1 ISSUES AND OPPORTUNITIES

This element of the *Comprehensive Plan Existing Conditions Report* provides an overview of the important demographic trends and background information necessary to create a complete understanding of the Town of Onalaska. Wisconsin's Comprehensive Planning Law, which is contained in Section 66.1001 of Wisconsin Statutes, requires this element to include a statement of overall goals, objectives, policies and programs for the 20-year planning period, as well as household and employment forecasts that are used to guide the development of this plan, and demographic trends, age distribution, education levels, income levels and employment characteristics that exist within the governmental unit. Goals, objectives, and policies are included in the separate plan document that accompanies this report.

1.1 Population Trends & Forecasts

The Town of Onalaska surrounds two of the fastest growing municipalities in the region, the City of Onalaska and the Village of Holmen, and experiences considerable development pressure and population growth. As is true of many Wisconsin towns in similar circumstances, historical trends in population growth reflect the impact of past annexation agreements as well as an increase in the number of town residents. These competing impacts should be considered when examining historical population trends and the projections derived from them.

Tables 1.1a and 1.1b document population trends and projections for the Town of Onalaska and surrounding comparable communities. Table 1.1a shows the Wisconsin Department of Administration's (DOA) projections through 2025. Table 1.1b shows the Mississippi River Regional Planning Commission's projections (MRRPC) through 2025. Both are based on historical population growth rates, although different methodologies were employed in each.

The projections compiled by the MRRPC show the Town's population increasing more steeply than do the projections prepared by the Wisconsin DOA. The population of the Town of Onalaska, already significantly larger than that of neighboring townships, is expected to increase at a rate of approximately 5 percent through 2025. This rate is outpaced by the 8 to10 percent growth rate projected for the Village of Holmen and the City of Onalaska as well as the Town of Holland.

Table 1.1a: Wisconsin DOA Population Trends & Projections

	Year	Town of Onalaska	Town of Farmington	Town of Hamilton	Town of Medary	Town of Holland	Village of Holmen	City of La Crosse	City of Onalaska	La Crosse County
ST	1980	5,386	1,603	1,472	1,794	1,776	2,411	48,347	9,249	91,056
Census	1990	5,803	1,577	1,633	1,539	2,175	3,236	51,140	11,414	97,904
<u> </u>	2000	5,210	1,733	2,103	1,463	3,042	6,200	51,818	14,839	107,120
	2005	5,445	1,820	2,294	1,493	3,329	7,243	51,561	15,907	110,302
ons	2010	5,668	1,903	2,477	1,519	3,609	8,249	51,206	16,924	113,211
Projections	2015	5,860	1,975	2,646	1,538	3,867	8,287	51,059	17,993	115,538
Pro	2020	6,017	2,052	2,821	1,562	4,134	8,958	50,810	19,009	118,246
	2025	6,349	2,153	3,028	1,604	4,447	9,729	51,141	20,238	122,291

Source: State of Wisconsin, Department of Administration, 2003

Table 1.1b: MRRPC Population Trends & Projections

	Year	Town of Onalaska	Town of Farmington	Town of Hamilton	Town of Medary	Town of Holland	Village of Holmen	City of La Crosse	City of Onalaska	La Crosse County
	1960	1,711	1,346	1,439	1,563	816	635	47,575	3,161	72,465
ST	1970	2,973	1,383	1,229	2,333	976	1,081	50,286	4,909	80,468
Census	1980	5,386	1,603	1,472	1,794	1,776	2,411	48,347	9,249	91,056
Ü	1990	5,803	1,577	1,633	1,539	2,175	3,220	51,120	11,414	97,892
	2000	5,210	1,733	2,103	1,463	3,042	6,200	51,818	14,839	107,120
	2005	5,583	1,791	2,480	1,318	3,386	7,053	52,073	16,494	111,562
ons	2010	5,956	1,850	2,658	1,173	3,731	7,906	52,329	18,149	116,004
Projections	2015	6,329	1,908	2,837	1,028	4,075	8,760	52,584	19,804	120,446
Pro	2020	6,701	1,966	3,016	883	4,419	9,613	52,839	21,459	124,888
	2025	7,074	2,025	3,194	738	4,764	10,466	53,095	23,114	129,330

Source: Mississippi River Regional Planning Commission, 2001

Figure 1.1 illustrates the difference between the Town of Onalaska population projections presented in table 1.1a and those presented in table 1.1b.

