



Economic Development Strategy - 2013

A Plan for Promoting Identity, Regional Competitiveness and Economic Growth



Prepared by: East Central Wisconsin Regional Planning Commission, with assistance from the Town of Buchanan Planning Commission



TOWN OF BUCHANAN

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COVER PHOTO CREDITS

*Mid Right: Dairy Farm; Source: Angela Gorall,
Administrator/Clerk, Town of Buchanan*

*Lower Left: Darboy Joint Sanitary District; Source: Angela Gorall,
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Adopted by the Town of Buchanan Town Board

December 18, 2012

TOWN OF BUCHANAN

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ABSTRACT

TITLE: TOWN OF BUCHANAN ECONOMIC DEVELOPMENT STRATEGY, 2013

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SUBJECT: This report is an economic development strategy for the Town of Buchanan, identifying the Town's economic development vision, goals, objectives, strategies and actions.

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Contents

Introduction:.....	1
BACKGROUND	1
VISION	2
BASIS FOR PROJECT	2
SWOT PROCESS	3
Economic Development Vision, Goals, Objectives, Strategies & Actions:.....	4
GOAL 1: RETAIN NEIGHBORHOOD BUSINESS VITALITY IN BUSINESS DISTRICTS AND PROMOTE COMMUNITY IDENTITY	4
Objective 1.1: Utilize marketing tools to increase awareness and create a positive, growth-oriented image for business recruitment and retention.	5
Objective 1.2: Emphasize the importance of ‘placemaking’ in creating a strong community identity.....	6
Objective 1.3: Address design standards and make aesthetic improvements to the framework of the Town.	8
GOAL 2: BUILD REGIONAL COMPETITIVENESS BY CAPITALIZING ON THE TOWN’S CONNECTIVITY POTENTIAL	9
Objective 2.1: Improve/maintain transportation access and regional connectivity for all modes of transportation.	9
Objective 2.2: Continue infrastructure improvements to roads, utilities and amenities, and consider implementing Low Impact Development alternatives.	11
Objective 2.3: Support efficient development patterns through planning, targeting redevelopment and residential development.	13
Objective 2.4: Promote the effective development and use of the workforce.....	15
Objective 2.5: Encourage regional partnerships and collaboration between the public and private sectors.	15
GOAL 3: CREATE HARMONY BETWEEN ECONOMIC DEVELOPMENT AND THE TOWN’S URBAN AND RURAL CHARACTER	16
Objective 3.1: Promote agricultural tourism by showcasing the Town’s natural assets, such as local soil capability for agriculture and Fox River shoreline.	16

Objective 3.2: Promote the economic benefits of natural resource, parks, and recreation.....	18
Objective 3.3: Work to promote buying locally grown food while improving the accessibility of information about local growers.....	19
Recommendations/Implementation:	20
RESPONSIBILITIES.....	20
Town of Buchanan Staff.....	20
Town of Buchanan Planning Commission.....	20
Ad Hoc Economic Development Committee	20
Appendices.....	21
APPENDIX A: ECONOMIC DEVELOPMENT PROGRAMS AND RESOURCES	23
APPENDIX B: DEMOGRAPHIC PROFILE.....	25
APPENDIX C: ESRI SUMMARY/DEMOGRAPHIC PROFILES.....	27
APPENDIX D: SWOT TABLE.....	29
APPENDIX E: SWOT/EXISTING LAND USE MAP	31
APPENDIX F: PROPOSED FUTURE LAND USE MAP.....	33
APPENDIX G: SPREADSHEET OF ACTIONS.....	35
APPENDIX H: EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION.....	37

Introduction:

BACKGROUND

The Town of Buchanan, which is located in the southeastern portion of Outagamie County, Wisconsin, is a unique blend of rural and urban development. The Town encompasses a land area of approximately 18.4 square miles or nearly 11,800 acres. According to the 2010 Census Bureau, the Town has a total population of 6,755, and has grown steadily by 15.9% (928 people) from 2000 to 2010.¹ Buchanan shares a common boundary with the communities of Appleton, Kimberly, Kaukauna, Combined Locks, the Town of Harrison (Calumet County), the Town of Holland (Brown County) and the Town of Woodville (Calumet County).² See Appendix B for the Town's full demographic profile and Appendix C for ESRI Business Analyst demographic and income profiles by drive time.

The Town of Buchanan completed and adopted a Comprehensive Plan update in 2007, compliant with the State's 'Smart Growth' standards, for the general purpose of guiding coordinated and harmonious development in accordance with existing and future needs. The Economic Development Chapter within the Comprehensive plan contained succinct recommendations to advance the Town's economic development goals, objectives and policies; however, further work and analysis of these recommendations and the development of a more definitive 'plan of action' is needed.

In the past, the Town of Buchanan has coordinated efforts and maintained relationships with regional organizations such as the Fox Cities Economic Development Partnership (FCEDP), Local Chambers of Commerce, East Central Wisconsin Regional Planning Commission (ECWRPC) and other rural and urban communities on the basis of economic development. This regional commitment results in the creation and maintenance of an environment that will foster both the retention and expansion of existing businesses and the attraction of new businesses. Collaboration is imperative in understanding the existing economic resources of the Town which serve as assets for economic development efforts.

¹ U.S. Census Bureau, 2010

² Town of Buchanan Comprehensive Plan, 2007

VISION

The Town established a vision for economic development as part of its 2007 comprehensive planning process. The vision is shown below and, for the purposes of this report, has not changed.

Town of Buchanan Comprehensive Plan - Economic Development Vision

In 2025, Buchanan is suburban residential community offering a variety of shopping, restaurant, and entertainment choices for its many residents. Retail areas situated near STH 441 serve local residents, as well as, residents living in outlying areas of Brown, Calumet, and Winnebago Counties.

In addition to its great variety of commercial uses and residential neighborhoods, a few light industrial businesses have established near STH 55 in Buchanan. These locally owned businesses offer quality employment opportunities and are an important asset to the Town's tax base. Most residents continue to also find a great variety of employment opportunities in nearby communities that are easily accessible via regional highway corridors.

In response to resident expectations, the Town of Buchanan requires connections throughout the sanitary district between its business districts and residential areas. In addition, some mixed business areas have been established in the sanitary district that make it easy for residents living in these areas to walk or bike to nearby restaurants, stores, and entertainment choices.

Overall, economic development in Buchanan is in harmony with the Town's natural environment and residential areas. Agricultural operations are concentrated in the easternmost portion of the community and act as a buffer between the residential neighborhoods to the west and rural farmland areas in Calumet and Brown Counties.

Source: Town of Buchanan Comprehensive Plan, Economic Development Chapter, 2007

BASIS FOR PROJECT

During the development of the Town of Buchanan's Comprehensive Plan, limited time was available to have the necessary detailed discussions regarding economic development. A broad overview and list of general recommendations and strategies were approved which have helped the Town move forward with minimal progress. In fact, the Town's Economic Development Goals, Objectives and Policies within the Comprehensive Plan called for coordination with regional organizations to market the Town for economic growth opportunities, which led to the need for a more thorough analysis.

The Town requested technical assistance from ECWRPC to create this Economic Development Strategy. ECWRPC's intent was to work with the Town's Planning Commission to 'check in' on the status of the Town's assets and needs (see Appendix D – SWOT Table), and provide additional direction and detail on how to foster economic development within the community. Given its more detailed look at strategies and activities related to economic development, this document should serve as a partial update of the Town's current Comprehensive Plan Economic Development element and should be considered for eventual adoption as a plan amendment (or incorporated in a future update). East Central developed and formatted this document in a manner which allows the

Town to formally adopt the strategy as an updated sub-element within the Economic Development chapter of the Comprehensive Plan. While the data and analysis items of the Comprehensive Plan element have not been updated, the new goals, objectives, strategies and actions will serve as a guide to promote community identity, build regional competitiveness and increase fluidity between the rural to urban character of the Town.

SWOT PROCESS

The Town of Buchanan's Planning Commission was asked to conduct a SWOT analysis at their meeting on May 14th, 2012, providing a brief inventory of the strengths, weaknesses, opportunities, and threats of the Town. The overall purpose of the SWOT exercise was to collect information on how the Planning Commissioners felt about their community.

Strengths are classified as physical assets, a program, or an environmental feature which positively influenced the quality of life within the community. Weaknesses are correctable problems which need to be addressed or amended. Opportunities are defined as underutilized features which could positively affect the quality of life within the community. A threat is an internal or external feature that could jeopardize the future success of a community.

Each participant was asked to write what they considered to be the strengths, weaknesses, opportunities, and threats. These items could include their opinions on physical features such as roads, utilities, natural resources, and quality of life issues. After making a list of all the ideas, participants rated their top issues in each of the four groups and a SWOT map of the Town was created (Appendix E). The compiled lists were then utilized as a starting point in the remainder of the planning process. The top priorities identified by the Commission are listed below, and the full list from the SWOT exercise can be found in Appendix D.

Strengths

1. Quality of the Town's Clerk/Administrator
2. Full range and high quality of municipal/public services
3. Steady business and family housing growth
4. Low Town taxes
5. Gateway to the Heart of the Valley

Weaknesses

1. Poor roadways and storm water management
2. State levy limitations
3. Limited sewer/water service area availability
4. Limited Town staff and economic development capacity

Opportunities

1. Consolidation
2. Boundary agreements
3. Creative methods to repave roads

Threats

1. Annexation (driven by services, roads, law enforcement, regulations etc.)
2. Financial limitations

Economic Development Vision, Goals, Objectives, Strategies & Actions:

The Economic Development Vision developed in the Town of Buchanan's Comprehensive Plan hasn't necessarily changed, however, the goals and strategies established through the SWOT analysis have been reassessed to create an improved economic development strategy and plan of action for the Town.

Successful economic development is a collaborative partnership encompassing business, non-profits, public and private sectors, educational institutions, and the urban and rural communities. This economic development strategy lays the groundwork for the Town of Buchanan to build a livable, profitable, and sustainable community with a strong sense of place, by taking advantage of the three simple goals that were identified in this strategy-development process:

1. Promote community identity and retain neighborhood business vitality in business districts;
2. Build regional competitiveness by capitalizing on the Town's connectivity potential; and
3. Create harmony between economic development and the Town's urban and rural character.

GOAL 1: RETAIN NEIGHBORHOOD BUSINESS VITALITY IN BUSINESS DISTRICTS AND PROMOTE COMMUNITY IDENTITY

When defining the character of a town to promote community identity and retain neighborhood business vitality, it is important to initially envision what type of atmosphere and town feel you would like to live, work and play. Broad social, economic, cultural and demographic trends are what outline a community's identity; and diverse, community oriented gathering places, restoration of walkable communities and defining the public realm of a town are what define a small town atmosphere. Introducing enclosed public spaces will help to establish a sense of place for the Town of Buchanan and provide gathering spaces for all walks of life, in turn, retaining businesses through a growth-oriented image. The Town of Buchanan can promote community identity and retain business vitality by utilizing marketing tools, emphasizing the importance of placemaking, addressing design standards and making aesthetic improvements to the framework of the Town.

Objective 1.1: Utilize marketing tools to increase awareness and create a positive, growth-oriented image for business recruitment and retention.

Utilize marketing tools to increase an awareness of ongoing economic activities in the area as well as to promote a positive, growth-oriented image to attract businesses and to foster an entrepreneurially supportive environment.

STRATEGY 1.1.1

- Update the Town Website by keeping a current listing of existing businesses with a map of their location and contact information through the ECWRPC Technical Assistance program. Create a current parcel level map of available commercial and industrial properties on the website for ease of use by site selection consultants and to increase an awareness of ongoing economic activities in the area. *(Town-wide)*

Action 1.1.1.1: Allow for time and funding in the Town's economic development budget to update the website and coordinated with regional organizations to make business retention visits to local businesses and family farms.

Action 1.1.1.2: Annually track business retention visits and set goals to increase the meeting frequency and follow up with businesses and family farms.

Action 1.1.1.3: Update the current parcel level map of available commercial and industrial properties and current business listing, through the ECWRPC Technical Assistance program, as the Town's existing businesses and properties change.

Action 1.1.1.4: Utilize and promote Locate in WI to businesses on the Town's website:
<http://wedc.org/locateinwisconsin>

Action 1.1.1.5: Generate a drawing for a local business to win a featured article in the e-newsletter and add a space on the Town's website to enter.

Action 1.1.1.6: When completed, track the user traffic on the Town's website business listing page on a monthly and annual basis, to assess the effectiveness of the information.

STRATEGY 1.1.2

- Use a Town e-newsletter to feature local businesses and promote a positive, growth-oriented image to attract new businesses and foster an entrepreneurially supportive environment. Nurture a “shop-local” environment to increase the local flow of dollars and improve an awareness of ongoing economic activities. *(Town-wide)*

Action 1.1.2.1: Develop a social media calendar and plan to complete an e-newsletter using Constant Contact at least every two months. Send out short “e-blasts” when needed, to provide important, time sensitive information.

Action 1.1.2.2: Provide information in the e-newsletter on local business updates, Town activities and events, and marketing tips. Refer business to websites such as <http://www.socialmediaexaminer.com/> or <http://www.practicalecommerce.com/> to help businesses grow their clientele and keep up to date with social media.

Action 1.1.2.3: Remind businesses at least twice a year through e-newsletters, to verify their location and contact information on location based service websites such as: Yelp, Google Maps, MapQuest, BingMaps, and Yahoo.

Action 1.1.2.4: Survey businesses to determine what they are interested in learning or receiving assistance with, and provide information through e-newsletters based on survey results.

Action 1.1.2.5: Track the number of “clicks” per article using Constant Contact, to assess the interest in the topic.

Objective 1.2: Emphasize the importance of ‘placemaking’ in creating a strong community identity.

Establishing a strong community identity through methods of wayfinding, creating public spaces, increasing walkability and highlighting the importance of ‘place’ and ‘placemaking’, will reduce the need for infrastructure, lead to more rapid appreciation in property values and improve the overall quality of life for Town residents and visitors.

‘Placemaking’ is a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover their needs and aspirations. – Project for Public Spaces
http://www.pps.org/reference/what_is_placemaking/

STRATEGY 1.2.1

- Introduce the livable/walkable/healthy community concept and

consider sidewalk improvements, pedestrian safety and accessibility to retail, neighboring community parks, schools and residential neighborhoods. This would benefit families with children, elderly residents, and prepare the Town for a projected increase in aging population. (*Town-wide*)

Action 1.2.1.1: Calculate, track and make plans to increase the Town's walkability score by using websites such as <http://www.walkscore.com/>.

Action 1.2.1.2: Follow up on bike counts and surveys conducted by the Fox Cities and Oshkosh Urbanized Areas Bicycle and Pedestrian Plan Committee and map areas of the Town with safety concerns to bikes and pedestrians. Update the map, through the ECWRPC Technical Assistance program, on an annual basis.

Action 1.2.1.3: Educate the community through the Town's website on pedestrian safety, and encourage healthy walking and biking throughout the community, promoting local programs, including the following:

East Central Wisconsin Regional Safe Routes to School Program: <http://eastcentralsrts.org/>

National Center for SRTS: <http://www.saferoutesinfo.org/>

SRTS National Partnership: <http://www.saferoutespartnership.org/>

Pedestrian and Bicycle Information Center: <http://www.pedbikeinfo.org/>

America Walks <http://americawalks.org/>

League of American Bicyclists: <http://www.bikeleague.org/>

WisDOT Safe Walking/Bicycling Website: <http://www.dot.wisconsin.gov/safety/kids/>

Bikes Belong: <http://www.bikesbelong.org/>

Bicycle Federation of WI: <http://bfw.org/>

AASHTO Guide (design manual): <http://www.transportation.org/Pages/default.aspx>

Manual on Uniform Traffic Control Devices (design manual): <http://mutcd.fhwa.dot.gov/>

Action 1.2.1.4: Host neighborhood workshops to gather input on neighborhood and town level economic development improvements to enhance livable/walkable/healthy communities and define neighborhoods.

STRATEGY 1.2.2

- Create temporary and permanent public and quasi-public spaces for the community to come together and relax, recreate, or enjoy, showcasing businesses, local farmers. These spaces serve to form a generally more pleasing environment and create more lively and interesting places to live, work and shop. (*Urban Area*)

Action 1.2.2.1: Implement and utilize the 2008 Fox Cities Convention and Visitors Bureau comprehensive wayfinding plan to develop a local wayfinding program. Focus on reforming streetlights, banners and use the FCCVB approved plans to build wayfinding signs, in addition to the two currently on CE, targeting the Van Roy Road and CE/Eisenhower areas.

'Wayfinding': signage and other graphic communication, clues, inherent in the building's spatial grammar, logical space planning, audible communication, tactile elements, and provision for special-needs users". – Romedi Passini, Wayfinding in Architecture

Action 1.2.2.2: Utilize empty parking lots throughout the Town to create temporary public spaces with events such as local farmers markets, run/walk road races, sidewalk sales and art-walk events, music or other community gatherings.

Action 1.2.2.3: Contact the Department of Landscape Architecture at UW-Madison and apply for their Graduate Community Design Assistance Program to create a 'town center development plan' including design recommendations for the Town that focus on the built and natural environment, including streetscaping improvements.

UW-Madison Graduate Program, Community Design: <http://www.la.wisc.edu/Graduate/community.html>

Action 1.2.2.4: Introduce a 'main street mall' concept and create a gradual development plan to transform the Kohl's shopping center and Appleton East Cinema areas into more pedestrian scaled town center projects, ultimately attracting a variety of employers and residents to the community.

'Main Street Mall': The conversion of former shopping malls and strip centers into town centers and main streets. – Charles C. Bohl, Place Making

Objective 1.3: Address design standards and make aesthetic improvements to the framework of the Town.

Comprehensively revise the Town's zoning regulations to authorize current development and design standards. This allows for streamlined aesthetic improvements that will shape future growth and community vision for the Town.

STRATEGY 1.3.1

- Update to the Town’s zoning requirements to correct obsolete and overly complex requirements that make achieving quality redevelopment a challenge. Consider form-based and rural-urban transect zone development standards, to lessen parking lot requirements, streamline landscaping and screening standards, minimize banners, update loading zone requirements, and allow for public art, farmers markets and food trucks, etc.

Action 1.3.1.1: Complete a comprehensive review of the Town’s zoning ordinance every ten years, and make amendments as needed.

STRATEGY 1.3.2

- Build community identity by revitalizing the urban area and enforcing simple, quality design standards set in place by the Town’s zoning ordinance. Use these requirements to guide future redevelopment within the Town. (*Urban Area*)

Action 1.3.2.1: Enforce design standards on a regular basis and have all updated permits readily available on the Town’s website.

Action 1.3.2.2: Track the frequency in which permits have been applied for, and use these numbers to report annual business development activity.

GOAL 2: BUILD REGIONAL COMPETITIVENESS BY CAPITALIZING ON THE TOWN’S CONNECTIVITY POTENTIAL

Regional competitiveness is an effort built in part through connectivity by improving transportation access, infrastructure needs, redevelopment plans, the use of workforce and strengthening regional partnerships. The Town of Buchanan’s urbanized area is somewhat centrally located within the Heart of the Fox Valley area with easy access to CTH CE, CTH N, and State Highways 441, 41, 10 and 55. The Town’s central location provides great connectivity potential for residents to live, work and play.

Objective 2.1: Improve/maintain transportation access and regional connectivity for all modes of transportation.

Improve transportation access by maintaining and improving roadways and adding bike lanes and sidewalks that link to recreation, bus systems, existing trail networks and regional activity centers throughout the rural and urban segments of the Town. Take

advantage of the current transportation network throughout the Fox Cities and the Town's close proximity to STH 41 (soon to be a designated Interstate).

