



**WORK IN
PROGRESS**

MADISON

Economic Development Strategy

PART 1: DATA TRENDS & INSIGHTS - PRELIMINARY FINDINGS

INITIAL DRAFT FOR EDC REVIEW & DISCUSSION: 4/23/14



TOPICS

1. Demographics, Diversity, Disparity
2. Business, Industry, & Innovation
3. Retail & Office Market
4. Housing Trends
5. Workforce
6. Tax base & Real Estate Investment
7. Schools, Neighborhoods, and Crime



1

TOPICS

1. **Demographics, Diversity, Disparity**
2. Business, Industry, & Innovation
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TOPICS

1

1. Demographics, Diversity, Disparity

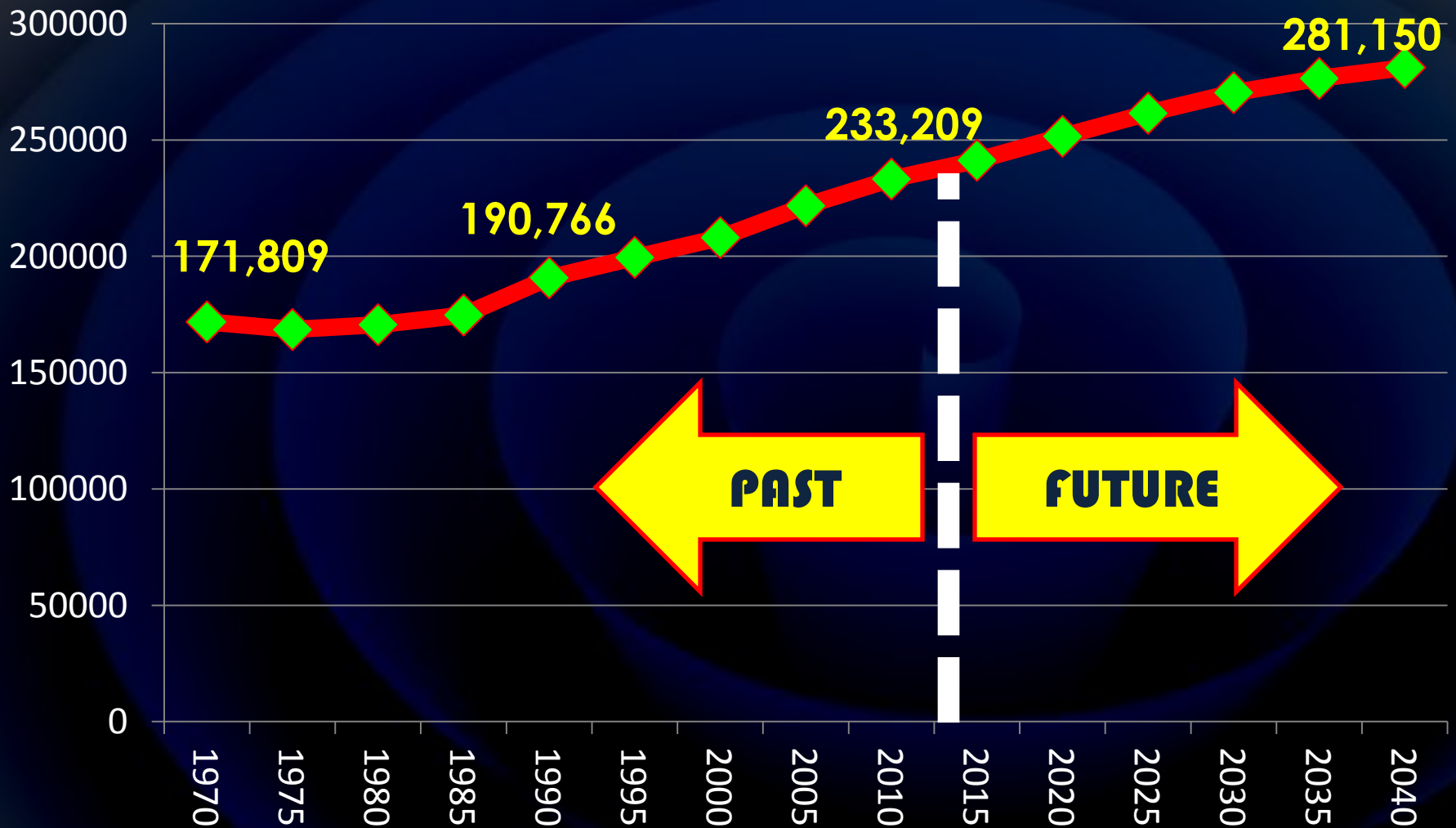
- Population growth & age
- Diversity
- Income and Poverty
- Educational Attainment
- Commuting
- Migration



Population Growth & Age Distribution



Madison Population (1970-2040)

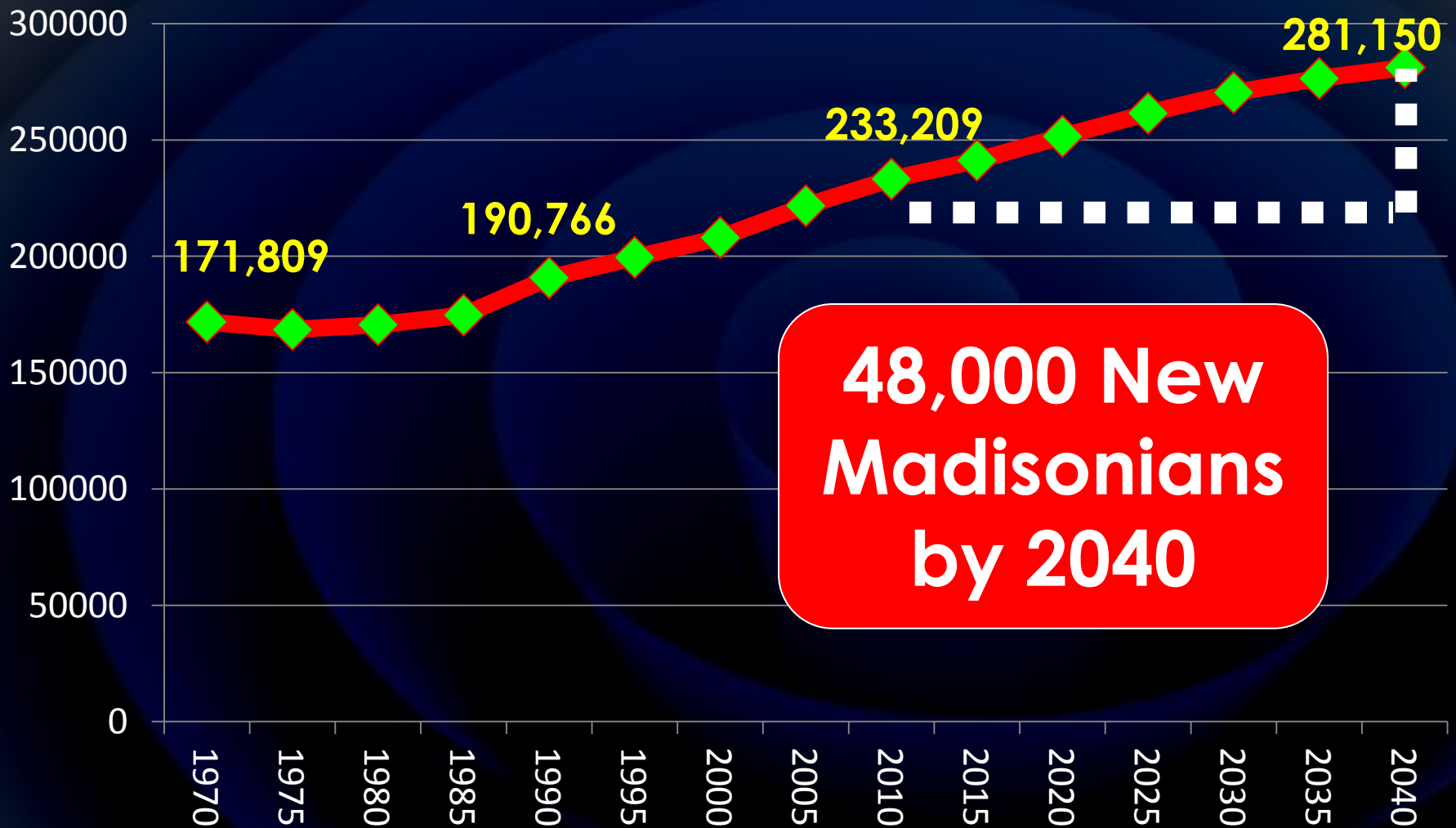


SOURCES: Census, Wisconsin DOA projections



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Madison Population (1970-2040)



**48,000 New
Madisonians
by 2040**

SOURCES: Census, Wisconsin DOA projections



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Madison Population (1970-2040)



