

Community Economic Development Preparedness Index: Village of Holmen, Wisconsin

COMMUNITY ECONOMIC DEVELOPMENT PREPAREDNESS INDEX: The purpose of the preparedness index is to help you analyze your community's strengths and weaknesses before you develop a plan to improve economic development opportunities in your community. The index is based on your perception of activities and conditions in the community; over which you may or may not have some level of control. Your compiled responses will provide a reflection of your community's readiness to: • Retain existing businesses • Attract new businesses and residents, and • Grow small businesses within your community To complete the form, please check a circle that best reflects your level of agreement with the stated item. If you "strongly agree" with the statement, or the answer is "yes", check the far left circle. If you are not as strongly in agreement with the statement, check one of the boxes on the right side of the scale. If you don't know the answer, check the far right circle. This survey is being brought to you by the LaCrosse County University of Wisconsin Extension office and the Village of Holmen, Wisconsin, in conjunction with the UW Extension Center for Community Economic Development. If you would like to receive the final results of the survey without checking back on-line, please contact: Karl Green Community Natural Resource and Economic Development Agent LaCrosse County U.W. Extension Office 400 4th Street North, Room 3140 La Crosse, WI 54601 (608) 785-9593 (608) 789-4808 fax green.karl@co.la-crosse.wi.us

1. What is your economic development affiliation?

Chamber of Commerce Member	9	53%
Village Official (elected or appointed)	1	6%
Village Resident	4	24%
Work in the Village of Holmen, do not live here	2	12%
Business Owner/Operator/CEO	10	59%
Other, Please Specify:	3	18%

2. ORGANIZATIONAL CAPACITY FOR ECONOMIC DEVELOPMENT:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Our village board has a pro-business attitude and the board actively supports economic development activities through funding, policies and programs.	0 0%	7 41%	4 24%	3 18%	3 18%
Key local business leaders are sufficiently involved in the governmental process.	1 6%	5 29%	4 24%	4 24%	3 18%
Key local business leaders are sufficiently involved in Economic development efforts.	1 6%	4 24%	5 29%	3 18%	4 24%
Our community has an effective local economic development corporation, commission or committee responsible for economic development activities.	0 0%	5 29%	5 29%	1 6%	6 35%
The organization that is MOST responsible for economic development in our community has adequate representation from BOTH public and private sector members.	0 0%	3 18%	6 35%	2 12%	6 35%
Our community is a member of a regional organization actively engaged in economic development efforts (county or multi-county).	1 6%	5 29%	2 12%	1 6%	8 47%

Our community has (or has access to) a knowledgeable economic development professional.	1 6%	5 29%	1 6%	0 0%	10 59%
Our community leaders work together with other economic development related professionals or organizations (such as regional planning commissions, UW-Extension, state agencies, utilities, WI technical colleges).	1 6%	6 35%	2 12%	1 6%	7 41%
Residents in our Community have access to a community-based leadership training program.	1 6%	2 12%	2 12%	2 12%	10 59%

3. STRATEGIES FOR ECONOMIC DEVELOPMENT:					
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
The community has an operating comprehensive land use plan.	0 0%	14 82%	0 0%	0 0%	3 18%
Our community has a zoning ordinance that designates an adequate supply of residential, commercial and industrially-zoned land for future development.	0 0%	11 65%	4 24%	0 0%	2 12%
Our community has a current written economic development plan that was prepared by an economic development committee, formally adopted by local government, and reviewed on a regular basis.	0 0%	9 53%	2 12%	0 0%	6 35%
Subcommittees work on projects outlined in the economic development plan on a regular basis.	0 0%	4 24%	2 12%	1 6%	10 59%
Our economic development plan is sufficiently part of a larger area economic development plan (multi-community, county or regional).	0 0%	6 35%	4 24%	1 6%	6 35%
The community has identified the types of businesses that fit the needs and are desired by our communities.	0 0%	3 18%	4 24%	2 12%	8 47%
The community has an active program to encourage and support existing businesses.	0 0%	4 25%	2 12%	4 25%	6 38%
We have a marketing plan that targets businesses that are most likely to locate in our community.	0 0%	0 0%	3 18%	2 12%	12 71%

4. EXISTING BUSINESS RETENTION:					
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
An up to date formal business retention and expansion study exists.	0 0%	1 6%	0 0%	2 12%	14 82%
The Chamber of Commerce or the economic	2	3	9	1	2

development organization makes regular visits to businesses.	12%	18%	53%	6%	12%
An adequate number of business recognition events are held in the community.	2 12%	8 47%	5 29%	1 6%	1 6%
The community has an active program to support development and revitalization.	0 0%	5 29%	6 35%	1 6%	5 29%
The Village of Holmen is usually responsive to the problems of existing businesses.	0 0%	4 24%	3 18%	5 29%	5 29%

5. NEW BUSINESS FORMATION:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Our community has an active business development program to assist new businesses with their start-up issues (e.g. business plan preparation, financing, recruitment of people, management, accounting, production and marketing).	0 0%	4 24%	1 6%	2 12%	10 59%
Our community has a systematic program to check on the progress of new businesses to see if they need help before they get into serious trouble.	0 0%	1 6%	3 18%	2 12%	11 65%
Adequate financing can be found for new business start-ups and small business expansions.	1 6%	8 47%	1 6%	1 6%	6 35%

