



Providing Planning and Economic Development Services to Improve the Region's Environment, Economy and Quality of Life

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MISSISSIPPI RIVER REGIONAL PLANNING COMMISSION ANNUAL REPORT 2016-2017

Providing Planning and Economic Development Services to Improve the Region's Environment, Economy and Quality of Life



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Scenic Mississippi River Transit - SMRT Bus Service Recognized as one of Wisconsin's Top Rural Development Initiatives in 2017.

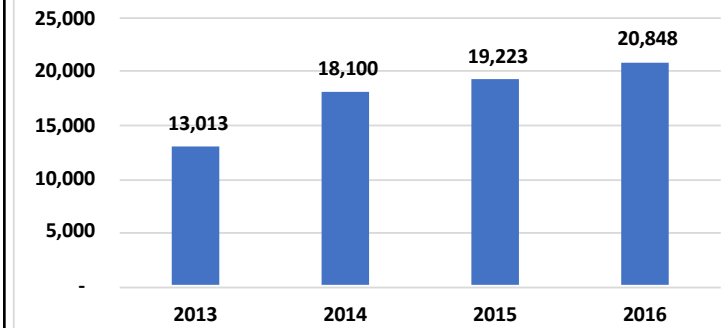
In 2010, the Crawford County Transportation Coordinating Committee completed a feasibility study that showed residents desired a reliable and affordable public transportation service to get people to work, medical appointments, shopping, and social activities. Bus routes were then designed based on surveys resulting in the creation of the Scenic Mississippi River Transit (SMRT) bus service. This service provides a fixed route public transportation system serving Crawford County, southern La Crosse County, and middle/western Vernon County.



The SMRT Bus provides 7 round trips a day from Viroqua to La Crosse and 3 round trips a day from Prairie Du Chien to La Crosse.

SMRT bus service began operating in December 2012 and ridership has increased every year. In 2016 ridership totaled 20,848 a 60% increase over 2013. A survey of riders was conducted recently and shows that 100% of riders are either satisfied or very satisfied with the service. Because of this success the SMRT Bus was recently recognized by Wisconsin Rural Partners as one of Wisconsin's Top Rural Development Initiatives in 2017. The MRRPC assists in marketing, and raising funds from the private and public sectors to match a U.S. Department of Transportation Grant to cover operations. MRRPC staff also regularly evaluates routes and schedules in order to provide the best utilization of the service to keep the SMRT bus service operational for years to come.

SMRT Bus Ridership 2013-2016



SMRT Bus ridership has increased 60% from 2013 through 2016 with 100% of its passengers satisfied or very satisfied based on a 2017 survey of passengers.

Public Transit Study Shows Promise for Service from La Crosse to Tomah and La Crosse to Arcadia.

La Crosse County continues to explore options to address transportation congestion, parking, and infrastructure concerns. With increasing ridership and high rider satisfaction trends on the SMRT Bus serving La Crosse, Vernon and Crawford counties, La Crosse County looked to study a similar service to Monroe and Trempealeau counties. La Crosse County with MRRPC staff assistance applied for and was awarded a Wisconsin Department of Transportation Planning Grant. The analysis and findings of this study, prepared by La Crosse County, La Crosse Area Planning Committee and MRRPC staff involves bus service on USH 53 and STH 93 from La Crosse to Arcadia, also serving Onalaska, Holmen, Galesville and on I-90 from La Crosse to Tomah, also serving West Salem, Bangor, Rockland and Sparta. This bus service would operate much like the SMRT Bus operations serving Crawford, Vernon and La Crosse Counties. The feasibility of the service was evaluated based on ridership use, revenue sources for the local match, route itinerary, and operational costs.

Continued on page 2.