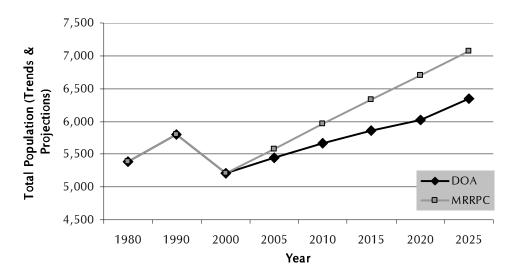
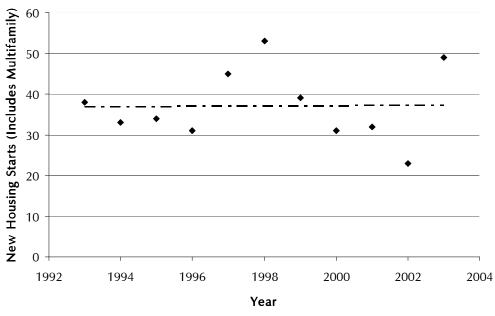


Figure 1.1: Town of Onalaska Population Projections

Figures 1.2 and 1.3 show the number of new housing starts between 1992 and 2004 and the projected population growth rate based on the number of building permits issued in the Town for both single family and multifamily residences. Specifically, Figure 1.2 shows that a range of between 23 and 49 new housing starts occurred over the past 12 years, with an overall average of approximately 38 units per year with a slight annual average increase.

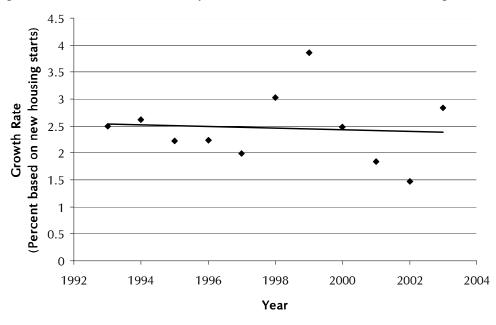
Figure 1.3 illustrates the Town's annual population growth rate based on the number of new housing starts. It is important to understand that these figures do not take into consideration annexations and the loss of existing housing units. Based on this data, the Town's population has grown, on average, by about 2.5 percent per year – or between 88 and 178 persons per year.

Figure 1.2: Town of Onalaska New Housing Starts



Source: Town of Onalaska, Wisconsin, 2004

Figure 1.3: Town of Onalaska Population Growth Based on New Housing Starts



Source: Town of Onalaska, Wisconsin, 2004

1.2 Demographic Trends

Table 1.2: Town of Onalaska Population by Age, 2000

				1.27 / 180/	
Age	1990	Percent of Total	2000	Percent of Total	Proportional Change 1990-2000
Under 5 years	504	8.5	386	7.4	-1.1%
5 to 9 years	592	10.0	406	7.8	-2.2%
10-14 years	617	10.5	477	9.2	-1.2%
15-19 years	434	7.4	438	8.4	1.1%
20 to 24 years	289	4.9	201	3.9	-1.0%
25 to 34 years	1023	17.3	638	12.2	-5.1%
35 to 44 years	1,196	20.3	1,009	19.4	-0.8%
45 to 54 years	600	10.2	928	17.8	7.6%
55 to 59 years	224	3.8	260	5.0	1.2%
60 to 64 years	135	2.3	173	3.3	1.0%
65 to 74 years	184	3.1	196	3.8	0.7%
75 to 84 years	89	1.5	83	1.6	0.1%
85 years and over	20	0.3	15	0.3	0.0%
Under 20 years	2,147	36.4	1,707	32.8	-3.50%
Over 54 years	652	11	727	14	0.60%
Total	5,907	100	5,210	100	Х

Source: U.S. Bureau of the Census, 2000

a. Age and Gender

Table 1.2 illustrates the age distribution of the Town of Onalaska residents by age group according to the U.S. Bureau of the Census. A large percentage of the population falls into the 35 to 44 year age group, followed closely by the 45 to 54 year age group. Then next largest age cohort consists of 25 to 34 year olds, in contrast to the 1990 population group when 25 to 34 year olds were the second largest group. This is consistent with nationwide trends as the "babyboom" generation ages. The male-female ratio in the Town in 2000 was 51.1 to 48.9 percent.

