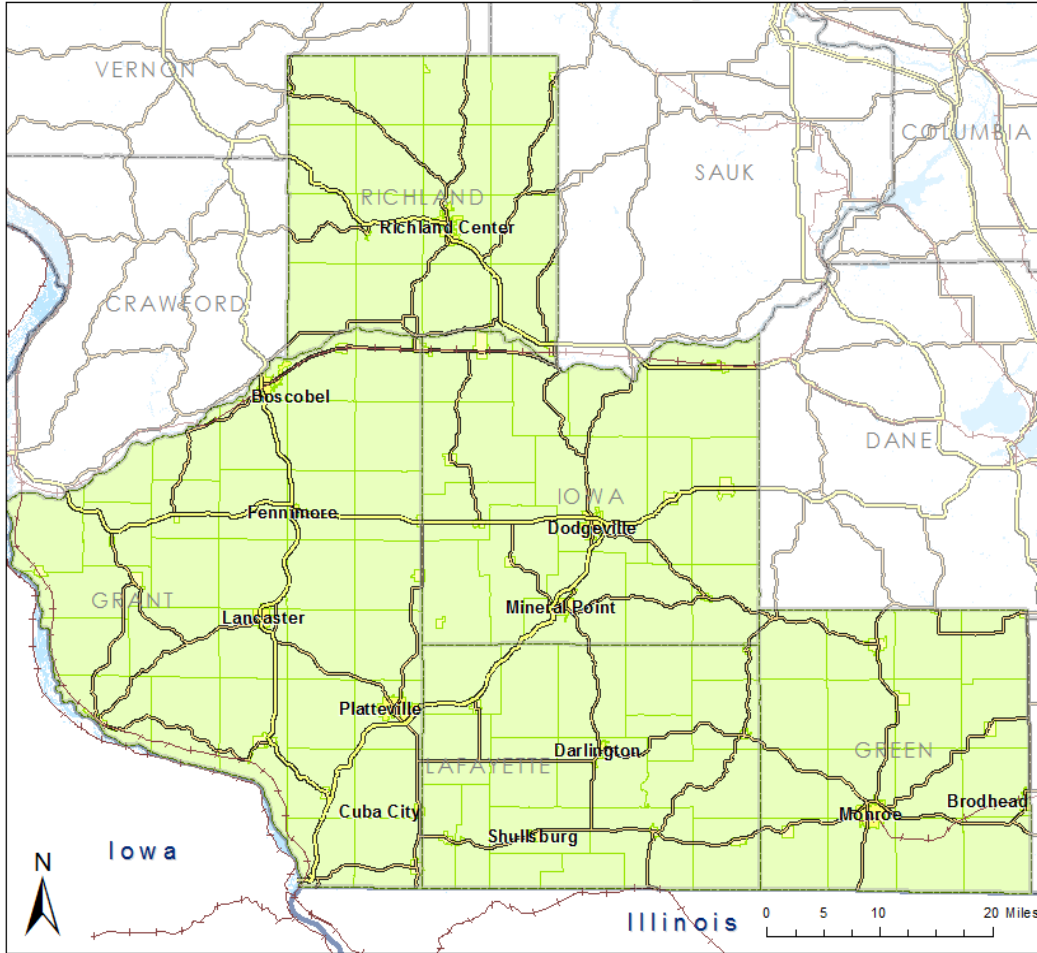


Cassville Long-Range Planning

May 04, 2022

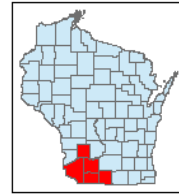


SWWRPC Regional Map



Legend

- Counties
- Railroads
- Cities
- Towns
- Villages
- State Boarder
- Rivers and Lakes



January 07, 2014
Source: SWWRPC Inventory, WI DNR, WI DOT,
US Census, US National Atlas
This map is neither a legal nor a political survey,
and is not intended to be one. SWWRPC and its respective
members make no warranty.

20 S. Court St. Platteville, WI 53818
608-342-1214
www.swwrpc.org



Southwestern Wisconsin Regional Planning Commission

Founded: 1970

- Grant
- Green
- Iowa
- Lafayette
- Richland

Planning Process

- US EDA Funding for Coal-Impacted Communities (2022-2024)
- Recovery planning, capacity building, economic diversification, housing,
- Includes 61% funding for Tourism Director

Work to date

- Data analysis and asset mapping
- Strategic Planning – Adopted December, 2022
- Outdoor Recreation Plan – March, 2023
- Marketing and Tourism activities
- Procurement of branding consultant

Strategic Planning - 2022

- July – Data review, Values, Priorities
- September – Finalize Strategic Priorities, develop actions
- October – Finalize actions. Discuss housing options and implementation
- December – Adoption by Village Board

