

Chapter 6: ECONOMIC DEVELOPMENT

Economic Base

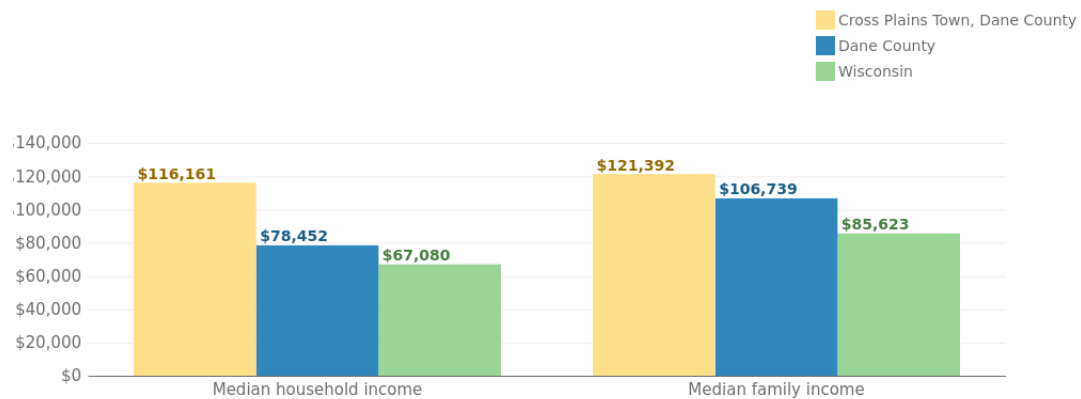
Median Income

In 2021, Town of Cross Plains households had a median income of \$116,161, 48% higher than the \$78,452 median for Dane County as a whole.

Chart 6-1

Median Income for Households and Families

2017-2021 5-Year Estimate



Data source: 2017-2021 American Community Survey 5-Year Estimates: DP03

Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

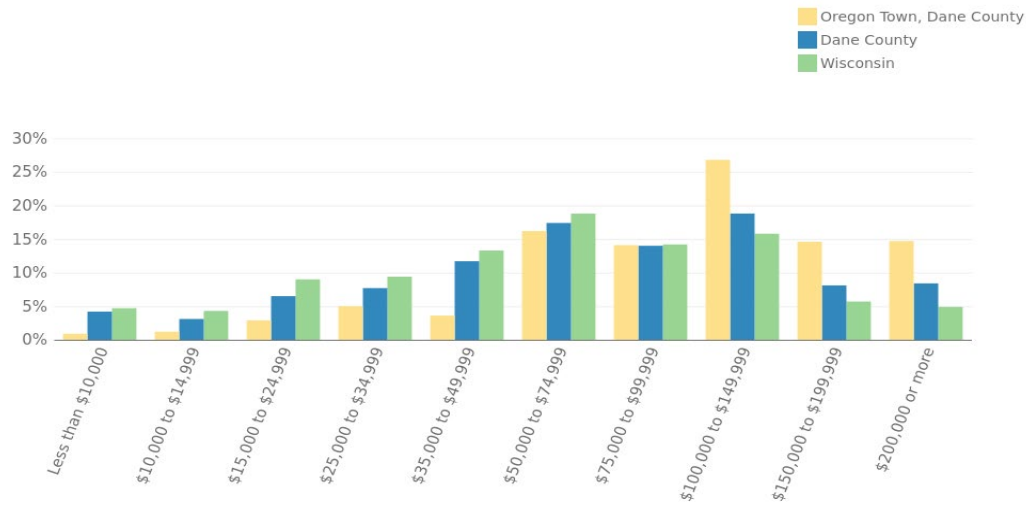
Income Distribution

Seventy-nine percent of Town of Cross Plains households reported incomes of \$100,000 or more in the 2021 American Community Survey. Compared with Dane County as a whole, the Town of Cross Plains has a greater proportion of households earning \$100,000 or more, and a considerably smaller proportion of households earning less than \$50,000.

