

ROUND 2
WORKSHEET

CITY OF STOUGHTON, WI										
TEAM 2 - ECONOMY										
FY 2011 - 2012										
DEDICATED REVENUES										
Offer #	Offer	Department	Required by Mandate (Y/N)	General Fund	Other Funds	Revenue	Total Program Cost	Funding Needed	Running Total of Funded Programs	
02-06	COMMUNITY LAND DEVELOPMENT & REDEVELOP	PLANNING AND DEVELOPMENT	N	3,000	5,000	8,000	90,184	82,184	82,184	
02-02	RDA	FINANCE/TREASURER	N	-	-	-	30,000	30,000	112,184	
02-01	Market Opera House as a Destination Location	OPERA HOUSE	N	-	41,355	41,355	55,291	13,936	126,121	
02-04	It's A Digital World	PUBLIC LIBRARY	N	-	35,600	35,600	91,504	55,904	182,025	Funded \$\$ = \$180,000
02-05	Small Business Is A Big Deal	PUBLIC LIBRARY	N	-	-	-	8,015	8,015	190,040	
02-03	Shared Ride Taxi Service	FINANCE/TREASURER	N	165,000	-	165,000	195,000	30,000	220,040	

TOTALS

\$ 165,000 \$ 76,955 \$ 241,955 \$ 379,811 \$ 220,040

Funding Needed	\$ 220,040
Funding Allocated	\$ 180,000
Gap-Unfunded Programs	<u>\$ (40,040)</u>

Group 2 Self-Sufficient Local Economy

We (group 2) met last week and reviewed the responses to our questions after round 1 rankings. Although the responses were informative and answered our questions, we did not change the order of our rankings from where they were after round 1. As you know, it wasn't easy to put any offers "below the line", but as we've learned through the BFO process it is necessary. As a group we took the advice of the BFO trainers and focused on our priority of "A Self-Sufficient Local Economy". We realize all of the offers pertain to our priority; however we ranked the offers on which offers we felt would have the most positive economical impact for the citizens of Stoughton.

With all this being said, here are our final rankings: Community Land Development & Redevelopment (3), RDA (3), Market Opera House as a destination location (2), It's A Digital World (2), Small Business is a Big Deal (1), and Shared Ride Taxi Service (1).

Although this is redundant, we continue to put our emphasis on the city's ability to grow; thus ranking high and above the line, the RDA and Community Land Development. Our group was in complete agreement for these 2 offers to be atop our list. If Stoughton can't develop land for commercial and residential growth, the city will continue not growing its' tax base and likely lose potential customers and new residents. Our city is geographically far enough away from Madison to be a hub for southeast Dane county as well as parts of Rock County. Developing land to bring and retain business is vital to the city.

Providing quality entertainment and dining is also critical in a self-sufficient local economy. We have a local "treasure" in the Opera House and it has recently proven itself to be a major draw to our city for our residents and visitors from near and far. We want to keep the Opera House as one of our city's tourist attractions and the marketing of the Opera House is essential to keep attendance up for events held at the Opera House. The more people that visit Stoughton for events at the Opera House the more potential dollars to be spent within the city.

Our library continues to see increases in the number of daily users. The library must keep up with current trends in technology and provide its' users with internet and web-based material. We realize our residents expect and deserve a library that has professional staff and equipment. The program "It's A Digital World" should be funded to sustain the current level of services the library provides to our residents. The library services every age category and the importance of literacy cannot be ignored.

The 2 programs that fell below the line were "Small Business is a Big Deal" & "Shared Ride Taxi Service." Stoughton is known for its' historic downtown area with specialty shops, which is part of the reason it was difficult for this program to fall below the line. We feel that with the right development plans, smaller and large retailers can establish and maintain their businesses here. We will look to the city planning and zoning departments to take more initiative in this area, to seek out potential businesses and promote Stoughton as a prosperous place to live and do business.

The taxi cab service provided statistics that show the majority of their riders are seniors. It was not our intention to take a service away from our seniors; we understand that Stoughton has a large senior population. However, when we look at the priority of a Self-Sufficient Local Economy, the taxi service didn't rank nearly as high as any other offers. Our consensus was that the cab service should look to expand its hours of operation and in turn help more residents. With the current cost of fuel, the service could be of use to more people if the service was available later in the evening and weekend evenings.

Respectfully submitted,

Chad O'Neil, Tamarah Fleres, & Christina Dollhausen