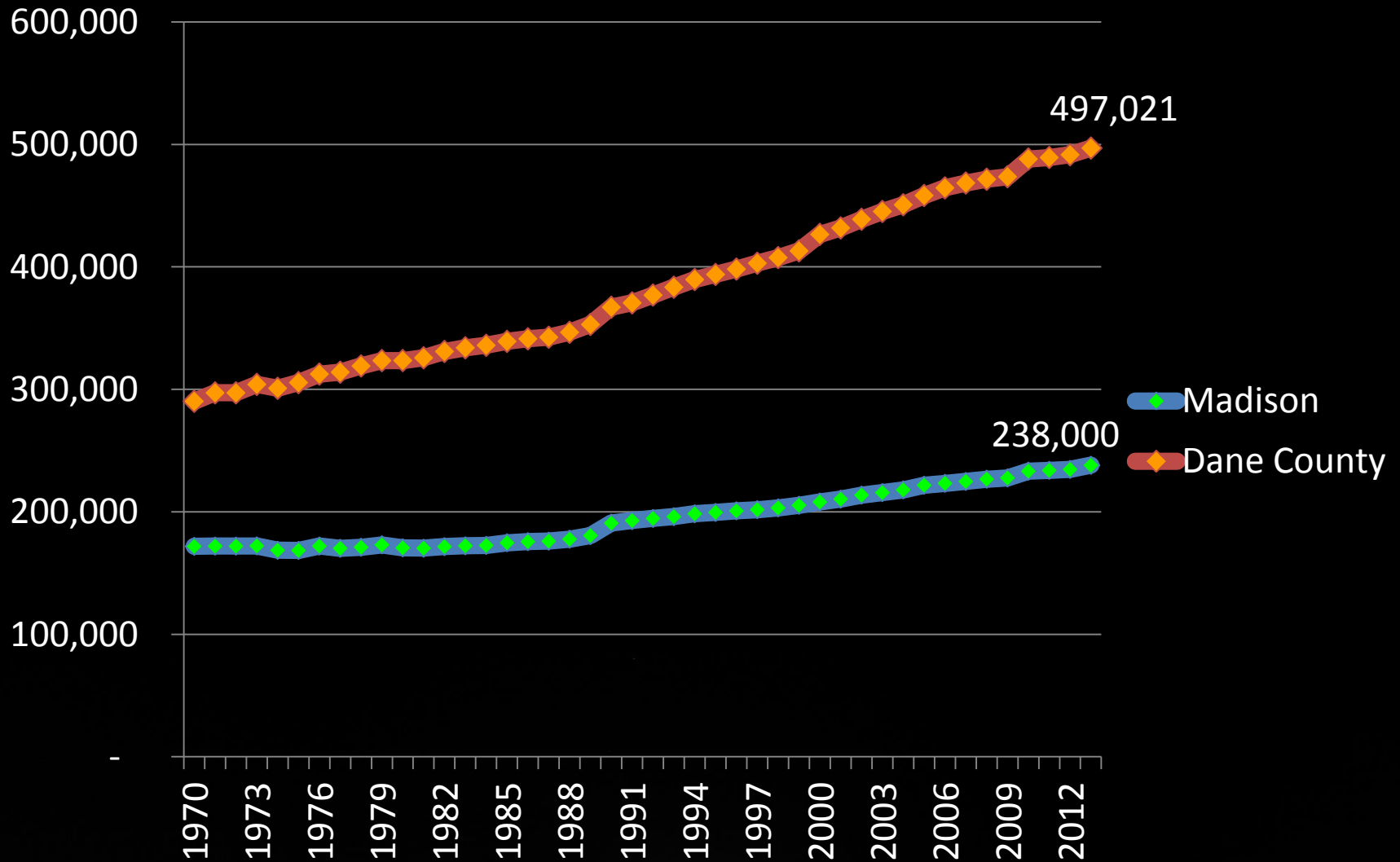
**Who Are
They?**



SOURCES: Census, Wisconsin DOA projections

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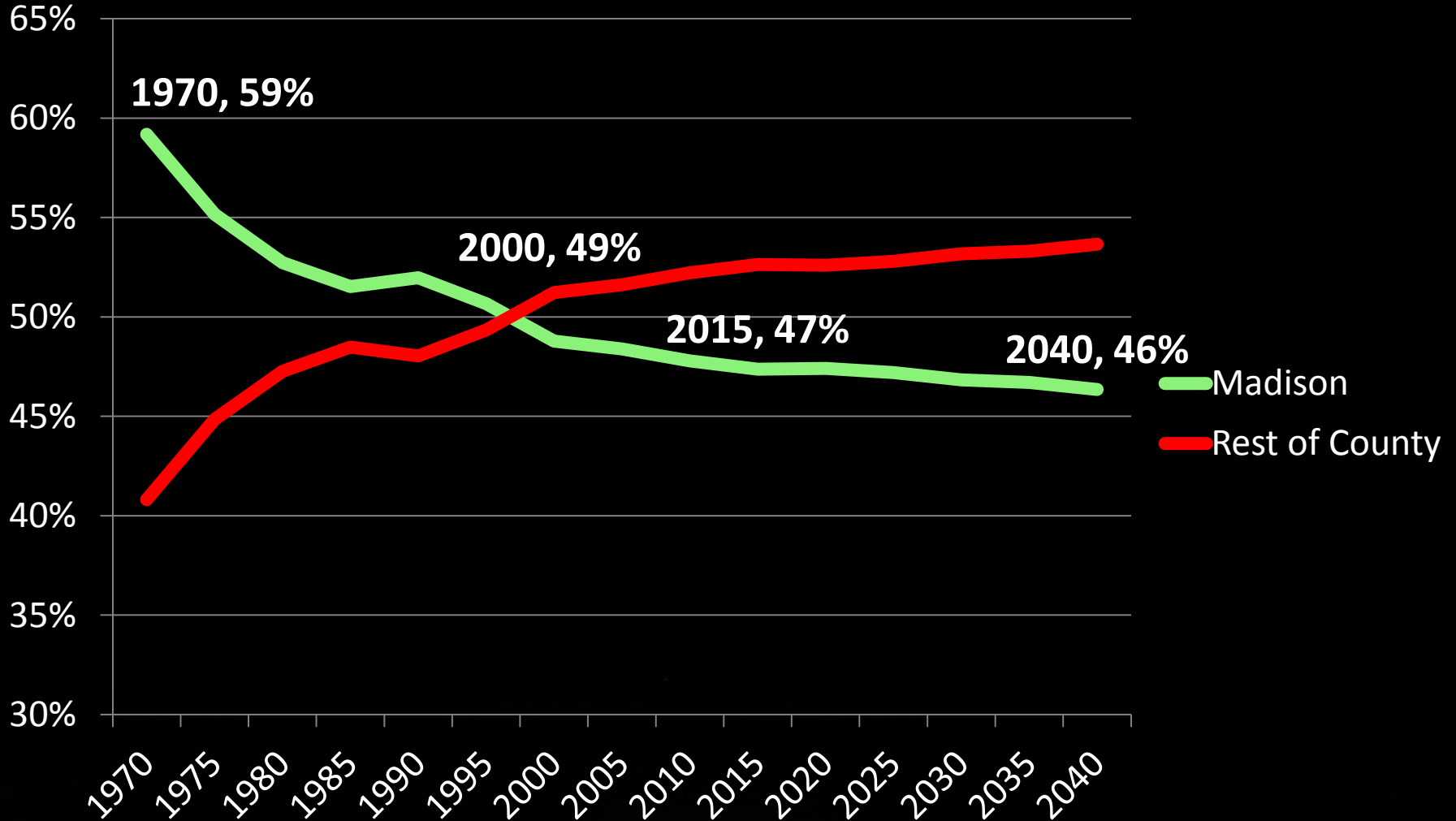
Madison & Dane County Population (1970-2013)



SOURCES: Census, Wisconsin DOA projections

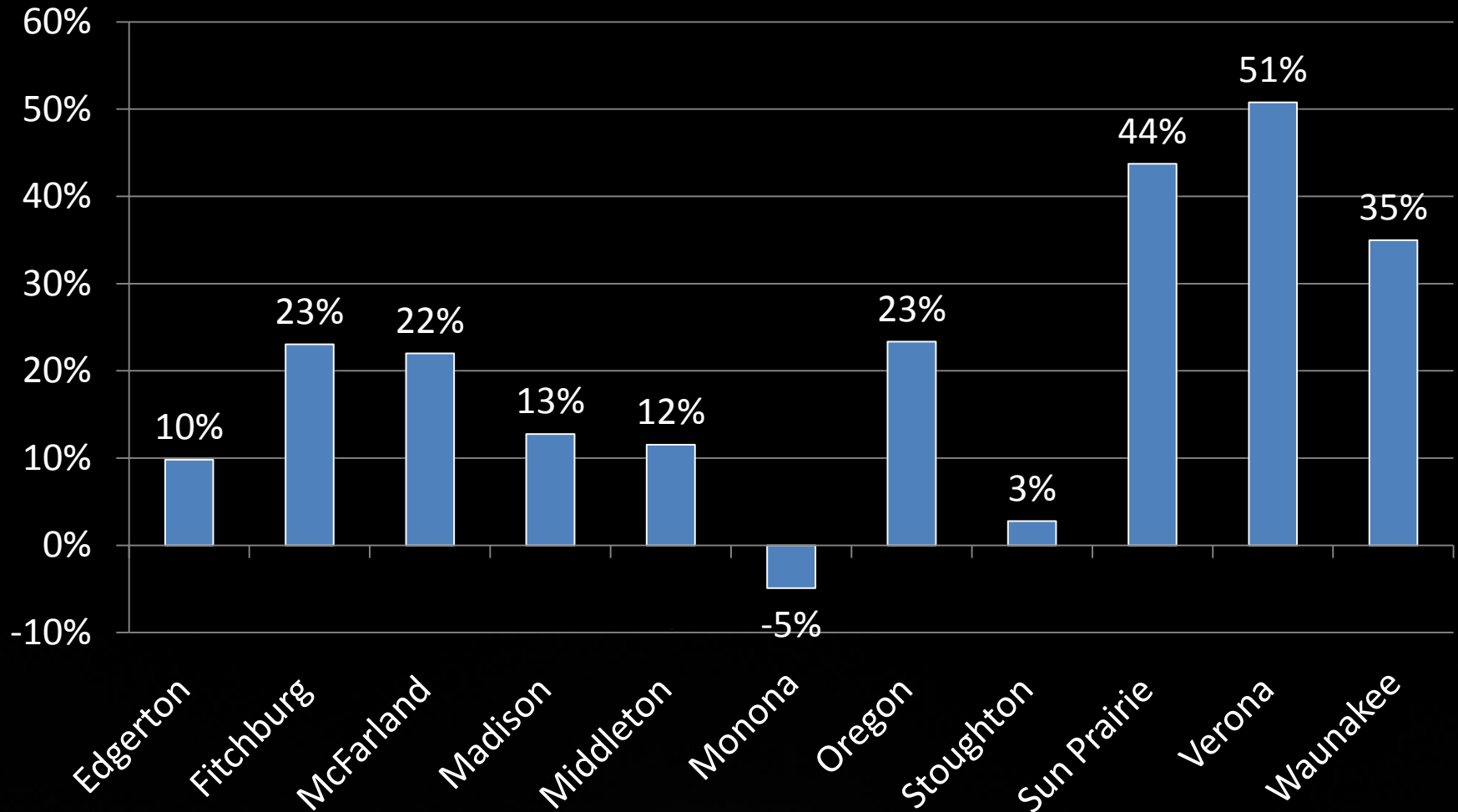
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Madison and Non-Madison - % of Dane County Population



SOURCES: Census, Wisconsin DOA projections

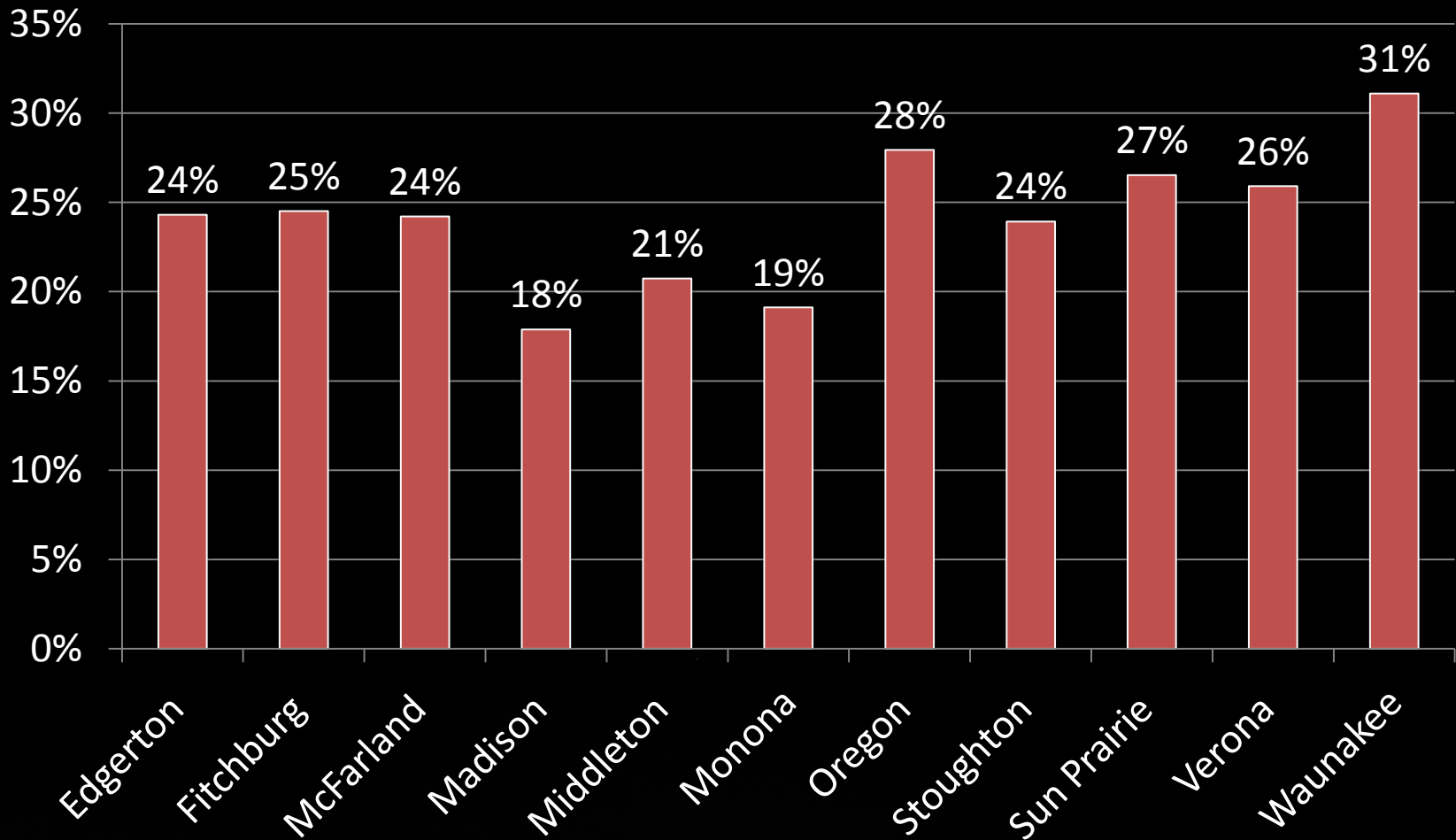
2000 to 2012 % Population Change for Dane County Municipalities



