

ECONOMIC DEVELOPMENT

The economy of a community can be an important determining factor driving land use and development. The incomes of Deer Park and Emerald residents are directly related to employment and other economic opportunities, and employment is dependent on the local and county economies. Property values and taxation rates can reveal economic trends and relative differences between communities.

LABOR FORCE

Employment of St. Croix County Residents -- 1970 to 2000

EMPLOYMENT CATEGORIES	YEAR				PERCENT CHANGE		
	1970	1980	1990	2000	70-80	80-90	90-00
Ag., Forestry & Mining	1,993	2,077	1,820	1,093	4.2%	-12.4%	-39.9%
Construction	786	1,029	1,438	2,581	30.9%	39.7%	79.5%
Manufacturing	3,277	5,669	7,274	8,268	73.0%	28.3%	13.7%
Trans., Utils. & Comm.	738	1,135	1,736	2,131	53.8%	53.0%	22.8%
Wholesale/Retail	2,425	3,676	5,019	4,598	51.6%	36.5%	-8.4%
Finance, Ins. & Real E.	374	820	1,753	2,471	119.3%	113.8%	41.0%
Services	2,983	4,589	7,843	12,036	53.8%	70.9%	53.5%
Government	407	529	849	1,117	30.0%	60.5%	31.6%
Information	*	*	*	610	*	*	*
Total	12,983	19,524	27,732	34,905	50.4%	42.0%	25.9%

Source: U.S. Census Bureau New Employment Category in 2000 Census

Employment of Village of Deer Park Residents -- 1980 to 2000

EMPLOYMENT CATEGORIES	YEAR			PERCENT OF TOTAL			PERCENT CHANGE	
	1980	1990	2000	1980	1990	2000	80-90	90-00
Ag., Forestry & Mining	2	0	1	1.9%	0.0%	0.7%	-100.0%	NA
Construction	5	2	6	4.8%	2.2%	3.9%	-60.0%	200.0%
Manufacturing	39	38	58	37.1%	42.7%	37.9%	-2.6%	52.6%
Trans., Utils. & Comm.	11	5	0	10.5%	5.6%	0.0%	-54.5%	-100.0%
Wholesale/Retail	21	10	25	20.0%	11.2%	16.3%	-52.4%	150.0%
Finance, Ins. & Real E.	4	1	8	3.8%	1.1%	5.2%	-75.0%	700.0%
Services	23	33	48	21.9%	37.1%	31.4%	43.5%	45.5%
Government	0	0	4	0.0%	0.0%	2.6%	NA	NA
Information	*	*	3	*	*	2.00%	*	*
Total	105	89	153	100%	100%	100%	-15.2%	71.9%

Source: U.S. Census Bureau *New Employment Category in 2000 Census

Employment of Town of Emerald Residents -- 1980 to 2000

EMPLOYMENT CATEGORIES	YEAR			PERCENT OF TOTAL			PERCENT CHANGE	
	1980	1990	2000	1980	1990	2000	80-90	90-00
Ag., Forestry & Mining	124	87	62	46.1%	26.7%	15.6%	-29.8%	-28.7%
Construction	13	18	30	4.8%	5.5%	7.5%	38.5%	66.7%
Manufacturing	60	77	102	22.3%	23.6%	25.6%	28.3%	32.5%
Trans., Utils. & Comm.	9	29	28	3.3%	8.9%	7.0%	222.2%	-3.4%
Wholesale/Retail	30	35	38	11.2%	10.7%	9.5%	16.7%	8.6%
Finance, Ins. & Real E.	2	7	9	0.7%	2.1%	2.3%	250.0%	28.6%
Services	23	60	117	8.6%	18.4%	29.4%	160.9%	95.0%
Government	8	13	7	3.0%	4.0%	1.8%	62.5%	-46.2%
Information	*	*	5	*	*	1.30%	*	*
Total	269	326	398	100%	100%	100%	21.2%	22.1%

Source: U.S. Census Bureau *New Employment Category in 2000 Census

- From 1990 to 2000, employment of St. Croix County residents increased in most categories.
- The greatest increases were in the construction and services industries.
- Decreases in employment were seen in the agriculture, forestry and mining industry and the wholesale/retail trade.
- The Village of Deer Park residents experienced drastic changes in employment during the last two decades. Ag, forestry and mining; and transportation, utilities and communications were completely eliminated as employment sectors. Finance, insurance and real estate grew by 700 percent, construction by 200 percent and wholesale/retail by 150 percent.
- Despite those drastic swings, manufacturing continued to employ the greatest number of residents with services a close second.
- The wholesale and retail industry lost employment of village residents in the 1980's but returned to previous levels from 1990 to 2000.
- The Town of Emerald residents saw similar employment changes as those county-wide. Employment decreases occurred in the agriculture industry while the services, construction and manufacturing industries increased to become the largest employment categories.
- Despite declining numbers, agricultural remains the third largest categories of employment in the Town of Emerald. Agriculture is part of the town's fabric.

