



# Small Community Forums

## 2019 Summary Report

Prepared by: Carol Wetuski, Gail Sumi, Anne Katz, Errin Welty, Steve Peterson, Jessica Mancel, and William Ryan. Assistance by Tom Ryan.



United States  
Department of  
Agriculture



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*Note: An important component in each forum was the presentation of a local case in the host community. These case studies provided a story on an important community development issue. They provide a foundation for roundtable discussions that follow during the forum. Due to the variety of case study presentations, we were unable to adequately discuss these case studies in this summary report.*

*This Summary Report was produced by a planning group of community development specialists including:*

*Gail Sumi, 2019 group leader, League of Wisconsin Municipalities*

*Anne Katz, Arts Wisconsin*

*Jessica Mancel, United States Department of Agriculture*

*Steve Peterson, Wisconsin Rural Partners*

*William Ryan, University of Wisconsin – Madison, Division of Extension*

*Errin Welty, Wisconsin Economic Development Corporation*

*Carol Wetuski, United States Department of Agriculture*

*Tom Ryan - data tabulation volunteer*

# About the Forums

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More than half of Wisconsin's municipalities are communities of fewer than 2,500 residents. Despite their large number, these small communities represent a wide variety of geographic and economic areas within the state. Because of their small size, these communities have unique issues and needs that are often very different from those of larger communities. These annual forums are intended to bring together those serving and working in and with communities of populations less than 2,500 to address common issues, network, share best practices and identify strategies to address shared concerns through case studies and roundtable discussion groups. Everyone who cares about promoting, enhancing and preserving the future of small town Wisconsin were invited to attend these annual events. Communities are encouraged to share their accomplishments, ask questions about successes and challenges in other communities learn about new opportunities, and explore great ideas.

## Who was Invited:

Community leaders, elected officials, volunteers, business leaders, educators, economic development professionals, planners and others interested in small community issues. A listing of participants at each of the four 2019 forums is presented in the exhibits of this report.

## Locations of 2019 Forums:

Four geographically diverse sites were chosen as locations for the 2019 forums. Local leaders hosted events and arranged for facilities and meeting support. The following map illustrates the selected locations:

- Thursday, August 8 – Crivitz | Crivitz Village Hall, 800 Henriette Avenue
- Wednesday, August 21- Independence | Independence Opera House, 23688 Adams Street
- Wednesday, August 28 – Pardeeville | Pardeeville Village Hall, 114 Lake Street
- Wednesday, September 11 – Nekoosa | Nekoosa Community Center, 416 Crestview Lane



The 2019 Small Community Forums are made possible through a coalition of statewide agencies and organizations involved in rural community development: Wisconsin Economic Development Corporation, Wisconsin Downtown Action Council, Wisconsin Rural Partners, UW-Extension Center for Community and Economic Development, League of Wisconsin Municipalities, and U.S. Department of Agriculture-Rural Development.

# Brochure and Agenda for Each Forum

Each of the forums followed a similar agenda as presented below. The events all began with local case studies that provided a story on an important community development issue. These case studies provided a foundation for the roundtable discussions that followed.

## Registration Info

Registration fee is \$20.00 per person.  
Coffee/rolls and lunch included in registration.

*Space is limited so register early!*

## Register Online

<https://www.wiruralpartners.org/community-forums>

Pay online or register online and bring a check to the forum made payable to: Wisconsin Rural Partners

## Questions?

Contact Anne Katz at  
[akatz@artswisconsin.org](mailto:akatz@artswisconsin.org)

## About the Small Community Forums

The Forums provide resources and a venue for you, your neighbors, colleagues, and friends to discuss the challenges & opportunities of economic growth, education for the 21st century, civic issues, and life in Wisconsin's small (and mighty) communities.

If you live in, work in, or help shape your small community and/or region, please attend this Forum. You'll connect, network, and talk with representatives from a variety of statewide resources and discuss with your regional neighborhood what your community needs and can do to grow and thrive into the future.

## Who should attend?

Everyone who cares about your community's future—residents, community leaders, elected officials and staff, volunteers, business leaders, educators, local and regional economic development staff, representatives of civic and planning organizations, and more.

## Find information on the sponsors at:

Arts Wisconsin  
[www.artswisconsin.org](http://www.artswisconsin.org)

League of Wisconsin Municipalities  
[www.lwm-info.org](http://www.lwm-info.org)

United States Department of Agriculture  
[www.rd.usda.gov/wi](http://www.rd.usda.gov/wi)

University of Wisconsin—Extension  
<https://cced.ces.uwex.edu/>

Wisconsin Downtown Action Council  
[www.wisconsinindowntown.org](http://www.wisconsinindowntown.org)

Wisconsin Economic Development Corporation  
<https://inwisconsin.com>

Wisconsin Rural Partners  
[www.wiruralpartners.org](http://www.wiruralpartners.org)

## Small Community Forums



## Regional Workshops

*Helping Wisconsin's  
Small Cities, Villages,  
and Towns Thrive*

## Locations



### Crivitz

**Thursday, August 8, 2019**  
Crivitz Village Hall  
800 Henriette Avenue

### Independence

**Wednesday, August 21, 2019**  
Independence Opera House  
23688 Adams Street

### Pardeeville

**Wednesday, August 28, 2019**  
Pardeeville Village Hall  
114 Lake Street

### Nekoosa

**Wednesday, September 11, 2019**  
Nekoosa Community Center  
416 Crestview Lane

## Business Outlook

*Network, Learn and Exchange Ideas*

## Agenda:

**7:30-8:00**

**Registration, Coffee & Rolls**

**8:00-9:15**

**Speed Networking with Resources**

*Like speed dating but with representatives from state and federal resources. They'll bring information and business cards and you can bring your projects, questions and contact information. Resources will be listed at (<https://www.wiruralpartners.org/community-forums>).*

**9:15-10:00**

**Local Case Studies**

*Stories that provide examples of the good work going on in the community.*

**10:15-10:45**

**Wisconsin by the Numbers**

*Matt Kures or Tessa Conroy of the Community Economic Development Program at the University of Wisconsin-Madison/Extension will talk through economic and demographic data analyzing the strengths and weaknesses of our communities. They will provide us with a better understanding of our rural communities.*

**10:45-12:00**

**Roundtable Discussions**

*The theme this year is "Business Outlook" but as always we will have the opportunity for broad-ranging discussion groups.*

**12:00-1:00**

**Lunch**

*Time to share a meal and network.*





# Sample Press Release

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FOR IMMEDIATE RELEASE

Contact: Anne Katz, Arts Wisconsin, [akatz@artswisconsin.org](mailto:akatz@artswisconsin.org)

Or \*\*\*\*\* Local Contact here\*\*\*

\*\*\*\*\*, 2019

## SMALL COMMUNITY FORUMS

COMING UP IN CRIVITZ, INDEPENDENCE, NEKOOSA, AND PARDEEVILLE

Sessions provide participants opportunity to network, share best practices and identify strategies for small community success.

Register at [www.wisconsinowntown.org/forums](http://www.wisconsinowntown.org/forums)

Over half of Wisconsin's cities and villages are communities of fewer than 2,500 residents. Despite their large number, these small communities represent a wide variety of geographic and economic areas within the state. Because of their small size, these municipalities have unique issues and needs that are often very different from those of larger communities.

Now in their ninth year, a series of Small Community Forums will be held in four locations in August and September, to allow residents in these communities to come together, address common issues, network, share best practices, and identify strategies to address shared concerns. Representatives from many state and regional resource partners will be on hand to connect with attendees and provide guidance on specific concerns introduced during the sessions.

These convenings are about sharing ideas, learning and networking concerning the health and future of rural Wisconsin. People interested in small town and rural Wisconsin are invited to attend, including those involved in quality of life issues, business, government, education, the nonprofit sector, civic and community development. Civic leaders, elected officials, volunteers, business leaders, educators, and local and regional economic development associations are encouraged to participate. Case study presentations and resource discussions will focus on infrastructure, partnership, innovation, inclusion in housing, creative economy, childcare, and workforce development, among other issues.

Forum dates and locations (subject to change)

- Thursday, August 8 – Crivitz | Crivitz Village Hall, 800 Henriette Avenue
- Wednesday, August 21- Independence | Independence Opera House, 23688 Adams Street
- Wednesday, August 28 – Pardeeville | Pardeeville Village Hall, 114 Lake Street
- Wednesday, September 11 – Nekoosa | Nekoosa Community Center, 416 Crestview Lane

Each Forum starts with coffee and rolls at 7:30 am, followed by the program from 8 am – 12 noon, and ending with lunch for all, 12 noon – 1 pm. Registration at each site opens at 7 am. The registration fee is \$20 and includes coffee, lunch and materials. Register at [www.wisconsinowntown.org/forums](http://www.wisconsinowntown.org/forums).

Matt Trotter, a past Forum participant and small business owner in Princeton, had this to say about the forums: "As a small business owner, finding ways to help our community thrive and grow is important from a personal and professional standpoint. Being able to network and gather creative ideas and best practices from others in similar situations is a really valuable experience. I came away from the forums refreshed and reenergized."

The 2019 Small Community Forums are made possible through a coalition of statewide agencies and organizations involved in rural community development: Arts Wisconsin, Wisconsin Economic Development Corporation, Wisconsin Downtown Action Council, Wisconsin Rural Partners, UW-Extension Center for Community and Economic Development, League of Wisconsin Municipalities, and U.S. Department of Agriculture-Rural Development. For more information, go to [www.wisconsinowntown.org/forums](http://www.wisconsinowntown.org/forums) or contact Anne Katz at [akatz@artswisconsin.org](mailto:akatz@artswisconsin.org)

# Resources Available to Small Communities

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This list includes links to the organizations involved in the forums as an additional resource for follow-up information for participants and their communities.

## Partner host organizations

- League of Wisconsin Municipalities [www.lwm-info.org](http://www.lwm-info.org)
- USDA Rural Development [www.rd.usda.gov/wi](http://www.rd.usda.gov/wi)
- UW Extension Center for Community & Economic Development [www.cced.ces.uwex.edu/downtown-revitalization/](http://www.cced.ces.uwex.edu/downtown-revitalization/)
- Wisconsin Downtown Action Council (WDAC) [www.wisconsinowntown.org](http://www.wisconsinowntown.org)
- Wisconsin Economic Development Corporation [www.wedc.org](http://www.wedc.org)
- Wisconsin Rural Partners [www.wirural.org](http://www.wirural.org)

## Resource organizations and opportunities

- Arts Wisconsin – advocacy, service and development for the arts, arts education, and creative economy [www.artswisconsin.org](http://www.artswisconsin.org)
- United States Small Business Administration (SBA) [www.sba.gov](http://www.sba.gov)
- Wisconsin Department of Administration <https://doa.wi.gov/Pages/home.aspx>
- Wisconsin Housing and Economic Development Authority [www.wheda.com](http://www.wheda.com)
- Wisconsin Department of Natural Resources [www.dnr.wi.gov](http://www.dnr.wi.gov)

## Resources, readings, and inspiration

- Small Business Survival [www.smallbizsurvival.com/](http://www.smallbizsurvival.com/)
- Housing Assistance Council [www.ruralhome.org](http://www.ruralhome.org)
- Art of the Rural [www.artoftherural.org](http://www.artoftherural.org)
- [How small towns and cities can use local assets to rebuild their economies](#), EPA, 2015
- [101 small ways you can improve your city](#), Curbed, 9/22/16
- State of Wisconsin Department of Workforce Development [www.dwd.wisconsin.gov](http://www.dwd.wisconsin.gov)
- Inspire Wisconsin [www.inspirewisconsin.org](http://www.inspirewisconsin.org)
- Wisconsin Early Childhood Association [www.wisconsinearlychildhood.org](http://www.wisconsinearlychildhood.org)

**AARP Livable Communities** supports the efforts of neighborhoods, towns, cities and rural areas to be great places for people of all ages. <https://www.aarp.org/livable-communities/>,  
Contact: Darrin Wasniewski, [dwasniewski@aarp.org](mailto:dwasniewski@aarp.org)

**Arts Wisconsin** is Wisconsin's community cultural development organization, the only independent statewide organization speaking up and working for the arts, arts education, creative economy, and creative placemaking in every corner of Wisconsin. [www.artswisconsin.org](http://www.artswisconsin.org),  
Contact: Anne Katz, [akatz@artswisconsin.org](mailto:akatz@artswisconsin.org)

**Congressman Mike Gallagher** Residents of the 8th Congressional District of Wisconsin can contact Congressman Gallagher's office for assistance in dealing with Federal agencies. If an individual cannot get an answer from a federal agency in a timely fashion, Congressman Gallagher's office may be able to help resolve a problem or get an individual the information he/she needs. While Congressman Gallagher cannot guarantee a favorable outcome, his office will do its best to help constituents receive a fair and timely response to the problem.  
[www.gallagher.house.gov](http://www.gallagher.house.gov)  
Contact: <https://gallagher.house.gov/services/help-with-a-federal-agency>

**Heart of Wisconsin Chamber of Commerce** At the Heart of Wisconsin Chamber of Commerce, WE MEAN BUSINESS. Our mission is to EMPOWER. NETWORK. PROMOTE the people, businesses, and resources in the community. Our vision is to provide exceptional value to all existing and new businesses with the goal of providing leadership and support to an engaged business community. <http://www.wisconsinrapidschamber.com/start-or-grow-a-biz>  
Contact: Angel Whitehead, President, [president@wisconsinrapidschamber.com](mailto:president@wisconsinrapidschamber.com)

**inVenture North** inVenture North serves as the central resource for economic and community development in the region including Marinette & Menominee Counties. We serve our region by fostering a vibrant community, supporting the economic, agricultural, commercial, industrial, tourism, technological and educational interests of the region.  
[www.inventurenorth.com](http://www.inventurenorth.com)  
Contact: Roberta Davis, Marketing & Community Development Director, [roberta.davis@inventurenorth.com](mailto:roberta.davis@inventurenorth.com)

**League of Wisconsin Municipalities** advocates on behalf of Wisconsin's cities and villages. We work with the governor and legislators to make sure municipalities have the tools needed to serve local citizens. The League also provides extensive legal information and training opportunities for both elected and appointed municipal officials.  
<http://www.lwm-info.org/>  
Contact: Gail Sumi, [gsumi@lwm-info.org](mailto:gsumi@lwm-info.org)

**North Central Wisconsin Regional Planning Commission** The NCWRPC provides assistance to communities related to economic development, mapping, transportation, and land use planning. The plans we help develop include comprehensive plans, outdoor recreation plans, economic development strategies, and road improvement plans. We also assist with various state and federal grant and loan programs. [www.ncwrpc.org](http://www.ncwrpc.org) Dennis Lawrence, Executive Director [dlawrence@ncwrpc.org](mailto:dlawrence@ncwrpc.org)

**Office of the Commissioner of Railroads** The Office of the Commissioner of Railroads is the state agency with primary responsibility for making determinations of the adequacy of warning devices at railroad crossings, along with other railroad and water carrier related regulations. Duties include:

- Installation of new highway/rail crossings
- Alteration of existing crossings

- Closing or consolidating existing crossings
- Repair of rough crossings
- Determining adequate railroad fences
- Exemptions from railroad track clearance laws
- Assist with rail safety initiatives and participate in community outreach

<http://ocr.wi.gov/>

Contact: Heather Graves, Public Policy Analyst, [heather.graves@wisconsin.gov](mailto:heather.graves@wisconsin.gov)

**U.S. Small Business Administration** provides small businesses with access to capital, entrepreneurial development, government contracting assistance and advocacy. [www.sba.gov](http://www.sba.gov),

Contact: Tammie Clendenning, [tammie.clendenning@sba.gov](mailto:tammie.clendenning@sba.gov)

**UW Green Bay Small Business Development Center** provides no cost business counseling services in the following 12 county region including Brown, Calumet, Door, Florence, Forest, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano and Sheboygan. SBDC supports entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. Consultants facilitate improvement and growth for small and emerging mid-size companies and help launch successful new enterprises.

<https://www.uwgb.edu/sbdc/>

Contact: [sbdc@uwgb.edu](mailto:sbdc@uwgb.edu) or 920-496-2117

**University of Wisconsin-Madison/Extension** The Extension Institute of Community Development provides educational programming to assist leaders, communities, and organizations realize their fullest potential. We work with communities to build the vitality that enhances their quality of life and enriches the lives of their residents. We educate in leadership development, organizational development, food systems, community economic development, local government education and much more. In short, the Community Development Institute plants and cultivates the seeds for thriving communities and organizations. <https://extension.wisc.edu/community-development/>

Contact: Will Andresen, Director. [wandresen@wisc.edu](mailto:wandresen@wisc.edu), (715) 561-2695

**USDA Rural Development** is committed to helping improve the economy and quality of life in rural America. Through our programs, we help rural Americans in many ways. We offer loans, grants and loan guarantees to help create jobs and support economic development and essential services such as housing, health care, first responder services and equipment and water, electric and communications infrastructure. We promote economic development by supporting loans to businesses through banks, credit unions and community-managed lending pools. We offer technical assistance and information to help agricultural producers and cooperatives get started and improve the effectiveness of their operations. We provide technical assistance to help communities undertake community empowerment programs. We help rural residents buy or rent safe, affordable housing and make health and safety repairs to their homes. [www.rd.usda.gov/wi](http://www.rd.usda.gov/wi)

Crivitz:

Brian Hudson, Area Director, 603B Lakeland Rd, Shawano WI 54166, 715-524-8522 x 4

USDA Rural Development, cont.

Independence: Kelley Oehler, Area Director, 390 Red Cedar St Ste G, Menomonie WI 54751, 715-232-2614 x 4

Pardeeville & Nekoosa: Sara Thieleke, Area Director, 5417 Clem's Way, Stevens Point WI 54482, 715-345-7601

**Veterans Business Outreach Center** focuses on helping veterans, active duty military, and military-connected family members start a business or grow a business if they already own a business.



