

ECONOMIC DEVELOPMENT



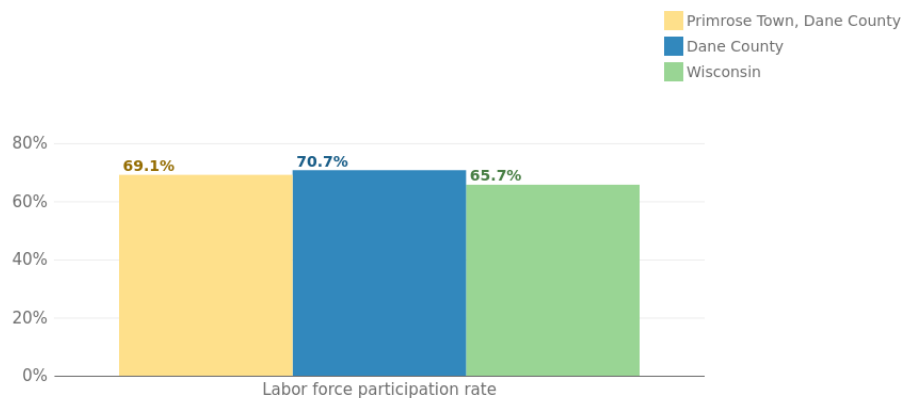
Chapter 1: Economic Base

I. Labor and Income

A. Labor Force

Approximately 69% of the town’s population aged 16 and older over participated in the labor force, slightly less than participation rate for Dane County as a whole, and slightly more than Wisconsin.

Chart 6-1 Labor Force Participation Rate (Population 16+ Years Old)

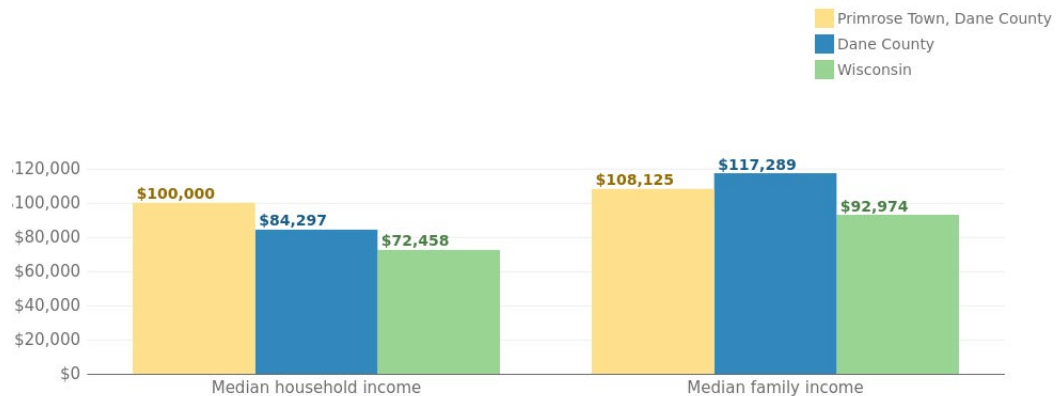


Source: [American Community Survey five-year averages 2018-2022](#)

B. Median Income

In 2022, Town of Primrose households had a median income of \$100,000, 18.6% higher than the \$84,297 median for Dane County as a whole.

Chart 6-2 Median Income for Households and Families

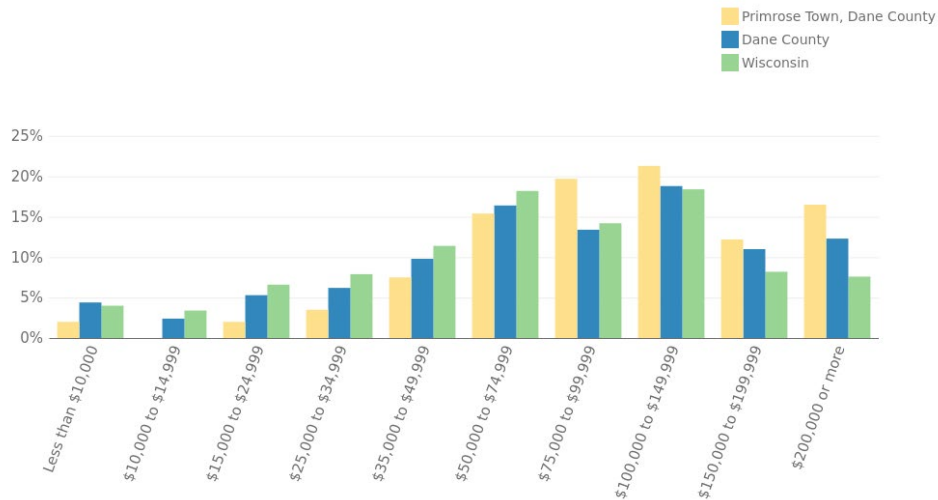


Source: [American Community Survey five-year averages 2018-2022](#)