The major determining factor on feasibility of the bus service comes down to the ability to raise local matching funds to match State/Federal grants for the commuter bus service since over ten percent of service revenue needs to come from rider fares or local donations. The MRRPC and La Crosse County staff are in the process of meeting with local units of government, agencies and businesses to explain the transit service and determine their interest in providing financial support to expand SMRT Bus service out to Tomah and Arcadia. If local financial support for the bus service is realized, the bus service could be operational as early as 2018.

Trempealeau County Seeking Town input on Non-Metallic Mining Overlay District as part of the Town Plan Updates.

In April 2016, the MRRPC contracted with the County to update comprehensive plans for the towns of Albion, Burnside, Caledonia, Chimney Rock, Dodge, Ettrick, Gale, Hale, Lincoln, Pigeon, Preston, Sumner, and Trempealeau. The Town plans were originally adopted in 2007-2008 and are required to be updated every 10 years. The MRRPC and County staff met with all Town Chairmen to explain the update process and requested the Town Boards review their land use plan goals, objectives and maps.

The most significant land use issue in the County since Town Plans were adopted in 2007-2008 is the expansion of frac sand mining. Contentious permit decisions and divisions between neighbors, local units of government and elected officials has become prevalent because of mining proposals and development. To help address this issue the County is proposing the development of a non-metallic mining overlay district, where towns if they desire would designate areas where permits would be viewed favorably during the conditional use process provided all ordinance requirements are met. Requests for non-metallic mines outside such a district would be viewed unfavorably. A non-metallic mining overlay district would provide a much greater level of certainty for existing and future residents as they would know their investment in a home or property would be better protected from a non-metallic mine. Likewise for a non-metallic mine developer they would know their non-metallic mining operation is located in an area favorable to non-metallic mining.

To date, the MRRPC has updated land use, economic, housing and population data and narrative and forwarded this information to the Towns for their review. Towns are currently reviewing this information and updating the goals and objectives in their plans. The plans are scheduled to be completed by the end of 2017.

Buffalo, Trempealeau and Crawford County Hazard Mitigation Plans Include Train Derailments River Traffic Hazards. This past year staff assisted Buffalo, Trempealeau, and Crawford Counties in preparing updates to their Multi-Hazard Mitigation Plans. This Plan addressed heightened concerns about damages and losses from oil train derailments and river traffic

hazards. US Army Corp of Engineers report that over 8 million tons of products such as coal, petroleum, chemicals, crude materials, manufactured goods, food products, farm products, equipment and machinery passed through Lock and Dam 4 at Alma in 2015. The proportion of these products that are considered flammable, explosive and/or are contaminants are of great concern especially in areas like the City of Alma where a sizable population resides.



Over 8 million tons of product pass through Lock and Dam 4 at Alma. The proportion of this product that is hazardous is a concern and is being addressed in the Buffalo County Hazard Mitigation Plan.

Two rail lines, the Burlington Northern-Santa Fe (BNSF) and the Canadian National (CN), are other hazard concerns for Buffalo County. The BNSF runs adjacent to the Mississippi River and US Highway 35, in November of 2015 a BNSF train of 32 cars derailed causing over 18,000 gallons of ethanol to spill. This same BNSF route also carries the high volume oil train cars from the Bakken oil fields in North Dakota. A derailment with this hazardous material could be catastrophic in terms of losses to life, property and environmental damage.

To help address this situation the county is pursuing the following projects. 1) Evacuation plans for communities located along rail lines or adjacent to the Mississippi River; 2) Additional training for first responders; 3) Legislation to require rail companies to upgrade rail lines and equipment; 4) Procedures for disseminating public information during disaster events; 5) A sheltering plan for evacuees 6) A communication plan between the County and the US Army Corp of Engineers; 7) Use of a drone to provide initial inspection of a hazard area to protect first responders; 8) Acquisition of better equipment to deal with debris removal, 9) Railroad crossing gate improvements and 10) Installation of a fire hydrant on the riverside of the railroad in the City of Alma near the lock and dam.