SOURCES: Census 2000 DC & 2012 ACS

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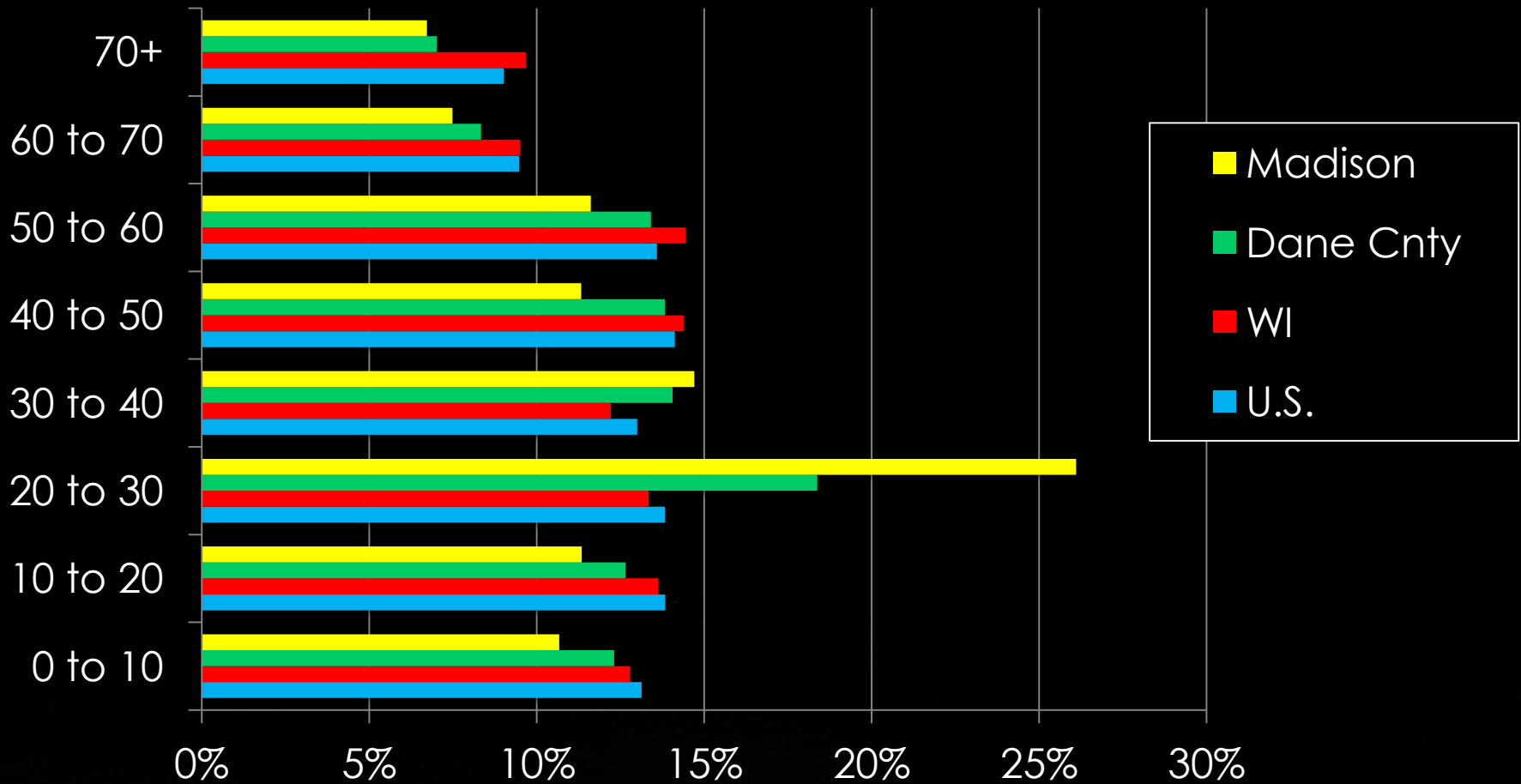
2012 % population under 18



SOURCES: Census 2012 ACS

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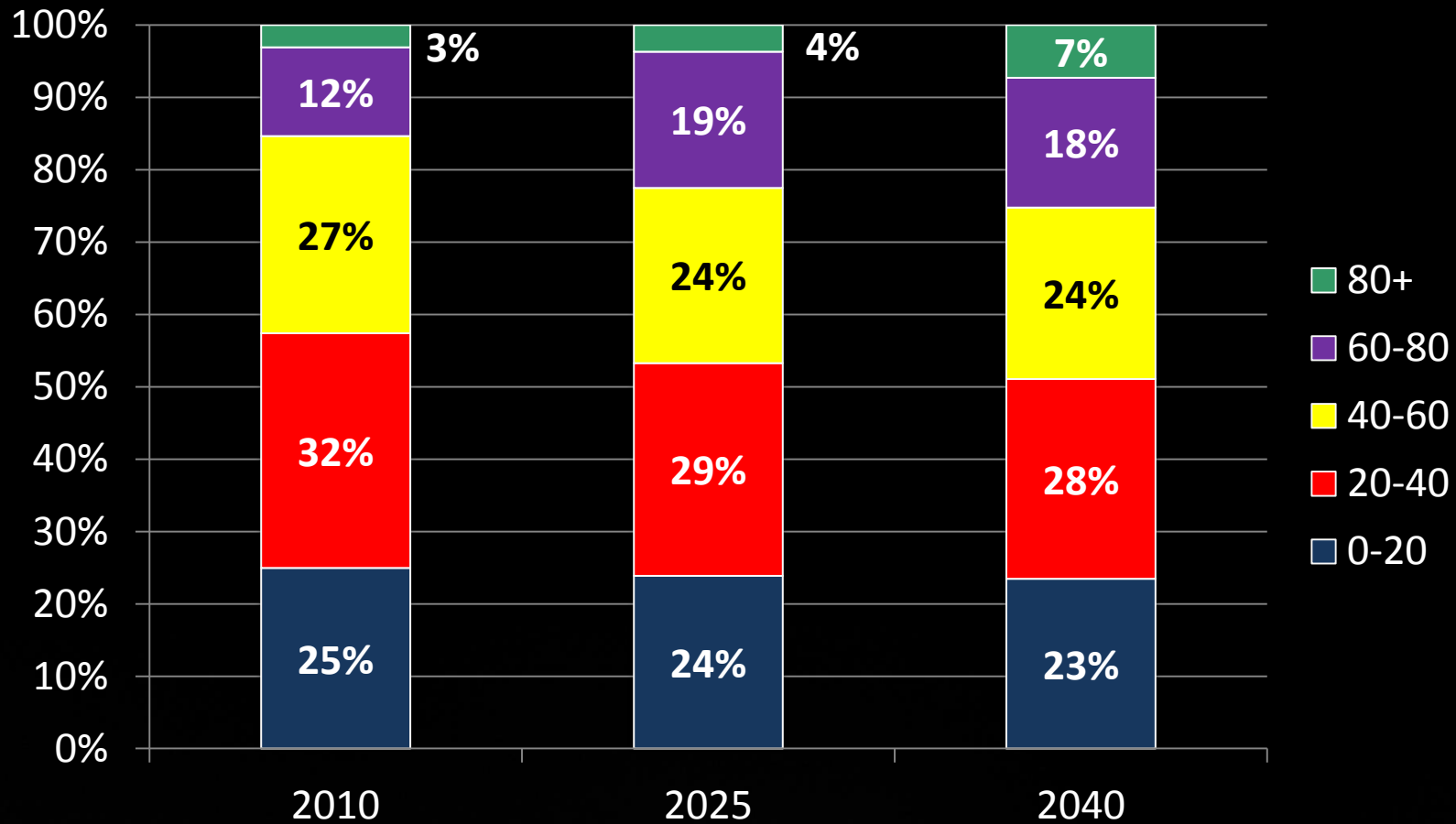
City of Madison Distribution of Population by Age (Census 2010)



SOURCES: Census 2010 DC

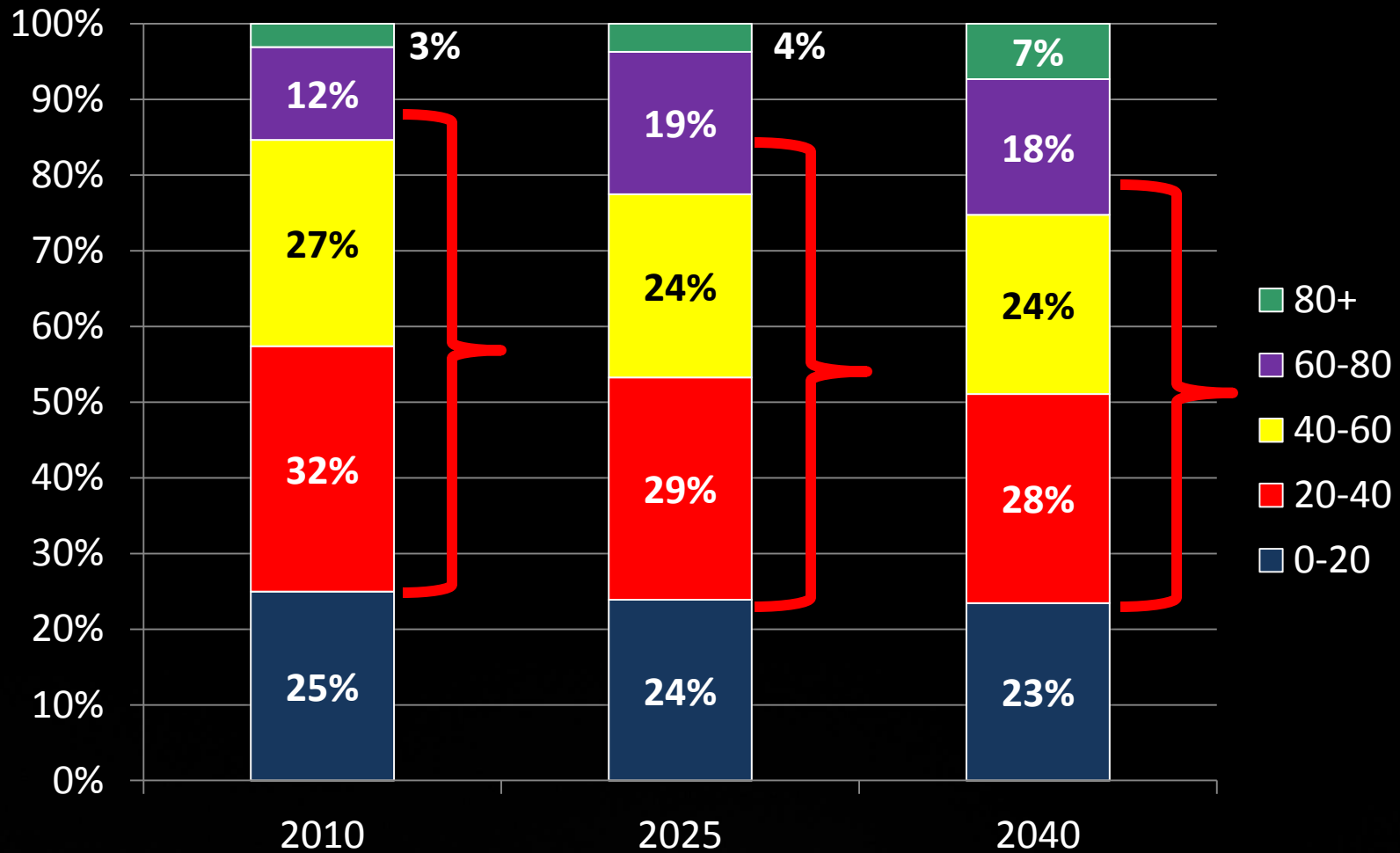
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City of Madison Distribution of Population by Age (2010, 2025, 2040)



