

ECONOMIC DEVELOPMENT ELECTORS MEETING

APRIL 2023

STRATEGIC PLAN EFFORTS

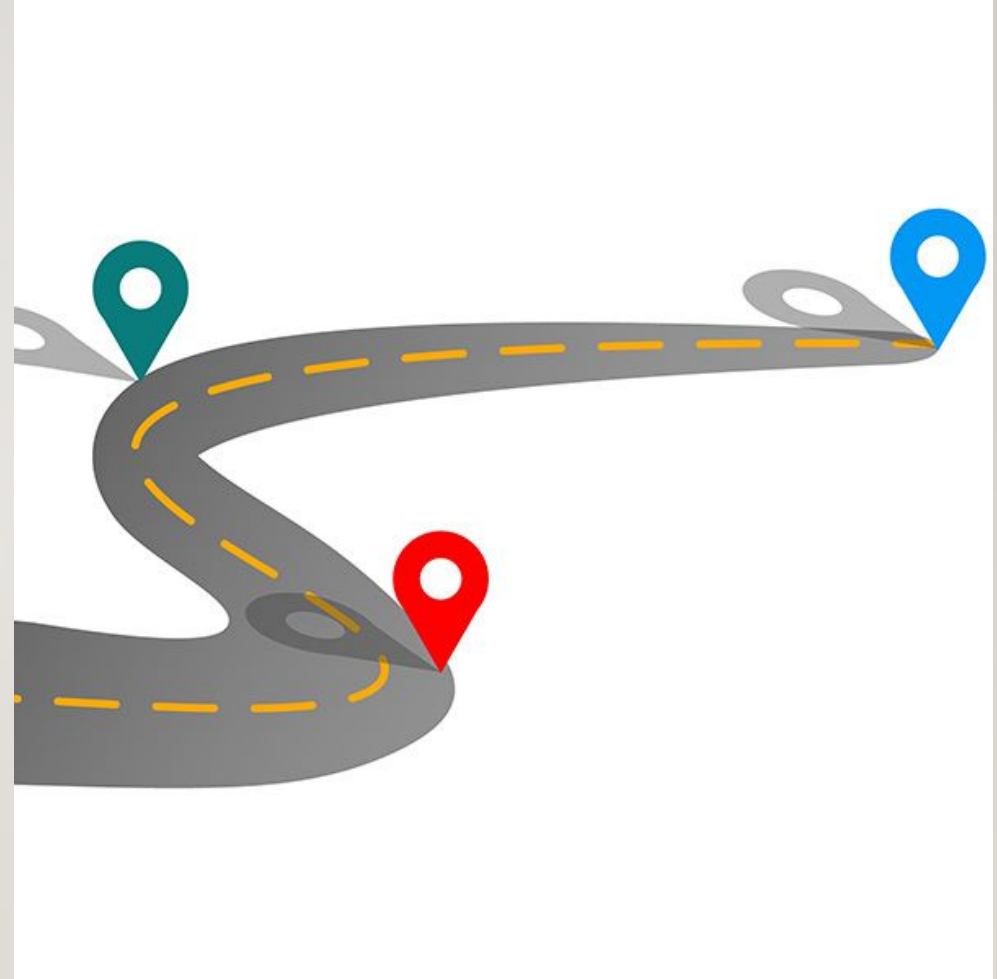
DENNIS DUKE

ANNE DERBER

NATHAN KEISLER

STEVE WEBER