These same types of projects will also be considered in the Trempealeau County and Crawford County Hazard Mitigation Plans These plans when adopted by the county and approved by Wisconsin Emergency Management and FEMA maintain a County's eligibility for annual federal hazard mitigation grants, and mitigation grants awarded after a Presidential Disaster Declaration is made.

Preservation Zoning District and the owner is enrolled in a farmland preservation agreement they are then eligible for \$10 per acre. To date, no Ag Enterprise Areas have been created within Crawford County.

Assistance Provided to the Wisconsin—Mississippi River Parkway Commission and the Great River Road—A Federally Designated National Scenic Byway

The Great River Road is a National Scenic Byway that flanks the Mississippi River as it winds its way from Lake Itasca Minnesota to Venice Louisiana in the Gulf of Mexico. This southerly traverse includes 250 miles on Wisconsin's western border. Here the GRR connects 33 river towns nestled between the river and bluffs. This past year the Wisconsin—Mississippi River Parkway Commission contracted with the MRRPC to update the Mississippi River Parkway Commission's plan and develop a Commissioners Handbook. Staff have inventoried sites and facilities along the Great River Road and presented this draft inventory to the Parkway Commissioners at their May meeting. The sites and facilities are now being evaluated by the Commissioners. From this analysis recommendations for improvements will be made. The Commissioners Handbook will help in guiding the operations of the Wisconsin-Mississippi River Parkway Commission, school newly appointed Commissioners about the WI-MRPC, and help with continuity of the organization. Having current and up to date information on the numerous sites, facilities and events along the Great River Road attracts visitors from around the world that also benefits communities and businesses far inland from the Mississippi River Valley.



In 2012 the Wisconsin Section of the Great River Road was named the most scenic drive in the U.S. in a Huffington Post poll, beating out the Big Sur Coastal drive in California and the Hana Highway in Hawaii.

Regional Tourism Spending Increases 2% in 2016.

The Wisconsin Department of Tourism visitor expenditure data table above shows that direct visitor expenditures in the region totaled \$832.5 million in 2016 a 2% increase over 2015. The MRRPC's emphasis on planning and improving recreational opportunities helps the region's tourism industry and improves the quality of life for its citizens.

Source: Wisconsin Department of Tourism. Visitor Business Sales is defined as revenue from recreation, lodging, restaurants, attractions and visitor expenditures traced to food wholesalers, farmers, utilities, marketing, publishing etc., plus ripple effect of tourism employee expenditures

Region's Tourism Spending			
Jurisdiction	2015 Tourism-Visitor Business Sales \$	2016 Tourism-Visitor Business Sales \$	Percent Change
Buffalo	19,200,000	19,500,000	1.56
Crawford	62,800,000	62,600,000	-0.32
Jackson	56,900,000	54,200,000	-4.75
La Crosse	387,800,000	405,700,000	4.62
Monroe	125,100,000	121,800,000	-2.64
Pepin	10,800,000	11,100,000	2.78
Pierce	47,900,000	49,900,000	4.18
Trempealeau	49,600,000	50,600,000	2.02
Vernon	54,800,000	57,100,000	4.20
Region	814,900,000	832,500,000	2
Wisconsin	19,291,700,000	19,967,700,000	4

2016 MRRPC Audit. Mr. Michael Temp, CPA, Tostrud and Temp, S.C. reported the findings of the 2016 Audit at the April 12, 2016, Commission meeting. Mr. Temp stated that the MRRPC was given an unqualified audit opinion, meaning they found that the MRRPC followed generally accepted accounting principles in the preparation of its financial statements and that the financial statements can be relied upon to provide an accurate picture of the Commission's finances. The audit showed 2016 operating revenues of \$385,564 and operating expenses of \$377,449. The audit also reported total assets of \$469,523 (not including business revolving loan funds) and total liabilities of \$70,084 resulting in the MRRPC having net assets valued at \$343,838 on December 31, 2016. The business revolving loan funds audit reports that since inception \$4,795,090 has been loaned to business-

