

ELEMENT VI – ECONOMIC DEVELOPMENT

The Economic Development element is a compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in Prentice, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

Introduction

The economic development element of the comprehensive plan summarizes the Village of Prentice’s existing economic activity/conditions and identifies the desired direction for future economic growth. Information will include goals, objectives, policies and programs to promote the stabilization, retention, or expansion, of the economic base and quality employment opportunities in the Village of Prentice.



Labor Force

The labor force is defined by those members of the population 16 years and older who are employed, or if unemployed, are looking for jobs. Based on 2019 estimates, Prentice had a civilian labor force of 282, 277 of which, were employed and only five unemployed. Table 6.1 shows employment characteristics.

Population 16 years and over	474
In labor force	282
Civilian labor force	282
Employed	277
Unemployed	5
Armed forces	0
Not in labor force	192

Source: ACS 5-year estimates

Economic Base

The economic base of a community translates into the industries and/or occupations that provide jobs for residents of the community. **Table 6.2** lists the number of employed residents of in the Village of Prentice by occupation and **Table 6.3** breaks it down further into employment by industry.

Table 6.2: Village of Prentice Employment by Occupation	
Occupation	Number
Management, professional, and related occupations	103
Service occupations	42
Sales and office occupations	43
Natural resources, construction, and maintenance occupations	13
Production, transportation, and material moving occupations	76

Source: 2019 ACS 5-year estimates

Nearly 27 percent of the Village of Prentice’s residents are employed in the public administration industry sector. The manufacturing industry sector is second, employing nearly 20 percent of Village of Prentice residents. Considering the proximity of larger communities (Park Falls, Phillips, Medford), some residents are likely employed in those larger municipalities where jobs are more readily available.

Table 6.3: Village of Prentice Employment by Industry	
Industry	Number
Agriculture, forestry, fishing, hunting and mining	23
Construction	9
Manufacturing	56
Wholesale trade	4
Retail trade	23
Transportation and warehousing, and utilities	12
Information	0
Finance, insurance, real estate, and rental leasing	6
Professional, scientific, management, and administrative	17
Educational, health and social services	46
Arts, entertainment, recreation, accommodation, and food services	2
Other services (except public administration)	5
Public administration	74

Source: 2019 ACS 5-year estimates

Environmentally Contaminated Sites

The Wisconsin Department of Natural Resources Bureau of Remediation and Redevelopment Tracking System (BRRTS) program maintains a list of contaminated sites, or “brownfields,” in the state. The DNR defines brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.” Examples of brownfields might include a

large abandoned industrial site or a small corner gas station. Properties listed in the DNR database are oftentimes self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community. **Table 6.4** lists the remediation activities in the Village of Prentice. As of March 2021, there were two remediation activities listed as open.

Table 6.4: Prentice Remediation Sites

Activity Name	Address	Status	Activity
Blount/Omark Industries	474 Birch St	Closed	Erp
Blount Inc Forestry & Industrial	474 Birch St	Closed	Erp
Caterpillar Forest Products	474 Birch St	Closed	Erp
Blount/Omark Industries	474 Birch St	Closed	Lust
Omark Industries	474 Birch St	Nar	Nar
Blount	474 Birch St	Closed	Spill
Catapillar Inc Spill	474 Birch St	Closed	Spill
Caterpillar Forest Products Inc Spill	474 Birch St	Closed	Spill
Caterpillar Forest Products Spill	474 Birch St	Closed	Spill
Nussberger Trucking	929 Railroad St	Closed	Lust
Prentice School Dist	1025 Town St	Closed	Erp
Prentice High School	1025 Town St	Closed	Lust
Prentice High School	1025 Town St	Open	Lust
Kallmattco	700 Main St	Nar	Nar
Wi Dnr Prentice Ranger Station	1609 Railroad Ave	Nar	Nar
John A Biewer Lumber Co	400 Red Pine Ct Site B	Closed	Erp
John A Biewer Lumber Co	400 Red Pine Ct Site B	Closed	Spill
Biewer Sawmill Spill	400 Red Pine Ct Site B	Closed	Spill
Prentice Petroleum Inc	1305 Railroad Ave	Closed	Lust
Ruebens Sales & Service Inc	727 Ush 8	Closed	Lust
Price Cnty Hwy Dept - Chlorides	W5294 Cth A	Closed	Erp