The population of individuals under 20 fell from 36.3 percent of the population in 1990 to 32.8 percent of the population in 2000, while the percentage of the population aged 55 and over grew by 3 percent. As depicted in Figure 1.4, the age distribution of the Town of Onalaska is altered from 1990 levels. In general, the town's population is currently skewed towards younger age cohorts but it does show signs of echoing the national trend of an aging population.

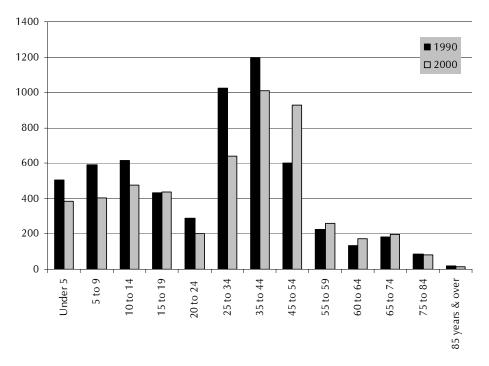


Figure 1.4: Town of Onalaska Age Distribution, 1990-2000

Source: U.S. Bureau of the Census, 1990 and 2000

Figure 1.5 contrasts the age distribution of the Town of Onalaska with that of La Crosse County and the State of Wisconsin. The Town's population distribution is more consistent with the statewide population distribution than with La Crosse County. There are many more individuals between the ages of 20 and 24 at the County and State level than in the Town; this could be due in part to the presence of 3 institutions of higher education in the City of La Crosse which drive up countywide figures for this age group. It is also clear from Figure 1.5 that the Town of Onalaska has a significantly larger proportion of individuals' aged 35 to 44 than either the County or the State.

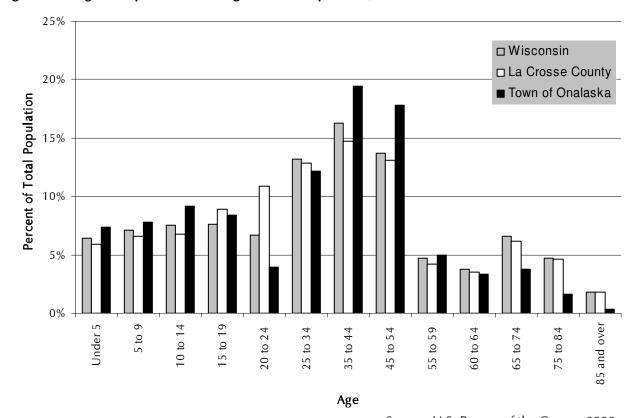


Figure 1.5: Age Groups as a Percentage of Total Population, 2000

Source: U.S. Bureau of the Census, 2000

b. Race

There was virtually no change in the racial composition of the Town between 1990 and 2000. In 1990, 99.4 percent of the population was white and in 2000, this fell one tenth of a percent to 99.3 percent.

1.3 Household Trends and Forecasts

Over a fifth of the homes in the Town of Onalaska were built between 1990 and March of 2000. The largest build-out in the Town occurred between 1970 and 1979 when nearly 30 percent of the Town's existing housing units were constructed. Table 1.3 itemizes the housing stock in the Town of Onalaska according to the year the structure was built.

Table 1.3: Housing Stock, 2000

Year Structure Built	Number	Percent of Total
1999 to March 2000	38	2.2
1995 to 1998	227	13.3
1990 to 1994	126	7.4
1980 to 1989	239	14.0
1970 to 1979	495	29.0
1960 to 1969	254	14.9
1940 to 1959	165	9.7
1939 or earlier	165	9.7

Source: U.S. Bureau of the Census, 2000

The majority of town residents, 59.8 percent, have moved into their homes since 1990. Table 1.4 shows the number of householders by the year they moved into their home.

Table 1.4: Year Householder Moved into Unit, 2000

Year	Number	Percent of Total
1999 to March 2000	167	9.9
1995 to 1998	546	32.5
1990 to 1994	293	17.4
1980 to 1989	346	20.6
1970 to 1979	228	13.6
1969 or earlier	102	6.1

Source: U.S. Bureau of the Census, 2000

Housing tenure refers to whether a particular housing unit is owned or rented by the occupant. Table 1.5 indicates that over 90 percent of the housing in the Town is owner-occupied. Owner occupancy has increased since 1990 but not substantially.