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Farmland Preservation Plans Being Updated in Trempealeau and Crawford Counties. Starting in the mid 1970s the state's farmland preservation program assisted in preserving agricultural land by providing tax credits to landowners who sign a farmland preservation agreement or whose land is zoned "Exclusive Agriculture". Now the State's Working Land's Initiative Program determines farmland preservation tax credit awards. Under this program counties must designate Farmland Preservation Zoning Districts and/or Agricultural Enterprise Areas for land owners to claim Farmland Preservation Tax Credits. The program also requires participants to meet the state's Conservation Standards, in exchange for obtaining an income tax credit on their acreage. The conservation standards include things like limiting soil erosion, manure storage safeguards, eliminating direct discharges to surface water, and nutrient management planning. MRRPC staff is assisting Trempealeau and Crawford counties with their Farmland Preservation Plan updates. These Farmland Preservation Plans must also be consistent with a county's comprehensive plan. The following is a brief update on the status of each plan.

Trempealeau County Farmland Preservation Plan Reports Declining Number of Farms, and Lands Preserved for Farming but Rising Land Values Due to Frac Sand Demand.

Land Use trends in the analyzed in the Trempealeau Farmland Preservation Plan show increases in frac sand mining operations with permitted acreage growing from 1,309 acres in 2012 to 5,156 acres in 2014. Rising land values accompanied this trend. Farmland increased in price from \$1,500 per acre in 2000 to \$3,800 per acre in 2012. These factors contributed to a decline in the number of farms and land in farms that decreased 17% and 12% respectfully from 2002 to 2012. The types of farms has also changed between 2002 and 2012 as the number of dairy farms decreased by 37% but the number of milk cows only decreased by 3%. This continues the trend of fewer but larger dairy farms in the County. Poultry farms however continue to increase both in number of farms (38% increase from 2002-2012) and number of chickens (25% increase from 2002-2012).

To address changes in agriculture and to preserve and enhance agriculture in the County two agriculture goals were developed within the Farmland Preservation Plan:

- To preserve prime agricultural lands in Trempealeau County in order to strengthen, maintain, and encourage a sound agricultural economy.
- Public and private actions in Trempealeau County should regard lands which have historically exhibited high agricultural yields as an irreplaceable resource whose value should not be impaired for future generations.

In an effort to achieve the goals and preserve agriculture, farmland preservation areas were designated on the County Farmland

Preservation Map as part of the plan update process. Designating the areas is the first step in preserving farmland and developing farmland preservation zoning districts and/or agricultural enterprise areas that allow up to a \$10 property tax credit per acre for preserving farmland. The Farmland Preservation Plan was approved by the County Board and has been certified by the Department of Agriculture, Trade, and Consumer Protection.

This assistance provided by MRRPC staff in preparing this plan restores the county's landowners eligibility for tax credits. Currently there are 97 land owners with active farmland preservation agreements that preserved over 27,500 acres. On average land owners with farmland preservation agreements in the county receive a tax credit amounting to about \$7.00 per acre.

Crawford County Farmland Preservation Plan. Staff completed a draft of the Crawford County Farmland Preservation Plan. The draft was approved by the Crawford County Land Conservation Committee and has been sent to Wisconsin Department of Agriculture, Trade and Consumer Protection to verify that it meets certification requirements. Once verified the plan will be presented to the County Board for approval. Crawford County's first Farmland Preservation Plan was implemented in 1981. Over the years, more than 128 different Farmland Preservation Agreements have been administered in the county, covering approximately 25,481 acres of land. For the last decade though, as these agreements have expired, many landowners did not re-enroll in the program. Then in 2009, Wisconsin implemented the Working Lands Initiative, which focused Farmland Preservation efforts into concentrated areas, such as in townships with Exclusive Ag Zoning, or in state-designated Ag Enterprise Areas. In 2009, there were 75 Farmland Preservation Plan Agreements in effect in the county, totaling 15,650 acres. With the implementation of the Working Lands Initiative, which prevents expiring agreements to simply be re-enrolled, the number of active agreements declined to 26 in 2015 with 5,827 acres designated. It is projected that by the year 2020, only 5 agreements will remain in effect, totaling about 1,425 acres.