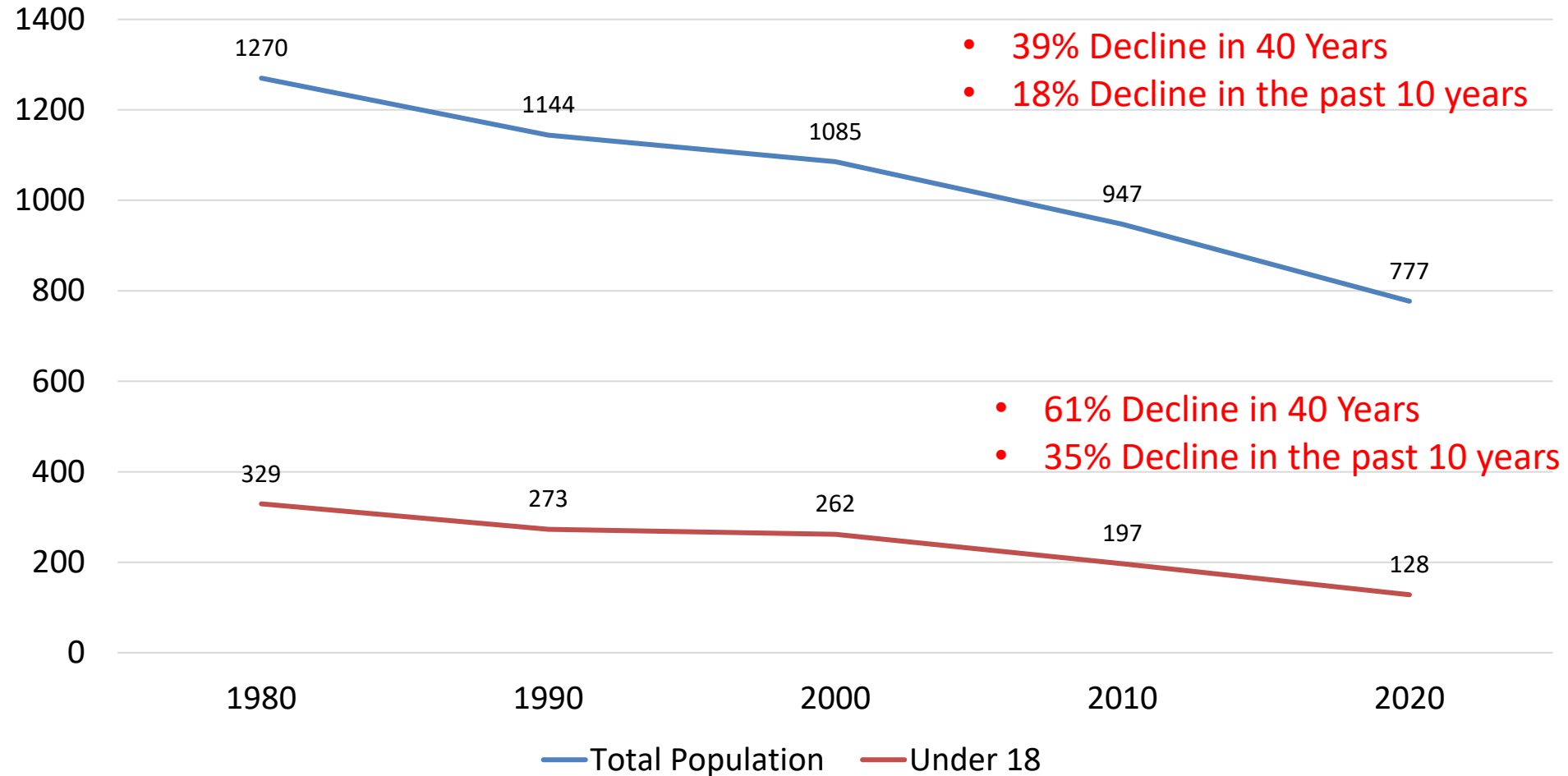
Existing Conditions



Cassville Challenges

- Loss of power plants
- Declining population
- Aging population
- Declining school enrollment
- Declining revenue
- Inflation

