

## ***SELF-SUFFICIENT LOCAL ECONOMY***

Our group received 6 offers and gave the following rankings to the offers:  
(1 lowest priority to 3 highest priority.)

### **Community Land & Development (3)**

This offer seemed to be a breakdown of some of the current day to day operations of the planning and zoning department. We would like to know what (if any) changes will be made in the near future in order for this process to be improved? Without the city council “barrier”, what would this department like to implement for future development plans? How will this department “sell” Stoughton to businesses and/or developers?

### **RDA (3)**

Although this offer ranked high, we have many concerns as to the direction this offer is going to go; therefore have many questions that need to be addressed before we would consider leaving this offer ranked at the top of our priorities.

We would like specific information on what the funding would be used for. How well-run is RDA and what can be done to make RDA more productive? Does the planning/zoning staff play a role in the RDA, and if so, what role? Would the RDA benefit from a designated “liaison” to be proactive in the solicitation of future businesses and developers?

### **Market Opera House as a Destination Location (2)**

We feel strongly that the Opera House can attract visitors which in turn will stimulate our local economy. We would like to know if the marketing of the Opera House would be more appropriate in another priority. Would the priority of a “community that values culture and arts” be more appropriate? We would also like statistics on the amount of revenue that is generated from the Opera House versus the amount of funding the city pays for Opera House employees and their benefits. Also how much time and money is spent on marketing? Can there be improvements to marketing to outside communities to bring more visitors to the Opera House and Stoughton?

### **It’s A Digital World (2)**

After reviewing the offer, we felt that the program was somewhat of an explanation of the library system. We would like clarification on how this program is “new” and what the city can expect for daily users. We would like statistics on what the average current daily usage is. Would an option be to simply fund more work stations? We would like a breakdown of the operating costs. Please tell us what can be streamlined in this offer to make it more affordable and attractive so that this program gets at least partial funding.

### **Small Business Is A Big Deal (1)**

The description of this offer seems to look good on paper; however we are concerned with the actual execution of the program. We feel that the program might not serve many local residents. We would like to know how the information on this program will be promoted and available to city residents. If this program is funded, what is the anticipated cost for maintaining the program

after it's launched? What will the program have in place to track customers who use the program? How will we know someone used this program to start and succeed in business?

**Shared Ride Program (1)**

The team would like current statistics on daily use of Stoughton Cab Co (how many users daily). What have been the results of the Union Cab agreement for the weekend nights? Is this a program that can be contracted out to another company who could provide better service and coverage to city residents? The consensus seems to be Stoughton Cab focuses on elderly customers and has limited hours of operation. If the program is funded, we would like to see residents of all ages have access to cabs during more hours of the evening. We see this program as one that isn't reaching its potential; thus the residents aren't getting a service that should be available. This program already exists, we would like to see the local company expand to better serve the city, but if the residents can get better service at a lower cost, we would opt to contract this service out.



# CITY OF STOUGHTON, WI

## STABLE SELF-SUFFICIENT LOCAL ECONOMY

FY 2011 - 2012

ENTER 3 FOR HIGHEST

ENTER 1 FOR LOWEST

Offer #	Offer Name	Department	Priority Area	Total Program	Forced Ranking	Ranking	Forced Ranking	Forced Ranking	Total Score	Cumulative Program Cost
<a href="#">02-01</a>	Market Opera House as a Destination Location	OPERA HOUSE	STABLE, SELF SUFFICIENT ECONOMY	\$ 66,291	2	1	3	3	3	\$ 66,291
<a href="#">02-02</a>	RDA	FINANCE/TREASURER	STABLE, SELF SUFFICIENT ECONOMY	\$ 30,000	2	3	1	3	3	\$ 96,291
<a href="#">02-05</a>	Small Business Is A Big Deal	PUBLIC LIBRARY	STABLE, SELF SUFFICIENT ECONOMY	\$ 8,015	1	2	3	2	2	\$ 104,307
<a href="#">02-06</a>	COMMUNITY LAND DEVELOPMENT & REDEVELOPMENT	PLANNING AND DEVELOPMENT	STABLE, SELF SUFFICIENT ECONOMY	\$ 90,184	3	3	1	2	2	\$ 194,491
<a href="#">02-03</a>	Shared Ride Taxi Service	FINANCE/TREASURER	STABLE, SELF SUFFICIENT ECONOMY	\$ 195,000	1	1	2	1	1	\$ 389,491
<a href="#">02-04</a>	It's A Digital World	PUBLIC LIBRARY	STABLE, SELF SUFFICIENT ECONOMY	\$ 92,204	3	2	2	1	1	\$ 481,695
<b>TOTAL OFFERS</b>				<b>\$ 481,695</b>						

**FORCED RANKING:** You must choose 2 offers to rank the highest (3), 2 offers to rank in the middle (2) and 2 offers to rank the lowest (1). Your total score should add up to 12.

Funds Allocated in first Round	\$451,396
Offer total in first round	\$481,695
GAP	\$30,299

First Round ranking with report/questions is due on July 15th.  
 Second Round ranking begins on August 1st.  
 Second Round ranking DUE AUGUST 10  
 Ranking Team and Leadership Team Joint Meeting August 15th.