C. Income Distribution

Fifty percent of Town of Primrose households reported incomes of \$100,000 or more in the 2022 American Community Survey. Compared with Dane County as a whole, the Town of Primrose has a greater proportion of households earning \$100,000 or more, and a considerably smaller proportion of households earning less than \$50,000.

Chart 6-3 Household Income Distribution

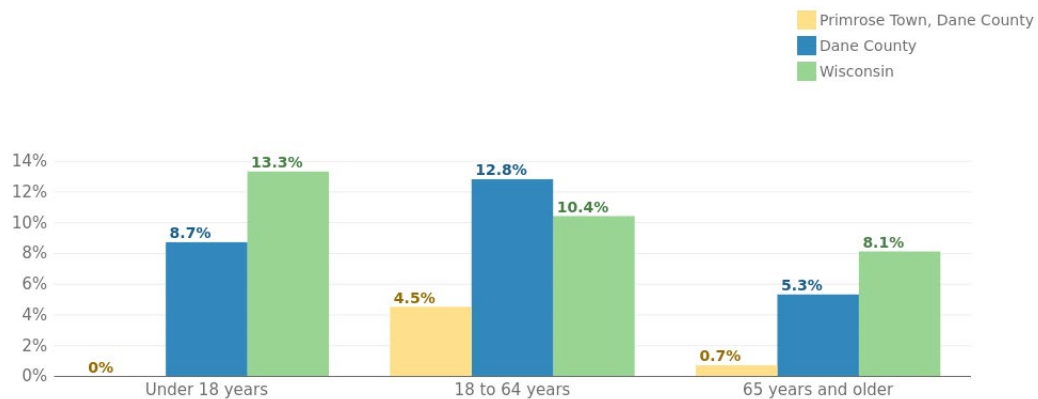


Source: [American Community Survey five-year averages 2018-2022](#)

D. Poverty

According to the [American Community Survey five-year averages](#), approximately 4.3% (age 18 to 64 years) and 0.7% (age 65 years and older) of the residents of the Town of Primrose, had incomes below the federal poverty standard between 2018 and 2022.

Chart 6-4 Poverty Rates by Age



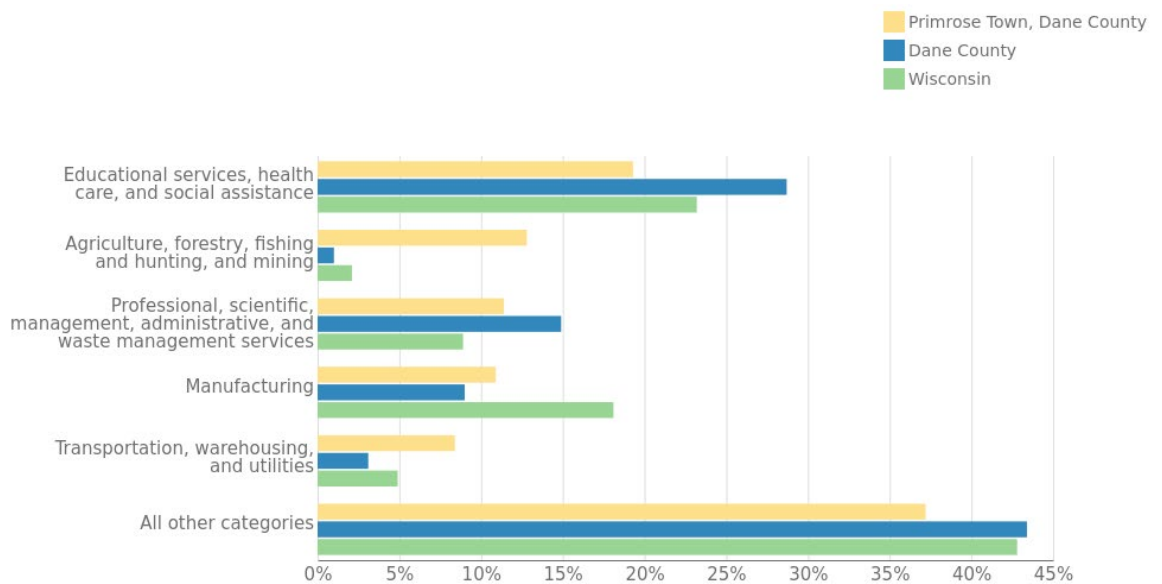
Source: [American Community Survey five-year averages 2018-2022](#)