Education Level by Minor Civil Division -- 2000
Deer Park – Emerald & Neighboring Communities

TOWN	HIGH SCHOOL OR LESS	ASSOCIATES OR BACHELOR'S DEGREE	GRADUATE OR PROFESSIONAL DEGREE
Emerald	80.5%	16.7%	2.8%
Baldwin	81.8%	13.9%	4.3%
Cylon	72.2%	23.1%	4.6%
Erin Prairie	69.8%	26.5%	3.6%
Glenwood	80.7%	16.7%	2.6%
V. Deer Park	83.5%	14.4%	2.1%
V. Star Prairie	80.5%	14.5%	5.0%
V. Wilson	81.7%	18.2%	0.0%
St. Croix County	64.8%	28.2%	7.0%

Source: U.S. Census Bureau 2000

- Education levels in the Village of Deer Park are slightly lower than the rest of St. Croix County, but are comparable to the demographically similar villages of Star Prairie and Wilson.
- Education levels in the Town of Emerald are somewhat lower, especially for post-secondary degrees, than the rest of St. Croix County.

TYPES OF LOCAL EMPLOYMENT

Commercial/Industrial Operations & Employment -- 2009
Village of Deer Park

OPERATION/EMPLOYER	ESTIMATED EMPLOYMENT	PRODUCT
Artist in the Park	2 Full Time (FT)	Pottery Production & Sales
Cabinet Shop	3 FT	Custom Cabinet Construction
Carnine Realty	1 FT, 2 Part Time (PT)	Real Estate Sales
Granny's Daycare	3 FT, 1 PT	Child Care Services
Deer Park Area Fire	19 PT	Fire Protection Services
Deer Park Community Center	4 PT	Senior Services & Nutrition Site
Deer Park Housing Authority	1 FT	Affordable Residential Housing
Deer Park Public Library	4 PT	Library Services
Deer Park Tanning	4 PT	Tanning Salon
Deer's Bar	3 FT, 1 PT	Alcohol & Food Sales & Service
Deer's Food Locker	5 FT, 3 PT	Meat Process & Grocery Sales
DeCosse's Bar	1 FT, 2 PT	Alcohol & Food Sales & Service
First American Bank	3 FT	Financial Services
Holz Laden Custom Cabinets	1 FT, 1 PT	Custom Cabinet Construction
Shepherd's Crossing	1 FT	Automotive Repair & Maintenance
St. Paul's Lutheran Church	1 FT, 2 PT	Religious Services
Trinity United Methodist Church	1 FT, 2 PT	Religious Services
U. S. Post Office	2 FT, 2 PT	Letter & Parcel Services & Delivery
Village Board & Office	5 PT	Clerk/Treasurer, Constable & Trustees
Village Wastewater Plant	2 PT	Operator & Technician
Total 20	28 FT, 54 PT	

Source: Deer Park Commission Members

- Employment in the Village of Deer Park consists of ten private businesses, seven government facilities, two churches, and one home occupation.

Commercial/Industrial Operations & Employment -- 2009
Town of Emerald

OPERATION/EMPLOYER	ESTIMATED EMPLOYMENT	PRODUCT
Aaron Bazille	1 FT	Commercial Storage Units & Construction
Ricky Borowicz	1 FT	Concrete Pumping
Circle H Plant Ranch	3 FT, 2 PT +	Seasonal Greenhouse & Related Products
Emerald Dairy	26 FT	Milk & Milk Products
Emerald Edge Holsteins, Dean Wink	3 FT, 2 PT	Dairy & Grain
Emerald Recycling Center	1 PT	Recycling Collection Services
Emerald Town	1 FT, 5 PT	Road Maintenance, Clerk, Treasurer & Supervisors
Emerald United Methodist Church	1 FT	Religious Services
Emerald Vineyard Estate	1 PT	Grape Production for Wine
Harley & Jude's Emerald Inn	2 FT	Alcohol & Food Sales & Service
Hurtgen Trucking	1 FT	Livestock Trucking Services
Hutchinson Trucking	1 FT, 1 PT	Trucking Services
Landscraft Seeds & Services	1 FT, 4 PT	Natural Resources Consultant/ Field Services
Milestone Materials - Mathy Construction	1 FT	Non-metallic Mining – Limestone Quarry
Smith Electric	1 FT	Electrical Services
Tovar Consulting	1 FT	Consulting Services
University of Minnesota Training Facility	1 FT	Wholesale Ag Products
Wink Dairy Farms, LLC	2 FT	Milk & Milk Products
Winkview Dairy	2 FT	Dairy & Grain
Total 19	49 FT, 16 PT	

Source: Emerald Plan Commission Members

- Employment in the Town of Emerald consists of four commercial businesses, three government facilities, six agricultural operations, three contractor-storage yards, two home occupations and one church.
- Most employment in Emerald centers around agricultural operations or services.

