

Creative Economic Opportunities for Rural Towns

by

Ken Jaworski

**VP of Planning & Environmental Services
Martenson & Eisele Inc.**

**Planning for Prosperity
A Link between Planning & Economic Development
Wisconsin Chapter of the American Planning Assoc.
September 22-23, 2016**



Martenson & Eisele, Inc.

Your Solution Professionals

Planning - Environmental - Surveying - Engineering - Architecture

Mega Forces in Motion

- Wisconsin has a strong national brand for food quality and ethnic culture
- The “Buy Local” movement
- Agricultural innovation and entrepreneurism is alive and advancing across much of Wisconsin and Rural America
- Growing interest (especially by Millennials) to select a location to live first then look for ways to make a living
- Continued Interest for small business to be a major contributor to the work force. (Main Street vs Wall Street)

Town Economies Understood

How big is Wisconsin Agriculture?

- \$88.3 billion in earnings (2015). \$43 billion in dairy alone.
- #1 in cheese. #2 in raw milk
- 138 cheese plants, 14 butter plants, 14 yogurt plants, 203 plants which use at least one or more dairy products
- 70,000 active farms. Average 200 acres in size.
- If Wisconsin was a country, it would rank #3 in the world in cheese production. 26% of the US market. 27% growth since 2005. Yogurt had the largest gains.
- # 1 in goat milk and cheese production
- #1 in cranberries and #3 in potato production
- # 3 in wine production. # 1 in micro breweries
- 400,000 jobs.

Why could towns or rural areas be attractive to new entrepreneurs?

➤ “Many shows promote this lifestyle such as:

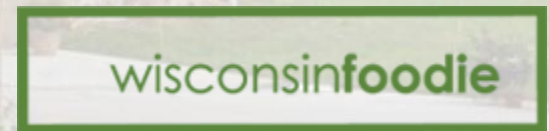
➤ “My Wisconsin Life”

➤ “Around the Farm Table”

➤ “Wisconsin Foodie”

➤ “Discover Wisconsin”

➤ Plus numerous shows and features on “Create TV”



Why could towns or rural areas be attractive to new entrepreneurs?

- Entrepreneurs are seeking unique opportunities that engage the community, promote attractive lifestyles, provide economic return and are “entrepreneurial friendly”. “Placemaking” with a rural twist.
- Research, education and “how to” made easy. Goggle, You-Tube, Webinars, Conferences.
- On-line marketing, promotions and sales
- State & Federal assistance through education, training and other economic development programs. (Ex. Farm Bill)

Why could towns or rural areas be attractive to new entrepreneurs? (Town Assets)

- **Ample amounts of land.** Most undeveloped.
- **“Openness” of the land.** Some uses just need space, a buffer or require a land base to support the functionality of their business or operation.
- **“Country Atmosphere & Experience.** Hard for some businesses to be attractive and successful in urban environments.
- **Structures which have a direct connection to the land or local culture.** Agriculturally, this could be farmhouses, barns, silos, large sheds. Culturally, these could rural churches, town halls, school houses, historic markers older businesses (country taverns, supper clubs & country stores)

Who are today's rural entrepreneurs?

- **Young Professionals.** Highly educated and trained in a variety of agronomy, business and art disciplines. Looking for and need investment capital.
- **Retiring “Baby Boomers”.**
 - Looking to do something they always wanted to do.
 - Looking for a means to supplement retirement income.
 - Usually had a connection to the land in the past.
 - Have financial resources and time to invest.
 - Good mentors. Like to see provide opportunities to young workers
- **Lifestyle Seekers.**
 - Ex. Amish & Mennonite Cultures

Benefits of Entrepreneurship

- Research has shown a positive and significant relationship between entrepreneurial activity and economic growth.
- Entrepreneurship builds on local assets both area **and individual**. Focuses on competitive advantages of the area.
- Entrepreneurship is diversified and dependent on the success of many small ventures.
- Entrepreneurs energize a community and bring forward future success and ideas. They spawn a “Can Do” attitude.

Town Economies Understood

- The general understanding of the role Town's play in the economy is primarily associated with agriculture
- "Agriculture" understood as crop fields, dairy farming and farm infrastructure
- Farmland Preservation is recognized as an essential policy.
- However, the rural economy of today and future is/will be far more involved than just agriculture

Broad Land Use Categories

- In the context of today's discussion, most economic opportunities can be place within five general categories:
 - Agriculture Use
 - Agricultural Related Use
 - Cultural, Recreation & General Commercial Use
 - Non-Metallic Extraction
 - Energy, Communication & Transportation

Agricultural and Agricultural Related Uses

- Defined specifically through the revamped State of WI Farmland Preservation Program (2009). Also known as the “Working Lands Initiative”. WI Stats. Chapter 91. Good Source for definitions.
- Implemented through farmland preservation zoning and AEA’s certified by DATCP. Qualifying farmers receive tax credits.
- Key Change: Acknowledges the importance of Agriculture Related Business as part of the local agriculture economy. Removes some barriers. Creates opportunities.
- It’s “Wholistic”. That sounds right!