II. Major Industries and Employment

A. Major Industries

The 2020 Land Use Inventory identified 1 commercial operation, a farm and garden supply retail operation, located in the Town of Primrose. In 2022, 19.3% of the town’s labor force worked in education, healthcare, and social assistance, 12.8% of the town’s labor worked in agriculture, forestry, fishing and hunting, and mining, 11.4% of the town’s labor worked in professional, scientific, management, administrative, and waste management services, 10.9% of the town’s labor worked in manufacturing, and 8.4% of the town’s labor worked in transportation, warehousing, and utilities.

Chart 6-5 Employment by Industry

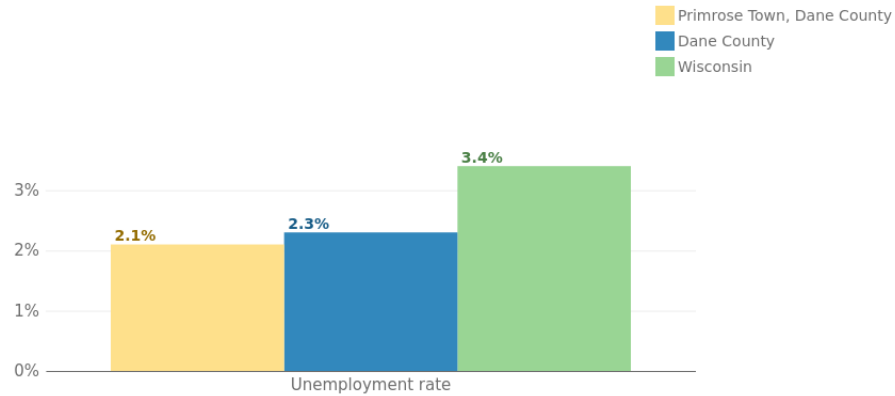


Source: [American Community Survey five-year averages 2018-2022](#)

B. Unemployment

Between 2018 and 2022, the town’s unemployment rate averaged 2.1%, considerably lower than Dane County’s overall rate of 2.3% and Wisconsin’s 3.4% rate.

Chart 6-6 Unemployment Rate (for Population 16+ Years Old)



Source: American Community Survey five-year averages 2018-2022

III. Environmentally Contaminated Sites

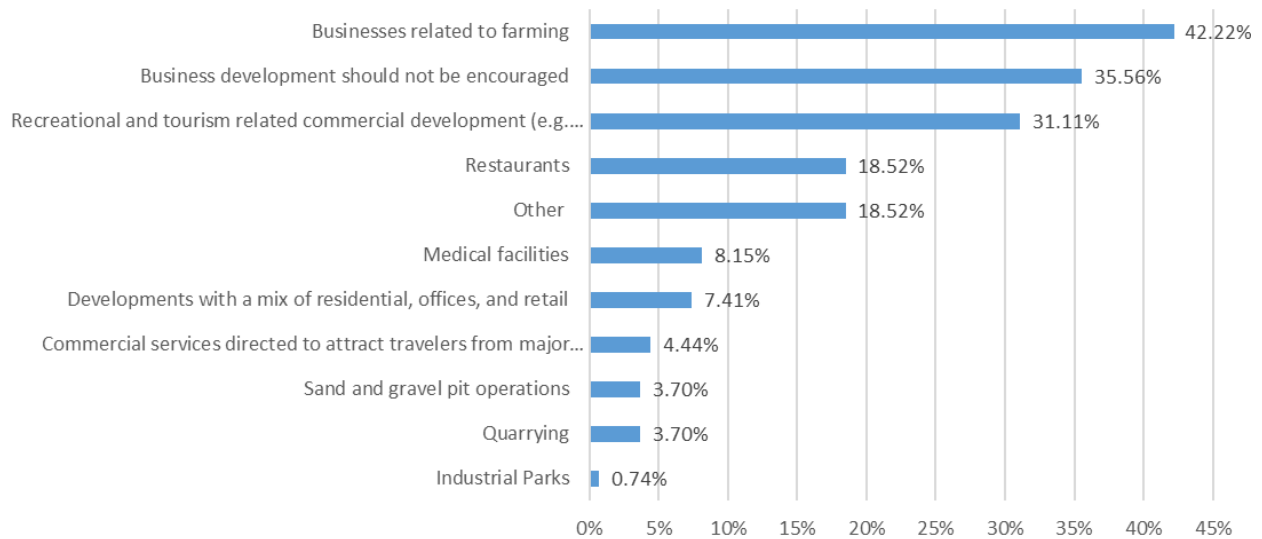
According to the Wisconsin Department of Natural Resources Bureau of Remediation and Redevelopment, there is one active contaminated site in Section 15 (Hanna Brothers Soil Service 02-12-547230) in the Town of Primrose. The site was last monitored by the Department of Agriculture, Trade and Consumer Protection in 1995 for possible fertilizer discharge.