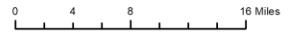
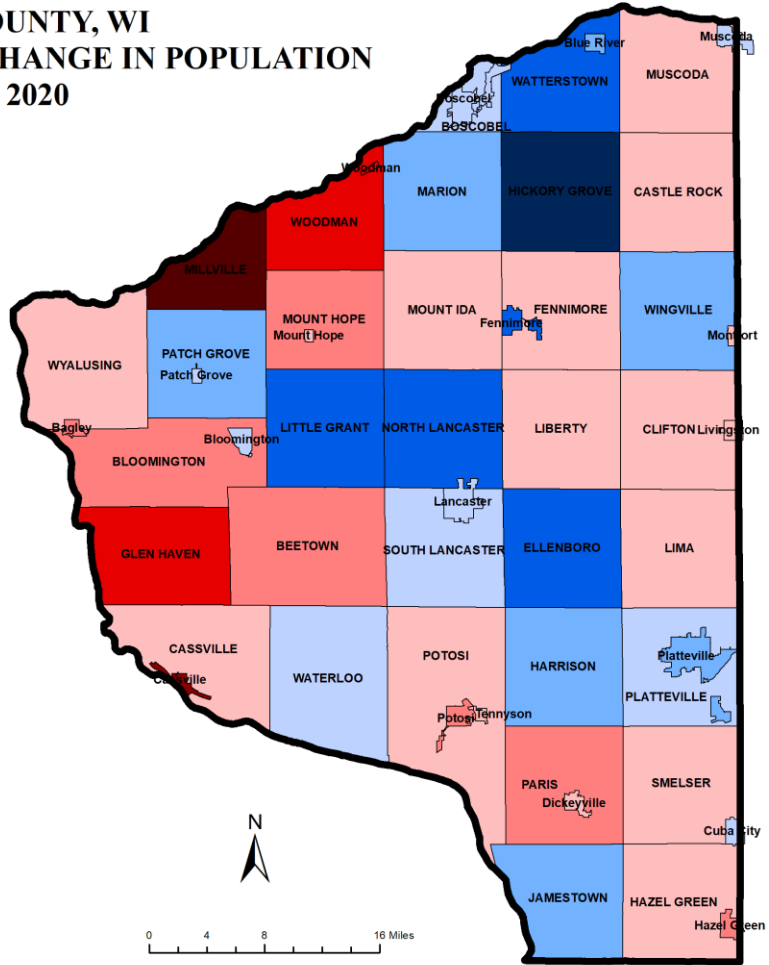
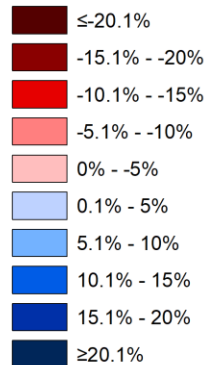
Cassville Population: 1980 - 2020



GRANT COUNTY, WI

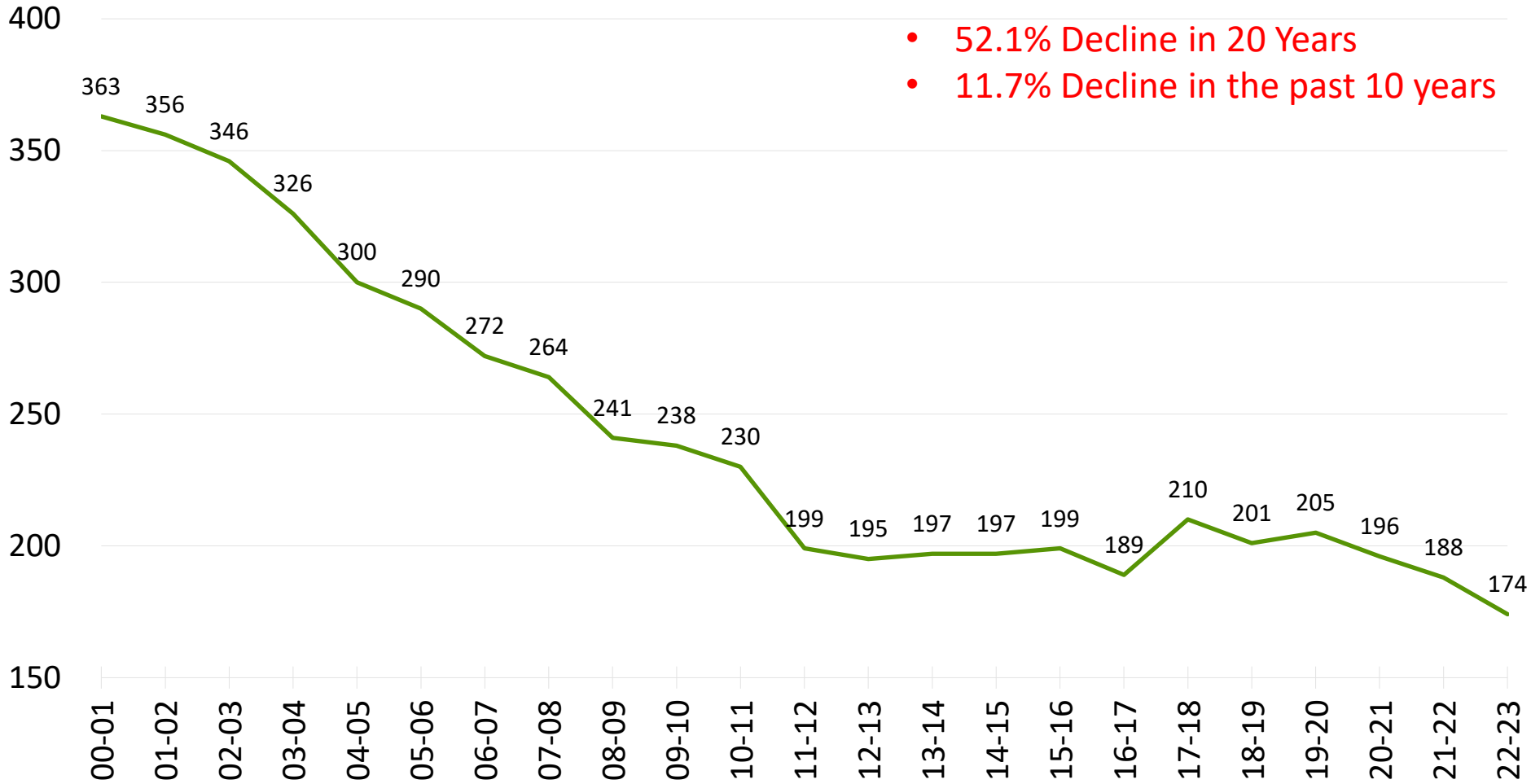
10 YEAR PERCENTAGE CHANGE IN POPULATION 2010 - 2020