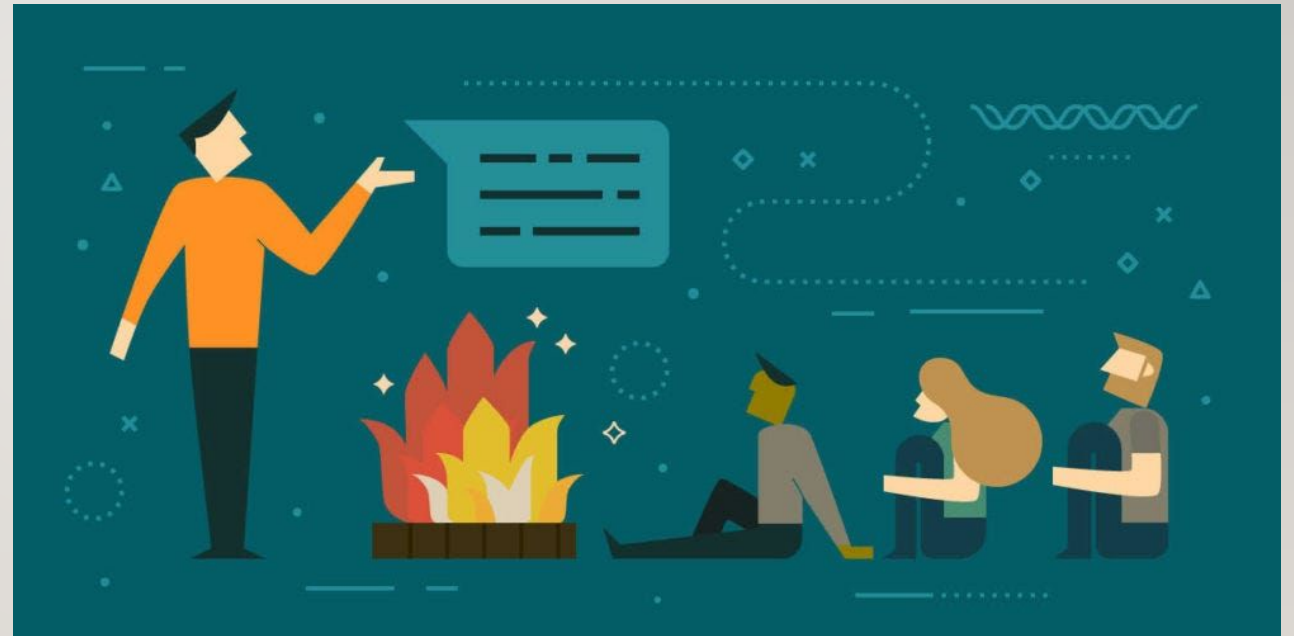
THIS PLAN
WILL BE OUR
ROAD MAP FOR
OUR
COMMUNITY



WHAT WILL BE IN OUR PLAN?

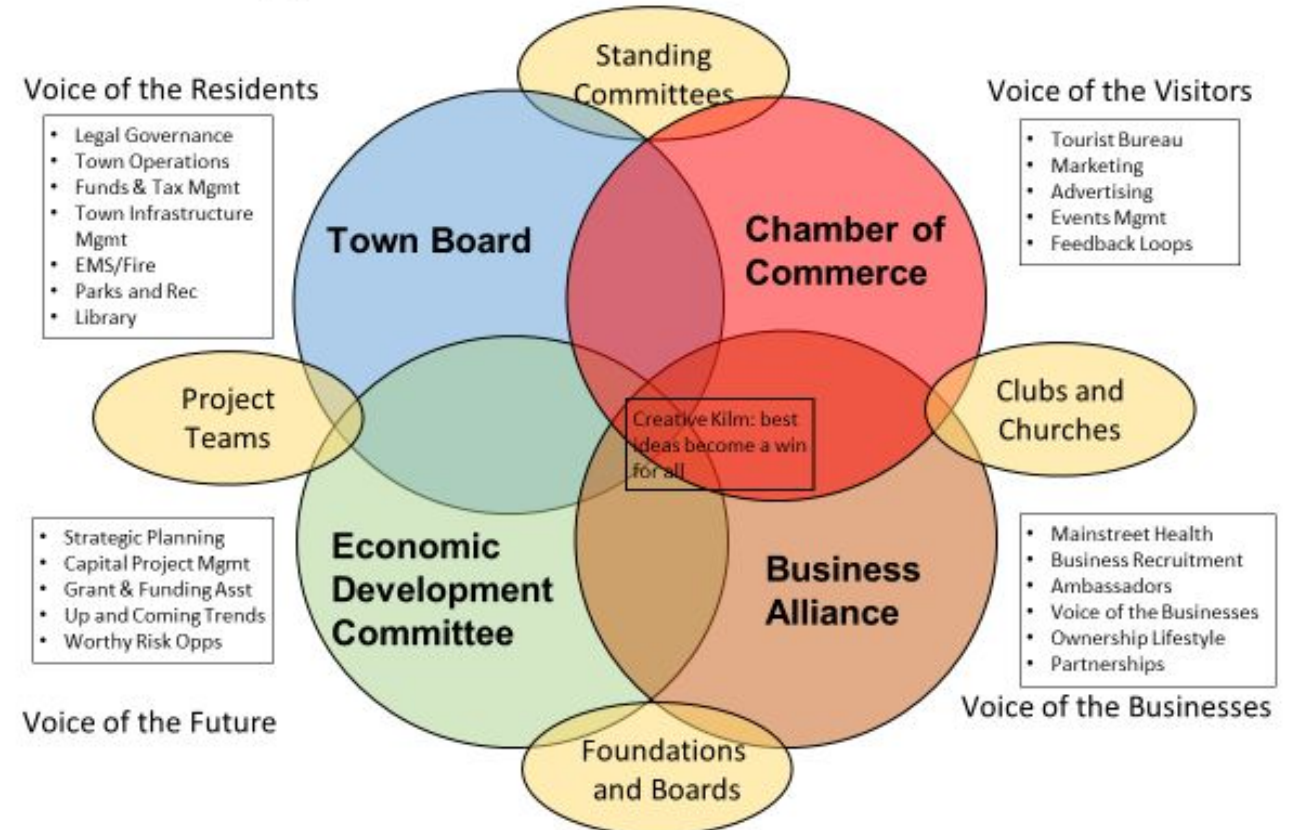
“OUR CHANCE TO TELL OUR STORY”

