

# CHAPTER 5: ECONOMIC DEVELOPMENT

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## INTRODUCTION

Determining what the existing economic conditions are within North Fond du Lac provides a factual basis upon which to build North Fond du Lac's goals, strategies and actions (see Chapter 2 – Framework Plan). This section inventories North Fond du Lac's labor force characteristics, provides an economic base analysis, and a brief discussion of various assets and opportunities North Fond du Lac has with respect to attracting further economic development. This chapter, along with Appendix C-5 (Economic Development Inventory) and Chapter 2, "Framework Plan" address the Wisconsin Smart Growth law requirements.

## SUMMARY OF KEY POINTS AND NARRATIVE

### Labor Force Characteristics

#### THE FACTS:

- ***According to the 2013-2017 ACS 5-Year Estimates, 72.1 percent of North Fond du Lac population over 16 years of age was in the civilian labor force. This was higher than Fond du Lac County's participation rate of 67.4% and the State of Wisconsin's participation rate of 66.9 %.***
- ***The unemployment rate is at record lows within Fond du Lac County and the State after reaching highs of 9.0% and 8.6% respectively during 2009.***

#### WHAT IT MEANS:

North Fond du Lac has a good labor participation rate, especially when compared to the County and State. Unemployment rates are of concern only in the sense it has been difficult for employers within North Fond du Lac (and the region and the state) to fill available skilled and unskilled workforce positions. Talent attraction and retention are key issues within many communities throughout the region.

#### **PLAN COMMISSION DISCUSSION:**

- ***Labor Participation Rates are higher than the county and state. Why is this?***
- ***Have low unemployment rates impacted businesses in the area?***

### Commuting Patterns

#### THE FACTS:

- ***When comparing the 2008-2012 and 2013-2017 ACS time periods, little change has occurred in resident commuting patterns. Overall, most of North Fond du Lac's workforce (27.7%) traveled between 10 to 14 minutes to work. The average travel time has increased greatly, from 17.8 minutes in 2008-2012 to 19.9 minutes in 2013-2017.***

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- *Using a 2017 labor force total of 2,664 (as compared to the 2013-17 ACS figure of 2,758) only 4.8% were employed within North Fond du Lac, while 95.2% travel outside of the community for work.*
- *The top workplace destinations include the City of Fond du Lac (38.6%), the City of Oshkosh (8.1%) and within North Fond du Lac (4.8%), as depicted in Table 5-5.*

## WHAT IT MEANS:

Residents enjoy a small increase in travel times but a large share of residents leave the village for work. Residents leaving the area for work indicate that the community may not have the jobs available for residents and/or there is not a connection between available jobs and skills needed.

## **PLAN COMMISSION DISCUSSION:**

- *Do you commute outside the community for work?*
- *Would it benefit the community to have more businesses and jobs within the community?*

## Economic Base Analysis

### THE FACTS:

- *Table 5-6 provides a North American Industry Classification System (NAICS) breakdown of industry within the community. Top industry shares include Other Services (17.0%), Construction (9.8%), Retail Trade (9.8%), and Health Care & Social Assistance (8.9%).*
- *A total of 112 businesses with employees existed within North Fond du Lac in 2019.*
- *The top thirty employers within North Fond du Lac (Table 5-8) accounted for 1,126 employees or 78.9% of all employees within the community.*

### WHAT IT MEANS:

North Fond du Lac contains a moderate amount of businesses and employment opportunities. The top 30 employers employ a high number of employees within the community.

## **PLAN COMMISSION DISCUSSION:**

- *Are there enough businesses in the village?*
- *The Top 30 business is pulled from a national data source. Are there large employers missing from the list?*

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## Economic Development Assets

### THE FACTS:

- *Local economic development activities are primarily shared between Village staff and Envision Greater Fond du Lac.*
- *Regional economic development activities are primarily covered by the East Central Wisconsin Regional Planning Commission, New North, and the Wisconsin Economic Development Corporation (WEDC).*
- *There is one Business Park located within North Fond du Lac. The Northgate Business Park is located near Interstate 41 and Winnebago Street and encompasses more than 120 acres of land.*
- *There are two TIF Districts located within North Fond du Lac. TIF #1 is 127 acres in size and TIF #2 is 109 acres. Village staff manages financing for both districts.*
- *The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment maintains a listing of brownfields and contaminated sites. This website lists 80 entries for North Fond du Lac.*

### WHAT IT MEANS:

North Fond du Lac has economic development work being done at a local and regional level. A business park exists with available lots and the village operates two TIF districts. These activities help to retain and recruit businesses to the community.

### **PLAN COMMISSION DISCUSSION:**

- *What are the strengths and weaknesses of economic development in North Fond du Lac?*
- *Do you see Brownfield Sites as opportunities?*

## GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

## POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.