Chart 6-2

Household Income Distribution

2015-2019 5-Year Estimate



Data source: 2015-2019 American Community Survey 5-Year Estimates - DP03
 Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

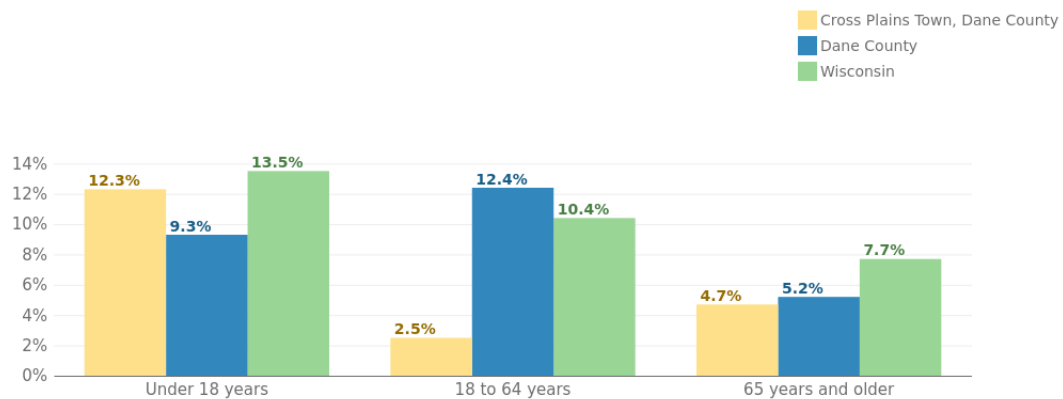
Poverty

According to the [American Community Survey five-year averages](#), approximately 5% of the residents of the Town of Cross Plains, across all age groups, had incomes below the federal poverty standard between 2017 and 2021. In comparison, Dane County had poverty rates of 10.4% over the same period.

Chart 6-3

Poverty Rates by Age

2017-2021 5-Year Estimate



Data source: 2017-2021 American Community Survey 5-Year Estimates: DP03
 Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

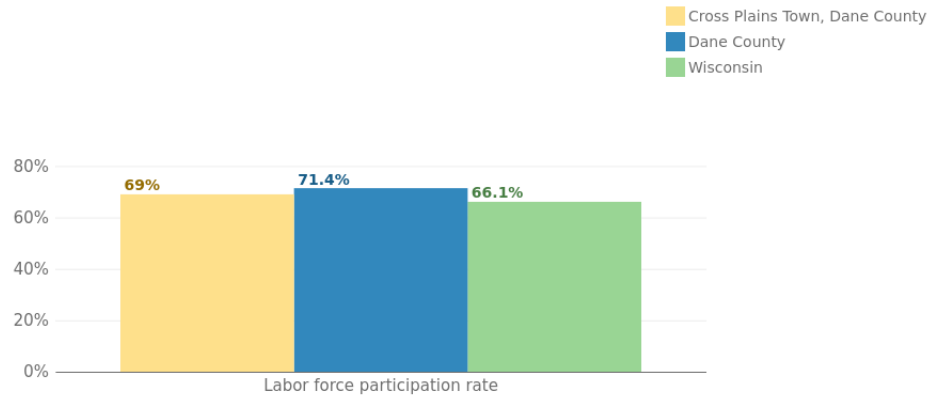
Labor Force

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

Chart 6-4

Labor Force Participation Rate (for Population 16 Years and Over)

2017-2021 5-Year Estimate



Data source: 2017-2021 American Community Survey 5-Year Estimates: DP03
 Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