STRATEGY 2.1.1

- Create a non-motorized transportation transition plan that focuses on linkages from rural to urban hubs within the Town as well as regional transportation connections. Create a timeline and vision for the Town understanding the limitations, due to the types and costs of trails. *(Town-wide)*

2010 Trail Cost Analysis: <http://www.nirpc.org/transportation/2010PedandPedal/Appendix%20B%20-%20TrailCosts.pdf>

Action 2.1.1.1: Actively participate with ECWRPC on the development of the Fox Cities Urbanized Area Bicycle and Pedestrian Plan, and when completed, consider adopting the Town's portion of the Plan as its official Bike/Pedestrian Plan.

Action 2.1.1.2: Review and update the Bike/Pedestrian Plan every 2-3 years or as needed.

Action 2.1.1.3: Develop a walkability checklist, surveying residents and businesses throughout the Town to determine a walkability score as an annual performance measure for the Town. *(Town-wide)*

Walkability Checklist: <http://www.nhtsa.gov/people/injury/pedbimot/ped/walk1.html>

Action 2.1.1.4: Reevaluate and update the Town's walkability checklist on an annual basis.

Action 2.1.1.5: Promote the Town's walkability progress through the Town's website and in e-newsletters at least twice a year.

STRATEGY 2.1.2

- Highlight the importance of regional connectivity by promoting the Town's close proximity to STH 41 and connectivity to destinations around the Fox Cities such as the Wisconsin International Raceway and the Performing Arts Center on the Town's website and through marketing efforts to site selectors and prospective businesses. Include a map of existing and proposed linkages to sites around the town using the ECWRPC Technical Assistance program. *(Town-wide)*

Action 2.1.2.1: Create a map on the Town’s website of existing and proposed linkages to prevalent sites throughout the region through the ECWRPC Technical Assistance program. Have the map attached to promotional material to be used for business retention efforts and potential site selectors.

Objective 2.2: Continue infrastructure improvements to roads, utilities and amenities, and consider implementing Low Impact Development alternatives.

Continuous infrastructure improvements to roads, utilities and community amenities are a crucial part of maintaining competitive taxes, flow and ease of transportation access and retaining the Town’s rural to urban character. However, many standard construction practices are detrimental to our environment (particularly water quality), and alternative methods, such as Low Impact Development (LID) techniques, should be considered. Providing adequate infrastructure, public services and supply of developable land is also essential to meeting existing and future market demand for residential, commercial and industrial uses.

STRATEGY 2.2.1

- Utilize the County Road KK Corridor Study to assist in maintaining facilities and monitoring future improvement to roads, roundabouts, and needed maintenance throughout the Town. (*Urban Area, Transition Area*)

Action 2.2.1.1: Prioritize all needed road maintenance in the Town and implement a funding timeline (i.e. prepare and maintain a detailed Capital Improvement Program).

STRATEGY 2.2.2

- Explore using Low Impact Development (LID) techniques throughout the Town as a cost-effective way to reduce discharge of

Low Impact Development (LID): “LID is an approach to land development (or re-development) that works with nature to manage stormwater as close to its source as possible. LID employs principles such as preserving and recreating natural landscape features, minimizing effective imperviousness to create functional and appealing site drainage that treat stormwater as a resource rather than a waste product.” – U.S. Environmental Protection Agency, 2009

pollutants, protect water quality, and preserve and recreate natural landscape features. Examples of on-site methods include: rain gardens, rain barrels & cisterns, permeable pavements, and green roofs. These LID tools can be perceived

as functional amenities that have 'placemaking' qualities which are capable of building on/creating the Town's urban character. *(Town-wide)*

LID EPA Resource: <http://www.epa.gov/region1/npdes/stormwater/assets/pdfs/IncorporatingLID.pdf>

Action 2.2.2.1: Feature articles in the e-newsletter highlighting regional examples of how both residents and businesses can use simple LID techniques to manage water.

Action 2.2.2.2: Change local codes and requirements as needed to accommodate LID infrastructure.

Action 2.2.2.3: Integrate ECWRPC's groundwater infiltration guide called "Protecting Groundwater Recharge and Aquifer Quality" into storm water planning.

STRATEGY 2.2.3

- Use market demand models and the Town's future land use plan to provide adequate infrastructure, services and developable land to meet future uses. *(Town-wide)*

Action 2.2.3.1: Utilize ECWRPC's technical assistance program every one to two years to run market demand models using ESRI Business Analyst.

STRATEGY 2.2.4

- Consider future potential for broadband communication applications. *(Town-wide)*

Action 2.2.4.1: Continue partnerships with regional and state economic development organizations such as the Fox Cities Economic Development Partnership, Fox Cities Chamber, Heart of the Valley Chamber and East Central Wisconsin Regional Planning Commission to keep informed on future broadband communication opportunities.

Objective 2.3: Support efficient development patterns through planning, targeting redevelopment and residential development.

Effective planning can be used to encourage land uses, densities and regulations that promote efficient development patterns. This includes transitioning traditional residential plans towards redevelopment techniques, maximizing the use of existing infrastructure and promoting healthy, walkable communities.

STRATEGY 2.3.1

- Promote planning principals that encourage efficient development patterns through mixed land uses and higher density redevelopment resulting in relatively low municipal, state governmental and utility costs. Maintenance and rehabilitation of existing residential, commercial and industrial structures is also important in keeping minimal costs for residents and business owners. *(Urban Area, Transition Area)*

Action 2.3.1.1: Keep the Town's Planning Commission up-to-date on planning and development information and techniques by offering free registration or discounts to events such as the annual Wisconsin Chapter American Planning Association Conference, New North Annual Summit, and the Wisconsin Housing & Economic Development Conference.

Action 2.3.1.2: Calculate the current density of the Town on an annual basis and set a goal of increasing density within the next five years, while maintaining or improving 'livability'.

STRATEGY 2.3.2

- Encourage regular maintenance and rehabilitation of existing residential, commercial and industrial structures. Actively use energy saving programs and resources from utility companies, including WPPI Energy, Wisconsin Public Services (WPS) and Focus on Energy to help residents and businesses save energy, protect the environment and increase energy savings. *(Town-wide)*

WPPI Energy: <http://wppienergy.org/economicdevelopment>

WPS Energy Use Tools: <http://www.wisconsinpublicservice.com/business/saving.aspx>

Focus on Energy: <http://www.focusonenergy.com/>

Action 2.3.2.1: Suggest energy savings programs for businesses on the Town's website and provide information in at least two e-newsletters per year.

Action 2.3.2.2: Track of the number of vacant buildings in the Town on annual basis and set a goal to decrease total vacancy from year to year.

Action 2.3.2.3: Revisit the proposal from 2009 when the Town of Buchanan declared themselves a partner in the WI Office of Energy Independence's effort to have at least 25% of the energy used to be from renewable sources by the year 2025.

STRATEGY 2.3.3

- Planning can be used to guide and transition traditional residential plans towards new conservation subdivisions. The techniques maximize the use of existing, infrastructure, and promote benefits of walkable communities, resulting in increased home values, attraction of "new" economy workers and healthier communities. (*Urban Area, Transition Area*)

Action 2.3.3.1: Create a transitional residential district plan that builds upon the land categorized as "Proposed Transitional Residential District" in the Town's Proposed Future Land Use Map (Appendix F), requiring that new residential development be built as conservation subdivisions. The transitional residential district plan would encourage the use of existing infrastructure and walkable communities, minimizing costs and environmental impacts.

Action 2.3.3.2: Review the Land Use Map, specifically the land categorized as "Transitional Residential District", and determine whether the land use could/should be expanded to include more area around the Fox River Shoreline.

Action 2.3.3.3: Use the Town's website to promote the health and economic benefits of "walkable communities", resultant of higher densities and mixed land uses. These benefits include higher home values, healthier communities, attractive to "new" economy workers and tourists. Post the Town's walkability score, found on websites similar to the following: <http://www.walkscore.com/index.shtml> (*Town-wide*)

Action 2.3.3.4: Promote the economic benefits of walking and biking to local businesses through the e-newsletter at least twice per year.

Objective 2.4: Promote the effective development and use of the workforce.

Maximize effective development and use of the workforce, through promotion of the expansion or stabilization of the current economic base and the creation of a range of employment opportunities.

STRATEGY 2.4.1

- Use e-newsletters and the Town’s website to promote the expansion or stabilization of the current economic base and highlight specific businesses that have created employment opportunities. Also use e-newsletters to promote reductions in worker turnover and increases in worker mobility within service sector industry groups. *(Town-wide)*

Action 2.4.1.1: Highlight a new business in each e-newsletter and report on any new, redevelopment, or business expansion within the Town.

STRATEGY 2.4.2

- Communicate with elected officials regarding increased training opportunities for dislocated workers. *(Town-wide)*

Action 2.4.2.1: Continue involvement with regional economic development organizations and meet with elected officials on a regular basis to update them on any workforce training opportunities.

Objective 2.5: Encourage regional partnerships and collaboration between the public and private sectors.

Encourage regional partnerships between the public and private sectors and nearby units of government to identify skills and knowledge needed for emerging jobs. Coordination and cooperation between regional partners will lead to adequately utilized funds and resources as well as foster economic development capacity building at the local level.

STRATEGY 2.5.1

- Continue to build local and regional partnerships with organizations such as the Fox Cities Economic Development Partnership, Fox Cities Chamber, Heart of the Valley Chamber, East Central Wisconsin Regional Planning Commission, and Utility Companies, etc. *(Town-wide)*

Action 2.5.1.1: Attend or follow up with regional partnership meetings on a regular basis to build relationships and promote opportunities within the town.

Action 2.5.1.2: Annually participate in the Comprehensive Economic Development Strategy (CEDS) update process and submit local economic and community development projects to ECWRPC for inclusion in the CEDS as priority projects for U.S. Economic Development Administration funding consideration.

STRATEGY 2.5.2

- Consider the creation of a Town Ad Hoc Economic Development Committee that would meet to advance regional projects, discuss training, education, communicate with businesses, and leverage grants to increase the Town's economic development capacity. Encourage a Town Board member to sit on Ad Hoc Economic Development Committee. *(Town-wide)*

Action 2.5.2.1: Survey the Planning Commission and local businesses to garner volunteers for the Ad Hoc Economic Development Committee.

Action 2.5.2.2: Meet at least quarterly to advance regional projects and keep in communication with local businesses, residents and the farming community.

GOAL 3: CREATE HARMONY BETWEEN ECONOMIC DEVELOPMENT AND THE TOWN'S URBAN AND RURAL CHARACTER

Take advantage of the Town's diverse rural to urban landscape and unique natural areas to promote agricultural tourism, recreational use of the areas such as the Fox River shoreline, and encourage the community to support local farmers by buying locally grown food. Economic development must be balanced between the rural and urban areas of the Town to reach the greatest economic potential and to increase connectivity and support within the community.

Objective 3.1: Promote agricultural tourism by showcasing the Town's natural assets, such as local soil capability for agriculture and Fox River shoreline.

Utilize the Town's diverse landscape and unique natural areas to promote agricultural tourism, creating employment opportunities and building to the Town's character.

STRATEGY 3.1.1

- Promote the Town as a part of the newly designated American Viticultural Area (AVA) on its website and incorporate into promotional material to increase tourism and highlight the Town's wide array of assets. (*Rural Area*)

Action 3.1.1.1: Promote the AVA designation and create a map on the Town's website showing the area's soil growing capability for grapes, through the ECWRPC Technical Assistance program.

Action 3.1.1.2: Inform farmers around County Rd ZZ of the AVA designation, and keep them up to date on potential tourism and grant opportunities related to grape growing or wine production.

STRATEGY 3.1.2

- Take advantage of the undeveloped Fox River shoreline area for a future trail/park system that would tie in with the Fox-Wisconsin Heritage Parkway project and ensure that future conservation subdivisions have the proper easements and access to the river. (*Transition Area*)

Action 3.1.2.1: Utilize and keep the Town's future land use map up to date through the ECWRPC Technical Assistance program, in order to properly plan for future changes in the Fox-Wisconsin Heritage Parkway project and a potential trail or park system.

Action 3.1.2.2: Determine the feasibility of rehabilitating the CTH GG Historic Stone Bridge Area, and look into the possibility of a Transportation Enhancement Grant.

STRATEGY 3.1.3

- Considering urban agriculture techniques such as community gardening would serve as a teaching tool and showcase the importance of agriculture as well as provide a community gathering space. (*Urban Area, Transition Area*)



Potential location for 'Adopt-A-Spot' beautification program
Source: Town of Buchanan

Action 3.1.3.1: Survey residents and business owners to get an understanding of whether there would be support for a community garden or an 'Adopt-A-Spot' volunteer beautification program for garden projects, as identified by the Town's Park Committee.

Action 3.1.3.2: Provide links to informational resources on community gardening on the Town's website such as the following: <http://communitygarden.org/index.php>; <http://www.cacscw.org/index.php>.

Objective 3.2: Promote the economic benefits of natural resource, parks, and recreation.

Use community design and recreation activities along the regions river corridors to promote the economic benefits of natural resources, parks and recreation. A good example of well utilized park space within the Town is Hickory Park, which is located between State Park Road and Briarwood Drive, just north of CTY KK.

STRATEGY 3.2.1

- Recognize the importance of open spaces by encouraging its inclusion as an integrated element of community design. *(Transition Area)*

Action 3.2.1.1: Update the Town's future land use map through the ECWRPC Technical Assistance program, to allow for utilization of open spaces, such as community parks or plazas, for temporary uses such as festivals and concerts. This would connect the rural and urban fabric and provide a much needed gathering space for the Town.

Action 3.2.1.2: Implement the Town's Park and Recreation Plan, set to be complete by the end of 2012.

STRATEGY 3.2.2

- Utilize the Fox River shoreline area by improving access and promoting recreational activities throughout the Region's major river corridors. *(Town-wide)*

Action 3.2.2.1: Promote the benefits of natural resources, parks and recreation on the Town's website, highlighting upcoming events that utilize the Region's river corridors.



Lamer's Family Dairy Farm Store
Source: Town of Buchanan

Objective 3.3: Work to promote buying locally grown food while improving the accessibility of information about local growers.

Work with local farmers and food buyers to promote and provide education on locally grown food in order to help develop new markets for regional food products and create community support for family farmers.

STRATEGY 3.3.1

- Look at ways to expand the market options for family farmers and work with communities to promote the power they have to make food choices that support local farmers. *(Town-wide)*

Action 3.3.1.1: Keep a business listing of local farmers and their products and if possible, meet to discuss market needs and determine ways the community could support their farming operations.

Action 3.3.1.2: When available, apply for Buy Local, Buy WI grants:

http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Grants/index.aspx

Action 3.3.1.3: Encourage listings in the Farm Fresh Atlas of Eastern Wisconsin, 2012: www.farmfresheastwi.org

STRATEGY 3.3.2

- Work to improve the accessibility of information about local growers and how consumers can purchase or produce seasonal, locally grown food. *(Town-wide)*

Action 3.3.2.1: Feature one local farmer in each e-newsletter, providing information on their history, the types of products they produce and how to support them by buying their products.

Action 3.3.2.2: Encourage buying local on the Town's website by providing resources regarding seasonal products found throughout the region.

Recommendations/Implementation:

The success of this economic development strategy requires alignment of goals and funding priorities between organizations and across jurisdictions. The Town of Buchanan will collaborate with public and private sector partners throughout the region to establish an implementation plan to carry out the actions recommended by the strategy. Oversight of the implementation of the strategy will be managed by Town Staff, the Town's Planning Commission and Town Board, as well as the recommended Ad Hoc Economic Development Committee.

See Appendix G for the full spreadsheet of actions and see Appendix H for a geographical representation of the recommended goals, objectives, strategies and actions, separated by Urban, Transition, and Rural areas.

RESPONSIBILITIES

Town of Buchanan Staff

Town Staff will be responsible for the day-to-day strategy development and for the development and coordination of the implementation plan. Staff will advise on key decisions during the implementation of the strategy and will provide accountability for meeting the objectives of the strategy. Staff will also retain lead responsibility for the implementation of the action steps related to the Town website and e-newsletters.

Town of Buchanan Planning Commission

The Town Planning Commission will retain responsibility for managing the economic development budget and time that is spent on business retention efforts. The Commission will also work to implement and promote the importance of the recommended goals, objectives, strategies and actions throughout this document.

Ad Hoc Economic Development Committee

The proposed Ad Hoc Economic Development Committee is responsible for assisting Town Staff with marketing materials, business retention and recruiting efforts, gathering neighborhood input and promoting the Town's economic development activities.

Appendices

APPENDIX A: ECONOMIC DEVELOPMENT PROGRAMS AND RESOURCES

APPENDIX A: ECONOMIC DEVELOPMENT PROGRAMS AND RESOURCES

This section briefly explains the programs and resources available on each government level that are designed to help build economic development capacity through infrastructure expansion and to offer resources necessary to develop and grow businesses.

FEDERAL

US DEPARTMENT OF COMMERCE, ECONOMIC DEVELOPMENT ADMINISTRATION (EDA)

EDA was established to work with states and regional planning commissions (Economic Development Districts) to generate new jobs, retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas and regions of the United States. The purpose of its program investments is to provide economically distressed communities with a source of funding for planning, infrastructure development, and business financing that will induce private investment in the types of business activities that contribute to long-term economic stability and growth. EDA's investments are strategically targeted to increase local competitiveness and strengthen the local and regional economic base.

There are a number of investment programs offered by EDA, and many are listed and briefly described below. Please refer to <http://www.eda.gov/AboutEDA/Programs.xml>, for more information on these and other programs that may be helpful to you or your organization's project.

The **Public Works and Economic Development Program** invests in distressed communities to revitalize, expand, and upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.

The **Economic Adjustment Assistance Program** assists state and local interests with technical, planning, and infrastructure assistance to design and implement strategies to adjust or bring about change to an economy. The program focuses on areas that have experienced or are under threat of serious structural damage to the underlying economic base.

The **Research and National Technical Assistance Program** supports research of leading edge, world class economic development practices as well as funds information dissemination efforts.

The **Local Technical Assistance Program** helps fill the knowledge and information gaps that may prevent leaders in the public and nonprofit sectors in distressed areas from making optimal decisions on local economic development issues.

EDA's **Planning Programs** help support local organizations (Economic Development Districts, Indian Tribes, and other eligible areas) with their long-term planning efforts and their outreach to the economic development community on EDA's programs and policies (Source: www.eda.gov).

Through the **University Center Economic Development Program**, the Federal government partners with academia to make the varied resources of universities available to economic development communities.

The **Trade Adjustment Assistance for Firms Program** is administered by EDA through a national network of 11 Trade Adjustment Assistance Centers to help manufacturing and production firms having lost domestic sales and employment due to increased imports of similar or competitive goods, become more competitive in the global economy.

Grants.gov is an Internet resource that gives organizations the ability to electronically locate and apply for over \$400 billion in Federal grants and is THE primary access point for more than 1,000 grant programs offered by all Federal grant-making agencies (Source: www.grants.gov).

US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Community Development Block Grants to Entitlement Communities (CDBG) are annual grants given on a formula basis to entitled cities, including the Cities of Appleton, Fond du Lac, Oshkosh and Fond du Lac, and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. Entitlement communities develop their own programs and funding priorities. Focus is on serving low-and moderate-income persons, along with the prevention and elimination of blight. Eligible activities include relocation and demolition; construction of public facilities; and assistance to profit-motivated businesses to carryout economic development and job creation/retention activities. To receive its annual CDBG entitlement grant, a grantee must develop and submit to HUD its Consolidated Plan.

