

## Chapter 6: Economic Development

### Introduction

This element will present information about the economy within the Town of Little Black. Economic development, which can be defined as the type and level of business activity within an area, is often based on a combination of factors including market forces, regulation, and the extent of the local governments encouragement and participation. The Town of Little Black has historically been a rural town of primarily agriculture. The Little Black Town Board has never been actively involved with economic development efforts. This trend is likely to continue. Most business growth concerning residents of Little Black occurs outside the town in areas where infrastructure is readily available.

### Labor Force

The labor force is comprised of employed persons and those seeking employment, and excludes persons in the armed forces and those under age 16. Table 6-1 gives an overview of some of the characteristics of the population and labor force in the Town of Little Black.



**Table 6-1 Employment by Sex and Age**

| Category                     | Total | In labor force | Employed | Unemployment rate |
|------------------------------|-------|----------------|----------|-------------------|
| Population 20 to 64 years    | 703   | 83.40 %        | 77.80%   | 6.70%             |
| <b>SEX</b>                   |       |                |          |                   |
| Male                         | 401   | 89.00 %        | 80.80%   | 9.20%             |
| Female                       | 302   | 75.80 %        | 73.80%   | 2.60%             |
| <b>AGE</b>                   |       |                |          |                   |
| Category                     | Total | In labor force | Employed | Unemployment rate |
| Population 16 years and over | 900   | 73.20%         | 67.20%   | 8.20%             |
| 16 to 19 years               | 85    | 63.50%         | 45.90%   | 27.80%            |
| 20 to 24 years               | 55    | 67.30%         | 58.20%   | 13.50%            |
| 25 to 44 years               | 298   | 84.90%         | 78.20%   | 7.90%             |
| 45 to 54 years               | 217   | 90.80%         | 85.70%   | 5.60%             |
| 55 to 64 years               | 133   | 74.40%         | 72.20%   | 3.00%             |
| 65 to 74 years               | 52    | 28.80%         | 28.80%   | 0.00%             |
| 75 years and over            | 60    | 6.70%          | 6.70%    | 0.00%             |

Source: U.S. Census 2010

### Economic Base

The economic base of a community includes all the industries that provide jobs in a given community or geographic location.

Table 6.2 displays the number of employed residents in the Town of Little Black by industry sector from Census 2010. Thirty percent (183) of town residents are employed in the manufacturing industry sector. Agriculture, forestry, fishing and hunting accounts for (13%) and the construction sector (10%) employed the next largest percentages of town residents. Considering the proximity of the Cities of Medford and Marshfield, many residents

are likely employed in those larger municipalities.

| <b>Table 6-2: Town of Little Black<br/>Industry by Sex in the Past 12 Months for the Civilian<br/>Employed Population 16 Years and Over</b> |       |        |        |
|---|-------|--------|--------|
| Subject   | Total | Male   | Female |
| Civilian employed population 16 years and over  | 605   | 57.5%  | 42.5%  |
| Accommodation and food services   | 18    | 33.3%  | 66.7%  |
| Administrative and support and waste management services  | 9     | 77.8%  | 22.2%  |
| Agriculture, forestry, fishing and hunting  | 77    | 66.2%  | 33.8%  |
| Arts, entertainment, and recreation   | 23    | 26.1%  | 73.9%  |
| Construction  | 61    | 83.6%  | 16.4%  |
| Educational services  | 35    | 25.7%  | 74.3%  |
| Finance and insurance   | 12    | 58.3%  | 41.7%  |
| Health care and social assistance   | 55    | 25.5%  | 74.5%  |
| Manufacturing   | 183   | 61.7%  | 38.3%  |
| Mining, quarrying, and oil and gas extraction   | 3     | 100.0% | 0.0%   |
| Other services, except public administration  | 30    | 43.3%  | 56.7%  |
| Professional, scientific, and technical services  | 20    | 60.0%  | 40.0%  |
| Public administration   | 6     | 0.0%   | 100.0% |
| Retail trade  | 41    | 70.7%  | 29.3%  |
| Transportation and warehousing  | 24    | 87.5%  | 12.5%  |
| Utilities   | 3     | 100.0% | 0.0%   |
| Wholesale trade   | 5     | 60.0%  | 40.0%  |

Source 2010 Census

### **Environmentally Contaminated Sites**

The WDNR and EPA are urging the clean up of contaminated commercial and/or industrial sites so they may be used for uses that are more productive. There are currently no records of any environmentally contaminated sites in the Town of Little Black. The adjoining Village of Stetsonville has contaminated groundwater necessitating a municipal water system in 2011. The wells for the system are located in the township of Little Black. They will have in place a wellhead protection plan.