<https://www.wwbic.com/veterans/>

Contact: Lisa Taylor, [lisa.taylor@wwbic.com](mailto:lisa.taylor@wwbic.com)

**Wisconsin Economic Development Corporation** The Wisconsin Economic Development Corporation (WEDC) is committed to creating and maintaining a business climate that allows you to maximize your potential. Working with more than 600 statewide partners, including regional economic development organizations, academic institutions and industry groups, we're providing funding and technical assistance to enhance our communities, support business development, advance industry innovation, tap global markets and develop a talented workforce to help Wisconsin realize its full economic potential. [www.wedc.org](http://www.wedc.org),

Contact: Errin Welty, [errin.welty@wedc.org](mailto:errin.welty@wedc.org)

Wisconsin Housing and Economic Development Authority WHEDA provides financing tools for affordable housing and small business development. This includes single family mortgages, down payment assistance, housing tax credits, multifamily loans, small business loan guarantees, agricultural loan guarantees, business participation lending, and other competition-based resources. [www.wheda.com](http://www.wheda.com)

Contact: Stuart Kuzik, Director Business and Community Engagement, [stuart.kuzik@wheda.com](mailto:stuart.kuzik@wheda.com)

**Wisconsin Rapids Area Convention & Visitors Bureau and Local on 1<sup>st</sup>** The Wisconsin Rapids Area CVB promotes Wisconsin Rapids and area communities as business and leisure destinations resulting in economic prosperity for all. We serve as a resource for area information and point of contact for convention and meeting planners, tour operators, sporting events and travelers. **Local on 1<sup>st</sup>** is a unique retail partnership downtown in the historic Hamm building along the river. The collection of items available for purchase is produced by local artists and entrepreneurs or branded for the area. In 2018 the store featured over 35 consignors and hundreds of local items that support small business. [www.VisitWisRapids.com](http://www.VisitWisRapids.com) Meredith Kleker, Executive Director [cvbstaff@VisitWisRapids.com](mailto:cvbstaff@VisitWisRapids.com)

**Wisconsin Small Business Development Center at UW-Madison** The WI Small Business Development Center at UW-Madison provides no cost consulting and training to start up entrepreneurs and existing businesses.

<https://sbdc.wisc.edu/>

Contact: (608) 263-2221 Email: [sbdc@bus.wisc.edu](mailto:sbdc@bus.wisc.edu)

**Wisconsin State Historic Preservation Office** The State Historical Society is the federally-designated State Historic Preservation Office (SHPO). The SHPO works to identify, interpret and preserve historic places for the benefit of present and future generations. Responsibilities include: Human Burials, Mounds and Cemeteries; the state's burial sites preservation program; National Register and State Register of Historic Places; administers the Wisconsin portion of the National Register of Historic Places in partnership with the National Park Service & manages the State Register of Historic Places; Preserve Your Homes and Properties; provides educational resources and assistance in historic preservation to property owners, local organizations and governments; State Archaeology and Maritime Preservation Program; maintains state records on archaeological sites, protects sites on public lands, administers property tax exemptions and provides access to research and public education about Wisconsin's archaeological resources; State Historic Preservation Officer Review; reviews federal, state and local projects for their effect on historic and archaeological properties; Tax Credits for Historic Building Rehabilitation; certifies historic building rehabilitation projects for state and federal income tax credits; Wisconsin Historic Preservation Database (WHPD) and maintains historic building, archaeological and burial site inventories.

[www.wisconsinhistory.org](http://www.wisconsinhistory.org)

Contact: Joe DeRose, Historian, [joe.deros@wisconsinhistory.org](mailto:joe.deros@wisconsinhistory.org)

**Wisconsin Department of Tourism** The Department of Tourism has grant opportunities for non-profit tourism agencies within the state. We also offer opportunities to promote tourism events and businesses.

*travelwisconsin.com or industry.travelwisconsin.com*

*Contact: 608-266-7621 [tourinfo@travelwisconsin.com](mailto:tourinfo@travelwisconsin.com)*

**WWBIC (Wisconsin Women's Business Initiative Corporation)** WWBIC is a statewide non-profit organization that provides resources to small business owners and entrepreneurs, specializing in small business loans, educational resources, and 1-on-1 consulting. Although WWBIC's resources are available to anyone who has the need, WWBIC has a specific focus in reaching individuals who face barriers in accessing these resources, such as women, people of color, low-wealth individuals, veterans, and rural populations. <https://www.wwbic.com/>

*Contact: [info@wwbic.com](mailto:info@wwbic.com) or 414-263-5450*

**Wood County Planning and Zoning Department** Coordinate and assist with land use planning, zoning and community development services for Wood County and municipalities within its jurisdiction. [www.co.wood.wi.us](http://www.co.wood.wi.us)

*Contact: Adam DeKleyn, County Planner, [adekleyn@co.wood.wi.us](mailto:adekleyn@co.wood.wi.us)*

# Wisconsin by the Numbers

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This year we added a new presentation to the Small Community Forums. At each of the forums, we included a regionally customized presentation by Matt Kures and Tessa Conroy. Both Matt and Tessa are affiliated with the Community Economic Development Program of the University of Wisconsin – Madison, Division of Extension. These presentations were very similar to each other, and analyzed long-term trends in demographics, labor force, housing, and various other topics. While the following presentation was developed for the Nekoosa Forum, the actual customized presentation for the other three sites is available through the two presenters. We are providing one of the presentations on the following pages because of its excellent quality and comprehensiveness.

## Wisconsin by the Numbers

Small Community Forum  
Nekoosa, WI

September 11, 2019

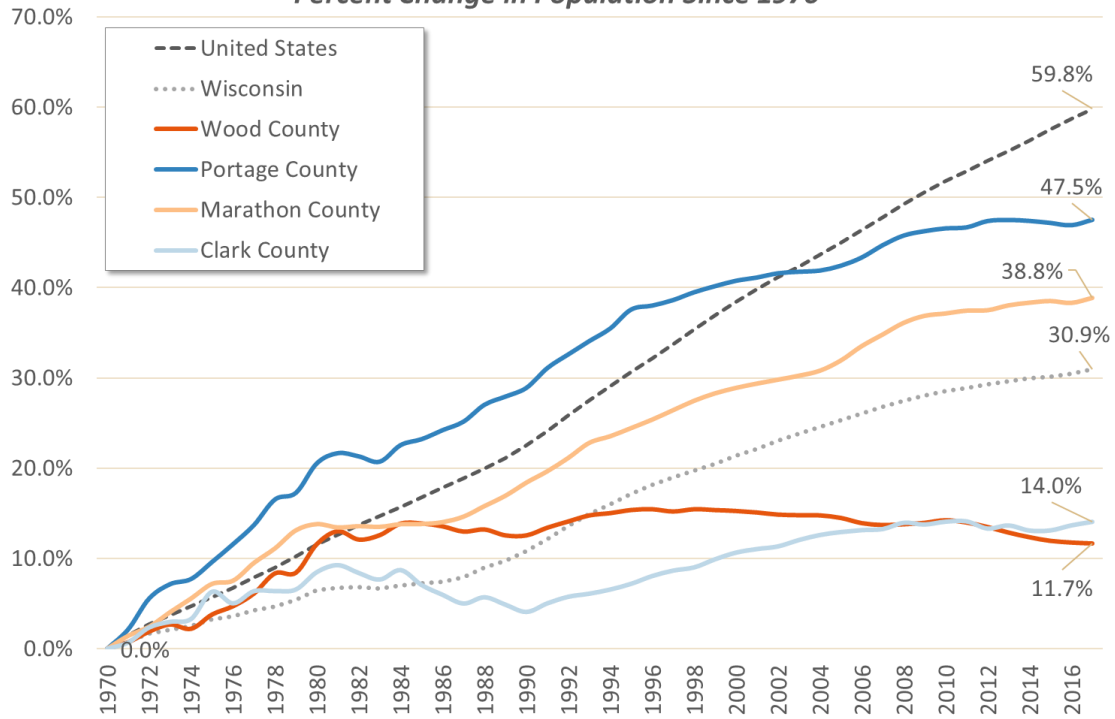
Matt Kures  
Community Development Specialist

Center for Community and Economic Development  
University of Wisconsin-Madison, Division of Extension

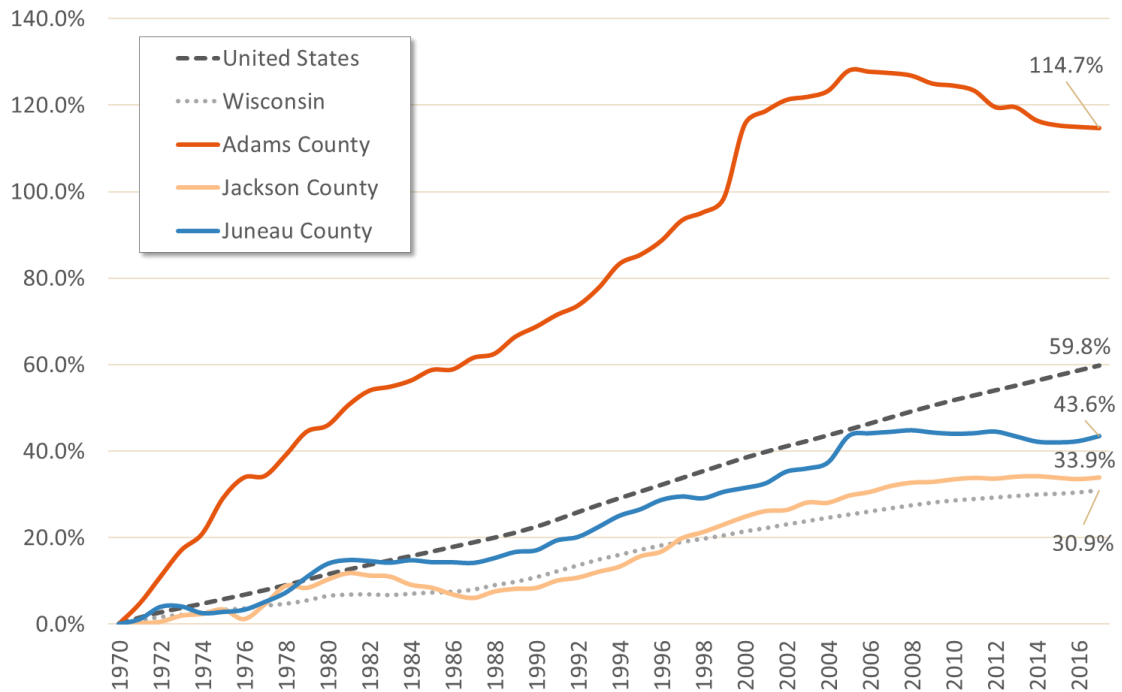


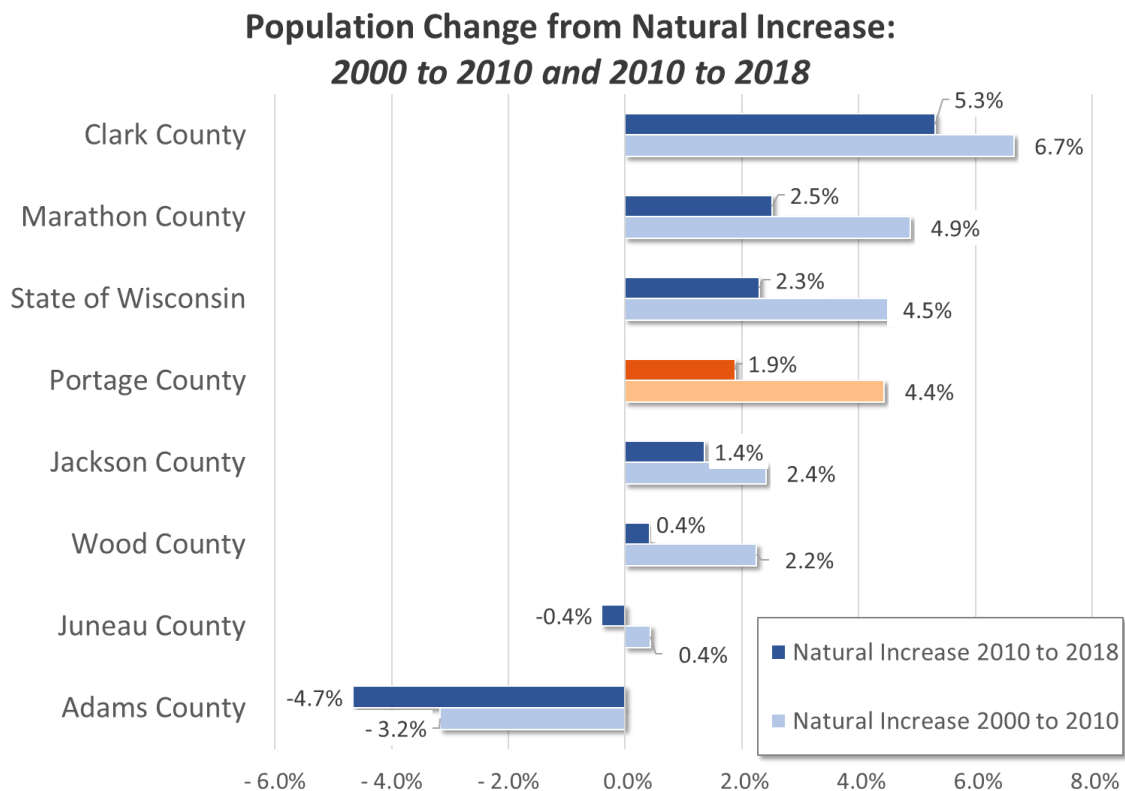
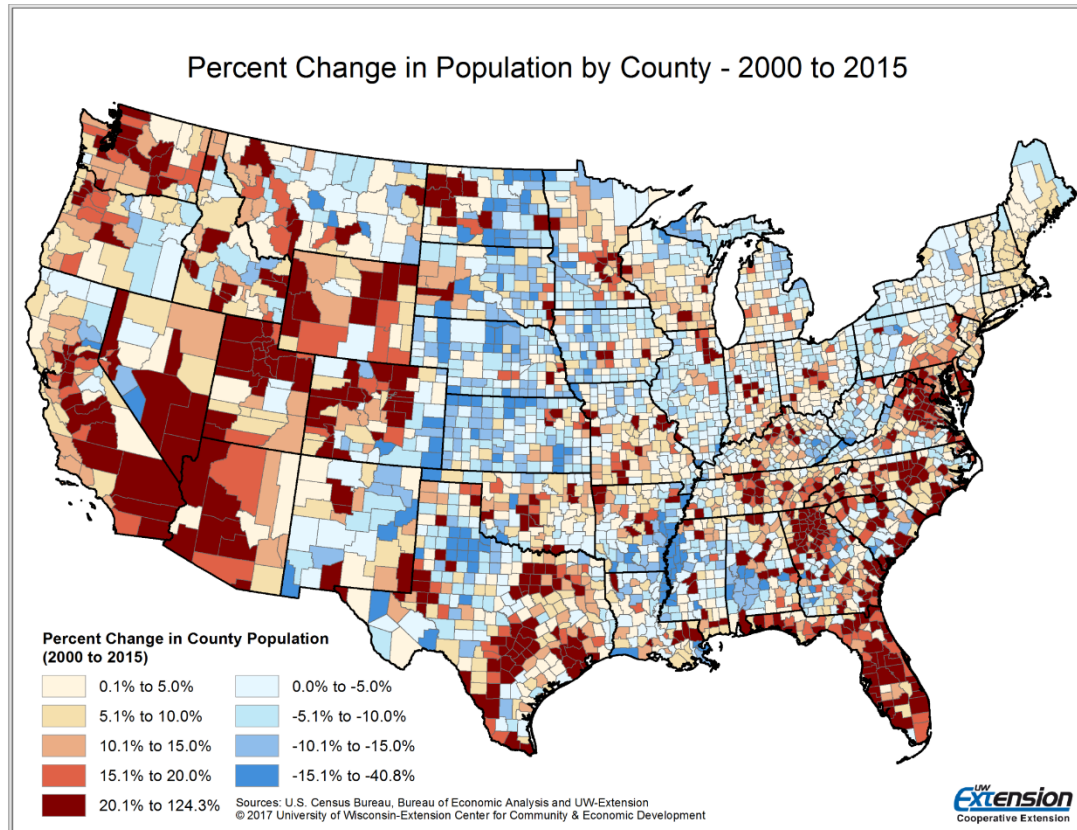
Extension  
UNIVERSITY OF WISCONSIN-MADISON

