finance small businesses, and to provide quality, affordable housing for Madison and Dane County residents. MDC also has grant funds available to help Madison businesses improve their capacity for growth. For more information visit: [mdcorp.org](http://mdcorp.org), or contact Frank Staniszewski at (608) 256-2799, or [stan@mdcorp.org](mailto:stan@mdcorp.org)

### **Small Business Administration (SBA)**

Has numerous loan programs available to small businesses through pre-qualified lenders. For more information, please visit [www.sba.gov/wi/WI\\_FINANCING](http://www.sba.gov/wi/WI_FINANCING)

### **Small Business Guarantee**

Helps borrowers obtain financing on favorable terms to start-up, acquire, or expand a small business. For more information, visit: [www.wheda.com/cat\\_sb/g\\_product.asp](http://www.wheda.com/cat_sb/g_product.asp)

### **Wisconsin Women's Business Initiative Corporation Micro-Loan Program**

Micro-Loan program provides small loans up to a maximum of \$50,000, to new or expanding women and minority owned businesses or other eligible entrepreneurs. For more information, visit: [www.wwbic.com](http://www.wwbic.com)

## **MINORITY & WOMEN-OWNED OR MANAGED BUSINESSES**

### **Disadvantaged Business Enterprise Program**

Attempts to increase participation of firms owned by disadvantaged individuals in all federal aid and state transportation facility contracts. Program offers loan guarantees for working capital to facilitate WisDOT contracts or subcontracts. For more information, visit: [www.dot.wisconsin.gov/business/engrserv/dbe-main.htm](http://www.dot.wisconsin.gov/business/engrserv/dbe-main.htm)

### **Emerging Business Program**

Encourages the development of small businesses owned, operated, and controlled by persons who are at an economic disadvantage. For more information, visit [www.wheda.com](http://www.wheda.com), or call 1 (800) 334-6873.

### **Linked Deposit Loan Subsidy (LiDL)**

Reduced interest rate loan subsidy for small businesses that are more than 50% owned and controlled by women or minority group members. For more information, visit: [www.wheda.com/cat\\_sb/ldl\\_product.asp](http://www.wheda.com/cat_sb/ldl_product.asp), or call 1(800) 334-6873.

### **Minority Business Certification**

This program is meant to increase the opportunity for minority firms to sell their products and services to the State of Wisconsin. Wisconsin Act 390 says that a certified minority business is eligible for a five percent bid preference — this means that the certified bidder must be within five percent of the lowest qualified responsible bidder. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

**Minority Business Development (MBD) Loan Program**

Loan program designed to provide financial assistance for the start-up and expansion of minority-owned businesses in Wisconsin. This program provides low-interest loans to assist in the development of minority-owned companies. To find out more, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

**Minority Business Development Agency (MBDA)**

The MBDA helps minority entrepreneurs grow and compete in the global economy by developing programs that provide access to financing, the marketplace, education, and technology. For more information, visit: [www.mbda.gov](http://www.mbda.gov)

**Minority Business Enterprise (MBE) Program**

Designed to increase the opportunity for Wisconsin certified minority owned companies to sell their products or services to the State of Wisconsin and its agencies. For more information, visit: [www.doa.state.wi.us](http://www.doa.state.wi.us)

**National Minority Supplier Development Council (NMSDC)**

Provides a direct link between corporate America and minority-owned businesses. The Business Consortium Fund, Inc. (BCF), a minority business development company created by NMSDC, provides contract financing to NMSDC certified minority businesses across America through a network of local participating banks and NMSDC affiliates. For more information, visit: [www.nmsdc.org](http://www.nmsdc.org)

**Phenomenelle Angels Fund I, LP**

This is a new, early stage fund that invests in women and minority owned or managed businesses in Wisconsin and the Midwest. Qualifying businesses must have at least one woman or an ethnic minority holding substantial ownership or in an executive (C-level) position. Investors are limited to women who are accredited investors, and select entities. For more information, visit: [www.phenomenelleangels.com](http://www.phenomenelleangels.com)

**Women-Owned Business Certification**

The Department of Commerce is developing a new program to certify women-owned businesses. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov) in Spring 2007.

**Small Business Administration (SBA) Pre-Qualification Loan Program (Pre-Qual) and Intermediaries**

Loan guarantee program designed to allow businesses owned by women, veterans, or minorities to apply for a loan guarantee for loans provided by a certified lender. For more information, visit: [www.sba.gov/wi](http://www.sba.gov/wi)

**Wisconsin Minority Business Opportunity Committee (Wisconsin-MBOC)**

Fosters economic growth for WI's minority businesses by facilitating access to capital and access to contract opportunities in the public and private sectors. For more information, visit: [www.wmboc.org](http://www.wmboc.org)

**Wisconsin Women's Business Initiative Corporation Micro-Loan Program**

Micro-loan program provides small loans up to a maximum of \$50,000, to new or expanding women and minority owned businesses, or other eligible entrepreneurs. For more information, please visit: [www.wwbic.com](http://www.wwbic.com)

**TECHNOLOGY INNOVATION**

**Capital Ideas Technology Zone**

The Zone encompasses a three county region in southern Wisconsin that offers tax credits to growing high technology firms. The Zone has \$5 million in tax credits - the credit is taken against Wisconsin income taxes. For more information, contact Frank Staniszewski at (608) 256-1560, or [fstan@mdcorp.org](mailto:fstan@mdcorp.org)

**Early Stage Investment Tax Credits**

Angel Investment and Venture Capital Tax Credit programs are designed to encourage investment in small, high-technology businesses that have high growth potential. Early-stage businesses conducting pre-commercialization activities related to proprietary technology may be designated as Qualified New Business Ventures. Angel investors, angel investment networks and venture capital seed funds may qualify for Wisconsin tax credits by investing in these designated companies. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)





### **Small Business Innovation Research (SBIR)**

A highly competitive program that encourages small businesses to explore their technological potential. For Wisconsin SBIR Resources, visit [www.wenportal.org](http://www.wenportal.org), or contact Dr. Philip Sobocinski at the Wisconsin Entrepreneurs Network, at (608) 441-8005, or email [psoboci@wisc.edu](mailto:psoboci@wisc.edu)

### **Technology Assistance Grant (TAG)**

This program aids small Wisconsin high-technology businesses in their efforts to obtain seed, early-stage or research and development funding. For more information, visit: [www.wenportal.org](http://www.wenportal.org)

### **Technology Commercialization Programs**

Wisconsin has tax credit, grant and loan programs to assist high-potential technology businesses. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

## **ADDITIONAL RESOURCES**

### **Contractors Loan Guarantee**

Assists contractors in obtaining financing with favorable terms to pay the expenses necessary to complete a contract. For more information, please visit: [www.wheda.com](http://www.wheda.com)

### **Employee Ownership Assistance (EOP)**

The EOP program is designed to assist the employees of a distressed business obtain the professional services necessary to evaluate the feasibility of purchasing the business and operating as an employee-owned business. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

### **Industrial Revenue Bonds (IRB)**

The Department of Commerce's IRB Program allows all Wisconsin cities, villages and towns to support industrial development through the sale of tax-exempt bonds. The proceeds from the bond sale are loaned to businesses to finance capital investment projects, primarily manufacturing facilities. Even though IRBs are municipal bonds, they are not general obligations of the municipality. To find out more, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

### **Major Economic Development (MED) Program**

The MED program is designed to assist businesses that will invest private funds and create jobs as they expand in, or relocate to, Wisconsin. To find out more, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

### **Transportation Economic Assistance Grants (TEA)**

For public or private entities with road, rail, harbor and airport projects that promote development and attract and retain businesses. For more information, visit: [www.dot.wisconsin.gov/localgov/aid/tea.htm](http://www.dot.wisconsin.gov/localgov/aid/tea.htm)



*UW Small Business Development Center*

### **Wisconsin Focus on Energy Business and Industry Programs**

You can reduce operating costs by installing energy efficient equipment - from updating the lighting in your office or barn with more efficient fixtures, to upgrading to a variable-speed drive on your vacuum pump. Focus on Energy helps you seek solutions and understands the needs and concerns of our state's businesses and industry, and can help you increase profits, reduce energy use and improve productivity. For more information, visit: [www.focusonenergy.com](http://www.focusonenergy.com)

### **Wisconsin Business Development Finance Corporation (WBDFC)**

WBDFC is a private, not-for-profit corporation created in 1981 to assist Wisconsin businesses to gain access to capital, create jobs and promote community development. WBD is one of the largest Certified Development Corporations in the nation with a loan portfolio in excess of \$300 million, a staff of 28 experienced professionals and five offices serving Wisconsin businesses. For more information, visit: [www.wbd.org/index.cfm](http://www.wbd.org/index.cfm)

### **Wisconsin Trade Project Program**

The Wisconsin Trade Project Program offers individual matching grants of up to \$5,000 to help small export-ready firms participate in international trade shows. For more information, visit: [www.commerce.wi.gov](http://www.commerce.wi.gov)

# AGRICULTURAL AND BIO-AG ENTERPRISE

The following information is a general listing of resources for new and existing businesses, communities, investors, and organizations interested in agricultural enterprise.

## ATTRACTION & RETENTION

### Agricultural Innovation Center

216 Agriculture Hall  
1450 Linden Drive  
Madison, WI 53706  
Contact: Greg Lawless  
(608) 265-2903  
glawless@wisc.edu  
<http://aic.uwex.edu/index.cfm>

### Dairy Business Innovation Center

P.O. Box 14  
Delavan, WI 53115  
1 (888) 623-2269 (toll free)  
info@dbicusa.org  
www.dbicusa.org

### Grow Wisconsin Dairy Team (DATCP)

2811 Agriculture Drive  
Madison, WI 53718  
Contact: Roger James  
1 (800) 942-2474 (toll free)  
roger.james@datcp.state.wi.us  
www.datcp.state.wi.us/index.html

### Wisconsin BioAg Gateway Campus

(also see page 24)  
Office of Business Resources (OBR)  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Room LL-100, MMB  
P.O. Box 2985  
Madison, WI 53701-2985  
Contact: Michael P. Gay, CECD  
(608) 267-4933 ext.104

### Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

2811 Agriculture Drive  
P.O. Box 8911  
Madison, WI 53708-8911  
Farm Center 1  
(800) 942-2474 (toll free)  
7:30-4:30 office hours  
center@datcp.state.wi.us  
www.datcp.state.wi.us

### Wisconsin Department of Commerce

201 W. Washington Ave.  
Madison, WI 53703  
Area Development Manager  
Contact: Kathy Heady  
(608) 266-9944  
kheady@commerce.state.wi.us  
Technology Development Specialist  
Contact: Cheryl Gain  
(608) 261-7721  
Cheryl.gain@wisconsin.gov  
www.commerce.wi.gov

## BUSINESS ASSOCIATIONS

### Association of Women in Agriculture

1909 University Ave.  
Madison, WI 53705  
Contact: Kristina Duwe  
(608) 231-3702  
awa-news@hotmail.com

### Dane County Farm Bureau

2193 Hwy 73  
Cambridge, WI 53523  
Contact: Tom Jelinek  
(608) 423-9860  
jel-ellahol@smallbytes.net  
www.wfbf.com/county

### Madison Area Community Supported Agriculture Coalition

P.O. Box 7814  
Madison, WI 53707-7814  
Contact: Laura Brown  
(608) 226-0300  
info@macsac.org  
www.macsac.org

### Midwest Food Processors Association, Inc.

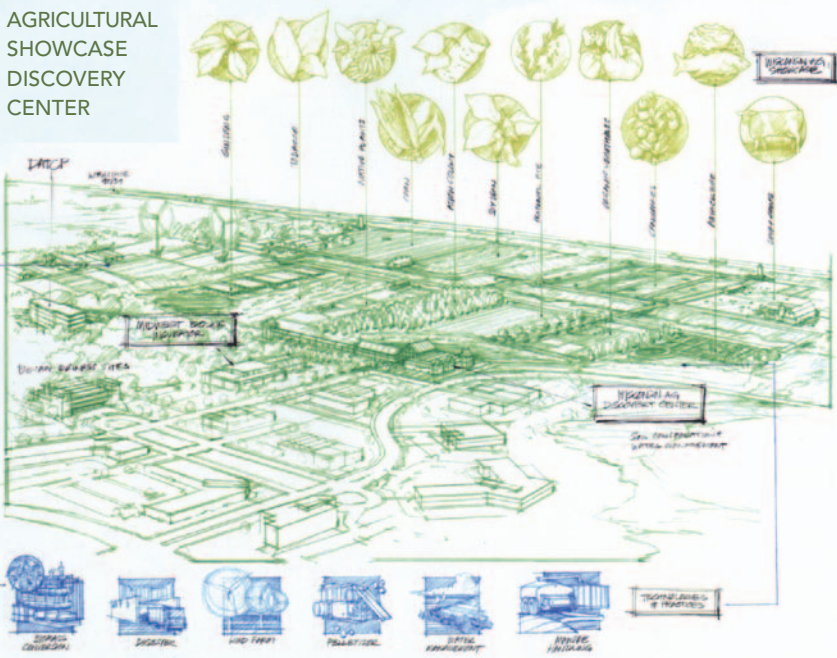
P.O. Box 1297  
Madison, WI 53701-1297  
(608) 255-9946  
info@mwfpa.org  
www.mwfpa.org