SOURCES: Census, Wisconsin DOA projections

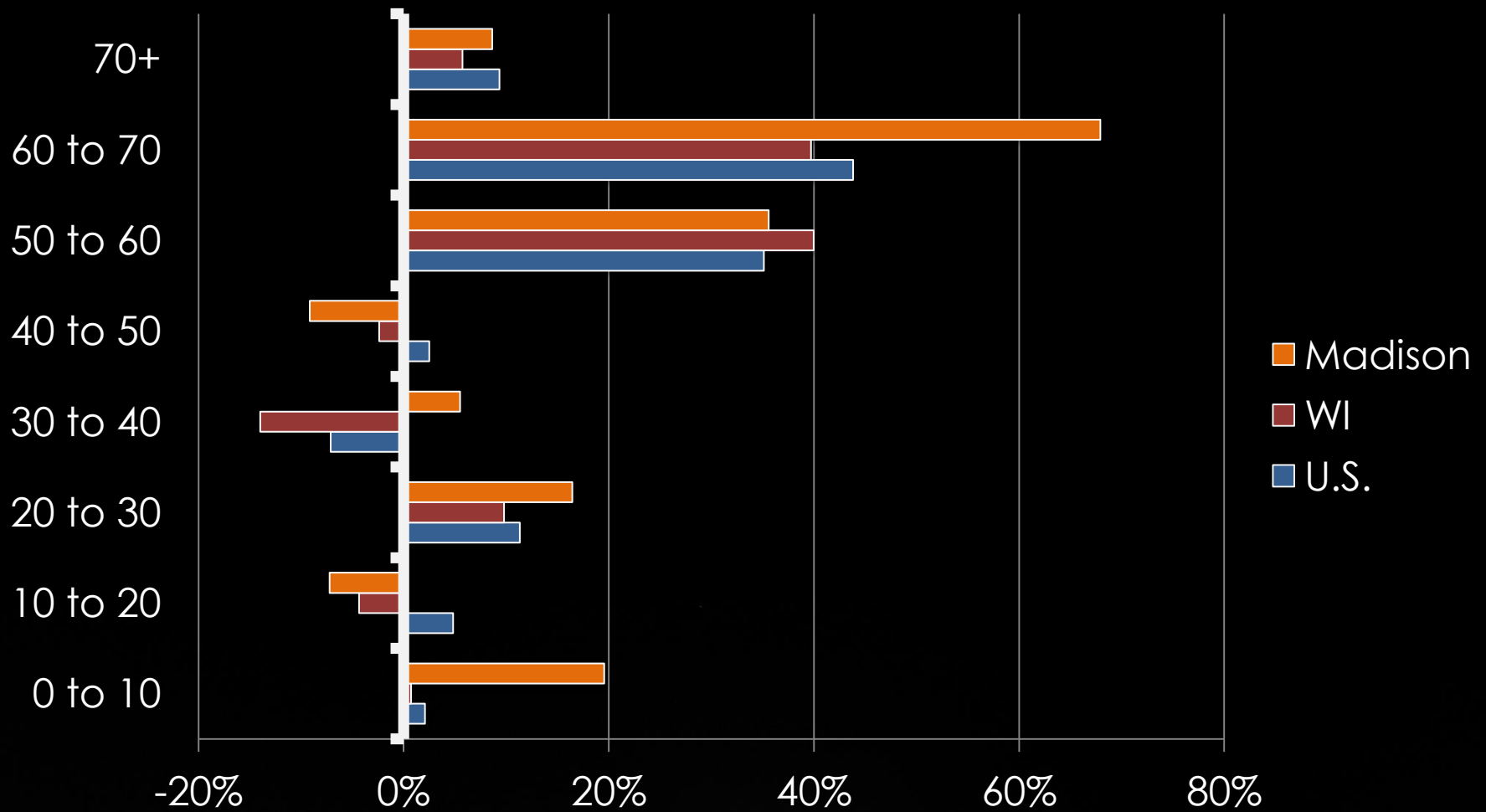
Shrinking % of Working Age



SOURCES: Census, Wisconsin DOA projections

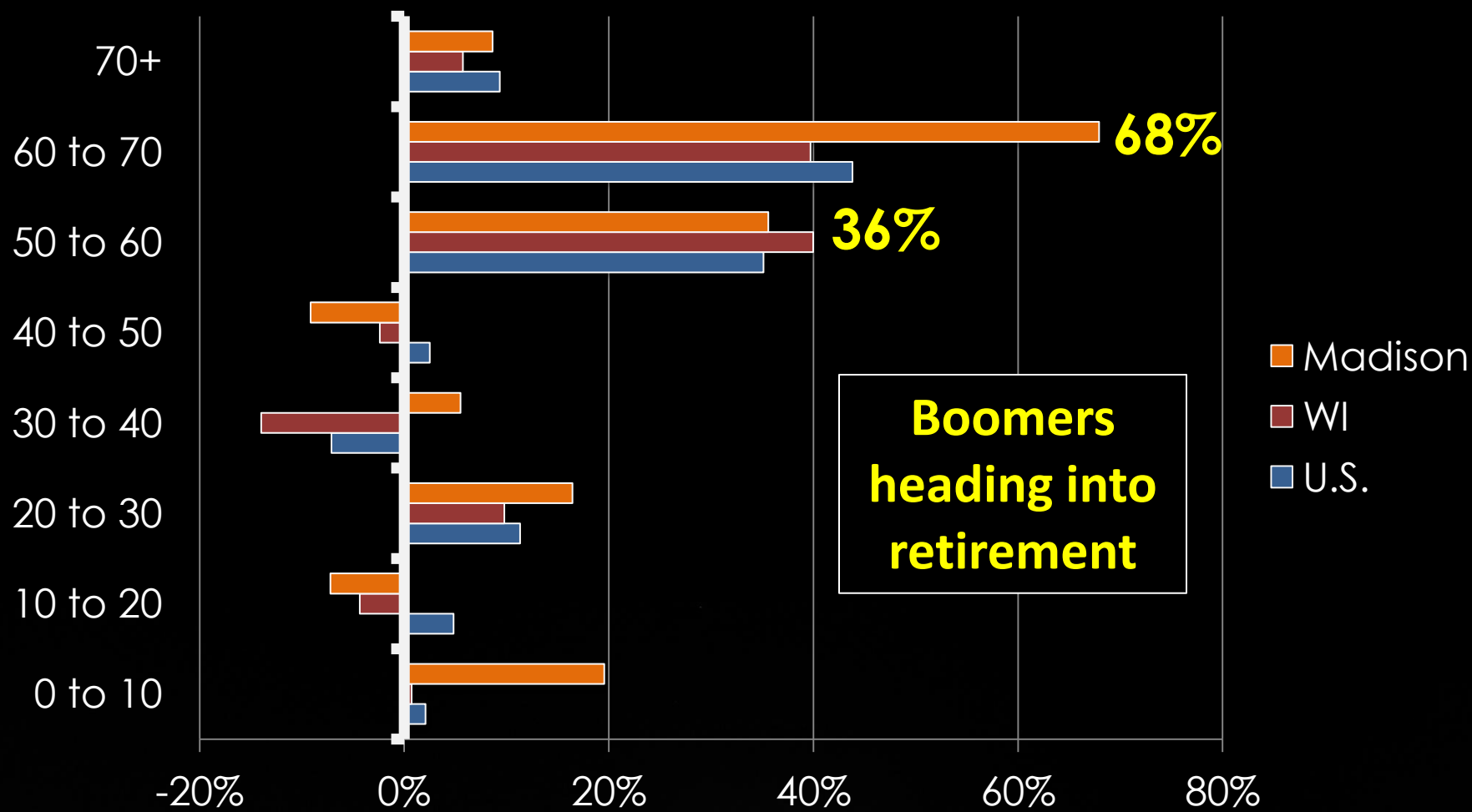
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Madison Growth/Decline of Population by Age (2000-2010 Census)



SOURCES: Census 2000 and 2010 DC

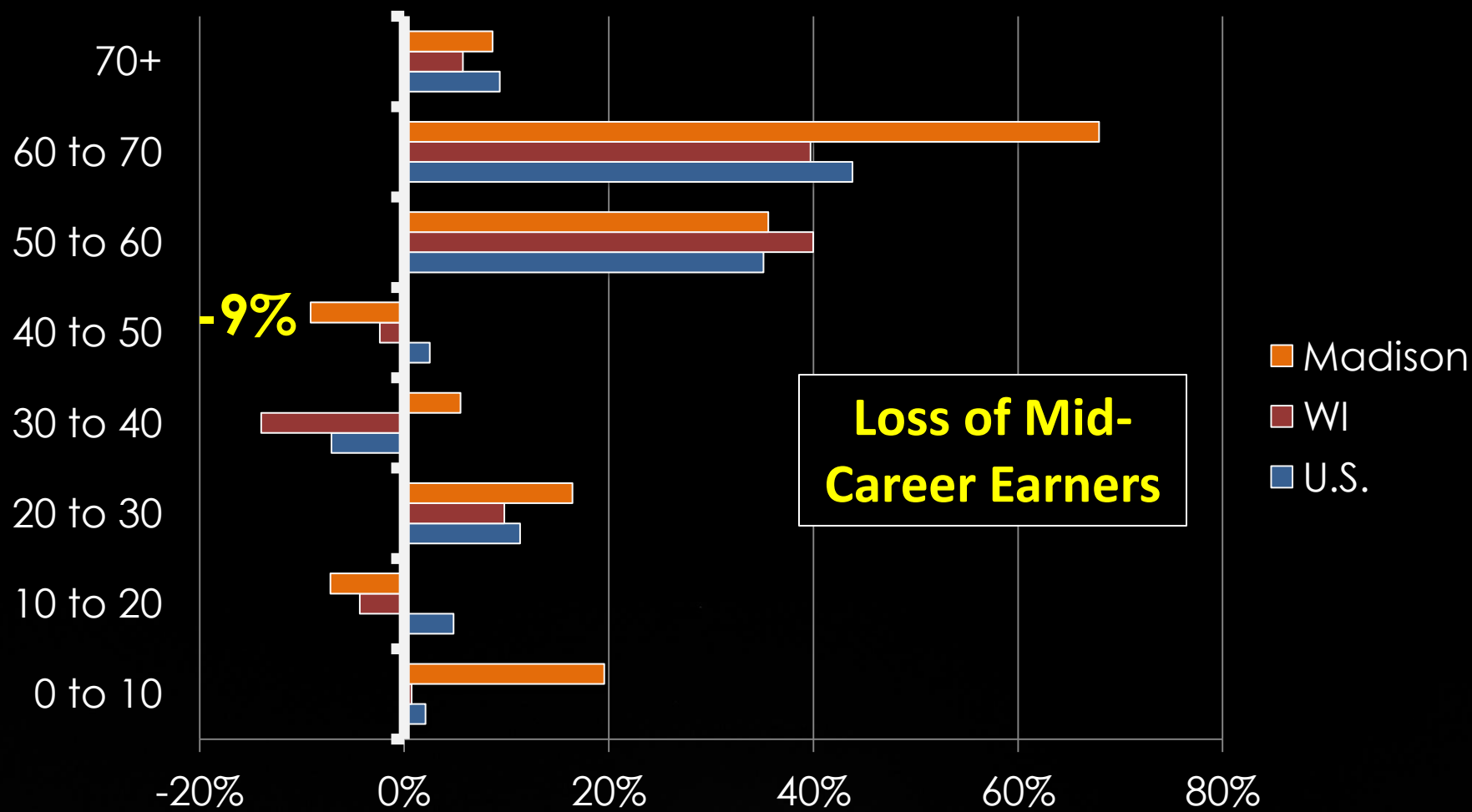
Madison Growth/Decline of Population by Age (2000-2010 Census)



