

Some Recent Accomplishments:

- Prepared comprehensive plans for 11 towns, 2 cities and a county in 2008-2009.
- Multi-Hazard Mitigation plans for Buffalo, Jackson, La Crosse counties and updated the Multi-Hazard Mitigation plans for Crawford and Vernon counties during 2007-2009.
- Provided loan administrative services in 2007-2009 to five revolving loan funds that resulted in over \$1 million in business loans that leveraged over \$18 million in private financing and 129 new or retained jobs.
- Provided successful park and recreation grant writing assistance totaling over \$153,000 for the communities of Diamond Bluff, Barre, Readstown, Viola, and Chaseburg in 2007-2009. Some of the projects funded included hiking trails, hand-capped fishing piers, ADA renovations to rest rooms—shower facilities, an RV dump station and land acquisition for park expansion.
- Provided successful grant writing assistance in 2007 that led to the funding of a \$1 million federal grant award to La Crosse County to expand the Lakeview Business Park.
- Provided successful grant writing assistance of over \$260,000 in 2009 that led to state and federal funding for land acquisition for the Village of Gays Mills so it can relocate from its floodplain location and hire a fulltime flood recovery coordinator.
- Provided successful State Technology Zone tax credit administrative services in 2007-2008 totaling over \$1.4 million for S&S Cycle, River Steel, Triple R, MacDonald Owen, Authenticom, D&S Manufacturing and Cashton Farm Supply to assist in their respective expansion projects totaling over \$17 million in plant and equipment and 145 new or retained jobs.

The MRRPC is Governed by 27 Commissioners.

Each county is represented by three commissioners. One commissioner from each county is appointed by the county board, another commissioner is appointed by the Governor and a third commissioner is appointed by the Governor selected from a list of two or more persons nominated by the county board. The commissioners serve six year terms and make all policy, staffing and budgetary decisions of the MRRPC. Commissioners are listed below:

Buffalo County

Bergie Ritscher, James Scholmeier (Vice-Chairman), Kathleen Vinehout

Crawford County

Virgil Butteris, Gerald Krachey, Ron Leys

Jackson County

Ron Carney, James Christenson, Eugene Savage (Chairman)

La Crosse County

Vicki Burke (Secretary-Treasurer), James Ehram, Tara Johnson

Monroe County

George Baker, James Kuhn, Cedric Schnitzler

Pepin County

George Dupre, David Smith, Mike Murray

Pierce County

William Schroeder, Richard Purdy

Trempealeau County

Barbara Semb, Margaret Baecker

Vernon County

Dean Warren, Gail Frie, Jo Ann Nickelatti

MRRPC Staff:

Director Greg Flogstad

greg@mrrpc.com

Administrative Assistant Barbara Buros

barb@mrrpc.com

Community Planner/GIS Specialist Dave Bonifas

dave@mrrpc.com

Transportation Planner Peter Fletcher

peter@mrrpc.com

Economic Development Planner Bryan Law

bryan@mrrpc.com

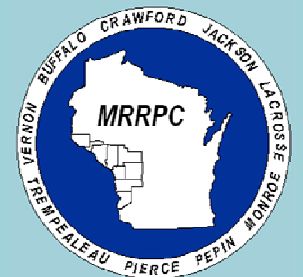
Contact Information: Mississippi River Regional Planning Commission, 1707 Main St., Office 435
La Crosse WI 54601 | T. 608.785.9396 | F. 608.785.9394
W. www.mrrpc.com

MISSISSIPPI RIVER REGIONAL PLANNING COMMISSION



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

Rolling woodlands, majestic bluffs, and pine forests interspersed with fertile fields, marshes, and flowing rivers define the Mississippi River Region. Within this setting are modern agricultural, wood, and metal product industries creating demand for business services. This unique network of natural and economic resources has created a scenic working landscape of farms, river towns, hilltop cities and valley villages served with exceptional education and health care systems. These qualities along with outstanding recreation opportunities are why 315,000 people make their home here and thousands move here annually. Please read on how we can work together to make the Region an even better place for us and future generations to enjoy!