### Professional Dairy Producers of WI

P.O. Box 2, Fox Lake  
WI 53933-0002  
1 (800) 947-7379 (toll free)  
mail@pdpw.org  
www.pdpw.org

### Wisconsin BioAg Gateway

### AGRICULTURAL SHOWCASE DISCOVERY CENTER







World Dairy Expo, 2006

### **Regional Food Strategy Group**

120 E. Lakeside St.  
Madison, WI 53715  
Contact: Jim Bower  
(608) 256-9797  
jbower@blueplanetpartners.org  
www.blueplanetpartners.org

### **Wisconsin Corn Growers Assn.**

Wisconsin Corn Promotion Board  
W1360 Highway 106  
Palmyra, WI 53156  
(262) 495-2232  
wicorn@idcnet.com  
www.wicorn.org

### **Wisconsin Farmers Union**

117 W. Spring St.  
Chippewa Falls, WI 54729  
(715) 723-5561  
info@wisconsinfarmersunion.com  
www.wisconsinfarmersunion.com

### **Wisconsin Farm Bureau Federation**

1241 John Q. Hammons Drive  
Madison, WI 53717  
Contact: Bob Leege  
(608) 828-5710  
info.demingway@wfbf.com  
www.wfbf.com

### **Wisconsin Federation of Cooperatives**

131 W. Wilson St.  
Madison, WI 53703  
Contact: Bill Oemichen  
(608) 258-4400  
david.erickson@wfcmac.coop  
www.wfcmac.coop

### **Wisconsin Soybean Association**

2976 Triverton Pike Rd.  
Madison, WI 53711  
Contact: Bob Karls  
(608) 274-7522  
karls@wisoybean.org  
www.wisoybean.org

## **BUSINESS DEVELOPMENT AND TRAINING**

### **Agricultural Innovation Center**

216 Agriculture Hall  
1450 Linden Drive  
Madison, WI 53706  
Contact: Greg Lawless  
(608) 265-2903  
glawless@wisc.edu  
www.aic.uwex.edu

### **Center for Integrated Agricultural Systems**

University of Wisconsin-Madison  
College of Agricultural & Life Sciences  
1535 Observatory Drive  
Madison, WI 53706

### **School for Beginning Dairy and Livestock Producers**

Contact: Dick Cates  
(608) 588-2836, or rlcates@wisc.edu

### **School for Beginning Farm Market Growers**

Contact: John Hendrickson  
(608) 265-3704  
jhendric@wisc.edu  
www.cias.wisc.edu

### **Dairy Business Innovation Center**

P.O. Box 14  
Delavan, WI 53115  
1 (888) 623-2269 (toll free)  
info@dbicusa.org  
www.dbicusa.org

### **Dane County Farm Service Agency**

1 Fen Oak Ct.  
Madison, WI 53718  
Contact: Roger Johnson  
(608) 224-3767  
roger.johnson@wi.usda.gov  
www.fsa.usda.gov/wi

### **Farm Center (DATCP)**

Bureau of Agri-Business Development, Division of Agricultural Development  
2811 Agriculture Drive  
Madison, WI 53718  
1 (800) 942-2474 (toll free)  
7:30-4:30 office hours  
Contact: Perry Brown  
perry.brown@datcp.state.wi.us  
www.datcp.state.wi.us/datcp/core/agriculture/agriculture

### **Michael Fields Agricultural Institute Garden Student Program**

W2493 County Rd. ES  
P.O. Box 990, East Troy, WI  
Contact: Janet Gamble  
(262) 642-3303 ext.127  
jgamble@michaelfieldsagainst.org

### **Farm Systems**

Contact: John Hall  
(262) 642-3303 ext. 14  
jhall@michaelfieldsagainst.org  
www.michaelfieldsagainst.org

### **Midwest Organic and Sustainable Education Services (MOSES)**

P.O. Box 339, Spring Valley, WI 54767  
(715) 772-3153  
info@mosesorganic.org  
www.mosesorganic.org

### **UW Center for Cooperatives**

222 Taylor Hall, 427 Lorch St.  
Madison, WI 53706  
Contact: Anne Reynolds  
(608) 263-4775  
reynolds@aae.wisc.edu  
www.uwcc.wisc.edu

### **UW Extension – Dane County**

1 Fen Oak Court, Rm. 138  
Madison, WI 53718-8812

#### **Dairy and Livestock**

Contact: Nolan Anderson  
(608) 224-3717  
nolan.anderson.ces.uwex.edu

#### **Crops and Soils**

Contact: David Fischer  
(608) 224-3716  
david.fischer.ces.uwex.edu

#### **Commercial Horticulture**

Contact: Lisa Johnson  
lisa.johnson.ces.uwex.edu  
(608) 224-3715

#### **General Information**

(608) 224-3700  
www.uwex.edu/ces/cty/dane

### **Upper Midwest Collaborative Regional Alliance for Farmer Training (CRAFT)**

CSA Learning Center @  
Angelic Organics  
1547 Rockton Rd.  
Caledonia, IL 61011  
(815) 389-8455  
learn@csalearningcenter.org  
www.csalearningcenter.org/  
farmbeginnings.html

### **University of Wisconsin Biotechnology Center**

425 Henry Mall  
Madison, WI 53706  
Contact: Sandra Austin-Philips  
3120 Biotechnology Center  
(608) 262-7293  
sandra@biotech.wisc.edu  
www.biotech.wisc.edu

### **UW School of Business Small Business Development Center & Technology Business Institute**

975 University Ave., Ste. 3260  
Madison, WI 53706  
Contact: Neil Lerner (608) 263-0221  
1(800) 940-7232 (hotline)  
nslerner@wisc.edu, www.uwsbdc.org

### **Service Core of Retired Executives (SCORE) Counselors to America's Small Business**

MG&E Innovation Center  
505 S. Rosa Rd.  
Madison, WI 53719  
Contact: Bill Arthur (608) 441-2820  
chair@scoremadison145.org  
www.scoremadison145.org

### **Wisconsin Potato and Vegetable Growers Association (WPVGA)**

P.O. Box 327, Antigo, WI  
Contact: Mike Carter (715) 623-7683  
mcarter@potatowis.org  
www.wisconsinpotatoes.com

### **Wisconsin BioAg Gateway Campus**

Madison's new high-technology campus was established to advance the state of BioAg manufacturing technologies and protocols for pharmaceuticals, nutraceuticals, bioenergy, and industrial products. Organic crop research and development opportunities also exist. The site will accommodate 180 acres of field testing capacity; 27 acres of R&D office and production facilities; and, the Midwest BioLink Incubator — a 20,000 SF controlled habitat and biosecure plant manufacturing incubator and greenhouse that is USDA Class II certified. For more information, contact the following project partners:

#### **Real Estate and Business Development, and Bio-Ag Campus Marketing**

Office of Business Resources (OBR)  
City of Madison  
215 Martin Luther King Jr., Blvd.  
Room LL-100, MMB  
P.O. Box 2985  
Madison, WI 53701-2985  
Contact: Michael P. Gay, CECD  
608.267.4933, ext 104 (voice)  
mgay@cityofmadison.com

**Midwest BioLink** – Controlled Environment Agricultural (CEA) and Greenhouse Production Facility and Technology  
Planet LLC  
1212 Fourier Drive  
Madison, WI 53717  
Contact: Tom Crabb, President  
(608) 827-5555  
crabbt@orbitec.com  
www.planet-llc.com

## **MARKET DEVELOPMENT**

### **Dane County Planning and Development Department**

City-County Building, Rm. 116  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703  
Contact: Olivia Parry  
(608) 261-9957  
parry@co.dane.wi.us

### **Dane County Food Council**

Contact: Majid Allan  
(608) 267-2536  
allan@co.dane.wi.us  
www.countyofdane.com/foodcouncil  
www.countyofdane.com/plandev

University of Wisconsin-Madison





**Wisconsin Department  
of Agriculture, Trade and  
Consumer Protection (DATCP)**

2811 Agriculture Drive  
P.O. Box 8911  
Madison, WI 53708-8911  
Farm Center 1  
(800) 942-2474 (toll free)  
7:30-4:30 office hours  
center@datcp.state.wi.us  
www.datcp.state.wi.us

**REAP Food Group**

P.O. Box 5632  
Madison, WI 53705  
**Buy Fresh Buy Local Program**  
Contact: Rachel Armstrong  
(608) 217-2987  
rarmstrong1@gmail.com  
**Farm-to-School Program**  
Contact: Doug Wubben  
(608) 294-1114  
info@reapfoodgroup.org

**SavorWisconsin.com**

P.O. Box 8911  
Madison, WI 53708  
Contact: Amy Bruner  
info@savorwisconsin.com  
www.savorwisconsin.com

**Wisconsin Corn  
Growers Association**

Wisconsin Corn Promotion Board  
W1360 Highway 106  
Palmyra, WI 53156  
(262) 495-2232  
wicorn@idcnet.com  
www.wicorn.org

**Wisconsin Potato and Vegetable  
Growers Association (WPVGA)**

P.O. Box 327  
Antigo, WI  
Contact: Mike Carter  
(715) 623-7683  
mcarter@potatowis.org  
www.wisconsinpotatoes.com

**Wisconsin State Cranberry  
Growers Association**

P.O. Box 365  
Wisconsin Rapids, WI 54495  
Contact: Tom Lochner  
(715) 423-2070  
tlochner@wctc.net  
www.wiscran.org

**Wisconsin Soybean Association**

2976 Triverton Pike Rd.  
Madison, WI 53711  
Contact: Bob Karls  
(608) 274-7522  
karls@wisoybean.org  
www.wisoybean.org



**FINANCING & CAPITAL**

**The Wisconsin Department  
of Agriculture, Dairy, and  
Consumer Protection (DATCP)**

has numerous grant and loan  
programs available to Dane County  
agricultural enterprises including:

ADD Grant Program  
Alternative Fuels  
Biobased Industry Opportunity  
(BIO) Grant Program  
Grow Wisconsin Dairy Team Grants  
Farmers Markets  
New Uses  
Organic Agriculture  
Value-Added Dairy Initiative

For more information on these  
programs, please visit Wisconsin  
Department of Agriculture, Dairy,  
and Consumer Protection at  
www.datcp.state.wi.us.

In addition, DATCP produces a  
listing of business assistance  
programs in their publication, *Got  
Moola: Where to Go for Business  
Assistance in Wisconsin*. To down-  
load a copy of this resource, visit  
DATCP at www.datcp.state.wi.us,  
and click on publications.

**Agribusiness Guarantee**

This program aids new or existing  
businesses in obtaining financing  
on favorable terms to develop or  
expand production of products  
using Wisconsin's raw agricultural  
commodities. For more informa-  
tion, visit www.wheda.com

**Badger AgVest**

The mission of Badger AgVest is  
to promote the development of  
successful agricultural businesses  
that directly benefit Wisconsin  
producers and our rural economy  
through job creation and the  
application of innovative technolo-  
gies in agriculture production.  
As Wisconsin's premiere investor  
alliance for agriculture, Badger  
AgVest was formed to provide  
support and assistance to early-  
stage, high-growth potential  
companies that add value to  
Wisconsin's agriculture sector.  
For more information, visit  
www.badgeragvest.com, or call  
James Hanke at (715) 849-5510  
ext. 306.

**Badgerland Farm  
Credit Association**

is dedicated to serving the agricul-  
tural credit and financial needs of  
farmers and homeowners in the  
southern half of Wisconsin. We are  
part of the Farm Credit System,  
a nationwide agricultural banking  
network providing Credit and  
Financial Services to farmers,  
ranchers, homeowners and their  
cooperatives across the United  
States. For more information,  
call 608-241-1586, or  
1 (800) 324-5766 (toll free).

### **Beginning Farmer Bond Program**

Gives beginning farmers below-market interest rates on financing to start an operation. For more information, visit [www.wheda.com/cat\\_ag/bfb\\_product.asp](http://www.wheda.com/cat_ag/bfb_product.asp)

### **City of Madison**

Has numerous financial resources for industrial, production, and major bio-ag projects. For more information, contact Michael P. Gay at (608) 267-4933, or [mgay@cityofmadison.com](mailto:mgay@cityofmadison.com)

### **Credit Relief Outreach Program**

Provides guarantees on agricultural production loans to farmers. For more information, visit [www.wheda.com](http://www.wheda.com)

### **Dairy 2020 Planning Grant Program**

Encourages and stimulates the startup, modernization, and expansion of Wisconsin dairy farms. For more information, visit [www.commerce.state.wi.us](http://www.commerce.state.wi.us)

### **Dane County Agricultural Enterprise Grant Program**

Grants are for developing a business plan, or for the purpose of starting a business enterprise. Contact UW Extension Dane County at (608) 224-3705, or visit [www.uwex.edu/ces/cty/dane](http://www.uwex.edu/ces/cty/dane)

### **Economic Development Revolving Loan Funds**

The Dane County Revolving Loan Fund (RLF) provides financing to businesses in distressed communities as well as to agricultural businesses. For more information, visit [www.countyofdane.com/plandev/community/cdbg/pdf/200408\\_rlf\\_ct\\_sht.pdf](http://www.countyofdane.com/plandev/community/cdbg/pdf/200408_rlf_ct_sht.pdf), or call (608) 266-4270.