Grant County Ten Year Percentage Change

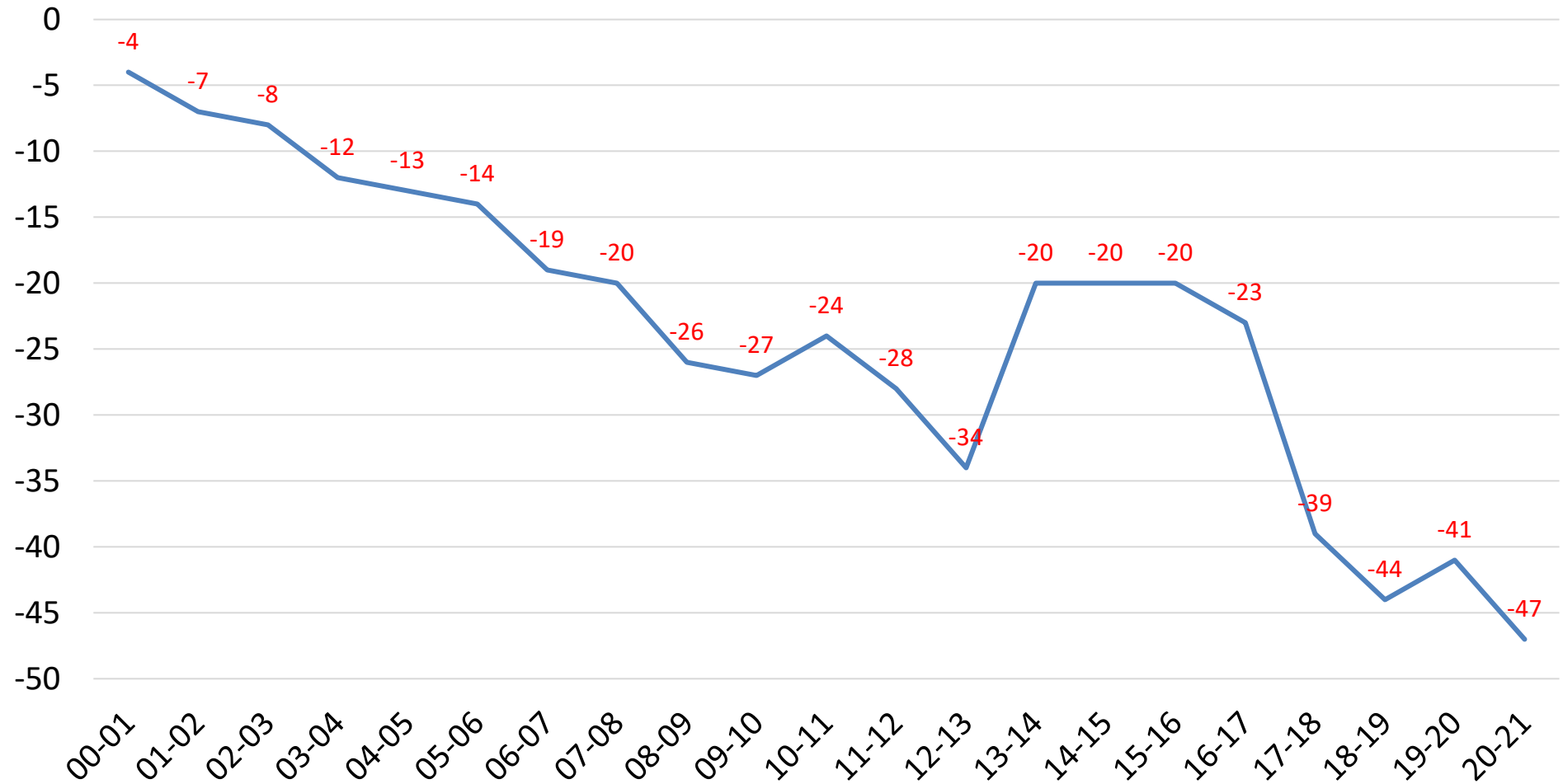


Cassville School Enrollment

- 52.1% Decline in 20 Years
- 11.7% Decline in the past 10 years



Cassville Schools: Net Open Enrollment



Cassville Schools: Net Open Enrollment

\$0.00

(\$50,000.00)

(\$100,000.00)

(\$150,000.00)

(\$200,000.00)

(\$250,000.00)

(\$300,000.00)

(\$350,000.00)

(\$400,000.00)

(\$450,000.00)

00-01

01-02