**Commuters from Village of Deer Park
By Place of Work – 2000**

PLACE OF WORK	WORKERS, 16 AND OVER	% OF TOTAL
C. Amery (Polk Co.)	38	25.0%
C. New Richmond	28	18.4%
V. Deer Park	15	9.9%
V. Somerset	9	5.9%
T. Somerset	8	5.3%
In County Other	5	3.3%
Out of County (MN)	35	23.0%
Out of County (WI)	14	9.2%
Total	152	100.0%

Source: Census 2000

**Commuters to Village of Deer Park
By Place of Residence -- 2000**

PLACE OF RESIDENCE	WORKERS, 16 AND OVER	% OF TOTAL
V. Deer Park	15	24.2%
T. Hudson	11	17.7%
T. Cylon	7	11.3%
In County Other	12	19.4%
Out of County (MN)	2	3.2%
Out of County (WI)	15	24.2%
Total	62	100.0%

Source: Census 2000

**Commuters from Town of Emerald
By Place of Work -- 2000**

PLACE OF WORK	WORKERS, 16 AND OVER	% OF TOTAL
T. Emerald	68	17.4%
C. New Richmond	58	14.8%
V. Baldwin	37	9.5%
V. Woodville	21	5.4%
C. Glenwood	20	5.1%
C. Hudson	15	3.8%
In County Other	63	16.1%
Out of County (MN)	76	19.4%
Out of County (WI)	33	8.4%
Total	391	100.0%

Source: Census 2000

**Commuters to Town of Emerald
By Place of Residence -- 2000**

PLACE OF RESIDENCE	WORKERS, 16 AND OVER	% OF TOTAL
T. Emerald	68	70.8%
T. Forest	5	5.2%
C. New Richmond	4	4.2%
In County Other	9	9.4%
Out of County (MN)	3	3.1%
Out of County (WI)	7	7.3%
Total	96	100.0%

Source: Census 2000

- The distance people are willing to commute seems to be very similar regardless of the political boundaries of their community.
- Economic opportunity in neighboring communities is important to provide employment opportunities for both Deer Park and Emerald residents.
- The City of New Richmond, Minnesota and the City of Amery in Polk County are the most popular employment destinations for Village of Deer Park residents.
- Commuters to the village were mostly from outside St. Croix County, the Town of Hudson or other locations around the County.
- Approximately one-fourth of the village’s jobs were filled by residents who lived in the village in 2000.
- Minnesota, New Richmond and other locations in St. Croix County were the most popular employment destinations for Town of Emerald residents in 2000.
- A significant number of residents from Emerald, over 17 percent, lived and worked within the town in 2000.
- Approximately 30 percent of the job opportunities in Emerald were filled by commuters traveling from other communities. Over 70 percent of Emerald’s employment was filled by residents who live and work in the town, a rate that is higher compared to most other communities in St. Croix County.
- Farm owners, operators and laborers generally make up a significant portion of the job opportunities in the Town of Emerald.

ECONOMIC BASE**Economics & Labor Impact of Agriculture – 1987 to 2007
St. Croix County**

ITEM	1987	1992	1997	2002	2007
Total Sales	\$87,214,000	\$91,849,00	\$89,852,000	\$97,863,000	\$142,521,000
Total Sales Average per Farm	\$85,840	\$105,816	\$119,009	\$52,502	\$78,828
Total Farm Production Expenses	\$69,510,00	\$78,990,000	\$74,569,000	\$85,449,000	\$125,694,000
Total Farm Production Expenses Average per Farm	\$44,105	\$56,786	\$49,059	\$45,695	\$69,521
Hired Farm Labor (farms)	NA	607	468	297	355
Hired Farm Labor (workers)	NA	1,817	1,591	1,210	1,310
Hired Farm Labor (wages)	NA	\$6,164,000	\$6,122,000	\$9,805,000	\$14,123,000
Total Government Payments	\$6,678,000	\$4,457,000	\$5,240,556	\$5,677,000	\$4,957,000
Government Payments Average per Farm	\$8,305	\$6,794	\$3,146	\$5,632	\$4,111

Source: US Census of Agriculture, Farms with sales Greater than \$10,000

**Top 100 Counties in Nation
St. Croix County**

YEAR	1997		2002		2007	
	VALUE/ NUMBER	NATIONAL RANK	VALUE/ NUMBER	NATIONAL RANK	VALUE/ NUMBER	NATIONAL RANK
Value of Dairy Products Sold	\$49,650,000	80	\$51,181,000	73	\$80,409,000	82
Inventory of Dairy Cows	22,372	80	23,800	NA	NA	NA
Corn for Silage	NA	NA	NA	NA	16,097(Ac)	64
Oats for Grain	NA	NA	NA	NA	4,369(Ac)	62

Source: US Census of Agriculture

**Economic Impacts of Farm Operations by Minor Civil Division -- 1990
Emerald & Neighboring Towns**

TOWN	1997 ESTIMATED NUMBER OF FARMS	PERCENTAGE OF TOTAL		
		EMPLOYED ADULTS WORKING ON FARMS	HOUSEHOLDS W/ ANY FARM INCOME	INCOME IN TOWNS FROM FARMING
Emerald	88	24.5%	28.3%	10.6%
Baldwin	117	14.9%	25.5%	10.1%
Cylon	58	21.1%	24.5%	10.7%
Erin Prairie	73	21.1%	23.0%	5.5%
Glenwood	82	28.9%	38.2%	16.7%
St. Croix County	1,630	18.2%	15.6% (All Towns)	4.0%

Source: Census of Agriculture 1997 and 1990 Census

- Agriculture has a significant economic impact in St. Croix County. Almost \$300 million from ag sales, expenses, labor and government payments flowed into the area economy in 2007.
- The dairy industry continues to be one of the main sources of farm income in the County.