Economic Development Initiative (EDI) provides grants to local governments to enhance both the security of loans guaranteed through the Section 108 Loan Program and the feasibility of the economic development and revitalization projects they finance. EDI has been the catalyst in the expanded use of loans through the Section 108 Program by decreasing the level of risk to their CDBG funds or by paying for some of the project costs. There are congressionally earmarked and competitive EDI grants. Competitive EDI grants can be only be used in projects also assisted by the Section 108 Loan Program. Eligible activities include property acquisition, rehabilitation of public owned property, and economic development activities.

Brownfields Economic Development Initiative (BEDI) is a key competitive grant program HUD administers to stimulate and promote economic and community development. BEDI is designed to assist cities with the redevelopment of abandoned, idled, and underused industrial and commercial facilities where expansion and redevelopment is burdened by real or potential environmental contamination. The purpose of the BEDI program is to spur the return of brownfields to productive economic use through financial assistance to public entities in the redevelopment of brownfields, and enhance the security or improve the viability of a project financed with Section 108-guaranteed loan authority. Therefore, BEDI grants must be used in conjunction with a new Section 108-guaranteed loan commitment. Applications for this program are available through the Wisconsin DNR website: http://www.dnr.state.wi.us/org/aw/rr/financial/epa_revolvingloan.html.

Youthbuild provides grants on a competitive basis to non-profit organizations, for assisting high-risk youth between the ages of 16-24 to learn housing construction skills and to complete their high school education. Please see <http://www.youthbuild.org/>, for more information.

Section 108 Loan Guarantee Program loan guarantee provision of the CDBG program. It provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects. Eligible applicants include entitlement communities. Activities eligible for Section 8 financing include economic development activities eligible under CDBG, acquisition of real property, rehabilitation of public property, installation of public facilities. Entitlement communities may apply up to five times the latest approved CDBG entitlement amount minus any outstanding Section 108 commitments and/or principal balances of Section 108. The principal security for the loan guarantee is a pledge by the applicant public entity of its current and future CDBG funds. The maximum repayment period for a Section 8 loan is 20 years. (Source: www.hud.gov)

USDA RURAL DEVELOPMENT

The office offers a variety of funding options for many types of business ventures to include agriculture, manufacturing, processing, services, commercial, and retail. Rural Development is also instrumental in providing much needed financial resources to communities for infrastructure improvements and expansions primarily for waste water and water treatment facilities. They have direct and guaranteed loans for businesses and communities in addition to a number of grants.

The **Rural Business Opportunity Grant Program (RBOG)** provides technical assistance, training, and planning activities that improve economic conditions in rural areas of 50,000 people or less. A maximum of \$1.5 million per grant is authorized.

Rural Utilities Service (RUS) Grant Program is designed to promote economic development and/or job creation projects including, but not limited to: project feasibility studies, start-up costs, incubator projects, and other reasonable expenses. Grants can be provided to rural communities through RUS borrowers to be used for revolving loan funds for community facilities and infrastructure, and for assistance in conjunction with rural economic development loans.

Rural Business Enterprise Grants Program (RBEG) to public bodies, private nonprofit corporations, and federally-recognized Indian Tribal groups to finance and facilitate development of small and emerging private business enterprises located in areas outside the boundary of a City, or unincorporated areas of 50,000 or more and its immediately adjacent urbanized or urbanizing area. The small or emerging business to be assisted must have less than 50 new employees, less than \$1 million in gross annual revenues, have or will utilize technological innovations and commercialization of new products and/or processes to be eligible for assistance. Funds can be used for a variety of things including, but not limited to: construction of buildings and plants, equipment, access streets and roads, parking areas, utility and service extensions, and a variety of other costs.

The Intermediary Relending Program money is lent to private non-profit organizations, any state or local government, an Indian Tribe, or a cooperative that is relent to it by the intermediary to the ultimate recipients. The ultimate recipient must not be able to receive financing at reasonable rates or terms. (Source: www.rurdev.usda.gov).

US DEPARTMENT OF COMMERCE NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (NOAA)

Coastal Zone Management Program (CZMP) assists local and state governments in managing and revitalizing coastal areas for mixed-use development. The competing goals of commercial and industrial development, tourism, environmental protection, transportation and recreation are discussed in coastal management plans. The CZMP seeks to maintain the economic welfare of coastal communities and ecosystems through intergovernmental cooperation. The CZMP supports states through financial contributions, technical advice, participation in state and local forums, and through mediation. Wisconsin CZMP programs currently protect wetland ecosystems, reduce non-point pollution sources, reduce erosion and assist in meeting state and regional coastal goals. (Source: http://coastalmanagement.noaa.gov/programs/coast_div.html).

US ENVIRONMENTAL PROTECTION AGENCY

Brownfields Assessment and Cleanup Cooperative Agreements objectives are to provide funding to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites; to capitalize a revolving loan fund (or RLF); and to carryout cleanup activities at brownfield sites that are owned by the grant recipient. Eligibility for the assessment, RLF, and cleanup grants includes a general purpose unit of local government. This is a competitive grant program. There are separate guidelines for each of the three areas. Grant amounts are based on size and type of contamination, ranging from \$200,000 to \$350,000 (Source: www.epa.gov/brownfields).

US DEPARTMENT OF THE INTERIOR - NATIONAL PARK SERVICE

Land and Water Conservation Fund (LWCF) is a visionary and bipartisan program, established by Congress in 1964 to create parks and open spaces, protect wilderness, wetlands, and refuges, preserve wildlife habitat, and enhance recreational opportunities. States receive individual allocations of LWCF grant funds based on a national formula. Then states initiate a statewide competition for the amount available to award through matching grants (Source: www.nps.gov/ncrc/programs/lwcf/).

SMALL BUSINESS ADMINISTRATION (SBA)

The **Small Business Administration (SBA)** provides financial, business counseling and training, and business advocacy to foster the development and success of small businesses. Financial assistance comes in the form of loans and grant programs including the 7(a) Loan Guarantee, Prequalification Loan, 7(m) Micro Loan, CDC/504 Loan, CAPlines Program, and 8(a) Business Development Program (Source: www.sba.gov).

STATE OF WISCONSIN

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION*

**Note: WEDC is currently transitioning all economic development programs formerly housed by the Department of Commerce to their agency. The status and future for these programs may change in the near future.*

The federally funded **Community Development Block Grant (CDBG)** program can be used for housing, economic development and public facility improvements. The program is designed to assist economically distressed smaller communities with improvements to such things as utilities and streets, fire stations, community centers, and housing rehabilitation, as well as many other improvements needed by a community.

Specifically, the **CDBG-Public Facilities for Economic Development (PFED)** program is designed to assist communities with expanding or upgrading their infrastructure to accommodate businesses that have made a firm commitment to create jobs and invest in the community. The **CDBG-Public Facilities (PF)** component helps eligible local governments upgrade community facilities, infrastructure, and utilities for the benefit of low- to moderate-income residents. The **Main Street Program** offers a variety of resources to include façade grants and technical and financial assistance to stimulate the revitalization of their respective areas. The Brownfields Initiative provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located or cannot meet the cleanup costs. The **CDBG-Blight Elimination and Brownfield Redevelopment Program (BEBR)** can help small communities obtain

money for environmental assessments and to remediate brownfields. The **CDBG-Emergency Grant Program** can help small communities repair or replace infrastructure that has suffered damages as a result of catastrophic events. Call 608-266-8934.

Community Development Zone (CDZ) designation is a tax credit program for businesses planning to expand, relocate or start in the designated Community Development Zones (CDZ). These tax credits are to be applied against a company's Wisconsin income tax liability. These credits are based on the number of new jobs that a company creates, and the wage level and benefit package that are offered to the employees. The **Enterprise Development Zone (EDZ)** program provides tax incentives to new or expanding businesses whose projects will affect distressed areas. Based on the economic impact of a proposed business project, the Department of Commerce will be able to designate an enterprise development zone. A zone is "site specific" and applies to only one business.

To compliment the bricks and mortar component of grant offerings, there is funding specifically earmarked for employee training. Eligible businesses looking to train a significant number of its current or incoming workforce can apply for and receive a direct grant from Commerce for **Customized Labor Training (CLT)**. Companies with a few employees seeking training are eligible for the **Business Employees' Skills Training (BEST)** program. The focus of both programs is on the training or retraining of employees to incorporate new technologies or manufacturing processes.

WEDC provides financial resources to encourage the development of small businesses. Potential entrepreneurs can access an **Early Planning Grant (EPG)** of up to \$3,000 to obtain professional services necessary to evaluate the feasibility of a proposed start-up or expansion, or develop a business plan. The **Entrepreneurial Training Program (ETP)** is a comprehensive course designed to provide hands-on assistance in the writing of a business plan.

Wisconsin Entrepreneurs' Network (WEN) was developed to provide statewide support for entrepreneurs and businesses in all industries and at all stages of development, to offer business planning along with access to financial and other resources. For more information, please see www.wenportal.org/.

Other programs offered by Commerce include: the **Employee Ownership Assistance Grant Program (EOP)** can help a group of employees purchase a business by providing individual awards up to \$15,000 for feasibility studies or professional assistance. The business under consideration must have expressed its intent to downsize or close (Source: <http://commerce.wi.gov/MT/MT-FAX-0804.html>)

Industrial Revenue Bonds (IRB) are municipal bonds whose proceeds are loaned to private persons or to businesses to finance capital investment projects. All Wisconsin municipalities, cities, villages, and towns are authorized to issue IRBs (Source: <http://commerce.wi.gov/bd/BD-IRB.html>).

The **Technology Development Fund Program (TDF)** helps Wisconsin businesses research and develop technological innovations that have the potential to provide significant economic benefits to the state (Source: <http://commerce.wi.gov/MT/MT-FAX-0803.html>). The

Technology Development Loan Program (TDL) helps Wisconsin businesses develop technological innovations that have the potential to also provide economic advantages to the state. This program is designed to help businesses commercialize new technology (Source: www.commerce.state.wi.us/MT/MT-FAX-0812.html).

The **Minority Business Development Loan Program (MBD)** provides low interest loans to assist minority-owned companies with land and equipment purchase, working capital, and construction (Source: <http://commerce.wi.gov/MT/MT-FAX-0807.html>).

The **Wisconsin Trade Project Program** can help small export-ready firms participate in international trade shows (Source: <http://commerce.wi.gov/MT/MT-FAX-0813.html>)

The **Milk Volume Production Loan Program (MVP)** enables farmers to increase milk production by offering low interest loans to purchase additional dairy cattle (Source: <http://commerce.wi.gov/BD/BD-AG-MilkVolumeProduction.html>). The **Dairy 2020 Early Planning Grant Program** covers third party services to assist the applicant with start-up, modernization, or expansion of a dairy operation (Source: <http://commerce.wi.gov/BD/docs/BD-FAX-0912.pdf>). **Wisconsin Dairy Team Program**, part of the Value Added Dairy Initiative, including the Grow Wisconsin Dairy Team, is for producers and processors to modernize and grow their farms and dairy plants, and for local dairy development (Source: www.growwisconsindairy.org/).

WISCONSIN DEPARTMENT OF TRANSPORTATION

The **Transportation Economic Assistance (TEA)** grants provide up to 50 percent of costs to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Grants up to \$1 million are available for transportation improvements that are essential for an economic development project. The amount of WisDOT provided funding is dependent on the number of jobs being created or retained. The 50 percent local match portion can come from a combination of local, federal, state, or in-kind services.

In 1979, the **Harbor Assistance Program (HAP)** was created to assist harbor communities along the Great Lakes and Mississippi River in maintaining and improving waterborne commerce. Port projects typically include dock reconstruction, mooring structure replacement, dredging, and construction of facilities to hold dredged materials. The **Freight Rail Infrastructure Improvement Program (FRIP)** and **Freight Rail Preservation Program (FRPP)** were created to maintain and improve rail services throughout Wisconsin.

The **State Infrastructure Bank (SIB) Program**, similar to a private bank, offers a range of loans and credit options to help finance eligible surface transportation projects. The money can be used in conjunction with other programs. SIBs offer Wisconsin the ability to undertake transportation projects that would otherwise go unfunded or experience substantial delays. Communities can borrow the money to provide needed transportation infrastructure improvements to help preserve, promote, and encourage economic development and/or promote transportation efficiency, safety, or mobility. The Wisconsin SIB program is a revolving loan program providing capital for transportation projects from loan repayments and interest earned from money remaining in the bank. Eligible projects include constructing or widening a road linking an intermodal facility and providing better access to commercial and industrial sites. WisDOT charges two percent interest on the loan principal, with projects amortized up to 25 years. Eligible applicants are local units of government, Amtrak Railroad, private non-profit organizations, and Transit Commissions. (Source: www.dot.wisconsin.gov)

WISCONSIN DEPARTMENT OF TOURISM

Funding is available for local communities and regions to design their own marketing effort. The most popular and utilized program is the **Joint Marketing Grant (JEM)**. The grants are to assist in paying for the costs associated with developing a stronger advertising and public relations' campaign to promote tourism (Source: <http://agency.travelwisconsin.com>).

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE, AND CONSUMER PROTECTION

Financial resources are provided to help grow and diversify the state's agriculture industry. The **Agricultural Development and Diversification (ADD)** grant is awarded to projects that may create new opportunities within agriculture through new value-added products, new market research, new production or marketing techniques, or alternative crops or enterprises. Maximum grants are \$50,000. Eligible applicants are individuals, associations, agri-businesses, and industry groups. The **Buy Local, Buy Wisconsin (BLBW)** grant is a competitive grant designed to support local food systems. Just over \$200,000 is available annually for this program. (Source: <http://datcp.state.wi.us>)

WISCONSIN DEPARTMENT OF ADMINISTRATION

Wisconsin Coastal Management Program was established in 1978 under the Federal Coastal Zone Management Act. Coastal management is defined as achieving a balance between natural resource preservation and economic development along our Great Lakes coasts. All counties adjacent to Lakes Superior and Michigan are eligible to receive funds. Coastal Management Grants are

available for coastal land acquisition, wetland protection and habitat restoration, non-point source pollution control, coastal resources and community planning, Great Lakes education, and public access and historic preservation. (Source: www.doa.state.wi.us)

WISCONSIN DEPARTMENT OF NATURAL RESOURCES

Brownfields, Green Space and Public Facilities grants help local governments clean-up brownfield sites intended for long-term public benefit, including green spaces, development of recreational areas or other uses by local governments. A city, village, town, county, redevelopment authority, community development authority, or housing authority is eligible to apply for funds. Eligible costs include remedial action plans and/or costs to develop a Remedial Action Plan. No grant may exceed \$200,000. The match requirement (20-50 percent) is determined by the amount of the grant. Site access and completed Phase I and II Environmental Site Assessments are required to receive a grant. Application deadline has been each year in January. (Source: www.dnr.state.wi.us)

WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY (WHEDA)

WHEDA is responsible for a number of housing and economic development functions. WHEDA works with local and state economic development professionals, businesses, and lending institutions to help an individual expand or modernize a farm or business. **Loan Guarantees, direct loans, New Market Tax Credits, and interest rate subsidies** are utilized within a financial package to help ensure that the project has the best chance for long term success. (Source: www.wheda.com)

Other state resources include: Impact Seven, Inc., is one of more recognizable statewide organizations that provide micro-loans for small business start-ups and expansions (Source: www.impactseven.org) The Wisconsin Women's Business Initiative Corporation (WWBIC) also provides micro-loans to predominately women, people of color, and those with lower incomes (Source: www.wwbic.com). The Wisconsin Business Development Finance Corporation provides financial assistance and resources to business and lenders throughout the state (Source: www.wbd.org).

REGIONAL

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION (ECWRPC)

The East Central Wisconsin Regional Planning Commission serves as an Economic Development District for the U.S. Department of Commerce-Economic Development Administration (EDA). Potential EDA funded projects must be reviewed by the ECWRPC for

eligibility of federal funding. ECWRPC also provides technical assistance to local economic development organizations and offers services to assist in acquiring various state and federal funding sources.

NORTHEAST WISCONSIN REGIONAL ECONOMIC PARTNERSHIP (NEWREP)

Sixteen counties and the Menominee Nation of the ECWRPC are part of the Northeast Wisconsin Regional Economic Partnership. NEWREP offers an annual business plan competition, designed to encourage entrepreneurs to develop business plans; \$20,000 is available annually as prize money for the top business plans within the region (Source: www.thenewnorth.com/newrep)

SMALL BUSINESS DEVELOPMENT CENTERS (SBDC)

Small Business Development Centers (SBDCs) are located within the 11 four-year university campuses. The SBDCs' counselors offer advice, training, and resources to promote entrepreneurship and small business growth. Programs focus on minority entrepreneurship, startup business solutions, and established business solutions. Specific programs include business plan reviews and one-to-one business counseling. Counties within the East Central Wisconsin Regional are served by the UW-Oshkosh and UW-Green Bay SBDC's (Source: www.wisconsinsbdc.org)

NORTHWOODS NIIJII ENTERPRISE COMMUNITY, INC

Northwoods NiiJii Enterprise Community, Inc. (NiiJii) is a unique partnership among three Native American tribes and eight municipal partners in rural northern Wisconsin. Encompassing only 335,000 square acres of primarily forest reservation land, the population of 5270 individuals struggles to achieve personal success utilizing some of the lowest levels of income in the Nation. At the outset of the Project, median family income averaged from six to eleven thousand annually, depending on the reservation examined. These communities have a vision to build sustainable communities by empowering citizens to foster partnerships and mobilize resources for the elimination of poverty for future generations. (Source: Northwoods NiiJii Enterprise Community, Inc., 2011 Annual Report)

SCORE "COUNSELOR'S TO AMERICAN'S SMALL BUSINESS"

SCORE is a more than 11,500 member volunteer associations sponsored by the U.S. Small Business Administration. It matches volunteer business-management counselors with present and prospective small business owners in need of expert advice. SCORE

has experts in virtually every area of business management. Local SCORE chapters offer workshops and no cost one-to-one counseling. (Source: <http://www.score.org/>)

COMMUNITY ACTION AGENCIES

The purpose of **Community Action Agencies**, as stated in the Economic Opportunity Act (EOA of 1964), is to stimulate a better focusing of all available local, state, private and federal resources upon the goal of enabling low-income families and individuals of all ages in all geographic areas, to attain the skills, knowledge and motivations, and secure the opportunities needed, to become fully self-sufficient. CAAs operate a variety of programs. CAAs are known statewide for their operation of Head Start, weatherization programs, housing, employment and training programs, family development, economic development, commodity distribution, senior and youth services, and many other valuable programs. In addition to providing direct services, CAAs often serve as program sponsors or grantees overseeing, although not necessarily directly operating programs. (Source: www.wiscap.org)

UTILITIES

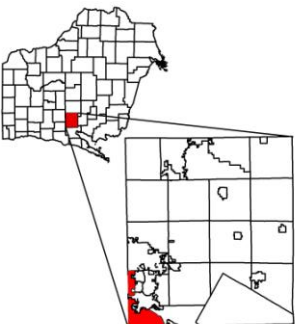
Area utilities to include **Wisconsin Public Service Corporation** (<http://www.wisconsinpublicservice.com/business/bcd.aspx>), **Alliant Energy** (<http://www.alliantenergy.com/Community/EconomicDevelopment/index.htm>), **Rural Energy Cooperatives**, and **AT&T**, offer economic development assistance to communities and businesses in a number of ways to include the development of business plans, making available grants and loans, providing loan guarantees, and facilitating educational forums.