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)

- **These options are endless and are only bound by the lack of creativity and innovation**
 - Dairy. (creameries, cheese, ice cream & yogurt shops).
 - Organic Vegetables & Meat (Farmer's Markets, Greenhouse & Country Store Sales)
 - Wineries & Cider Mills
 - Fruits (Apples, cranberries, cherries, strawberries, etc.)

Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



Agricultural and Agricultural Related Uses
Successful Examples of
On Site Production, Process and Sale

- Herbs (for tea, seasoning, potpourri)
- Forest Specialties (maple & hickory syrup, wood processing, landscape mulch, shitake mushrooms, nuts, fire wood, wood pellets)
- Aquaponics (vegetables & fish)
- Plant and Animal Oils (lavender, emu)
- Landscape & Urban Gardening Products (sod, black dirt, decorative rocks, straw, marsh hay)

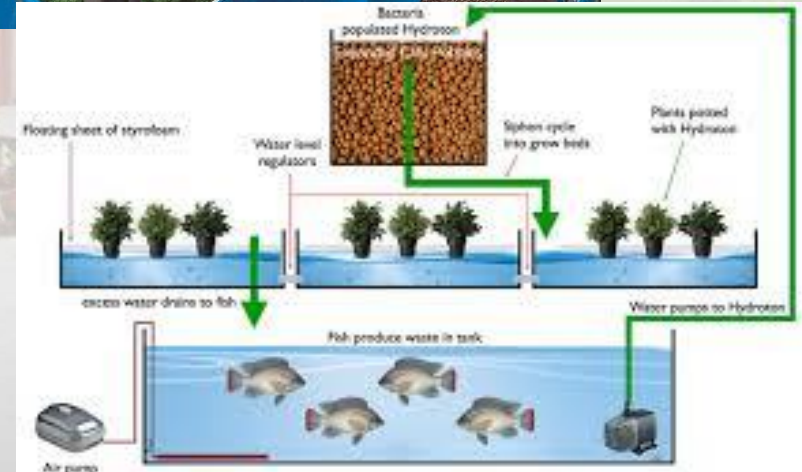
Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale

- Christmas Trees
- Cut Flowers
- Halloween Products (pumpkins, squash, gourds, stalks)
- Game Birds
- Honey
- Animal hair and wool
- Bio-fuels

Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



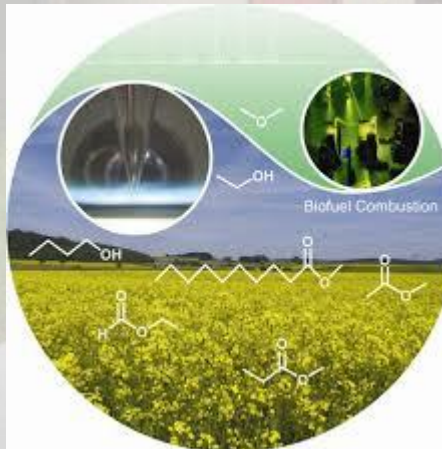
Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



Creative Economic Opportunities for Rural Towns

Agricultural and Agricultural Related Uses Successful Examples of On Site Production, Process and Sale (Value-Agriculture)



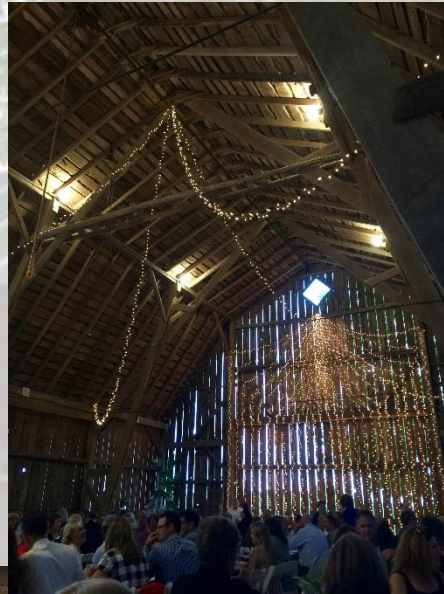
Creative Economic Opportunities for Rural Towns