6. ATTRACTING NEW BUSINESSES:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
We have a marketing program targeted toward industries that have been researched to determine the likelihood of locating in our community.	0 0%	0 0%	3 18%	2 12%	12 71%
Our community actively recruits targeted industries.	0 0%	0 0%	2 12%	3 18%	12 71%
We have an organized, trained business attraction team comprised of people from both the private and public sectors.	0 0%	0 0%	2 12%	2 12%	13 76%
The existing businesses in our community are helpful in recruiting new firms to the area.	0 0%	8 47%	3 18%	1 6%	5 29%

7. TOURISM:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
The community has completed an up to date tourism assets and marketing analysis and reported the results to local businesses.	0 0%	3 18%	5 29%	2 12%	7 41%
The community has an active tourism promotion program.	2 12%	4 24%	6 35%	2 12%	3 18%
The community has an active chamber of commerce or visitor and convention bureau that focuses on tourism development.	2 12%	5 29%	5 29%	1 6%	4 24%
We have a regular calendar of promotion activities (e.g. monthly trade days, main street programs, arts and crafts, festivals).	2 12%	8 47%	4 24%	1 6%	2 12%

8. DOWNTOWN MERCHANTS:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
The community has an active organization working with DOWNTOWN merchants.	0 0%	3 18%	5 29%	1 6%	8 47%
The community has conducted a retail market analysis within the past three years.	0 0%	0 0%	4 24%	0 0%	13 76%
The community should complete a downtown renovation and revitalization plan.	3 18%	11 65%	1 6%	0 0%	2 12%
Retail merchants have coordinated and/or store hours which match consumer preferences.	0 0%	7 41%	6 35%	1 6%	3 18%
Parking adequate in the downtown areas.	2 12%	12 71%	2 12%	0 0%	1 6%

9. INFORMATION FOR ECONOMIC DEVELOPMENT

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Our community has completed a "Community Profile" (fact sheet) that includes basic information about the community (e.g. major employers, education, health care, population, services).	0 0%	3 18%	2 12%	0 0%	12 71%

We have a "promotional" brochure to use with tourism, relocation packets and recruitment of new businesses that has been updated on a regular basis.	1 6%	10 59%	1 6%	0 0%	5 29%
All information contained in the community profiles and in promotional materials is available on the Internet.	2 12%	6 35%	3 18%	0 0%	6 35%
The community maintains a current database of available commercial and industrial buildings and sites.	0 0%	3 18%	2 12%	0 0%	12 71%

10. LABOR FORCE:					
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
Our community has access to current (less than 3 years old) labor force information on wages and benefits.	0 0%	5 29%	1 6%	0 0%	11 65%
Our community has access to current (less than 3 years old) labor force information on labor supply by occupational categories.	0 0%	5 29%	1 6%	0 0%	11 65%
Our community has access to current (less than 3 years old) labor force information on productivity of the workforce.	0 0%	4 24%	1 6%	0 0%	12 71%
Our community has access to current (less than 3 years old) labor force information on training opportunities.	0 0%	4 24%	1 6%	0 0%	12 71%
Our community has access to current (less than 3 years old) labor force information on employment data (employment, unemployment, underemployment and turnover rates).	0 0%	4 24%	1 6%	0 0%	12 71%
A positive relationship exists between labor and management in our local businesses/organizations.	0 0%	9 56%	0 0%	1 6%	6 38%
The wages in our community are at a high enough level to help retain our existing work force and attract new labor to the area.	0 0%	9 53%	3 18%	1 6%	4 24%
Training opportunities exist within the community to meet existing and prospective employer training needs.	0 0%	5 29%	4 24%	0 0%	8 47%
Our community has resources to help businesses hire and train a diverse work force.	0 0%	5 29%	4 24%	1 6%	7 41%
New or expanding employers would be able to find adequate numbers of qualified employees in our labor area.	1 6%	11 65%	1 6%	1 6%	3 18%

Answers Agreed Upon:

Our community has a zoning ordinance that designates an adequate supply of residential, commercial and industrially-zoned land for future development – 14

The community should complete a downtown renovation and revitalization plan – 14

Parking adequate in the downtown areas – 14

New or expanding employers would be able to find adequate numbers of qualified employees in our labor area - 12

Our community has a current written economic development plan that was prepared by an economic development committee, formally adopted by local government, and reviewed on a regular basis – 11

We have a "promotional" brochure to use with tourism, relocation packets and recruitment of new businesses that has been updated on a regular basis - 11

An adequate number of business recognition events are held in the community – 10

We have a regular calendar of promotion activities (e.g. monthly trade days, main street programs, arts and crafts, festivals) – 10

Subcommittees work on projects outlined in the economic development plan on a regular basis - 9

Adequate financing can be found for new business start-ups and small business expansions – 9

A positive relationship exists between labor and management in our local businesses/organizations - 9

The wages in our community are at a high enough level to help retain our existing work force and attract new labor to the area - 9

The existing businesses in our community are helpful in recruiting new firms to the area – 8

All information contained in the community profiles and in promotional materials is available on the Internet – 8