02-03

03-04

04-05

05-06

06-07

07-08

08-09

09-10

10-11

11-12

12-13

13-14

14-15

15-16

16-17

17-18

18-19

19-20

20-21

(\$17,145.00)

(\$78,615.00)

(\$101,729.00)

(\$63,235.00)

(\$63,638.00)

(\$97,377.00)

(\$107,400.00)

(\$127,647.00)

(\$135,014.00)

(\$130,634.00)

(\$127,726.00)

(\$161,225.00)

(\$110,893.00)

(\$130,046.00)

(\$111,534.00)

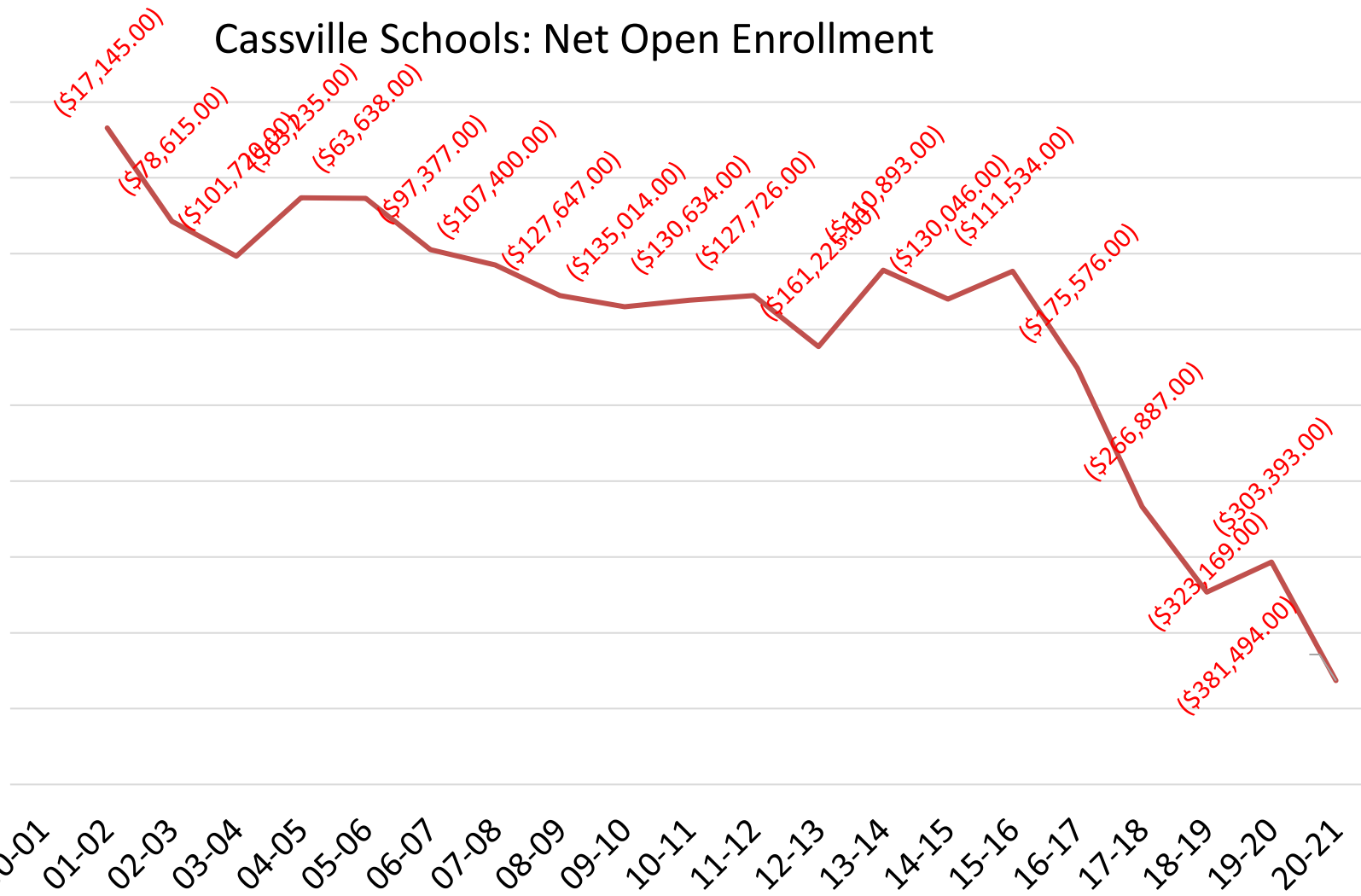
(\$175,576.00)