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Price Cnty Hwy Dept - Prentice	W5294 Cth A	Closed	Lust
New Life Fellowship Church	1223 Railroad Dr	Gen Prop	Gp
New Life Fellowship Church	1223 Railroad Dr	Closed	Lust
Ceramic Village	1109 Railroad Ave	Closed	Lust
Prentice Franklin Sales & Serv	406 Air Park Dr	Closed	Lust
K & C Service	1791 Railroad Ave	Closed	Lust
Prentice Vil	Prentice Vil	Closed	Spill
763 Balsam St - Bulk Plt	763 Balsam St	Closed	Spill
Hueckman Oil Co	763 Balsam St	Closed	Spill
The Autodock Inc	1005 Railroad Ave	Closed	Lust
Conner Oil Co	1003 Railroad Ave	Closed	Lust
1055 Maple St	1055 Maple St	Closed	Spill
Wcl/Prentice Petroleum (Former)	1220 Railroad Ave	Open	Erp
Prentice Travel Center	W5375 Granberg Rd	Closed	Lust
Auto Dock	1005 Railroad Ave	Nar	Nar
Klemm Tank Lines	612 Air Park Rd	Closed	Spill
Milestone Materials Spill	W4613 Hay Creek Rd	Closed	Spill
Advanced Disposal Spill	612 Town St	Closed	Spill
Xcel Energy Spill	Main St & Unnamed Alley	Closed	Spill

Source: WDNR BRRTS

Prentice Industrial Park

The 80-acre industrial park with lighted blacktop airport runway adjacent to the industrial park, commercial and residential subdivisions serving the industrial base close to shopping and golfing. The Prentice industrial airpark has a 250000 Gallon water tower with 12” water mains, a wastewater treatment plant serving a population of 700 and has a designed capacity for 1500 people with 8” sewer mains serving the industrial airpark complex. The natural gas lines are 50psi using 2” mains with 7” 2# or 10# business meter sets in the industrial airpark. Xcel Energy has a 10mva electrical sub-station one mile from the industrial airpark with 12.5kva 3 phase electric power to serve the community and the heavy industrial park for future expansion.



Attracting and Retaining Business & Industry

Business attraction activities are designed to encourage businesses and industries that are expanding or planning to relocate, to choose your community. New businesses enhance and diversify the economic base and improve the quality of life. For the Village of Prentice to attract new businesses or retain existing ones, it must provide a competitive and attractive environment. Like most villages in Price County, the Village of Prentice has both strengths and weaknesses for attracting and retaining business and industry. Below is a list of those strengths and weaknesses.

STRENGTHS	WEAKNESSES
1. Revolving Loan Fund	1. Small workforce
2. Medical facility	2. Retail
3.USPS, grocery store, bank	3. Highway 13 bypass

Desired Businesses & Industry

Types of new business and industry were discussed during the comprehensive planning process. The Village of Prentice would like to attract the following types of employment opportunities in the future:

1. Service trades such as electricians and plumbers
2. Retail hardware store
3. Dining businesses
4. Medical services
5. Education-related businesses

Economic Development Programs and Organizations

Northcentral Technical College

Northcentral Technical College (NTC) provides a hands-on, skills-based education that creates quality employment opportunities for residents in a 10-county district that includes Price County and the City of Phillips. NTC has its main campus at Wausau, which is about 70 miles from Phillips; however, the college has several regional campuses, one of which is located in Phillips. NTC graduates stimulate local economic development by putting their education to work in northern Wisconsin.

Northwest Wisconsin Concentrated Employment Program

The Northwest Wisconsin Concentrated Employment Program, Inc. (NWCEP) is a non-profit corporation whose mission is to strengthen the economy by providing effective and efficient workforce development services to businesses and workers. In existence since 1968, it administers programs to help local youth and adults gain marketable skills and find better jobs. In addition, NWCEP provides a variety of services, including workshops, conferences, and newsletters for businesses and business development.

Department of Workforce Development Job Service

The Department of Workforce Development Job Service is responsible for planning, administering, and making available high quality public labor exchange (JobNet) and targeted program services for job seekers, employers, UI Claimants/Dislocated Workers and Wisconsin Veterans.

Wisconsin Job Center

The Wisconsin Job Center with a location in Phillips is a one-stop employment and training provider network combining resources and services for job seekers and employers. The Center provides JobNet Computer Access/Internet, job postings, and resume and resource information.