While the number of Farmland Preservation Plan Agreements are declining due to the implementation of the Working Lands Initiative, the number of landowners claiming the Farmland Preservation Plan tax credit through Farmland Preservation Zoning is increasing in the Towns of Utica and Haney and the Village of Soldiers Grove since these communities have zoning and Crawford County does not.

The current tax credit landowners can claim through zoning is \$7.50 per acre. For landowners in a FPP Agreement, the rate varies (depending upon whether or not they have modified their agreement), but averages between \$3-5 per acre. Landowners who successfully petition the state to create an Ag Enterprise Area which includes their land, and sign a farmland preservation agreement are eligible for \$5 per acre. If the land is also within a certified Farmland

Monroe and Vernon County Awarded Hazard Mitigation Planning Grants. Staff assisted Monroe and Vernon Counties in securing grants from the Federal Emergency Management Agency (FEMA) -Local Hazard Mitigation Grant Program. The grant monies will be used to update their existing Multi-Hazards Mitigation Plan. These multi-hazard mitigation plans maintain the county and other participating local governments' eligibility for Federal and State Hazard Mitigation Grant programs. The plans will be completed by the end of July 2018. Vernon County's grant award scope of work included not only the updating of their existing Multi-Hazard Mitigation Plan but also funding to cover parcel mapping of the county.

Outdoor Recreation Planning Contributes to the Region's Quality of Life.

It goes without saying that the Mississippi River Region is blessed with an extremely high quality natural resource base. Developing outdoor recreation amenities and facilities therefore play an important part in providing positive quality of life experiences for residents and attracting tourists that many communities and businesses depend on. The MRRPC helps counties and communities with recreation amenity and facility development by preparing outdoor recreation plans that inventory recreational assets, values, and needs that lead to public supported outdoor recreation projects. Having an up to date outdoor recreation plan keeps communities and counties eligible for Wisconsin Land and Water Conservation Grants and State Stewardship Grants that help fund outdoor recreation projects. Millions of dollars in grants have been awarded to communities and counties in the region as a result of outdoor recreation planning.



A DNR outdoor recreational demand survey of 74 outdoor activities reported that 37% of Wisconsinites participate in fishing.

Buffalo and Trempealeau County Outdoor Recreation Plans Completed.

Staff have completed the Buffalo and Trempealeau County Outdoor Recreation Plans that led to their adoption by the county boards this past year. The most significant outdoor recreation attraction in both these counties is the Upper Mississippi River U.S. Fish and Wildlife Refuge. Other outdoor recreation draws include the Trempealeau Wildlife Refuge, Merrick State Park, The Great River Road, camping, hunting, fishing, wineries, bicycling, and snowmobile trails. Due to these and other attractions visitor expenditures in Buffalo

County totaled \$11.1 million and \$25.4 million in Trempealeau County in 2016. These plans will be used as key guides for officials in making future recreation project investment decisions. Some of the recommended projects identified in the Buffalo County plan are: improve access to the Buffalo River and other navigable streams for boaters/canoers/kayakers, develop more public fishing access areas and facilities, construct safe bicycling trails, develop more mountain biking trails, develop more hiking trails, construct a new outdoor swimming pool, designation of a historic or scenic by-way, development a designation of the Mississippi River Flyway Trail along US Highway 35, including the Winona Minnesota connecting trail-bridge across the Mississippi River, develop equestrian trails, and increase Mississippi River docking. Projects identified in the Trempealeau County plan include: prepare a map identifying canoe landings and post it online, increase outdoor recreational/educational activities for youth, install informational and interpretive signs on county owned properties, improve canoe landings, develop interpretive elements on a nature trail and improve canoe landing at Pietrek Park, and construct an observation deck/fishing pier at the Blair Farm.