### **Farm Asset Reinvestment Management**

Provides loan guarantees for agricultural expansion and modernization. For more information, visit [www.wheda.com](http://www.wheda.com)

### **Grow WI Dairy/Value Added Dairy Initiative**

This joint state-federal initiative focuses on the modernization and growth of the dairy sector. The goal of the program is to retain and grow farm businesses, dairy plants and create good jobs for rural areas. For more information, visit [www.datcp.state.wi.us/mktg/business/marketing/val-add/initiative](http://www.datcp.state.wi.us/mktg/business/marketing/val-add/initiative)

### **Local Dairy Development**

Grants of up to \$25,000 may be awarded to local organizations, co-ops, non-profits, chambers of commerce, etc... that enhance the development of modernized dairy farming in the area through unique, innovative projects. Types of projects include creation of agricultural development zones to promote dairy farm development, or programs that identify, promote and create specific supply chains for producers and processors that result in value added products or cost savings. For more information, visit [www.growwisconsinidairy.org/apply\\_grants](http://www.growwisconsinidairy.org/apply_grants)

### **Milk Volume Production Program**

The Milk Volume Production (MVP) program is designed to assist dairy producers undertaking capital improvement projects that will result in a significant increase in Wisconsin's milk production. For more information, visit [www.commerce.state.wi.us](http://www.commerce.state.wi.us)

### **Renewable Energy Systems & Energy Efficiency Improvement Program**

Provides grants and loan guarantees to agricultural producers and rural small businesses to promote energy efficiency and renewable energy. For more information, visit [www.rurdev.usda.gov/wi/programs/rbs/energy.htm](http://www.rurdev.usda.gov/wi/programs/rbs/energy.htm)

### **Upper Midwest Collaborative Regional Alliance for Farmer Training (CRAFT)**

Stateline Farm Beginnings™ is an educational training and support program designed to help people plan and begin sustainable farm enterprises. For more information, visit [www.cslearningcenter.org/farmbeginnings.html](http://www.cslearningcenter.org/farmbeginnings.html)

### **Wisconsin Focus on Energy – Business and Industry Programs**

You can reduce operating costs by installing energy efficient equipment — from updating the lighting in your office or barn with more efficient fixtures, to upgrading to a variable-speed drive on your vacuum pump. Focus on Energy helps you seek solutions and understands the needs and concerns of our state's businesses and industry, and can help you increase profits, reduce energy use and improve productivity. For more information, visit [www.focusonenergy.com](http://www.focusonenergy.com)

### **Wisconsin Women's Business Initiative Corporation Micro-Loan Program**

Micro-loan program provides small loans up to a maximum of \$50,000, to new or expanding women and minority owned businesses, or other eligible entrepreneurs. For more information, please visit [www.wwbic.com](http://www.wwbic.com)

UW Small Business Development Center







## SITES & BUILDINGS

### INDUSTRIAL PARKS

More than 2,300 acres are available within Dane County's thriving business parks. Varying in price and parcel size, many options are available to meet an assortment of business needs. Contact MGE for a comprehensive list of business parks, or visit: [www.mge.com/images/PDF/BusParks/BusParks\\_2006.pdf](http://www.mge.com/images/PDF/BusParks/BusParks_2006.pdf)

#### **Madison Gas and Electric (MGE)**

P.O. Box 1231  
Madison, WI 53701-1231  
Contact: Jim Mohrbacher  
(608) 252-7116  
[jmohrbacher@mge.com](mailto:jmohrbacher@mge.com)  
[www.mge.com](http://www.mge.com)

### BROWNFIELD REDEVELOPMENT

Brownfields are abandoned, idle or underused commercial or industrial properties, where expansion or redevelopment is hindered by real or perceived contamination. The State of Wisconsin's Department of Natural Resources (DNR) Remediation and Redevelopment program oversees the investigation and cleanup of contaminated properties. Many brownfield properties are located within Dane County.

#### **Bureau for Remediation and Redevelopment Tracking System (BRRTS)**

A searchable database that allows you to find site-specific information on activities that resulted in contaminated soil or groundwater. For more information, please visit the Wisconsin Department of Natural Resources at <http://botw.dnr.state.wi.us/botw/welcome.do>

#### **Remediation & Redevelopment Sites Map**

A searchable GIS map-based system that allows you to locate any property in Dane County that is contaminated, or was previously contaminated, and in need of cleanup. For more information, visit [maps.dnr.state.wi.us/imf/dnrimf.jsp?site=brrts.rsitesmap](http://maps.dnr.state.wi.us/imf/dnrimf.jsp?site=brrts.rsitesmap)

### DANE COUNTY INFILL INVENTORY LISTING

Dane County's Department of Planning and Development staff is currently developing an inventory of buildings and sites for infill development or redevelopment located throughout Dane County. To find out more, visit [www.countyofdane.com/plandev](http://www.countyofdane.com/plandev), or call (608) 261-9957.

### SITE AND BUILDING RESOURCES

#### **Location One Information System (LOIS) Forward Wisconsin**

Forward Wisconsin is a unique public-private state marketing and business recruitment organization dedicated to promoting Wisconsin in order to attract new businesses, jobs and economic activity to the state. The Forward Wisconsin website includes a searchable database that contains community profile information as well as available buildings and sites at the state, county, or municipality level. For Dane County sites and buildings, visit: [www.forwardwi.com/section2/Find-a-Site-or-Building](http://www.forwardwi.com/section2/Find-a-Site-or-Building) or contact:

#### **Forward Wisconsin**

201 Washington Ave., Ste. 500  
Madison, WI 53703  
Contact: Sharon Seffrood  
(608) 261-2501  
[Sharon.Seffrood@wisconsin.gov](mailto:Sharon.Seffrood@wisconsin.gov)  
[www.forwardwi.com](http://www.forwardwi.com)

#### **PropertyDrive**

PropertyDrive is a Commercial Real Estate Listing Service serving Wisconsin and beyond. The public is welcome to search for commercial properties by using the Quick Search function on the front page of the website. Commercial listings include sites and buildings for sale or lease. Members may access additional features and information by logging in and registering. To learn more about the benefits of a PropertyDrive visit: [www.propertydrive.com](http://www.propertydrive.com), or contact:

#### **Property Drive, LLC**

P.O. Box 8691, Madison, WI 53708  
Contact: Jay Blevins  
(608) 442-0511  
[jblevins@propertydrive.com](mailto:jblevins@propertydrive.com)  
[www.propertydrive.com](http://www.propertydrive.com)

# DANE COUNTY COMMUNITIES AND RESOURCES

Dane County is host to over 60 cities, villages and towns. Each of the following listings includes local contact information for economic development inquiries. In addition, each jurisdiction is followed by a list of some of the economic development tools currently available in their community.

**BID** - Business Improvement District

**CDA** - Community Development Authority

**CRA** - Community Redevelopment Authority

**Grant** - Grant Funding

**TIF** - Tax increment financing

**Loan** - Loan Funding

## CITIES

### City of Edgerton

12 Albion St.

Edgerton, WI 53534

Contact: Ramona Flanigan  
(608) 884-3341

rflanigan@charter.net

www.cityofedgerton.com

TIF, Grant, Loan, CRA

### City of Fitchburg

5520 Lacy Rd.

Fitchburg, WI 53711

Contact: Michael Zimmerman  
(608) 270-4245

michael.zimmerman@

city.fitchburg.wi.us

www.city.fitchburg.wi.us

TIF, Loan, CDA

### City of Madison

Office of Business Resources

Department of Planning & Development

215 Martin Luther King, Jr. Blvd.  
Rm. LL100

P.O. Box 2985

Madison, WI 53701-2985

Contact: Michael P. Gay

(608) 267-4933, ext. 104

mgay@cityofmadison.com

www.businessmadison.com/

TIF, Grant, Loan, CDA, CRA, BID

### City of Madison

The Community Development  
Block Grant (CDBG) Office

215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985

Madison, WI 53701-2985

Contact: Barb Constans

(608) 267-1983, ext. 208

bconstans@cityofmadison.com

www.ci.madison.wi.us/cdbg

### City of Middleton and Middleton CDA

7426 Hubbard Ave.

Middleton, WI 53562

Contact: Mike Davis

(608) 827-1058

mdavis@ci.middleton.wi.us

www.ci.middleton.wi.us

TIF, Loan, CDA

### City of Monona & Monona CDA

5211 Schluter Rd.

Monona, WI 53716

Contact: Paul A. Kachelmeier  
(608) 222-2525

cityplanner@ci.monona.wi.us

www.monona.wi.us

TIF, Grant, CDA

### City of Stoughton

381 E. Main St.

Stoughton, WI 53589

Contact: John Neal

(608) 873-6677

jneal@ci.stoughton.wi.us

www.ci.stoughton.wi.us

TIF, Grant

### City of Sun Prairie

300 E. Main St.

Sun Prairie, WI 53590

Contact: Neil Stechschulte

(608) 825-1107

skugler@cityofsunprairie.com

www.cityofsunprairie.com

TIF, Grant, Loan, CDA, BID

### City of Verona

111 Lincoln St.

Verona, WI 53593

Contact: Bruce Sylvester

(608) 848-9941

bruce.sylvester@ci.verona.wi.us

www.ci.verona.wi.us

TIF, Grant, Loan, CDA

## VILLAGES

### Village of Belleville

24 W. Main St., P.O. Box 79

Belleville, WI 53508

Contact: Paul Ziehli

(608) 424-3341

villageofbelleville@

charterinternet.com

www.bellevillewi.org

TIF

### Village of Black Earth

1210 Mills St., P.O. Box 347

Black Earth, WI 53515

Contact: Vern Wendt

(608) 767-2563

www.blackearthwisconsin.com

TIF

Overture Center for the Arts





### **Village of Blue Mounds**

11011 Brigham Ave., P.O. Box 189  
Blue Mounds, WI 53517-0189  
Contact: Linda Cory  
(608) 437-5197  
villbluemounds@charter.net  
www.mybluemounds.com  
TIF, CDA

### **Village of Brooklyn**

P.O. Box 189  
Brooklyn, WI 53521  
Contact: Nadine Walston  
(608) 455-4201  
vbrook@charter.net

### **Village of Cambridge**

P.O. Box 99  
Cambridge, WI 53523  
Contact: Donn Trieloff  
(608) 423-3712  
dtrielloff@ci.cambridge.wi.us  
www.ci.cambridge.wi.us  
TIF

### **Village of Cottage Grove**

221 E. Cottage Grove Rd.  
Cottage Grove, WI 53527  
Contact: Ken Dahl  
(608) 839-4704  
vhall@village.cottage-grove.wi.us  
www.village.cottage-grove.wi.us  
TIF

### **Village of Cross Plains**

2417 Brewery Rd.  
Cross Plains, WI 53528  
Contact: Janet Klock  
(608) 798-3241  
act112@charter.net  
www.cross-plains.wi.us

### **Village of Dane**

102 W. Main St., P.O. Box 168  
Dane, WI 53529  
Contact: David Wipperfurth  
(608) 849-5422  
villageofdane@charter.net

### **Village of Deerfield**

4 N. Main St., P.O. Box 66  
Deerfield, WI 53531  
Contact: Dean Otte  
(608) 764-5404  
dotte@deerfieldwi.com  
www.deerfieldwi.com  
TIF, Loan, BID



### **Village of DeForest**

306 DeForest St.  
DeForest, WI 53532  
Contact: Jo Anne Miller  
(608) 846-6751  
millerj@vi.deforest.wi.us  
www.vi.deforest.wi.us  
TIF, CRA

### **Village of Maple Bluff**

18 Oxford Pl.  
Madison, WI 53704  
Contact: Tim Krueger  
(608) 244-3048  
tjkrueger67@hotmail.com  
www.villageofmaplebluff.com

### **Village of Marshall**

130 S. Pardee St., P.O. Box 45  
Marshall, WI 53559-0045  
Contact: Susan Peck  
(608) 655-4017 ext. 2  
speck@marshall-wi.com  
www.marshall-wi.com  
TIF

### **Village of Mazomanie**

P.O. Box 26  
Mazomanie, WI 53560  
Contact: Jeff Wirth  
(608) 795-2100  
sdietzen@villageofmazomanie.com  
www.villageofmazomanie.com  
TIF

### **Village of McFarland**

5915 Milwaukee St., P.O. Box 110  
McFarland, WI 53588  
Contact: Pauline Boness  
(608) 838-3154  
community.development.dept@  
mcfarland.wi.us  
www.mcfarland.wi.us  
TIF, Loan, CDA

### **Village of Mt Horeb**

138 E. Main St.  
Mt Horeb, WI 53572  
Contact: Larry Bierke  
(608) 437-6884  
lbierke@mhtc.net  
www.mounthorebwi.info  
TIF, CDA

### **Village of Oregon**

117 Spring St.  
Oregon, WI 53575  
Contact: Gerry Lubke  
(608) 835-6280  
mgracz@vil.oregon.wi.us  
www.vil.oregon.wi.us  
TIF, CDA

### **Village of Rockdale**

148 Water St.  
Cambridge, WI 53523  
Contact: Carrie Andersen  
(608) 423-1497  
anderson@matcmadison.edu

### **Village of Shorewood Hills**

810 Shorewood Blvd.  
Madison, WI 53705  
Contact: Peter Hans  
(608) 267-2680  
kpfrantz@shorewood-hills.org  
www.shorewood-hills.org  
TIF

### **Village of Waunakee**

500 W. Main St., P.O. Box 100  
Waunakee, WI 53597  
Contact: Kim Wilde  
(608) 850-8500  
kimwilde@tds.net  
www.vil.waunakee.wi.us  
TIF, Grant, CDA