The Mississippi River Regional Planning Commission is a Commission of nine counties located along the Mississippi River in Western Wisconsin. The Commission was organized in 1964 under Wisconsin State Statutes to plan for the physical, social and economic development of the Region. Other authorized functions include providing advisory services on regional issues to local governments and other public and private agencies, acting as a coordinating agency for programs and activities and contracting with local units of government to make studies and offer advice on land use, thoroughfares, community facilities, public improvements, and encouragement of economic and other developments.

The MRRPC provides planning and economic development services that are cost shared with nine Western Wisconsin Counties.

Examples of our Services:

- Comprehensive Land Use Plans
- Zoning and Subdivision Ordinances
- Multi Hazard Mitigation Planning
- Park and Recreation Plans
- Grant Writing
- Geographic Information System Mapping
- Business Loans —Revolving Loan Fund Administration
- Economic Development Planning
- Economic Data Collection and Dissemination
- Advocating Public Policy Positions on Issues Impacting the Region
- Regional Response Initiatives to Sudden and/or Severe Events -
 - Military base closing threats
 - New Federal or State Programs calling for a regional response
 - Long term flood recovery projects

The Region covers more than 6,000 square miles and in 2009 had a population of over 315,000. Manufacturing, agriculture, health care, and retail trade are the leading employment sectors. The Region is also blessed with a wide range and high quality outdoor recreation opportunities.

Benefits of our Services:

- Well planned communities with a vision of how they want to grow through comprehensive plans
- New industrial parks
- Preparation of a regional economic development plan making communities, counties, and institutions eligible for public works and technical research grants from the U.S. Department of Commerce-Economic Development Administration.
- State technology zone tax credits for expanding business and industry
- Preparation of county para-transit plans making counties and communities eligible for federal and state transportation grants for public and private transportation services
- Preparation of multi-hazard mitigation plans making counties and communities eligible for FEMA and Wisconsin Emergency Management grants to fund projects that reduce losses to life and property
- Relocation of homes and businesses from flood prone areas
- Loans to businesses from 4 of our revolving loan funds
- Recreational trails
- Handicapped fishing piers, boat landings and ball fields

Three Regional Planning Challenges

- 1. Protecting the Region's agricultural lands, recreational and natural resources from misuse and over crowding.** The Region's agricultural, recreational and natural resource base is second to none! This blessing makes it vitally important to plan for growth and development wisely. Some of these resources include:
- Mississippi River and the Upper Mississippi River Wildlife and Fish Refuge – 284 miles long covering 194,000 acres
 - 37 state wildlife or fishery areas
 - Lake Waukegan, the deepest inland lake in the state
 - 6 state natural areas
 - 4 state parks
 - 2 county forests
 - 185 miles of recreational trails
 - 28 Legacy Places identified as most important in meeting Wisconsin's conservation and recreation needs over the next 50 years.
 - 1.8 million acres of productive agricultural soils
 - 824,000 acres in forest lands

2. Planning the best places to accommodate growth and development that promote efficient development patterns that reduce public expenditures on infrastructure and service delivery costs. From 2000 through 2008 housing unit growth in the Region outpaced the growth of population.

To help overcome this challenge the MRRPC is working on:

- Encouraging growth and development in and adjacent to communities where public infrastructure and services are already available.
- Promoting redevelopment of lands and infilling.
- Developing financing, transportation, and other community-based programs to make it as attractive and affordable to live in a community with a full range of public services as it is to live in often more costly to serve outlying rural areas.

3. Increasing quality jobs, income levels, and reducing the rate of our aging population to build a globally competitive business climate. The Region's per capita income levels are lower than the State and Nation, in addition our population is increasing in size at a lower rate and growing older at a higher rate than the State and Nation. Lower paying—less technical jobs and population growth mostly from middle age and elderly immigration and not from natural childbirth is a concern. To help overcome this challenge the MRRPC is working on:

- Working with local and regional economic development organizations to pursue industry cluster based economic development activities to increase innovation and advanced manufacturing technologies for our regional economic driver industries of equipment, machinery and metal products; agriculture and food processing and forest and wood products.
- Encouraging and assisting our region's economic development organizations to market the Region's educational system, health care services, natural resources, and recreation opportunities to attract new businesses and a younger higher - knowledge workforce.
- Writing public infrastructure grants and providing business loans that lead to business and industry expansion projects that create jobs and tax base.