Table 1.5: Town of Onalaska Housing Tenure Characteristics, 2000

	2000	Percent	1990	Percent
Occupied Housing Units	1 <i>,777</i>	100.0	1,920	100.0
Owner Occupied Housing Units	1,627	91.6	1,739	90.6
Renter Occupied Housing Units	150	8.4	181	9.4

Source: U.S. Bureau of the Census, 2000

Table 1.6 lists the housing units in the Town of Onalaska by type. Of the 1,079 housing units in the Town, 90.8 percent are single-family detached homes, and another 3.4 percent are 2-unit or duplex homes. Only 2.7 percent of the housing in the Town of Onalaska is in multi-family structures, defined as 3 or more units per structure.

Table 1.6: Housing Units by Type, Town of Onalaska, 2000

Units per Structure	Structures	Percent
Total:	1,709	100.0
1-unit, detached	1,552	90.8
1-unit, attached	20	1.2
2-units	38	2.2
3 or 4 units	24	1.4
5 to 9 units	22	1.3
10 or more units	0	0.0
Mobile home	53	3.1

Source: U.S. Bureau of the Census, 2000

Tables 1.7 through 1.12 estimate future housing growth for the Town of Onalaska based in part on projections of persons per housing unit. Projections for housing growth were determined by using MRRPC population and housing unit trends (1970-2000) and both MRRPC and DOA population growth projections, and assuming a constant linear trend in population per housing unit.

Tables 1.7 and 1.8 show housing demand if population per housing unit stays constant at 2000 levels. In this scenario, no discount factor was used.

Table 1.7: Housing Projections – Scenario A, with MRRPC Projections

RPC-A	Year	Population	Percent Change	Population per H.U.	Housing Units	Percent Change
	1970	2,973	X	3.33	894	Х
Census	1980	5,386	44.8	3.11	1,730	93.5
Cer	1990	5,803	7.2	2.93	1,978	14.3
_	2000	5,210	-11.4	2.84	1,834	-7.3
ns	2010	5,956	12.5	2.84	2,097	12.5
Projections	2020	6,701	11.1	2.84	2,360	11.1
Pro	2025	7,074	5.3	2.84	2,491	5.3

Table 1.8: Housing Projections – Scenario A, with DOA Projections

DOA-A	Year	Population	Percent Change	Population per H.U.	Housing Units	Percent Change
	1970	2,973	Χ	3.33	894	X
snsı	1980	5,386	44.8	3.11	1,730	93.5
Census	1990	5,803	7.2	2.93	1,978	14.3
	2000	5,210	-11.4	2.84	1,834	-7.3
ons	2010	5,668	8.1	2.84	1,996	8.1
Projections	2020	6,017	5.8	2.84	2,119	5.8
Prc	2025	6,349	5.2	2.84	2,236	5.2

Aside from population growth, a key determinant of the quantity of a community's housing stock is the average number of residents per housing unit. Around the nation this number, represented here as *population per housing unit*, has been on the decline. This trend has had, and will continue to have, a significant impact on the number of new housing units added annually nationwide. This trend is also apparent in the historical trend information for the Town of Onalaska. The next two scenarios consider how many new housing units will be required given a continued decline in the level of population per housing unit.

Tables 1.9 and 1.10 use a discount factor derived from the average change in population per housing unit seen in the Town of Onalaska over the past 30 years in 10-year increments. This discount factor was used to determine future estimates for population per housing unit and subsequently the projected housing growth for the Town of Onalaska.

Table 1.9: Housing Projections – Scenario B, with MRRPC Projections

RPC-B	Year	Population	Percent Change	Population per H.U.	Housing Units	Percent Change
	1970	2,973	X	3.33	894	X
Census	1980	5,386	44.8	3.11	1,730	93.50
Ğ	1990	5,803	7.2	2.93	1,978	14.30
	2000	5,210	-11.4	2.84	1,834	-7.30
Suc	2010	5,956	12.5	2.70	2,208	16.9
Projections	2020	6,701	11.1	2.57	2,607	15.3
Pro	2025	7,074	5.3	2.44	2,899	10.1