Small Business Development Center

Another source for technical assistance is the Small Business Development Center (SBDC). It provides management assistance to current and prospective small business owners. The SBDC offers one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance. The program is a cooperative effort of the private sector, the educational community, and federal, state and local governments. The three locations most convenient to Price County are the University of Wisconsin campuses located in Superior, Eau Claire and Stevens Point.

Wisconsin Business Innovation Corporation

The Wisconsin Business Innovation Corporation (WBIC) is in Spooner, WI. WBIC has developed a unique array of technical, financial, and business support services for start-up and expanding businesses.

Service Corps of Retired Executives

The SCORE Association (Service Corps of Retired Executives), which is a resource partner with the U.S. Small Business Administration. SCORE is a 501 (c) (3) nonprofit organization provides a public service to America by offering small business advice and training. SCORE's 10,500 volunteers, which are working/retired business owners, executives, and corporate leaders, share their wisdom and lessons learned in business. The closest offices are in Wausau, Marshfield, and Eau Claire, WI.

Wisconsin Entrepreneurs Network

Created in 2005, the Wisconsin Entrepreneurs' Network, a partnership of the University of Wisconsin System, the Wisconsin Technical College System, the WiSys Technology Foundation, and the Agricultural Innovation Center is designed to make it easier for Wisconsin's growing number of entrepreneurs to use the excellent services offered at Wisconsin universities, technical colleges, chambers of commerce, and economic development organizations. WEN provides integrated statewide support to entrepreneurs in all industries and development stages and offers a variety of custom-tailored services such as business planning, referral networks for access to capital, technology transfer assistance, and helping high growth potential businesses take their businesses to the next level.

WEN has four regional centers and a statewide system of local outreach or intake centers. The 25 intake centers refer potential high-growth clients to one of the regional centers. Locations of the WEN Regional Centers are UW-Eau Claire, UW-Milwaukee, UW-Madison, and Northeast Wisconsin Technical College in Green Bay.

A single client management system is used by all centers and WEN partners. This avoids duplication of services and repetition of the client's information. This single tracking system also allows staff to track the success of local economic development efforts.

Technical and Physical Infrastructure

Phillips and Price County have excellent transportation facilities to serve existing and future businesses. One of the major north-south freeways of northwest Wisconsin, State Highway 13, runs through the center of Price County and provides easy truck freight access to businesses throughout the county.

The Price County Airport (PBH) is a corporate/transport-type airport with two runways. The North/South runway is 5,000 feet; the East/West runway is 950 feet. The airport features on-demand remote lighting, GPS, and PAPI and VASI landing. Price County Airport sells Jet A, 100LL and MOGAS fuel. The terminal is open 24 hours a day, 7 days a week and has land available to build hangers.

The Northwest Wisconsin Business Development Corporation (NWBDC)

This non-profit corporation was formed by NWRPC to address the critical need for business financing in northwest Wisconsin. It is targeted at the best economic development opportunities of the area: the timber and wood products industry, tourism, and other manufacturing and service industries. NWBDC manages three revolving loan funds (RLFs) and a technology seed fund. The overall goal of the RLFs is to stimulate private sector investment in long-term business assets and to create new jobs. The funds partially fill the gap in private capital markets for long-term fixed rate financing. The technology seed fund can be used to complete research and development activities and validate the technology, develop prototypes, and file patents and copyrights.

In addition to the NWBDC loan funds, Price County is part of the Northwest Wisconsin Regional Economic Development Fund (NWREDF), a financing tool available to businesses that will invest private funds and create economic impact in the ten-county area served by the Northwest Regional Planning Commission (NWRPC). Currently, businesses located in seven of the ten counties served by NWRPC are eligible to apply for funding under the NWREDF program. Funding for the program was provided by communities in these seven counties pooling their local Community Development Block Grant (CDBG) for Economic Development Revolving Loan Funds (RLF's). The local CDBG RLF's were funded by grants provided to the communities by the Wisconsin Department of Commerce through the U.S. Department of Housing and Urban Development's CDGD program.

In late 2000, a community-based venture capital (equity) fund called the Wisconsin Rural Enterprise Fund, LLC (WREF) was established by the Wisconsin Business Innovation Corporation. It was formed to create a capital fund that would provide self-sustaining, moderate growth through financial investments made in rural businesses that meet the WREF criteria. Technology intensive businesses, which have the potential to create high-skilled, high-wage jobs in rural areas, are the targeted businesses. Currently, it is the only Northwest Wisconsin community-based venture capital fund; and its members

include, besides WBIC, rural electric cooperatives and local community development organizations.