COUNTY AND LOCAL

UNIVERSITY OF WISCONSIN EXTENSION OFFICE

UW-Extension Community Resource Development Agents/Educators offer small business management assistance workshops or one-on-one counseling, as well as information on county revolving loan funds and other sources of financing (www.uwex.edu).

APPENDIX B: DEMOGRAPHIC PROFILE



Population

Regional/State Population 2010

Town of Buchanan.....	6,755
Outagamie County.....	176,695
State of Wisconsin.....	5,686,986

Surrounding Area Populations - 2010

City of Appleton	72,623
City of Kaukauna	15,462
Village of Combined Locks	3,328
Village of Kimberly	6,468
Village of Wrightstown	2,827
Town of Harrison	10,839
Town of Holland.....	1,519
Town of Kaukauna.....	1,238

Population Trends

SOURCE: US Census 1980, 1990, 2000, & 2010
 WI Dept. of Administration, Demographic Services Center
 Final Projections for Wisconsin Municipalities 2005-2030

Year	Number	Percent Change
1980	1,742	
1990	2,484	42.59%
2000	5,827	134.58%
2010	6,755	15.93%
2020, projected	10,047	48.73%
2030, projected	12,200	21.43%

Town Age Distribution 2010

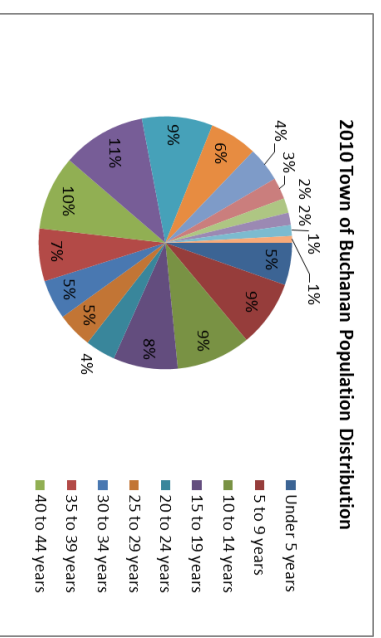
SOURCE: U.S. Census Bureau Census 2010 Summary File 1 Quick Table P1

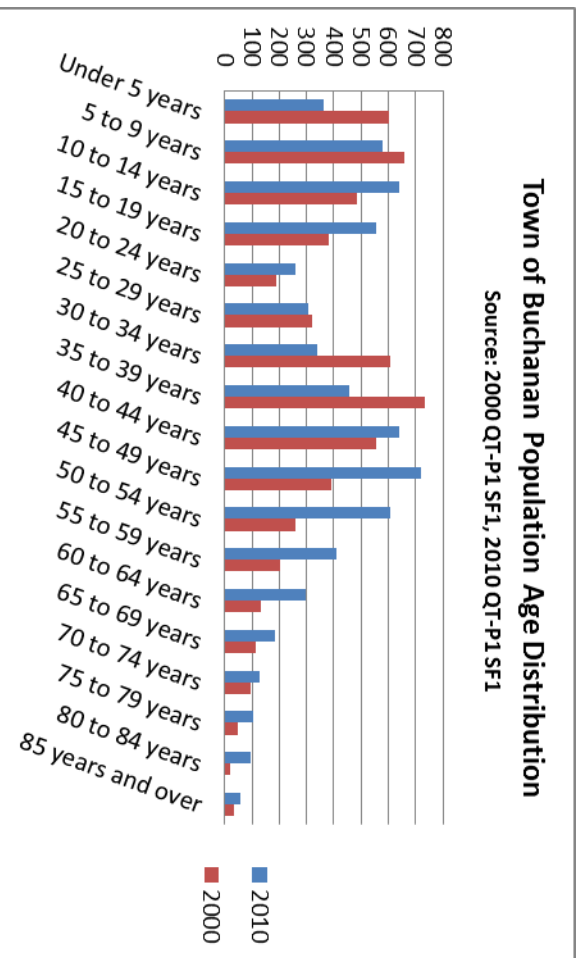
Quick Facts
 Median age..... 38.8

Total Males..... 3,384
 Median age – Males..... 38.3

Total Females..... 3,371
 Median age – Females..... 39.4

Age Category	Totals	Males	Females
Under 5 years.....	365	195	170
5 to 9 years.....	577	295	282
10 to 14 years.....	641	328	313
15 to 19 years.....	556	288	268
20 to 24 years.....	260	139	121
25 to 29 years.....	306	153	153
30 to 34 years.....	341	157	184
35 to 39 years.....	455	233	222
40 to 44 years.....	642	300	342
45 to 49 years.....	722	362	360
50 to 54 years.....	609	312	297
55 to 59 years.....	412	213	199
60 to 64 years.....	298	153	145
65 to 69 years.....	185	91	94
70 to 74 years.....	127	59	68
75 to 79 years.....	106	40	66
80 to 84 years.....	94	43	51
85 years and over.....	59	23	36





Race Distribution 2010

SOURCE: U.S. Census Bureau Census 2010, Summary File 1, Detailed Table DP-1

One Race	Total	Percent
White.....	6,669	96.6
Black or African American	38	0.6
American Indian and Alaska Native	14	0.2
Asian.....	84	1.2
Native Hawaiian or Other Pacific Islander	2	0.0
Some other race	8	0.1

Race alone or in combination with one or more other races	Total	Percent
White.....	6,604	97.8
Black or African American	67	1.0
American Indian and Alaska Native	43	0.6
Asian.....	103	1.5
Native Hawaiian and Other Pacific Islander	5	0.1
Some Other Race	21	0.3
Hispanic or Latino and Race	Total	Percent
Hispanic or Latino (of any race).....	121	1.8
Not Hispanic or Latino	6,634	98.2
White Alone	6,432	95.2

Households by Type

SOURCE: U.S. Census Bureau, Census 2010

Quick Facts	Total
Total households.....	2,393
Average household size	2.82
Average family size	3.13
Households with individuals under 18 years	1,032
Households with individuals 65 years and over	369

Family households (families)	Total Number
Total Number.....	1,916
With own children under 18 years	1,002

Married-couple Family	Total Number
Total Number.....	1,664
With own children under 18 years	822

Female householder, no husband present	Total Number
Total Number.....	163
With own children under 18 years	115

Non-family households	Total Number
Total Number.....	477
Householder living alone	361
Householder living alone age 65 years and over	100



Demographic and Income Profile

Town of Buchanan
 N178 County Rd N, Appleton, WI, 54915
 Drive Time: 5 minutes

Latitude: 44.24676
 Longitude: -88.32412

Summary	2010	2011	2016
Population	21,228	21,617	23,045
Households	7,596	7,739	8,325
Families	5,918	6,033	6,442
Average Household Size	2.79	2.79	2.76
Owner Occupied Housing Units	6,165	6,245	6,732
Renter Occupied Housing Units	1,431	1,494	1,593
Median Age	35.8	35.9	35.8
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.29%	0.45%	0.67%
Households	1.47%	0.60%	0.71%
Families	1.32%	0.40%	0.57%
Owner HHS	1.51%	0.72%	0.91%
Median Household Income	2.66%	2.95%	2.75%
Households by Income	2011	2016	
<\$15,000	Number 319	Number 285	Percent 3.4%
\$15,000 - \$24,999	562	396	4.8%
\$25,000 - \$34,999	492	341	4.1%
\$35,000 - \$49,999	908	698	8.4%
\$50,000 - \$74,999	1,916	1,912	23.0%
\$75,000 - \$99,999	1,751	2,397	28.8%
\$100,000 - \$149,999	1,390	1,761	21.2%
\$150,000 - \$199,999	256	362	4.3%
\$200,000+	144	173	2.1%

Median Household Income	\$69,023	\$78,709
Average Household Income	\$77,077	\$86,349
Per Capita Income	\$27,554	\$31,131

	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
Population by Age						
0 - 4	1,628	7.7%	1,639	7.6%	1,776	7.7%
5 - 9	1,942	9.1%	1,974	9.1%	2,111	9.2%
10 - 14	1,904	9.0%	1,936	9.0%	2,084	9.0%
15 - 19	1,468	6.9%	1,488	6.9%	1,487	6.5%
20 - 24	775	3.7%	790	3.7%	815	3.5%
25 - 34	2,633	12.4%	2,693	12.5%	2,949	12.8%
35 - 44	3,590	16.9%	3,639	16.8%	3,749	16.3%
45 - 54	3,476	16.4%	3,515	16.3%	3,430	14.9%
55 - 64	1,928	9.1%	1,994	9.2%	2,280	9.9%
65 - 74	1,008	4.7%	1,054	4.9%	1,371	5.9%
75 - 84	663	3.1%	676	3.1%	740	3.2%
85+	212	1.0%	218	1.0%	254	1.1%
Race and Ethnicity	2010	2011	2016			
	Number	Percent	Number	Percent	Number	Percent
White Alone	20,358	95.9%	20,727	95.9%	21,949	95.2%
Black Alone	113	0.5%	115	0.5%	147	0.6%
American Indian Alone	71	0.3%	71	0.3%	82	0.4%
Asian Alone	318	1.5%	325	1.5%	377	1.6%
Pacific Islander Alone	6	0.0%	6	0.0%	6	0.0%
Some Other Race Alone	116	0.5%	123	0.6%	170	0.7%
Two or More Races	246	1.2%	250	1.2%	313	1.4%
Hispanic Origin (Any Race)	436	2.1%	461	2.1%	616	2.7%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

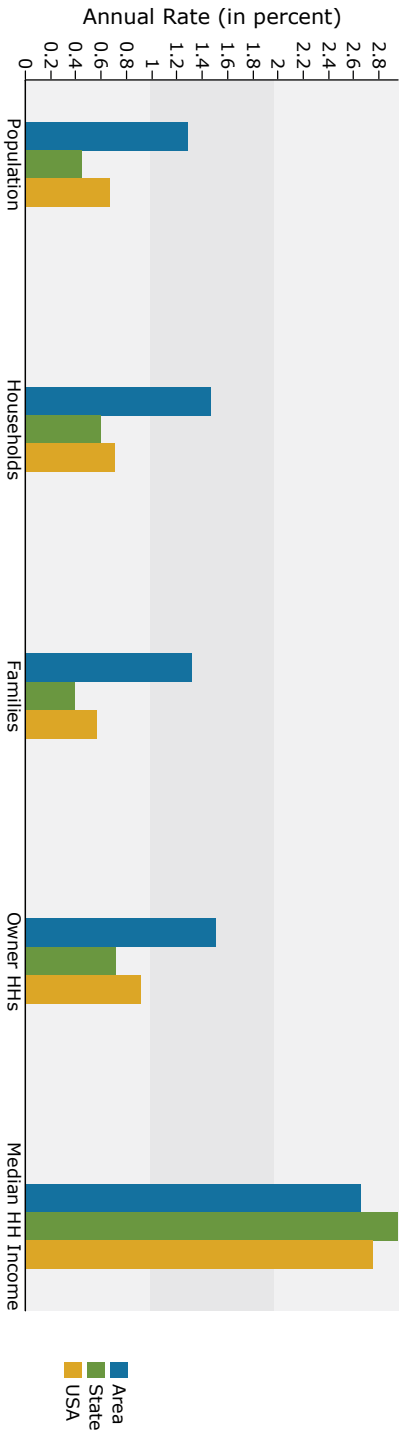


Demographic and Income Profile

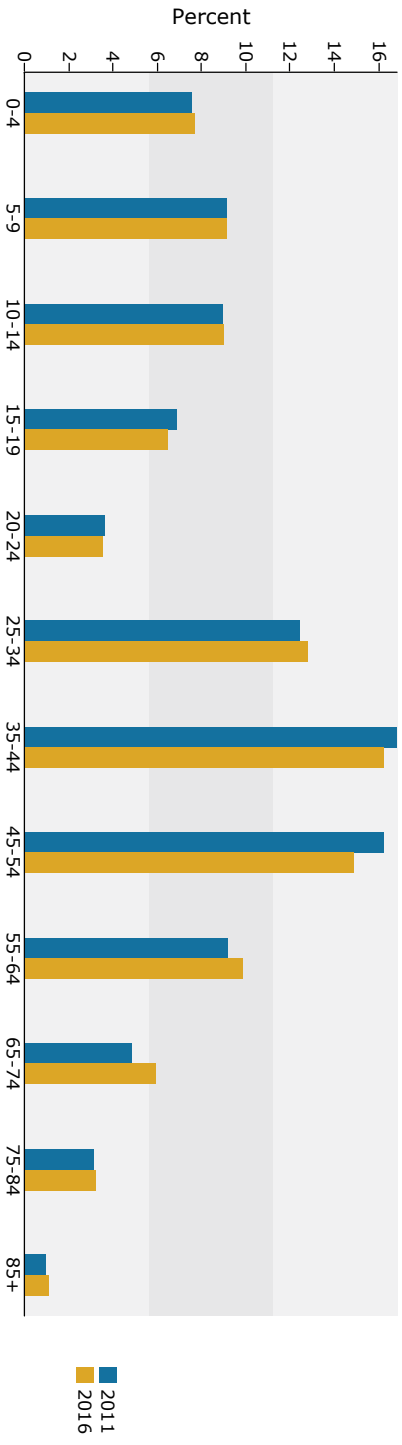
Town of Buchanan
 N178 County Rd N, Appleton, WI, 54915
 Drive Time: 5 minutes

Latitude: 44.24676
 Longitude: -88.32412

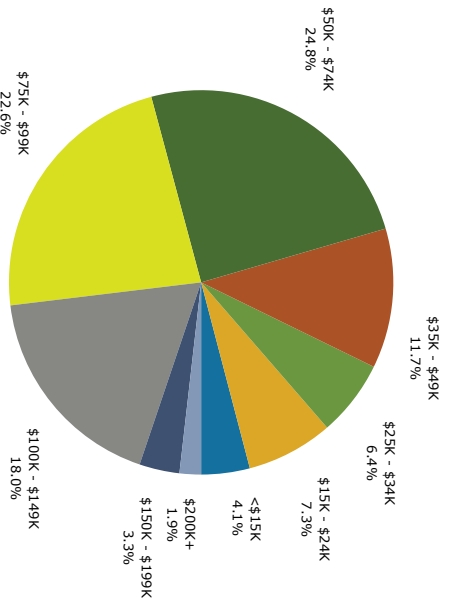
Trends 2011-2016



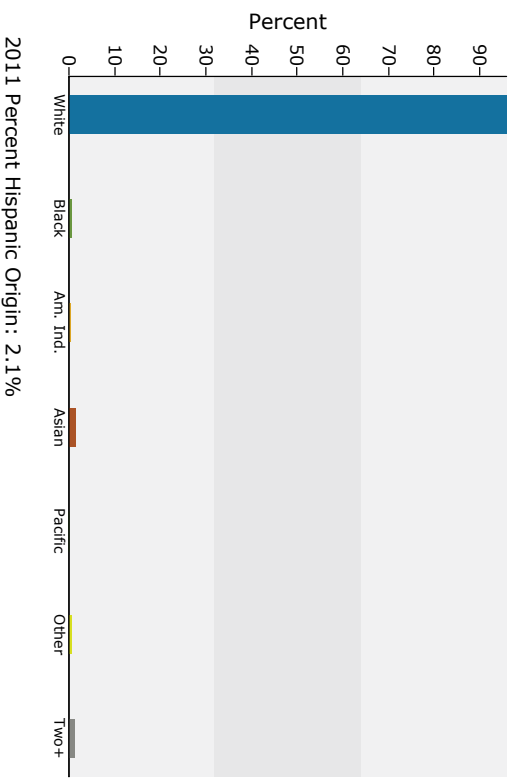
Population by Age



2011 Household Income



2011 Population by Race



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile

Town of Buchanan
 N178 County Rd N, Appleton, WI, 54915
 Drive Time: 10 minutes

Latitude: 44.24676
 Longitude: -88.32412

	2010	2011	2016
Summary			
Population	94,531	95,280	99,587
Households	36,752	37,034	39,067
Families	25,175	25,400	26,561
Average Household Size	2.53	2.53	2.51
Owner Occupied Housing Units	25,935	25,950	27,599
Renter Occupied Housing Units	10,817	11,084	11,468
Median Age	36.4	36.5	36.8
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.89%	0.45%	0.67%
Households	1.08%	0.60%	0.71%
Families	0.90%	0.40%	0.57%
Owner HHS	1.24%	0.72%	0.91%
Median Household Income	3.85%	2.95%	2.75%
Households by Income	2011	2016	
<\$15,000	Number 2,715	Number 2,582	Percent 6.6%
\$15,000 - \$24,999	3,544	2,650	6.8%
\$25,000 - \$34,999	3,710	2,757	7.1%
\$35,000 - \$49,999	5,411	4,388	11.2%
\$50,000 - \$74,999	8,510	8,808	22.5%
\$75,000 - \$99,999	6,216	8,737	22.4%
\$100,000 - \$149,999	4,958	6,486	16.6%
\$150,000 - \$199,999	1,109	1,620	4.1%
\$200,000+	860	1,039	2.7%

Median Household Income	\$56,776	\$68,584
Average Household Income	\$68,792	\$79,062
Per Capita Income	\$27,236	\$31,543

	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
Population by Age						
0 - 4	6,655	7.0%	6,623	7.0%	7,008	7.0%
5 - 9	6,990	7.4%	7,025	7.4%	7,318	7.3%
10 - 14	6,815	7.2%	6,863	7.2%	7,214	7.2%
15 - 19	6,594	7.0%	6,611	6.9%	6,445	6.5%
20 - 24	5,623	5.9%	5,680	6.0%	5,695	5.7%
25 - 34	12,968	13.6%	12,982	13.6%	13,860	13.9%
35 - 44	12,968	13.7%	13,077	13.6%	13,077	13.1%
45 - 54	14,611	15.5%	14,620	15.3%	13,958	14.0%
55 - 64	10,231	10.8%	10,446	11.0%	11,630	11.7%
65 - 74	5,612	5.9%	5,795	6.1%	7,331	7.4%
75 - 84	3,840	4.1%	3,859	4.1%	4,091	4.1%
85+	1,760	1.9%	1,772	1.9%	1,958	2.0%

	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
Race and Ethnicity						
White Alone	86,427	91.4%	87,061	91.4%	89,854	90.2%
Black Alone	1,002	1.1%	1,006	1.1%	1,216	1.2%
American Indian Alone	550	0.6%	554	0.6%	618	0.6%
Asian Alone	3,186	3.4%	3,198	3.4%	3,579	3.6%
Pacific Islander Alone	24	0.0%	24	0.0%	26	0.0%
Some Other Race Alone	1,834	1.9%	1,919	2.0%	2,466	2.5%
Two or More Races	1,508	1.6%	1,518	1.6%	1,828	1.8%
Hispanic Origin (Any Race)	4,086	4.3%	4,276	4.5%	5,492	5.5%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

