

Dane County Trends

Economic, Growth and Labor

Presented by:

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Director of Economic Development



Healthy Growth. Healthy Economy.

MG&E
your community energy company

(Definition of E.D.

- E.D. is the process of:
 - Creating good jobs
 - Attracting investment to a community
 - Striving for long-term stability

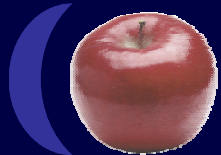


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Old Economy vs. New Economy

- In the Old Economy, growth typically was associated with degradation of the environment and quality of life.
- The cleaner nature of the New Economy makes it possible to locate homes, workplaces and recreational areas closer together.
- The New Economy thrives on change, yet wants certainty that quality of life and the natural environment will be preserved.
- The New Economy is knowledge-based and therefore places a higher value on people.



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(Economic Development Strategies

- Workforce Development
- Infrastructure Development
- Business Development
- Tourism Development
- Organizational Development



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Measures of Economic Activity

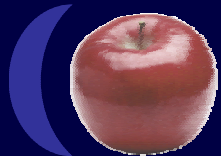
- Demographic trends and forecasts
- Construction and employment trends
- Retail and service sector sales
- Property values



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Worker Shortage



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Dane County Labor Force

	1990	2003
Employed	212,610	286,721
Labor Force	217,063	295,456
% Unemployed	2.1	3.0

Source: Wisconsin Department of Workforce Development



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Job & Labor Force Growth

1990–2002

36.7%



Dane County Jobs

30.0%



Labor Force

Source: Wisconsin Department of Workforce Development



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Demographic Trend:

Lower Birth Rates – Wisconsin

Births Per 1,000 Total Population



Source: Wisconsin Department of Health & Family Services



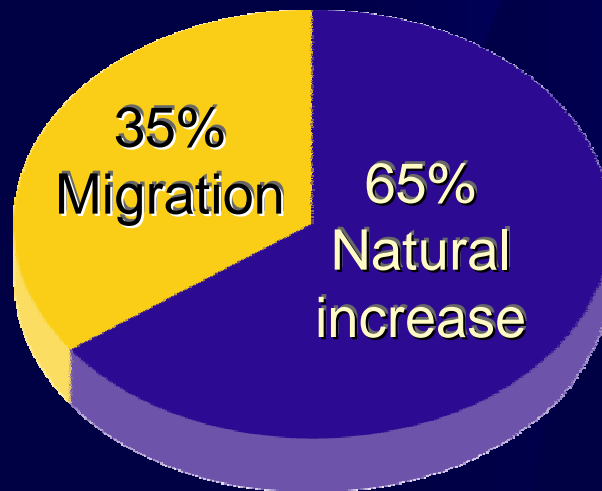
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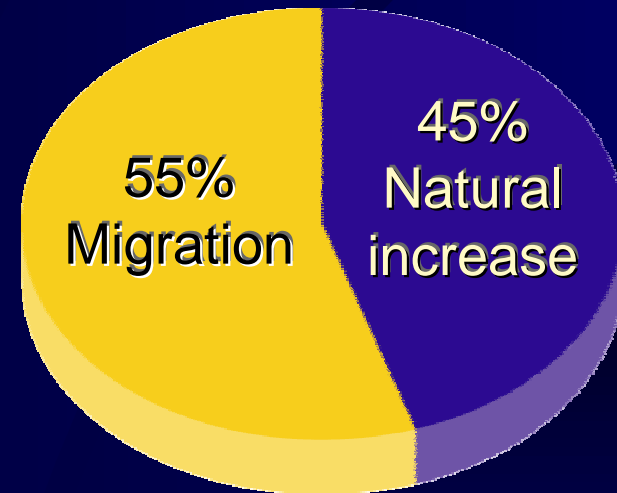
Demographic Trend:

Shift in Population Growth

Prior to 1990



1990 – 2000

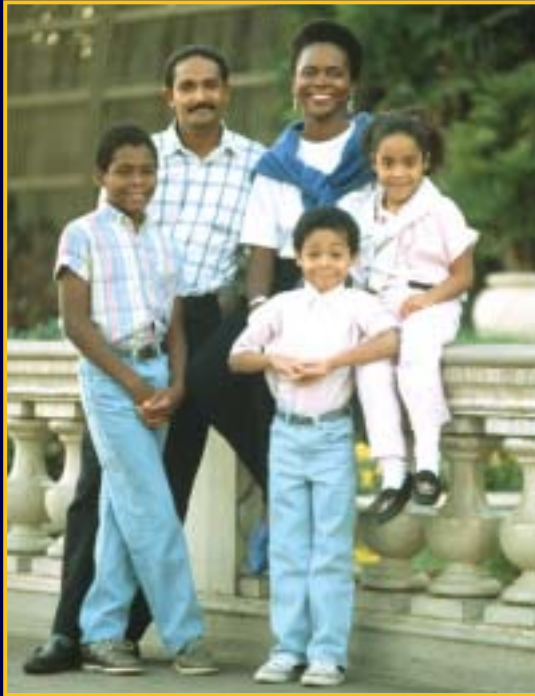


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Demographic Trend:

Changing Population



Minorities represent:

- 12.6% of Dane County's population
- Nearly 1 in 5 Madison residents

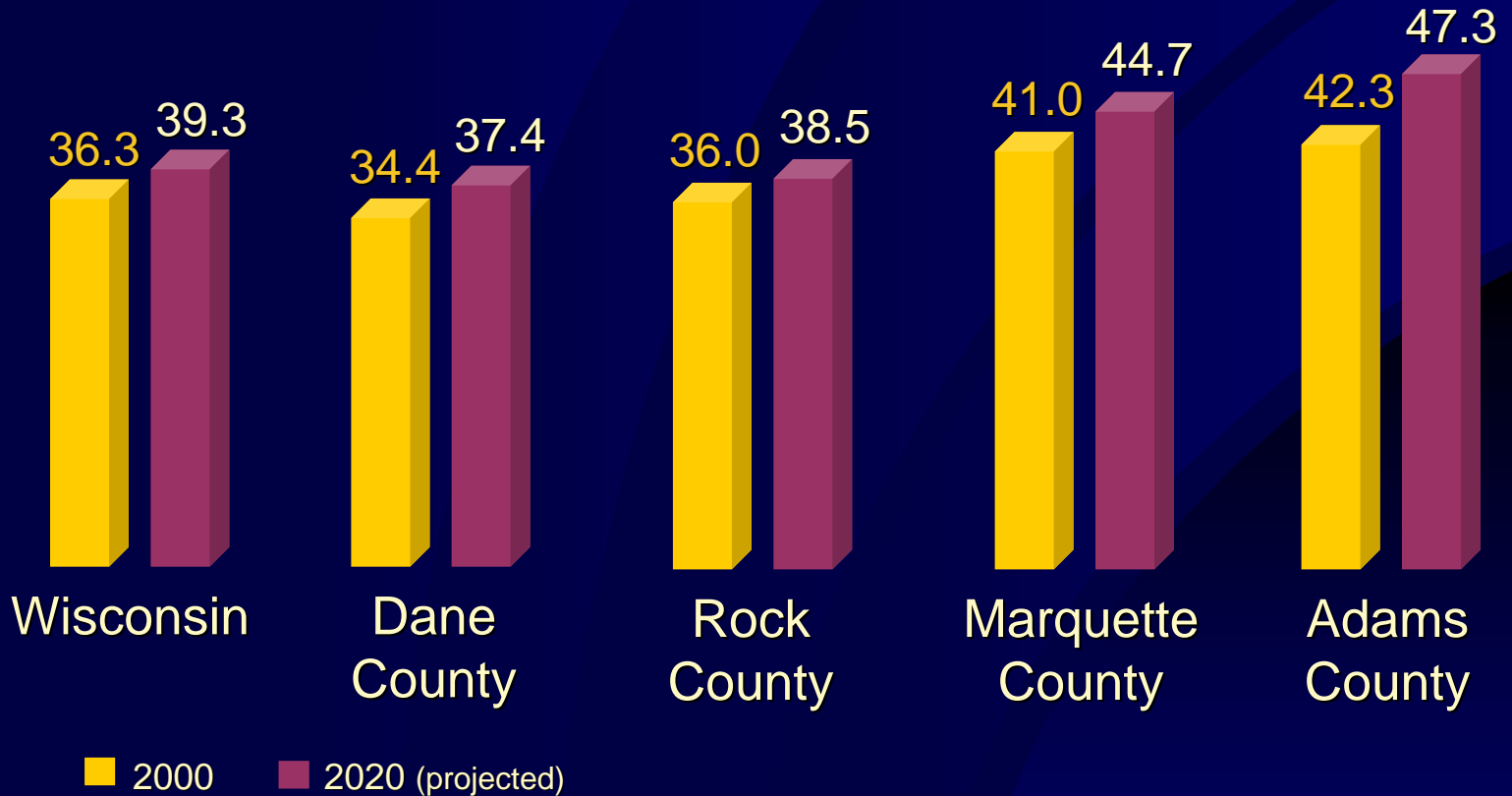


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Demographic Trend:

Aging Workforce (Avg. Age)



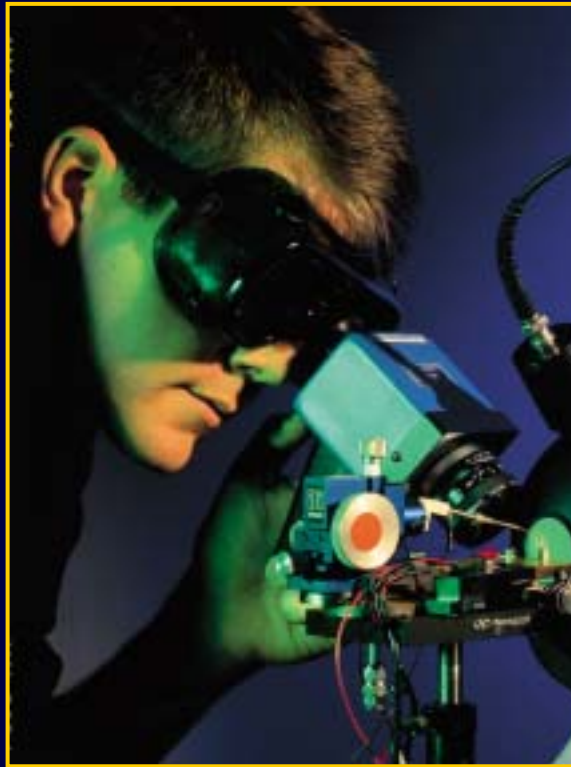
Source: Department of Workforce Development



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Attracting the “Creative Class”



- Madison ranking: *Most Creative Small City in U.S.*
- Comprise 30% of workforce nationally
- Earn nearly double the traditional working class, on average



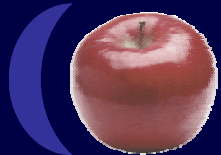
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Next Generation Communities