## TOWNS

### Town of Albion

624 Albion Rd.  
Edgerton, WI 53534  
Contact: Roger Olson  
(608) 884-8974  
albion@milwpc.com

### Town of Berry

9046 State Rd. 19  
Mazomanie, WI 53560  
Contact: Melvern Banks  
(608) 767-4152  
townberry@chorus.net  
www.townofberry.org

### Town of Black Earth

1704 Blue Mounds St.  
Black Earth, WI 53515  
Contact: Ken Olson  
(608) 767-2447

### Town of Blooming Grove

1880 S. Stoughton Rd.  
Madison, WI 53716  
Contact: Dwight Johnson  
(608) 223-1104  
bgadmin@blmgrove.com  
www.blmgrove.com

### Town of Blue Mounds

2110 Bus. 18-151 East  
Mt. Horeb, WI 53572  
Contact: Dennis Jelle  
(608) 437-8722  
helentobm@mhtc.net

### Town of Bristol

7747 County Rd. N  
Sun Prairie, WI 53590  
Contact: Jerry Derr  
(608) 837-6494  
bristolclerk@spwl.net  
www.tn.bristol.wi.gov

### Town of Burke

5365 Reiner Rd.  
Madison, WI 53718  
Contact: Kevin Viney  
(608) 825-8420  
townofburke@gdinet.com  
www.townofburke.com

### Town of Christiana

773 Koshkonong Rd.  
Cambridge, WI 53523  
Contact: Dennis Lund  
(608) 423-3816  
townofchristiana@smallbytes.net  
www.twp.christiana.wi.us

### Town of Cottage Grove

4058 County Rd. N  
Cottage Grove, WI 53527  
Contact: Kristopher Hampton  
(608) 839-5021  
officecgtown@verizon.net  
www.tn.cottagegrove.wi.gov

### Town of Cross Plains

3419 County Rd. P  
Mt. Horeb, WI 53572  
Contact: Harold Krantz  
(608) 798-0189  
clerk@townofcrossplains.org  
www.townofcrossplains.org

### Town of Dane

7202 Black Hill Rd.  
Lodi, WI 53555  
Contact: Robert Lee  
(608) 849-7235  
jerilawrenz@hotmail.com

### Town of Deerfield

3611 County Rd. O  
Cambridge, WI 53523  
Contact: Bob Riege  
(608) 764-8054

### Town of Dunkirk

654 County Rd. N  
Stoughton, WI 53589  
Contact: Jerry Sellers  
(608) 873-9177  
dunkirk@chorus.net

### Town of Dunn

4156 County Rd. B  
McFarland WI 53558  
Contact: Edmond Minihan  
(608) 255-4219  
townhall@town.dunn.wi.us  
www.town.dunn.wi.us

### Town of Madison

2120 Fish Hatchery Rd.  
Madison, WI 53713  
Contact: James A. Campbell  
(608) 210-7260  
schwassr@town.madison.wi.us  
www.town.madison.wi.us  
Grant, Loan, TIF

### Town of Mazomanie

711 W. Hudson St., P.O. Box 396  
Mazomanie, WI 53560  
Contact: Ron Adler  
(608) 795-2920  
townmazo@gmail.com  
www.townofmazomanie.org

### Town of Medina

50 E. Waterloo Rd.  
Waterloo, WI 53594  
Contact: Steve Schulz  
(608) 655-3030

### Town of Middleton

7555 W. Old Sauk Rd.  
Verona, WI 53593  
Contact: Milo J. Breunig  
(608) 833-5887  
tnmid@chorus.net  
www.town.middleton.wi.us

Village of Mazomanie





**Town of Montrose**

1341 Diane Ave.  
Belleville, WI 53508  
Contact: Roger Hodel  
(608) 424-3848  
montrose@chorus.net

**Town of Oregon**

1138 Union Rd.  
Oregon, WI 53575  
Contact: Gerald Jensen  
(608) 835-3200  
townoforegon@mailbag.com  
www.town.oregon.wi.us

**Town of Perry**

1004 State Rd. 78  
Mount Horeb, WI 53572  
Contact: Patrick Downing  
(608) 437-4553  
mlprice@mhtc.net  
www.Perry-WI.gov

**Town of Pleasant Springs**

2354 County Rd. N  
Stoughton, WI 53589  
Contact: Kenneth Schuck  
(608) 873-3063  
cttops@tds.net  
www.pleasantsprings.org

**Town of Primrose**

8468 County Rd. A  
Verona, WI 53593  
Contact: Dale Judd  
(608) 832-8056  
twprim@chorus.net  
www.tn.primrose.wi.gov

**Town of Roxbury**

9203 County Rd. Y  
Sauk City, WI 53583  
Contact: Ervin Breunig  
(608) 643-8281  
pings@chorus.net

**Town of Rutland**

4177 Old Stage Rd.  
Brooklyn, WI 53521  
Contact: Dale Beske  
(608) 455-3925  
dgeo4177@aol.com  
www.town.rutland.wi.us

**Town of Springdale**

2379 Town Hall Rd.  
Mount Horeb, WI 53572  
Contact: Ed Eloranta  
(608) 437-6230  
townofspringdale@mhtc.net  
www.springdalewi.com



Governor Nelson State Park

**Town of Springfield**

6157 County Rd. P  
Dane, WI 53529  
Contact: James H. Ripp  
(608) 849-7887  
jhr\_mer@yahoo.com,  
thspring@chorus.net  
www.town.springfield.wi.us

**Town of Sun Prairie**

5556 Twin Lane Rd.  
Marshall, WI 53559  
Contact: Lyle Updike  
(608) 837-6688  
tspclerk@spwl.net  
www.townofsunprairie.info

**Town of Vermont**

4017 County Rd. JJ  
Black Earth, WI 53515  
Contact: Steve Cowan  
(608) 767-2457  
vermontclerk@mhtc.net  
www.townofvermont.com

**Town of Verona**

335 N. Nine Mound Rd.  
Verona, WI 53593  
Contact: David K. Combs  
(608) 845-7187  
rmjohnson@town.verona.wi.us  
www.town.verona.wi.us

**Town of Vienna**

7161 County Rd. I  
DeForest, WI 53532  
Contact: Carlton Hamre  
(608) 846-3800  
rpulverm@execpc.com  
www.vienna-wis.com

**Town of Westport**

5387 Mary Lake Rd.  
Waunakee, WI 53597  
Contact: John A. Van Dinter  
(608) 849-4372  
twilson@townofwestport.org  
www.townofwestport.org

**Town of Windsor**

4084 Mueller Rd.  
DeForest, WI 53532  
Contact: Alan Harvey  
(608) 846-3854  
kfrawley@chorus.net  
www.ci.windsor.wi.us

**Town of York**

185 Hoene Rd.  
Columbus, WI 53925  
Contact: John Prosser  
(920) 623-2989

# LINKS AND RESOURCES

## Community Analysis and Planning Division

formerly Dane County Regional Planning Commission  
City-County Building, Rm. 362  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703  
Contact: Chris Gjestson  
(608) 266-4137  
chris@danecorpc.org  
www.danecorpc.org

## Center on Wisconsin Strategy

COWS is a think-tank dedicated to improving economic performance and living standards in the state of Wisconsin and nationally. Research areas include job quality and income, budget and tax issues, economic development, and workforce development.

Center on Wisconsin Strategy (COWS)  
University of Wisconsin  
7122 Social Science Building  
1180 Observatory Drive  
Madison, WI 53706  
Contact: Laura Dresser (608) 262-6944  
ldresser@cow.s.org, www.cow.s.org

## Dane County Annual Construction Activity Report

To download a copy visit the Madison Gas and Electric website at:  
www.mge.com/ecodev/business/construction.htm

## Dane County Job Center

1819 Aberg Ave., Ste. C, Madison, WI 53704  
Contact: Dan Barroilhet (labor market information)  
(608) 242-4885  
dan.barroilhet@dwd.state.wi.us

## Dane County Economic Data

Wisconsin Department of Workforce Development provides extensive data, information and a variety of tools to better understand the regional labor market and business climate. For more information, please visit the Wisconsin Worknet at <http://worknet.wisconsin.gov/worknet>

### Greater Madison Wisconsin Area Directory of High-Tech Companies

Madison Gas and Electric publishes a comprehensive listing of high-tech businesses and business resources that includes extensive information about public and private funding sources, as well as a list of venture capital funds. To download or order a copy, please visit [www.mge.com/ecodev/business/htd.htm](http://www.mge.com/ecodev/business/htd.htm)

## In Business Magazine

200 River Place, Ste. 250, Madison, WI 53716  
Contact: Jody Glynn Patrick  
(608) 204-9655 ext. 32  
jody@magnapubs.com  
www.inbusinessmagazine.com

## Using Labor Market Information to Understand Your Local Economy

Published by the WI Department of Workforce Development. To view or download a copy, visit <http://worknet.wisconsin.gov/worknet>

## University of Wisconsin-Madison

Office of the Chancellor, Community Partnerships  
94 Bascom, 500 Lincoln Drive, Madison, WI 53706  
Contact: Lori M. Kay  
(608)263-6693  
lkay@bascom.wisc.edu  
www.chancellor.wisc.edu

## Wisconsin Bankers Association

**Economic Development Manual: 2006 Edition –**  
A reference guide of creative financing programs provided by federal, state and local organizations. For more information, contact the Wisconsin Bankers Association  
4721 S. Biltmore Lane, Madison, WI 53718  
(608) 441-1200, or visit [www.wisbank.com](http://www.wisbank.com)

## WI Business Tax Credits

The Wisconsin Department of Revenue provides comprehensive information at on business tax credits at [www.dor.state.wi.us/pubs/pb123.pdf](http://www.dor.state.wi.us/pubs/pb123.pdf)

## Wisconsin Financial Services Association

22 East Mifflin Street, Ste. 1010, Madison, WI 53703  
(608) 256-6413  
wfsa@charterinternet.com  
www.wisconsinfsa.org

## Wisconsin Hospital Association

5510 Research Park Drive  
PO Box 259038, Madison, WI 53725-9038  
Contact: Steve Brenton  
www.wha.org  
(608) 271-1820

## Wisconsin Woman and Business Resource Directory

Wisconsin Women  
2984 Triverton Pike Rd., Madison, WI 53711  
Contact: Pat O’Gara  
(608) 274-5200  
1 (800) 332-4424 (toll free)  
[www.wisconsinwomanmagazine.com](http://www.wisconsinwomanmagazine.com)



# THE DANE COUNTY REGIONAL AIRPORT

*Non-stop flights to 14  
cities around the US*

Atlanta  
New York  
Denver  
Washington, D.C.  
Dallas/Fort Worth  
Cleveland  
Cincinnati  
Newark  
St. Louis  
Detroit  
Chicago  
Minneapolis  
Memphis  
Milwaukee



More than 100 commercial flights arrive and depart daily. A \$68 million renovation, completed in 2006 and featuring a Prairie Style architecture, doubled the size of the terminal. Wi-Fi internet service is available in the airport terminal, as are conference rooms and catering for business meetings. The airport has also established a Foreign Trade Zone.

Dane County Planning and Development Department  
City County Building, Room 116  
210 Martin Luther King Jr, Blvd.  
Madison, WI 53703  
608.266.4251  
[www.dane-econdev.org](http://www.dane-econdev.org)

For further information, or to view the Dane County  
Economic Development Resource Guide online,  
please visit [www.dane-econdev.org](http://www.dane-econdev.org). To update  
contact information, or be included in the Resource  
Guide, send an email to [parry@co.dane.wi.us](mailto:parry@co.dane.wi.us)

Printing donated by Madison Gas and Electric.



## What Type of Plan is the Dane County Comprehensive Plan?

A county comprehensive plan is a multi-jurisdictional plan if the county and 2 or more local governmental units located in the county participate and adopt the plan.



**Single planning effort, multiple plans.** Multiple plans are developed as part of a single multi-jurisdictional planning effort. Each plan that is developed is a comprehensive plan in itself, containing the nine required elements, but is intrinsically connected to all of the other plans that result from the effort. Using a county as an example of this approach, a multi-jurisdictional planning effort could result in:

- Individual comprehensive plans that are developed for, and adopted by, each participating town, city, and village, with the county ultimately adopting all of these plans together as its comprehensive plan.
- Individual comprehensive plans developed for, and adopted by, each participating town, city, and village, with the county also adopting an individual county comprehensive plan. The county plan could address more general county-level issues while the municipal plans could be more specific. The county could develop its plan first, followed by the municipalities, or municipalities could go first with the county following, or the county and municipal plans could be developed simultaneously.

### TIP

Participating in a multi-jurisdictional planning effort does not mean that your community gives up authority to another jurisdiction. The Comprehensive Planning Law did not alter the legal relationships between cities, villages, counties, towns, regional planning commissions (RPC), and the state. These jurisdictions continue to have the same powers and authority over land use that they had before the law was passed. Therefore, developing a plan does not give your community any more or less authority than you had before. A comprehensive plan must be specifically adopted by a community's governing body in order for it to apply to the community and affect future decisions. This means that communities are in control of their future, including communities participating in multi-jurisdictional planning efforts.

A multi-jurisdictional plan does not need to resolve all of the conflicts between participating communities. However, in their Intergovernmental Cooperation Elements communities will need to identify conflicts and describe how they will be resolved.