Cultural, Recreation & Commercial Uses Successful Examples (Farm Buildings & Infrastructure Adaptive Reuse)

- Social Engagement Venues (barn weddings, reunions, banquets, meetings, classes, special events)
- Theater & Performing Arts Center
- Gift, Novelty, Souvenir Sales
- Bed & Breakfast
- Inn and/or Youth Hostel
- Art/Photography Studios & Galleries
- Dance & Exercise Studios

Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples (Farm Building & Infrastructure. Adaptive Reuse Examples)



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples

(Farm Building & Infrastructure. Adaptive Reuse Examples)

- Bar & Restaurant
- Storage (Boats, Cars, Collectibles)
- Service Clubs (Lions, Kiwanis, Conservation)
- Creative Wood, Metal & Pottery Works
- Flea Markets
- Building Fabrication (mini sheds, building trusses & walls)
- Equestrian Riding Schools & Therapy

Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples

(Farm Building & Infrastructure. Adaptive Reuse Examples)



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples

(Farm Building & Infrastructure. Adaptive Reuse Examples)



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples

(Farm Building & Infrastructure. Adaptive Reuse Examples)



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples (Farm Buildings & Infrastructure Adaptive Reuse)

- Antique Mall/Shop
- Saw Mills and Lumber Sales
- Salvage Facilities
- Rental Services
- Fire Works Storage & Sales
- Landscape Business
- Fencing
- Carpentry & Cabinet Making (Ex Barn Quilts)

Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples

(Farm Building & Infrastructure. Adaptive Reuse Examples)

- Animal Boarding & Breeding (including kennels)
- Dog Grooming
- Equipment Sales & Repair
- Start Up Businesses “Incubators”
- Youth Camps
- Town Parks
- Museums, Historical & Heritage Societies
- Churches

Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples

(Farm Building & Infrastructure. Adaptive Reuse Examples)



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses **Successful Examples **without** Adaptive Reuse**

- Country Eating and Drinking Establishments
- Mini Storage
- Private Airports & Hangars
- Paint Ball Courses
- Race Tracks
- Shooting Ranges & Courses
- Sales of Bait and Sporting Goods

Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Other Successful Examples **without** Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples **without** Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Successful Examples

Successful Examples **without** Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses **Successful Examples **without** Adaptive Reuse**

- Well Drilling
- Construction Services (general contractors)
- Excavation Services
- Large Equipment and Truck Driving Schools
- Trucking Terminals
- Salvage Facilities
- Recycling
- Fuel Services & Terminals
- Wholesale Distributors
- Equipment Sales, Service & Rental (heavy, farm & garden)

Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Other Successful Examples **without** Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Other Successful Examples **without** Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses

Successful Examples

Other Successful Examples without Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses **Other Successful Examples** without **Adaptive Reuse**

- Drive In Theaters
- Fireworks Sales
- Petting Zoos
- Adventure Parks
- Animal Care



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Other Successful Examples without Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Other Successful Examples without Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Cultural, Recreation and Commercial Uses Other Successful Examples **without** Adaptive Reuse



Creative Economic Opportunities for Rural Towns

Code Challenges

- Reuse- Asbestos and building codes
- When agriculture transitions to entertainment. When does commercial zoning or a conditional uses apply?
- Addressing multiple uses on the same parcel
- Defining Home Business, Accessory Use, Incidental Use and Principal Use



Planning for Rural Economic Prosperity

“To keep every cog and wheel is the first pre-caution to intelligent tinkering”: Aldo Leopold

- Identify key structural and cultural assets
- Include the “Creative Rural Economic Development & Entrepreneurial Opportunities” discussion in the context of future comprehensive plan updates at both the town and county levels)
- Survey your community on what uses are expected and supported