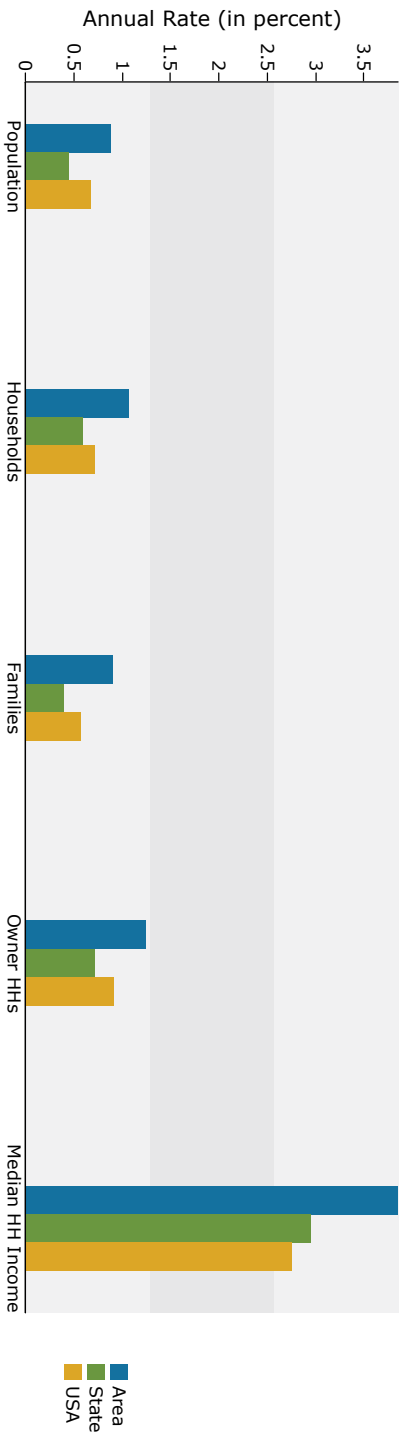


Demographic and Income Profile

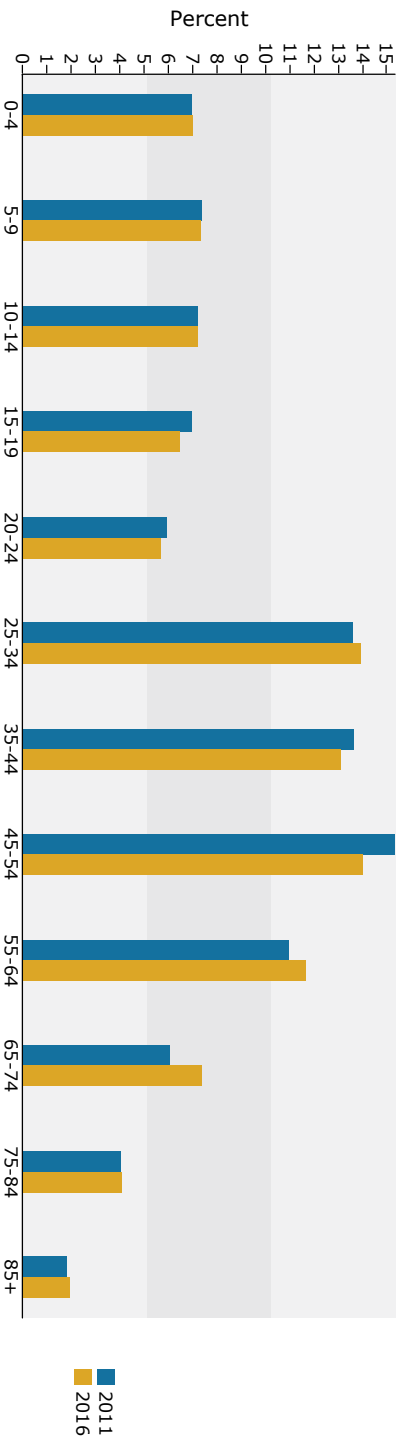
Town of Buchanan
 N178 County Rd N, Appleton, WI, 54915
 Drive Time: 10 minutes

Latitude: 44.24676
 Longitude: -88.32412

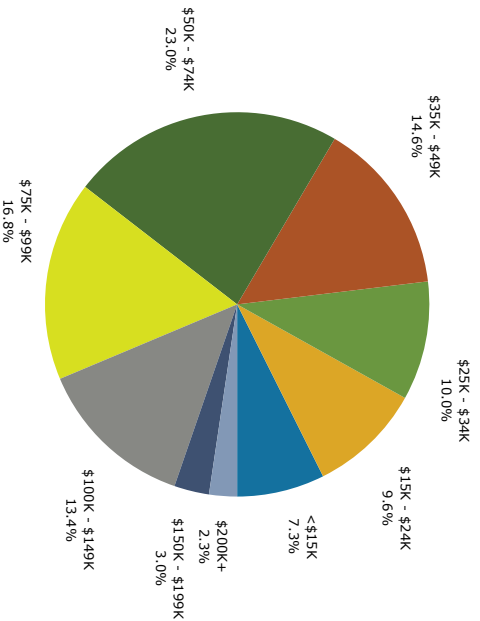
Trends 2011-2016



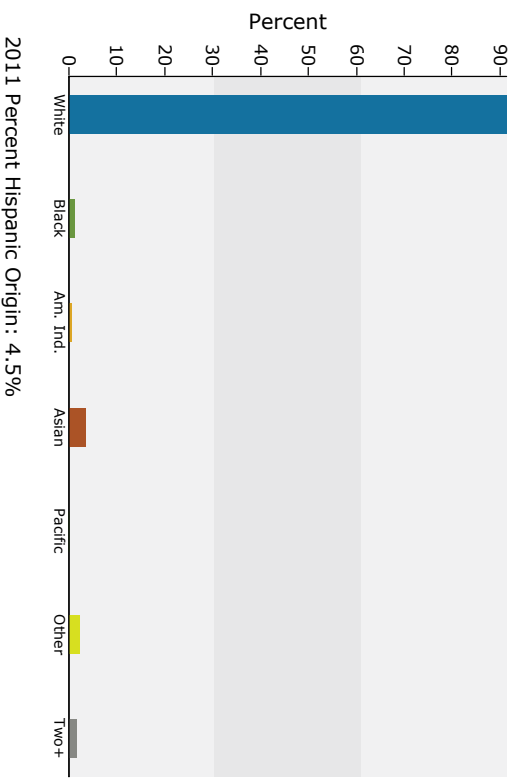
Population by Age



2011 Household Income



2011 Population by Race



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

September 26, 2012

Made with Esri Business Analyst



Demographic and Income Profile

Town of Buchanan
 N178 County Rd N, Appleton, WI, 54915
 Drive Time: 15 minutes

Latitude: 44.24676
 Longitude: -88.32412

	2010	2011	2016	
Summary				
Population	192,476	193,901	201,939	
Households	77,807	78,391	82,462	
Families	50,480	50,903	53,025	
Average Household Size	2.43	2.43	2.41	
Owner Occupied Housing Units	53,077	53,038	56,154	
Renter Occupied Housing Units	24,730	25,353	26,308	
Median Age	36.6	36.6	36.9	
Trends: 2011 - 2016 Annual Rate	Area	State	National	
Population	0.82%	0.45%	0.67%	
Households	1.02%	0.60%	0.71%	
Families	0.82%	0.40%	0.57%	
Owner HHS	1.15%	0.72%	0.91%	
Median Household Income	3.67%	2.95%	2.75%	
Households by Income		2011	2016	
<\$15,000	Number	Percent	Number	Percent
\$15,000 - \$24,999	6,584	8.4%	6,336	7.7%
\$25,000 - \$34,999	7,758	9.9%	5,840	7.1%
\$35,000 - \$49,999	8,152	10.4%	6,150	7.5%
\$50,000 - \$74,999	11,737	15.0%	9,679	11.7%
\$75,000 - \$99,999	17,597	22.4%	18,309	22.2%
\$100,000 - \$149,999	12,082	15.4%	17,005	20.6%
\$150,000 - \$199,999	9,871	12.6%	12,763	15.5%
\$200,000+	2,431	3.1%	3,628	4.4%
	2,178	2.8%	2,753	3.3%

Median Household Income	\$54,990	\$65,846
Average Household Income	\$68,055	\$79,034
Per Capita Income	\$27,810	\$32,555

	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
Population by Age						
0 - 4	13,217	6.9%	13,132	6.8%	13,821	6.8%
5 - 9	13,503	7.0%	13,558	7.0%	14,035	7.0%
10 - 14	13,118	6.8%	13,196	6.8%	13,808	6.8%
15 - 19	13,053	6.8%	13,067	6.7%	12,700	6.3%
20 - 24	11,952	6.2%	12,097	6.2%	12,096	6.0%
25 - 34	27,568	14.3%	27,876	14.4%	29,597	14.7%
35 - 44	25,940	13.5%	25,984	13.4%	25,978	12.9%
45 - 54	29,818	15.5%	29,825	15.4%	28,364	14.0%
55 - 64	21,308	11.1%	21,733	11.2%	24,122	11.9%
65 - 74	11,541	6.0%	11,908	6.1%	15,032	7.4%
75 - 84	7,839	4.1%	7,883	4.1%	8,344	4.1%
85+	3,620	1.9%	3,643	1.9%	4,043	2.0%
Race and Ethnicity		2010		2011		2016
	Number	Percent	Number	Percent	Number	Percent
White Alone	175,154	91.0%	176,341	90.9%	181,260	89.8%
Black Alone	2,276	1.2%	2,285	1.2%	2,747	1.4%
American Indian Alone	1,194	0.6%	1,200	0.6%	1,324	0.7%
Asian Alone	6,736	3.5%	6,766	3.5%	7,511	3.7%
Pacific Islander Alone	77	0.0%	77	0.0%	80	0.0%
Some Other Race Alone	3,827	2.0%	3,997	2.1%	5,159	2.6%
Two or More Races	3,212	1.7%	3,233	1.7%	3,857	1.9%
Hispanic Origin (Any Race)	8,589	4.5%	8,969	4.6%	11,542	5.7%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

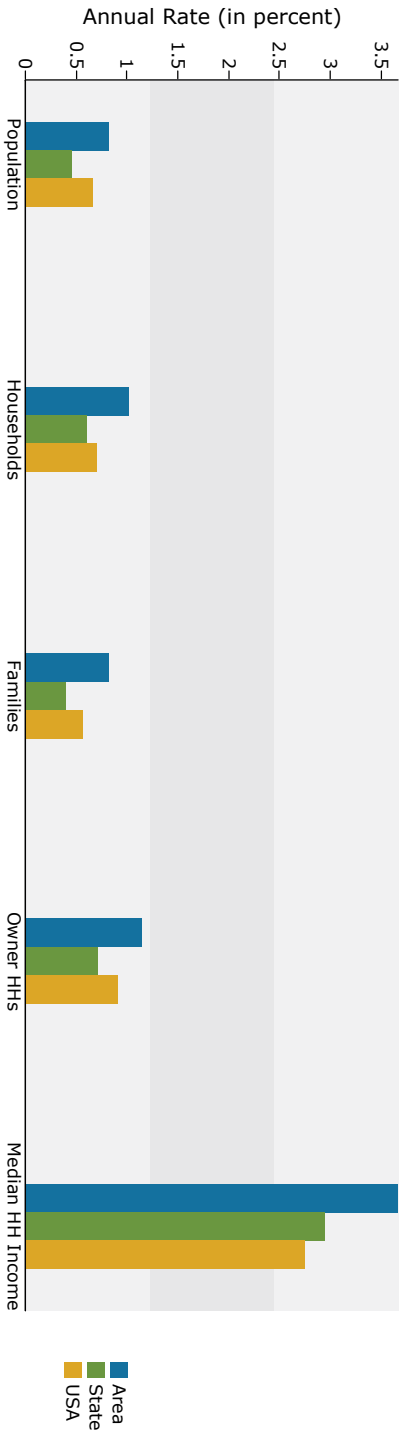


Demographic and Income Profile

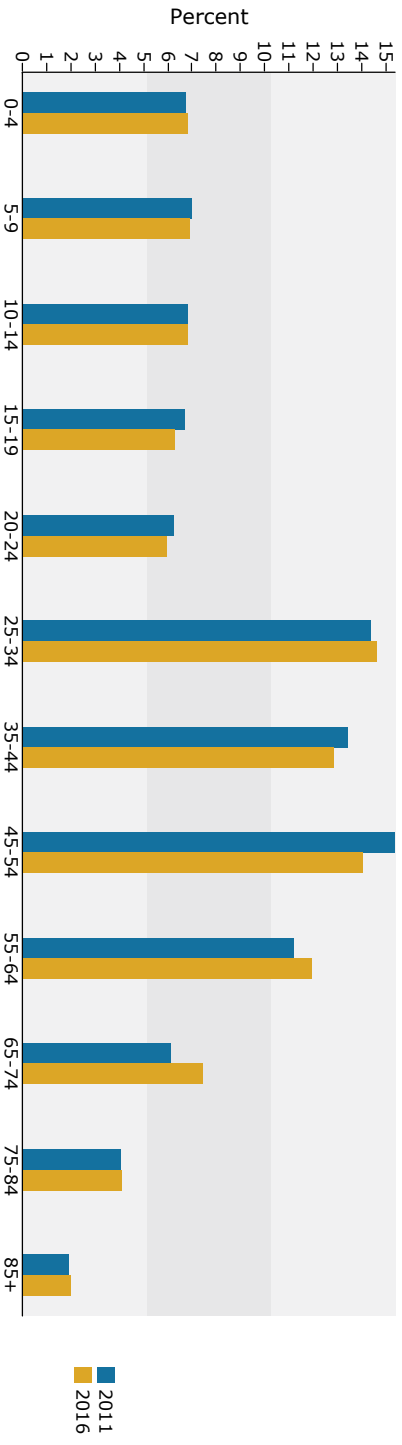
Town of Buchanan
 N178 County Rd N, Appleton, WI, 54915
 Drive Time: 15 minutes

Latitude: 44.24676
 Longitude: -88.32412

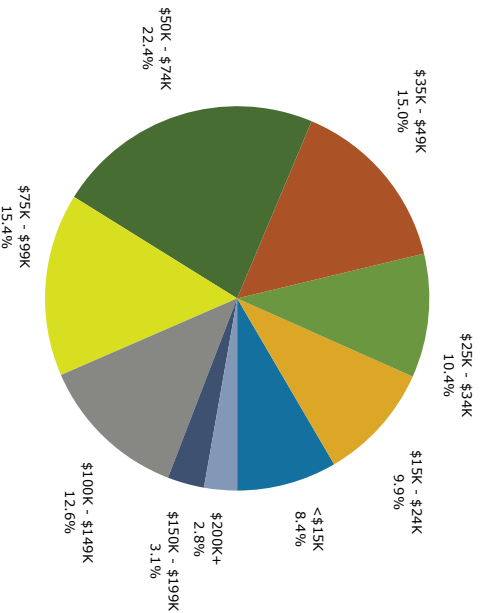
Trends 2011-2016



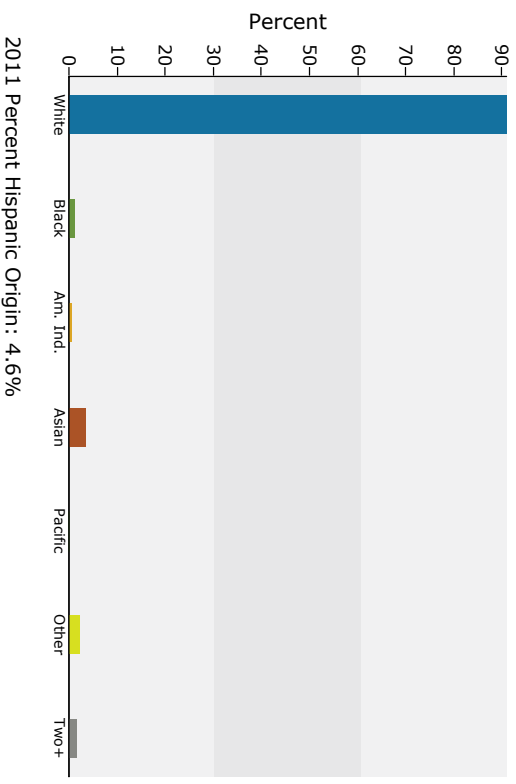
Population by Age



2011 Household Income



2011 Population by Race



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

APPENDIX C: ESRI SUMMARY/DEMOGRAPHIC PROFILES



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 5 minutes

Latitude: 44.24676
Longitude: -88.32412

	2000	2010	2000-2010 Annual Rate
Population	14,357	21,228	3.99%
Households	4,913	7,596	4.45%
Housing Units	5,070	7,835	4.45%

Population by Race	Number	Percent
Total	21,228	100.0%
Population Reporting One Race	20,982	98.8%
White	20,358	95.9%
Black	113	0.5%
American Indian	71	0.3%
Asian	318	1.5%
Pacific Islander	6	0.0%
Some Other Race	116	0.5%
Population Reporting Two or More Races	246	1.2%
Total Hispanic Population	436	2.1%

Population by Sex	Number	Percent
Male	10,608	50.0%
Female	10,620	50.0%

Population by Age	Number	Percent
Total	21,227	100.0%
Age 0 - 4	1,628	7.7%
Age 5 - 9	1,942	9.1%
Age 10 - 14	1,904	9.0%
Age 15 - 19	1,468	6.9%
Age 20 - 24	775	3.7%
Age 25 - 29	1,102	5.2%
Age 30 - 34	1,531	7.2%
Age 35 - 39	1,646	7.8%
Age 40 - 44	1,944	9.2%
Age 45 - 49	1,934	9.1%
Age 50 - 54	1,542	7.3%
Age 55 - 59	1,109	5.2%
Age 60 - 64	819	3.9%
Age 65 - 69	580	2.7%
Age 70 - 74	428	2.0%
Age 75 - 79	369	1.7%
Age 80 - 84	294	1.4%
Age 85+	212	1.0%
Age 18+	14,693	69.2%
Age 65+	1,883	8.9%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.8
Male	35.2
Female	36.4
White Alone	36.3
Black Alone	25.8
American Indian Alone	37.1
Asian Alone	26.3
Pacific Islander Alone	22.5
Some Other Race Alone	26.1
Two or More Races	13.4
Hispanic Population	19.8

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 5 minutes

Latitude: 44.24676
Longitude: -88.32412

Households by Type

Total	7,597	100.0%
Households with 1 Person	1,319	17.4%
Households with 2+ People	6,278	82.6%
Family Households	5,918	77.9%
Husband-wife Families	5,145	67.7%
With Own Children	2,738	36.0%
Other Family (No Spouse Present)	773	10.2%
With Own Children	538	7.1%
Nonfamily Households	360	4.7%
All Households with Children	3,379	44.5%
Multigenerational Households	100	1.3%
Unmarried Partner Households	383	5.0%
Male-female	347	4.6%
Same-sex	36	0.5%
Average Household Size	2.79	

Family Households by Size

Total	5,917	100.0%
2 People	2,237	37.8%
3 People	1,234	20.9%
4 People	1,628	27.5%
5 People	613	10.4%
6 People	155	2.6%
7+ People	50	0.8%
Average Family Size	3.18	

Nonfamily Households by Size

Total	1,678	100.0%
1 Person	1,319	78.6%
2 People	295	17.6%
3 People	39	2.3%
4 People	15	0.9%
5 People	5	0.3%
6 People	1	0.1%
7+ People	4	0.2%
Average Nonfamily Size	1.28	

Population by Relationship and Household Type

Total	21,228	100.0%
In Households	21,195	99.8%
In Family Households	19,049	89.7%
Householder	5,908	27.8%
Spouse	5,138	24.2%
Child	7,568	35.7%
Other relative	210	1.0%
Nonrelative	225	1.1%
In Nonfamily Households	2,146	10.1%
In Group Quarters	33	0.2%
Institutionalized Population	17	0.1%
Noninstitutionalized Population	16	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 5 minutes

Latitude: 44.24676
Longitude: -88.32412

Family Households by Age of Householder

Total		5,918	100.0%
Householder Age 15 - 44		2,730	46.1%
Householder Age 45 - 54		1,608	27.2%
Householder Age 55 - 64		882	14.9%
Householder Age 65 - 74		412	7.0%
Householder Age 75+		286	4.8%