## Dane County Comprehensive Plan

### What are goals and objectives?

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Goals and objectives that reflect a shared vision of Dane County's future will form the basic guide for more detailed policies of the Dane County comprehensive plan. During phase two of the planning process (2003-2004), Dane County residents are being asked to generate goals and objectives for each of the nine required elements of the comprehensive plan. Because the terms goal and objective are often used interchangeably the following definitions and examples may help clarify the difference.



**Goals** are an expected or desired outcome of a planning process. Goals are usually broad, general expressions of the guiding principles and aspirations of a community.



**Objectives** are precise targets that are necessary to achieve goals. Objectives are detailed statements of quantitatively or qualitatively measurable results the plan hopes to accomplish.

The following example illustrates the distinction between a goal and objectives:

Goal	Objective
1 Keep my home and yard beautiful	-Keep paint from peeling or fading -Keep gutters clean of debris -Keep lawn height less than 5 inches
2 Preserve key natural resources of the county in permanent open space.	-Identify and permanently protect sensitive wetlands.  -Complete projects identified in 1995-2000 Dane County Parks and Open Space Plan by 2020.

Dane County residents have identified numerous goals and objectives as part of previous planning efforts, such as the *Land Use and Transportation Plan* and the *Parks and Open Space Plan*.

Many of these existing goals and objectives will be integrated into the Dane County comprehensive plan and are currently being reviewed by the three comprehensive work groups. Lists of these existing goals and objectives are available through the Dane County comprehensive planning website, or upon request from county staff.



## **14 State Planning Goals**

In addition to the goals and objectives generated for each of the nine elements of the comprehensive plan, Dane County is required as a state grant recipient to integrate or address 14 explicit planning goals identified in the state's comprehensive planning legislation. They are as follows:

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.



## Dane County Comprehensive Plan

### What are Recommendations and Policies?

Recommendations, Policies, and Implementation are the steps following goals and objectives.



**Recommendations** Opinion about what could or should be done about a situation or problem; counsel. Possible courses of action that either the county or others could take to help achieve an objective.



**Policy** A course of action, guiding principle, or procedure considered expedient, prudent, or advantageous. Specific actions that the county should take that are within its authority or purview.

The following example illustrates the distinction between an objective and an implementation policy:

Objective	Implementation
Keep lawn height less than 5 inches	-Mow grass every 1-2 weeks, or as needed to maintain height. <i>(Policy)</i> -Used controlled burning on a regular basis, or as needed. <i>(Policy)</i> - Graze it with livestock. <i>(Policy)</i> - Talk to local representative about regular grass pick-up and disposal. <i>(Recommendation)</i>
Complete projects identified in 1995-2000 Dane County Parks and Open Space Plan by 2020.	-Provide a funding source (referendum) to the Parks department to acquire lands and complete projects. <i>(Policy)</i> - Encourage DNR to use the Dane County Parks plan as a guide for investment and resource conservation. <i>(Recommendation).</i>

Dane County residents have identified numerous goals and objectives as part of previous planning efforts, such as the *Land Use and Transportation Plan* and the *Parks and Open Space Plan*.

Many of these existing goals and objectives will be integrated into the Dane County comprehensive plan and are currently being reviewed by the three comprehensive work groups. Lists of these existing goals and objectives are available through the Dane County comprehensive planning website, or upon request from county staff.



## What are the differences between objectives and implementation?

During phase two of the planning process (2003-2004), Dane County residents are being asked to generate goals and objectives for each of the nine required elements of the comprehensive plan. People have a general handle on the distinction between goals and objectives but the distinction between objectives and implementation is less clear. The following definitions and examples may help clarify the difference.



**Objectives** are precise targets that are necessary to achieve goals. Objectives are detailed statements of quantitatively or qualitatively measurable results the plan hopes to accomplish.



**Implementation** is a list of possible action steps that can be used to achieve any particular objectives. Some are specific to certain situations and some may be more appropriate than others in other situations. The two types of implementation are **Policies** (under county jurisdiction) and **Recommendations** (not under county jurisdiction). Regulations (such as zoning) and incentives (such as CDBG Grants) are two tools used in implementation.

The following example illustrates the distinction between objectives and implementation:

Objective	Implementation
1 Keep lawn height less than 5 inches	-Mow it  -Burn it - Talk to local representative about regular grass pick-up and disposal - Graze it with animals
2 Complete projects identified in 1995-2000 Dane County Parks and Open Space Plan by 2020.	-Encourage DNR to use the Dane County Parks plan as a guide for investment and resource conservation. -Provide a funding source (referendum) to the Parks department to accomplish all goals.

Dane County residents have identified numerous objectives and policies as part of this and previous planning efforts. They will be evaluated by participants to see if inclusion here is appropriate.

# Dane County Comprehensive Plan

## Glossary Of Terms

**ADA** – See Americans with Disabilities Act

**ADDI** - American Dream Downpayment Initiative of the U.S. Department of Housing and Urban Development.

**AMI** - Area median income.

**ANCR** – Agricultural, Natural & Cultural Resources citizen workgroup for the Dane County Comprehensive Plan

**Accessible Design** - Refers to housing or other dwelling requirements for accessibility found in state, local and model building codes, as well as regulations including the Department of Housing and Urban Development's program 202 and 811, section 504, the Fair Housing Act Amendments of 1988, the American National Standards Institute (ANSI) Standards A117.1-1986, 1992, and the Uniform Federal Accessibility Standards (UFAS). These laws dictate standards dimensions and characteristics for such features as door widths, clear space for wheelchair mobility, audible and visual signals, grab bars, switch and outlet height, and more.

**Accessible Housing** – Housing that enables disabled individuals to live as independently as possible through accessible design features that meet the American with Disabilities Act (ADA) accessibility standards.

**Accessibility Standards** - The Americans with Disabilities Act (ADA) regulates the accessibility of public buildings and facilities.

**Accessory Apartments (“Granny” Apartments)** – A separate and complete dwelling unit that is contained on the same lot as the structure of a single-family dwelling or business.

**Adaptable design** – Housing design that allows some features of a dwelling to be changed to meet the needs of a person with a disability; changes are possible without the use of skilled labor and without changing structures or materials.

**Adaptive Reuse** – The conversion of surplus and/or outmoded buildings to economically viable new uses including housing.

**Affordable Housing** – Housing units where the occupant is paying no more than 30 percent of gross income for housing costs, including taxes and utilities (applies to owners and renters).

**Affordable Units** – Residential dwellings that are rented or sold at a price within the range of low- to moderate-income households.

**Affordability Period** - The time period for which rent restrictions or resale restrictions apply to housing that has been assisted by government funding.



**Agricultural Economic Development** – Economic development supporting the agricultural sector in order to stimulate greater production, increased sales and profits, increased employment, and/or a better distribution of goods and services. Particular efforts for agricultural economic development may include direct marketing from local producers to local consumers, farmers markets, marketing to restaurants and food retailers, community supported agriculture, or agritourism.

**Agricultural Preservation Area (county)** – Areas identified in adopted town and county plans that:

- designate production agriculture as the preferred use over the next 20 years or longer;
- use the county exclusive agricultural zoning ordinance as the predominate zoning category, and;
- limit nonfarm development to a density of one unit per 35 acres or less.

**Agricultural Preservation Area (town)** – Areas identified in adopted town and county plans that:

- designate production agriculture as the preferred use over the next 20 years or longer;
- limit overall nonfarm development to a density of one unit per 35 acres or less, but;
- do not use the county exclusive agricultural zoning ordinance.

**Agricultural-related Business** – Feed mills, dairy supplies, poultry processing, creameries, auction yards, veterinarians, and other businesses supporting local agriculture.

**Agricultural-related Industry** – Packaging and/or processing plants and storage facilities for agricultural products, which may include functional operations or the preparation of agricultural products, processing activities, or storage of processed and/or packaged agricultural products.

**Americans with Disabilities Act (ADA)** —Provides federal civil rights protection to individuals who are physically or mentally disabled. The ADA prohibits discrimination against the disabled in employment, public services, public accommodations, and telecommunications. Entities that are covered by the ADA must make reasonable accommodation, which involves adapting programs, facilities, or work places to allow disabled individuals to participate in the program of services.

**Appraisal** – A systematic method of determining the market value of property/the estimate of the value of real property. The most common method for single family units is the sales-comparison approach in which the estimate of value is obtained directly from experiences in the real estate market

**BMR** – See Below Market Rate.

**Better Urban Infill Development (BUILD)** – The Better Urban Infill Development grant program operated by the Dane County Department of Planning and Development. (See: <http://www.co.dane.wi.us/plandev/community/build/>)

**Below-Market-Rate (BMR) Housing** – Any housing unit specifically priced to be sold or rented to low- or moderate-income households for an amount less than the fair-market value of the unit; or the financing of housing at less than prevailing interest rates.

**Benefit-Cost Analysis** - An analytical technique that compares the benefit generated by an activity with its costs.

**Brownfield** – Abandoned, idled, or underused industrial and commercial facilities where expansion or redevelopment is complicated by real or perceived environmental contamination.

**Budget** - A statement about the financial position of an entity--especially household, business, or government--based on estimates of anticipated revenues and expenditures. (A budget is balanced if the revenues and expenditures are equal, but if expenditures exceed revenues then there is a budget deficit.)

**Building Code** – The State of Wisconsin has a uniform dwelling code that must be followed for the construction and inspection of all one- and two-family dwellings in the state. Local communities in the state have enforcement responsibilities related to the code, which can be found in the Administrative Rules for the Department of Commerce (COM 20 – COM 25).

**Bureau of Economic Analysis** - An agency of the U.S. Federal government, specifically a branch of the U.S. Department of Commerce, that compiles and reports a wide range of economic data and measurements.

**Business cycle** - The recurring expansions and contractions of the national economy (usually measured by real gross domestic product). A complete cycle typically lasts from three to five years, but could last ten years or more and occurs in four phases -- expansion, peak, contraction, and trough.

**CAC** – The Dane County Clean Air Coalition (See <http://www.cleanairdane.org/>)

**CAPD** - The Community Analysis and Planning Division of the Dane County Department of Planning and Development. See Capital Area Regional Planning Commission (CARPC).

**CARPC** – See Capital Area Regional Planning Commission.

**CDA** – See Community Development Corporation.

**CDC** – See Community Development Corporation.

**CDBG** – See Community Development Block Grant.

**CPSC** – See Comprehensive Plan Steering Committee.

**Capital** - One of the four basic categories of resources, or factors of production. (Examples of capital include factories, buildings, investment dollars, trucks, tools, machinery, and equipment used by businesses in their productive pursuits.)

**Capital Area Regional Planning Commission (CARPC)** – An independent, quasi-governmental agency established in 2007 by the Wisconsin governor under s.66.0309 of the Wisconsin Statutes. The CARPC serves as the area-wide water quality planning agency for the Dane County region under NR 121, Wisconsin Administrative Code. The CARPC replaces the Dane County Regional Planning Commission (DCRPC; dissolved in 2002) and the Community Analysis and Planning Division (CAPD; 2002-2008) of the Dane County Department of Planning and Development.

**Capital Gains Tax** - A tax on the difference between the sales price of a "capital" asset and its original purchase price. The capital assets subject to this tax include such things real estate, stocks, and bonds.

**Capital Market Real Estate Cycle** – Refers to the distribution of real estate assets between sellers and buyers in the context of the creation of real estate value through new construction, which impact capitalization rates and responds to changes in vacancy rates and changes in income of real estate assets. (Note: Real Estate Value = the income of physical real estate assets divided by the capital market real estate cycle's capitalization rates).

**Central Business District (CBD)** – A business, office and residential district to provide a full range of services, and a variety of uses in a downtown atmosphere. (The major commercial downtown center of a community.)

**Chamber of Commerce** - An organization composed mainly of local businesspersons to promote, regulate, and protect their interests.

**Cluster** – Groups of companies located in a certain area and engaged in similar or related activities.

**Cluster Development** – A development design technique that concentrates buildings in specific areas on a site to allow remaining land to be used for recreation, common open space, or the preservation of historically or environmentally sensitive features. See Conservation Subdivision.

**Cluster Strategy** – An effort involving government, industry and university efforts to work collaboratively to attract research and development in geographic clusters of related growth industries with good paying jobs.

**Community Development** – A group of people in a locality engaging in efforts to improve their economic, social, cultural and/or environmental situation.

**Community Development Block Grant (CDBG)** – A grant program administered by the U.S. Department of Housing and Urban Development (HUD) on a formula basis for entitlement communities. This grant allots money to cities and counties for housing rehabilitation and community development, including public facilities and economic development.



**Community Development Corporation (CDC)** - A local, non-profit entity organized to address long-term community revitalization by building affordable housing, assisting or starting small businesses, and creating jobs

**Community Housing Development Organization (CHDO)** - Under the federal HOME grant program, a CHDO is a private, non-profit, 501(c)(3) tax exempt organization that has, among its purposes, the provision of decent, affordable housing to low- and moderate-income persons. CHDOs must, among other things, have demonstrated capacity for carrying out activities funded with HOME funds, and must maintain at least one-third of its governing board's membership for residents of low income neighborhoods, other low income community residents, or elected representatives of low income neighborhood organizations.

**Community Land Trust (CLT)** - A private non-profit corporation created to acquire and hold land for the benefit of a community and provide secure affordable access to land and housing for community residents. In particular, CLTs attempt to meet the needs of residents least served by the prevailing market.

**Comprehensive Plan** – A plan adopted by town, city, village or county government or by a regional planning commission, that conforms to all requirements of s. 66.1001, Wisconsin Statutes.