- Agriculture is the primary economic base in the Town of Emerald.
- Agriculture is not a significant element for Deer Park's economy. There are only a couple of property owners with agricultural land and/or buildings in the village.

***Land & Improvement Equalized Valuations
Town of Emerald – 1994 to 2008***

REAL ESTATE CLASS	EQUALIZED VALUATION					
	1994	1997	2000	2003	2006	2008
Residential	\$4,177,900	\$8,348,300	\$14,804,500	\$25,904,400	\$35,849,700	\$39,725,000
Commercial	\$116,100	\$156,000	\$229,800	\$265,500	\$425,500	\$565,900
Manufacturing	\$0	\$0	\$150,000	\$150,000	\$168,200	\$168,200
Agricultural	\$11,627,500	\$7,459,000	\$6,256,200	\$2,175,200	\$2,385,500	\$2,649,500
Swamp/Waste	\$14,900	\$21,900	\$945,900	\$1,939,800	\$1,085,500	\$1,005,800
Ag. Forest	N/A	N/A	N/A	N/A	\$4,203,300	\$2,678,400
Forest	\$962,600	\$1,671,700	\$4,234,000	\$6,918,600	\$1,134,200	\$4,033,800
Ag Bldgs/Sites	N/A	\$5,455,800	\$7,828,200	\$10,019,600	\$10,926,100	\$11,399,300
Total	\$16,899,000	\$23,112,700	\$34,448,600	\$47,373,100	\$56,178,000	\$62,225,900

Source: St. Croix County Statistical Report of Property Values 1994, 1997, 2000, 2003 & 2008 Wisconsin Department of Revenue

***Land & Improvement Equalized Valuation Percent Change
Town of Emerald – 1994 to 2008***

REAL ESTATE CLASS	% CHANGE				
	94-97	97-00	00-03	03-06	06-08
Residential	99.8%	77.3%	75.0%	38.4%	10.8%
Commercial	34.4%	47.3%	15.5%	60.3%	33.0%
Manufacturing	0.0%	0.0%	0.0%	12.1%	0.0%
Agricultural	-35.9%	-16.1%	-65.2%	9.7%	11.1%
Swamp/Waste	47.0%	4219.2%	105.1%	-44.0%	-7.3%
Ag. Forest	N/A	N/A	N/A	N/A	-36.3%
Forest	73.7%	153.3%	63.4%	-83.6%	255.7%
Ag Bldgs/Sites	N/A	43.5%	28.0%	9.0%	4.3%
Total	36.8%	49.0%	37.5%	18.6%	10.8%

Source: St. Croix County Statistical Report of Property Values 1994, 1997, 2000, 2003, 2006, & 2008 Wisconsin Dept. of Revenue

**Land & Improvement Equalized Valuations
Village of Deer Park – 1994 to 2008**

REAL ESTATE CLASS	EQUALIZED VALUATION					
	1994	1997	2000	2003	2006	2008
Residential	\$3,044,400	\$4,572,500	\$7,270,100	\$9,942,200	\$10,176,200	\$10,958,200
Commercial	\$724,700	\$839,900	\$1,182,700	\$1,266,200	\$1,368,300	\$1,872,000
Manufacturing	\$45,900	\$53,500	\$55,700	\$61,900	\$62,500	\$62,500
Agricultural	\$232,800	\$120,000	\$78,400	\$26,700	\$30,800	\$34,100
Swamp/Waste	0	\$400	\$79,700	\$114,300	\$52,200	\$56,100
Forest	0	\$45,500	\$79,700	\$108,300	\$198,000	\$178,200
Ag Bldgs/Sites	N/A	\$37,000	\$36,000	\$40,900	\$43,900	\$61,300
Total	\$4,047,800	\$5,668,800	\$8,782,300	\$11,560,500	\$11,931,900	\$13,222,400

Source: St. Croix County Statistical Report of Property Values 1994, 1997, 2000, 2003, 2006, & 2008 Wisconsin Dept. of Revenue

**Land & Improvement Equalized Valuation Percent Change
Village of Deer Park – 1994 to 2008**

REAL ESTATE CLASS	% CHANGE				
	94-97	97-00	00-03	03-06	06-08
Residential	50.2%	59.0%	36.8%	2.4%	7.7%
Commercial	15.9%	40.8%	7.1%	8.1%	36.8%
Manufacturing	16.6%	4.1%	9.5%	2.5%	0.0%
Agricultural	-48.5%	-34.7%	-65.9%	15.4%	10.7%
Swamp/Waste	N/A	19825.0%	43.4%	-54.3%	7.5%
Forest	N/A	75.2%	35.9%	82.8%	-10.0%
Ag Bldgs/Sites	N/A	-2.7%	13.6%	7.3%	39.6%
Total	40.0%	54.9%	31.6%	3.2%	10.8%

Source: St. Croix County Statistical Report of Property Values 1994, 1997, 2000, 2003, 2006, & 2008 Wisconsin Dept. of Revenue