Major Industries and Occupations

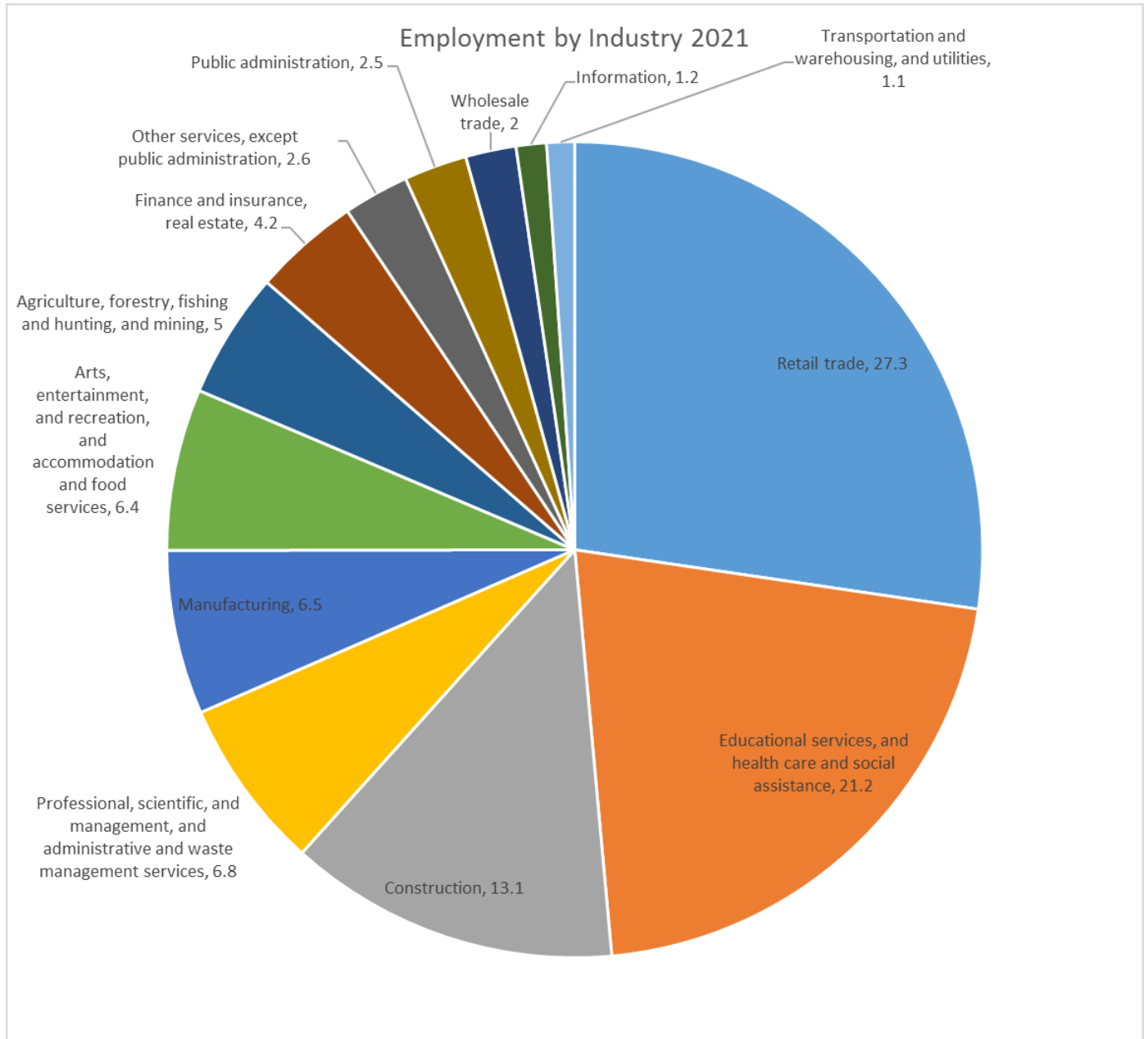
The 2020 Land Use Inventory identified 17 distinct (based on landowner and land use) commercial, industrial or mineral extraction operations located in the Town of Cross Plains.