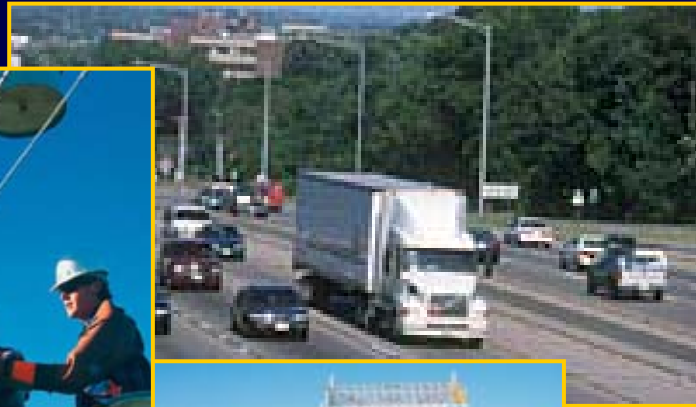
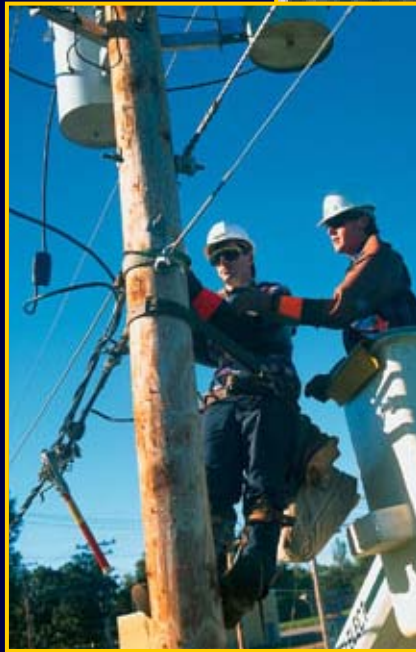
- Gen-X'ers first to focus on location vs. job
- “Cool” communities offer:
 - Healthy living
 - Affordable lifestyle
 - “After-hours” activities
 - Ability to “get around” town



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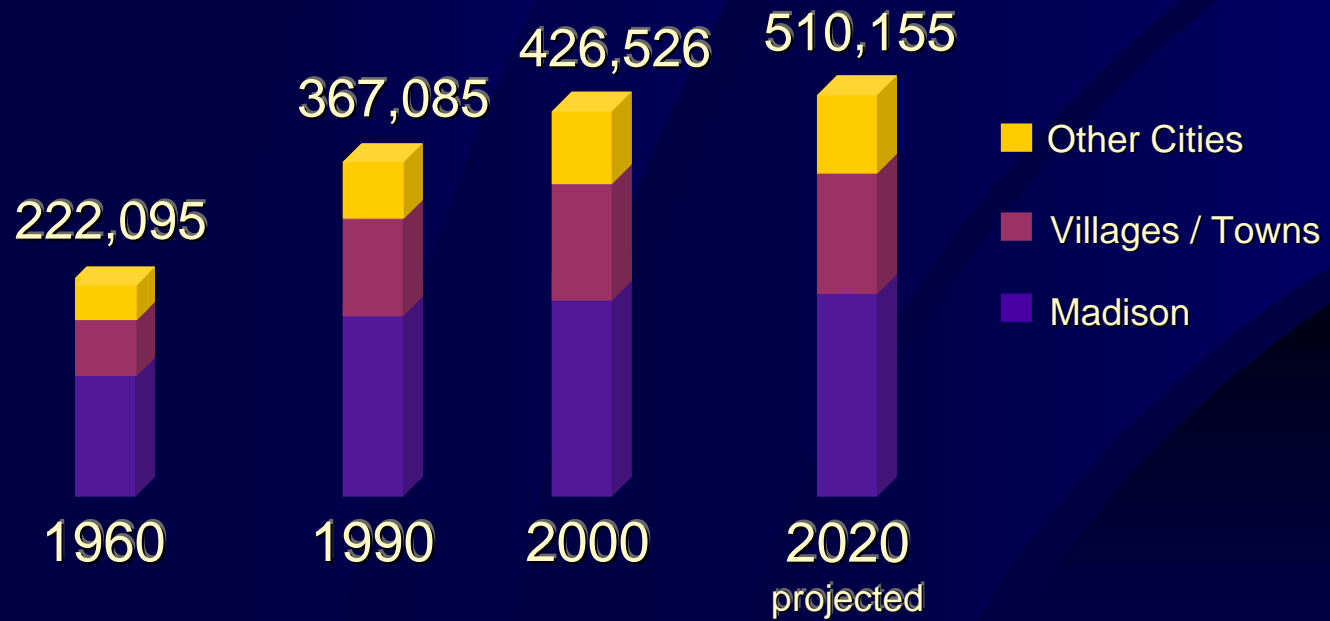
Infrastructure Development



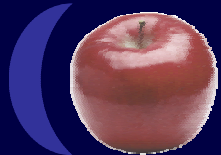
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Dane County Population



Source: Dane County Regional Planning Commission



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Community Population Growth

1990 – 2000 (Dane County Average 16.2%)

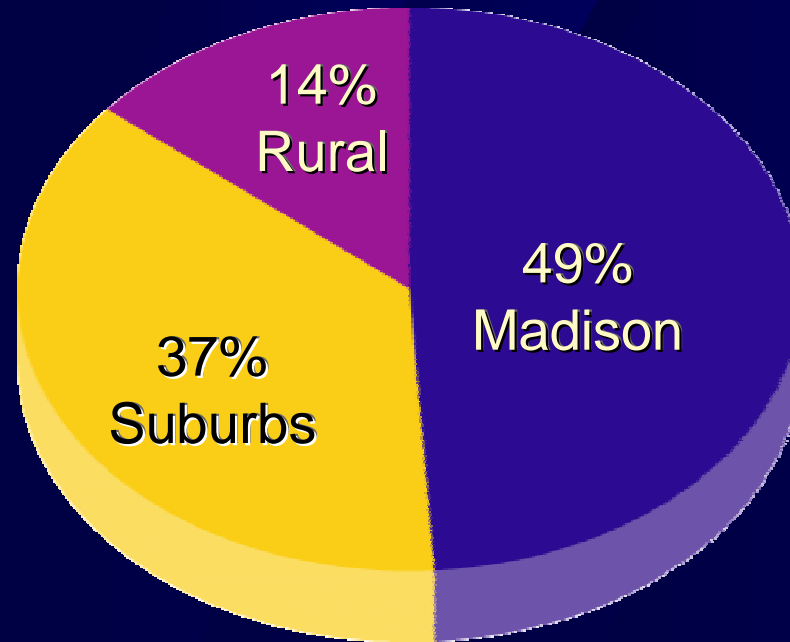
-7%	Monona	41 – 50%	Stoughton
1 – 10%	Madison	51 – 60%	DeForest Waunakee
11 – 20%	Middleton	61 – 70%	Oregon
21 – 30%	McFarland	259%	Cottage Grove
31 – 40%	Fitchburg Verona Cross Plains Sun Prairie Mt. Horeb		