Economic Development Administration

The U.S. Department of Commerce Economic Development Administration offers two programs for assistance with economic development that apply to the Village of Prentice. One is the Public Works and Economic Development Facilities Assistance Program, which supports the construction or rehabilitation of essential public infrastructure and development facilities necessary to generate private sector jobs and investment, including investments that support technology-led development, redevelopment of brownfield sites, and eco-industrial development. Secondly, the Economic Adjustment Assistance Program is available to (1) address the immediate needs of businesses and communities presently undergoing transition due to a sudden and severe job loss and (2) demonstrate new and proactive approaches for economic competitiveness and innovative capacity for threatened regions and communities.

USDA Wisconsin Rural Development

Several loan and grant programs of benefit to the county and local business development are available from the USDA Rural Development. One of those programs is the Community Facility Guaranteed Loans Program, which provides funding to local units of government to construct, enlarge, extend, or otherwise improve community facilities providing essential services in rural areas and towns.

The Rural Economic Development Loans and Grants Program helps develop projects that will result in a sustainable increase in economic productivity, job creation, and incomes in rural areas. Projects may include business start-ups and expansion, community development, incubator projects, medical and training projects, and feasibility studies.

The purpose of the Business and Industry Direct Loan Program is to improve, develop, or finance business, industry, and employment and improve the economic and environmental climate in rural communities. Loan purposes include purchase and expansion of land, equipment, buildings, and working capital. Loans to public bodies can be used to finance community facilities and construct and equip industrial plants for lease to private businesses.

The Community Facilities Direct Loans and Grants Program provides funding for essential community facilities (CF) such as municipal buildings, day care centers, and health and safety facilities. Examples include fire halls, fire trucks, clinics, nursing homes, and hospitals. CF loans and grants may also be used for such things as activity centers for the handicapped, schools, libraries, and other community buildings.

Wisconsin Department of Commerce

At least three programs are available to local units of government through the Wisconsin Department of Commerce. The first program is the Community Development Block Grant for Economic Development (CDBG-ED). Its purpose is to provide resources to local governments that will enable them to assist economic development projects in their community. The local unit of government is the applicant and recipient of the funds. A specific business, which must be located in a municipality of 50,000 or fewer, is loaned the funds for eligible business development uses. When the funds are repaid to the local government, they may stay in the community to be used as a revolving loan fund to assist other businesses in the community.

The second program is the Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED). Its purpose is to provide grant funds to local governments that will enable them to provide needed public facilities (i.e., streets, sewer mains, water mains, etc.) to private business enterprises that are going to create full-time jobs by starting or expanding their businesses because of the availability of the funded public facilities.

The third program available from the Wisconsin Department of Commerce is the Community-Based Economic Development Program (CBED). Its purpose is to provide financing assistance to local governments and community-based organizations that undertake planning or development projects or that provide technical assistance in support of business (including technology-based businesses) and community development.

Northwest Regional Planning Commission

The Northwest Regional Planning Commission is a cooperative venture of the local units of governments in the ten counties of Ashland, Bayfield, Burnett, Price, Iron, Price, Rusk, Sawyer, Taylor, and Washburn and the five regional tribal nations of Bad River, Lac Courte Oreilles, Red Cliff, St. Croix, and Lac du Flambeau. The purpose of NWRPC is to assist its member communities to promote sustainable economic development, develop public facilities, provide planning and technical services, efficiently manage and conserve natural resources, and protect the environment. Every five years, NWRPC, with the cooperation of the local units of government in its region, prepares a Comprehensive Economic Development Strategy for the entire Northwest Region.

In an effort to build a focused development strategy for the Northwest Region, NWRPC developed three non-profit development corporations, each focusing on a specific area need and opportunity including financing for business start-up and expansions (Northwest Wisconsin Business Development Corporation), technology-based business development (Wisconsin Business Innovation Corporation), and affordable housing (Northwest Affordable Housing, Inc.).

Economic Development

GOAL: Provide the opportunity for appropriate economic growth and development in the Village of Prentice now and in the future.

OBJECTIVE 1: Encourage economic development activities to locate in appropriate areas to decrease incompatible land uses.

OBJECTIVE 2: Work to increase the workforce in the village.

OBJECTIVE 3: Continue to promote the industrial park and sites available for economic development.

ACTIONS:

- Raise awareness to the residents of the various economic and development organizations available for financial support.
- Develop a creative advertising campaign to promote the Prentice area as work, live and play destination.
- Continue to encourage residents to shop local.