Village of Oakdale Economic Development Plan Completed.

The Village of Oakdale contracted with the MRRPC to administer a \$40,000 State Community Development Block Grant Planning Project that was used to hire S E H, a planning and engineering firm, to prepare a five-year capital improvement plan, a targeted business study, a blighted property analysis and a trail plan for the Village. Public Hearings were held in July and September 2016 to receive public input on community and economic needs of the community. The now finished plan lays out a trail system for the Village on air photos, shows how the Village can pay for major capital improvements including a community center over the coming years, identifies blighted properties to concentrate redevelopment efforts on and identifies targeted businesses such as restaurant and service station-convenience stores that would make the most sense for the Village based on its size and location to other markets. A draft of the Economic Development Plan was submitted to the Village in January 2017 for review. The Plan is now completed and MRRPC staff recently completed all the project completion forms for the Village to receive their final reimbursement payment.

2017-2022 Comprehensive Economic Development Strategy—CEDS Completed.

Since 1976, the Boards of Supervisors of Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon Counties have partnered with the MRRPC to develop this report every five years, and its annual updates. By preparing and adopting this report and its acceptance by the U.S. Department of Commerce—Economic Development Administration, the nine-county Mississippi River Region maintains its Economic Development District designation, which was first awarded by EDA in 1977.

This Economic Development District designation qualifies the Region's counties, towns, villages, cities, universities, technical colleges, and businesses to be eligible for EDA program assistance under its public works and economic development facilities program, technical (research) assistance programs, loan programs, and planning programs. From this partnership, EDA grants have funded more than 30 projects in the Region, totaling over \$19 million in federal funds matched by a much greater share of local and private investments. These projects included industrial parks, public facilities, business loans, incubators, engineering studies, and economic studies developed to create better conditions for economic growth and an improved quality of life. The CEDS serves as a regional economic development framework tool to help make better informed investment decisions on infrastructure, education, workforce, business development, energy, recreation, and environmental protection. The 2017-2022 CEDS can be viewed or downloaded from our website—www.mrrpc.com

Buffalo County Economic Recovery Strategy Nearing Completion. MRRPC staff assisted Buffalo County with a successful grant application to the U.S. Department of Commerce-Economic Development Administration for a Federal Partnership for Opportunity and Workforce and Economic Revitalization (POWER) Grant that is being used to prepare an Economic Recovery Strategy in response to the negative economic impact of the Alma coal power plant closure. MRRPC staff are working with Buffalo County, UW Extension—Buffalo County, UW-Extension-Madison, and UW Madison Economic Development Specialists. The strategy being developed includes the following sections: 1) Business, Industry, Tourism and Agricultural Trends and Conditions 2) Workforce Development and Engaging Our Youth 3) Buffalo County Regional Economic Development Strategies and Opportunities for Broader Regional Collaboration, and 4) A Strategic Plan For Buffalo Economic Development.

Work on the Buffalo County Zoning Ordinance Continues. Since 2015 the MRRPC staff has been working with Buffalo County to prepare a new zoning ordinance and zoning maps. Wisconsin Statutes call for zoning ordinances to be consistent with a comprehensive plan. The County adopted their comprehensive plan in 2013 and updating the county's zoning ordinance was a key recommendation of the plan. During meetings with the county zoning committee and the towns it was decided to implement density based housing zoning districts that will meet state farmland preservation requirements, so eligible land owners can receive farmland preservation tax credits.