Nonfamily Households by Age of Householder

Total		1,677	100.0%
Householder Age 15 - 44		593	35.4%
Householder Age 45 - 54		335	20.0%
Householder Age 55 - 64		245	14.6%
Householder Age 65 - 74		191	11.4%
Householder Age 75+		313	18.7%

Households by Race of Householder

Total		7,596	100.0%
Householder is White Alone		7,399	97.4%
Householder is Black Alone		32	0.4%
Householder is American Indian Alone		30	0.4%
Householder is Asian Alone		68	0.9%
Householder is Pacific Islander Alone		2	0.0%
Householder is Some Other Race Alone		30	0.4%
Householder is Two or More Races		35	0.5%
Households with Hispanic Householder		95	1.3%

Husband-wife Families by Race of Householder

Total		5,145	100.0%
Householder is White Alone		5,030	97.8%
Householder is Black Alone		16	0.3%
Householder is American Indian Alone		13	0.3%
Householder is Asian Alone		49	1.0%
Householder is Pacific Islander Alone		1	0.0%
Householder is Some Other Race Alone		20	0.4%
Householder is Two or More Races		16	0.3%
Husband-wife Families with Hispanic Householder		61	1.2%

Other Families (No Spouse) by Race of Householder

Total		774	100.0%
Householder is White Alone		726	93.8%
Householder is Black Alone		8	1.0%
Householder is American Indian Alone		9	1.2%
Householder is Asian Alone		12	1.6%
Householder is Pacific Islander Alone		1	0.1%
Householder is Some Other Race Alone		6	0.8%
Householder is Two or More Races		12	1.6%
Other Families with Hispanic Householder		20	2.6%

Nonfamily Households by Race of Householder

Total		1,678	100.0%
Householder is White Alone		1,643	97.9%
Householder is Black Alone		9	0.5%
Householder is American Indian Alone		8	0.5%
Householder is Asian Alone		7	0.4%
Householder is Pacific Islander Alone		0	0.0%
Householder is Some Other Race Alone		5	0.3%
Householder is Two or More Races		6	0.4%
Nonfamily Households with Hispanic Householder		14	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 5 minutes

Latitude: 44.24676
Longitude: -88.32412

Total Housing Units by Occupancy

Total	7,839	100.0%
Occupied Housing Units	7,596	96.9%
Vacant Housing Units		
For Rent	103	1.3%
Rented, not Occupied	4	0.1%
For Sale Only	58	0.7%
Sold, not Occupied	5	0.1%
For Seasonal/Recreational/Occasional Use	26	0.3%
For Migrant Workers	0	0.0%
Other Vacant	47	0.6%
Total Vacancy Rate	3.1%	

Households by Tenure and Mortgage Status

Total	7,596	100.0%
Owner Occupied	6,165	81.2%
Owned with a Mortgage/Loan	4,860	64.0%
Owned Free and Clear	1,306	17.2%
Average Household Size	2.93	
Renter Occupied	1,431	18.8%
Average Household Size	2.17	

Owner-occupied Housing Units by Race of Householder

Total	6,165	100.0%
Householder is White Alone	6,039	98.0%
Householder is Black Alone	16	0.3%
Householder is American Indian Alone	20	0.3%
Householder is Asian Alone	51	0.8%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	19	0.3%
Householder is Two or More Races	19	0.3%
Owner-occupied Housing Units with Hispanic Householder	60	1.0%

Renter-occupied Housing Units by Race of Householder

Total	1,430	100.0%
Householder is White Alone	1,360	95.1%
Householder is Black Alone	16	1.1%
Householder is American Indian Alone	10	0.7%
Householder is Asian Alone	17	1.2%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	11	0.8%
Householder is Two or More Races	15	1.0%
Renter-occupied Housing Units with Hispanic Householder	35	2.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.77
Householder is Black Alone	3.09
Householder is American Indian Alone	2.43
Householder is Asian Alone	4.10
Householder is Pacific Islander Alone	3.00
Householder is Some Other Race Alone	3.87
Householder is Two or More Races	3.09
Householder is Hispanic	3.56

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 10 minutes

Latitude: 44.24676
Longitude: -88.32412

	2000	2010	2000-2010 Annual Rate
Population	83,865	94,531	1.20%
Households	31,389	36,752	1.59%
Housing Units	32,349	38,284	1.70%

Population by Race	Number	Percent
Total	94,531	100.0%
Population Reporting One Race	93,023	98.4%
White	86,427	91.4%
Black	1,002	1.1%
American Indian	550	0.6%
Asian	3,186	3.4%
Pacific Islander	24	0.0%
Some Other Race	1,834	1.9%
Population Reporting Two or More Races	1,508	1.6%
Total Hispanic Population	4,086	4.3%

Population by Sex	Number	Percent
Male	46,676	49.4%
Female	47,855	50.6%

Population by Age	Number	Percent
Total	94,528	100.0%
Age 0 - 4	6,655	7.0%
Age 5 - 9	6,990	7.4%
Age 10 - 14	6,815	7.2%
Age 15 - 19	6,594	7.0%
Age 20 - 24	5,623	5.9%
Age 25 - 29	6,307	6.7%
Age 30 - 34	6,527	6.9%
Age 35 - 39	6,074	6.4%
Age 40 - 44	6,894	7.3%
Age 45 - 49	7,702	8.1%
Age 50 - 54	6,909	7.3%
Age 55 - 59	5,808	6.1%
Age 60 - 64	4,423	4.7%
Age 65 - 69	3,204	3.4%
Age 70 - 74	2,408	2.5%
Age 75 - 79	2,056	2.2%
Age 80 - 84	1,784	1.9%
Age 85+	1,760	1.9%
Age 18+	69,899	73.9%
Age 65+	11,212	11.9%

Median Age by Sex and Race/Hispanic Origin	Number	Percent
Total Population	36.4	
Male	35.2	
Female	37.8	
White Alone	38.2	
Black Alone	22.9	
American Indian Alone	32.3	
Asian Alone	22.7	
Pacific Islander Alone	26.7	
Some Other Race Alone	23.6	
Two or More Races	13.0	
Hispanic Population	21.2	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions. **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 10 minutes

Latitude: 44.24676
Longitude: -88.32412

Households by Type

Total	36,752	100.0%
Households with 1 Person	9,255	25.2%
Households with 2+ People	27,497	74.8%
Family Households	25,175	68.5%
Husband-wife Families	20,249	55.1%
With Own Children	9,018	24.5%
Other Family (No Spouse Present)	4,926	13.4%
With Own Children	3,294	9.0%
Nonfamily Households	2,322	6.3%
All Households with Children	12,943	35.2%
Multigenerational Households	594	1.6%
Unmarried Partner Households	2,568	7.0%
Male-female	2,373	6.5%
Same-sex	195	0.5%
Average Household Size	2.53	

Family Households by Size

Total	25,175	100.0%
2 People	11,019	43.8%
3 People	5,531	22.0%
4 People	5,444	21.6%
5 People	2,156	8.6%
6 People	665	2.6%
7+ People	360	1.4%
Average Family Size	3.05	

Nonfamily Households by Size

Total	11,577	100.0%
1 Person	9,255	79.9%
2 People	1,964	17.0%
3 People	250	2.2%
4 People	71	0.6%
5 People	19	0.2%
6 People	7	0.1%
7+ People	11	0.1%
Average Nonfamily Size	1.26	

Population by Relationship and Household Type

Total	94,531	100.0%
In Households	93,033	98.4%
In Family Households	78,427	83.0%
Householder	25,313	26.8%
Spouse	20,375	21.6%
Child	29,611	31.3%
Other relative	1,492	1.6%
Nonrelative	1,636	1.7%
In Nonfamily Households	14,606	15.5%
In Group Quarters	1,498	1.6%
Institutionalized Population	593	0.6%
Noninstitutionalized Population	905	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 10 minutes

Latitude: 44.24676
Longitude: -88.32412

Family Households by Age of Householder

Total		25,175	100.0%
Householder Age 15 - 44		10,882	43.2%
Householder Age 45 - 54		6,272	24.9%
Householder Age 55 - 64		4,247	16.9%
Householder Age 65 - 74		2,171	8.6%
Householder Age 75+		1,603	6.4%

Nonfamily Households by Age of Householder

Total		11,577	100.0%
Householder Age 15 - 44		4,405	38.1%
Householder Age 45 - 54		2,028	17.5%
Householder Age 55 - 64		1,839	15.9%
Householder Age 65 - 74		1,249	10.8%
Householder Age 75+		2,056	17.8%

Households by Race of Householder

Total		36,751	100.0%
Householder is White Alone		34,797	94.7%
Householder is Black Alone		295	0.8%
Householder is American Indian Alone		214	0.6%
Householder is Asian Alone		702	1.9%
Householder is Pacific Islander Alone		7	0.0%
Householder is Some Other Race Alone		474	1.3%
Householder is Two or More Races		262	0.7%
Households with Hispanic Householder		996	2.7%

Husband-wife Families by Race of Householder

Total		20,249	100.0%
Householder is White Alone		19,279	95.2%
Householder is Black Alone		81	0.4%
Householder is American Indian Alone		80	0.4%
Householder is Asian Alone		447	2.2%
Householder is Pacific Islander Alone		4	0.0%
Householder is Some Other Race Alone		256	1.3%
Householder is Two or More Races		102	0.5%
Husband-wife Families with Hispanic Householder		526	2.6%

Other Families (No Spouse) by Race of Householder

Total		4,926	100.0%
Householder is White Alone		4,386	89.0%
Householder is Black Alone		117	2.4%
Householder is American Indian Alone		57	1.2%
Householder is Asian Alone		150	3.0%
Householder is Pacific Islander Alone		2	0.0%
Householder is Some Other Race Alone		136	2.8%
Householder is Two or More Races		78	1.6%
Other Families with Hispanic Householder		288	5.8%

Nonfamily Households by Race of Householder

Total		11,576	100.0%
Householder is White Alone		11,133	96.2%
Householder is Black Alone		97	0.8%
Householder is American Indian Alone		77	0.7%
Householder is Asian Alone		105	0.9%
Householder is Pacific Islander Alone		0	0.0%
Householder is Some Other Race Alone		82	0.7%
Householder is Two or More Races		82	0.7%
Nonfamily Households with Hispanic Householder		183	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 10 minutes

Latitude: 44.24676
Longitude: -88.32412

Total Housing Units by Occupancy

Total	38,303	100.0%
Occupied Housing Units	36,752	96.0%
Vacant Housing Units		
For Rent	688	1.8%
Rented, not Occupied	32	0.1%
For Sale Only	374	1.0%
Sold, not Occupied	35	0.1%
For Seasonal/Recreational/Occasional Use	146	0.4%
For Migrant Workers	1	0.0%
Other Vacant	275	0.7%
Total Vacancy Rate	4.0%	

Households by Tenure and Mortgage Status

Total	36,752	100.0%
Owner Occupied	25,935	70.6%
Owned with a Mortgage/Loan	18,994	51.7%
Owned Free and Clear	6,942	18.9%
Average Household Size	2.70	
Renter Occupied	10,817	29.4%
Average Household Size	2.12	

Owner-occupied Housing Units by Race of Householder

Total	25,937	100.0%
Householder is White Alone	25,087	96.7%
Householder is Black Alone	70	0.3%
Householder is American Indian Alone	107	0.4%
Householder is Asian Alone	372	1.4%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	170	0.7%
Householder is Two or More Races	126	0.5%
Owner-occupied Housing Units with Hispanic Householder	408	1.6%

Renter-occupied Housing Units by Race of Householder

Total	10,817	100.0%
Householder is White Alone	9,711	89.8%
Householder is Black Alone	226	2.1%
Householder is American Indian Alone	107	1.0%
Householder is Asian Alone	330	3.1%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	304	2.8%
Householder is Two or More Races	137	1.3%
Renter-occupied Housing Units with Hispanic Householder	589	5.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.47
Householder is Black Alone	2.81
Householder is American Indian Alone	2.69
Householder is Asian Alone	4.29
Householder is Pacific Islander Alone	3.00
Householder is Some Other Race Alone	3.63
Householder is Two or More Races	2.87
Householder is Hispanic	3.48

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 15 minutes

Latitude: 44.24676
Longitude: -88.32412

	2000	2010	2000-2010 Annual Rate
Population	174,951	192,476	0.96%
Households	68,016	77,807	1.35%
Housing Units	70,394	81,860	1.52%

Population by Race	Number	Percent
Total	192,476	100.0%
Population Reporting One Race	189,264	98.3%
White	175,154	91.0%
Black	2,276	1.2%
American Indian	1,194	0.6%
Asian	6,736	3.5%
Pacific Islander	77	0.0%
Some Other Race	3,827	2.0%
Population Reporting Two or More Races	3,212	1.7%
Total Hispanic Population	8,589	4.5%

Population by Sex	Number	Percent
Male	95,347	49.5%
Female	97,129	50.5%

Population by Age	Number	Percent
Total	192,474	100.0%
Age 0 - 4	13,217	6.9%
Age 5 - 9	13,503	7.0%
Age 10 - 14	13,118	6.8%
Age 15 - 19	13,053	6.8%
Age 20 - 24	11,952	6.2%
Age 25 - 29	13,942	7.2%
Age 30 - 34	13,626	7.1%
Age 35 - 39	12,297	6.4%
Age 40 - 44	13,643	7.1%
Age 45 - 49	15,390	8.0%
Age 50 - 54	14,428	7.5%
Age 55 - 59	12,034	6.3%
Age 60 - 64	9,274	4.8%
Age 65 - 69	6,558	3.4%
Age 70 - 74	4,983	2.6%
Age 75 - 79	4,153	2.2%
Age 80 - 84	3,686	1.9%
Age 85+	3,620	1.9%
Age 18+	144,439	75.0%
Age 65+	23,000	12.0%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.6
Male	35.3
Female	37.9
White Alone	38.4
Black Alone	24.1
American Indian Alone	32.9
Asian Alone	23.4
Pacific Islander Alone	24.4
Some Other Race Alone	24.2
Two or More Races	13.1
Hispanic Population	22.1

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 15 minutes

Latitude: 44.24676
Longitude: -88.32412

Households by Type

Total	77,807	100.0%
Households with 1 Person	21,754	28.0%
Households with 2+ People	56,053	72.0%
Family Households	50,480	64.9%
Husband-wife Families	39,894	51.3%
With Own Children	17,311	22.2%
Other Family (No Spouse Present)	10,586	13.6%
With Own Children	6,879	8.8%
Nonfamily Households	5,573	7.2%
All Households with Children	25,496	32.8%
Multigenerational Households	1,263	1.6%
Unmarried Partner Households	5,827	7.5%
Male-female	5,367	6.9%
Same-sex	460	0.6%
Average Household Size	2.43	

Family Households by Size

Total	50,480	100.0%
2 People	22,518	44.6%
3 People	11,299	22.4%
4 People	10,340	20.5%
5 People	4,182	8.3%
6 People	1,385	2.7%
7+ People	756	1.5%
Average Family Size	3.00	

Nonfamily Households by Size

Total	27,326	100.0%
1 Person	21,754	79.6%
2 People	4,756	17.4%
3 People	578	2.1%
4 People	162	0.6%
5 People	44	0.2%
6 People	14	0.1%
7+ People	18	0.1%
Average Nonfamily Size	1.25	

Population by Relationship and Household Type

Total	192,476	100.0%
In Households	189,240	98.3%
In Family Households	155,129	80.6%
Householder	50,378	26.2%
Spouse	39,812	20.7%
Child	57,926	30.1%
Other relative	3,393	1.8%
Nonrelative	3,621	1.9%
In Nonfamily Households	34,110	17.7%
In Group Quarters	3,236	1.7%
Institutionalized Population	1,404	0.7%
Noninstitutionalized Population	1,832	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 15 minutes

Latitude: 44.24676
Longitude: -88.32412

Family Households by Age of Householder

Total		50,480	100.0%
Householder Age 15 - 44		21,838	43.3%
Householder Age 45 - 54		12,362	24.5%
Householder Age 55 - 64		8,532	16.9%
Householder Age 65 - 74		4,425	8.8%
Householder Age 75+		3,323	6.6%

Nonfamily Households by Age of Householder

Total		27,328	100.0%
Householder Age 15 - 44		10,749	39.3%
Householder Age 45 - 54		4,790	17.5%
Householder Age 55 - 64		4,347	15.9%
Householder Age 65 - 74		2,846	10.4%
Householder Age 75+		4,596	16.8%

Households by Race of Householder

Total		77,808	100.0%
Householder is White Alone		73,468	94.4%
Householder is Black Alone		667	0.9%
Householder is American Indian Alone		468	0.6%
Householder is Asian Alone		1,585	2.0%
Householder is Pacific Islander Alone		21	0.0%
Householder is Some Other Race Alone		991	1.3%
Householder is Two or More Races		608	0.8%
Households with Hispanic Householder		2,127	2.7%

Husband-wife Families by Race of Householder

Total		39,894	100.0%
Householder is White Alone		37,807	94.8%
Householder is Black Alone		179	0.4%
Householder is American Indian Alone		171	0.4%
Householder is Asian Alone		987	2.5%
Householder is Pacific Islander Alone		10	0.0%
Householder is Some Other Race Alone		517	1.3%
Householder is Two or More Races		223	0.6%
Husband-wife Families with Hispanic Householder		1,087	2.7%

Other Families (No Spouse) by Race of Householder

Total		10,585	100.0%
Householder is White Alone		9,468	89.4%
Householder is Black Alone		240	2.3%
Householder is American Indian Alone		116	1.1%
Householder is Asian Alone		307	2.9%
Householder is Pacific Islander Alone		6	0.1%
Householder is Some Other Race Alone		281	2.7%
Householder is Two or More Races		167	1.6%
Other Families with Hispanic Householder		585	5.5%

Nonfamily Households by Race of Householder

Total		27,326	100.0%
Householder is White Alone		26,193	95.9%
Householder is Black Alone		248	0.9%
Householder is American Indian Alone		181	0.7%
Householder is Asian Alone		290	1.1%
Householder is Pacific Islander Alone		5	0.0%
Householder is Some Other Race Alone		192	0.7%
Householder is Two or More Races		217	0.8%
Nonfamily Households with Hispanic Householder		454	1.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Town of Buchanan
N178 County Rd N, Appleton, WI, 54915
Drive Time: 15 minutes

Latitude: 44.24676
Longitude: -88.32412

Total Housing Units by Occupancy

Total	81,869	100.0%
Occupied Housing Units	77,807	95.0%
Vacant Housing Units		
For Rent	1,610	2.0%
Rented, not Occupied	85	0.1%
For Sale Only	1,061	1.3%
Sold, not Occupied	123	0.2%
For Seasonal/Recreational/Occasional Use	344	0.4%
For Migrant Workers	1	0.0%
Other Vacant	838	1.0%
Total Vacancy Rate	5.0%	

Households by Tenure and Mortgage Status

Total	77,807	100.0%
Owner Occupied	53,077	68.2%
Owned with a Mortgage/Loan	38,769	49.8%
Owned Free and Clear	14,307	18.4%
Average Household Size	2.61	
Renter Occupied	24,730	31.8%
Average Household Size	2.05	

Owner-occupied Housing Units by Race of Householder

Total	53,076	100.0%
Householder is White Alone	51,339	96.7%
Householder is Black Alone	145	0.3%
Householder is American Indian Alone	203	0.4%
Householder is Asian Alone	751	1.4%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	356	0.7%
Householder is Two or More Races	273	0.5%
Owner-occupied Housing Units with Hispanic Householder	868	1.6%

Renter-occupied Housing Units by Race of Householder

Total	24,731	100.0%
Householder is White Alone	22,129	89.5%
Householder is Black Alone	522	2.1%
Householder is American Indian Alone	265	1.1%
Householder is Asian Alone	833	3.4%
Householder is Pacific Islander Alone	12	0.0%
Householder is Some Other Race Alone	635	2.6%
Householder is Two or More Races	335	1.4%
Renter-occupied Housing Units with Hispanic Householder	1,259	5.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.38
Householder is Black Alone	2.72
Householder is American Indian Alone	2.58
Householder is Asian Alone	4.04
Householder is Pacific Islander Alone	3.10
Householder is Some Other Race Alone	3.59
Householder is Two or More Races	2.77
Householder is Hispanic	3.42

Source: U.S. Census Bureau, Census 2010 Summary File 1.