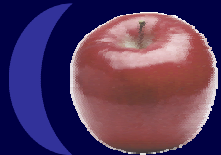
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Shift in Where People Live



Source: Dane County Regional Planning Commission



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Change in Income and Housing Costs

1989 – 1999

91%



Median
Home Value

39%



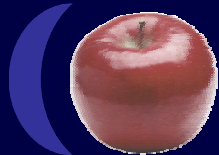
Median
Gross Rent

44%



Median
Household Income

Source: Census 2000



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Per Capita Income – 2001

- United States \$30,413
- Wisconsin \$29,196
- Minnesota \$33,059
- Illinois \$32,990
- Dane Co. \$36,201

Source: U.S. Bureau of Economic Analysis, 2001



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(Average (Mean) Home Sale Price

By County

Dane	\$228,408
Sauk	\$157,788
Columbia	\$157,249
Green	\$140,654
Dodge	\$126,822
Rock	\$119,739

Source: South Central Wisconsin MLS, 3rd Quarter 2003



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60/40 Mismatch

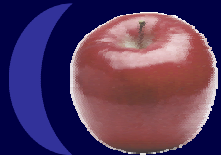
- Madison generates:
 - 60% of new jobs in Dane County
 - 40% of population growth



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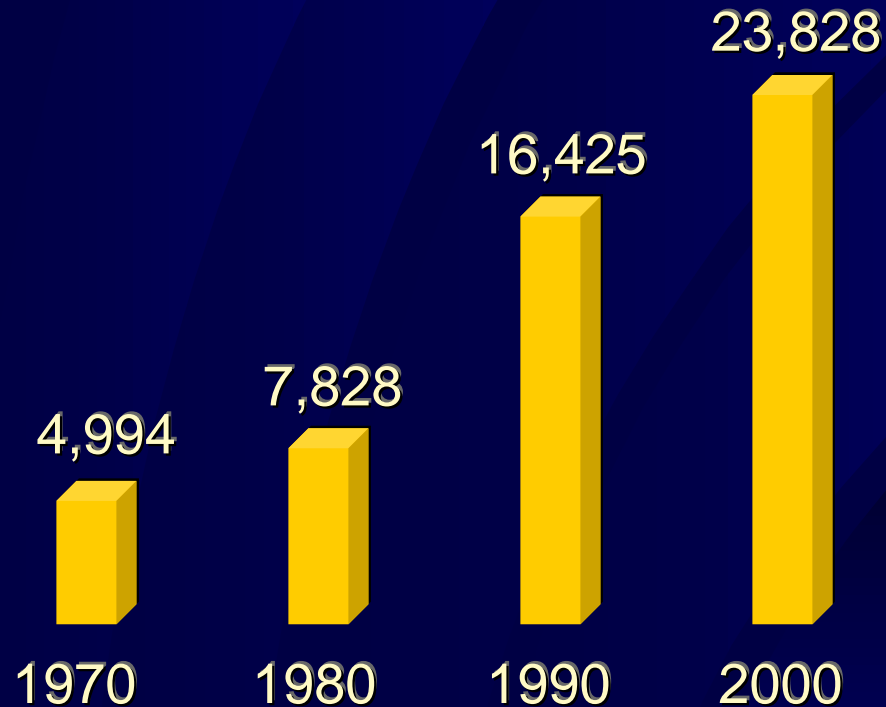
Housing Growth in Madison



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Net Commuters into Dane County



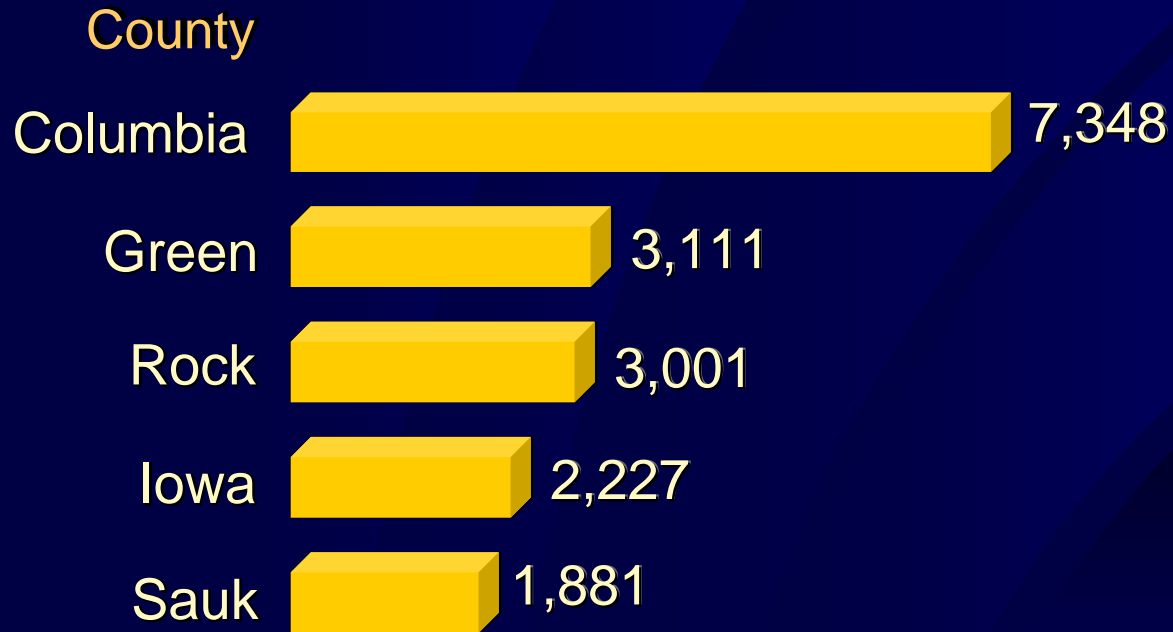
Source: Dane County Regional Planning Commission, Census 2000