With these provisions in mind the following zoning districts are being proposed: Agriculture/Natural Resource – 40 Acres (ANR- 40), Agriculture/Natural Resource - 20 Acres (ANR- 20), Agriculture/Natural Resource - 10 (ANR- 10), and Agriculture/Natural Resource - 5 Acres (ANR- 5). These districts are established to preserve farm-

land. Residential (R) is created to establish and protect the essential characteristics of areas within which predominantly high density residential development not served by public sewer and water facilities should occur. Conservation (CONS) is another district. This district consists primarily of county, state, and federally owned lands established to protect and preserve the natural features, wetlands and waterways. Commercial District (C) and the Industrial District (I) are the two remaining districts that are in the ordinance.

Thus far the MRRPC and county staff conducted meetings with all seventeen towns to explain the ordinance development process and requested that the towns prepare/draft town zoning maps. The draft town zoning maps have been prepared by the Towns and are now being combined to create an updated county wide zoning map. In addition, MRRPC staff have been meeting with the Zoning Committee and are nearing completion of the text document of the revised Buffalo County Zoning Ordinance. Once the draft zoning ordinance and zoning map are complete public meetings will be held throughout the County providing residents the opportunity to comment on the zoning text document and the maps. It is anticipated that the county zoning ordinance revision process will take until the fall of 2018 to complete.

Business Loan Approved to Pearl Street Brewery. The MRRPC administers U.S. Department of Commerce - Economic Development Administration grants which funded four revolving loan funds (RLFs). These funds were designed to provide affordable gap financing for businesses in the region that involve participation with banks or equity investors. This past year a loan was made to Pearl Street Brewery, a craft brewery in La Crosse. This loan totaled \$75,000 leveraged \$200,000 in private financing, and is projected to create at least 4 new full time jobs. Since inception the four RLFs have made 80 business loans totaling over \$4.8 million that created or retained over 700 jobs and leveraged over \$46 million in private financing. More information on these funds can be found at www.mrrpc.com. Loan funds are available, so if you know of a business in need of gap financing, please contact the MRRPC office.

County Regional and State Economic Competitiveness Indicators. Tables 1 and 2 on the following page provide economic indicators that are often used to gauge the economic performance of a county, region, state or nation. Table 1 shows that the region's population growth, job growth and earnings are lower than the state and nation while the number of new business establishments grew at a higher rate than the state or nation from 2010-2015. Table 2 shows the region's Gross Domestic Product Per Capita in 2016 of \$42,961 was below both the state and nation and that the value of goods imported into the region exceeds the region's exports by over \$22 million. Table 2 also shows that the region produces and consumes 29% of its goods and relies on other regions for the remaining 71% of its consumption needs.

Note: Export and import values include foreign and external domestic sources.

Table 1: Mississippi River Region Changes in Population, Job, Earnings, and Business Establishments

Jurisdiction	Population 2010	Population 2016	2010-2016 Population Change	2010 Jobs	2016 Jobs	2010 -2016 Jobs Created	2010-2016 Job Change	Average Earnings Per Job 2016	Payrolled Business Establishments 2010	Payrolled Business Establishments 2015	Payrolled Business Establishments Change 2010 -2015
Buffalo	13,555	13,112	-3%	7,829	7,126	-703	-9.0%	\$35,789	324	314	-3.1%
Crawford	16,633	16,315	-2%	10,490	10,509	19	0.2%	\$37,831	433	388	-10.4%
Jackson	20,449	20,616	1%	10,898	11,605	707	6.5%	\$46,012	410	433	5.6%
La Crosse	114,876	118,947	4%	80,100	84,503	4,403	5.5%	\$47,467	2,928	3,032	3.6%
Monroe	44,775	45,725	2%	26,098	27,180	1,082	4.1%	\$44,548	956	961	0.5%
Pepin	7,458	7,272	-2%	3,765	3,879	114	3.0%	\$37,434	217	223	2.8%
Pierce	41,088	41,003	0%	16,379	17,485	1,106	6.8%	\$36,153	780	801	2.7%
Trempealeau	28,850	29,718	3%	19,001	20,518	1,517	8.0%	\$41,036	662	625	-5.6%
Vernon	29,742	30,636	3%	14,845	15,903	1,058	7.1%	\$34,268	637	630	-1.1%
Miss River Region	317,426	323,344	2%	189,405	198,708	9,303	4.9%	\$43,143	7,347	7,407	0.8%
Wisconsin	5,690,213	5,790,767	2%	3,400,031	3,640,695	240,664	7.1%	\$50,554	139,554	139,500	0.0%
Iowa	3,050,686	3,138,129	3%	1,923,949	2,064,820	140,871	7.3%	\$47,960	80,801	80,952	0.2%
Minnesota	5,310,919	5,523,832	4%	3,392,524	3,700,352	307,828	9.1%	\$56,062	145,464	148,666	2.2%
Nation	309,346,818	323,772,877	5%	172,762,798	192,333,010	19,570,212	11.3%	55,999	7,396,628	7,663,938	3.6%