APPENDIX D: SWOT TABLE

APPENDIX D: SWOT TABLE (5/14/12)

STRENGTHS	Total
Quality of the Town's Clerk/Administrator	6
Full range and high quality of public/municipal services	4
Steady Business and Family Housing Growth	3
Low Town Taxes	2
Gateway to Heart of the Valley	2
Two Championship Golf Courses	1
Low Cost Sanitary District (Kaukauna Utilities)	1
Easy Hwy 41 Access (Close proximity to future interstate designation)	1
Agricultural area - Adjacency to Fox River	1
Diverse mix of Urban and Rural	1
Close access to PAC and FVTC	1
Sense of community - "Darboy" (Small town feel)	1
New Subdivision Ordinance	1
Started a Parks Committee	1
Becoming more diverse with Single Family and new mix of multi-family	1
High Median Income	1
Good/easy access to Public School systems	1
Beautiful back roads - for motorcycles, bikes, pedestrians (hwy ZZ)	1
Centrally located for Business growth - Small Fam Business Jobs	1
Mix of Retail	1
Stony Brook Road Limits Annexation	1
Close Proximity to Appleton, Green Bay, Milwaukee	1
WIR - Connection to small businesses, history (1960's), tourism, fireworks, races	1
Proximity to Medical Facilities	1
Potential room for growth	1
Reasonable regulations - positive for business owners and business retention	1
WEAKNESSES	Total
Poor roadways and Storm water Management	6
State Levy Limitations	2
Limited Sewer/Water service area availability (especially in East T. Buch)	2
Limited town staff and Economic Development Capacity	2
Water Drainage issues	1
Limited Tax Base - Difficulty to raise taxes	1
Annexation agreements	1
Identity - Sinage and Sense of Place	1
Town Building - Increase Size	1
Update Park and Playground Equipment	1
Lack of Athletic fields and facilities	1
Those in Kimberly School Dist. travel outside of Town for Athletic Fac. (Kimberly/Kaukauna)	1
Limited accessibility to East T. Buch. For large operations due to traffic congestion	1
Under cumbersome county regulation process	1
Poor Walkability and Trail Access	1

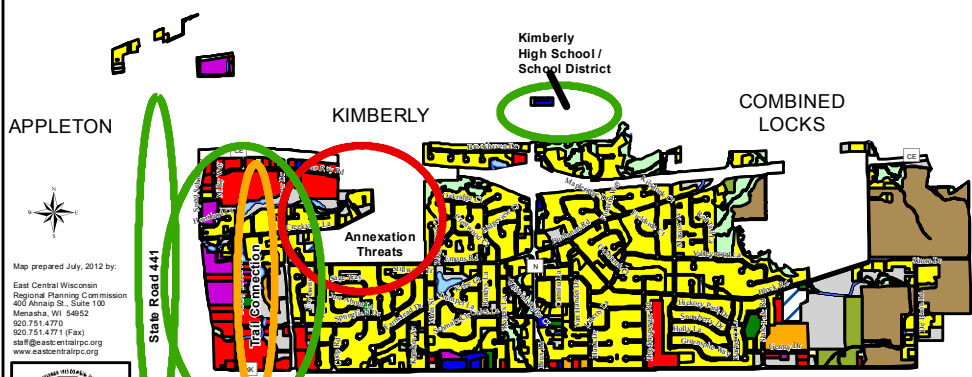
OPPORTUNITIES	Total
Consolidation	4
Boundary Agreements	3
Creative Methods to Repave Roads	2
Walk and bike lanes on roadways	1
Continue development with in sanitary district (i.e.: Spranger Orchards)	1
Innovative Road Improvements/Investments and stay ahead of curve (i.e.: CE/Van Roy/Eisenhower)	1
East T. Buchanan has opportunity for bike lanes and trail connections	1
East T. Buchanan - Stone Bridge - Repair and utilize for park, connection trail, historic tourism	1
AVA - Utilize Branding and Designation, (No Current winery in Fox Valley)	1
Great Arc Bike Route - Utilize branding - GG Accessibility	1
Develop Community Center - Town Hall/Athletic Facilities (East T. Buch?)	1
Stony Brook - Redevelop light Industrial area (Storage Units)	1
Utilize Social Media - Create Economic Development Website	1
Consolidation of Department or Government	1
Create Small Parks - Green Space - Internet park	1
WI-FI/Broadband Areas - (INFOCUS)	1
THREATS	Total
Annexation - (Driven by services, roads, law enforcement, regulations, etc.)	8
Financial Limitations	3
Lack of County and State Support for Towns	1
Increasing taxes may force areas into annexation	1
Major Emergency Infrastructure deterioration	1
Connectivity of two separate sides of town (Separated by Hwy 55)	1
Potential for age shift, change in use of facilities	1
State Mandates restrict Town's flexibility	1
Grant Funding is decreasing, and is more competitive	1

APPENDIX E: SWOT/EXISTING LAND USE MAP

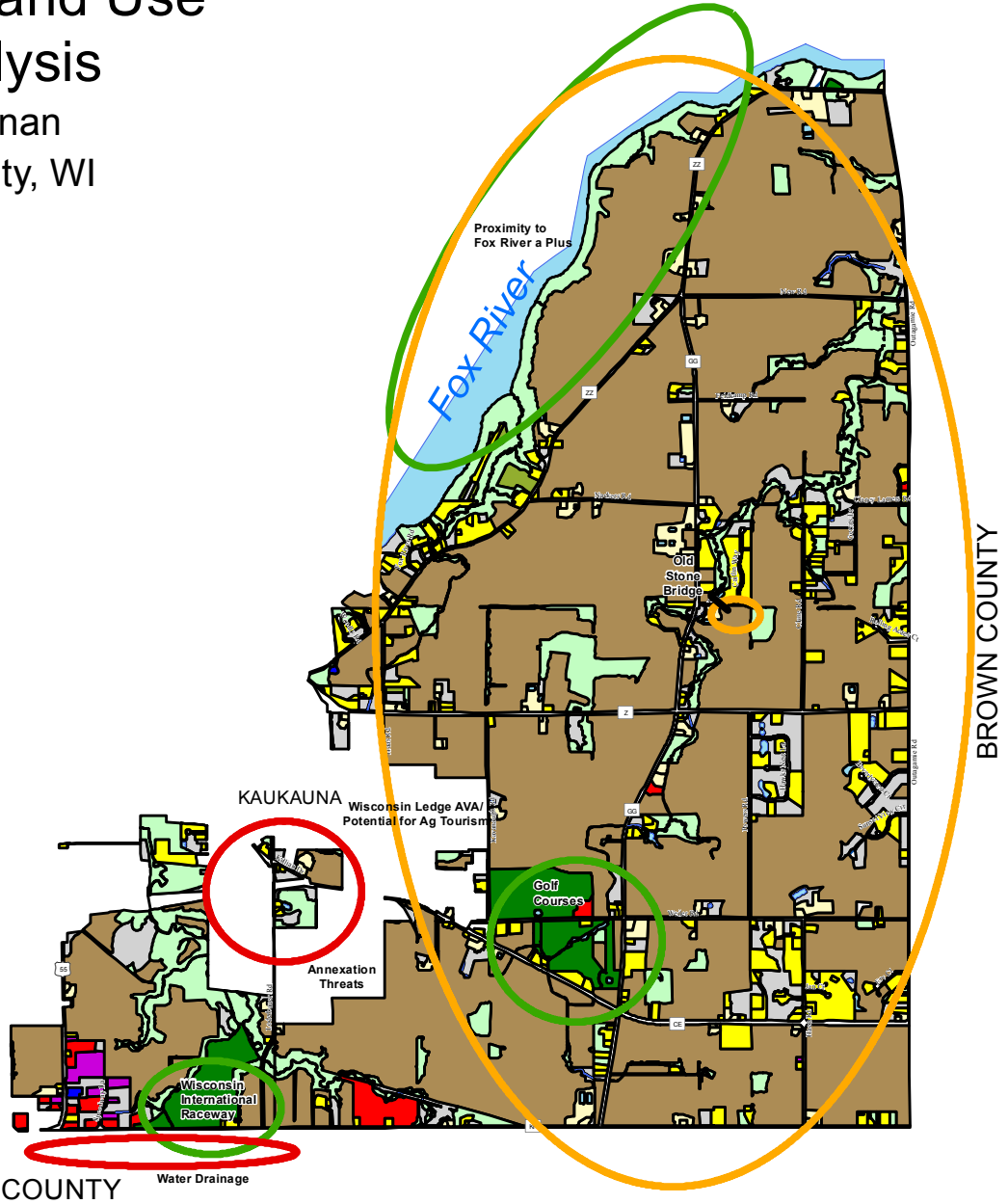
2012 Existing Land Use SWOT Analysis Town of Buchanan Outagamie County, WI

- Legend**
- Single Family Residential
 - Farmsteads
 - Multi-Family
 - Commercial
 - Industrial
 - Quarries
 - Institutional Facilities
 - Transportation
 - Utilities/Communications
 - Non-Irrigated Cropland
 - Recreational Facilities
 - Planted Woodlands
 - General Woodlands
 - Open Other Land
 - Water

- SWOT**
- Strength
 - Weakness/Threat
 - Opportunity



Map prepared July, 2012 by:
East Central Wisconsin
Regional Planning Commission
403 Alnapp St., Suite 100
Menasha, WI 54952
920.751.4770
920.751.4771 (fax)
stafl@eastcentralrpc.org
www.eastcentralrpc.org



APPENDIX F: PROPOSED FUTURE LAND USE MAP

PROPOSED FUTURE LAND USE

TOWN OF BUCHANAN

OUTAGAMIE COUNTY, WI

3,000 1,500 0 3,000 Feet

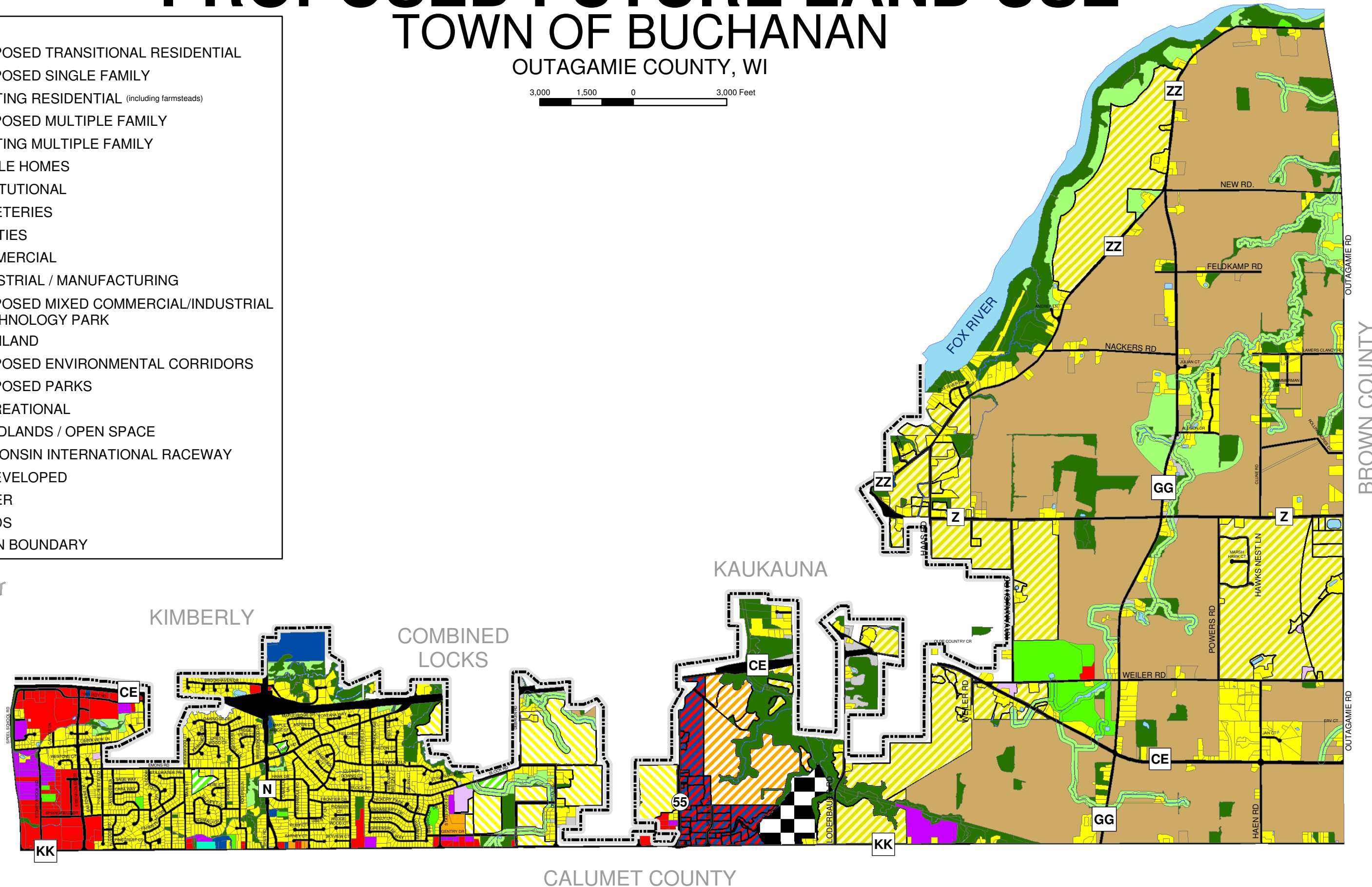
Legend

- PROPOSED TRANSITIONAL RESIDENTIAL
- PROPOSED SINGLE FAMILY
- EXISTING RESIDENTIAL (including farmsteads)
- PROPOSED MULTIPLE FAMILY
- EXISTING MULTIPLE FAMILY
- MOBILE HOMES
- INSTITUTIONAL
- CEMETERIES
- UTILITIES
- COMMERCIAL
- INDUSTRIAL / MANUFACTURING
- PROPOSED MIXED COMMERCIAL/INDUSTRIAL TECHNOLOGY PARK
- FARMLAND
- PROPOSED ENVIRONMENTAL CORRIDORS
- PROPOSED PARKS
- RECREATIONAL
- WOODLANDS / OPEN SPACE
- WISCONSIN INTERNATIONAL RACEWAY
- UNDEVELOPED
- WATER
- ROADS
- TOWN BOUNDARY

Omni
CONSULTANTS

PROJECT # M1187A05
DATE: 07/26/2006
DRAWN BY: JAC
REVISED: 12/13/06
PROJECT: 0507.30.0000.FAA.1530.1530.0100

ONE SYSTEMS DRIVE, APPLETON, WI 54911
Location: F:\MunicipalJobs\M1187A05\Buchanan\GIS\DRAWINGS\00_FutureLand_Use_11x17.AXD
Source: East Central Wisconsin Regional Planning Commission



KIMBERLY

COMBINED LOCKS

KAUKAUNA

CALUMET COUNTY

BROWN COUNTY

APPENDIX G: SPREADSHEET OF ACTIONS

APPENDIX G: SPREADSHEET OF ACTIONS

Action Step		Responsible Party	Priority	Timeline	Geography
GOAL 1: PROMOTE COMMUNITY IDENTITY AND RETAIN NEIGHBORHOOD BUSINESS VITALITY IN BUSINESS DISTRICTS					
Objective 1.1: Utilize marketing tools to increase awareness and create a positive, growth-oriented image for business recruitment and retention.					
STRATEGY 1.1.1	Update the Town Website by keeping a current listing of existing businesses with a map of their location and contact information. Create a current parcel level map of available commercial and industrial properties on the website for ease of use by site selection consultants and to increase an awareness of ongoing economic activities in the area.	Town Staff	High	On-Going	Town-wide
Action 1.1.1.1	Allow for time and funding in the Town's economic development budget to update the website and coordinated with regional organizations to make business retention visits to local businesses and family farms.	Town Planning Commission	High	Immediate	Town-wide
Action 1.1.1.2	Annually track business retention visits and set goals to increase the meeting frequency and follow up with businesses and family farms.	Town Staff	High	On-Going	Town-wide
Action 1.1.1.3	Update the current parcel level map of available commercial and industrial properties and current business listing, as the Town's existing businesses and properties change.	East Central WI RPC	High	On-Going	Town-wide
Action 1.1.1.4	Utilize and promote Locate in WI to businesses on the Town's website.	Town Staff	Medium	Short-Term	Town-wide
Action 1.1.1.5	Generate a drawing for a local business to win a featured article in the e-newsletter and add a space on the Town's website to enter.	Town Staff	Medium	On-Going	Town-wide
Action 1.1.1.6	When completed, track the user traffic on the Town's website business listing page on a monthly and annual basis, to assess the effectiveness of the information.	Town Staff	Medium	On-Going	Town-wide
STRATEGY 1.1.2	Use a Town e-newsletter to feature local businesses and promote a positive, growth-oriented image to attract new businesses and foster an entrepreneurially supportive environment. Nurture a "shop-local" environment to increase the local flow of dollars and improve an awareness of ongoing economic activities.	Town Staff	High	On-Going	Town-wide
Action 1.1.2.1	Develop a social media calendar and plan to complete an e-newsletter using Constant Contact at least every two months. Send out short "e-blasts" when needed, to provide important, time sensitive information.	Town Staff	High	On-Going	Town-wide
Action 1.1.2.2	Provide information in the e-newsletter on local business updates, Town activities and events, and marketing tips. Refer business to websites to help businesses grow their clientele and keep up to date with social media.	Ad Hoc ED Committee	High	On-Going	Town-wide
Action 1.1.2.3	Remind businesses at least twice a year through e-newsletters, to verify their location and contact information on location based service websites such as: Yelp, Google Maps, MapQuest, BingMaps, and Yahoo.	Town Staff	Low	On-Going	Town-wide
Action 1.1.2.4	Survey businesses to determine what they are interested in learning or receiving assistance with, and provide information through e-newsletters based on survey results.	Ad Hoc Economic Development Committee	High	Immediate	Town-wide
Action 1.1.2.5	Track the number of "clicks" per article using Constant Contact, to assess the interest in the topic.	Town Staff	Low	On-Going	Town-wide
Objective 1.2: Emphasize the importance of 'placemaking' in creating a strong community identity.					
STRATEGY 1.2.1	Introduce the 'walkable community' concept and consider sidewalk improvements, pedestrian safety and accessibility to retail, neighboring community parks, schools and residential neighborhoods. This would benefit families with children, elderly residents, and prepare the Town for a projected increase in aging population.	Town Planning Commission	High	On-Going	Town-wide
Action 1.2.1.1	Calculate, track and make plans to increase the Town's walkability score by using websites such as http://www.walkscore.com/ .	Town Staff	Medium	On-Going	Town-wide
Action 1.2.1.2	Follow up on bike counts and surveys conducted by the Fox Cities and Oshkosh Urbanized Areas Bicycle and Pedestrian Plan Committee and map areas of the Town with safety concerns to bikes and pedestrians. Update the map on an annual basis.	East Central WI RPC	Low	On-Going	Town-wide
Action 1.2.1.3	Educate the community through the Town's website on pedestrian safety, and encourage healthy walking and biking throughout the community, promoting local programs such as the East Central Wisconsin Regional Safe Routes to School Program.	Town Staff	Medium	On-Going	Town-wide
Action 1.2.1.4	Host neighborhood workshops to gather input on neighborhood and town level economic development improvements to enhance livable/walkable/healthy communities and define neighborhoods.	Town Staff/Ad Hoc ED Committee	Medium	Immediate	Town-wide
STRATEGY 1.2.2	Create temporary and permanent public and quasi-public spaces for the community to come together and relax, recreate, or enjoy, showcasing businesses, local farmers. These spaces serve to form a generally more pleasing environment and create more lively and interesting places to live, work and shop.	Town Planning Commission	Low	Mid-Term	Urban Area