- Introduction/History
- Mission Statement
- Objectives
- Needs Assessment
- Priorities
- Budget
- Action Plan
- Performance Metrics



STAKEHOLDERS AND COMMUNICATION

Moving Boulder Junction Forward



WHAT HAS HAPPENED SO FAR?

- Conducted two workshop with EDC members, Town Board Members and various members of the community.
- What has been accomplished?
 - Developed a schedule and process we are going to follow – Communication Strategy
 - Discussed the key elements of our town's identity
 - Created a draft “Community Vision” for Boulder Junction
 - Completed a SWOT Analysis
 - Identified a format for the strategic plan that will include all elements of the town



WHAT ARE SOME OF THE KEY TAKE AWAYS SO FAR?

| STRENGTHS (18 IDENTIFIED) | WEAKNESSES (18 IDENTIFIED) | OPPORTUNITIES (25 IDENTIFIED) | THREATS (15 IDENTIFIED) |
|----------------------------|----------------------------|--|------------------------------|
| Philanthropic/Generous | Workforce Housing | New Families | Lack of Childcare |
| Strong Volunteerism | Workforce Labor | •Expand and Diversify our Winter Activities | Business Owner Burnout |
| Unique Downtown Experience | Aging Population | Look for Spring-time Activities | Aging Population |
| High Quality of Life | Singular Focused Economy | Recruit New Businesses (Bakery, Drug Store, Dog Park, Entertainment Venue) | Lack of Identified Workforce |