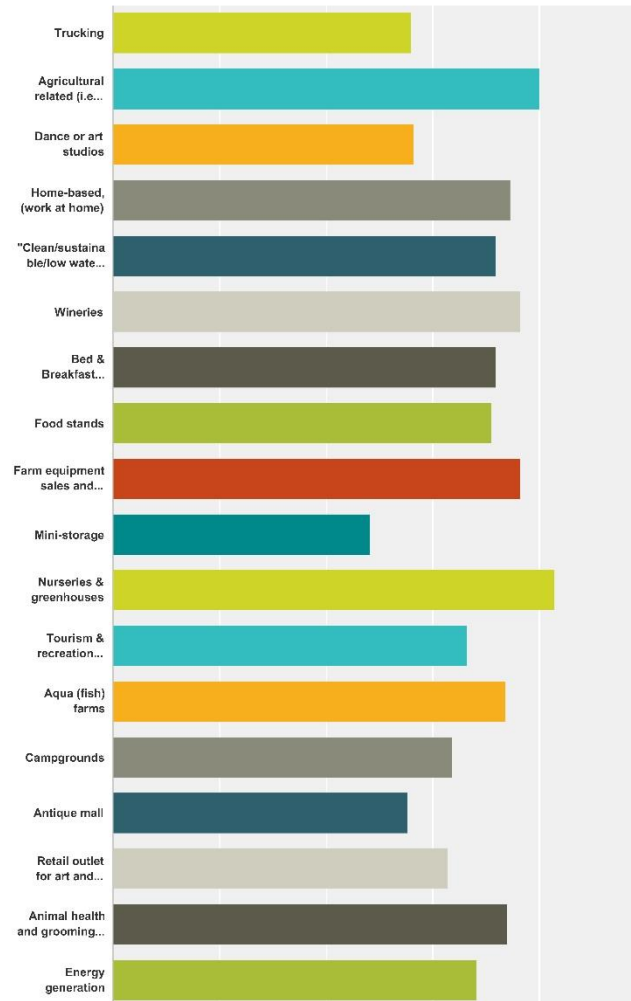
Creative Economic Opportunities for Rural Towns

Town of Watertown Community Survey

SurveyMonkey

Q3 Economic Development: What type of new businesses do you think are appropriate within the Town of Watertown?

Answered: 22 Skipped: 0



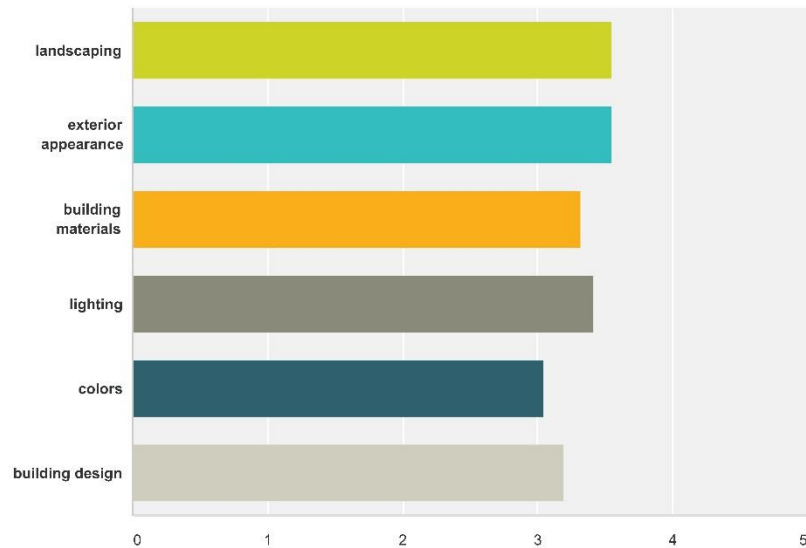
Creative Economic Opportunities for Rural Towns

Town of Watertown Community Survey

SurveyMonkey

Q9 The Design Review Standards should include the following:

Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
landscaping	4.55% 1	63.64% 14	18.18% 4	9.09% 2	4.55% 1	22	3.55
exterior appearance	4.55% 1	63.64% 14	18.18% 4	9.09% 2	4.55% 1	22	3.55
building materials	0.00% 0	50.00% 11	36.36% 8	9.09% 2	4.55% 1	22	3.32
lighting	0.00% 0	59.09% 13	27.27% 6	9.09% 2	4.55% 1	22	3.41
colors	0.00% 0	42.86% 9	28.57% 6	19.05% 4	9.52% 2	21	3.05
building design	0.00% 0	52.38% 11	28.57% 6	4.76% 1	14.29% 3	21	3.19

Planning for Rural Economic Prosperity

Be Entrepreneurial Friendly!

- Review code terminology. Allow opportunity for creative and innovative ideas to have a chance to succeed within your codes
- Understand the new Entrepreneurs want to be good neighbors
- “We have seen the enemy and he is us”. Look for solutions not barriers. Creativity and Innovation.
- Promote your community as “Entrepreneurial Friendly” as part of your web site and outreach efforts.

Creative Economic Opportunities for Rural Towns

by

Ken Jaworski

**VP of Planning & Environmental Services
Martenson & Eisele Inc.**

Thank You!



Martenson & Eisele, Inc.

Your Solution Professionals

Planning - Environmental - Surveying - Engineering - Architecture