(\$256,887.00)

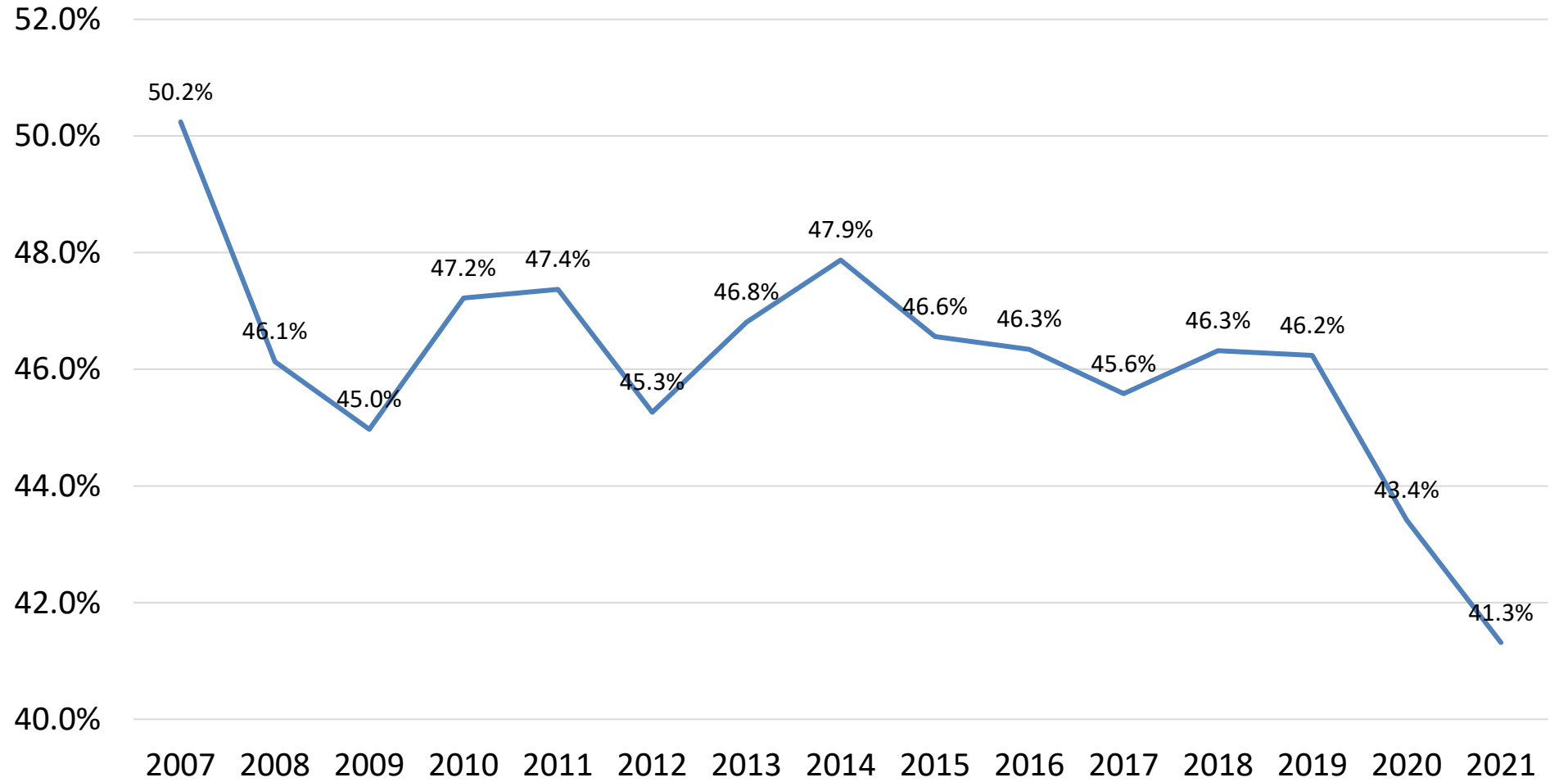
(\$323,169.00)

(\$303,393.00)