SOURCES: Census 2000 and 2010 DC

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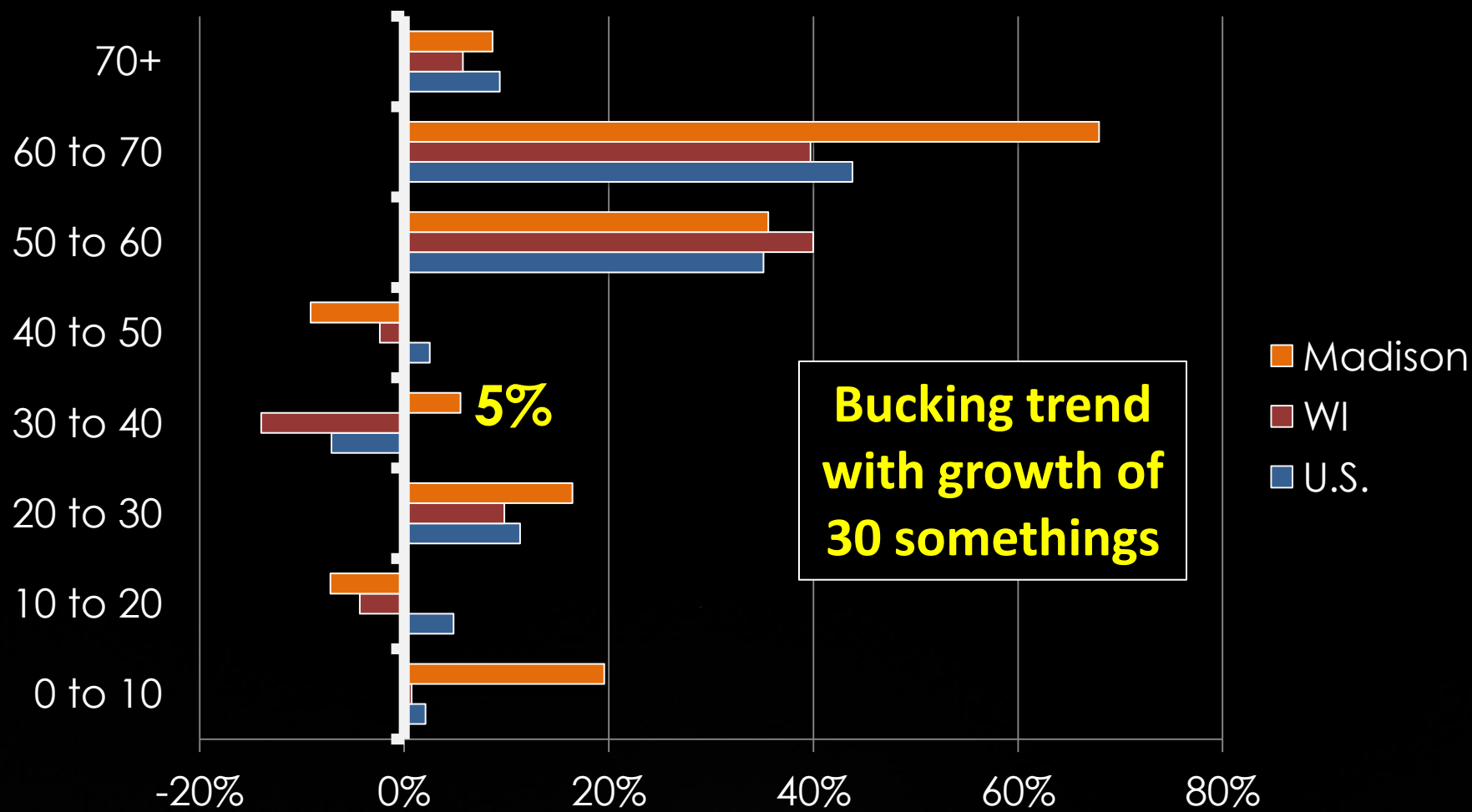
Madison Growth/Decline of Population by Age (2000-2010 Census)



SOURCES: Census 2000 and 2010 DC

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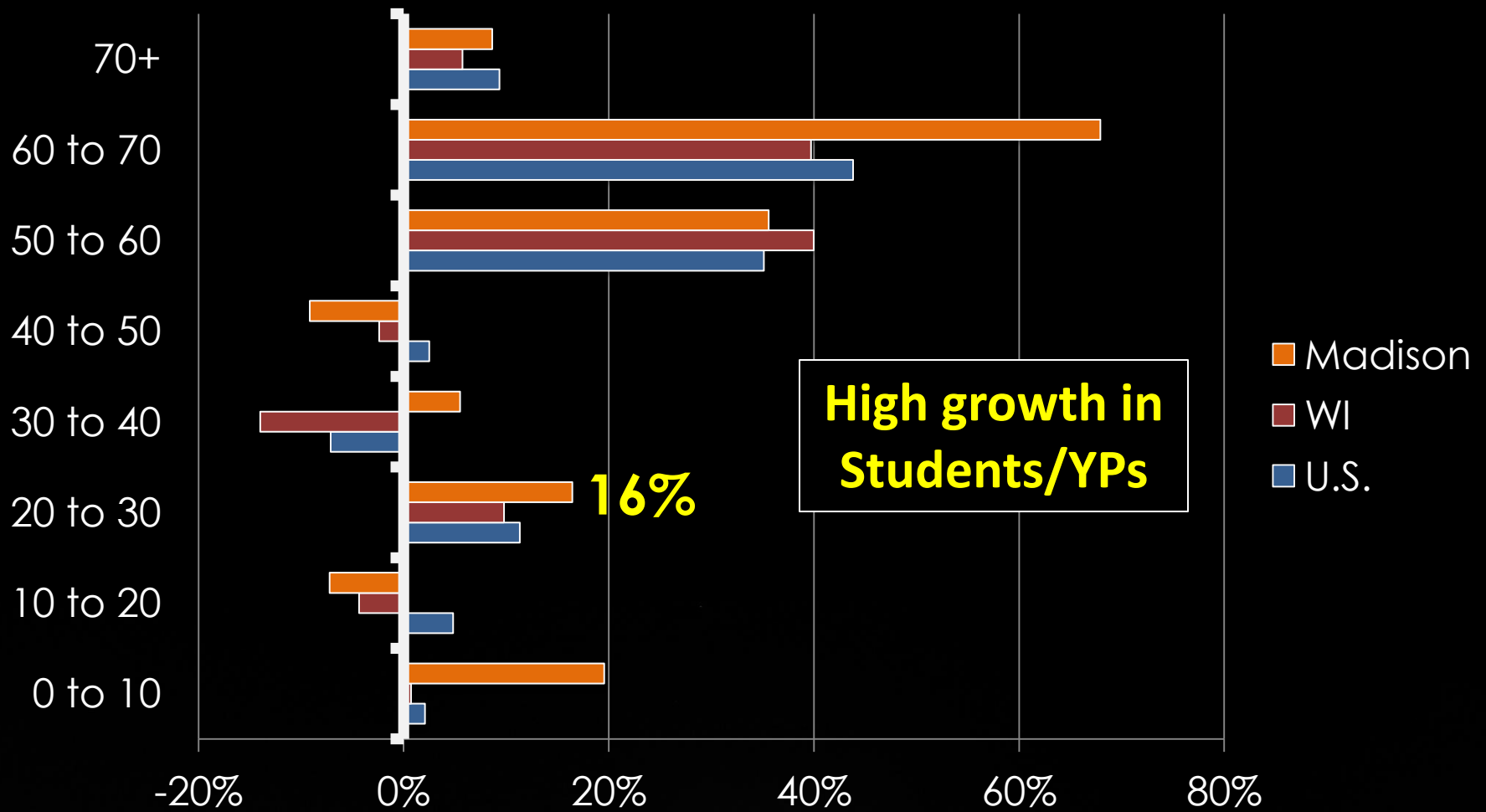
Madison Growth/Decline of Population by Age (2000-2010 Census)



SOURCES: Census 2000 and 2010 DC

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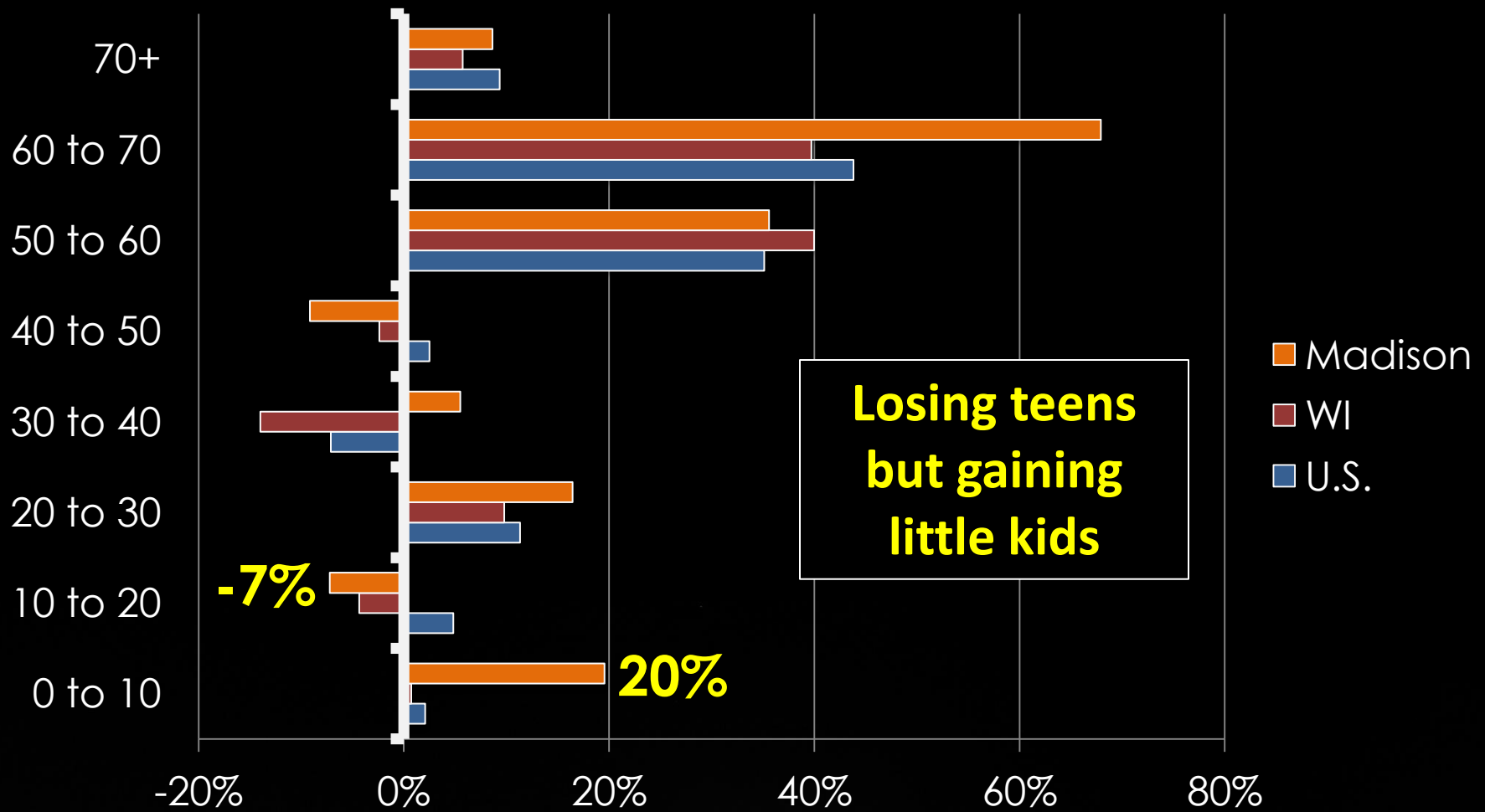
Madison Growth/Decline of Population by Age (2000-2010 Census)



SOURCES: Census 2000 and 2010 DC

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Madison Growth/Decline of Population by Age (2000-2010 Census)



SOURCES: Census 2000 and 2010 DC

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Madison gained
10,385

20 to 40 Year Olds ('00-'10)

Wisconsin lost
45,141



SOURCES: Census 2000 and 2010 DC

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Racial/Ethnic Diversity Trends



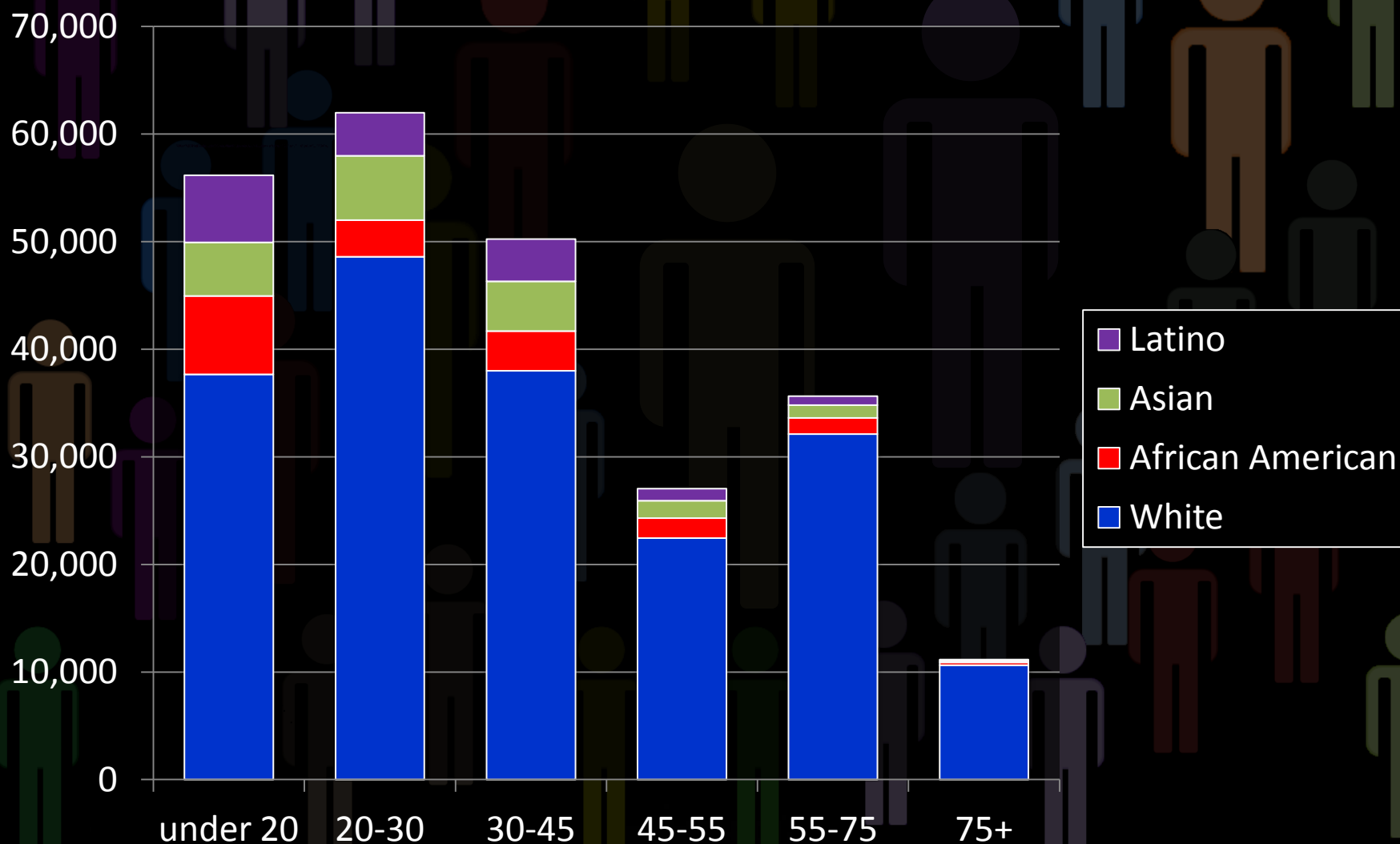
Number of Madison Residents in Selected Non-White Race/Ethnicity Categories



