



Highway 12 Corridor Growth Management Project

VISION The future economic and community health of the Highway 12 corridor communities is directly linked to the preservation of the region's natural and cultural resources. Preservation and enhancement of these assets through comprehensive, coordinated planning and development – along with the implementation of creative and diverse economic development initiatives – will help to maintain and ensure economic health and a high quality of life for future generations.

1. Preserve the region's diverse natural resources

Sauk County is at the convergence of the unique geologic and environmental systems that created and define the Upper Midwest Region. This convergence has produced a wealth of natural resources – including geology, rich soils, viewsheds, waterways, flora and fauna – that contribute significantly to Sauk County's economic health and quality of life. These resources should be preserved.



3. Capitalize on emerging markets for agriculture

In order to preserve the region's rich farmland and agricultural heritage, a lasting market for agricultural products must be identified and developed. Organic and specialty farming to provide food for local markets and pursuing new uses for farm products and by-products are important emerging markets for agriculture. The Farm Bureau, food co-ops, and local college and university staff should develop and implement strategic plans targeting these new markets.



2. Grow, coordinate, and celebrate the diverse tourist economy

Sauk County is a recreational center point serving a regional market of 18 million people. It has a diverse tourist economy with three primary branches, nature-based tourism, heritage-based tourism, and commercial-based tourism. Each of these three primary branches must be upgraded and coordinated in order for Sauk County to brand and market itself as a high-quality tourist destination that provides a comprehensive range of visitor activities.



4. Preserve and enhance the region's quality of life for residents

Based on the community surveys and public forums, Sauk County residents define their quality of life as access to jobs, proximity to family, the natural beauty and rural character of the area, and the availability of a high-quality educational system. In order to preserve as well as enhance this quality of life, the needs of the changing demographics – aging



population, diversifying ethnic mix, two-income families – must be addressed. A mix of housing types (single family/multifamily, owner/renter, luxury/affordable) must be developed with an emphasis on urban areas with existing infrastructure. Community services must be tailored to specific needs (e.g. childcare for two-income families, relocation services for new residents) and targeted educational programs should be developed to ensure a quality workforce. The employment base should continue to grow and develop, with an emphasis on existing industrial centers.