**Comprehensive Plan Steering Committee (CPSC)** – A representative body created by the Dane County Board of Supervisors for the purposes of directing the development of a county comprehensive plan under s. 66.1001, Wisconsin Statutes.

**Compact Development** – The development of buildings, parking areas, streets, driveways, and public spaces in a way that maximizes proximity and connectivity, which also facilitates alternative transportation choices.

**Conservation Subdivision** – A plat, subdivision, or residential development that conforms to all standards of the Wisconsin Model Ordinance for Conservation Subdivisions prepared under s. 66.1027 of the Wisconsin Statutes.

**Condominium** - A form of property ownership in which each owner holds title to his/her individual unit, plus a fractional interest in the common areas of the multi-unit project. Each owner pays taxes on his/her property, and is free to sell or lease it.

**Contract Rent** – Market rents for housing.

**Cooperative** –

a) A user-owned and user-controlled business, enterprise or endeavor that distributes benefits on the basis of use. The user is the member of the cooperative who has a financial investment in the cooperative, controls the cooperative by exercising a one-member, one-vote policy, and receives benefits (better prices, improved goods and services, a share of the net profits) in proportion to use (patronage). A cooperative is usually incorporated under a state

incorporation law, and therefore is a special corporation, giving member-owners limited liability protection.

**b)** A type of common property ownership, such as when the residents of a multi-unit housing complex own shares in the corporation that owns the property, rather than owning their own units. (also referred to as a co-op.)

**County Forest** – County-owned and managed forests and woodlots, identified in the *Dane County Parks and Open Space Plan*, that have the potential to become outdoor classrooms for forest ecology, vegetation management practices, and wildlife. County-owned forests may be managed by prescribed burns, invasive species removal and selective cutting of trees, that contribute to the overall health and sustainability of forest ecosystems.

**CUSA** – The Central Urban Service Area, as identified in the *Dane County Water Quality Plan*.

**DCLB** – The Dane County Library Board.

**DCLS** – The Dane County Library Service.

**DHS** – The Dane County Department of Human Services.

**DNR** – The Wisconsin Department of Natural Resources.

**DPD** – The Dane County Department of Planning & Development.

**Demographic Variables** - Characteristics of the aggregate population including age, ethnicity, income, education, gender, and race.

**Density** – The number of dwelling units permitted per net acre of land.

**Department of Housing and Urban Development** – (HUD) Federal agency responsible for encouraging housing development.

**Developable Land** – Refers to the land available for development, including residential development.

**EANR** – The Environment, Agriculture and Natural Resources Committee of the Dane County Board of Supervisors.

**EMS** – Emergency Medical Services.

**ERW** – See Exceptional Resource Water.

**Economic Analysis** – A monetary comparison of costs and benefits associated with a project or endeavor that can be reasonably quantified, including all social costs and benefits. (Economic analysis takes into account the opportunity cost of labor and capital; it considers private and social costs and benefits including environmental and other intangible social effects.)

**Economic Appraisal** - The comparison of quantifiable costs and benefits accruing to society as a whole/the nation as opposed to the immediate beneficiaries.

**Economic Base** – The major employers/industry sectors that provide jobs in a given community or geographic location. (Economic base theory views basic

activity as exporting goods and services and bringing new dollars into the area while nonbasic activity recirculates dollars within an area.)

**Economic Development** – The process of creating wealth through the mobilization of human, financial, capital, physical, and natural resources to generate marketable goods and services.

**Economic Growth** - The long-term expansion of an economy's ability to produce output (e.g. increase production). (Economic growth is made possible by increasing the quantity or quality of the economy's resources - labor, capital, land, and entrepreneurship).

**Economic Policies**- Government actions designed to affect economic activity and pursue one or more economic goals. (The four common types of government policies are- fiscal, monetary, regulatory, and judicial.)

**Economic Valuation** – Attributing an economic value to environmental factors and considerations.

**Economy** - The system of production, distribution, and consumption of goods and services that a society uses to address the problem of scarcity. The essential task of an economy is to transform resources into useful goods and services (via production), then distribute or allocate these products to useful ends (via consumption).

**Eminent Domain** - The right of a government to seize private property for public use, in exchange for payment of fair market value.

**Employment Rate** - The ratio of employed persons to the total civilian non-institutionalized population 16 years old or older. (Also termed the employment-population ratio, the employment rate is used as an alternative indicator of the utilization of labor resources.)

**Entrepreneurship** - One of the four basic categories of resources, or factors of production (the other three are labor, capital, and land). An entrepreneur is a person who organizes, operates, and assumes the risk for a business venture.

**Environmental Corridor** -- Continuous systems of open space in urban and urbanizing areas, that include environmentally sensitive lands and natural resources requiring protection from disturbance and development, and lands needed for open space and recreational use. The Capital Area Regional Planning Commission (CARPC) maps environmental corridors as part of Urban Service Area approvals, under the *Dane County Water Quality Plan*.

**Equity** - The market value of real property, less the amount of existing debt or liens. The net worth of a business

**Equity Financing** – When a financing institution or person, instead of lending money, becomes a partner in a business venture by providing financing of project in return for a share of project's profits.

**Exaction Programs** – Exact land, fees, or rights from developers in exchange for developing property (“linkage fees” are the most well-known type of exaction used to offset the costs of new developments).

**Exceptional Resource Water** – Surface waters which provide valuable fisheries, hydrologically or geologically unique features, outstanding recreational opportunities, unique environmental settings, and which are not significantly impacted by human activities. Exceptional Resource Waters are designated by the Wisconsin DNR under NR 102, Wisconsin Administrative Code.

**Fair Housing Act** - The Fair Housing Act makes it illegal to deny housing, refuse to rent, sell, or negotiate, or offer different terms and considerations because of race, color, religion, sex, national origin, handicap, or familial status.

**Fair Market Rent** – The rent, including allowances, determined by the U.S. Department of Housing and Urban Development for purposes of administering the Section 8 Existing Housing Program.

**Fair Market Value** – The price in terms of money that a property will bring in a competitive and open market under all conditions of a fair sale, the buyer and seller each prudently knowledgeable, and assuming the price is not affected by undue stimulus.

**Farming** – Commercial agricultural uses in general and especially crop, dairy, stock and poultry farming; commercial greenhouses.

**Feasibility Study** - An investigation aimed at clearly establishing the opportunity or viability of pursuing a particular project.

**Federal Housing Administration** – (FHA) A government agency whose primary purpose is to insure residential mortgage loans.

**Fee Waivers** – Waivers applied to the one-time impact fee typically charged to developers for building new developments, which can vary by location and be adjusted for different types and sizes of development.

**Financial Analysis** - Traces the investment's monetary effects in order to assess the financial effects of the project; to determine efficiency of resource use; to assess incentives; to provide investment plan and debt repayment capacities; to assess whether the investment resources are available at the required time; and to assess any changes needed in organization and management.

**Financial Appraisal** - A comparison of monetary costs and benefits of different options over the same time period, where (1) costs include both revenue and capital, initial capital costs, cost of replacing assets, operating costs including staffing and (2) benefits include income generated and savings in costs.

**Financial Plan** - A document that outlines the objectives of a project, details required inputs and outputs, and forecasts the expenditures and revenues over the life of a project. (Also referred to as a 'business plan')



**Financing Mechanism** - The source of funding or the way in which the money is made available. (The most common mechanisms are - taxation, revenue, debt for nature/environment swaps, credit lines, and savings in a bank account.)

**Floodplain** -- Land which has been or may be covered by flood water during a regional flood. A regional flood is a flood event that has a one percent chance of occurring in any given year.

**Goal** -- Identify the purpose toward which an endeavor is directed. General aims of the community. They are broad statements of intended accomplishments which, if accomplished as a whole, would bring the community closer to meeting its overall vision of the future. They do not identify specific activities that will be under taken The purpose or end that provides direction for community decisions. Realistic and relating to key issues (from factsheet) an expected or desired outcome of a planning process. Goals are usually broad, general expressions of the guiding principles and aspirations of a community.

**Goods** - Generically refers to the physical, tangible products used to satisfy people's wants and needs.

**Greenfield** – Farmland and open areas where there has been no prior industrial or commercial activity, and therefore where the threat of contamination is much lower than in urbanized areas.

**HED** – Housing and Economic Development citizen work group for the Dane County Comprehensive Plan.

**Hamlet** – An existing or planned settlement, in an unincorporated area, predominantly residential, that accommodates development in a more compact form than might occur otherwise in scattered clusters and single-tract, standard-design subdivisions on nearby individual tracts of land.

**Historic Building Code** – Administered by the Department of Commerce (COM 70), the historic building code applies to the rehabilitation of locally designated historic buildings.

**Historical/Cultural Site** -- Lands specifically identified in the *Dane County Parks and Open Space Plan* for the preservation, restoration or reconstruction of features significant to the history or cultural heritage of an area. This may include historic buildings, reconstructed historic buildings and archaeological sites.

**Homeless Shelter** – A facility providing temporary housing to single men, single women, or women with children who are homeless, transient, or indigent, which may also provide ancillary services such as meals and counseling. Shelter nights may be limited.

**Household** – All persons living in a housing unit regardless of whether they are related to the householder.

**Householder** – The person who owns or rents the housing unit.

**Housing Development Capacity** – Refers to the ability of developers to build housing in a community.

**Housing Starts** - The number of residential building construction projects begun during a specific period of time, usually a month; a key economic indicator.

**Housing Trust Fund** – A pool of money available for housing projects as revolving loan funds to “fill financial gaps” to make residential projects feasible.

**Housing Type** – Refers to whether the housing units are single-family detached homes, duplexes, multi-family structures, or mobile homes (manufactured housing).

**Housing Unit** – A house, apartment, mobile home (manufactured housing), single room or group of rooms occupied (or intended for occupancy) as separate living quarters. Occupants may be one person, one or more families, or a group of unrelated persons who share living arrangements.

**HUD** – The U.S. Department of Housing and Urban Development.

**Human Capital** - The sum total of a person's productive knowledge, experience, and training. The acquisition of human capital is what makes a person more productive through formal education as well as on-the-job experiences.

**Impact Fee** – A payment of money imposed on development activity as a condition of granting development approval in order to finance the facilities needed to service the new growth and development activity.

**Impaired Water** – A surface water body listed by the Wisconsin DNR and the U.S. Environmental Protection Agency (EPA) under section 303(d) of the U.S. Clean Water Act. Waters are considered impaired if: a) the current water quality does not meet the numeric or narrative criteria in a water quality standard, or b) the designated use that is described in Wisconsin Administrative Code is not being achieved.

**Incentive Zoning** – A type of zoning practice that offers incentives to land developers in exchange for the provision of a percentage of affordable housing.

**Incentives** - An inducement to stimulate or spur activity, such as by making grants available to develop actions to address a particular topic.

**Inclusionary Zoning** – Regulations intended to increase the range of housing choice by requiring a certain number of units in a new development to be set aside as “affordable.” Inclusionary programs may apply to both rental and owner-occupied units; they may also be regulatory or voluntary.

**Income** - Revenue earned or received by households that can be used for consumption or saving.

**Indicator** - Data that provides a simple and reliable basis for measuring change or performance. Performance indicators are used (1) to measure progress towards short and longer term goals, (2) to indicate changes in the development of the project, and/or (3) to decide whether a project is successfully achieving its objectives.

**Industry** - A collection of firms that produce similar products sold in the same market.

**Infill Development** – Refers to development on vacant or under-used land within built-up urban areas. Infill can range from construction of single-family housing on one or two adjacent lots to development of entire city blocks containing residential and/or commercial uses.

**Infrastructure** - Goods and services that are regarded as essential to the functioning of a developing economy. (Infrastructure includes such things as power, transport, roads, housing, education, health and other social services.)

**Intangibles** - Costs and benefits that cannot be quantified but are nevertheless significant.

**Intangible Benefits** - the positive changes brought about by implementing a project that are not measurable. (They are part of the justification for the project, and include- standardized or rationalized systems; reduced risks; enhanced public image or staff morale.)

**Interest** - A payment by a borrower for the use of loan for a sum of money over a period of time.

**Investment Appraisal** – A lender evaluates the prospective costs and revenues generated by an investment in a capital project over its expected life. (It includes the assessment of risks and whether to commit resources.)

**Investor** – A person or organization putting money into a project.

**LEM** – See Location Efficient Mortgage.

**LESA** – See Land Evaluation and Site Assessment

**LSA** – See Limited Service Area.

**LWRD** – The Dane County Land & Water Resources Department.

**Labor** - One of the four basic categories of resources, or factors of production (the other three are capital, land, and entrepreneurship). Labor is the services and efforts of people that are used for production.

**Labor Force** - The total number of people willing and able to exert mental and/or physical efforts in productive activities – the economy's labor supply. (In principle, this is everyone 16 years of age and over who is willing and able to work. In practice, it includes the sum of anyone over 16 years who is employed or unemployed but actively seeking a job.)

**Labor Force Participation Rate** - The proportion of the total non-institutionalized civilian population 16 years of age and over that is in the civilian labor force. The labor force participation rate is essentially the ratio of the civilian labor force to the total non-institutionalized civilian population 16 years of age and over. This ratio indicates the proportion of the available "working age" population that is willing and able to work and is either employed or actively seeking employment.