**Population Change 1970 to 2017**  
**Percent Change in Population Since 1970**



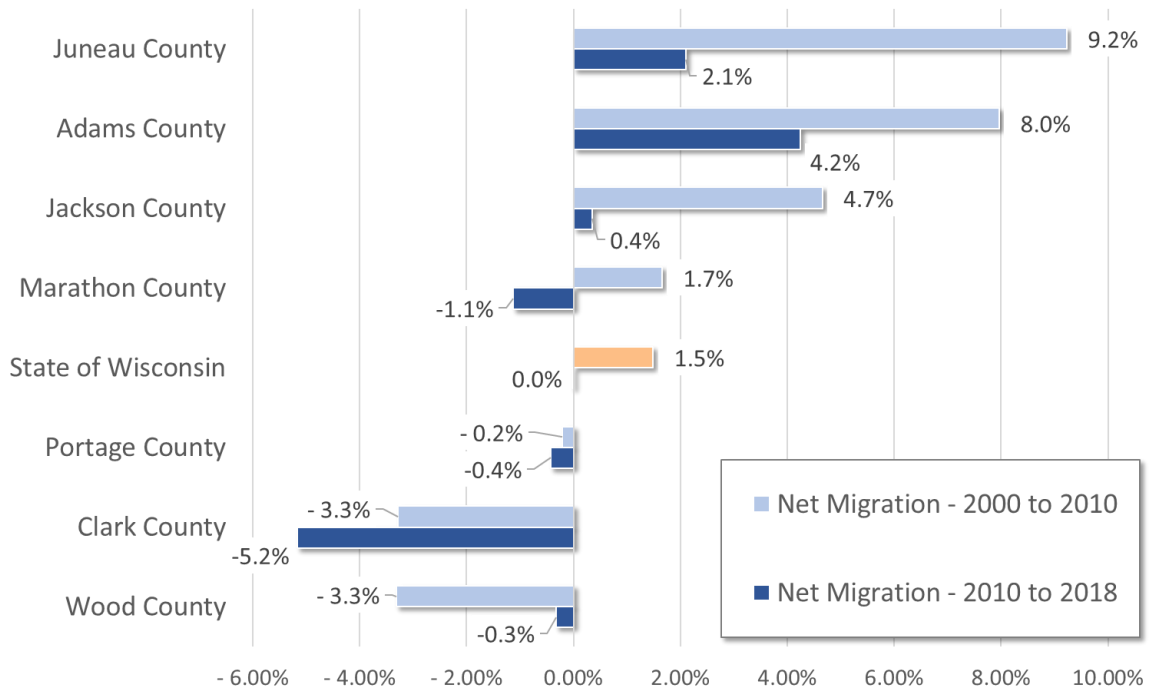
**Population Change 1970 to 2017**  
**Percent Change in Population Since 1970**



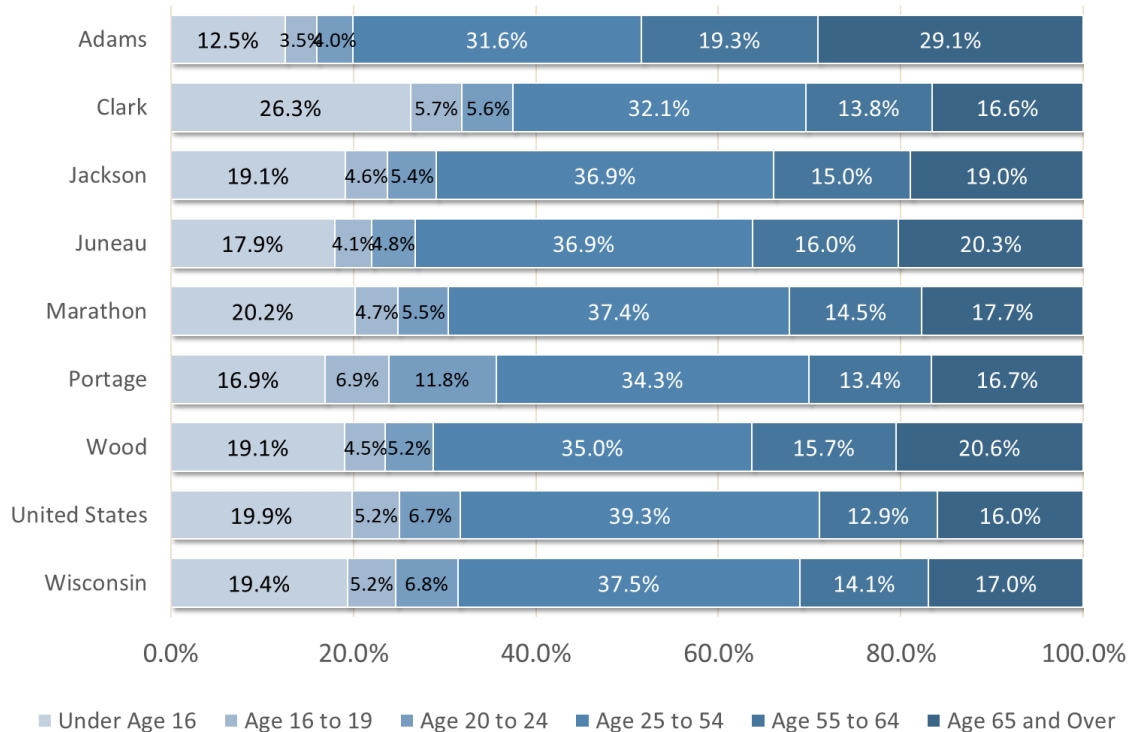




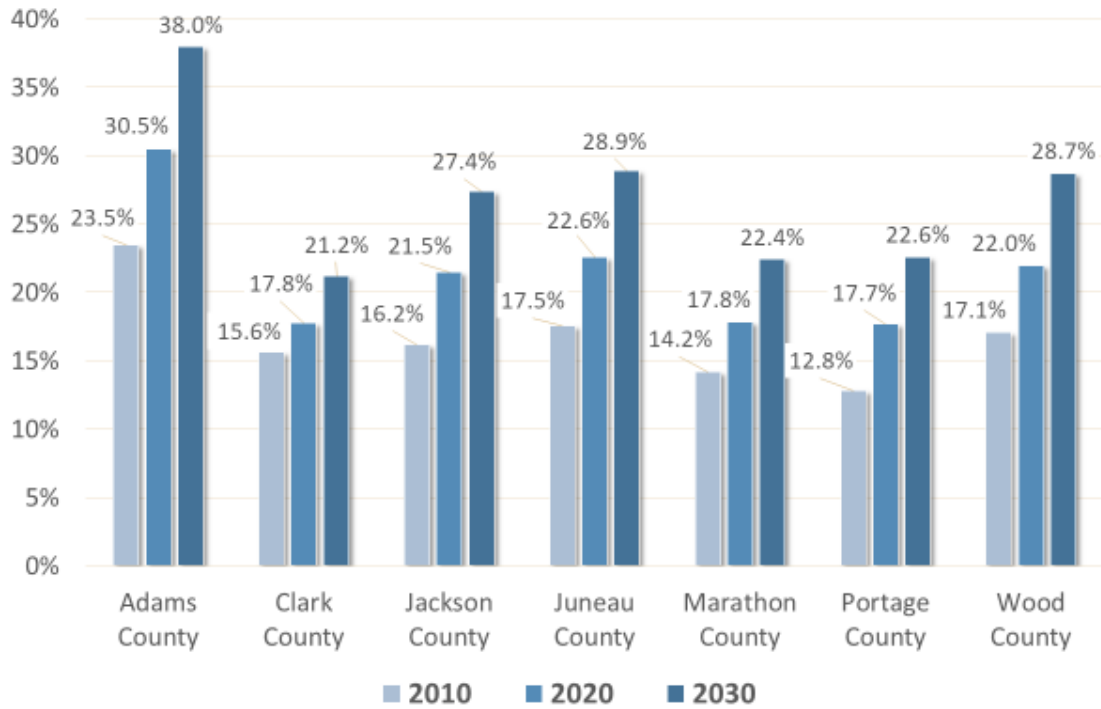
### Population Change from Net Migration: 2000 to 2010 and 2010 to 2018



### Age Distribution (2018 Estimates)



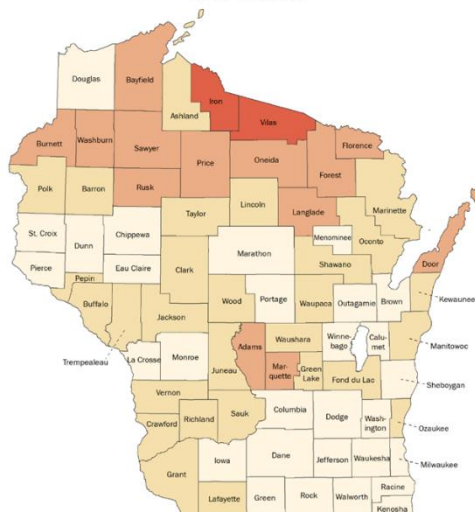
### Share of Population Age 65 and Over 2010 Census versus 2020 and 2030 Projections



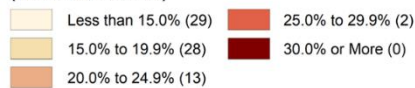
Data Source: Wisconsin Department of Administration and Author's Calculations

### Projected Change in Population Age 65 and Over - 2010 to 2040

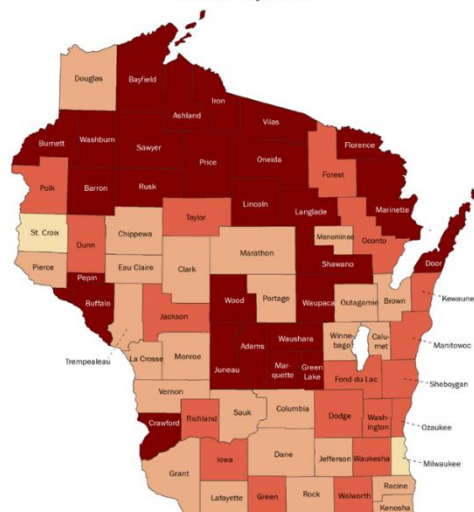
Share of County Population Age 65 or Older -  
2010 Census



Share of Population Age 65 and Over - 2010 Census  
(Number of Counties)



Share of County Population Age 65 and Over -  
2040 Projection



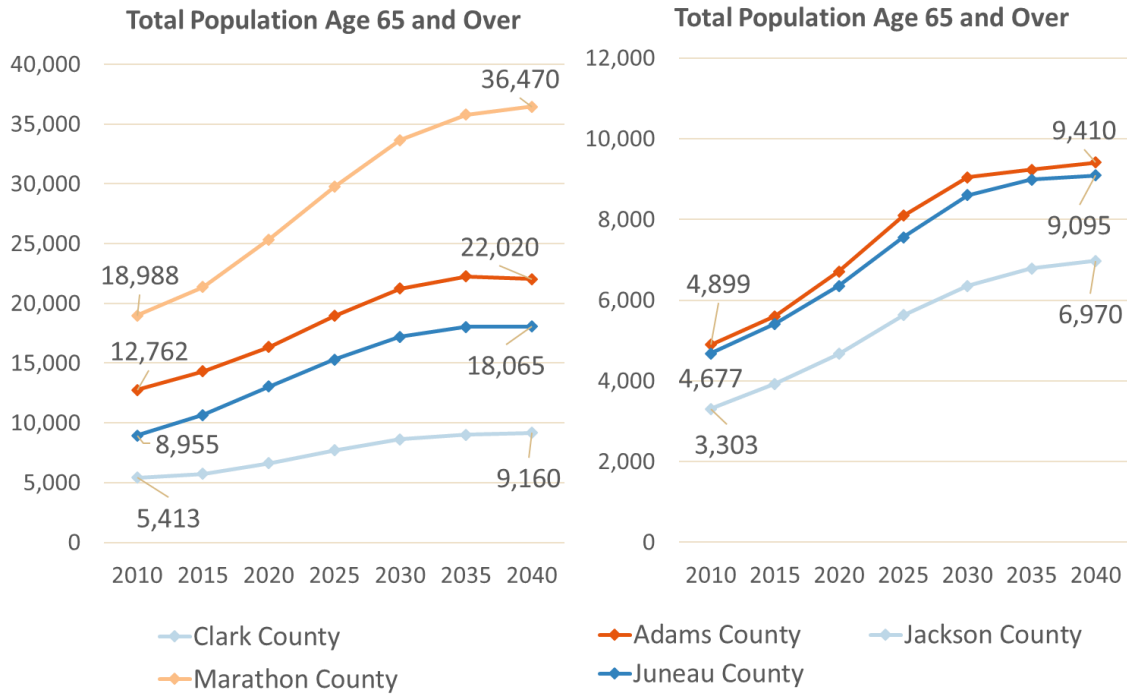
Share of Population Age 65 and Over - 2040 Projection  
(Number of Counties)



Data Source: Population Projections 2010 to 2040 - WI Department of Administration Demographic Services Center  
Map Production: Center for Community and Economic Development, UW-Madison Division of Extension



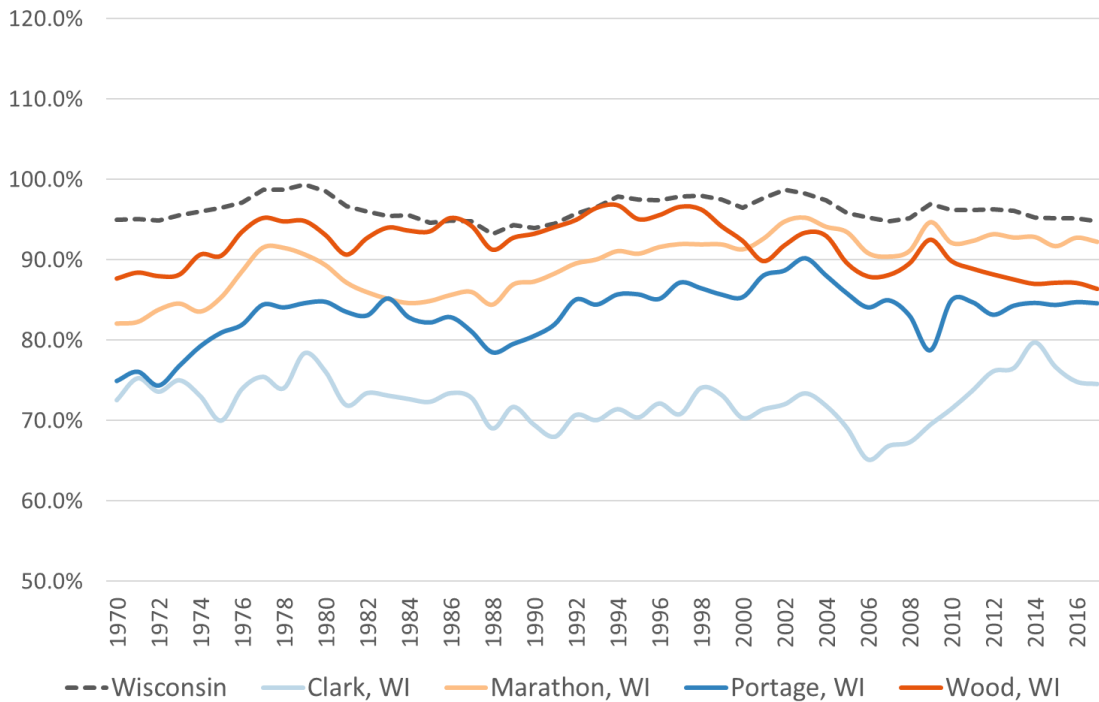
## Total Population Age 65 and Over 2010 to 2040



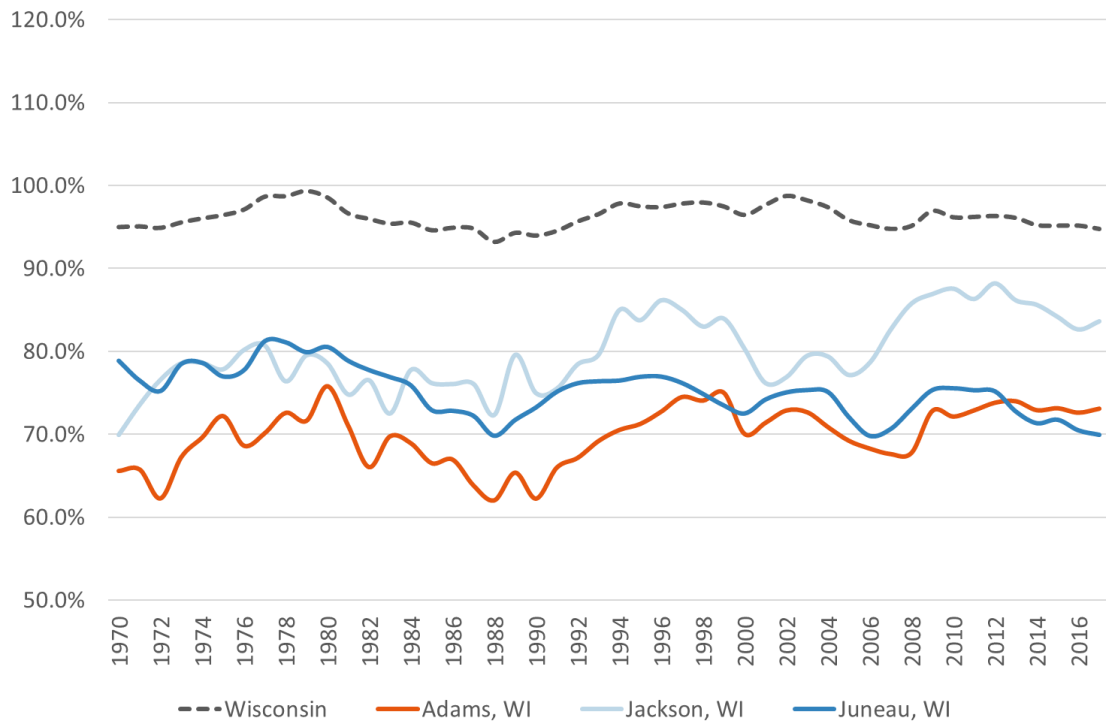
Data Source: Wisconsin Department of Administration and Author's Calculations