Table 1.10: Housing Projections – Scenario B, with DOA Projections

DOA-B	Year	Population	Percent Change	Population per H.U.	Housing Units	Percent Change
	1970	2,973	Χ	3.33	894	Χ
Census	1980	5,386	44.8	3.11	1,730	93.5
Cer	1990	5,803	7.2	2.93	1,978	14.3
_	2000	5,210	-11.4	2.84	1,834	-7.3
ons	2010	5,668	8.1	2.70	2,101	12.7
Projections	2020	6,017	5.8	2.57	2,341	10.3
Prc	2025	6,349	5.2	2.44	2,602	10.0

Tables 1.11 and 1.12 use a discount factor derived from the average change in population per housing unit seen throughout La Crosse County over the past 30 years in 10-year increments. This was used to determine future population per housing unit and subsequently the projected household growth for the Town of Onalaska.

Table 1.11: Housing Projections – Scenario C, with MRRPC Projections

RPC-C	Year	Population	Percent Change	Population per H.U.	Housing Units	Percent Change
	1970	2,973	X	3.33	894	X
snsı	1980	5,386	44.8	3.11	1,730	93.50
Census	1990	5,803	7.2	2.93	1,978	14.30
	2000	5,210	-11.4	2.84	1,834	-7.30
ons	2010	5,956	12.5	2.58	2,305	20.4
Projections	2020	6,701	11.1	2.35	2,851	19.2
Prc	2025	7,074	5.3	2.14	3,306	13.7

Table 1.12: Housing Projections – Scenario C, with DOA Projections

DOA-C	Year	Population	Percent Change	Population per H.U.	Housing Units	Percent Change
	1970	2,973	X	3.33	894	X
Census	1980	5,386	44.8	3.11	1,730	93.5
	1990	5,803	7.2	2.93	1,978	14.3
	2000	5,210	-11.4	2.84	1,834	-7.3
ons	2010	5,668	8.1	2.58	2,193	16.4
Projections	2020	6,017	5.8	2.35	2,560	14.3
Prc	2025	6,349	5.2	2.14	2,967	13.7

Regardless of which scenario is applied, the Town of Onalaska is likely to see continued development pressure and will require growth in its housing stock to keep pace with demand.

It should be noted that the population growth projections used in the above analysis were provided by the Mississippi River Regional Planning Commission, and were based on the rate of population growth or decline experienced from 1970 to 2000. According to the MRRPC, this technique may have generated unrealistic figures in some of the cases where it was applied.

1.5 Employment Characteristics and Forecasts

The Comprehensive Planning Law requires this element to address employment forecasts in the governmental unit over the 20-year planning period.

Town of Onalaska residents primarily work outside the Town, but within the greater La Crosse Metropolitan Statistical Area. The State of Wisconsin's Department of Workforce Development's "Occupations with Largest Growth 2000-2010" provides insight into the regional employment forecast for the Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon County area.

The following forecasts and statistics are divided into two broad categories: occupation and industries. It is common that several occupation groups are related closely to certain industries. For example, the U.S. Bureau of the Census uses the following description to describe the differences: Operators of transportation equipment, farm operators and workers, and healthcare providers account for major portions of their respective industries of transportation, agriculture, and health care. Industry categories, however, include people in other occupations. For example, people employed in agriculture include truck drivers and bookkeepers; people employed in the transportation industry include mechanics, freight handlers, and payroll clerks; and people employed in the health care industry include occupations such as security guard and secretary.

The pie chart below illustrates the occupational structure of Town of Onalaska residents at the time of the 2000 census. A majority, 55 percent, were employed in "management, professional and related occupations," or "sales and office occupations." However, there are also a significant number of individuals, 19 percent, employed in "production, transportation, and material moving occupations."

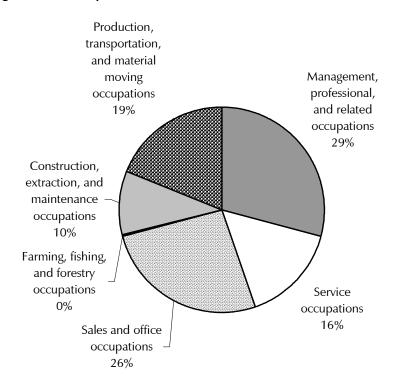


Figure 1.6: Occupational Structure of Town Residents, 2000

Table 1.13 lists the top 5 occupations experiencing the largest growth rates in the region, not surprisingly many of the occupations relate to the healthcare industry. The top two professions listed fall within major areas of employment for Town residents. For a more complete listing of Occupational growth projections see Chapter 6.