**Land** - One of four basic categories of resources, or factors of production (the other three are labor, capital, and entrepreneurship). This category includes the

natural resources used to produce goods and services, including the land itself; the minerals and nutrients in the ground; the water, wildlife, and vegetation on the surface; and the air above.

**Land Evaluation and Site Assessment (LESA)** – A system developed by the Natural Resource Conservation Service (NRCS) of the U.S. Department of Agriculture to help state and local officials make sound decisions about land use. LESA can provide a technical framework to numerically rank land parcels based on local resource evaluation (such as soil types) and site considerations (such as proximity to urban areas).

**Land Lease** - A lease in which only the land is rented. (Also called a ground lease.)

**Lease-up Period** - The amount of time it takes for a building, such as multi-family housing, to reach a stable occupancy rate and income stream.

**Limited Service Area (LSA)** – Areas where only one or a few urban services, such as sanitary sewer service, are provided to accommodate special or unique facilities or institutional uses which are appropriately located outside urban service areas, or areas of existing development experiencing wastewater disposal or water supply problems. The Capital Area Regional Planning Commission approves LSAs as part of the *Dane County Water Quality Plan*.

**Livable Communities** – A set of principles based on creating and maintaining a sustainable standard of living and a high quality of life for all. (It is a comprehensive model that recognizes the economic value of natural and human capital, which focuses on the community and region as the critical building blocks for success.)

**Living Standard** - In principle, an economy's ability to produce the goods and services that consumers use to satisfy their wants and needs. In practice, it is the average real gross domestic product per person--usually given the name per capita real GDP—even though this measure insufficient to evaluate whether consumers are meeting their needs and wants.

**Location Efficient Mortgage (LEM)** – A mortgage available to people who buy a home in locations where they don't need to rely on automobiles as much or at all for transportation. Location Efficient Mortgages allow people to buy more expensive homes than they normally would be able by factoring in the money they'll save on transportation costs.

**Low Income Housing Tax Credit (LIHTC)** - A competitive federal program administered by the state that grants income tax credit to developers who build or substantially rehabilitate affordable rental housing. The tax credits are used to raise project equity.

**Low-Income Person or Household** – As determined by HUD, a person or household whose annual (gross) income falls between 30 and 50 percent of the area median household or per capita income, respectively. Household incomes are adjusted by household size.



**MAMPO** – See Madison Area Metropolitan Planning Organization.

**MMSD** – The Madison Metropolitan Sewerage District.

**MPO** – See Madison Area Metropolitan Planning Organization.

**Macroeconomy** - The aggregate, or national economy is the prime focus of the study of macroeconomics.

**Macroeconomic Policy** - Government policy aimed at the aggregate economy, usually to promote the macro goals of full employment, stability, and growth. Common macroeconomic policies are fiscal and monetary.

**Madison Area Metropolitan Planning Organization (MPO)** – The federally designated Metropolitan Planning Organization (MPO) for the Madison Urban Area. The MPO is the policy body responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area.

**Madison Metro** – See Metro Transit.

**Main Street** –A neighborhood shopping area and business district, sometimes having a unique character that draws people from outside the area.

**Manufacturing** - The transformation of inorganic or organic substances (raw materials) into new products or the assembly of component parts.

**Market** - The organized exchange of commodities (goods, services, or resources) between buyers and sellers within a specific geographic area and during a given period of time

**Market Analysis** - The use of the market model to examine demand, supply, prices, and exchanges.

**Median Income** - A determination made through statistical methods establishing a middle point for determining income limits. Median is the amount that divides the distribution into two equal groups- one group having income above the median and the other group having income below the median.

**Metro Transit (Madison Metro)** – The major transit operator in the Madison Metropolitan area. Metro Transit is owned by the City of Madison and operates within the oversight of the Mayor, Common Council, and the City's Transit & Parking Commission. Metro Transit contracts with local units of government, UW-Madison, and the Madison Metropolitan School District to provide service.

**Microeconomics** - The branch of economics that studies the parts of the economy, especially such topics as markets, prices, industries, demand, and supply.

**Microeconomic Policy** - Government policy aimed at individual parts of the economy, especially industries, markets, businesses, and households. (Common microeconomy policies are judicial and regulatory.)

**Mixed Use Development** – A single building containing more than one type of land use or a single development of more than one building and use, where the

different types of uses are in close proximity, planned as a unified complimentary whole, and functionally integrated to the use of shared vehicular and pedestrian access and parking areas.

**Moderate-Income Person or Household** - As determined by HUD a person or household whose annual (gross) income is greater or equal than 50 percent but less than 80 percent of the area median income, with adjustments for smaller and larger households.

**MPO** – The Madison Area Metropolitan Planning Organization

**Multiple-family Building** – A detached building designed and used exclusively as a dwelling unit by three or more families occupying separate suites.

**Natural Resource Area** – Land specifically identified in the *Dane County Parks and Open Space Plan* for the protection of a valuable natural environment. This can include habitat protection and open space preservation. Recreation at natural resource areas is a secondary objective, and users are encouraged to enjoy the resource as is.

**New Economy** – A knowledge and idea-based economy where the keys to wealth and job creation are the extent to which ideas, innovation, and technology are embedded in all sectors of the economy.

**New Town Development** – Moderately sized planned communities that offer residents an alternative to conventional residential development.

**New Urbanism** – The process of reintegrating the components of modern life - housing, workplace, shopping and recreation – into compact, pedestrian-friendly, mixed-use neighborhoods linked by transit and set in a larger regional open space framework.

**ORW** – See Outstanding Resource Water.

**OUSA** – See Outlying Urban Service Area.

**Objective** -- Are specific sub-elements of goals, usually providing measurable, mid-range strategies. Specific, attainable, and measurable statements of the actions the community will take to carry out a plan. Specific, quantified performance targets in a given time frame. (from factsheet) precise targets that are necessary to achieve goals. Objectives are detailed statements of quantitatively or qualitatively measurable results the plan hopes to accomplish.

**Open Space Corridor** -- Generally mapped systems of interconnected environmentally sensitive lands, typically associated with water features, throughout rural Dane County. All towns in Dane County and the County Board of Supervisors have adopted policies to protect Open Space Corridors from development.

**Outstanding Resource Water (ORW)** – Surface waters designated by the Wisconsin DNR under NR 102, Wisconsin Administrative Code.

**Outlying Urban Service Areas (OUSA)** – Urban Service Areas other than the Central Urban Service Area, as identified in the *Dane County Water Quality Plan*.

**PACE** – Purchase of Agricultural Conservation Easements. See Purchase of Development Rights.

**PDR** – See Purchase of Development Rights.

**PHMDC** – Public Health of Madison and Dane County.

**PW&T** – The Public Works & Transportation Committee of the Dane County Board of Supervisors.

**PWH&T** – The Dane County Public Works, Highways & Transportation Department.

**Per Capita Income** - Per capita income is defined as the total personal income of an area for a calendar year divided by the total population of the area as of July 1. (It is often used as a measure of the economic well-being of an area.)

**Physical Real Estate Cycles** – Deals with the interaction between the supply and demand of real estate in the context of vacancy and rental rates, which impacts the income of real estate assets. (Note: Real Estate Value = the income of physical real estate assets divided by the capital market real estate cycle's capitalization rates)

**Policy** -- Specific operational actions that contain the purpose of implementation. (from factsheet) A course of action, guiding principle, or procedure considered expedient, prudent, or advantageous. Specific actions that the county should take that are within its authority or purview.

**Poverty Line** - The official U.S. poverty line is based on the government-defined income cut-off known as the “poverty threshold,” which varies depending on family size, number of children, location, and characteristics of the head of household.

**Poverty Rate** - The proportion of the population that lies beneath the official poverty line.

**Program** – An action, activity, or strategy carried out in response to adopted policy to achieve one or more goals or objectives.

**Property Real Estate Value Cycles** – Refers to the recovery, expansion, hypersupply, and recession stages of property, which is impacted by economic, financial, and demographic factors.

**Purchase of Development Rights (PDR)** – Programs, usually publicly funded, that compensate property owners for restricting the future use of their land. Typically, transactions are completed through recording a conservation easement, held by one or more public or nonprofit entities. Specific terms of the conservation easement are typically negotiated between buyer and seller, but at a minimum, will specify permitted and prohibited future uses of the property. Easements may or may not allow for public access, or specific maintenance requirements (such as a farm conservation plan).

**RTP** – See Regional Transportation Plan

**Real Estate** - A piece of land, including the air above it and the ground below it, and any buildings or structures on it; a capital good that produces a flow of services over time. (Also called realty.)

**Real Estate Demand** – A function of the price of services (rent/homeownership), household income, the cost of other goods and services, household preferences/lifecycle stages, consumer expectations, and the number of households in the market (affected by the rate of household formation and the net migration of households).

**Real Estate Market (or submarket)** – The geographic area where the per unit price of real estate services is constant; the area includes all property influenced by the same economic conditions.

**Real Estate Supply** – A function of land prices, construction costs, interest rates, operating costs, the Federal Tax Code (tax rates, depreciation, other provisions), and other regulations.

**Recommendation** - (from factsheet) Opinion about what could or should be done about a situation or problem; counsel. Possible courses of action that either the county or others could take to help achieve an objective.

**Recreational Park** -- Land specifically identified in the *Dane County Parks and Open Space Plan* for active and passive recreation uses. Its use is often extensive and intensive.

**Regional Planning Commission (RPC)** – See Capital Area Regional Planning Commission.

**Regional Trail** -- Regionally significant recreational water, bicycle-pedestrian, equestrian and snowmobile trails identified in the *Dane County Parks and Open Space Plan*.

**Regional Transportation Plan (RTP)** -- The Regional Transportation Plan (RTP) 2030 for the Madison Metropolitan Area and Dane County, produced by the Madison Area Metropolitan Planning Organization (MPO).

**Residential Property** - Property that is zoned for single-family homes, multi-family apartments, townhouses, condominiums, and/or co-ops.

**Rural** – A place (usually an unincorporated town) with no more than 2,500 people.

**Rural Development / Transitional Planning Area** – Unincorporated areas planned for residential or mixed-use development at a density of greater than one unit per 35 acres.

**SCLS** – The South Central Library Service.

**Shoreland** – All lands within 1,000 feet from the ordinary high-water mark of navigable lakes, ponds or flowages, and all lands within 300 feet of the ordinary high-water mark, or landward side of the floodplain, of the navigable reaches of rivers or streams.



**Secondary Market** - Markets into which originating lenders sell their loans to investors who are seeking longer-term investments (such as Fannie Mae).

**Section 504** - Section of the Handicapped Accessibility/Architectural Barriers Act that requires all public buildings to be designed, constructed, or renovated to provide access for physically handicapped persons.

**Services** - Activities that provide direct satisfaction of wants and needs without the production of tangible products or goods. (Examples include information, entertainment, and education.)

**Single Room Occupancy (SRO)** – A residential facility/multifamily residential building in which furnished rooms are rented on a weekly or monthly basis and which provides common facilities and services for laundry, cleaning, and meals.

**Small Business Administration** – A national government entity with state offices that has a mission to maintain and strengthen the nation's economy by aiding, counseling, assisting, and protecting the interests of small businesses.

**Strategy** -- alternative ways to achieve the objectives and meet the goals.

**Subdivision Regulation** – The control of the division of a tract of land by requiring development according to design standards and procedures adopted by ordinance.

**Sustainable** – Community use of natural or other resources in a way that does not jeopardize the ability of future generations to live and prosper.

**SWOT Analysis** – (An acronym for Strengths, Weaknesses, Opportunities, and Threats) A basic analysis model that provides direction and may serve as the basis for the development of plans.

**TDM** – See Transportation Demand Management.

**TDR** – See Transfer of Development Rights.

**TIF** – See Tax Increment Financing.

**TIP** – See Transportation Improvement Program.

**TSM** -- See Transportation System Management.

**TUCF** – The Transportation, Utilities and Community Facilities citizen workgroup of the Dane County Comprehensive Plan.

**Tax Increment District** – A contiguous geographic area within a redevelopment area, defined and created by resolution or ordinance of the governing body of the municipality, in which TIF funds may be expended.

**Tax Increment Financing (TIF)** – A tool used by cities, incorporated villages, and other development authorities to finance certain types of development costs. The public purposes of TIF are the redevelopment of blighted areas, construction of low- and moderate – income housing, provision of employment opportunities, and improvement of the tax base. (With TIF, a city “captures” the additional property taxes generated by the development that would have gone to other

taxing jurisdiction and uses the 'tax increments' to finance the development costs.)

**Technology** - The sum total of knowledge and information that society has acquired concerning the use of resources to produce goods and services.

**Tenure** – Refers to whether the housing unit is owner-occupied or rented by the occupant.

**Tourism** – The business of providing services for persons traveling for pleasure, tourism contributes to the vitality of the community by providing revenue to local business. (Tourism can be measured through changes in the transient occupancy tax or restaurant sales.)

**Town Center (Town Square)** – A center that has a high investment in public facilities and services, several neighborhoods with a highly diverse housing stock and a central core of retail, office, and community facilities that meets the daily needs of area residents.

**Townhouse** – A one-family dwelling unit, with a private entrance, which is part of a structure whose dwelling units are attached horizontally in a linear arrangement, and having a totally exposed front and rear wall to be used for access, light, and ventilation.