Chapter 2: Desired Economic Development

I. Resident Survey Results

Based on the comprehensive plan survey, a majority of town residents wanted to see new “Businesses related to farming”, “Recreational and tourism related commercial development”, and “Restaurants” in the future. A majority of residents also thought that business development should not be encouraged in the Town of Primrose.

Chart 6-1 Residents’ Preferences for Future New Types of Businesses in the Town of Primrose



II. Strengths and Weaknesses for Economic Development

Town of Primrose residents enjoy easy access to the Madison metropolitan area. Transportation networks provide for relatively short commute times. Because of the rural character of much of the town and the lack of historic town commercial centers, careful planning of new commercial development will be necessary to minimize impacts to surrounding properties.

III. Economic Development Programs

A. Tax Increment Financing (TIF)

TIF is a tool for financing local economic development projects. As outlined in Wis. Act 231, town governments may use TIF to encourage agricultural, forestry, manufacturing, or tourism projects within their jurisdictions. Details of the law can be found at <http://www.dor.state.wi.us/slf/tif.html>.

B. Dane County Community Development Block Grant Program

This program provides funds for eligible economic development projects such as business counseling, education for small business owners, and loans. (<http://www.co.dane.wi.us/plandev/cdbg/index.htm>)

C. Community-Based Economic Development Program (CBED)

Provides assistance to local governments in the form of grants for incubator projects, economic development plans, and revolving loan programs. Funds are available

through a competitive application process on an annual basis.
(<http://commerce.wi.gov/CD/CD-bcf-cbed.html>)

Chapter 3: Goals, Objectives, and Policies

A. Goals

1. Consider a variety of home-based, independent contractor and limited family businesses in farming areas where there will be at most a minimal impact on agricultural activities and enterprises within the Town of Primrose.

B. Objectives

1. Allow only those commercial uses that will not cause environmental degradation or conflict with farming operations or the rural character of the town.
2. To allow such business development as is needed to support existing or new agricultural, forestry or passive recreational activities.
3. Support a wide variety of home-based, independent contractor and limited family businesses in farming areas where there will be no impact on surrounding properties to expand options for town residents to earn income.
4. Allow for flexibility and creativity for farmers and agriculture-related businesses to expand, diversify, and/or add value to their products to meet changing market needs.

C. Policies

1. Any commercial development must comply with the siting, lot size, scale, density and operational requirements described in Element 8: Land Use.
2. Support limited small, home- or farm-based businesses that provide a service to town residents and can supplement town residents' income.
3. Develop policies to support sustainable "green-energy," biotechnology and organic farming projects, while protecting the environment, natural resources and rural character of the town.
4. Support local, county, state and federal programs to reinvest in agriculture, promote new agricultural products and create added value for farm, forestry and related operations in the town.
5. Support and increase public awareness of alternative agriculture enterprises, such as organic farming, community supported agriculture, and farmer's markets.
6. Survey and inventory road conditions and work out conditions with new commercial uses to make sure they pay their fair share of maintenance and repair to town roads caused by heavy vehicle traffic. If necessary, consider seasonal road postings to limit vehicle weights, particularly in spring.

7. Require regular review of commercial or business operations permitted under conditional use permits, and consider expiration date on conditional use permits and require operators to reapply after a certain length of time.
8. Work with University of Wisconsin Extension, local schools, 4-H and other groups to help interested town residents learn new skills.
9. Continue to work with Dane County, the Capital Area Regional Planning Commission, the Department of Agriculture Trade and Consumer Protection, and the University of Wisconsin to monitor the status and economic health of agricultural and other businesses in the town.