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Net Commuters into Dane County



Source: Wisconsin Department of Workforce Development and Census, 2000



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View from Capitol – West



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View from Capitol – East



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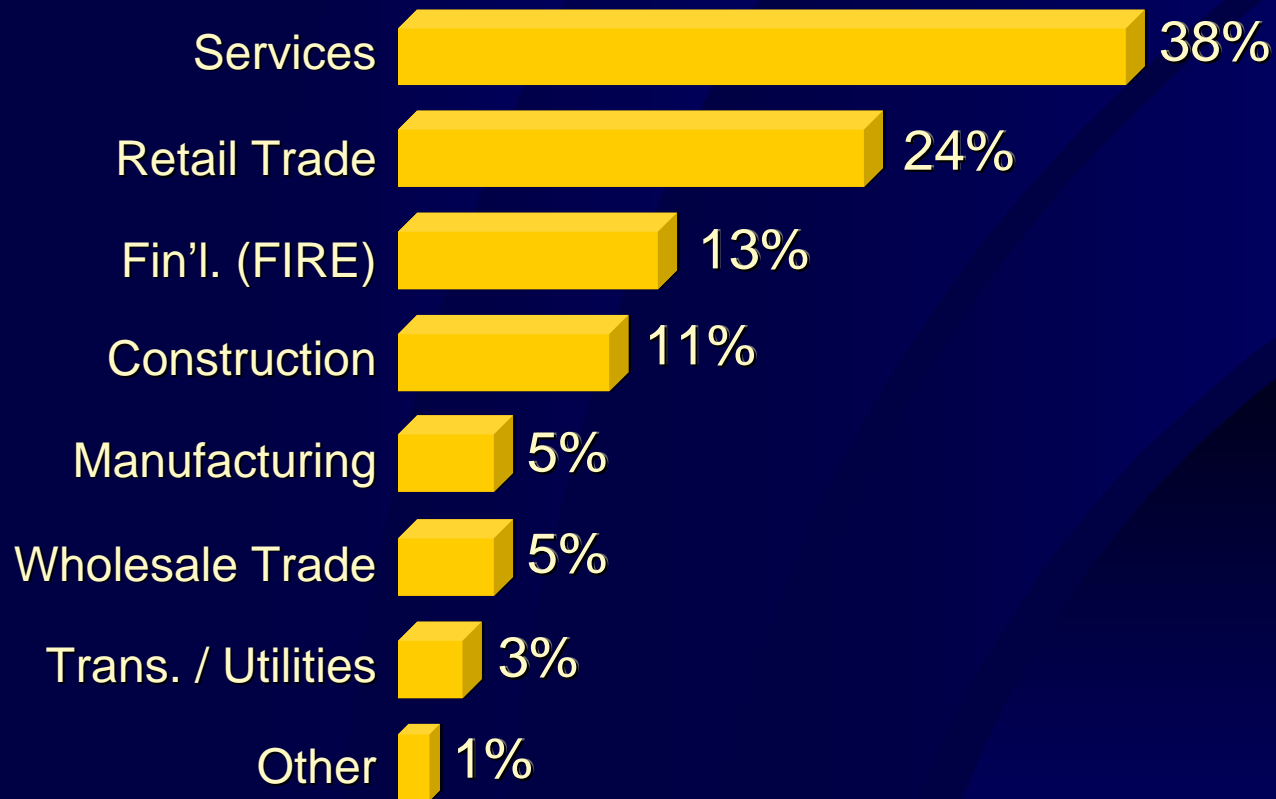
Business Development



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Dane County Firms by Industry



Source: U.S. Bureau of Census, 2001

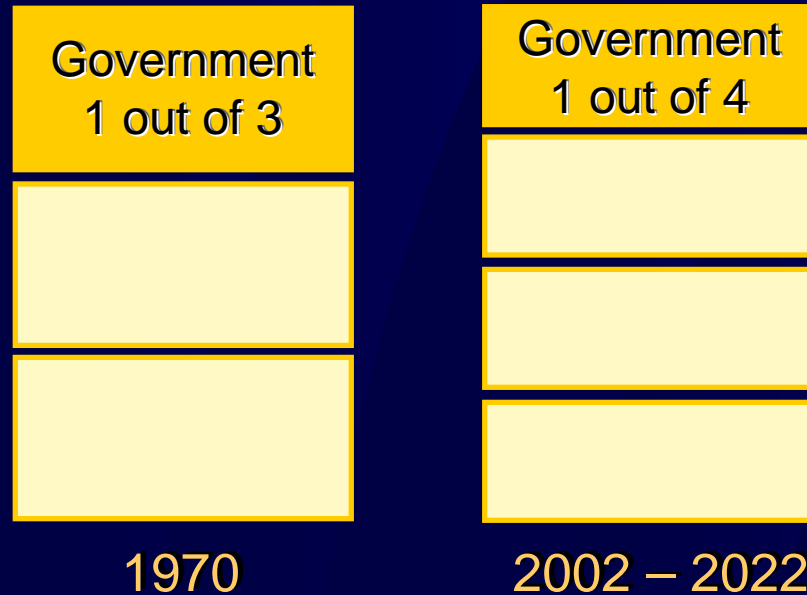


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Public-Sector Jobs Declining

