

6. Economic Development

Introduction

This element will present information about the economy within the Town of Westboro. 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 government’s encouragement and participation. The Town of Westboro has historically been a rural town of primarily agriculture and forestry activity. Most business growth concerning residents of Westboro 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 Westboro.

Table 6-1: Employment Status by Sex

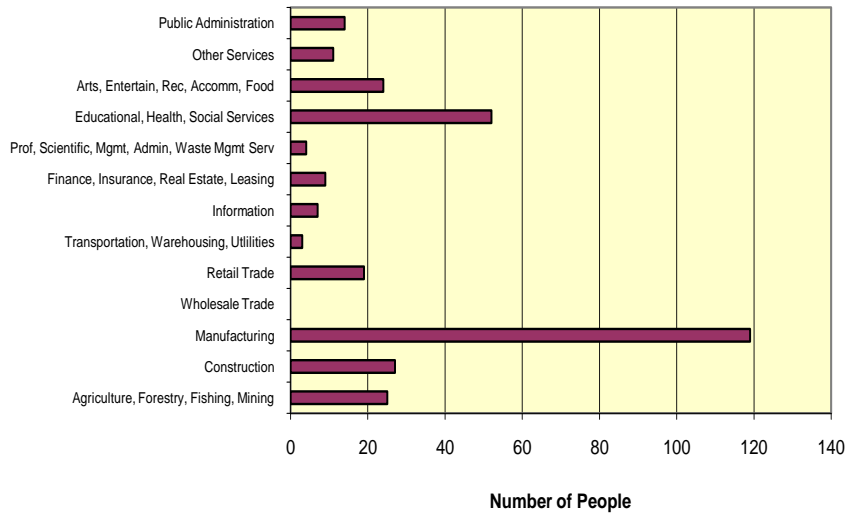
Town of Westboro	Number		
	Male	Female	Total
Total Population	335	325	660
Population 16 years and Over	229	222	451
In Labor Force	175	154	329
Armed Forces	0	0	0
Civilian Labor Force	175	154	329
Employed	166	148	314
Unemployed	9	6	15
Not in Labor Force	54	68	122

Source: U.S. Census 2000 SF 3

Economic Base

The economic base of a community includes all the industries that provide jobs in a given community or geographic location. Figure 6-1 displays the number of employed residents in the Town of Westboro by industry sector from Census 2000. Nearly 38 percent (119) of town residents are employed in the manufacturing industry sector, which by far is the leading employment industry in the Town of Westboro. Considering the proximity of the Cities of Medford and Marshfield, many residents are likely employed in those larger municipalities.

Figure 6-1: Town of Westboro Employment by Industry in 2000



Activity Name	Type	Status
Medford Corp Bulk Plt	ERP	Closed
Odau Station	LUST	Open
Zentner Trucking	LUST	Open
Brandner Trucking- Unleaded	LUST	Closed
Brandner Trucking- Diesel	LUST	Closed
Old Hwy 13 & County Road D	SPILL	Closed
Harold Odan Gas Station	SPILL	Closed
Medford Co-op Bulk Plt	SPILL	Closed
Rural Area	SPILL	Closed
Silver Creek	NAR	No Action Required
Silver Creek Elementary School	NAR	No Action Required
Westboro VOC Contamination	REMOVED	Removed

Source: WI DNR BRRTS
 ERP: Environmental Repair
 LUST: Leaking Underground Storage Tank
 NAR: No Action Required

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. DNR's Bureau for Remediation and Redevelopment Tracking System (BRRTS) on the Web allows you to find information on incidents that contaminated soil or groundwater. These "Activities" include Spills, Leaks, other cleanups and sites where no action was needed. There are currently twelve records of environmentally contaminated sites in the Town of Westboro, two of which have a status of 'Open'. Table 6-2 details the environmentally contaminated sites in the Town of Westboro.

Attracting/Retaining Business and Industry

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

- A. Strengths
 - State Highway 13
 - County Road D

- Natural Resources (clean air and water)
- Low crime rate
- Visible planning
- Good people/family values
- Decent school system
- Recreational opportunities

B. Weaknesses

- Limited sewer system to handle industry within the village area
- Property taxes too high
- Limited jobs

Desired Business and Industry

The Town of Westboro Comprehensive Planning survey asked residents to select the types of businesses that they believe are the most important for the Town of Westboro to encourage. The categories included tourism, service, retail, industrial/manufacturing, and other. The business/industry chosen by the highest number of residents in the Town of Westboro was ‘service business’, with 66 percent of residents surveyed feeling it should be encouraged. Tourism-oriented was second with 60.8 percent. Table 6-3 displays the results of this survey question.

Table 6-3: Businesses to attract

Business / Industry	Yes	No
Tourism-oriented	60.8%	39.2%
Service business	66.0%	34.0%
Retail	56.2%	43.8%
Industrial/Manufacturing	57.9%	42.1%
Other	7.9%	92.1%

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 Westboro for economic development efforts.

Table 6-4: Economic Development Programs

	Agency/Department	Program	Comments
Federal	Economic Development Administration	<ol style="list-style-type: none"> 1. Public Works and Economic Development Facilities Assistance Program 2. Economic Adjustment Assistance Program 	
	USDA WI Rural Development	<ol style="list-style-type: none"> 1. Community Facility Guaranteed Loans Program 2. Rural Economic Development Loans and Grants Program 3. Business and Industry Direct Loan Program 4. Community Facilities Direct Loans and Grants Program 	
State	Department of Commerce	<ol style="list-style-type: none"> 1. Community Development Block Grant – Economic Development (CDBG-ED) 2. Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED) 3. Community-Based Economic Development Program (CBED) 4. Agricultural Development Zone Program (ADZ) 	
	Departments of Tourism and Commerce	Tourism Development Initiative	
	Department of Transportation	Transportation Facilities Economic Assistance and Development Program (TEA)	
Regional	Northwest Regional Planning Commission (NWRPC)	Provides business assistance including financing, planning etc.	
	Northwest WI Business Development Corporation	Revolving Loan Funds	
Local (County)	UW-Extension	Multiple Programs	Provides feasibility studies & assistance
	Taylor County Economic Development Committee	County Revolving Loan Funds	Oversees County revolving loan funds