- One way to evaluate the economic base in the Town of Emerald and Village of Deer Park is to look at property taxation and the distribution of land and improvements in the economic categories of agriculture, commercial and manufacturing.
- Beginning in 2000, the swamp and waste category included road right-of-ways.
- The effect of use-value assessment can be seen beginning in 1997 when agricultural land value went down and the agricultural buildings and sites category was added.
- Use-value was to be implemented at 10 percent per year for 10 years. However, in 2002 use-value was accelerated to full implementation.
- Use-value assessment separates the value of agricultural land from residential, commercial and manufacturing.
- Agricultural land values are based on a formula that includes the price of corn.
- In 2003, the use-value formula, which is tied to the price of corn, accelerated a dramatic drop in agricultural land values due to decreased corn prices.
- Use-value has shifted the tax burden from agricultural land to the other assessment categories.

BROWNFIELDS IN DEER PARK & EMERALD

Brownfields are abandoned, idle or underused commercial or industrial properties, where the expansion or redevelopment is hindered by real or perceived contamination. Brownfields vary in size, location, age, and past use -- they can be anything from a five-hundred acre automobile assembly plant to a small, abandoned corner gas station.

At the national, state and local levels, the interest in cleaning up and returning brownfields to productive use has transformed this environmental issue into a major public policy initiative. In Wisconsin, there are an estimated 10,000 brownfields, of which 1,500 are believed to be tax delinquent.

These properties present public health, economic, environmental and social challenges to the rural and urban communities in which they are located. In the Village of Deer Park and Town of Emerald brownfields generally include former town dumps, abandoned gas stations and abandoned service stations or similar type uses. The list below identifies the potential brownfields in the Village of Deer Park and near the Town of Emerald.

Village of Deer Park:

- Cellotti Property, Intersection of Park St. and Hwy 46 Leaking Underground Storage Tank (LUST) site. (Closed site, cleanup completed)
- St. Croix County Highway Shop, W. South St Leaking Underground Storage Tank (LUST) site. (Closed site, cleanup completed)
- Shepherd's Crossing, Intersection of South St. W. and Hwy 46 Leaking Underground Storage Tank (LUST) site. (Former gas station. Open site, ongoing cleanup)

Town of Emerald:

- D & H Investments, 1660 STH 63, Leaking Underground Storage Tank (LUST) site. Located in Erin Prairie but area identified included Town of Emerald in site identification. (Closed site, cleanup completed)
- Former Emerald Service Station, CTH D & 160th Ave., Leaking Underground Storage Tank (LUST) site. Located in unincorporated community of Emerald, Town of Glenwood, area identified included Town of Emerald in site identification. (Open site, ongoing cleanup)

The Wisconsin Brownfields Redevelopment And Reuse Initiative

There have been two major legislative initiatives in Wisconsin to deal with brownfields properties. The first set of brownfields initiatives were contained in the 1994 Land Recycling Law. This law took the initial steps to clarify the liability of lenders, municipalities and purchasers of property, so long as they meet certain statutory requirements for investigation and cleanup of contaminated properties.

The next set of brownfields initiatives were passed as part of the state's 1997-99 biennial budget. These incentives greatly expanded the brownfields initiatives in the Land Recycling Law, including the creation of the Wisconsin Brownfields Grant Program that is administered by the Department of Commerce.

As part of the 1997-99 budget, the Legislature created the Brownfields Study Group to help provide direction for the future of brownfields cleanup and redevelopment in Wisconsin. The Study Group, which has been meeting since 1998, consists of state and local officials, private parties, consultants, environmental attorneys and academicians.

In the past five years, Study Group members have made more than 150 recommendations to the Legislature -- including the Brownfields Site Assessment Grant Program -- to enhance and expand

the state's financial and liability initiatives for brownfields. Based on these recommendations, the Wisconsin Brownfields Initiative was expanded further in the 1999-2001 budget and the 2001-2003 budget.

The DNR's Remediation and Redevelopment program has a wide range of financial and liability tools available to assist local governments, businesses, lenders, and others to clean up and redevelop brownfields in Wisconsin. Staff in the DNR's Madison office and regional offices around the state are available to meet with community leaders, bankers, developers and private individuals to discuss their brownfield projects.

The links above provide information on each of these tools, in addition to links to other state agencies and federal brownfields funding and programs.

COUNTY, REGIONAL, STATE/FEDERAL ECONOMIC DEVELOPMENT

Several county, regional and state/federal agencies and organizations provide assistance with development, training, funding and other elements of economic development to cities, villages, towns and residents. The following list provides a brief description of the resources that are available:

COUNTY RESOURCE ASSESSMENT

St. Croix Economic Development Corporation (SCEDC)

website: www.stcroixedc.com/index.htm

SCEDC encourages and assists economic development and capital investment, to enhance tax base, to create jobs, and to assist businesses in expansion, retention and/or location within the economic development area. The SCEDC manages the following programs:

- **I-94 Corridor Technology Zone (SCEDC), St. Croix County**
High Technology Businesses in the I-94 Corridor Technology Zone (Chippewa, Dunn, Eau Claire, Pierce, Polk and St. Croix Counties) may be eligible for state tax credits, through the Department of Commerce and the Department of Revenue, based on their ability to create jobs and investments that support the development of high-tech industries in the region.
- **St. Croix County Revolving Loan Fund (SCEDC), St. Croix County**
The St. Croix County Business Loan Fund is a flexible source of supplemental financing for businesses expanding or locating in St. Croix County. The purpose is to encourage the creation of quality jobs and to increase the tax base.

