



JANESVILLE GROWS

Since 2010

Tax Increment Financing has been used on 47 projects totaling:

\$70 million in public investment

\$244 million in private investment

6 Million Sq Ft

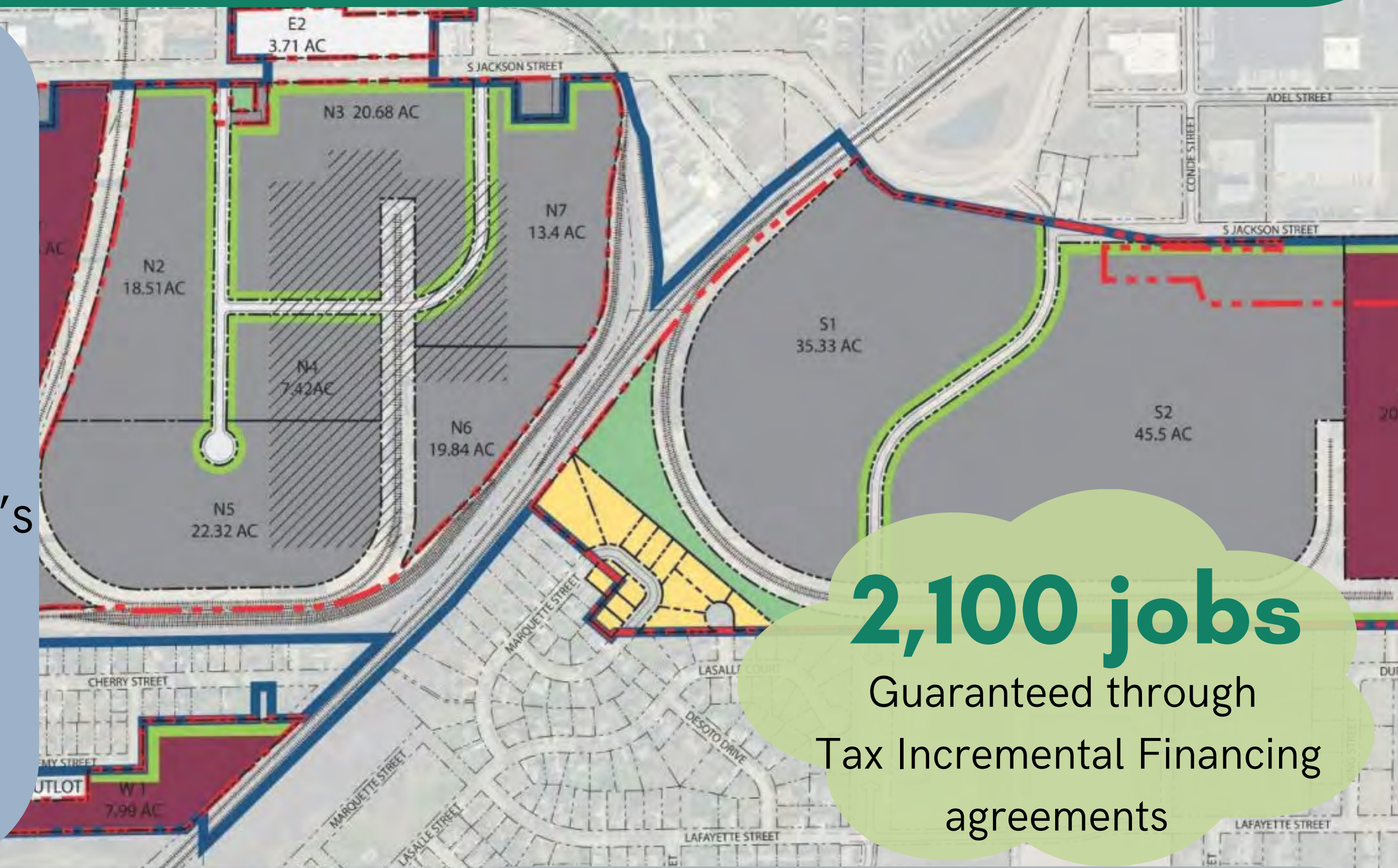
of industrial building space in new construction or re-developed spaces

Economic Development Goals

1. Ensure Janesville's business environment supports growth, innovation and success across industries and businesses of all sizes
2. Grow Janesville's highly skilled workforce with ongoing access to diverse educational and vocational training opportunities, including emerging skills and fields, providing a foundation for long-term economic success.
3. Maintain a City practice of community and economic development centered around sustainability, equity, and community well-being.

Expand and Grow the Industrial Sector

- Great location for Industrial and Manufacturing
- Park Place Innovation Campus is growing and expanding on Janesville's far south side
- Former GM/JATCO Site Primed for Redevelopment



2,100 jobs

Guaranteed through Tax Incremental Financing agreements



25 Startups

The Janesville Innovation Center has helped in the last 10 years

Strengthen Entrepreneurship

- Support Entrepreneurship & Startups
- Strengthen Small Business
- Sustain Downtown Redevelopment and Revitalization
- Leverage Janesville Innovation Center capacity and resources to support start ups and entrepreneurs

JANESVILLE ADAPTS

More Than
20
New Businesses Attracted
to Downtown since 2020

Sustain Downtown Revitalization

- Support ongoing implementation of the Arise Now Plan
- Promote and Grow Downtown as an employment center
- Expand Business Improvement District (BID)
- Support residential development in Downtown
- Historic Preservation
- Downtown Revolving Loan Fund Program



Redevelopment and Reinvestment

- Creating a sense of place
- Addressing housing supply and affordability
- Adding residential density to support sustainable "neighborhood-serving"
- Improving the quality of Life for neighborhoods, residents and workers
- Supporting the creation of complete neighborhoods



Nearly
80
Events in Downtown
Janesville in 2023



KEY RECOMMENDATIONS: ECONOMIC DEVELOPMENT

- Reinvention of the City’s economy through promoting economic diversification, while still building from the City’s industrial heritage and unique place-based assets.
- Create and sustain compelling places and an overall quality of life that will enable the City to attract and retain a talented workforce, ranging from young professionals, to skilled workers, to workers approaching retirement age.
- Recognition that a sustainable economy can be achieved through a strategic combination of retaining, attracting, and growing businesses from within Janesville.
- Workforce development efforts that meet the needs of current employers and position the City for long-term economic growth.
- Acknowledging economic connections between the City and the broader region as a strength that must be leveraged in order to compete in the global marketplace.



Groundbreaking at a new industrial facility in Janesville



Blackhawk Tech is an anchor institution in Rock County providing opportunities for education and workforce development

OVERARCHING ISSUES AND OPPORTUNITIES

Continued efforts to expand and grow the industrial sector in Janesville	Janesville is a great location for industrial and manufacturing development	Park Place Innovation Center
The former GM/JATCO site	Strengthen the entrepreneurial infrastructure and resources needed to grow strong, resilient business ventures	Continue to pursue investment and redevelopment of City “Gateways” and underutilized commercial corridors
Planned Mixed Use	Design standards for commercial and industrial development	Explore creating a formal business retention and expansion program in partnership with community partners