### **Attracting/Retaining Business and Industry**

The Town of Little Black has a number of strengths and weakness for attracting and retaining business and industry. These include:

#### **A. Strengths**

- Availability of property for business and industry on county trunk highways and STH 13.

#### **B. Weaknesses**

- Rural setting
- Lack of services (i.e.- public sewer and water)
- Limited groundwater supply
- Inconsistent Internet Service Download rates through the townships

### **Desired Business and Industry**

The Little Black Comprehensive Planning survey asked residents to rank from 1-5 (5-High priority, 1-Low priority) the types of businesses that they believe are the most important for Little Black to encourage. The business/industry residents thought to be most important to attract was Agricultural businesses including farming by a large margin. All other industries were about equally desirable for second and third choices with the exceptions of Tourism and Heavy Industry.

**TABLE 6.3 BUSINESS TO ATTRACT**

|   | 5   | 4   | 3   | 2   | 1   |
|---|-----|-----|-----|-----|-----|
| <b>Tourism business</b>                       | 10% | 15% | 22% | 18% | 36% |
| <b>Timber resource industries</b>             | 15% | 30% | 31% | 15% | 9%  |
| <b>Agricultural business (including farm)</b> | 54% | 23% | 17% | 3%  | 3%  |
| <b>Heavy industry (manufacturing)</b>         | 11% | 18% | 27% | 20% | 24% |
| <b>Public sector /government</b>              | 7%  | 22% | 33% | 20% | 18% |
| <b>Service business</b>                       | 15% | 25% | 37% | 12% | 11% |
| <b>Retail development</b>                     | 11% | 24% | 31% | 17% | 18% |
| <b>Light industry (manufacturing)</b>         | 20% | 26% | 26% | 15% | 13% |
| <b>High tech industry</b>                     | 14% | 20% | 23% | 16% | 28% |

Source: Little Black Comprehensive Plan Survey

### Economic Development Assistance and Programs

Programs to start, support, stimulate and assist economic development activities exist at the federal, state, regional and county (local) levels. Table 6-4 identifies the major agencies and programs that are most likely to be used in Little Black for economic development efforts.

**Table 6-4: Economic Development Programs**

| <b>Federal Agency/Department</b>    | <b>Program</b>  |
|-------------------------------------|---|
| Economic Development Administration | 1. Public Works and Economic Development Facilities Assistance Program<br>2. Economic Adjustment Assistance Program   |
| USDA WI Rural Development           | 1. Community Facility Guaranteed Loans Program<br>2. Rural Economic Development Loans and Grants Program<br>3. Business and Industry Direct Loan Program<br>4. Community Facilities Direct Loans and Grants Program |

| <b>State Agency/Department</b>                 | <b>Program</b>   |
|--|--|
| State Department of Commerce                   | 1. Community Development Block Grant – Economic Development (CDBG-ED)<br>2. Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED)<br>3. Community-Based Economic Development Program (CBED)<br>4. Agricultural Development Zone Program (ADZ) |
| Departments of Tourism and Commerce            | Commerce Tourism Development Initiative  |
| Department of Transportation                   | Transportation Facilities Economic Assistance and Development Program (TEA)  |
| <b>Regional</b>                                | <b>Program</b>   |
| Northwest Regional Planning Commission (NWRPC) | Provides business assistance including financing, planning etc   |
| Northwest WI Business Development Corporation  | Revolving Loan Funds   |
| <b>Local (County)</b>                          | <b>Program</b>   |
| UW-Extension                                   | Multiple Programs: Provides feasibility studies & assistance   |
| Taylor County Economic Development Committee   | County Revolving Loan Funds: Oversees County revolving loan funds  |