Table 6-1: Commercial Operations

DESCRIPTION	FREQUENCY
Sand and gravel - quarrying.	6
Eating places or restaurants.	3
Other farm and garden supplies retail, NEC.	2
Other general construction contractor services, Landscaping NEC.	2
Electrical services.	1
Other professional services, NEC.	1

In 2021, 81.3% of the town’s labor force worked in education, healthcare, social assistance, professional, manufacturing, construction, arts, entertainment or food service. Most residents commuted outside the Town of Cross Plains for employment. Agriculture, forestry and related fields employed approximately 5% of town residents. Occupations by sector mirror distributions for Dane County as a whole.

Chart 6-5



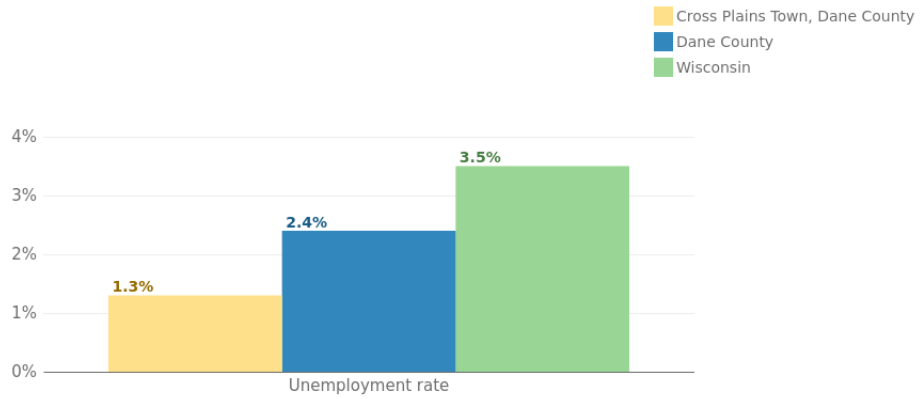
Unemployment


Between 2017 and 2021, the town’s unemployment rate averaged 1.3%, considerably lower than Dane County’s overall rate of 2.4% and Wisconsin’s 3.5% rate.

Chart 6-6

Unemployment Rate (for Population 16 Years and Over)

2017-2021 5-Year Estimate



Data source: 2017-2021 American Community Survey 5-Year Estimates: DP03
Image produced by [GetFacts.wisc.edu](https://getfacts.wisc.edu), a product of  the Applied Population Lab