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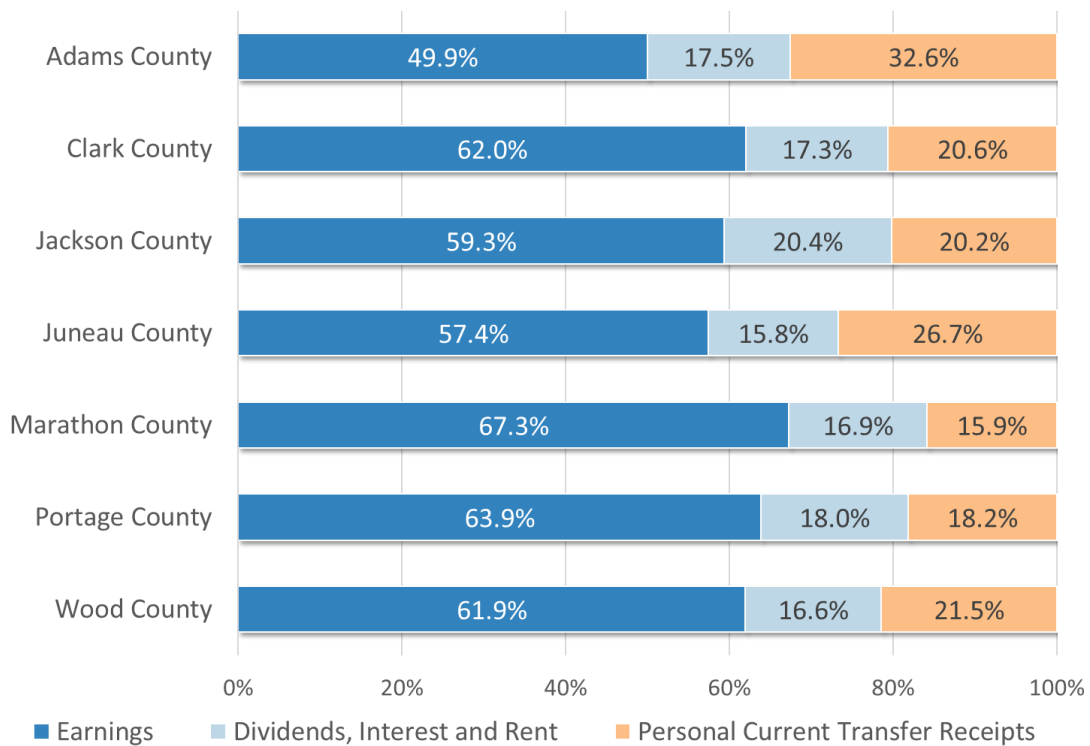
## Per Capita Personal Income (PCPI) 1970 to 2017 Local PCPI as a Percent of the National PCPI



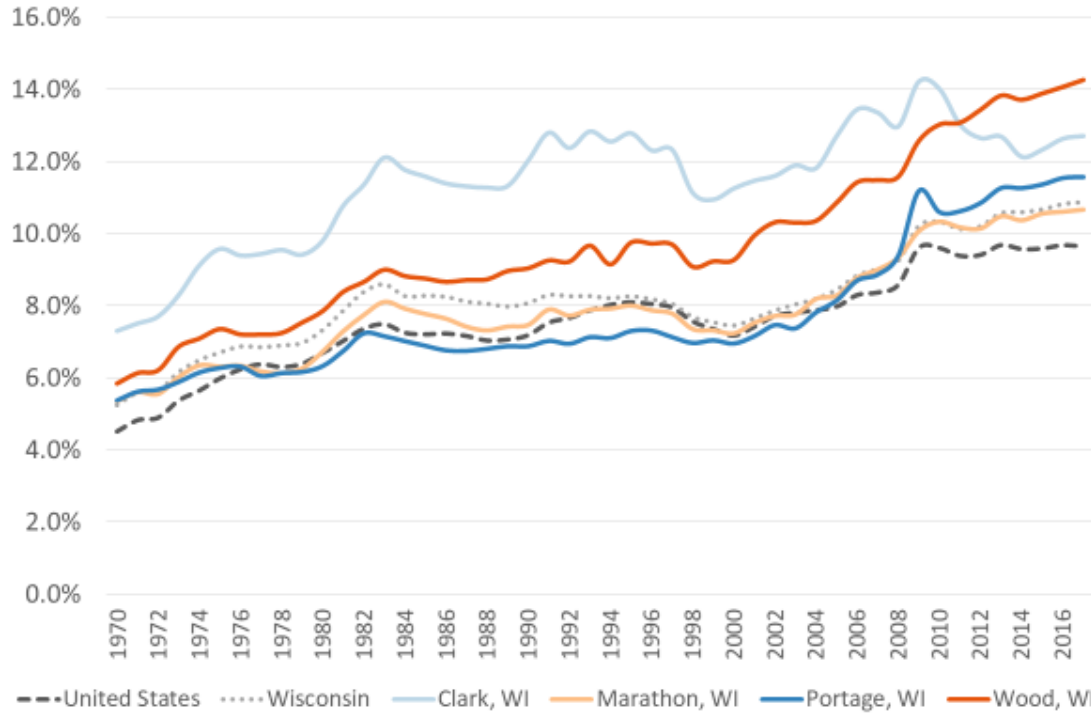
### Per Capita Personal Income (PCPI) 1970 to 2017 Local PCPI as a Percent of the National PCPI



### Sources of Personal Income - 2017

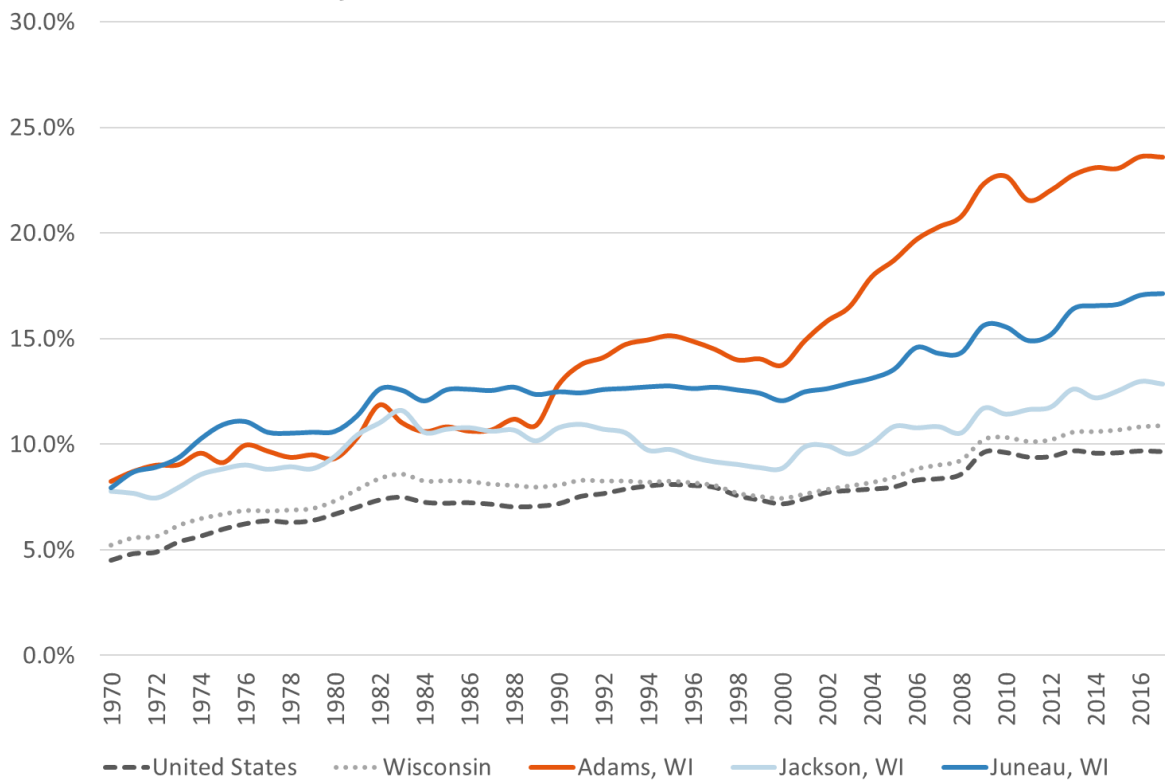


**Social Security and Medicare as a Share of Total Personal Income**



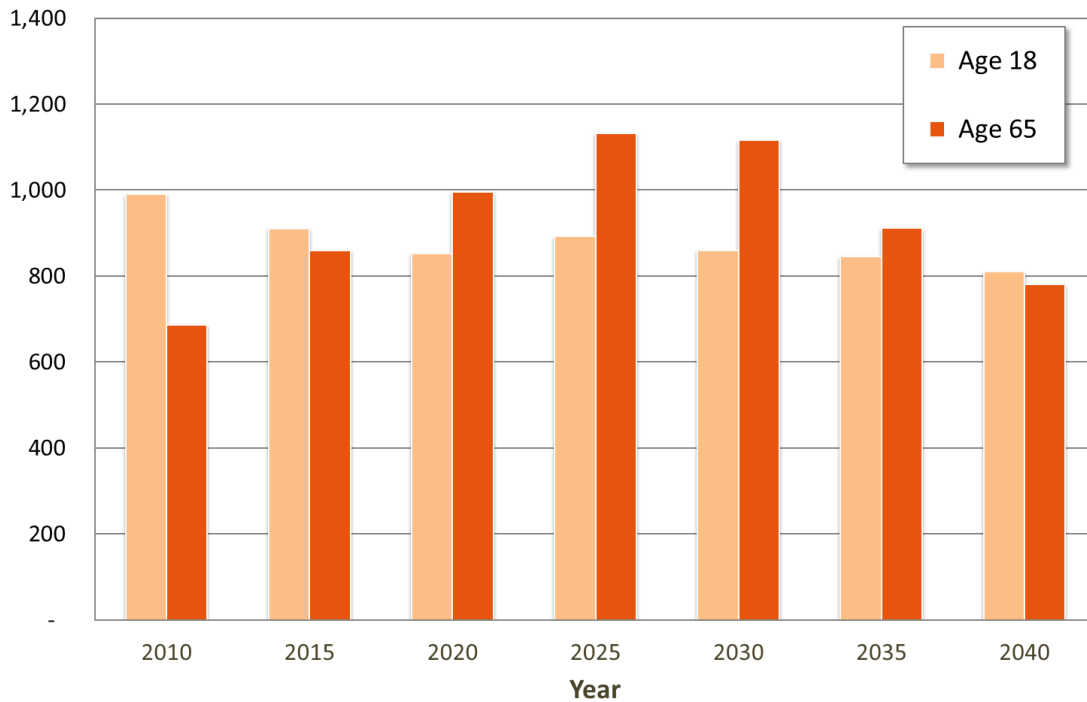
Data Source: Bureau of Economic Analysis

**Social Security and Medicare as a Share of Total Personal Income**

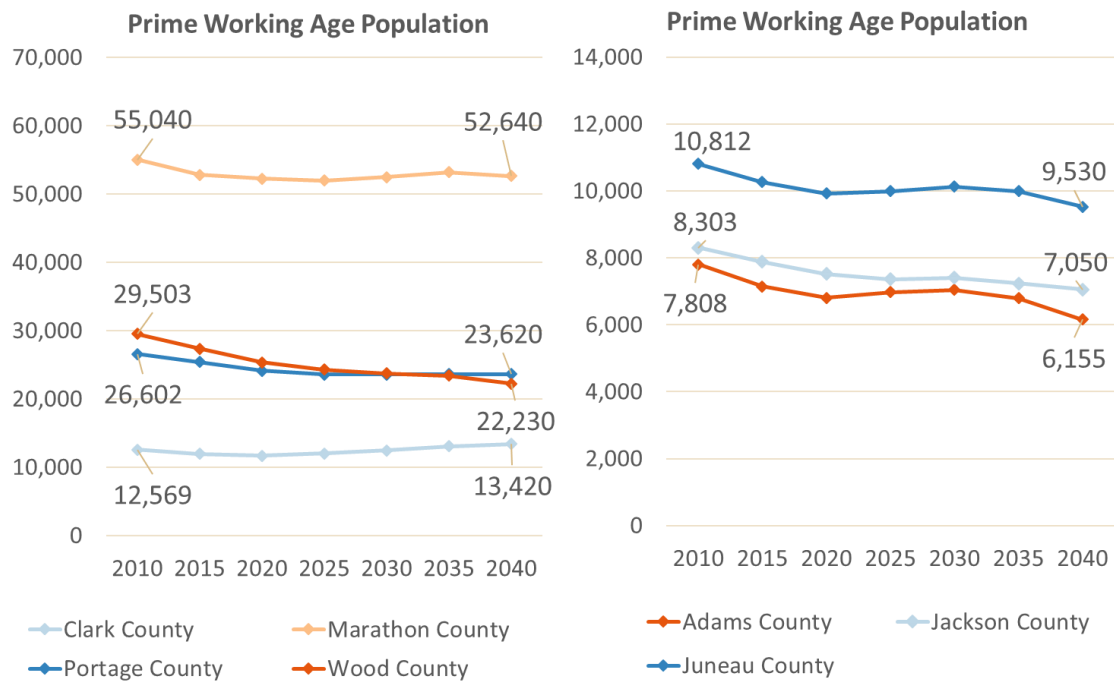




## Convergence of the Population Age 18 & Age 65 Wood County - 2010 to 2040

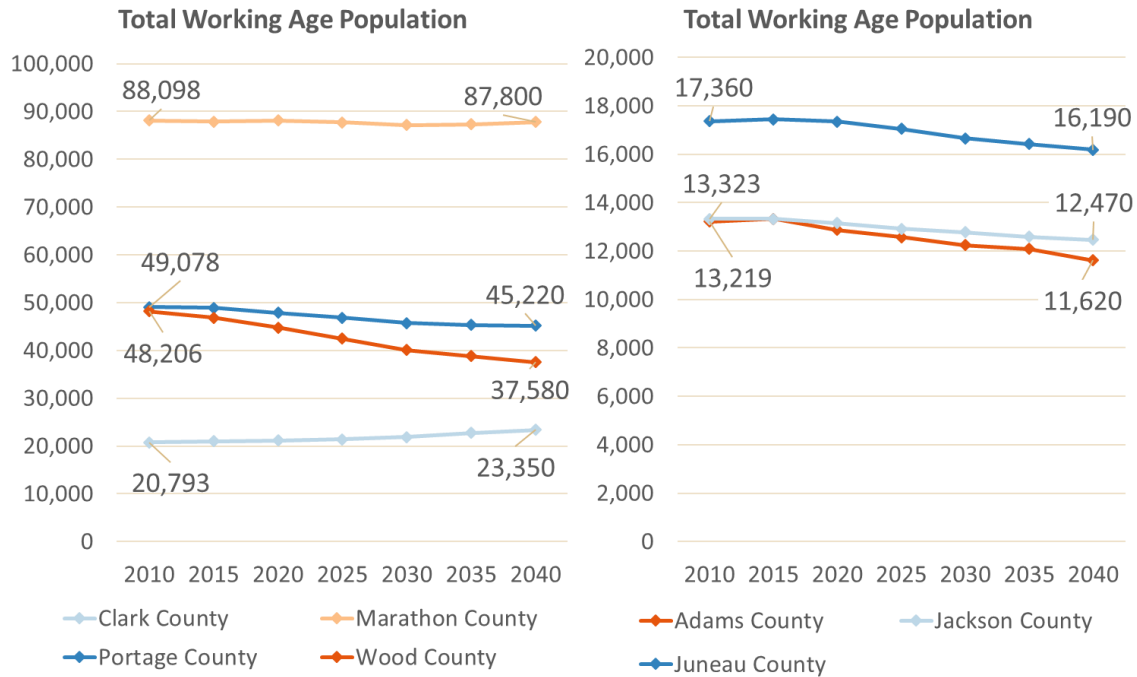


## Total Population Prime Working Age Population - 2010 to 2040



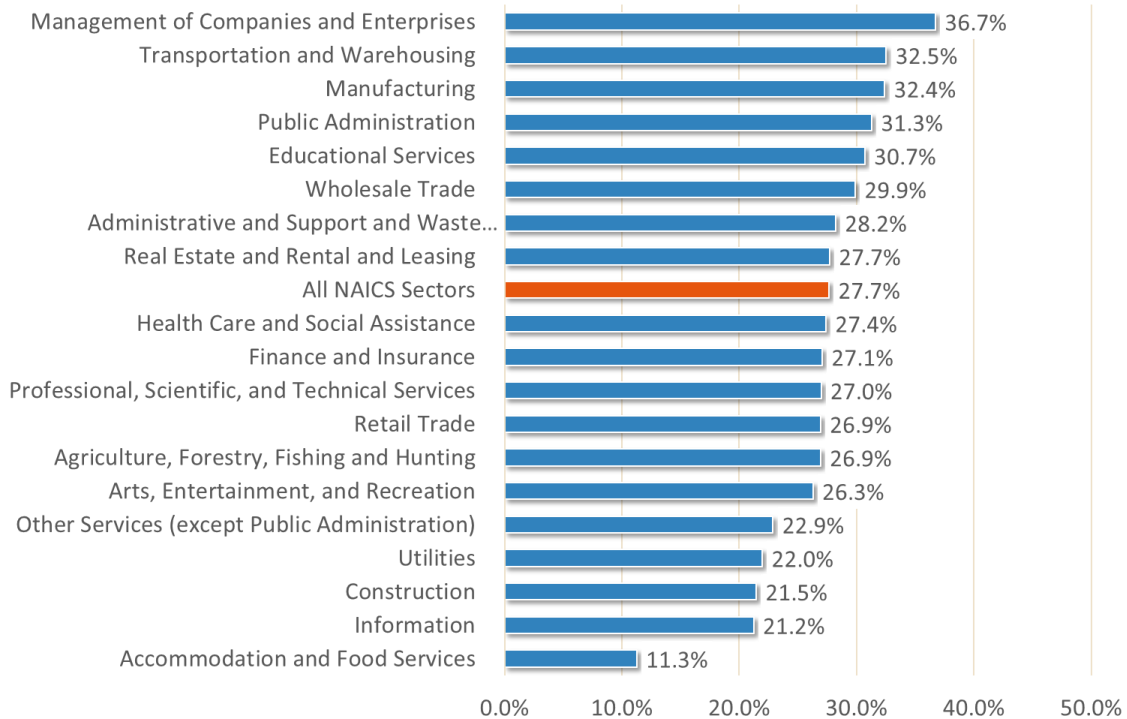
Data Source: Wisconsin Department of Administration and Author's Calculations

## Total Population Working Age Population - 2010 to 2040



Data Source: Wisconsin Department of Administration and Author's Calculations

## Wood County Employees Age 55 and Over by Industry Sector Share of Total Employment - Q2 2018



Data Source: U.S. Census Bureau LEHD

**Wood County Employees Age 55 and Over by Industry Sector**  
**Number of Employees - Q2 2018**



## Workforce Development Strategies, Organizations & Stakeholders

### Examples of WD Organizations & Stakeholders

- Community Colleges and Technical Schools
- K-12 System
- Universities
- Local, State and Federal Government
- Community & Faith-Based Organizations
- Social Service Agencies
- Economic Development & Workforce Development Organizations
- Employers
- Labor Organizations

### Examples of Strategies:

- Talent attraction and retention;
- Assisting in the development of career pathways;
- Identifying opportunities for individuals with particular needs (childcare, dislocated workers, veterans, etc.);
- Developing non-traditional schedules (flexible, seasonal, job sharing, etc.);
- Capital improvement funds;
- Automation/Computerization;
- Placemaking;
- Telecommuting;
- Phased retirement programs;
- Knowledge transfer and reverse mentoring.