(\$381,494.00)



% of Pop Filing Income Tax



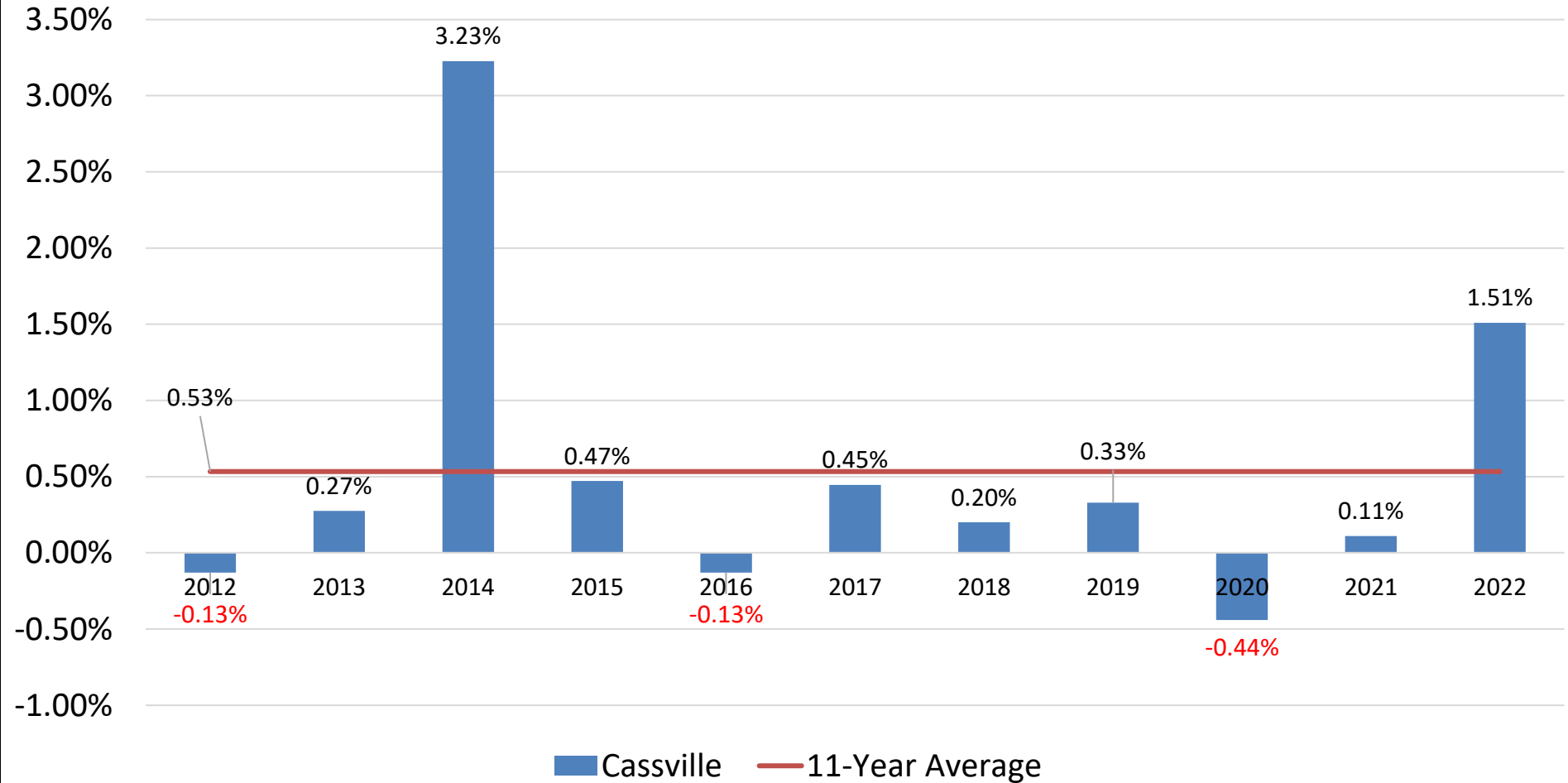
Levy Limits

- Since the 2011-2013 state budget, a municipality's levy increase is limited to the percentage increase in equalized value from **net new construction**.
- If no new construction occurred in your community, then your allowable levy increase is zero percent.

New New Construction

- The value of all new construction minus the value of any demolished structures.