Table 1.13: Occupations with the Largest Projected Growth in Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon Counties 2000-2010

2000-2010		
Number	Percent Change	
220	75.9%	
80	57.1%	
110	55.0%	
190	52.8%	
250	52.1%	
	Number 220 80 110 190	

Source: State of Wisconsin, Department of Workforce Development

Other employment projections were prepared at the state level. Table 1.14 lists the projected growth statewide for all occupations.

Table 1.14: Statewide Employment Projections by Occupation 2000-2010

Occupational	2000	2010	Change	Percent Change
Total, All Occupations	3,011,380	3,301,160	289,780	9.6%
Management Occupations	153,240	169,800	16,560	10.8%
Business/Financial Operations	87,950	98,200	10,250	11.7%
Computer & Mathematical Occupations	46,710	66,850	20,140	43.1%
Architecture/Engineering Occupations	50,520	51,880	1,360	2.7%
Life, Physical, and Social Science Occupations	28,970	32,370	3,400	11.7%
Community/Social Services Occupations	42,090	52,410	10,320	24.5%
Legal Occupations	15 <i>,</i> 790	17,990	2,200	13.9%
Ed, Training, & Library Occupations	177,460	203,850	26,390	14.9%
Arts/Design/Entertainment / Sports / Media Occupations	47,490	54,340	6,850	14.4%
Healthcare Practitioners & Technical Occupations	135,900	165,500	29,600	21.8%
Healthcare Support Occupations	78,890	98,940	20,050	25.4%
Protective Service Occupations	49,660	58,020	8,360	16.8%
Food Preparation & Serving Occupations	218,820	244,850	26,030	11.9%
Building & Grounds Cleaning / Maintenance Occupations	102,350	117,780	15,430	15.1%
Personal Care and Service Occupations	76,700	95,190	18,490	24.1%
Sales and Related Occupations	304,430	329,880	25,450	8.4%
Office/Administrative Support Occupations	476,230	495,230	19,000	4.0%
Farming/Fishing/Forestry Occupations	5,990	6,460	470	7.8%
Construction/Extraction Occupations	146,680	159,960	13,280	9.1%
Installation / Maintenance / Repair Occupations	117,130	124,780	7,650	6.5%
Production Occupations	415,890	407,430	(8,460)	-2.0%
Transportation/Material Moving Occupations	232,480	249,470	16,990	7.3%

Source: State of Wisconsin, Department of Workforce Development

As shown in the pie chart on the previous page, over half the population of the Town of Onalaska is employed in "management, professional and related occupations," or "sales and office occupations." Table 1.14 indicates that these broad categories comprise some of the fastest growing sectors of the state economy.

The 19 percent of individuals involved in "production, transportation, and material moving occupations," face slightly less optimistic projections. Production jobs are the only job category expected to decline around the state, as they have nationwide. However, transportation and material moving occupations are expected to increase by 7.3 percent.

Figure 1.7 depicts projected statewide trends in employment by industry. Figure 1.8 shows local occupation by industry in the year 2000. While the categories are not strictly comparable, it is possible to see that the industries with the highest anticipated growth over the next ten years, such as the service industry and retail trade, already account for a significant portion of total employment in the Town. What is also obvious from the comparison is that the shrinking manufacturing sector will have a considerable impact on the Town's labor force.

Government Services Finance, Insurance, and Real Estate Retail Trade Wholesale Trade Communications and Utilities Transportation Transportation and Public Utilities Nondurable Goods Manufacturing Durable Goods Manufacturing Manufacturing Construction ■ 2010 Projected ■ 2000 Estimated Agriculture, Forestry, and Fishing(4) 0 200,000 400,000 600,000 800,000 1,000,000 1,200,000