St. Croix County UW-Extension Office, Baldwin

website: www.uwex.edu/ces/cty/stcroix

County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living and youth development. Extension specialists work on UW System campuses where they access current research and knowledge. Cooperative Extension partners with local, county, state and federal government to address public issues. Faculty and staff plan and carry out programs with a wide array of community partners -- volunteers, business and educational groups and advisors.

St Croix Valley Employers Association (SCVEA), New Richmond

website: www.scvea.com

SCVEA is a voluntary not-for-profit corporation providing services, salary survey data, information, and networking opportunities to its member employers. It is the vision of the St. Croix Valley Employers Association to be a progressive regional organization that assists its member employers in being successful with their individual missions. SCVEA does this by providing low cost - high quality training and services in practices and trends in technology, management and emerging workforce needs.

Wisconsin Indianhead Technical College Employment Services (WITC), New Richmond

website: www.witc.edu/jobs/index.htm

Services offered: post job vacancies to entire WITC system; on-campus interviews, annual job fair; placement statistics; resume referral system; internships/co-op education; and customized or on site training.

REGIONAL RESOURCE ASSESSMENT

Chippewa Valley Technical College Employment Services, River Falls

website: www.chippewa.tec.wi.us/business/employer/index.htm

Services offered: post job vacancies to entire CVTC system; on-campus interviews, annual job fair; placement statistics; resume referral system; internships/co-op education; and customized or on site training.

St. Croix Valley Angel Network, River Falls

The St. Croix Valley Angel Network, Inc. operates as an IRS not-for-profit organization with a volunteer board of directors. The network links early stage companies with high net worth individuals ("Accredited Investors") who secure equity positions in the companies. Many of these companies have exhausted their owner's personal resources and need additional funding to grow the business. Most companies have the potential for rapid growth and new job creation. Equity investments are done on a case-by-case basis. The investment information on candidate companies is only distributed to the network's sponsors - the angels and/or corporate supporters. The St. Croix Valley Angel Network provides a limited screening service so that prospective investors can avoid the need to preview a large number of requests. Strictest confidence is observed on all matters involving the network and its angels. Contact: Steven DeWald email: steven.e.dewald@uwrf.edu.

St. Croix Valley Job Center, River Falls

website: www.wisconsinjobcenter.org

Wisconsin Job Centers provide a 'one-stop' service for employers to meet their workforce needs and job seekers to get the career planning, job placement and training services they need.

University of Wisconsin River Falls Career Services, River Falls

website: www.uwrf.edu/ccs

Career Services provides comprehensive planning and job search assistance to UWRF students at all levels of study. Employers who are seeking qualified candidates for permanent positions can:

- Arrange an on campus interview;
- Request an information table in the Student Center;
- Attend the annual Career Fair (held every October);
- Submit job openings to an on-line vacancy listing, updated weekly (www.uwrf.edu/ccs under "Employers");
- Request referrals from a database of student resumes; and/or
- View placement statistics for recent graduates.

Small Business Development Center (SBDC), River Falls

website: www.uwrf.edu/sbdc

The SBDC is a statewide network providing business education services throughout Wisconsin. SBDC professionals analyze the needs of each client and provide a link the knowledge, tools and resources essential for business success. The SBDC consists of the Lead Center or State Office, which is administered by the unit of Business and Manufacturing Extension at UW-Extension, and a network of service centers located at 12 of the four-year UW institutions.

University of Wisconsin-Extension, Eau Claire and River Falls

website: www.uwex.edu

UW-Extension is the "Wisconsin Idea" -- the people's University connection. Through its programming divisions of Cooperative Extension, Broadcasting and Media Innovations, Continuing Education, and its collaborative relationships with the 26 UW universities and colleges, the 72 Wisconsin counties, and countless local, state, and federal agencies and groups,

Extension provides a spectrum of lifelong learning opportunities for Wisconsin citizens. Extension education extends the knowledge and resources of the University of Wisconsin to people by applying university research, knowledge and resources to the needs of Wisconsin people.

Forward Wisconsin, Eau Claire

website: www.forwardwi.com

Forward Wisconsin is a unique public-private state marketing and business recruitment organization. Its job is marketing outside Wisconsin to attract new businesses, jobs and increased economic activity to the state. Forward Wisconsin provides business cost comparisons, building and site locations, financial information and a variety of other business consulting services to prospective expanding businesses. Forward Wisconsin services are provided on a confidential, no-cost basis.

Northwest Manufacturing Outreach Center (NWMOC), Eau Claire

website: <http://nwmoc.uwstout.edu>

NWMOC is a non-profit organization which is part of the national network of centers in the US Department of Commerce's Manufacturing Extension Partnership. It teams University of Wisconsin and Wisconsin Technical College System Institutions to assist small and medium size manufacturers to modernize and streamline their operations.