## Understanding Employment Conditions – *Unemployment and Labor Participation*

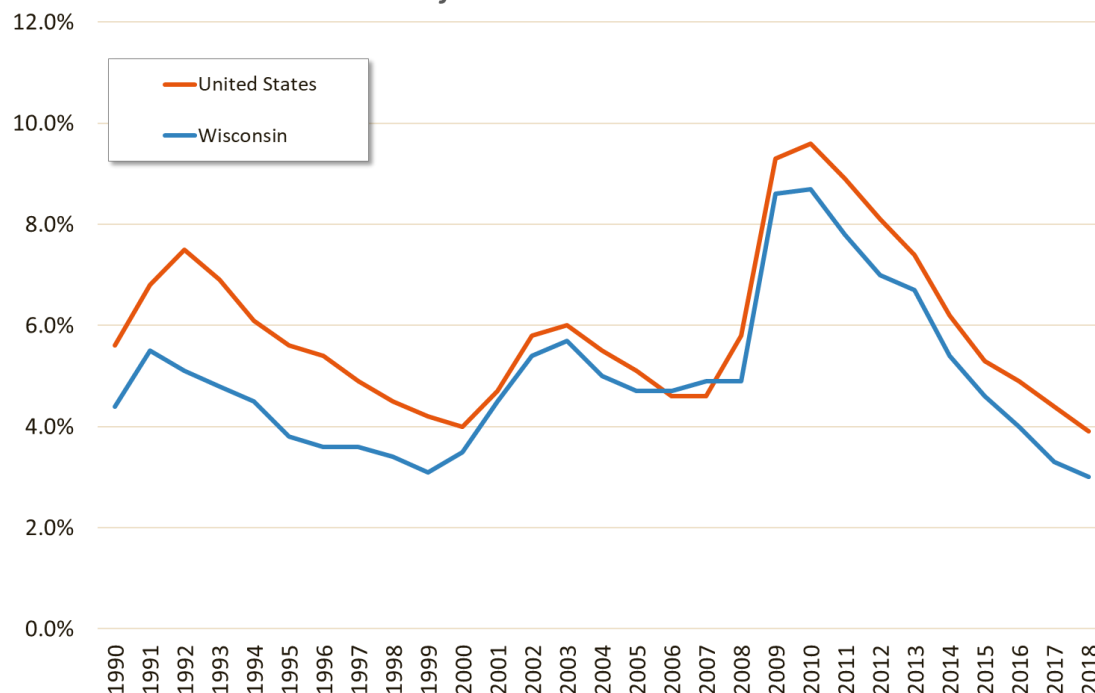
- **Labor Participation Rate** – Percent of the civilian population that is either employed or unemployed *and* actively seeking a job
- **Unemployment Rate** – Percent of the civilian labor force that is without a job and actively seeking one.

*Unemployment rates and participation rates do not include people who are not in the labor force.* Individuals not in the labor force can include:

- Discouraged workers (those not actively seeking employment);
- Students;
- Retirees;
- Seasonal workers surveyed in the off-season;
- Institutionalized individuals;
- People doing incidental unpaid family work;

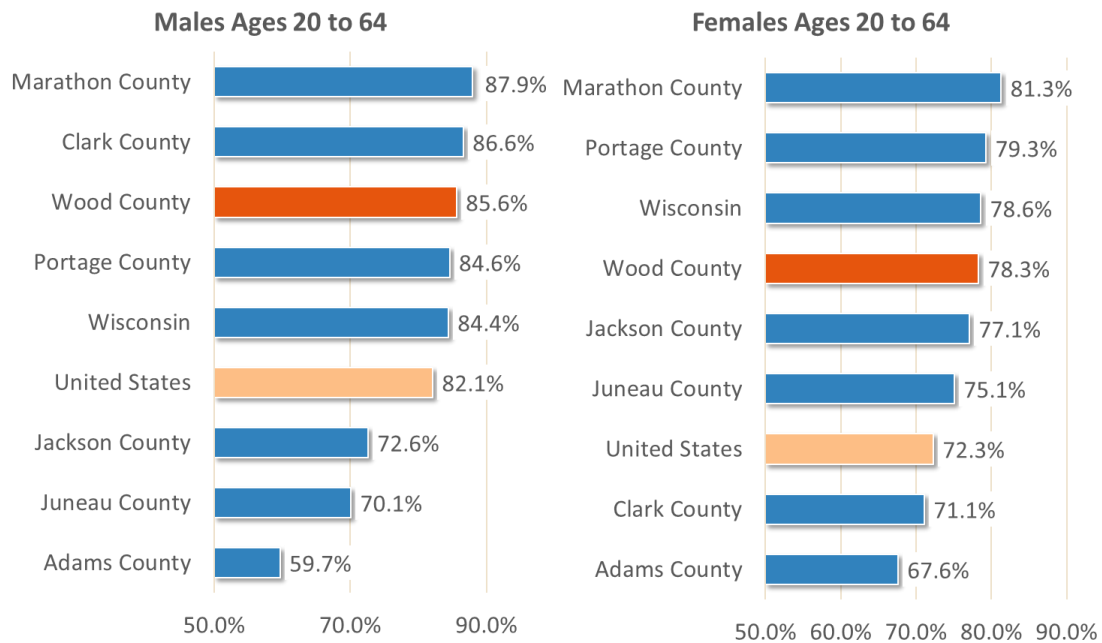


**Annual Average Unemployment Rate (U3)**  
*State of Wisconsin 1990 to 2018*

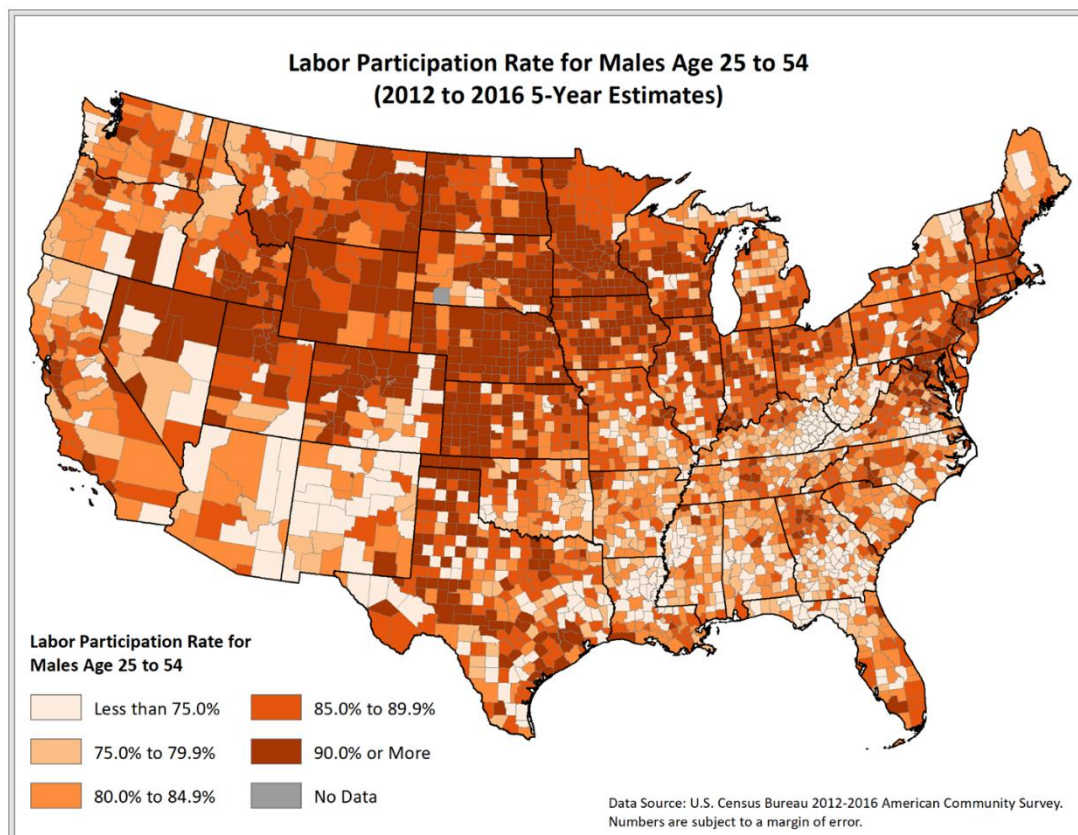


Data Source: Bureau of Labor Statistics LAUS

## Labor Participation Rates for Males and Females Ages 20 to 64 – 2013 to 2017 5-Year Estimates

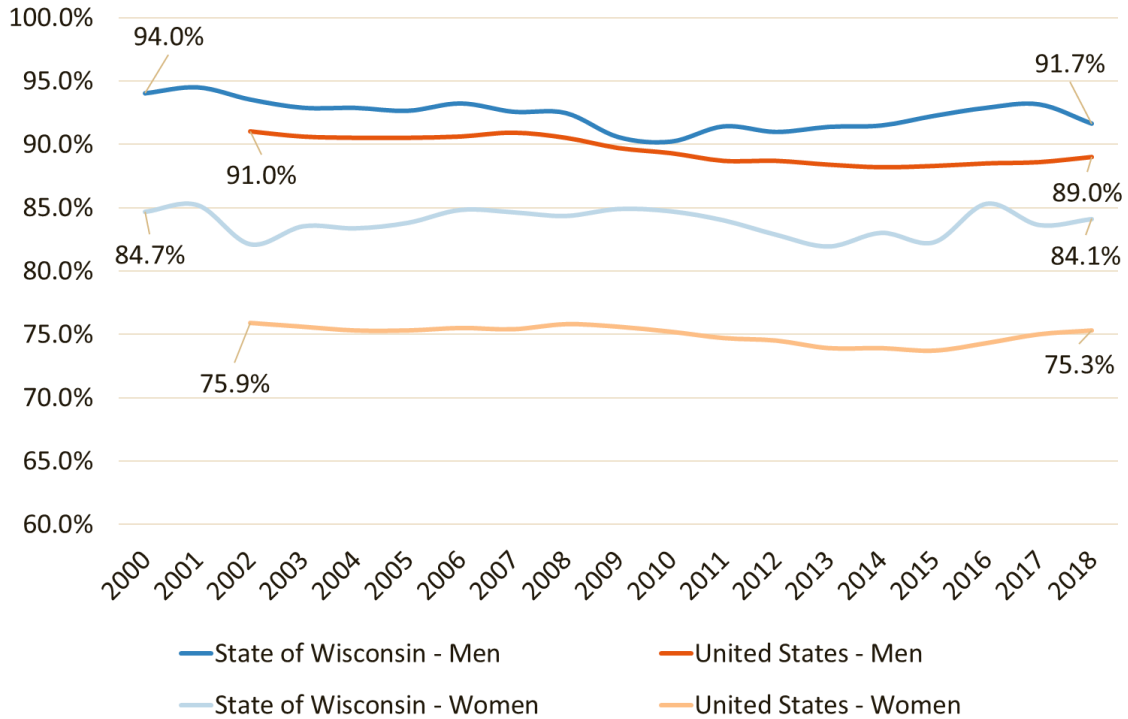


Data Source: U.S. Census Bureau 2013-2017 American Community Survey 5-Year Estimates



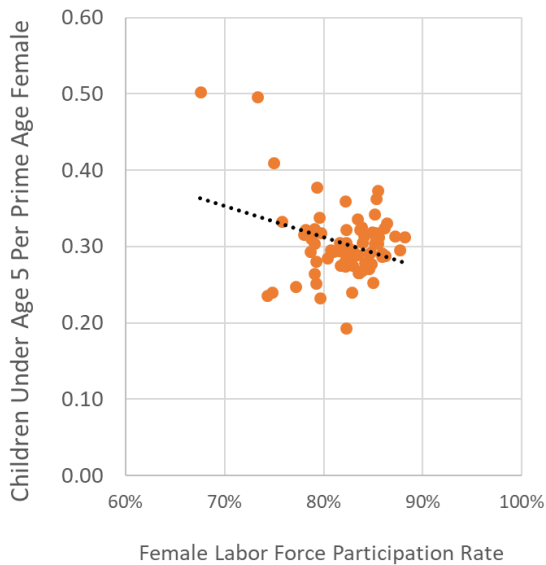


### Labor Participation Rates for the Population Ages 25 to 54

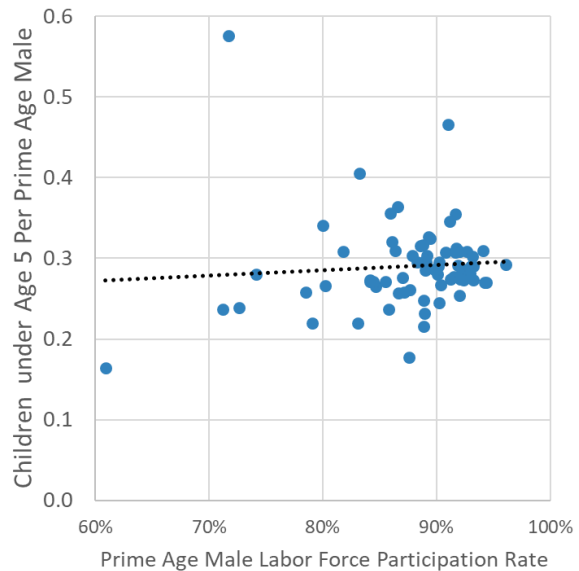


### Child Care as a Workforce Development Strategy

**Correlation Female Labor Force Participation Rate and Children Per Prime Age Female**  
Wisconsin Counties, 2016

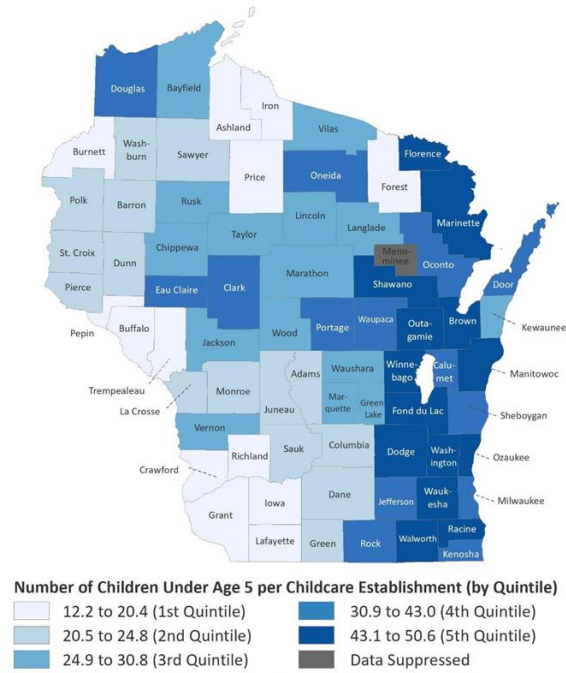


**Correlation Male Labor Force Participation Rate and Children Per Prime Age Male**  
Wisconsin Counties, 2016



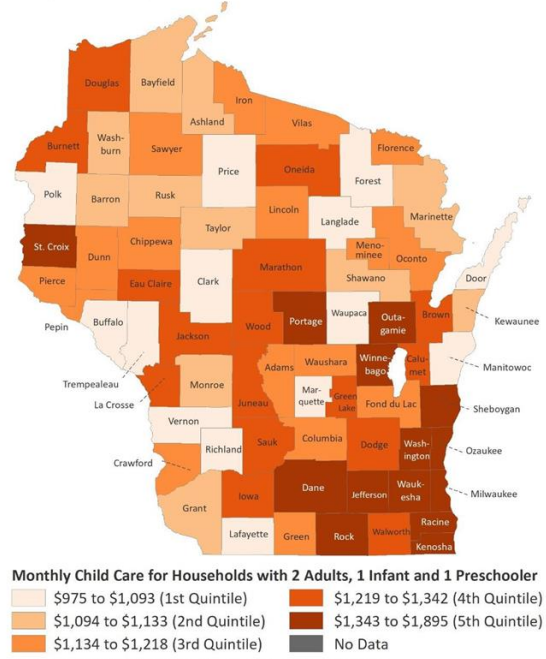
## Child Care as a Workforce Development Strategy

Figure 4 - Number of Children Under Age 5 per Childcare Establishment



Sources: U.S. Census Bureau, 2016 County Business Patterns and 2016 Nonemployer Statistics

Figure 5 - Wisconsin Household Survival Budget  
Monthly Child Care for Households with 2 Adults, 1 Infant and 1 Preschooler



Data Source: United Way ALICE <https://www.unitedwayalice.org/wisconsin>

## Worker Flow for Wood County (Q2 2017)

### Employees Working in Wood County County of Residence (n = 39,593)

County of Residence	Count	Share
Wood County, WI	20,392	51.5%
Marathon County, WI	4,685	11.8%
Portage County, WI	2,894	7.3%
St. Croix County, WI	703	1.8%
Adams County, WI	561	1.4%
Eau Claire County, WI	460	1.2%
Oneida County, WI	406	1.0%
Dane County, WI	397	1.0%
Polk County, WI	388	1.0%
Barron County, WI	379	1.0%
All Other Locations	8,328	21.0%