Source: EMSI data based primarily on the Quarterly Census of Employment and Wages (QCEW) from the Bureau of Labor Statistics (BLS) the Bureau of Economic Analysis (BEA), Census Bureau, US Postal Service, and National Center for Health Statistics.

Table 2: Mississippi River Region Gross Domestic Product, Export, Import Values and Value of Locally Produced and Consumed Goods

Jurisdiction	Gross Domestic Product 2016	Gross Domestic Product Per Capita 2016	Value of Goods Exported 2016	Value of Goods Imported 2016	Trade Surplus / Deficit 2016	Value of Locally Produced and Consumed Goods 2016	Percent of Goods Locally Produced and Consumed 2016
Buffalo	\$465,874,495	\$35,530	\$807,464,140	\$1,010,566,867	\$(203,102,727)	\$168,643,691	14%
Crawford	\$695,213,890	\$42,612	\$1,170,191,494	\$1,161,089,726	\$9,101,768	\$314,588,381	21%
Jackson	\$814,594,189	\$39,513	\$1,579,642,802	\$1,664,430,761	\$(84,787,959)	\$383,536,959	19%
La Crosse	\$6,262,507,510	\$52,650	\$7,707,583,154	\$7,317,277,281	\$390,305,873	\$4,296,275,141	37%
Monroe	\$1,954,344,750	\$42,741	\$5,521,738,981	\$4,340,695,252	\$1,181,043,729	\$792,501,686	15%
Pepin	\$260,819,683	\$35,866	\$355,748,471	\$532,584,165	\$(176,835,694)	\$129,219,167	20%
Pierce	\$1,115,725,312	\$27,211	\$1,485,415,918	\$2,235,608,382	\$(750,192,464)	\$471,864,821	17%
Trempealeau	\$1,372,351,864	\$46,179	\$2,697,207,528	\$2,741,772,910	\$(44,565,382)	\$668,293,631	20%
Vernon	\$949,784,886	\$31,002	\$1,275,733,687	\$1,795,692,024	\$(519,958,337)	\$546,577,971	23%
Miss River Region	\$13,891,216,579	\$42,961	\$21,715,559,689	\$21,737,650,881	\$(22,091,192)	\$8,833,567,933	29%
Wisconsin	\$294,180,656,900	\$50,802	\$305,034,329,883	\$278,314,358,864	\$26,719,971,019	\$312,929,696,920	53%
Iowa	\$171,695,909,390	\$54,713	\$210,723,875,351	\$184,074,122,110	\$26,649,753,241	\$152,296,620,832	45%
Minnesota	\$326,342,036,669	\$59,079	\$278,067,673,681	\$234,765,530,400	\$43,302,143,281	\$370,532,038,266	61%
Nation	\$17,837,138,226,276	\$55,092	\$7,995,586,879,028				

Source: EMSI data based primarily on the Quarterly Census of Employment and Wages (QCEW) from the Bureau of Labor Statistics (BLS) and the Bureau of Economic Analysis (BEA).