Cassville Net New Construction: 2012-2022



2018-2021 Inflation

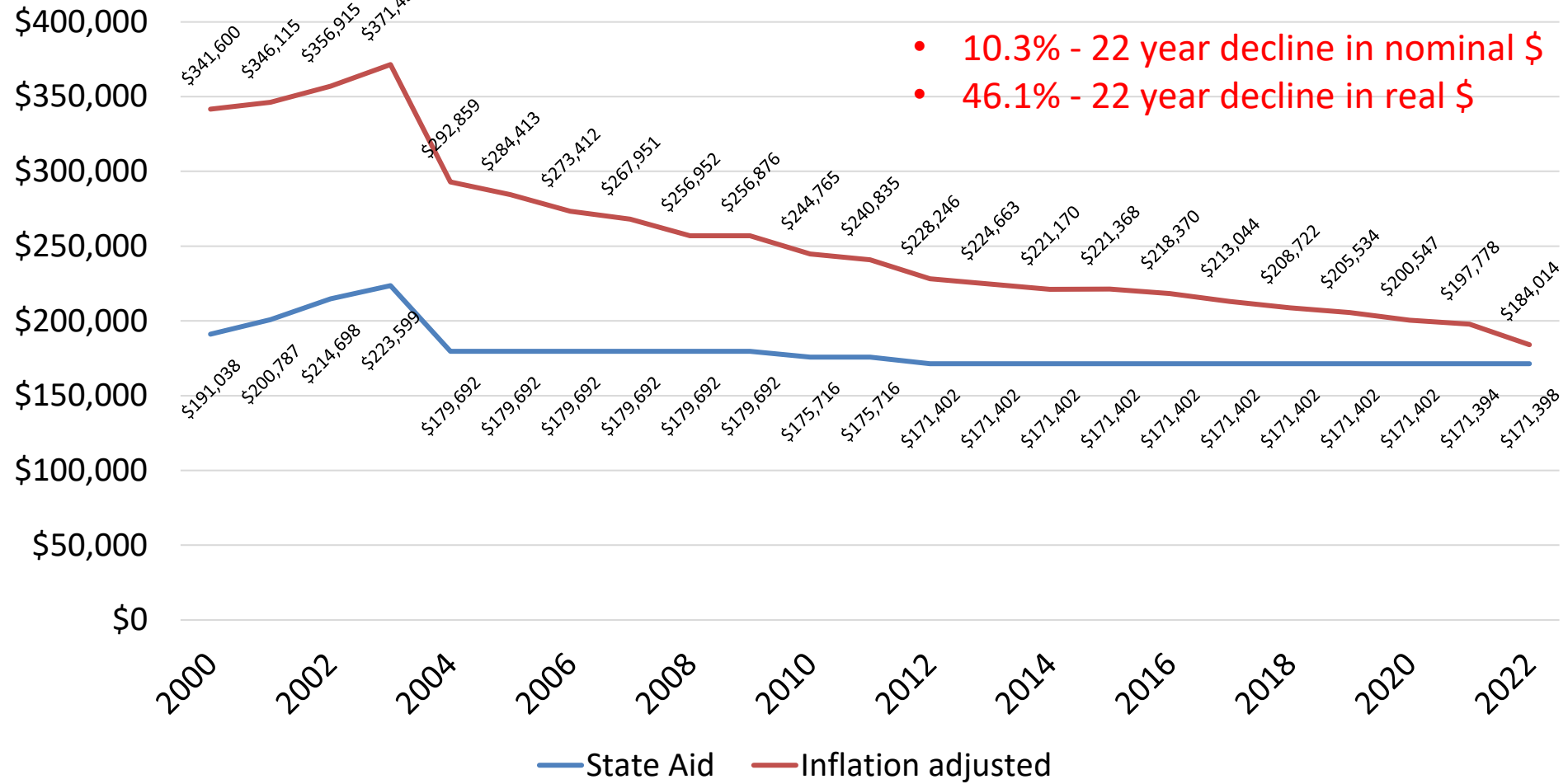
- Consumer Price Index = 10.1%
- Road Salt – 10.3%
- Road Oil – 81.1%
- Diesel Fuel – 57.5%
- 18” Culvert – 209.7%

1% Levy Increase Scenario

- 2021 Equalized Value = \$51,731,500
- 1% of E.V. = \$517,315
- Average annual shortfall: \$243,138

State Shared Revenue - Village of Cassville

- 10.3% - 22 year decline in nominal \$
- 46.1% - 22 year decline in real \$



Assets!!



Assets!!



Assets!!

- Wrap-around child care
- Montessori school
- Local businesses (grocery, hardware, outdoor store, restaurants)
- High-speed fiber internet
- AY McDonald Expansion in Dickeyville

What's it mean?

- Solvency requires growth
- Cassville is landlocked – limited buildable land
- Issues will continue due to population shifts
- Asset-based development

Strategy



Strategic Priorities

- Develop a community vision
- Attract young families
- Land development
- Tourism
- Redevelopment
- Small business support

Student Project – Scope of Work

- Focus primarily on residential
- Land development costs
- Infrastructure – sewer, storm, water, roads, etc.
- Return on Invested Capital (ROIC)
- Park amenities and connection to existing parks

Work not included

- Developer incentives to reduce initial cost (TIF)