### Employees Residing in Wood County County of Employment (n = 38,537)

County of Employment	Count	Share
Wood County, WI	20,392	52.9%
Portage County, WI	3,630	9.4%
Marathon County, WI	3,034	7.9%
Dane County, WI	926	2.4%
Outagamie County, WI	874	2.3%
Brown County, WI	842	2.2%
Eau Claire County, WI	679	1.8%
Winnebago County, WI	649	1.7%
Milwaukee County, WI	619	1.6%
Clark County, WI	566	1.5%
All Other Locations	6,326	16.4%

Data Source: U.S. Census Bureau OnTheMap LODS Data

## Worker Flow for the City of Nekoosa (Q2 2017)

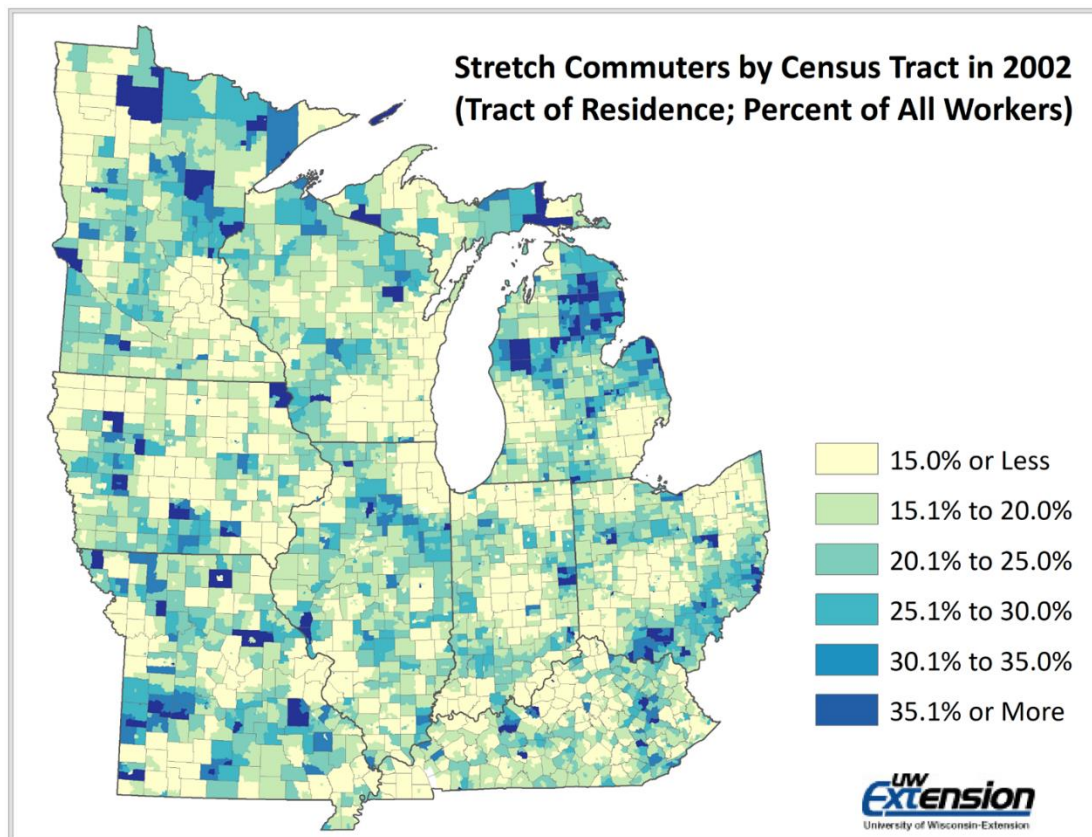
### Employees Working in the City of Nekoosa (n = 1,258) – Place of Residence

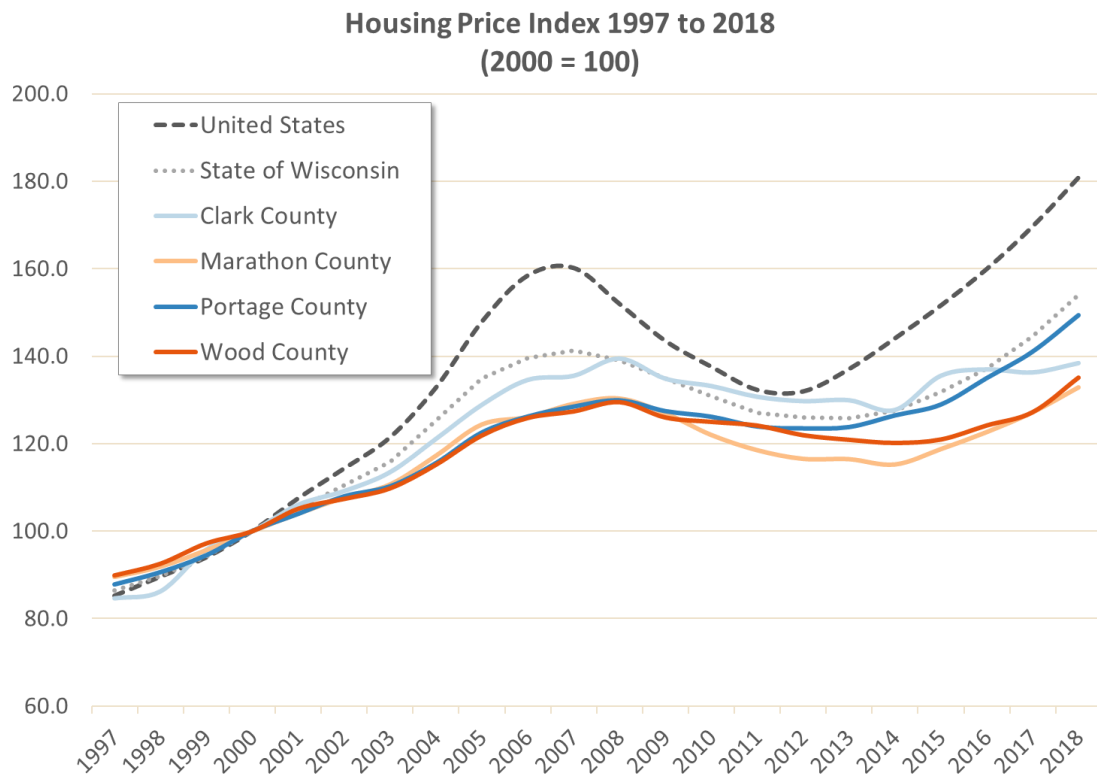
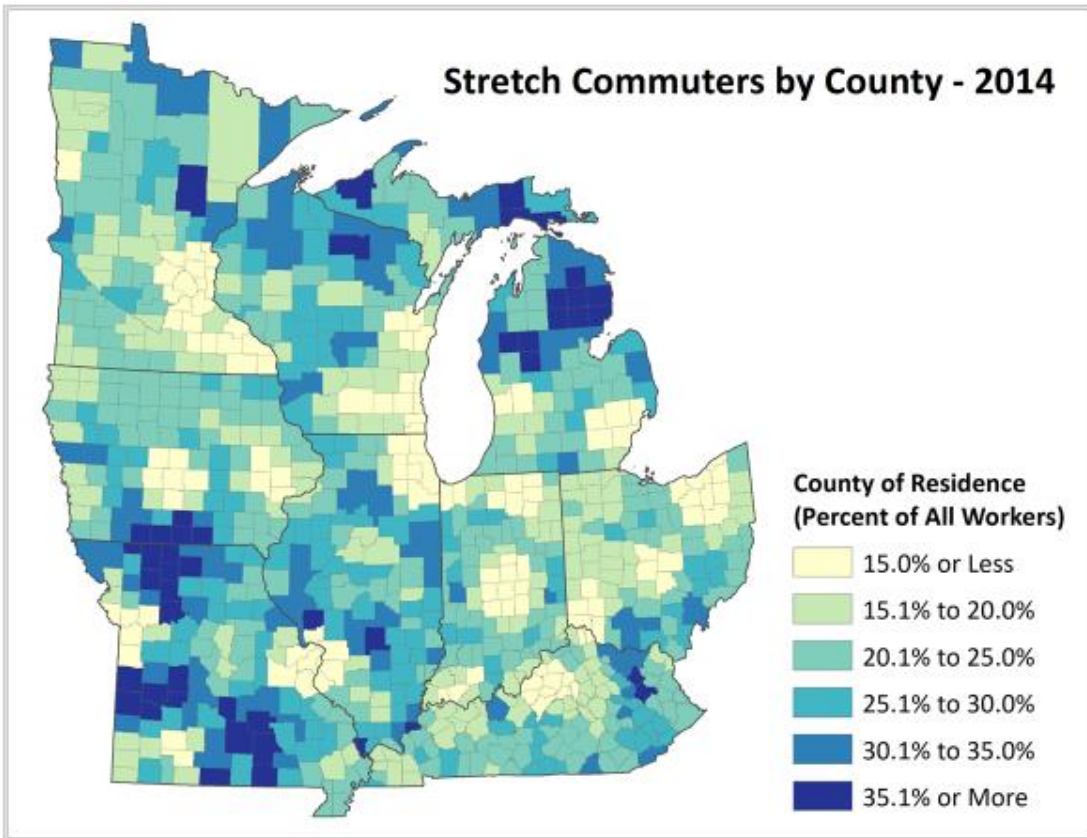
Place of Residence	Count	Share
Wisconsin Rapids city (Wood)	218	17.3%
Nekoosa city (Wood)	182	14.5%
Saratoga town (Wood)	149	11.8%
Port Edwards village (Wood)	133	10.6%
Grand Rapids town (Wood)	88	7.0%
Rome town (Adams)	60	4.8%
Port Edwards town (Wood)	51	4.1%
Plover village (Portage)	37	2.9%
Sigel town (Wood)	23	1.8%
Seneca town (Wood)	22	1.7%
All Other Locations	295	23.4%

### Employees Residing in the City of Nekoosa (n= 1,277) - Place of Employment

Place of Employment	Count	Share
Wisconsin Rapids city (Wood)	293	22.9%
Nekoosa city (Wood)	182	14.3%
Stevens Point city (Portage)	56	4.4%
Plover village (Portage)	43	3.4%
Port Edwards village (Wood)	38	3.0%
Port Edwards town (Wood)	37	2.9%
Marshfield city (Wood)	32	2.5%
Grand Rapids town (Wood)	27	2.1%
Wausau city (Marathon)	25	2.0%
Saratoga town (Wood, WI)	24	1.9%
All Other Locations	520	40.7%

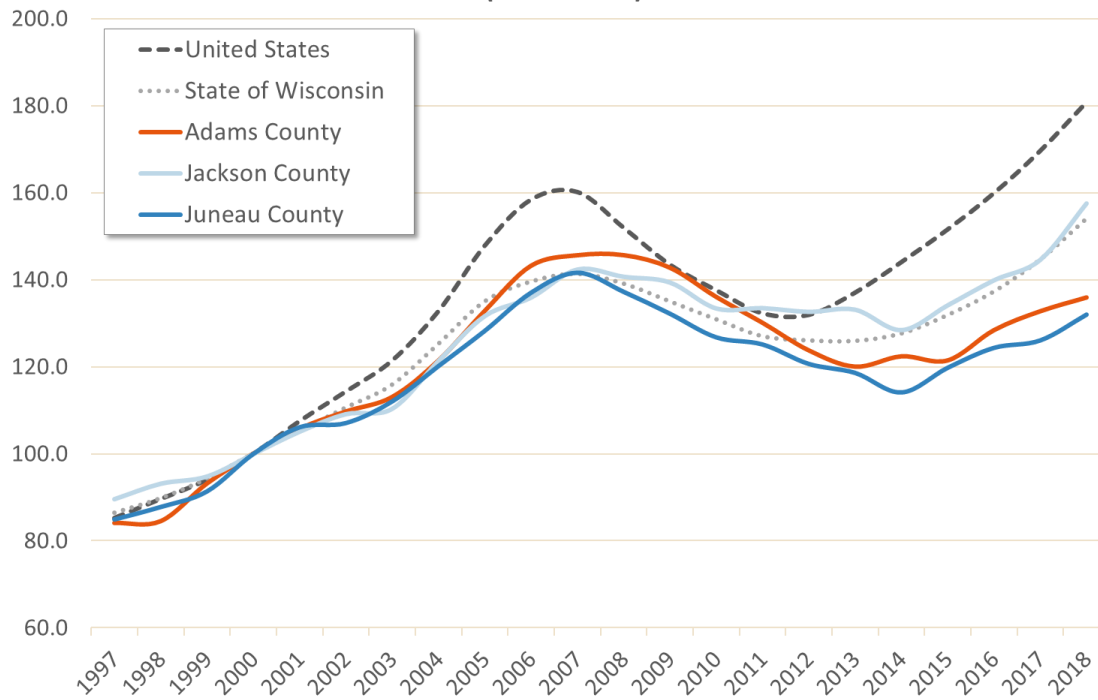
Data Source: U.S. Census Bureau OnTheMap LODS Data