Science and Technology Accelerator Corporation (SciTAC)

SciTAC was formed in the spring of 2004 by a group of St. Croix Valley and River Falls business, government and higher education leaders. SciTAC was established for the purpose of attracting technology-based companies to the Corporation's accelerator facility in Whitetail Ridge Corporate Park in River Falls, Wisconsin.

SciTAC is a one-stop business resource that provides operating space, shared services, equipment, lab space and business assistance to technology companies that have advanced beyond the R&D and concept product stage. Development stage companies are invited to launch and introduce their products/services to the market place and to grow their companies in SciTAC's accelerator facility. SciTAC is committed to assist in the acceleration of tenant company growth plans. Contact: Jim Letourneau, Board President, email:

jimletourneau@foleyunited.com

Service Corps of Retired Executives (SCORE), Eau Claire and St. Paul

website: www.score-eauclaire.org and www.score-stpaul.org

The SCORE Association (Service Corps of Retired Executives) is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE is a resource partner with the Small Business Administration (SBA). Working and retired executives and business owners donate their time and expertise as volunteer business counselors and provide confidential counseling and mentoring free of charge.

West Central Wisconsin Rail Coalition (WCWRC)

The West Central Wisconsin Rail Coalition provides leadership and coordination to develop passenger rail service through West Central Wisconsin as part of a regional strategy to ensure a balanced transportation system for long-term sustainable economic growth.

Contact: Ray Willoughby, Co-Chair, email: erwilloughby@msm.com

West Central Wisconsin Regional Planning Commission (WCWRPC), Eau Claire

website: www.wcwrpc.org.

The West Central Wisconsin Regional Planning Commission is statutorily charged with the responsibility of planning for the physical, social, and economic development of the region. To

accomplish this mission, the Commission conducts area-wide planning and provides technical assistance to local governments.

West Central Wisconsin Workforce Resource (WCWWR), Menomonie

website: www.workforceresource.org

WCWWR provides resources for job seekers and employers and information on training and labor market statistics.

Wisconsin Business Development (WBD) Finance Corporation, Eau Claire

website: www.wbd.org

WBD is a business lender, and technical assistance firm specializing in economic development lending activities leading to the formation, retention and growth of successful businesses.

Wisconsin Department of Commerce, Eau Claire

website: www.commerce.state.wi.us

The Wisconsin Department of Commerce is the state's primary agency for the delivery of integrated services to businesses. Commerce's purpose is to:

- Foster the retention and creation of new jobs and investment opportunities in Wisconsin;
- Foster and promote economic business, export and community development; and
- Promote the public health, safety and welfare through effective and efficient regulations, education and enforcement.

Area Development Managers assist business expansions, promote business retention, and help local development organizations. Using their knowledge of federal, state and regional resources to provide a variety of information to expanding or relocating firms. They also mobilize resources to help struggling businesses. Local economic development practitioners can turn to area development managers for assistance with long-term marketing and planning strategies.

Wisconsin Entrepreneurs' Network (WEN), Eau Claire

website: www.wenportal.org

Wisconsin Entrepreneurs' Network (WEN) provides integrated statewide support to entrepreneurs in all industries and developmental stages. WEN assistance includes: starting a business; finance and accounting; marketing product development; business plans; intellectual property; and competitive research.

STATE/FEDERAL RESOURCE ASSESSMENT**Wisconsin Dept of Commerce Small Business Ombudsman**

website: www.commerce.state.wi.us:80/BD/BD-SBO-index

Wisconsin Dept of Commerce Small Business Ombudsman assist small businesses with state regulations. Visit their website for more information on the monthly Wisconsin Regulatory Alert, the Small Business Regulatory Review Board and information on the type of assistance provided by the Small Business Ombudsman.

Wisconsin Department of Workforce Development, Madison

website: www.dwd.state.wi.us

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce. The Department's primary responsibilities include providing job services, training and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill job openings.

WBA TEAM Network, Madison

website: <http://wisbank.supranet.net/products/tnbusinesses.php>

The WBA TEAM Network is a low cost program designed to assist commercial loan applicants. The TEAM staff works with you in the early stages of the creation or expansion of your business. The Wisconsin Bankers Association developed the WBA TEAM Network to help financial institutions across the state to respond effectively to business applicants.

Wisconsin Bankers Association (WBA), Madison

website: www.wisbank.com

The Wisconsin Bankers Association (WBA) represents 350 financial institutions of all sizes in Wisconsin. The WBA is the states largest financial institution trade association.

Wisconsin Housing Economic Development Authority (WHEDA), Madison

Website: www.wheda.com

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness.

Wisconsin SBA Office, Madison and Milwaukee

website: <http://www.sba.gov/wi/>

The Wisconsin SBA office is responsible for the delivery of SBA's many programs and services to the 72 counties of Wisconsin. SBA Wisconsin assists several hundred businesses each year by providing financial assistance through the 7(a) and 504 loan programs.