**SOURCES: Census 1990, 2000, and 2010 DC,
and 2012 ACS**

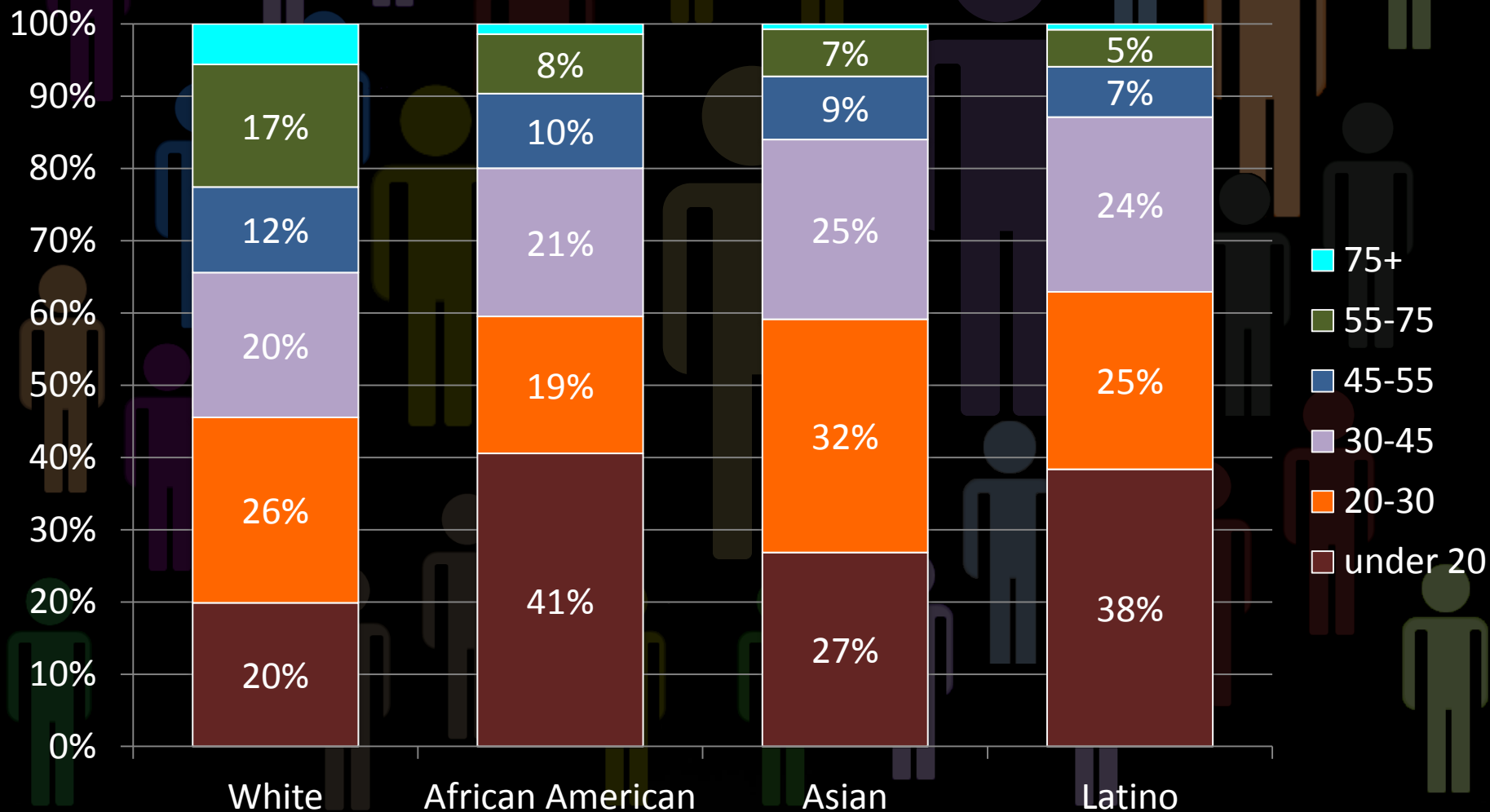
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Distribution of Population by Age/Race (2012 ACS)



SOURCES: Census, 2012 ACS 3-yr Est.

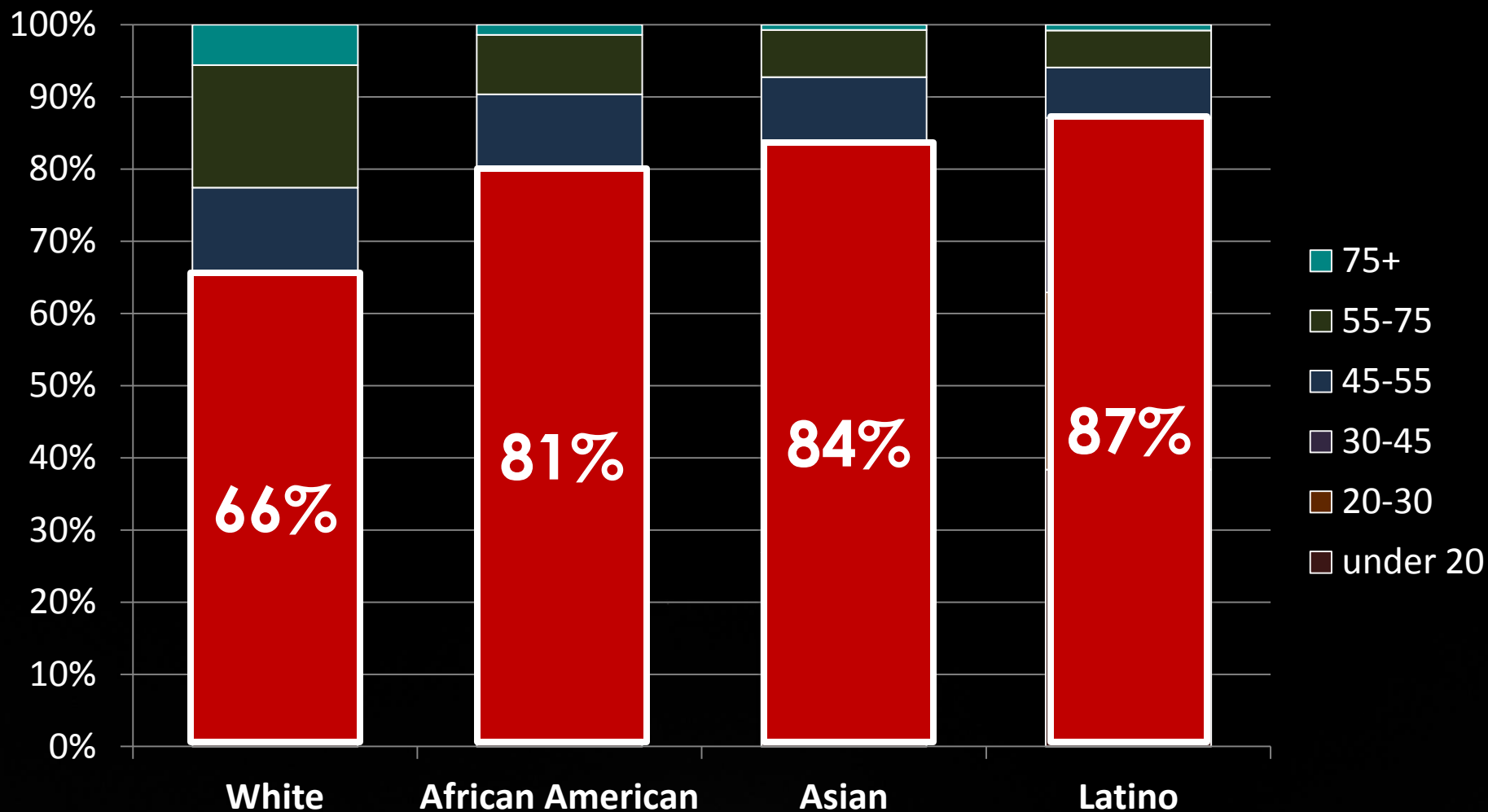
City of Madison Distribution of Population by Age/Race (2012 ACS)



SOURCES: Census, 2012 ACS 3-yr Est.

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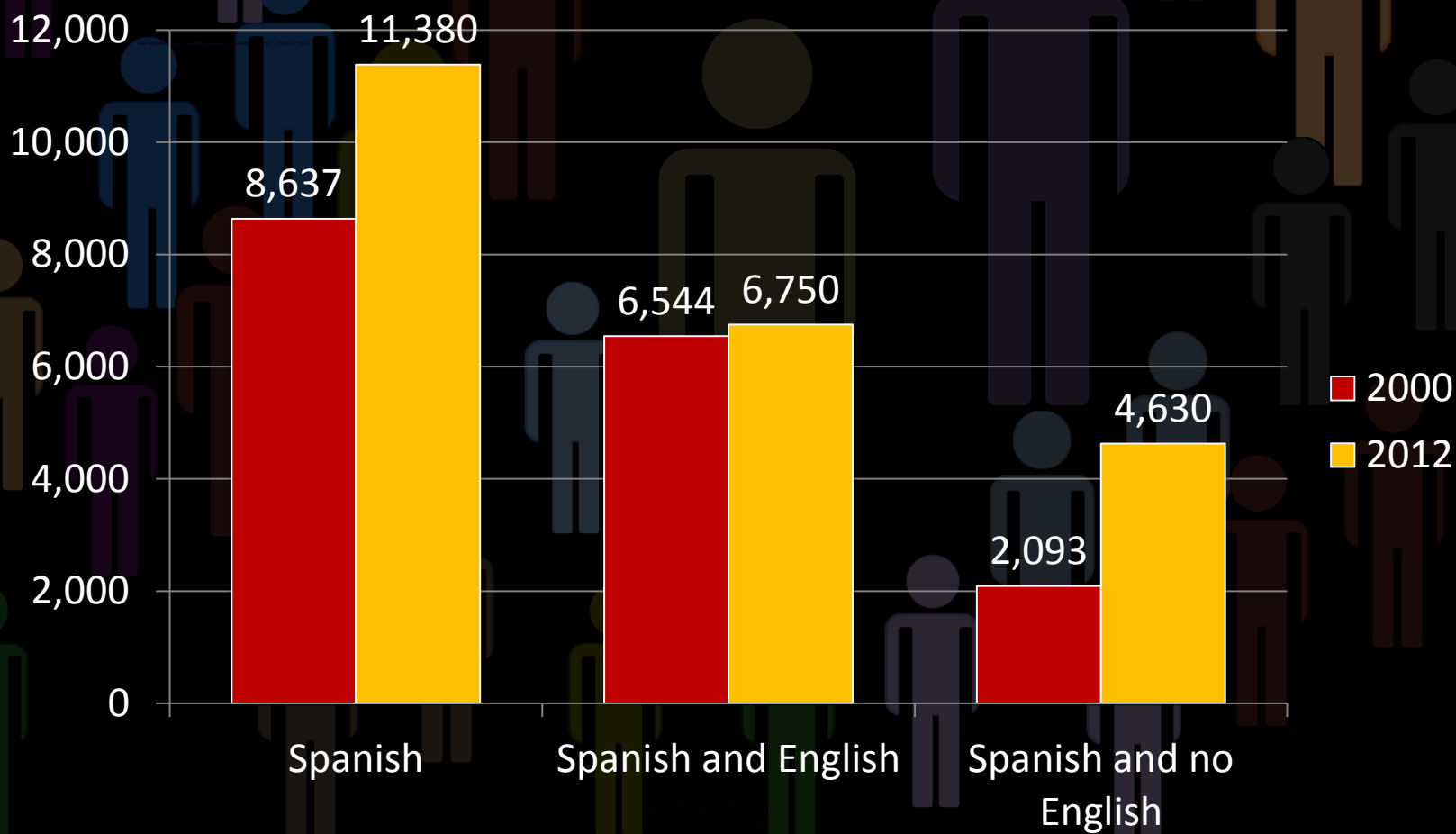
Whose Under 65 in 2032?