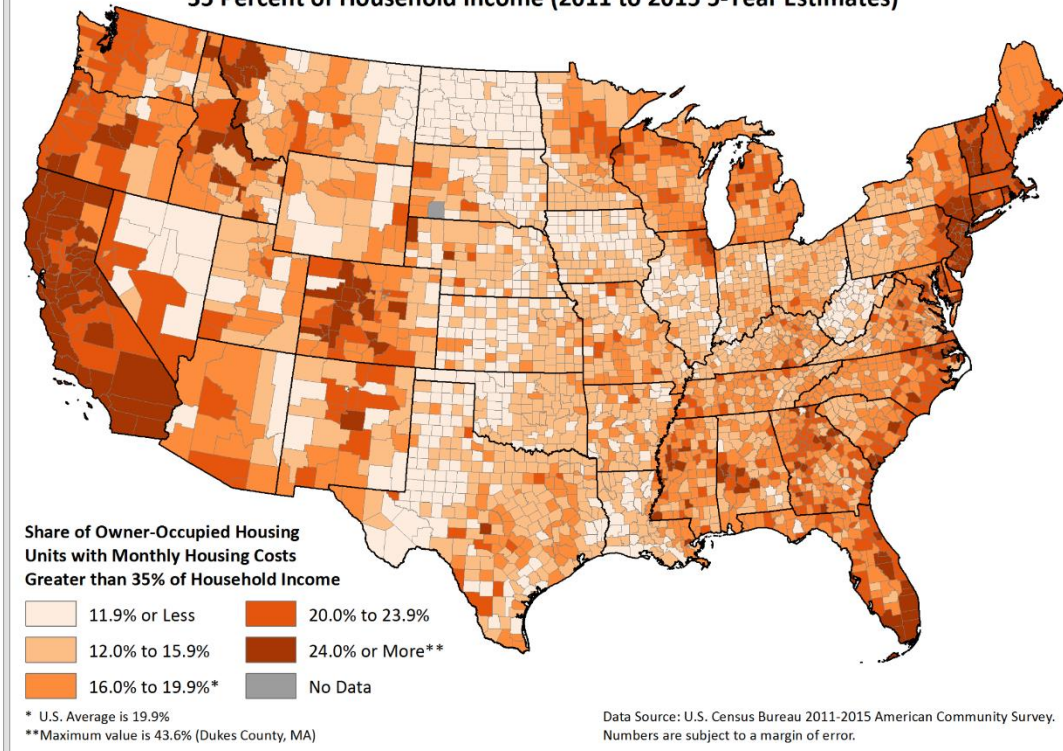


### Housing Price Index 1997 to 2018 (2000 = 100)

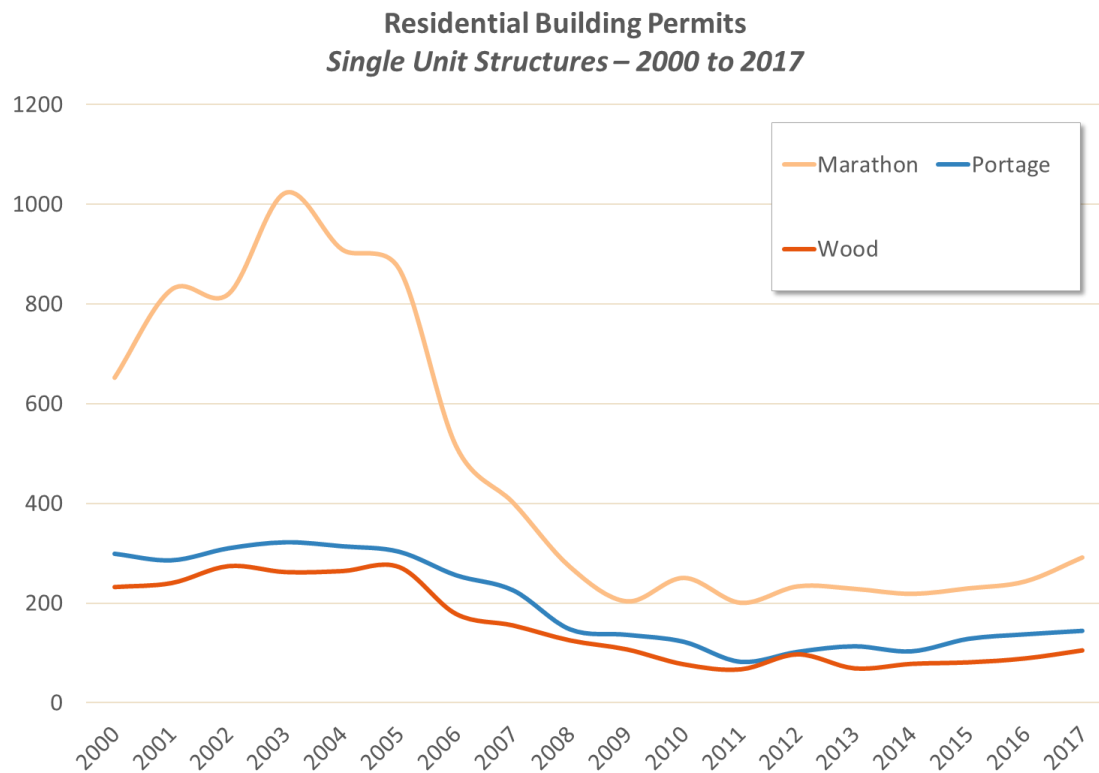
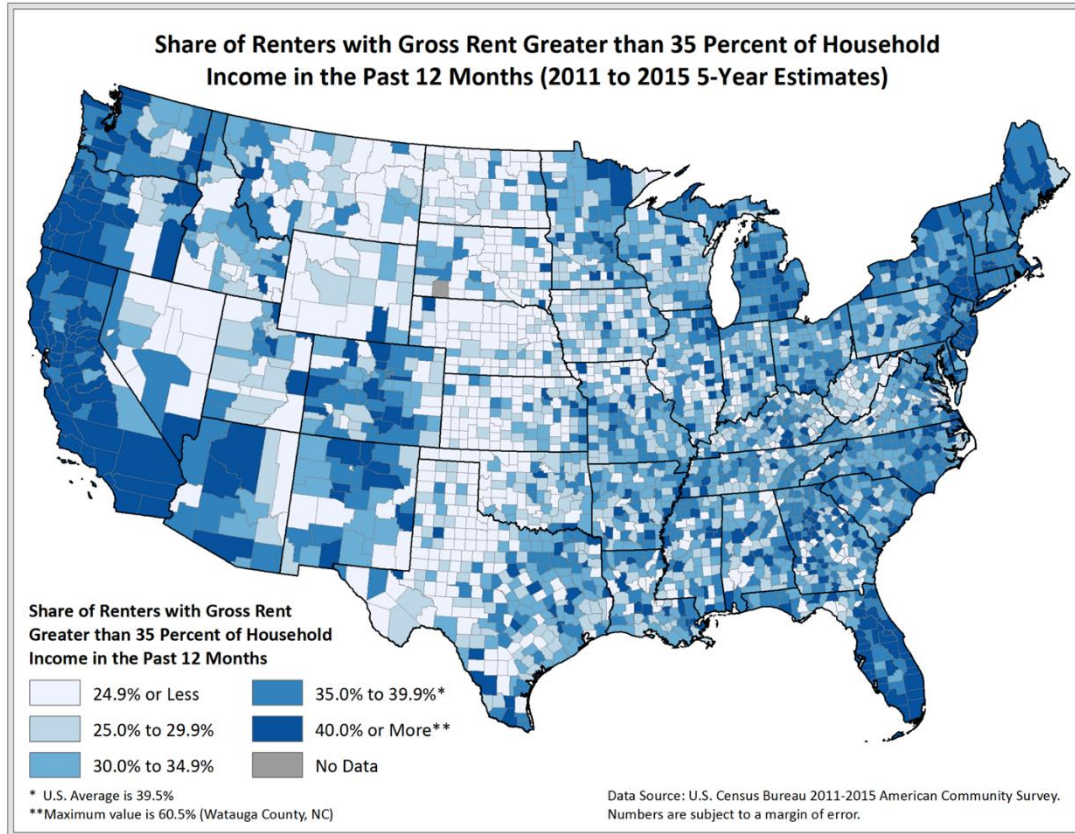


Data Source: Federal Reserve Bank of St. Louis, Federal Reserve Economic Data (FRED)

### Share of Owner-Occupied Housing Units with Monthly Housing Costs Greater than 35 Percent of Household Income (2011 to 2015 5-Year Estimates)



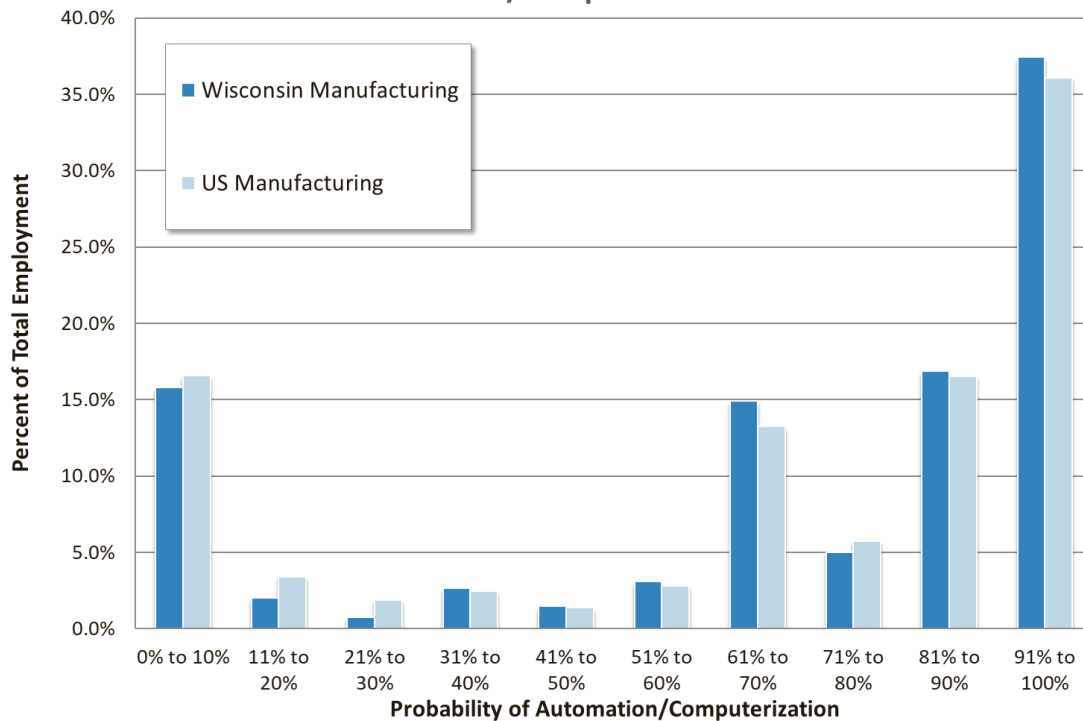




Data Source: U.S. Census Bureau

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### Distribution of Employment by Probability of Automation/Computerization



Source: Bureau of Labor Statistics, Frey and Osborne (2017) and Author's Calculations

### Wisconsin's Manufacturing Sector – 15 Most Common Occupations and Probability of Automation/Computerization

NAICS and Industry Description	Number of Employees in WI Manufacturing	Automation Probability
Team Assemblers	32,310	97.0%
First-Line Supervisors of Production and Operating Workers	19,760	1.6%
Laborers and Freight, Stock, and Material Movers, Hand	14,770	85.0%
Machinists	13,080	65.0%
Welders, Cutters, Solderers, and Brazers	13,010	94.0%
Packaging and Filling Machine Operators and Tenders	11,860	98.0%
Inspectors, Testers, Sorters, Samplers, and Weighers	11,340	98.0%
Computer-Controlled Machine Tool Operators,	10,220	86.0%
Sales Representatives, Wholesale and Manufacturing	10,180	85.0%
Maintenance and Repair Workers, General	8,920	64.0%
Cutting, Punching, and Press Machine Setters, Operators, etc.	8,790	78.0%
Paper Goods Machine Setters, Operators, and Tenders	8,580	67.0%
Electrical and Electronic Equipment Assemblers	8,360	95.0%
Food Batchmakers	8,240	70.0%
Office Clerks, General	7,810	96.0%

Source: Bureau of Labor Statistics OES, Frey and Osborne (2017) and Author's Calculations

## Contact Information

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Extension

UNIVERSITY OF WISCONSIN-MADISON



## Participant Responses: “Biggest Challenges Facing Your Community”



## CRIVITZ – BIGGEST CHALLENGES

- We can't build our way out of the shortage of affordable housing.
- Affordable workforce housing and things for people work age to do in communities
- Housing – we struggle to get anyone to develop in a community as small as ours
- Declining population – we aren't retaining young people. This affects our ability to retain our small businesses as well.
- New housing
- empty business
- Workers for employers
- Housing & planning
- Changing the public's perception of rental housing and attracting RE developers
- Attracting new businesses and industry.
- Knowing what we need. Affordable quality housing. Making it happen. Always a road block.
- Keep our already business running and growing.
- Rural transportation for seniors
- Prescription costs for elderly
- Dental care for seniors

- Home repair/snow removal for seniors
- Lack of revenue / levy limits
- Continued municipal operations are not sustainable with current revenue situation
- Service businesses are having trouble retaining employees (restaurants/bars/gas stations)
- Building capacity of individuals in volunteer organizations
- Engaging youth in government community initiatives
- Transportation within Marinette County – limited options available to people for public transit
- Limited sidewalk access within city of Niagara
- Another child care facility like the beautiful one in Crivitz may draw more young families to Marinette County
- Affordable housing for seniors
- Resources for low-income elderly who need home maintenance, building, lawn upkeep and snow removal, etc.
- Our population is aging and we don't have housing for them nor do we have the young people sticking around to help fill that population gap
- We don't have many livable wage jobs in the city, which leads the young people to leaving
- Connecting resources with business and entrepreneurs (SBDC / SCORE)
- Open to progress/change to be viable communities/economy
- Financial support for business start-ups
- Resources
- Internet access
- Employee talent
- Business opportunities tied to downtown development
- Communities built for all ages to be engaged – infrastructure, healthcare, transportation, workforce including older adults
- Housing – ability to downsize
- Retaining young talent
- Appropriate available housing – not just low-income
- Getting older population to more supportive of their younger population
- Lack of affordable housing
- Brain drain
- Declining population/aging population – simply not enough people to keep communities thriving.
- Of the population we have not enough interest in taking action and making a difference. Lack of inspiration or “not my problem”.
- Attracting people to live in our community
- Child care locations, cost in comparison to wages and trustworthiness of the facilities
- Access to housing
- Access to broadband
- County and City funding of economic development
- County and City funding of tourism development
- How to get other townspeople excited, interested and involved in helping
- Dwindling and aging population which might close the school and impact the people who can volunteer for the rescue and fire department
- No excitement to change or for change
- How to attract housing developers?
- How do we make our municipal boards act proactively?
- How do we motivate youth into serving in local government?



- Workforce shortages / losing population
- Housing shortage
- Wausaukee and Marinette need workforce housing
- Jobs with benefits for the young people who want to come back after college
- Engaging young people in the process of life, work, jobs, careers, purpose, finance
- Unifying the small groups whether it be churches, businesses, associations

#### **INDEPENDENCE – BIGGEST CHALLENGE**

- Mixed-use HSG buildings.
- PFAF health concerns, “pollution-trade” w/ farmers. Municipality water treatment costs associated w/ phosphorus runoff
- Small businesses control the culture and feel of a rural community.
- Shared concerns and resources
- Whining, venting and explaining
- More solutions on the table (and more reasons why it won’t work)
- Finding out what/how much we don’t know
- We need to think “global” – “act local” to collaborate and use our local resources to accomplish goals together
- The tie together between the three struggles
- Collaboration between towns and businesses would benefit!
- Instead of calling it “low income housing” call it “workforce housing.”
- Packages – Put together different packages to develop housing.
- Need for more education
- How to get clean drinking water
- Funding for recreation
- Everyone agrees that collaboration look at what other communities are doing
- Multiuse developments to spur (ILLEGIBLE) econ dev. – density to downtown
- Pool/recreational facilities splash pads (illegible)
- Phosphorus and watershed issues – cost compliancy
- well replacement costs
- new council training – supervisor/elder turnover

#### **PARDEEVILLE - BIGGEST CHALLENGES:**

- keeping downtown. Small businesses thriving
- housing, particularly workforce housing
- communication and engagement with community
- economic development, especially on Main Street
- growth of village. Not much since 2000. Pastresistance from trustees to support growth
- fairy – winter close down dries up flow. From spring through fall, a challenge to get people to take a right turn
- Highway 78 in the village of Merrimack to the freeway has 9/4 of 90° in poor conditions
- convective mentality of old timers to keep/leave area as it is versus new visions of more for our community.
- Conservation/social enterprise: wildlife, energy, farmhouse B&B, pasture walk, etc. collaboration needed with community college, USDA, UW extension, and W EDC
- to promote small businesses and help develop small businesses
- acquire land for business parcels

- Mainstreet development – continue what we’ve already done
- Rio – business development and retention. Residential expansion to support our schools
- access to specialty geriatric care, especially Alzheimer’s and dementia
- lack of social opportunities for the younger and older populations
- changing farm practice from oil dependent to something else.
- Rebuilding and creating a commons
- lack of incentives to be able to compete, to attract developers to rural areas, since they get higher rents in larger cities. Small towns are not as attractive to them
- lack of qualified employees
- housing affordability: disparity between housing costs in wages
- funding for promotion of community
- lack of chamber presents
- exurban sprawl
- how do we encourage healthy eating in our communities? Available land for economic development
- affordable housing
- downtown development
- how to help small businesses get started
- lack of future planning to deal with climate change
- missing economic and environmental benefits by dealing with climate change
- family supportive wages
- transportation networks
- unused or vacant downtown buildings, some are used for personal storage. Some have apartments
- transportation – rural area. People need rides to get into town to see and use the business is downtown
- connecting individuals, groups, and communities with resources they need
- trumpeting our successes, more promotion
- agriculture issues related to dairy and tariffs on soybeans and veggies
- healthcare
- childcare
- getting people to be involved when there isn’t a crisis or hot topic
- getting residents to value local businesses in action and not just word.
- Shop at the local grocery store set of running to Madison. Same with banking, gas, pharmacy, etc.
- business is downtown

#### **NEKOOSA – BIGGEST CHALLENGES**

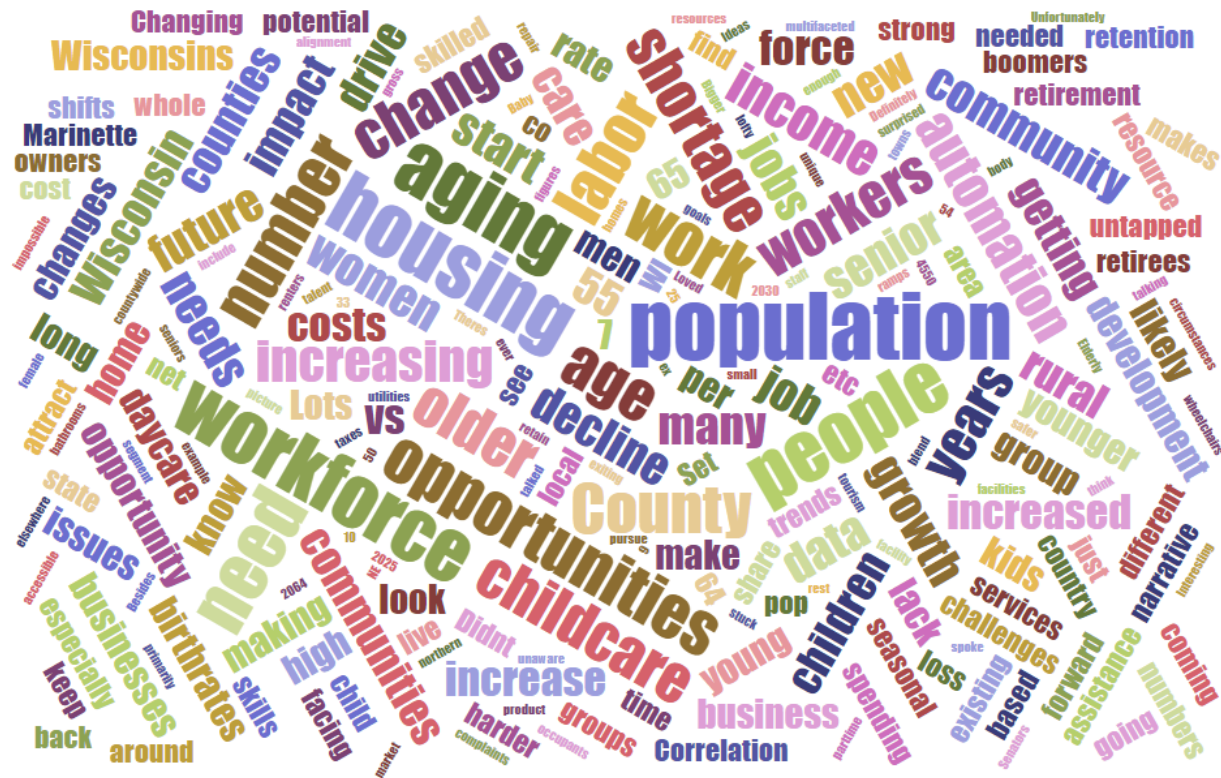
- Changing demographics
- Brain Drain
- Comprehensive Economic Development
- Strategic Planning
- Housing
- Ground water
- Affordable housing
- Skilled labor
- Lack of Broadband
- Attitude
- Lack of meaningful communication
- Lack of comprehensive strategy and execution
- Progressive ideas
- Lack of housing