Action Step		Responsible Party	Priority	Timeline	Geography
Action 1.2.2.1	Implement and utilize the 2008 Fox Cities Convention and Visitors Bureau comprehensive wayfinding plan to develop a local way finding program. Focus on reforming streetlights, banners and use the FCCVB approved plans to build wayfinding signs, in addition to the two currently on CE, targeting the Van Roy Road and CE/Eisenhower areas	Town Staff/Town Planning Commission	High	Immediate	Urban Area
Action 1.2.2.2	Utilize empty parking lots throughout the Town to create temporary public spaces with events such as local farmers markets, run/walk road races, sidewalk sales and art-walk events, music or other community gatherings.	Town Staff/Ad Hoc ED Committee	High	Mid-Term	Urban Area
Action 1.2.2.3	Contact the Department of Landscape Architecture at UW-Madison and apply for their Graduate Community Design Assistance Program to create a town center development plan including design recommendations for the Town that focus on the built and natural environment, including streetscaping improvements.	Town Staff/Ad Hoc ED Committee	Low	Long-Term	Urban Area
Action 1.2.2.4	Introduce a 'main street mall' concept and create a gradual development plan to transform the Kohl's shopping center and Appleton East Cinema areas into more pedestrian scaled town center projects, ultimately attracting a variety of employers and residents to the community.	Town Staff/Ad Hoc ED Committee	Low	Long-Term	Urban Area
Objective 1.3: Address design standards and make aesthetic improvements to the framework of the Town.					
STRATEGY 1.3.1	Update to the Town's zoning requirements to correct obsolete and overly complex requirements that make achieving quality redevelopment a challenge. Consider form-based and rural-urban transect zone development standards, to lessen parking lot requirements, streamline landscaping and screening standards, minimize banners, update loading zone requirements, and allow for public art, farmers markets and food trucks, etc.	Town Staff/Town Planning Commission	High	On-Going	Town-wide
Action 1.3.1.1	Complete a comprehensive review of the Town's zoning ordinance every ten years, and make amendments as needed.	Town Staff/Town Planning Commission	Low	Long-Term	Town-wide
STRATEGY 1.3.2	Build community identity by revitalizing the urban area and enforcing design standards set in place by the Town's zoning ordinance. Use these requirements to guide future redevelopment within the Town.	Town Staff/Town Planning Commission	High	On-Going	Urban Area
Action 1.3.2.1	Enforce design standards on a regular basis and have all updated permits readily available on the Town's website.	Town Staff	High	On-Going	Urban Area
Action 1.3.2.2	Track the frequency in which permits have been applied for, and use these numbers to report annual business development activity.	Town Staff	Medium	On-Going	Urban Area
GOAL 2: BUILD REGIONAL COMPETITIVENESS BY CAPITALIZING ON THE TOWN'S CONNECTIVITY POTENTIAL					
Objective 2.1: Improve/maintain transportation access and regional connectivity for all modes of transportation.					
STRATEGY 2.1.1	Create a non-motorized transportation transition plan that focuses on linkages from rural to urban hubs within the Town as well as regional transportation connections. Create a timeline and vision for the Town understanding the limitations, due to the types and costs of trails.	Town Staff/Town Planning Commission	Medium	Long-Term	Town-wide
Action 2.1.1.1	Actively participate with ECWRPC on the development of the Fox Cities Urbanized Area Bicycle and Pedestrian Plan, and when completed, consider adopting the Town's portion of the Plan as its official Bike/Pedestrian Plan.	Town Staff/Town Planning Commission	High	Immediate	Town-wide
Action 2.1.1.2	Review and update the Bike/Pedestrian Plan every 2-3 years or as needed.	Town Staff/Town Planning Commission	Medium	On-Going	Town-wide
Action 2.1.1.3	Develop a walkability checklist, surveying residents and businesses throughout the Town to determine a walkability score as an annual performance measure for the Town.	Town Staff	High	Immediate	Town-wide
Action 2.1.1.4	Reevaluate and update the Town's walkability checklist on an annual basis.	Town Staff	Medium	On-Going	Town-wide
Action 2.1.1.5	Promote the Town's walkability progress through the Town's website and in e-newsletters at least twice a year.	Town Staff	Medium	On-Going	Town-wide
STRATEGY 2.1.2	Highlight the importance of regional connectivity by promoting the Town's close proximity to STH 41 and connectivity to destinations around the Fox Cities such as the Wisconsin International Raceway and the Performing Arts Center on the Town's website and through marketing efforts to site selectors and prospective businesses. Include a map of existing and proposed linkages to sites around the town.	Town Staff/Ad Hoc ED Committee	High	On-Going	Town-wide
Action 2.1.2.1	Create a map on the Town's website of existing and proposed linkages to prevalent sites throughout the region. Have the map attached to promotional material to be used for business retention efforts and potential site selectors.	East Central WI RPC	High	Immediate	Town-wide
Objective 2.2: Continue infrastructure improvements to roads, utilities and amenities, and consider implementing Low Impact Development alternatives.					

	Action Step	Responsible Party	Priority	Timeline	Geography
STRATEGY 2.2.1	Utilize the County Road KK Corridor Study to assist in maintaining facilities and monitoring future improvement to roads, roundabouts, and needed maintenance throughout the Town.	Town Staff/Town Planning Commission	High	On-Going	Urban Area, Transition Area
Action 2.2.1.1	Prioritize all needed road maintenance in the Town and implement a funding timeline (i.e. prepare and maintain a detailed Capital Improvement Program).	Town Staff/Town Planning Commission	High	Short-Term	Urban Area, Transition Area
STRATEGY 2.2.2	Explore using Low Impact Development (LID) techniques throughout the Town as a cost-effective way to reduce discharge of pollutants, protect water quality, and preserve and recreate natural landscape features. Examples of on-site methods include: rain gardens, rain barrels & cisterns, permeable pavements, and green roofs. These LID tools can be perceived as functional amenities that have 'placemaking' qualities which are capable of building on/creating the Town's urban character.	Town Staff	Medium	Long-Term	Town-wide
Action 2.2.2.1	Feature articles in the e-newsletter highlighting regional examples of how both residents and businesses can use simple LID techniques to manage water.	Town Staff	Medium	Short-Term	Town-wide
Action 2.2.2.2	Change local codes and requirements as needed to accommodate LID infrastructure.	Town Staff/Town Planning Commission	Medium	On-Going	Town-wide
Action 2.2.2.3	Integrate ECWRPC's groundwater infiltration guide called "Protecting Groundwater Recharge and Aquifer Quality" into storm water planning.	Town Staff/Town Planning Commission	Medium	Mid-Term	Town-wide
STRATEGY 2.2.3	Use market demand models and the Town's future land use plan to provide adequate infrastructure, services and developable land to meet future uses.	Town Staff	Medium	On-Going	Town-wide
Action 2.2.3.1	Utilize ECWRPC's technical assistance program every one to two years to run market demand models using ESRI Business Analyst.	Town Staff	Medium	On-Going	Town-wide
STRATEGY 2.2.4	Consider future potential for broadband communication applications.	Town Staff	Low	Long-Term	Town-wide
Action 2.2.4.1	Continue partnerships with regional and state economic development organizations such as the Fox Cities Economic Development Partnership, Fox Cities Chamber, Heart of the Valley Chamber and East Central Wisconsin Regional Planning Commission to keep informed on future broadband communication opportunities.	Town Staff	Low	On-Going	Town-wide
Objective 2.3: Support efficient development patterns through planning, targeting redevelopment and residential development.					
STRATEGY 2.3.1	Promote planning principals that encourage efficient development patterns through mixed land uses and higher density redevelopment resulting in relatively low municipal, state governmental and utility costs. Maintenance and rehabilitation of existing residential, commercial and industrial structures is also important in keeping minimal costs for residents and business owners.	Town Staff/Town Planning Commission	Medium	On-Going	Urban Area, Transition Area
Action 2.3.1.1	Keep the Town's Planning Commission up-to-date on planning and development information and techniques by offering free registration or discounts to events such as the annual Wisconsin Chapter American Planning Association Conference, New North Annual Summit, and the Wisconsin Housing & Economic Development Conference.	Town Staff/Town Planning Commission	Medium	On-Going	Urban Area, Transition Area
Action 2.3.1.2	Calculate the current density of the Town on an annual basis and set a goal of increasing density within the next five years, while maintaining or improving 'livability'.	Town Staff	Low	On-Going	Urban Area, Transition Area
STRATEGY 2.3.2	Encourage regular maintenance and rehabilitation of existing residential, commercial and industrial structures. Actively use energy saving programs and resources from utility companies, including WPPi Energy, Wisconsin Public Services (WPS) and Focus on Energy to help residents and businesses save energy, protect the environment and increase energy savings.	Town Staff/Ad Hoc ED Committee	Medium	On-Going	Town-wide
Action 2.3.2.1	Suggest energy savings programs for businesses on the Town's website and provide information in at least two e-newsletters per year.	Town Staff	Medium	On-Going	Town-wide
Action 2.3.2.2	Track of the number of vacant buildings in the Town on annual basis and set a goal to decrease total vacancy from year to year.	Town Staff/Ad Hoc ED Committee	Medium	On-Going	Town-wide
Action 2.3.2.3	Revisit the proposal from 2009 when the Town of Buchanan declared themselves a partner in the WI Office of Energy Independence's effort to have at least 25% of the energy used to be from renewable sources by the year 2025.	Town Staff/Ad Hoc ED Committee	Low	Long-Term	Town-wide
STRATEGY 2.3.3	Planning can be used to guide and transition traditional residential plans towards new conservation subdivisions. The techniques maximize the use of existing, infrastructure, and promote benefits of walkable communities, resulting in increased home values, attraction of "new" economy workers and healthier communities.	Town Staff/Town Planning Commission	Medium	On-Going	Urban Area, Transition Area
Action 2.3.3.1	Create a transitional residential district plan that builds upon the land categorized as "Proposed Transitional Residential District" in the Town's Proposed Future Land Use Map (Appendix F), requiring that new residential development be built as conservation subdivisions. The transitional residential district plan would encourage the use of existing infrastructure and walkable communities, minimizing costs and environmental impacts.	Town Staff/Town Planning Commission	Medium	Long-Term	Urban Area, Transition Area

Action Step		Responsible Party	Priority	Timeline	Geography
Action 2.3.3.2	Review the Land Use Map, specifically the land categorized as "Transitional Residential District", and determine whether the land use could/should be expanded to include more area around the Fox River Shoreline.	Town Staff/Town Planning Commission	Medium	Mid-Term	Urban Area, Transition Area
Action 2.3.3.3	Use the Town's website to promote the health and economic benefits of "walkable communities", resultant of higher densities and mixed land uses. These benefits include higher home values, healthier communities, attractive to "new" economy workers and tourists. Post the Town's walkability score, found on websites such as walkscore.com.	Town Staff	High	Immediate	Town-wide
Action 2.3.3.4	Promote the economic benefits of walking and biking to local businesses through the e-newsletter at least twice per year.	Town Staff	Medium	On-Going	Urban Area, Transition Area
Objective 2.4: Promote the effective development and use of the workforce.					
STRATEGY 2.4.1	Use e-newsletters and the Town's website to promote the expansion or stabilization of the current economic base and highlight specific businesses that have created employment opportunities. Also use e-newsletters to promote reductions in worker turnover and increases in worker mobility within service sector industry groups.	Town Staff	High	On-Going	Town-wide
Action 2.4.1.1	Highlight a new business in each e-newsletter and report on any new, redevelopment, or business expansion within the Town.	Town Staff	High	On-Going	Town-wide
STRATEGY 2.4.2	Communicate with elected officials regarding increased training opportunities for dislocated workers.	Town Staff/Town Planning Commission	Medium	On-Going	Town-wide
Action 2.4.2.1	Continue involvement with regional economic development organizations and meet with elected officials on a regular basis to update them on any workforce training opportunities.	Town Staff/Town Planning Commission	Medium	On-Going	Town-wide
Objective 2.5: Encourage regional partnerships and collaboration between the public and private sectors.					
STRATEGY 2.5.1	Continue to build local and regional partnerships with organizations such as the Fox Cities Economic Development Partnership, Fox Cities Chamber, Heart of the Valley Chamber, East Central Wisconsin Regional Planning Commission, and Utility Companies, etc.	Town Staff/Town Planning Commission	Medium	On-Going	Town-wide
Action 2.5.1.1	Attend or follow up with regional partnership meetings on a regular basis to build relationships and promote opportunities within the town.	Town Staff/Town Planning Commission	High	On-Going	Town-wide
Action 2.5.1.2	Annually participate in the Comprehensive Economic Development Strategy (CEDS) update process and submit local economic and community development projects to ECWRPC for inclusion in the CEDS as priority projects for U.S. Economic Development Administration funding consideration.	Town Staff	Medium	On-Going	Town-wide
STRATEGY 2.5.2	Consider the creation of a Town ad hoc economic development committee that would meet to advance regional projects, discuss training, education, communicate with businesses, and leverage grants to increase the Town's economic development capacity. Encourage a Town Board member to sit on the ad hoc committee.	Town Staff/Town Board	High	Immediate	Town-wide
Action 2.5.2.1	Survey the Planning Commission and local businesses to garner volunteers for the ad hoc economic development committee.	Town Staff	High	Immediate	Town-wide
Action 2.5.2.2	Meet at least quarterly to advance regional projects and keep in communication with local businesses, residents and the farming community.	Ad Hoc ED Committee	High	On-Going	Town-wide
GOAL 3: CREATE HARMONY BETWEEN ECONOMIC DEVELOPMENT AND THE TOWN'S URBAN AND RURAL CHARACTER					
Objective 3.1: Promote agricultural tourism by showcasing the Town's natural assets, such as local soil capability for agriculture and Fox River shoreline.					
STRATEGY 3.1.1	Promote the Town as a part of the newly designated American Viticultural Area (AVA) on its website and incorporate into promotional material to increase tourism and highlight the Town's wide array of assets.	Town Staff	Medium	On-Going	Rural Area
Action 3.1.1.1	Promote the AVA designation and create a map on the Town's website showing the area's soil growing capability for grapes.	East Central WI RPC	Medium	Mid-Term	Rural Area
Action 3.1.1.2	Inform farmers around County Rd ZZ of the AVA designation, and keep them up to date on potential tourism and grant opportunities related to grape growing or wine production.	Town Staff/Ad Hoc ED Committee	Medium	Mid-Term	Rural Area
STRATEGY 3.1.2	Take advantage of the undeveloped Fox River shoreline area for a future trail/park system that would tie in with the Fox-Wisconsin Heritage Parkway project and ensure that future conservation subdivisions have the proper easements and access to the river.	Town Staff/Town Planning Commission	High	On-Going	Transition Area
Action 3.1.2.1	Utilize and keep the Town's future land use map up to date in order to properly plan for future changes in the Fox-Wisconsin Heritage Parkway project and a potential trail or park system.	East Central WI RPC	High	On-Going	Transition Area
Action 3.1.2.2	Determine the feasibility of rehabilitating the CTH GG Historic Stone Bridge Area, and look into the possibility of a Transportation Enhancement Grant.	Town Staff/Ad Hoc ED Committee	Low	Long-Term	Transition Area

Action Step		Responsible Party	Priority	Timeline	Geography
STRATEGY 3.1.3	Considering urban agriculture techniques such as community gardening would serve as a teaching tool and showcase the importance of agriculture as well as provide a community gathering space.	Town Staff/Ad Hoc ED Committee	Medium	On-Going	Urban Area, Transition Area
Action 3.1.3.1	Survey residents and business owners to get an understanding of whether there would be support for a community garden or an 'Adopt-A-Spot' volunteer beautification program for garden projects, as identified by the Town's Park Committee.	Town Staff/Ad Hoc ED Committee	High	Immediate	Urban Area, Transition Area
Action 3.1.3.2	Provide links to informational resources on community gardening on the Town's website.	Town Staff	Medium	Short-Term	Urban Area, Transition Area
Objective 3.2: Promote the economic benefits of natural resource, parks, and recreation.					
STRATEGY 3.2.1	Recognize the importance of open spaces by encouraging its inclusion as an integrated element of community design.	Town Staff/Town Planning Commission	Medium	On-Going	Transition Area
Action 3.2.1.1	Update the Town's future land use map to allow for utilization of open spaces, such as community parks or plazas, for temporary uses such as festivals and concerts. This would connect the rural and urban fabric and provide a much needed gathering space for the Town.	East Central WI RPC	Medium	Mid-Term	Transition Area
Action 3.2.1.2	Implement the Town's Park and Recreation Plan, set to be complete by the end of 2012.	Town Staff/Town Planning Commission	High	On-Going	Transition Area
STRATEGY 3.2.2	Utilize the Fox River shoreline area by improving access and promoting recreational activities throughout the Region's major river corridors.	Town Staff	High	On-Going	Town-wide
Action 3.2.2.1	Promote the benefits of natural resources, parks and recreation on the Town's website, highlighting upcoming events that utilize the Region's river corridors.	Town Staff/Town Planning Commission	High	On-Going	Town-wide
Objective 3.3: Work to promote buying locally grown food while improving the accessibility of information about local growers.					
STRATEGY 3.3.1	Look at ways to expand the market options for family farmers and work with communities to promote the power they have to make food choices that support local farmers.	Town Staff/Ad Hoc ED Committee	High	On-Going	Town-wide
Action 3.3.1.1	Keep a business listing of local farmers and their products and if possible, meet to discuss market needs and determine ways the community could support their farming operations.	Town Staff/Ad Hoc ED Committee	High	On-Going	Town-wide
Action 3.3.1.2	When available, apply for Buy Local, Buy WI grants.	Town Staff/Ad Hoc ED Committee	Medium	On-Going	Town-wide
Action 3.3.1.3	Encourage listings in the Farm Fresh Atlas of Eastern Wisconsin, 2012.	Town Staff	Medium	Short-Term	Rural Area
STRATEGY 3.3.2	Work to improve the accessibility of information about local growers and how consumers can purchase or produce seasonal, locally grown food.	Town Staff	High	On-Going	Town-wide
Action 3.3.2.1	Feature one local farmer in each e-newsletter, providing information on their history, the types of products they produce and how to support them by buying their products.	Town Staff	High	On-Going	Town-wide
Action 3.3.2.2	Encourage buying local on the Town's website by providing resources regarding seasonal products found throughout the region.	Town Staff	High	Immediate	Town-wide

APPENDIX H: EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

Bob Hermes, Chair
Donna Kalata, Vice-Chair
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Ken Robl

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