**Transfer of Development Rights (TDR)** -- Transfer of development rights programs allow landowners to transfer the right to develop one parcel of land to a different parcel of land. Generally, TDR programs are established by local zoning ordinances. The parcel of land where the rights originate is called the "sending" parcel. When the rights are transferred from a sending parcel, the land is restricted with a permanent conservation easement. Conservation easements typically have one or more public or nonprofit co-holders to ensure easement terms are maintained. The parcel of land to which the rights are transferred is called the "receiving" parcel. Buying these rights generally allows the owner to build at a higher density than ordinarily permitted by the base zoning. In contrast with Purchase of Development Rights (PDR; see above), compensation under TDR programs typically is paid from one private individual to another, instead of using public funds.

**Transitional Housing Shelter** – Shelter provided to the homeless for an extended period, often as long as 18 months, and generally integrated with other social services and counseling programs.

**Transportation Demand Management (TDM)** -- Strategies that seek to increase higher occupancy travel, especially during weekday peak congestion periods. The goal of TDM actions is to shift travel to higher occupancy (transit, car/vanpool) or non-motorized (bicycle, walking) transportation modes, shift travel to less congested times of the day, and/or reduce or eliminate the need to travel (e.g., through telecommuting). TDM strategies include incentives and disincentives, service improvements, information dissemination and marketing activities, alternative work schedules and sites, and parking management.

**Transportation Improvement Program (TIP)** -- The Transportation Improvement Program (TIP), which the Madison Area MPO updates annually, is a coordinated listing of short-range transportation improvement projects anticipated to be undertaken in the next five-year period. The TIP is the mechanism by which the long-range transportation plan is implemented, and represents the transportation improvement priorities of the region. Projects within the Madison Area MPO Planning Area must be included in the TIP in order to be eligible to receive federal funding assistance. Outer county area projects are also listed for information and coordination purposes. The list is multi-modal. In addition to streets/roadways, it includes transit, pedestrian and bicycle, parking, and rideshare/transportation demand management projects.

**Transportation System Management (TSM)** -- Transportation System Management (TSM) measures seek to improve the operational efficiency of the arterial street and roadway network through access management, traffic engineering techniques (e.g., adding left turn lanes/ signals, improved signal timing), information dissemination, and incident and work zone management. Some of these strategies now include the use of advanced transportation technologies (e.g., real-time traffic information, ramp metering), referred to as Intelligent Transportation Systems (ITS).

**UW** – The University of Wisconsin.

**UWEX** – University of Wisconsin Extension.

**Unemployment Rate** - The proportion of the civilian labor force 16 years or older that is actively seeking employment, but is unemployed and not engaged in the production of goods and services. The unemployment rate is estimated and reported monthly by the U.S. Department of Labor's Bureau of Labor Statistics. (It is used as a key indicator of business-cycle instability.) In practice, the official unemployment rate is simply the ratio of total unemployment to the total civilian labor force, in percentage terms.

**Union** - An organization of workers or employees who act jointly to negotiate with their employers over wages, fringe benefits, working conditions, and other facets of employment.

**United States Department of Housing and Urban Development (HUD)** - The department within the federal government that is mandated by Congress to create conditions for every family to have decent and affordable housing, to ensure equal housing opportunities for all, and to strengthen and enrich the nation's communities. Offices are located at the national and state levels.

**Universal Design:** Items that are usable by most people regardless of their level of ability or disability can be considered universally usable.

**University of Wisconsin Small Business Development Center** – An entity offering programs, seminars, and technical assistance to entrepreneurs and prospective entrepreneurs, which address topics from business planning to marketing and management in order to support start-up and established small businesses.

**Urban** – A place (usually an incorporated city or village) with no less than 2,500, or any part of a larger urban area.

**Urbanized Area** – A central city (or cities) and its immediate suburbs. The entire area must have a population of 50,000 or more and the suburbs must be contiguous and densely populated.

**Urban Service Area** -- Those areas in and around existing communities, which are most suitable for urban development and capable of being provided with a full range of urban services. (Urban services are those additional public services normally provided or needed in urban areas, including public water supply and distribution systems, sanitary sewerage systems, higher levels of police and fire protection, solid waste collection, urban storm drainage systems, streets with curbs and gutters, street lighting, neighborhood facilities such as parks and schools, and urban transportation facilities such as sidewalks, taxi service and mass transit.) Urban service area boundaries represent the outer limits of planned urban growth over the long-term planning period--at least 20 years--and include more than enough land to accommodate anticipated growth. Urban Service Area boundaries are approved by the Capital Area Regional Planning Commission under the *Dane County Water Quality Plan*.

**Vacant Housing Unit** - A housing unit which is either empty or occupied by persons with a permanent residence elsewhere.

**WisComm** - The Wisconsin Department of Commerce

<http://commerce.wi.gov/>

**WisDNR** – The Wisconsin Department of Natural Resources

<http://www.dnr.state.wi.us/>

**WisDOT** - The Wisconsin Department of Transportation

<http://www.dot.wisconsin.gov/>

**Workforce Housing** – Housing affordable to workers at or above the average wage or households at or below the average household income.

**ZLR** – The Zoning and Land Regulations Committee of the Dane County Board of Supervisors.

**Zero-lot-line** – A detached single-family unit distinguished by the location of one exterior wall on a side property line.

**Zoning district** – Any section or sections of a jurisdiction for which regulations govern land use, density, bulk, height, and coverage of buildings and other structures are uniform.



## Reference List:

### COUNTY PLANS

Parks & Open Space Plan

<http://www.countyofdane.com/lwrp/parks/plandev.asp>

Farmland Preservation Plan

H:\Planning\Projects\Farmland Preservation Plan

Land & Water Management Plan

<http://www.countyofdane.com/landconservation/lwrmpubspg.htm>

Natural Hazard Mitigation Plan

[http://www.countyofdane.com/ems/mitigation\\_plan.html](http://www.countyofdane.com/ems/mitigation_plan.html)

Consolidated Plan

<http://www.co.dane.wi.us/plandev/community/ConsolidatedPlan/index.shtml>

Capital Improvement Plan 2007-2011

<http://danedocs.countyofdane.com/webdocs/PDF/budget/capitalImprovement.pdf>

County Comprehensive Plan Fact Sheets

<http://www.daneplan.org/meetingdocuments.shtml>

Environmental Corridor and Urban Service Area Fact Sheets

[http://danedocs.countyofdane.com/webdocs/PDF/capd/waterq/WaterQPlan\\_appendix.pdf](http://danedocs.countyofdane.com/webdocs/PDF/capd/waterq/WaterQPlan_appendix.pdf)

### REGIONAL PLANS

Bicycle Transportation Plan

[http://www.madisonareampo.org/Otheredoc\\_pdf/bikeplan00.pdf](http://www.madisonareampo.org/Otheredoc_pdf/bikeplan00.pdf)

Regional Transportation Plan 2030

[http://www.madisonareampo.org/regional\\_comprehensive\\_plan\\_2030.htm](http://www.madisonareampo.org/regional_comprehensive_plan_2030.htm)

Transport 2020 <http://www.transport2020.net/>

Transportation Improvement Program

[http://www.madisonareampo.org/Otheredoc\\_pdf/2007-2011%20TIP.pdf](http://www.madisonareampo.org/Otheredoc_pdf/2007-2011%20TIP.pdf)

Transit Development Program

[http://www.madisonareampo.org/Otheredoc\\_pdf/2004-2008%20TDP.pdf?bcsi\\_scan\\_991819FA721D10BC=0&bcsi\\_scan\\_filename=2004-2008%20TDP.pdf](http://www.madisonareampo.org/Otheredoc_pdf/2004-2008%20TDP.pdf?bcsi_scan_991819FA721D10BC=0&bcsi_scan_filename=2004-2008%20TDP.pdf)

Dane County Water Quality Plan

<http://www.danecorpc.org/publications.htm>

Regional Trends Report

<http://www.danecorpc.org/publications.htm>

Waterbody Classification Study Phase I

[http://danedocs.countyofdane.com/webdocs/PDF/capd/WBC\\_web.pdf](http://danedocs.countyofdane.com/webdocs/PDF/capd/WBC_web.pdf)

### STATE PLANS

WisDOT Southwest Wisconsin Plans

<http://www.dot.wisconsin.gov/projects/sw.htm>

WisDOT Statewide Plans

<http://www.dot.wisconsin.gov/projects/state.htm>

WisDNR Wildlife Action Plan

<http://dnr.wi.gov/org/land/er/WWAP/index.htm>

WisDNR Land Legacy Report

[http://dnr.wi.gov/master\\_planning/land\\_legacy/](http://dnr.wi.gov/master_planning/land_legacy/)

WisDNR Southwest Grassland Feasibility Study

[http://dnr.wi.gov/org/land/er/sw\\_grasslands/index.htm](http://dnr.wi.gov/org/land/er/sw_grasslands/index.htm)

WisDNR Glacial Heritage Area

<http://dnr.wi.gov/org/land/facilities/glacial/index.html>

## ONLINE MAPPING AND DATA RESOURCES

DCiMap

<http://dcimap.co.dane.wi.us/dcimap/index.htm>

Access Dane

<http://accessdane.co.dane.wi.us/>

FEMA Floodplain Maps

<http://msc.fema.gov/webapp/wcs/stores/servlet/FemaWelcomeView?storeId=10001&catalogId=10001&langId=-1>

WisDNR WebView

<http://dnrmaps.wisconsin.gov/imf/imf.jsp?site=webview>

WisDNR Natural Heritage Inventory Data by Township

<http://dnr.wi.gov/org/land/er/nhi/CountyData/>

Wisconsin Architecture and History Inventory (AHI)

<http://www.wisconsinhistory.org/ahi/>

Wisconsin Department of Workforce Development WorkNet

<http://worknet.wisconsin.gov/worknet/>

MG&E Business Park listing:

[http://www.mge.com/Images/PDF/BusParks/BusParks\\_2006.pdf](http://www.mge.com/Images/PDF/BusParks/BusParks_2006.pdf)

WisDNR Remediation and Redevelopment Sites Map:

<http://dnrmaps.wisconsin.gov/imf/imf.jsp?site=brrts.rrsitesmap>

## Local Plans

### ***Cities***

Edgerton

[http://cityofedgerton.com/index.asp?Type=B\\_BASIC&SEC={A32DFD60-E94F-44C2-9BE1-D2C198EF8383}](http://cityofedgerton.com/index.asp?Type=B_BASIC&SEC={A32DFD60-E94F-44C2-9BE1-D2C198EF8383})

Fitchburg

[http://www.city.fitchburg.wi.us/planning\\_zoning/comprehensive.php](http://www.city.fitchburg.wi.us/planning_zoning/comprehensive.php)

Madison

<http://www.cityofmadison.com/planning/comp/plan.html>

Middleton

<http://www.ci.middleton.wi.us/plans/plans.htm>

Monona

[http://www.monona.wi.us/index.asp?Type=B\\_BASIC&SEC={50190092-D9E0-4510-A277-3A3EE6275DB5}&DE={88541E5B-8CDD-485C-80AA-FDC38EAAEE978}](http://www.monona.wi.us/index.asp?Type=B_BASIC&SEC={50190092-D9E0-4510-A277-3A3EE6275DB5}&DE={88541E5B-8CDD-485C-80AA-FDC38EAAEE978})

Stoughton

[http://ci.stoughton.wi.us/index.asp?Type=B\\_BASIC&SEC={708C17D2-B377-461A-9A22-32C9E2A464C1}](http://ci.stoughton.wi.us/index.asp?Type=B_BASIC&SEC={708C17D2-B377-461A-9A22-32C9E2A464C1})

Sun Prairie

[http://sun-prairie.com/docs/sub.php?sub\\_id=1846](http://sun-prairie.com/docs/sub.php?sub_id=1846)

Towns (County Board Adopted)

<http://www.countyofdane.com/PLANDEV/planning/townComponents.aspx>

### ***Villages***

Cottage Grove

[http://village.cottage-grove.wi.us/master\\_plan/master\\_index.html](http://village.cottage-grove.wi.us/master_plan/master_index.html)

DeForest

[http://www.vi.deforest.wi.us/index.asp?Type=B\\_BASIC&SEC={9A72BCA9-0A9E-463E-831C-1B555BC48589}](http://www.vi.deforest.wi.us/index.asp?Type=B_BASIC&SEC={9A72BCA9-0A9E-463E-831C-1B555BC48589})

Maple Bluff

<http://www.villageofmaplebluff.com/landuse.shtml>

Marshall

[http://www.marshall-wi.com/index.asp?Type=B\\_BASIC&SEC={50FC740D-52D9-4C3E-AC98-1823BDF962C6}&DE={B826DA28-67B1-4910-AD88-63835507BB7A}](http://www.marshall-wi.com/index.asp?Type=B_BASIC&SEC={50FC740D-52D9-4C3E-AC98-1823BDF962C6}&DE={B826DA28-67B1-4910-AD88-63835507BB7A})

McFarland

<http://www.villageofmcfarland.net/CommunityDevelopment/ComprehensivePlan/tabid/513/Default.aspx>

Mt. Horeb

<http://www.mounthorebwi.info/comprehensiveplan.htm>

Oregon

<http://www.vil.oregon.wi.us/>

Waunakee

[http://www.vil.waunakee.wi.us/index.asp?Type=B\\_LIST&SEC={6AC6F1A7-0640-415C-B5EC-B70721E56096}](http://www.vil.waunakee.wi.us/index.asp?Type=B_LIST&SEC={6AC6F1A7-0640-415C-B5EC-B70721E56096})