US Small Business Administration (SBA)

website: www.sba.gov

The SBA provides financial, technical and management assistance to help Americans start, run, and grow their businesses. SBA is the nation's largest single financial backer of small businesses. The SBA also plays a major role in the government's disaster relief efforts by making low-interest recovery loans to both homeowners and businesses.

DEER PARK ECONOMIC DEVELOPMENT GOALS, OBJECTIVES & POLICIES

Goal: Support economic development activities that grow, attract, and retain business in the village in order to foster a stable, vibrant and diversified economy while maintaining commitment to the environmental needs of the community.

Objectives:

1. Plan for an adequate supply of developable land for commercial uses in logical areas consistent with this plan.
2. Grow the village's economy through new development while promoting suitable redevelopment and reuse within the village's historic main street area in ways that capitalize on opportunities and strengths.
3. Protect economically productive areas and retain existing businesses.
4. Support home-based businesses where there will be no impact on surrounding properties.
5. Direct economic development to areas suited to business, such as locations near the major transportation corridor and places served by village services or easily served by village service extensions.
6. Utilize economic development strategies to support a range of businesses within the village.

Policies:

1. Promote economic development through marketing, infrastructure improvements and financial assistance to businesses locating and expanding in the village.
2. Focus downtown redevelopment efforts on beautification, residential redevelopment and businesses servicing residents.
3. Continue to support businesses already located within the village.
4. Utilize the Village of Deer Park's Zoning Ordinance to regulate the type, location and basic appearance of new businesses.
5. Encourage business signage, landscaping, and lighting that is compatible with the small village character of Deer Park.
6. The Village of Deer Park does not provide municipal water service but does have a small, lagoon sewage treatment system. Therefore, any new businesses need to be



Local businesses like this one in Deer Park provide jobs and keep the downtown attractive and inviting. Photo by Carolyn Mertz.

compatible with the community's private water service, environmental concerns, waste-water treatment limitations and small village character.

- 7. Strongly encourage infill; direct the location of new businesses to the existing commercially-zoned property on Main Street/STH 46.



Infill development in existing buildings is also important to maintaining Deer Park's commercial businesses. Photo by Carolyn Mertz.

- 8. Support and allow home-based businesses where there will be no impact on surrounding residential properties.
- 9. Promote economic development within the village through mutually beneficial partnerships.
- 10. Work with the Town of Cylon to site appropriate commercial businesses, which will benefit both the village and town.

- 11. Work with St. Croix Economic Development Corporation to assist in locating potential new businesses.

- 12. Require the disclosure of any soil or groundwater contamination on sites before approving development proposals and work together with private landowners and government agencies to clean up contaminated sites that threaten the public health, safety and welfare.



Deer Park hopes to attract more service businesses to the community. Photo by Carolyn Mertz.

EMERALD ECONOMIC DEVELOPMENT GOALS, OBJECTIVES & POLICIES

Goal: Emerald will encourage a variety of economic development opportunities appropriate to the resources and character of the town. Industrial and large-scale commercial development should be directed to St. Croix County's urban centers. Rural economic development should be focused on agricultural and forestry-based opportunities and commercial development with minimal infrastructure needs.

Objectives:

1. Direct high density development and other more intense land uses to locate where public utilities are available.
2. Focus economic development efforts on farming and farm-related businesses.
3. Consider the conservation of non-renewable resources and the rural character when evaluating a commercial development request.
4. Retain and help existing farms and businesses grow.
5. Encourage the redevelopment and reuse of the town's existing commercial sites.
6. Prevent unplanned, continuous strip commercial development along major roadways.
7. Support home-based businesses where there will be no impact on surrounding properties.

Policies:

1. Direct intensive, large-scale commercial and industrial land uses to locate in urban centers where municipal services are available.
2. Work with businesses and farm operators to maintain and protect the air quality, water quality and rural character of Emerald.
3. Support the continued operation and/or expansion of existing farms and businesses in Emerald.
4. Encourage some additional commercial expansion or new businesses in unincorporated Emerald when available sewer service is utilized.
5. Support the economic health of production agriculture in the town.
6. Work with St. Croix Economic Development Corporation to assist in locating potential new agriculture-related businesses.



Emerald Dairy, with 26 full-time employees, is the Town's largest employer.
Photo by Rene' Speer.

7. Support home-based businesses where there will be no impact on surrounding properties or farm operations.
8. Discourage “side of the road” development on State and County highways to prevent congestion and preserve rural character.
9. Encourage business signage, landscaping, and lighting that is compatible with the rural character of Emerald.
10. Support agriculture-compatible commercial uses such as rural storage operations in ag-type structures or to reuse existing ag buildings, direct-farm marketing, farmer’s market and greenhouses or nurseries.



Local businesses, such as the, Circle H Plant Ranch greenhouse and the vineyards on 250th Street, are compatible with the agricultural base and rural character of Emerald. Photos by Barbara Nelson.



11. Encourage alternative agriculture such as fruit and vegetable farms in the town, designed to supply food to farmers’ markets and grocery stores in the region’s urban areas.
12. Require the disclosure of any soil or groundwater contamination on sites before approving development proposals and work together with private landowners and government agencies to clean up contaminated sites that threaten the public health, safety and welfare.