Dane County Jobs

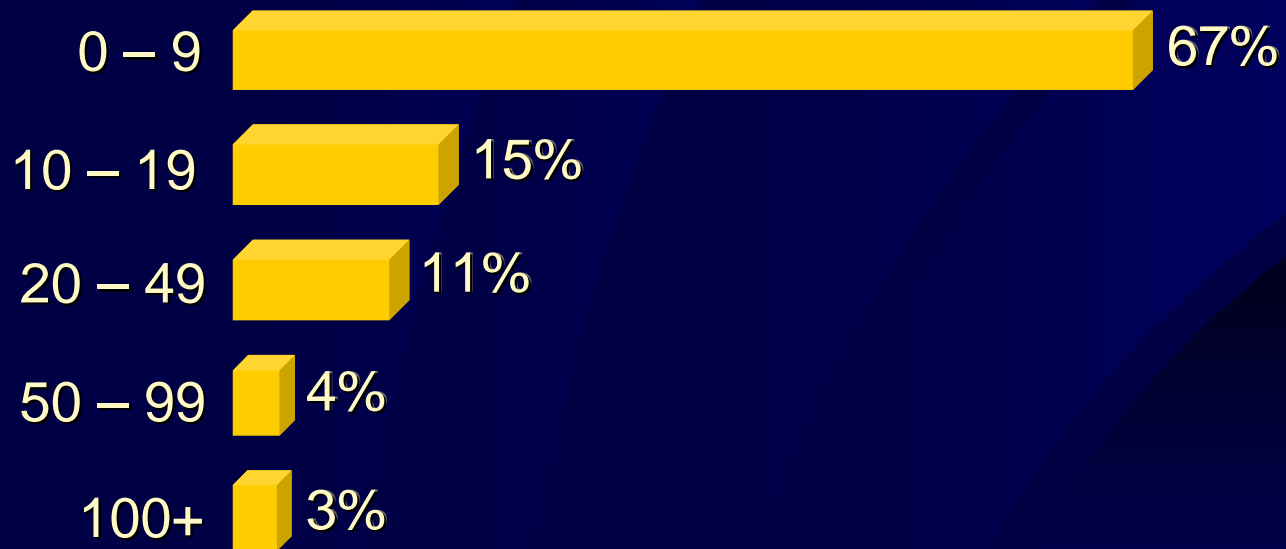


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Dane County Firms by Employment

Employees



Source: U.S. Bureau of Census, 2001



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Future Job Growth



- Small businesses:
 - Create 75% of new jobs
 - Contribute 70% of all economic growth

Sources: U.S. Small Business Administration, Global Entrepreneurship Monitor



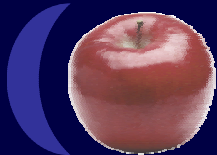
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Quality of Jobs

	% of Private Sector	
	Employment	Payroll
Services	37%	39%
Retail Trade	24%	12%
FIRE	13%	17%
Manufacturing	12%	13%
Construction	7%	9%
Wholesale Trade	5%	7%
Trans. / Utilities	2%	3%

Source: U.S. Bureau of the Census, 2001



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Non-Residential Construction



Investment in \$ millions

Number of projects

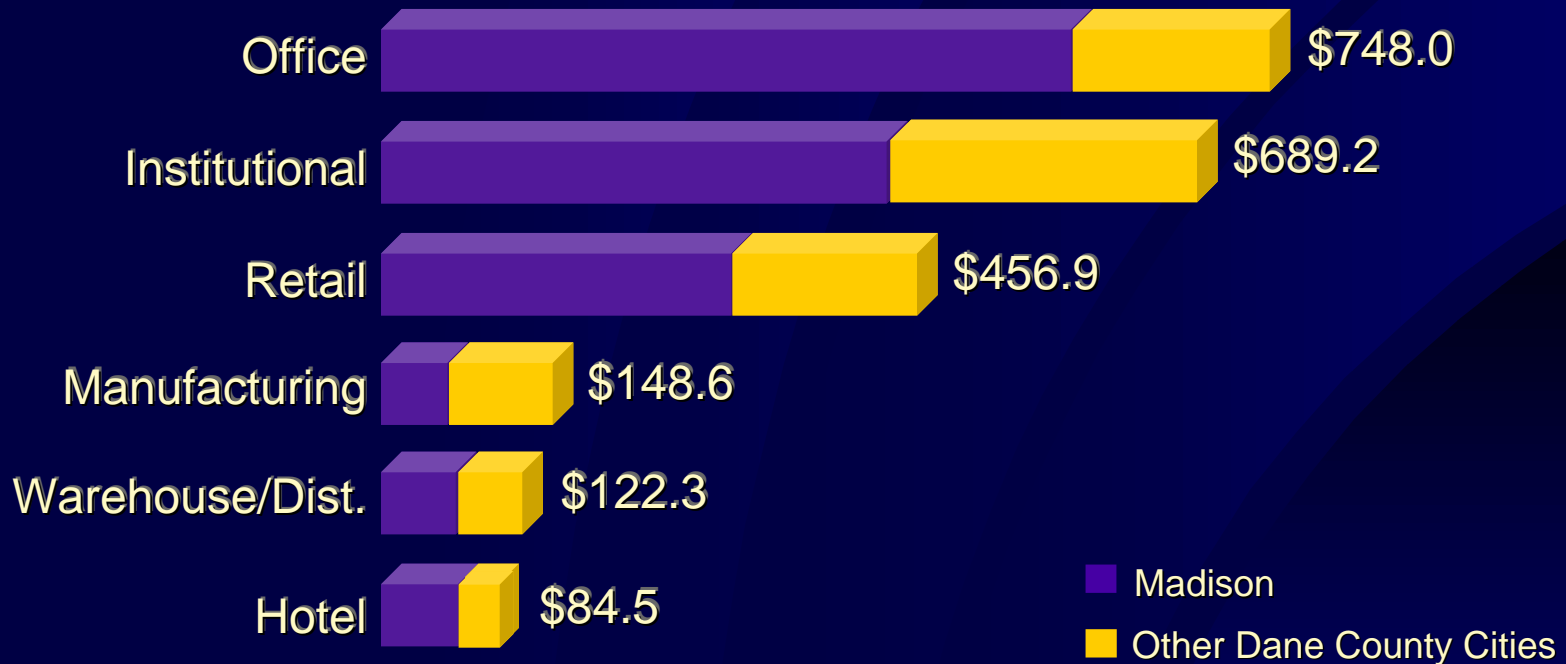


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Non-Residential Construction