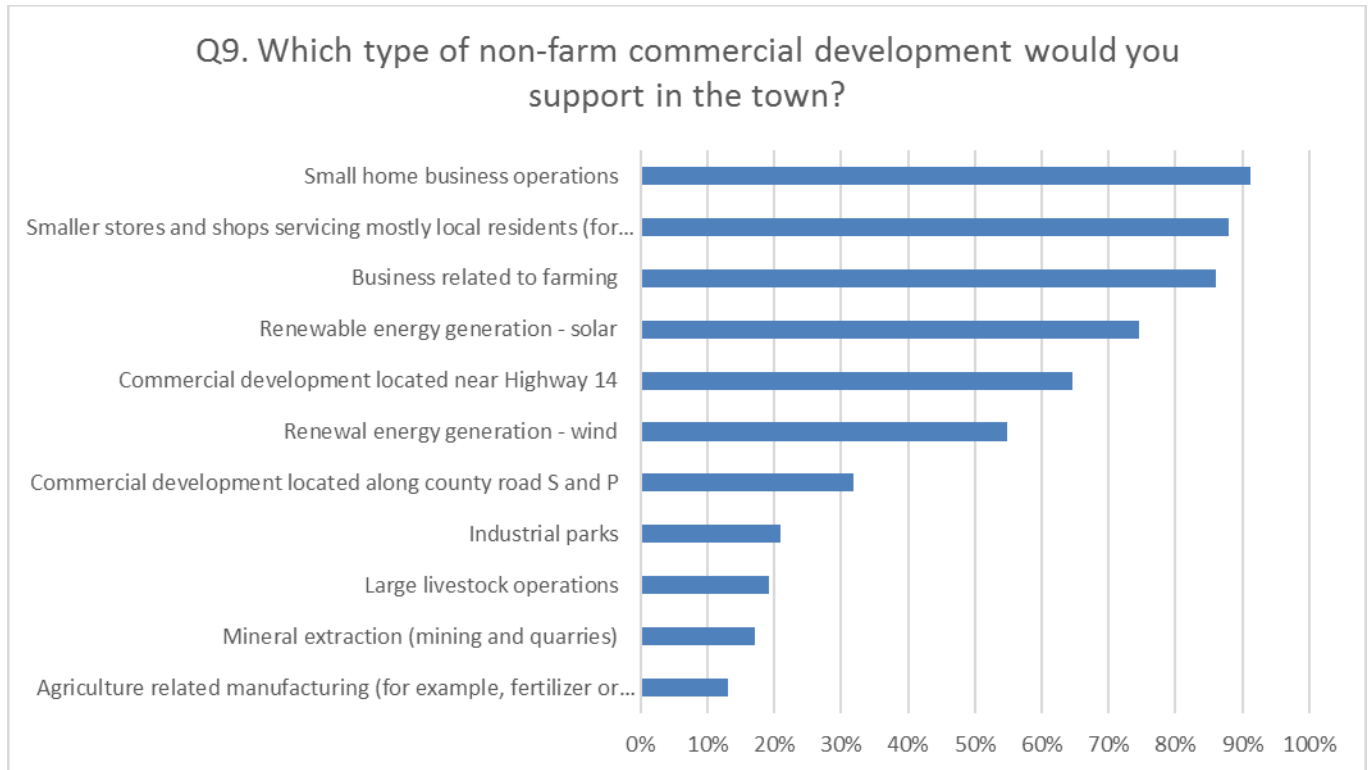
Environmentally Contaminated Sites

According to the Wisconsin Department of Natural Resources Bureau of Remediation and Redevelopment, there are no active contaminated sites in the Town of Cross Plains.

Types of Business Desired by Town

Based on the comprehensive plan survey, a majority of town residents wanted to see new “small home business operations,” “smaller shops servicing mostly local residents,” “businesses related to farming” and “renewable energy” (both solar and wind) in the future.

Chart 6-7



Strengths and Weaknesses for Economic Development

Town of Cross Plains residents enjoy easy access to the Madison metropolitan area and to the Village of Cross Plains. 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.

Applicable Economic Development Programs

Tax Increment Financing (TIF)

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

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>)

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>)

Economic Development Goals, Objectives and Policies

Goals

1. Encourage economic development opportunities appropriate to the resources, character, and service levels in the town.

Objectives

1. Focus economic development efforts on farming, farm-related businesses and services to local residents.
2. Discourage unplanned, continuous strip development along major roadways.
3. Support home-based businesses in farming areas where there will be no impact on surrounding properties.
4. Support the economic health of production agriculture in the town to the extent possible.

Policies and Programs

1. Allow for local businesses, agriculture-related businesses and home-based occupations that are compatible with surrounding land uses (see criteria for commercial development in *Chapter 8: Land Use*).
2. Establish policies regarding square-footage, traffic, lighting and design for all commercial and institutional uses and incorporate them into a future update of the town comprehensive plan.
3. Redirect commercial or institutional development requiring public sewer, water, public transportation or other services to an Urban Service Area.
4. Work with Dane County to amend the zoning ordinance to allow a wider range of home-based businesses and cottage industries.
5. Work with Dane County to make sure commercial and agricultural development does not create contamination or waste problems.
6. Investigate potential for economic development opportunities, and look for new ways for existing businesses to grow in a way that is consistent with the overall goals and objectives of the plan.