SOURCES: Census, 2012 ACS 3-yr Est.

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Spanish-Speaking Madison Residents (5+ years old 2000 to 2012)



SOURCES: Census, 2000 DC and 2012 ACS 3-yr Est.

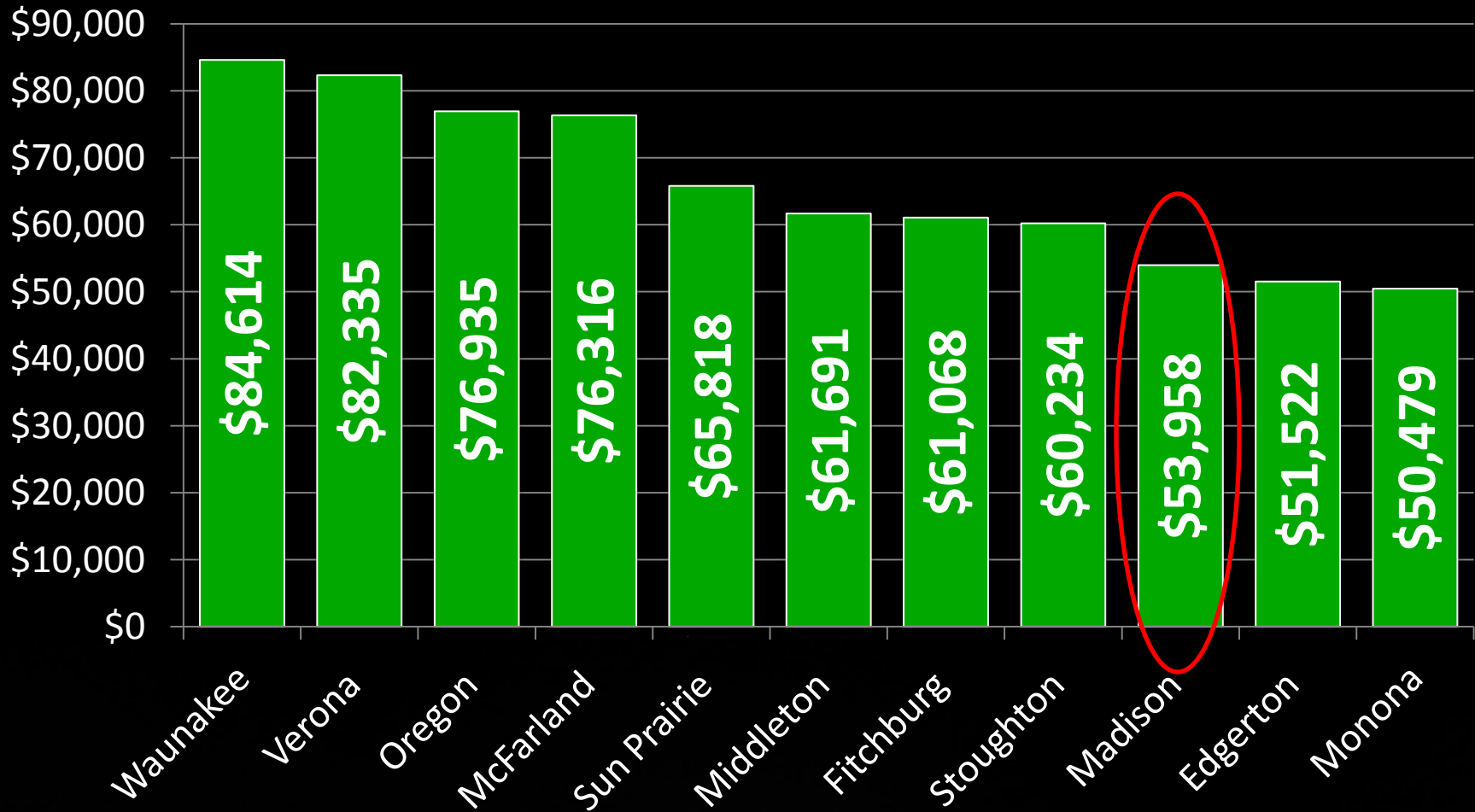




Income & Poverty



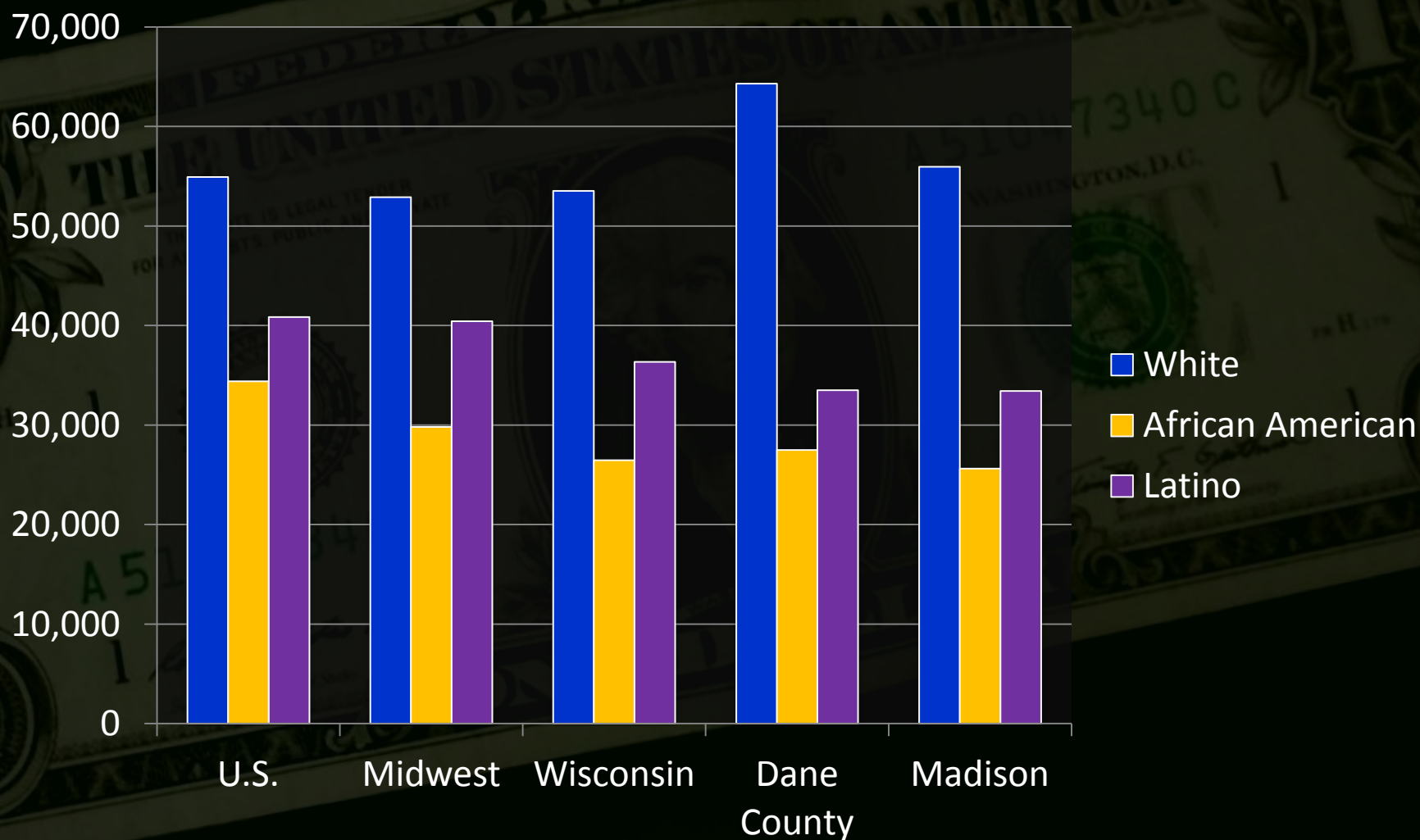
2012 Med HH Inc



SOURCES: Census 2012 ACS

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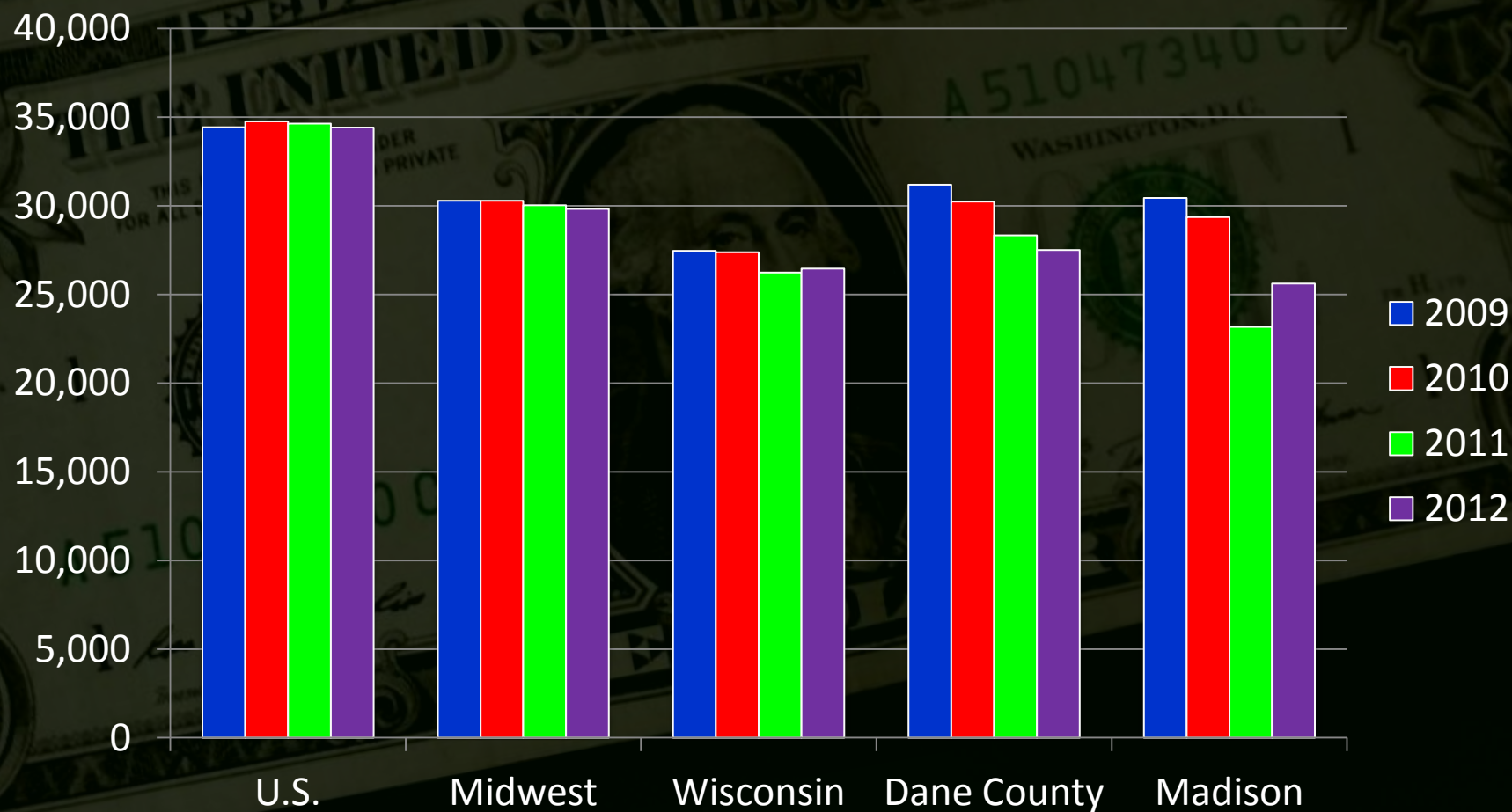
Median Household Income (2012 ACS)