1998 – 2002 (In Millions)



Source: MGE Construction Activity Report



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Dane County Business Parks

	1987	2003
Total # of Parks	12	55
# in Madison	5	20
# in Other Communities	7	35



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Non-Residential Construction

1998 – 2002

	Investment (millions)	% of Dane Co. Total
Madison	\$1,687	74.6%
Middleton	230.1	10.2%
Fitchburg	139.8	6.2%
Verona, Stoughton Waunakee	95.5	4.5%
Sun Prairie	87.0	4.0%
DeForest	64.2	3.0%

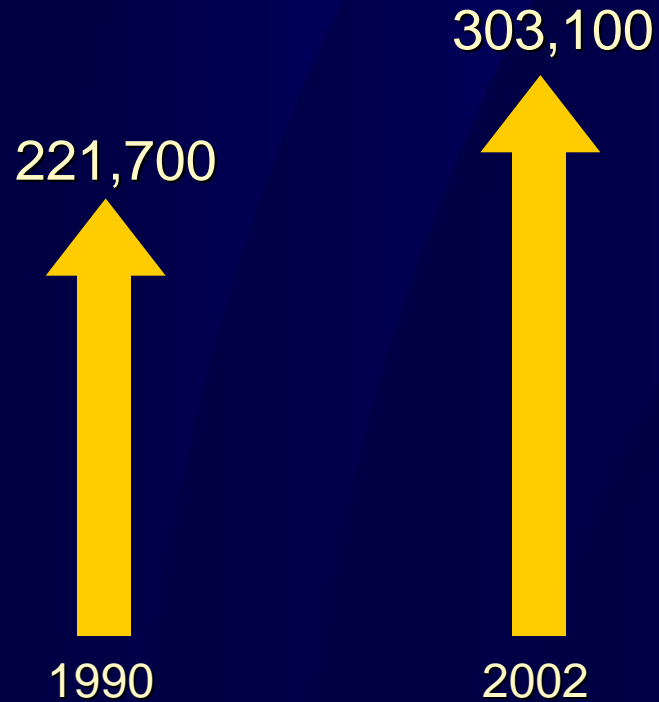
Source: MGE Construction Activity Report



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Job Growth in Dane County



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Job Growth in Dane County

20,800 Net Gain in Jobs, 1998 – 2002

Industry	Net Change
Services	12,100
Government	3,100
FIRE	2,300
Trans. / Utilities	600
Manufacturing	-1,500
Retail Trade	1,500
Construction	1,900
Wholesale Trade	800

Source: Wisconsin Department of Workforce Development



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Manufacturing Jobs

	Oct. 2003	% Change Jan. 2002 – Oct. 2003
Dane Co.	29,200	8.6%
Wisconsin	509,500	(4.2%)

Source: Wisconsin Department of Workforce Development



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Economic Impact of Manufacturing

Dane County 2002

		% of Private Sector
Firms	662	5.3%
Jobs	27,226	12.7%
Private-Sector Wages Reported	\$1.14 billion	15.8%

Source: Wisconsin Department of Workforce Development, 2003



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Non-traditional Manufacturing

