

One of the most challenging hurdles to clear years ago was the matter of job creation and a year-round economy. Bayfield did not want to create more jobs at the expense of its natural assets. It recognized that financial capital could not grow without strict respect for social and natural capital as well. Part of the solution was an effort to attract information, technology-based businesses by meeting their diverse needs, as well as creating a context for businesses to cooperate in an approach to essential services and resources, thereby providing relief from high property taxes. Training programs sponsored by the City help educate a local workforce and are incentive for residents to remain in the area. Value-added agricultural and forest products have emerged as a prominent part of the economy. Home-based businesses are encouraged, with adequate zoning protecting residential neighborhoods. Bayfield has also become a center for ecotourism, marine science,



and the media arts and technology fairs. A major environmental magazine is now headquartered here, including its entire editorial and circulation department, and a local, independent newspaper has enhanced community awareness and involvement.

To preserve and enhance local features and model green building standards developed in the late 1900s, Bayfield's progressive Community Planning and Development Department works closely with the Chamber of Commerce in recruiting business consistent with community values.

Downtown Bayfield remains a visitor magnet with its quaint and historic character, cohesive design, human scale and architectural integrity. The downtown provides a wide range of goods and services for residents and visitors alike. Quality, imaginative retail establishments are a hallmark and the absence of franchises and fast food is notable. Locally owned shops, restaurants and inns prevail. City Hall is centrally located in a restored, refurbished older structure – testament to the City's allegiance to the preservation of usable structures. Bayfield's downtown also provides broad access to the waterfront on a lakefront trail which links with the historic Brownstone Trail. The marina, also in the downtown area, offers 155 slips for pleasure boats with long term parking off-site, thus freeing up more of the waterfront for pedestrian and non-vehicular use.



Downtown Bayfield looks much the same today as it does in photos like these, taken some fifty years apart.

The Bayfield public school system offers an excellent education

for elementary, middle and high school and reaches out to others – housing adult education, seminars, conferences and other learning opportunities. Secondary students now attend a regional consolidated school that brings together ethnically and economically diverse populations. The public school system also works with the City's internet/ information technology center so children can become technologically educated at an early age, preparing them for college and careers and enabling them to remain in Bayfield if they choose. Further, a youth activity center provides programs that inspire appreciation of arts, culture and history as well as a variety of recreational opportunities.

Furthering the integrity of Bayfield are carefully thought-out design and development standards, conservation regulations, energy conservation programs, a zoning ordinance and ongoing planning that maintains consistency between the vision and policies and laws that support implementation of that vision. Over the years, Bayfield has proactively developed and enhanced its relationship and connections with neighboring jurisdictions and **a shared vision now moves them forward as partners in the same watershed.**