- Willingness to change / try new things
- Initiative, Housing, Infrastructure – reliable internet , transportation – roads.
- Connection among groups – awareness – communication
- Workforce adequately skilled
- Housing blight
- Household incomes decreasing
- Water quality – both surface and groundwater
- Aging communities – not retaining young
- Obtaining workers for available jobs.
- Workforce
- Loss of young people
- Small towns and villages with empty business buildings – lack of growth
- Workforce housing
- Employment/worker shortage
- Workforce housing shortage
- Housing
- Engagement of community
- Forward-thinking planning
- Engagement of community and city leadership
- Lack of forward thinking
- Housing diversity – different housing options from singles out of college to mid-career families to retirees.  
All incomes levels.
- Lack of housing
- Labor shortage
- Infrastructure improvements – funding
- Quality jobs paying wages that are able to support a family
- Getting business to start in our smaller communities
- We do the dirty work!! Drugs and the people that are bringing them into our area.
- Attracting or maintaining businesses
- Lack of understanding of big government entities, ie, DOT
- Affordable housing – transitional housing
- Affordable workforce housing close to available living-wage jobs.
- Bringing in businesses
- Getting duplexes to be built
- Lack of emergency preparedness in towns
- A true sense of place- there is no downtown
- How can we keep kids where there is nothing to call them back to our community?
- Companies leaving our area – unemployed workers
- Businesses needing workers – but not receptive
- Resources not available to match unemployed with employers
- Startup grants for low income first time business owners not available
- Loss of retail – ghost town - no startup jobs for youth – no supplemental income for adults
- Lack of service / items for tourists considering buying homes in the area
- No new homes built so workers move to other states for quality of life we are losing
- Lack of vision by local government. Limited progressive – growth oriented philosophy.
- Truly working together – silos – housing
- Housing – family sustaining jobs

- Outmigration of our young people who choose to live and work outside our region
- Water quality and agricultural practices
- Budget levy limit
- Effective planning and vision: it's expensive to collect good data that can guide decision making
- Also getting people to believe they have a say in how their community changes.
- Private interests
- Workforce, housing, residential lots, childcare, loss of retail
- Workforce availability, housing options, financial resources
- Existing housing with problems of upkeep
- Providing new housing options

## Participant Responses: Wisconsin by the Numbers



## CRIVITZ – WISCONSIN BY THE NUMBERS

- Retirees and part-time, seasonal occupants are an untapped resource and potential labor
- Labor force – the 54 on up group – an untapped resource – how to blend retirement with local labor needs with this group
- I didn't know that there was a housing shortage in Marinette County
- That tourism needs to be talked about between all towns
- Childcare costs in northern communities
- I was very surprised to see the data on facilities for child care vs number of kids. Marinette has 45-50 kids per facility. Didn't know we had such a county-wide need.
- Interesting data on WI vs the rest of the country. There's a very unique set of circumstances here in NE WI especially. Definitely a product of seasonal housing.
- Population decline in area
- Age population getting older
- Housing share of income for both owners and renters. Do figures include taxes and utilities?
- Besides most spoke of challenges (ex. Housing) Lots more to look at as community as a whole.
- Daycare for Elderly
- Bigger picture

- That there are grants/loans out there for seniors with home repair or making their homes safer as they age. For example, making bathrooms more accessible, making ramps for wheelchairs.
- Loved talking with Senators' representatives
- Set "lofty" goals
- Women as a potential workforce development segment
- Housing is multifaceted – need to think about childcare too
- So many Ideas! Unfortunately, not enough staff or time to pursue!
- A need to attract talent to the state
- Baby boomers exiting job market.
- Look for different groups of workers.
- Young retirees
- Just because you are small does not make it impossible.
- There are more resources than you know about.
- The whole country is facing an aging population making it ever harder to attract and retain young people.
- People spending over 33% of their gross income on housing.
- The trends in our community are in alignment with elsewhere. Need to change the narrative that we are stuck – we are ALL in this predicament and have the opportunity to change.
- Correlation with childcare and the female workforce.
- I was unaware of the lack of childcare in rural community

#### **INDEPENDENCE-WISCONSIN BY THE NUMBERS**

- Not a skills shortage but labor "body" shortage
- Business owners complaints primarily are to enforce existing ordinances.
- How do we start rising over 65 pop?
- Trempealeau County has both opportunities and challenges
- Increased number of children equals less women in the workforce, but increased number of men in the workforce if increased children
- Automation of jobs and the percentage of change moving forward
- Opportunities for aging population
- No surprise but rather it accentuates the need for senior assistance with the aging populations.
- 65% increasing very evidence in our community
- The encouraging numbers that show Trempe Co. growth. Maybe a deeper rural co. case study?
- Future impact of age change
- Data – How to apply locally?
- Changes/coming changes offer opportunities as well as risks.
- Data support concerns around and housing and daycare.
- Takeaway – The opportunities available with an aging population.
- Aging of boomers leading to new gaps
- Medicare and Social Security growing as a share of income. What if government cuts spending?
- Population is getting older and by projections it will be harder to find a job close by
- Aging workforce vs aging population
- Lack of skilled workers, downward trends in rural counties
- To prepare for increase aging pop – Many opportunities to come available in services industries. Entrepreneurial opportunities.
- Increasing population
- Housing issues

- Shortage of labor force
- Correlation between women at work and affordable daycare
- Lots of great data
- Need more time to break it down
- High growth of senior population
- Increasing distance that people are traveling for work

## **NEKOOSA – WISCONSIN BY THE NUMBERS**

- Strong work of men and women opportunities for building housing to accommodate older people
- Sharp decline of 20-64 in the workforce in coming years.
- High number of folks that drive long distances from home to work.
- Also the high number of jobs that could be automated.
- Aging population brings opportunity both for the aging people and the communities in which they live.
- Changes our communities need to make to keep up with changing times, population, etc.
- Birth rate decline surprising.
- Knowledge transfer issues.
- There are issues we are facing, but in that, is opportunity.
- Automation will have an effect jobs going forward.
- County population is aging.
- Manufacturing faces increased automation.
- Opportunities in health care, child care and tech for automation and related industries.
- Useful information for future opportunities.
- Importance of long-range planning based on demographic changes.
- How to recognize priorities as for public services needed.
- Change in quantity and kind of housing needed driven by population dynamics.
- Looks like a lot of work ahead – daunting task – there are opportunities.
- How much the prison count can alter studies especially by county – prison mates are major numbers.
- Age distribution – growth rate patterns for our area per capita.
- Labor attraction / retention – working groups in different counties – men vs women employed.
- Population shifts – loss of workers due to retirement.
- The challenge for all of us is to understand how we can make the local economy work better for households, not just businesses.
- Hopefully automation can help with aging workforce issue by getting machines to do retiree's work.
- Increase retention efforts of middle age "alumni".
- Impact of aging = impact on employment.
- Families need to start having more children.
- Economic development has shifted from job creation to work force development.
- Lots of career option for children in the future.
- Changing demographics will affect Wood County in many ways.
- Good info. Need to change incentive programs from based on job creation to overall value to community/area. Shouldn't penalize a company for compensation (?) Need to bridge workforce to other job opportunities when jobs shift for whatever reasons.
- How to do reverse mentoring – sharing institutional knowledge of employer with younger employees.
- New entrepreneurs may be attracted to rural communities – entrepreneurs over age 55.
- 4Lowest birthrate in Wisconsin in 7 decades.
- The narrative shouldn't be how do we keep our kids in the community, but how do bring them back after they have acquired skills, networks, etc.
- If you are looking for workers – you need to look over 50+ miles because we have a strong stretch commuter base in our region.

## **PARDEEVILLE- WISCONSIN BY THE 4NUMBERS**

- the older population will grow to more than 25% of the population in many Wisconsin counties
- there is room for recruitment of younger workers because of lower housing costs
- the amount of single-family zoning around the state limits housing supply and workforce recruitment

- need to increase participation rate in the workforce.
- Net migration needs to change
- increasing labor shortage
- 55 to 64 are more likely to start a business
- Wisconsin is one of the older states income source shifts
- large number of people are committing long distances
- would love to see a profile for the city about Iodi
- need for senior housing
- Wisconsin will age rapidly
- will result in the labor shortage of healthcare personnel
- aging population needs assistance
- drivers living seven years longer than they can drive. Transportation is a barrier
- housing and growth
- birthrates is lowest in 50 years
- people outlive their ability to drive by 7 to 9 years
- impact of senior population in the future.
- How many travel for work and work outside the county? People outlive their ability to drive 7 to 10 years
- our aging population is growing. While our younger population is decreasing
- number of people who live in County and work outside
- the number of people in the workforce in the years 2025 to 2030
- work force housing and childcare
- drop in the birthrates
- cost of aging care
- short of housing
- shrinking workforce
- fewer births relate to fewer people to back fill the workforce
- warmer climates appeal to an older clientele
- needs more worker aged population
- the number of people in the workforce will be older in the next decade
- housing costs as a portion of income
- most new businesses started by 55-64-year-old people
- number of stretch commuters greatly increasing
- hardly any multifamily housing being built
- we need to hold population in our County. But if it's over 65 . It's seen as a downside
- senior growth
- decreasing workforce
- housing shortage and cost
- Wisconsin's aging population and how Social Security and Medicare will be affected
- Wisconsin's decline in workforce participation,
- skilled workers are difficult to find
- 55 to 64-year-olds are most likely going to start a new business
- Childcare
- Wisconsin's getting older
- childcare at big issue
- automation in the future will be a challenge
- labor shortage for home healthcare will be dire
- childcare costs \$1100 per month in Columbia County. This makes it so hard for young families.
- 55 to 64 age group must likely start new businesses
- aging population
- lack of personal income



- loss of net migration
- long commutes and consumption of oil
- gap between entering and existing workforce
- increasing aging population
- population change, birthrates and death rates differ in counties
- workforce – decline in people coming of working age and increase of people retiring.

[illegible]

## Workforce

- ## Housing

- Change zoning laws for multi-person and for multiple housing structures on one property (granny pod)
- Look at new alternatives – percent of income
- Build newer housing, increase work with Habitat for Humanity
- What if instead of adding more housing options, we think of creative and innovative ways to help people remain in their own homes like: - more transportation programs – grocery delivery (partner with stores) – medication delivery (partner with pharmacies)
- Building manufacturing homes needs to open regulations for them
- Network and connection to alternate type housing
- We have a quality housing issue. Home to buy, but in poor shape and no one wants to live there
- Development risk
- Old undesirable stock
- Rehab aging housing stock
- Work with local to create affordable housing

#### Childcare

- Daycare coops
- Coop alternatives – schools having daycare
- Encourage schools to implement a before/after school program for childcare
- Encourage coop's to happen, especially in smaller, more rural communities
- Open to coop program
- Coops for childcare
- Minor issue for our community – not a lot of kids who need care
- Affordability
- Who: Employer, school, private

#### Other

- Define problems first – set goals – find resources – take action
- Art & Soul to create identity of a community
- Community conversations for vision for community
- Market ourselves and our story
- Workforce, housing and childcare are all connected!
- Know what you are asking for (a solution) – not just state the problem. Align the “ask” with the needs of the “askee”
- Take away: they are all connected.

#### **INDEPENDENCE ROUNDTABLES**

- Skilled workforce
- Lack of healthcare/pharmacy for elderly and children
- Keeping/attracting people to live in Arcadia
- Empty store fronts downtown
- Nothing “to do” in town
- Limited volunteer pool
- Housing shortages
- Business recruitment

- Store hours (inconsistent)
- Lack of funding
- Affordable housing
- Lack of diversity on council and commissions
- Risk aversion
- Turnover – lost momentum
- Lack of internet
- Lack of funding for infrastructure
- Income inequality compared to urban counterparts
- Lack of access to the internet and the ability to participate in the global marketplace
- Translation – We are identifying barriers in languages (specifically Hispanic) for meeting this population! Need healthcare, housing, financial advice.
- Future planning! City and chamber
- Housing opportunities for new people and new professionals (not low-income)
- Vacancy rates in downtown business places
- Creating a “destination”
- Help small businesses develop marketing and sales through social media or other networking options. Hopefully free examples.
- Housing shortage
- Decreasing revenue streams
- Negative people and complacency “poor us”
- Engaging younger people who are busy with families, careers, etc. They have good ideas.
- Growth without “corruption” – They come to live in a small town/village – How do we plan for both preservation and growth
- No industry. Very dependent on tourist dollars. How do we help small businesses thrive?
- Affordable workforce housing - \$120,000-\$175,000
- Broadband access – Commercial and consumer
- Lots of small businesses
- Creating reasons for people to move to our areas. Recreation, telecommuting.
- Economic development. Revenue to support short and long-term goals.
- How do we provide adequate housing that is affordable for typical incomes?
- Challenge: Attracting and keeping basic businesses (grocery store, stores like Shopko/Walmart, etc.) Also: coffee shops/restaurants
- Retail mix insufficient
- Out shopping
- Vacancies
- Economic development
- Housing
- Single family homes turned into rentals then they deteriorate
- Empty storefronts; housing updated 100 year finances old homes assistance upgrade
- For the city more support from Madison. More road aid and revenue sharing so we can keep taxes lower. More independence for (ILLEGIBLE) to come to rural areas
- Difficult to find good workers, government has made it too easy to stay home
- Government rules and regulations – all levels – too much
- Taking advantage of resources
- Planning!
- Housing

- Empty storefronts
- Evening dining
- Housing
- Downtown development
- Basic services: grocery stores, adequate cell service
- Marketing efforts
- Housing (affordable)
- Workforce shortage
- Lots for housing construction
- Funds for updating old housing stock
- Outreach, connecting funding resources (to housing) TO the actual homeowner. Which vehicle should we use to make ourselves known?
- Distinguishing ourselves as “Menomonie-Spooner Rural Development”. A local agency and resource. Not solely a government entity.
- Having more school staff that are bilingual in English/Spanish.

#### **NEKOOSA – ROUNDTABLES**

- Unemployed find new jobs in a new area have significantly higher housing costs – so for short-term commute is cheaper – however new job wage increases are slow – so the solution is: Ride Share in every city! Share costs. Health reasons: daily long driving is on the body, and the budget, and the kids.
- Need housing.
- Housing.
- Workforce development somewhat depends on the acquisition of new technologies.
- Childcare becomes a personal decision in this area based on the wage being captured by the individual joining the work force vs. the cost of accompanying care care.
- We need to realize the young adults don’t want to buy houses so we have to think differently about housing stock in our community.
- Technology clusters, new tech may help build a community that is attractive for people to relocate.
- May need to incentivize housing growth in areas to keep up with demand.
- Childcare may need creative approaches such as Boys & Girls Club or YMCA.
- School sponsored childcare.
- Creativity: Housing – promote alternatives to single family – incentivize development.
- Creativity: Workforce – engage those approaching retirement to train in alternate fields, eg. Childcare.
- Creativity: Childcare – Explore church, independent, Head Start, and family home certification.
- How can local government effectively guide housing development so that most new construction is built well for households of average or modest means?
- More childcare may be in the schools. That might strengthen people coming.
- Transportation is need to and from the job until they can buy a care then able to pay childcare.
- Workforce Development: Worker owned cooperatives as a tool.

#### **PARDEEVILLE – ROUNDTABLES**

- Promoting AG preservation.
- Understanding future housing trends and impacts.
- Learned of some land-locked issues in De Forest – Windsor area and value in networking in communication to possibly get (set?) post what seems impossible.
- Pricing development rights and using their purchase to fend off (automation?)

- Using dedication of trails as means of meeting open space requirements and building out network of connected trails.
- Some communities are over protective of agriculture land – not interested in the possibility of single family OR multi-family development – lost opportunities.
- Hometown manufacturer tour so people actually know what is happening in their own towns.
- Sauk County teacher tours of local employers have been really successful.
- Need to offer flexible and just in time permitting for daycare – better planning guides.
- Ideas on how to make childcare more affordable.
- Pair elderly housing and day care.
- Need affordable housing for work force.
- Hemp farming.
- Multi-family housing.
- Childcare and elder care go hand in hand.
- Need quality senior care. Need to pay workers more.
- Four small communities go together and agree with each respectively build 12 multi-family units. WEDA provides guidance and one developer builds all four.
- Industrial help and CBD oil.
- Columbia County needs to increase services for the elderly.
- Transportation will continue to be an issue.
- We need to target our seniors for volunteer opportunities to “get their knowledge”.
- Businesses are going to have to adjust in the future to gain employees that desire a better work/life balance.
- Interested to see how automation impacts the work force.
- Child care offered through school system.
- Workforce: There are 700K workers in WI without a degree – bigger opportunity to train for labor than 65K high school grads per year.
- Workforce, housing, childcare – they are all connected – shortage of workforce is a result/directly impacted by housing childcare shortages.
- Daycare in public schools.
- TIF funding to incentivize multifamily housing.
- Childcare: workers need to be paid more. Subsidized?
- Housing: not enough affordable for regular working folks.
- Need to promote trade training instead of 4-year college.
- Need to train general labor workers a higher skill.
- Childcare – school open daycare.
- Why is childcare so expensive when workers are paid so little.
- Housing – how can local communities solve this if costs are so high?
- Childcare: flexible hours / workers / wages.
- Housing: cost / shortage.
- Work – Childcare – Housing, every one of these affects each other.
- Childcare: - affordable for users, but providing living wages for childcare workers – how can people utilize any available subsidies.
- Housing: -- availability of senior housing with aging population – can people on fixed incomes afford their property taxes.
- Other discussions occurred. Older age village.
- Shortage of childcare workers because of low wages.
- Childcare hours lack flexibility, typically 7-6, other shifts need options.

- Family income impacts of childcare costs – costs often greater than second parent income.
- Large employers need to step up and innovate in sponsoring child care.
- Communities need to embrace and not be afraid of multifamily developments.
- Communities need to develop new family development strategizing cooperative housing.
- Pardeeville is considering purchase of land for residential development.
- Example of increasing municipal participation in promoting development.
- The idea of workforce housing doesn't sit well with neighbors if you are trying to do in-fill development.
- Multifamily housing suffers the same hurdles as work force housing – not in my back yard – NIMBY syndrome.
- People not want multi-unit housing.
- No lands available for development.
- Need for childcare workers / facilities.
- Need for housing, particularly multifamily – failure of private capital.
- Communities taking on the task of 1) creating childcare options, 2) schools, 3) employers.
- Housing 1) workforce housing, 2) workforce K.12 apprenticeships hands on training technology driven initiatives.



notes:

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