

Vision Statement for the Greater New Glarus Area Community Economic Development

The Town and Village of New Glarus are committed to working cooperatively to maintain a high quality living environment, with a full complement of community services, while retaining a relaxed small town character. We will encourage and support commercial business development, promote light industrial development, and maintain and promote its Swiss heritage through its architecture and annual festivals. Property values and the surrounding environment will be protected through partnering and planning with Village residents and the surrounding Towns to assure efficient, coordinated, sustainable development.

To achieve growth of economic development, population, quality of life, property values, and jobs we will establish, staff and fund coordinated community development. This will focus on bringing commercial and industrial businesses into our community. We will note our proximity to Madison, WI, the U.W. system and all that it offers. Our promotions will include demographics, labor force statistics, available skills, education opportunities, local community assets and unique features, location and transportation features and contact information.

Goals

- Promote the stabilization and expansion of the economic base and support retention and creation of a wide range of economic opportunities
- Collaborate with local public and private utilities to improve telecommunications, sewer, water, electric and other infrastructure to meet current and future demands in local economic development centers and corridors
- Encourage redevelopment and reuse of the community's downtown area and aging and/or underutilized business locations and enhance the community's identity
- Maintain inventory of vacant and under-utilized properties for prospective developers
- Identify sites in the greater New Glarus area for future commercial and industrial development
- Encourage programs and marketing initiatives that support locally produced products
- Continue to support local businesses and business and tourism organizations, such as Green County Development Corporation and the New Glarus Chamber of Commerce
- When appropriate, utilize county, state and federal programs and grants to support our economic development activities
- Identify ways to support community based organizations that can assist in achieving community economic development vision.