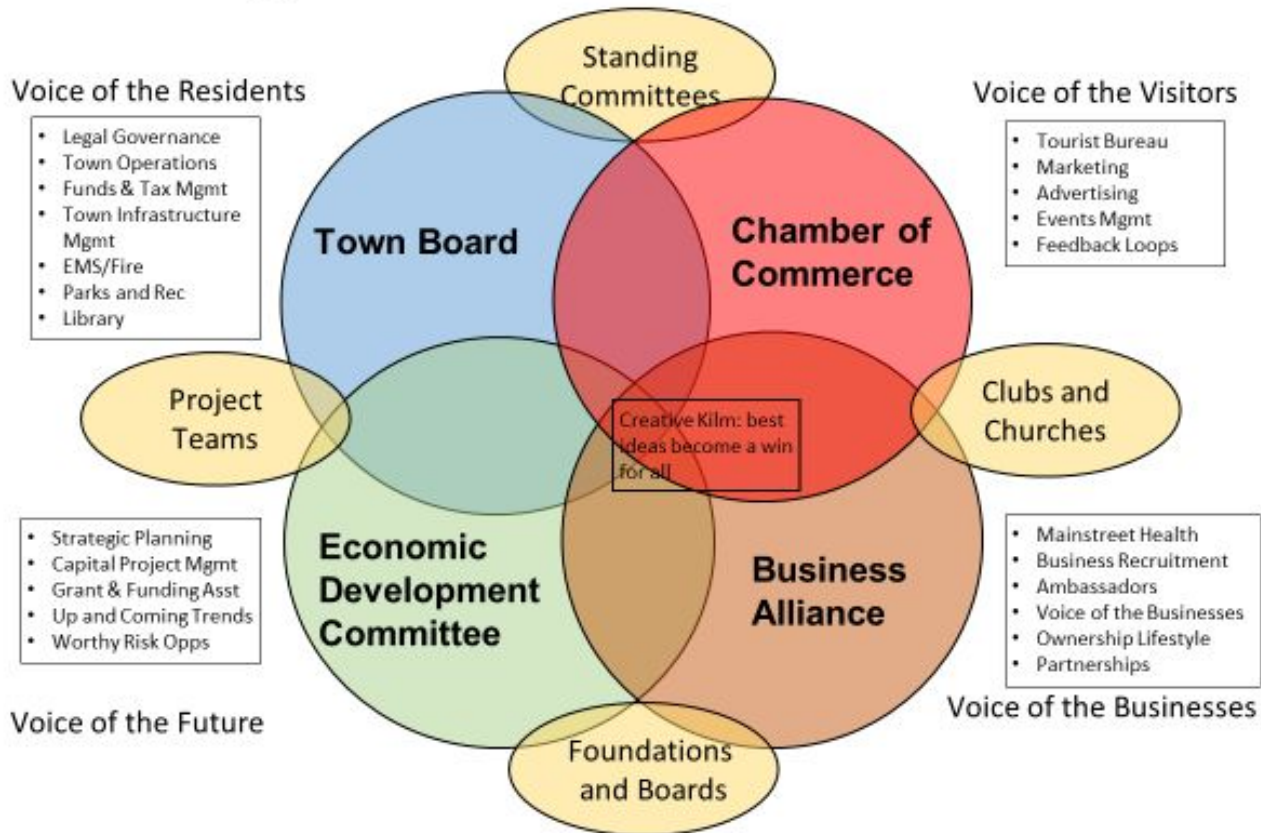
NEXT EVENTS – BUSINESS OUTREACH

- April 25th at 0830 – 1030
- April 26th at 1800 – 2000
- May 2nd at 0830 – 1030
- May 4th at 1800 - 2000

BOULDER JUNCTION BUSINESS ALLIANCE

Dennis Duke

Moving Boulder Junction Forward



WHY DO WE NEED A BUSINESS ALLIANCE?

VISION AND PURPOSE

- Vision:**

- Our goal for the Business Alliance is to establish a collaborative, inter-business partnership that works to enhance the economic opportunity for the Business Community. Create a sustainable, respected business led organization that influences the Town's Strategic Roadmap and participates in the programs & projects that will improve our chance of creating & sustaining a vibrant and prosperous economic environment.

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- Purpose:**

- Coordinate and focus the energy, talent, and connections of the Boulder Junction Business Community towards common business goals. The Boulder Junction Business Alliance (BJBA) would be a self-governed resource and advocate for the business owners of our community. Working in conjunction with the Town Board, the Economic Development Committee, and the Chamber of Commerce, to improve the overall economic health of our community and ensure its long-term success.



OBJECTIVES

Ambassadors

Create an extended support network for existing & new business owners.

Main Street Health

Strengthening the economic and physical business environment.

Voice

Provide a powerful voice for business/economic priorities.

Recruitment

Actively recruit new businesses and support turnover of existing businesses.

Promotion

Develop, support, and engage in business focused promotion.

Workforce

Work together to manage and improve the regional employee challenges.

TIMING

- Business Alliance will be further developed and formalized throughout the coming year.
- Early adopters in the business community will be engaged in formalization of Alliance and the Strategic Plan.
- Looking for those interested to contact us regarding membership, leadership, and questions.

FOR MORE INFORMATION

- Plan on attending one of the meetings below.
- April 25th at 0830 – 1030
- April 26th at 1800 – 2000
- May 2nd at 0830 – 1030
- May 4th at 1800 - 2000

EDC RECOMMENDATION

Bill Spear

RECOMMENDATION TO THE TOWN BOARD

The Boulder Junction Economic Development Committee is recommending that the Town Board negotiate an offer to purchase the parcel 4-1577 located at 5513 CTH M Boulder Junction, WI which is located adjacent to the current Town owned property. This offer should be contingent on approval by the electorate at a special Town meeting. Recommendations for future development on the lot will be based on community input from the strategic planning process.

QUESTIONS?



OUR IDENTITY OR COMPETITIVE ADVANTAGE

(ASSETS THAT REFLECT OUR COMMUNITY AND DISTINGUISHES US FROM OTHER, SURROUNDING COMMUNITIES)

- Well established tourism industry with a variety of recreational opportunities
- Welcoming and engaging
- Strong volunteerism
- Surrounded by a state forest and over 200 lakes
- Natural beauty
- Safe place to live
- Good Healthcare
- High level of quality of life
- Excellent schools
- Businesses with over 100 years of serving the community



Photo: Boulder Junction Chamber

WHAT COULD OUR TOWN “VISION” LOOK LIKE

Our vision for Boulder Junction is to create a community that celebrates and preserves its natural beauty, embraces its faith-based values, and fosters a strong sense of community. We see Boulder Junction as a regional hub for exceptional outdoor recreation activities, providing visitors and residents with direct access to a state forest and over 200 lakes and rivers. At the same time, we aim to honor the town's rich history while building a bright and promising future for generations to come.

We recognize Boulder Junction as a center of excellence for education both in our school system and our adult learning programs. We will support a diverse and vibrant business community of artisans, gift shops, and eateries that reflects the unique character and spirit of the town, while fostering a strong sense of volunteerism and community engagement. Ultimately, we aim to create a place of healing and renewal, where residents and visitors can connect with one another, with nature, and with our shared heritage, building a bright and promising future for all who call Boulder Junction home.



PLAN OUTCOMES

- Future Community Projects
- Future Community Initiatives