Figure 1.7: Statewide Employment Projections by Industry 2000-2010

Source: State of Wisconsin, Department of Workforce Development

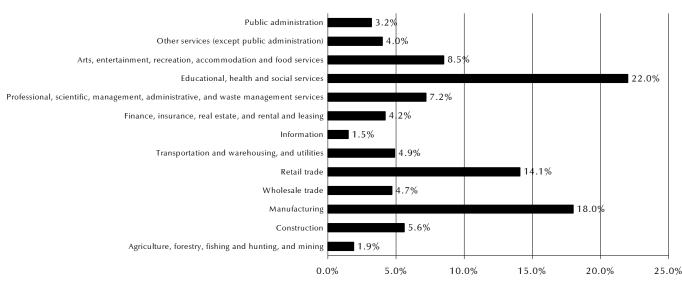


Figure 1.8: Local Occupation by Industry, 2000

Source: U.S. Bureau of the Census, 2000 in Wisconsin DOA Community Profiles

1.4 Education Levels

Table 1.15 shows education levels in the Town of Onalaska compared to those of La Crosse County. Levels of educational attainment in the Town are similar to those in the County. However, Town residents are somewhat more likely to hold a high school diploma or its equivalent, and more likely to hold a bachelor's degree or higher than are residents across the County.

Table 1.15: Educational Attainment

	Town of Onalaska	Percent of Total	La Crosse County	Percent of Total
Less than 9th Grade	61	1.9	1,402	4.8
9th to 12th Grade, no diploma	189	5.9	2,197	7.5
High school graduate (incl. equivalency)	943	29.4	9,290	31.6
Some college, no degree	675	21.0	6,661	22.7
Associate degree	452	14.1	2,760	9.4
Bachelor's degree	576	18.0	4,543	15.5
Graduate or Professional degree	312	9.7	2,538	8.6
Percent high school graduate or higher	Х	92.2	Х	89.7
Percent bachelor's degree or higher	Х	27.7	Х	25.4
Total Population 25 years and over	3,208	100.0	29,391	100.0

Source: U.S. Bureau of the Census, 2000

1.5 Income Levels

As shown in Table 1.16 income levels for Onalaska residents are higher in all categories than are income levels for the Village of Holmen, La Crosse County, and the State. Both median family and median household incomes are higher in the Town of Onalaska than in the City of Onalaska, but the City of Onalaska has a higher per capita income than the Town.

Table 1.16: Median Family Income, Median Household Income, and Per Capita Income, 1989 – 1999

	1989			1999		
	Median Household Income	Median Family Income	Per Capita Income	Median Household Income	Median Family Income	Per Capita Income
Town of Onalaska	\$36,577	\$38,056	\$12,917	\$54,075	\$57,268	\$19,887
Village of Holmen	\$29,564	\$31,583	\$10,973	\$42,021	\$49,375	\$17,002
City of Onalaska	\$32,624	\$37,788	\$13,605	\$47,800	\$57,264	\$24,066
La Crosse County	\$26,857	\$33,830	\$12,141	\$39,472	\$50,380	\$19,800
State of Wisconsin	\$29,442	\$35,082	\$13,276	\$43,791	\$52,911	\$21,271

1.6 Issues and Opportunities

Based on public input in the Town survey (conducted in winter 2004), the visioning workshop (conducted in April 2004), the stakeholder interviews (conducted in winter and spring 2004), and the Plan Commission, the following list of issues and opportunities exist in the Town. These lists consist of general statements of the most frequently cited issues and opportunities.

- Control and plan for growth and development the timing, location, amount, and overall growth rate.
- Conflict over the industrial zoned land on Brice Prairie.
- Identify the types and locations of industrial or light industrial development in the Town.
- Ensure that development on Brice Prairie is compatible with the environment and the refuge, particularly ground water.
- Protect groundwater and surface water quality, including creating strategies to address stormwater runoff.
- Address transportation system issues, such as determining whether or not the system can handle
 additional capacity, improving the safety of roads and intersections, considering whether and how to
 address conflicts between the road system and railroads, and creating safe and expanded places for
 people to bike and walk.
- Protecting rural character, including preserving the water, quietness, woodlands, bluffs, prairies, open space and farms.
- Address school district capacity issues.
- Engage and inform Town residents of current and future issues.
- Control taxes.
- Attract the U.S. Fish and Wildlife Service to Brice Prairie.
- Developable land with access to railroads, and available commercial industrial lands.
- Expand and further develop waterfront and eco-tourism activities and businesses.
- Identify and improve the Town Center around Midway.
- Balance growth and development and open space preservation.
- Make the Town a model of conservation developments.
- Maintain active working farms.
- Maintain and enhance a high quality of life for residents.
- Expand Town School District relationships.
- Protect environmental areas.
- Coordinate with neighboring jurisdictions on a variety of issues.
- Create an open space preservation program.