

EXECUTIVE SUMMARY



The Planning Process

The research involved in developing Park Falls' Comprehensive Plan showed the community what a diverse economy Park Falls really has and that Park Falls is an economic hub for retail, manufacturing, and healthcare. The process also provided the community with plans to increase economic development activities, increase recreational and cultural amenities, and increase housing and retail development, allowing Park Falls to capitalize on its assets and fully participate in the new economy.

The Comprehensive Planning process demonstrated Park Falls' willingness to change, grow and prosper. It has been a very positive process. There has been a strong effort to work together and build for the future and it has created a shared vision for the future. The Comprehensive Planning process shows Park Falls' strengths and opportunities to explore. The process made clear that Park Falls needs to continue to invest in private and public services and amenities that enhance its quality of life and strengthen its economy.

The Comprehensive Planning process provided Park Falls with an opportunity to develop a long-term plan and to use all of the available resources in determining its future.

- Park Falls has a diverse and high-quality workforce.
- Park Falls is a regional hub for manufacturing.
- Park Falls is a hub for retail and commercial services.
- Park Falls is a regional hub for medical services.
- Park Falls offers low cost housing and has ample room for housing expansion.
- Park Falls has a solid business infrastructure with a great industrial parks; a Job Center offering retraining and skills; service upgrades; and good financial resources.
- Park Falls offers great parks and recreational amenities.
- Park Falls has a solid economic base with a good mix of industrial, service and retail based businesses.

This Comprehensive Plan highlights areas where Park Falls needs to invest time, talent and financial resources to better capitalize on the new economy. The qualities listed above have enabled small and large businesses to flourish in Park Falls.