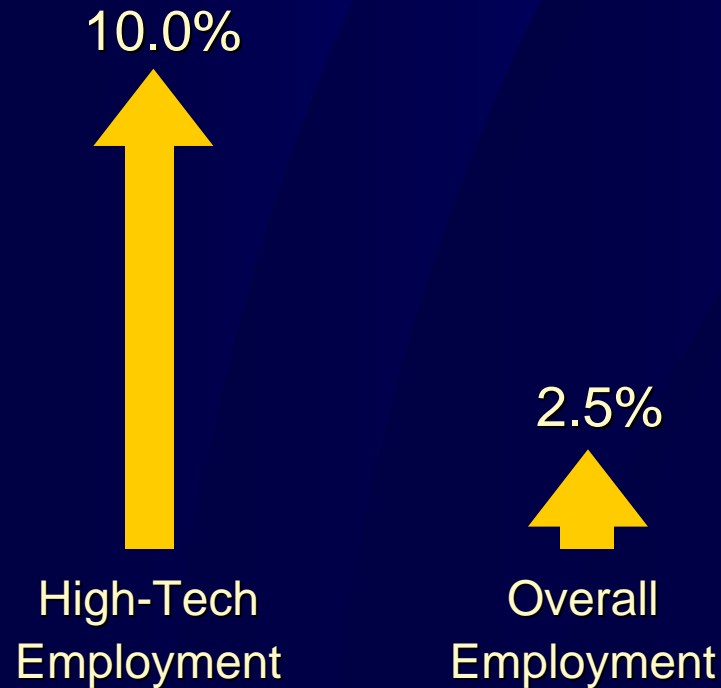


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High-Tech Employment

Dane County Annual Growth, 1997 – 2002



Source: MGE Greater Madison Area Directory of High-Tech Companies, 2003

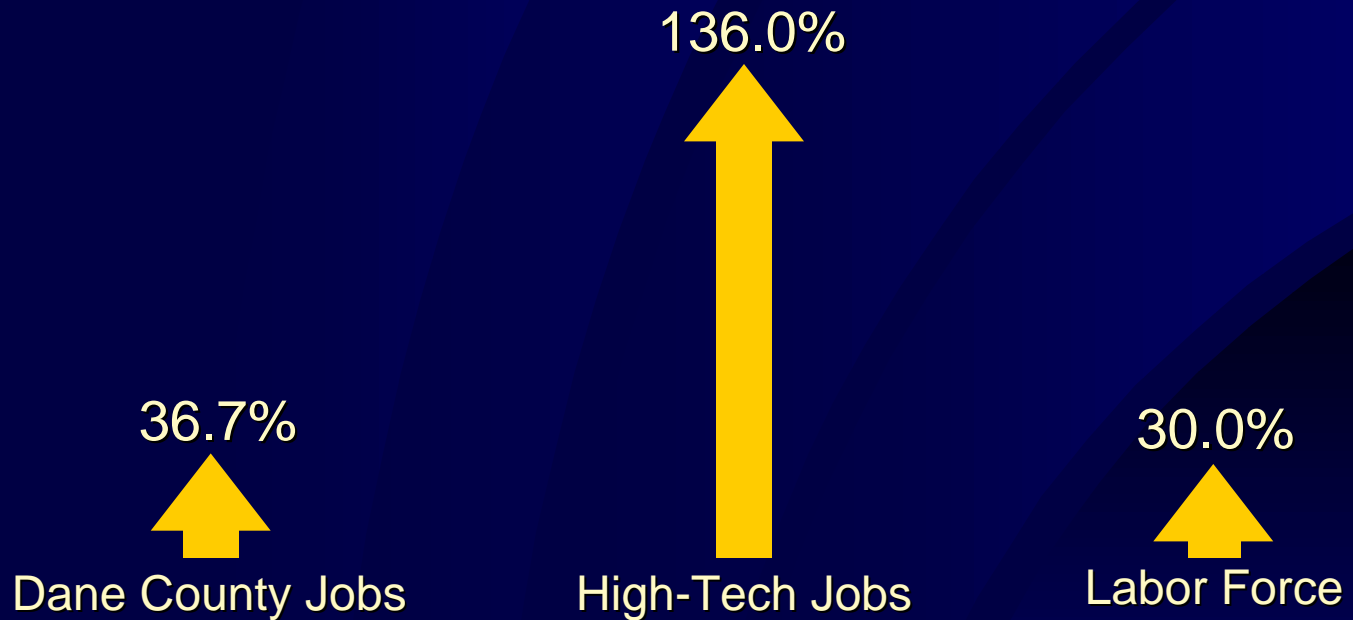


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High-Tech Job Growth

1990–2002



Source: Wisconsin Department of Workforce Development



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Tourism Development

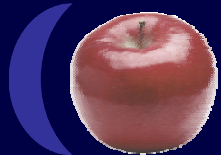
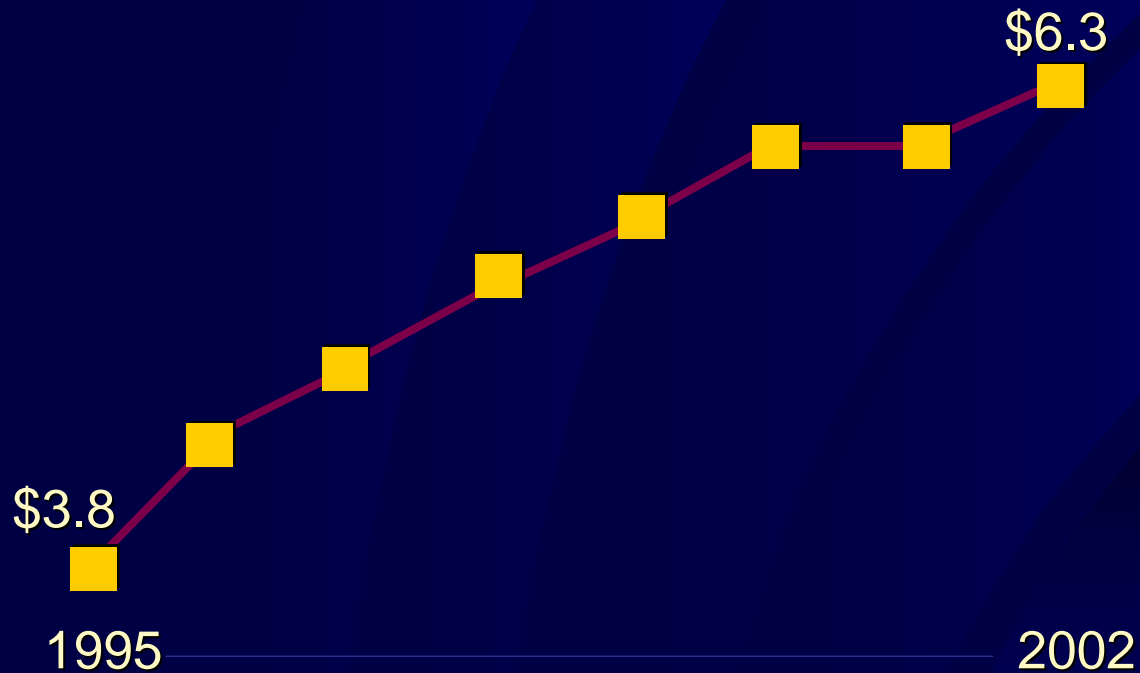


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City of Madison Room Tax

In Millions



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Visitor Spending in Dane County



Source: Economic Impact of Expenditures by Travelers in Dane County



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Building on Success



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Building on Success:

Maintaining a Competitive Edge

- Anticipate / adjust / respond to change
- Cooperate / collaborate
- Build state-of-the-art infrastructure
- Streamline taxes & regulations
- Preserve quality of life



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