SOURCES: Census, 2012 ACS

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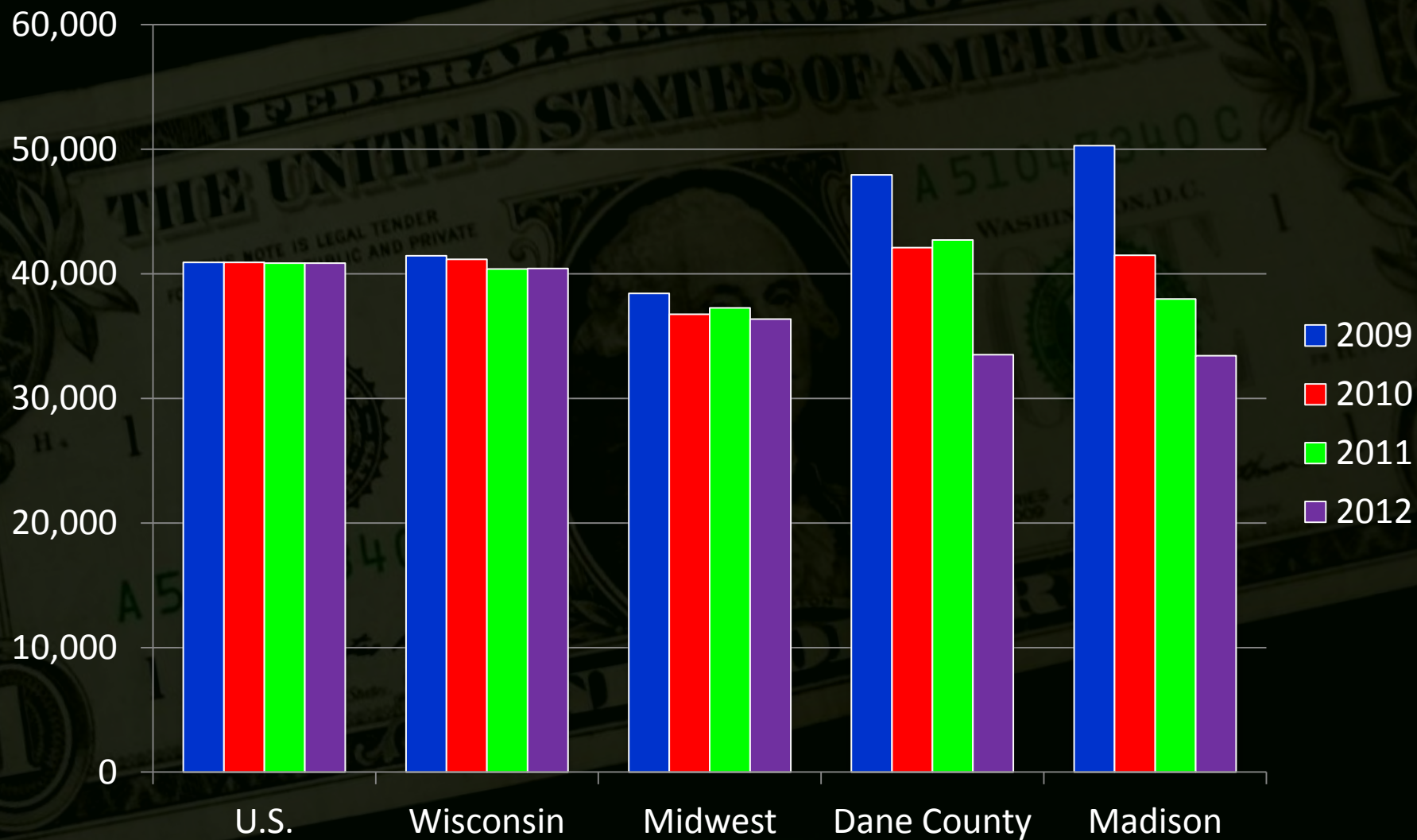
Median Household Income for African American Households (ACS 3-yr Estimates)



SOURCES: Census, 2009-2012 ACS 3-yr Est.

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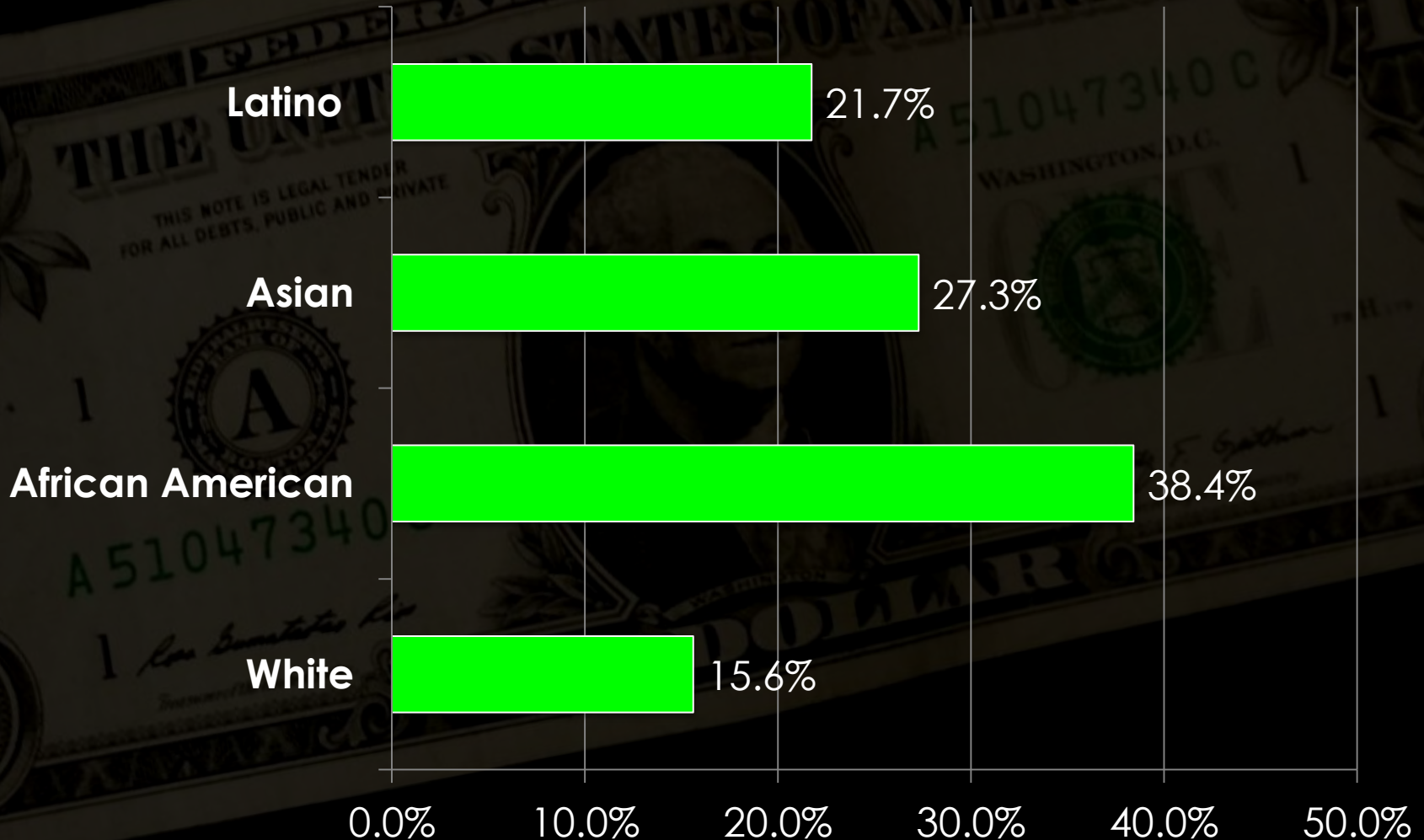
Latino Median Household Income (ACS 3-Year Estimates)



SOURCES: Census, 2009-2012 ACS 3-yr Est.

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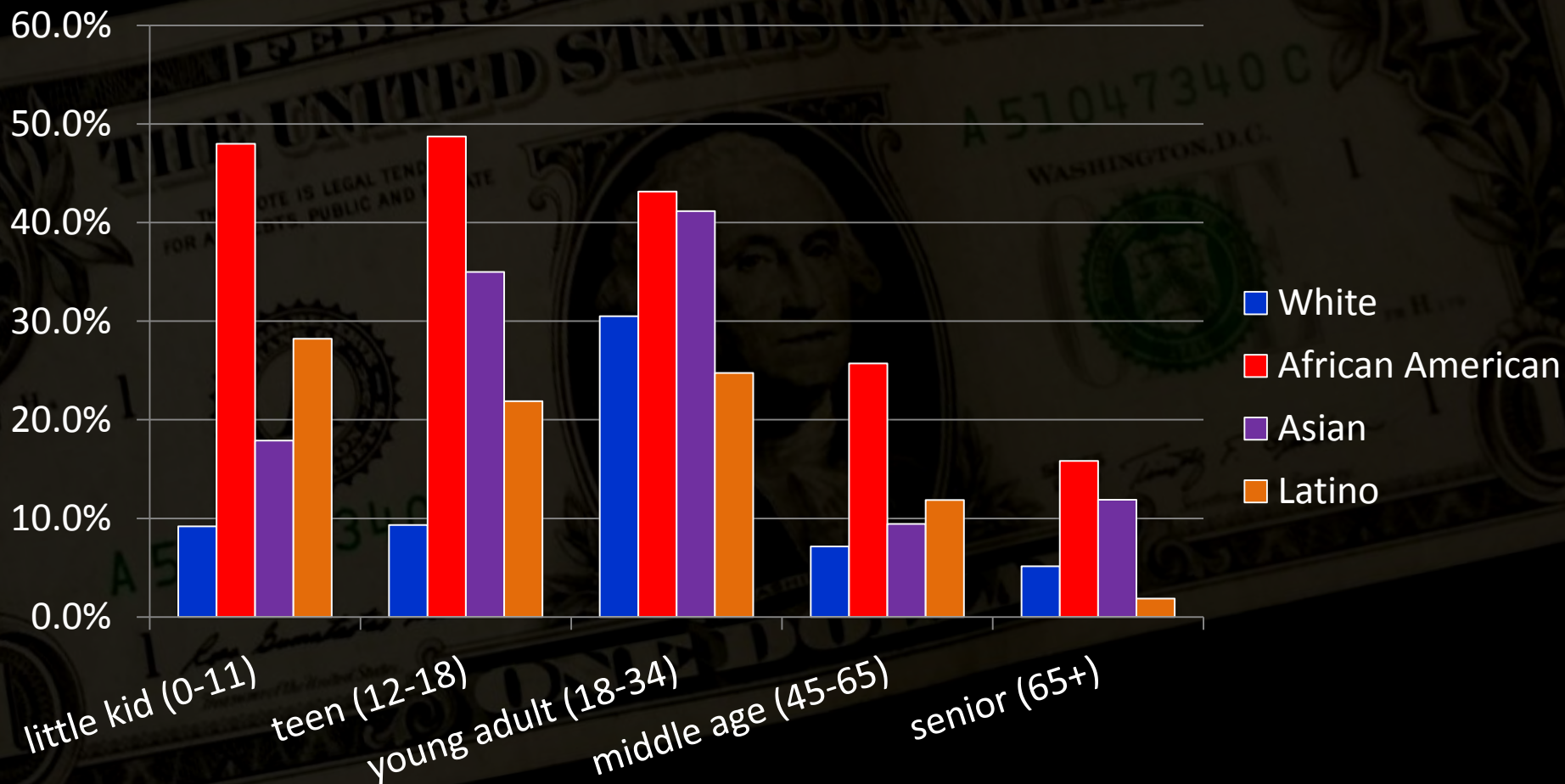
Poverty By Race/Ethnicity (ACS 2012)



SOURCES: Census, 2012 ACS 3-yr EST.

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City of Madison Poverty by Age/Race (2012 ACS)



SOURCES: Census, 2012 ACS 3-yr EST.

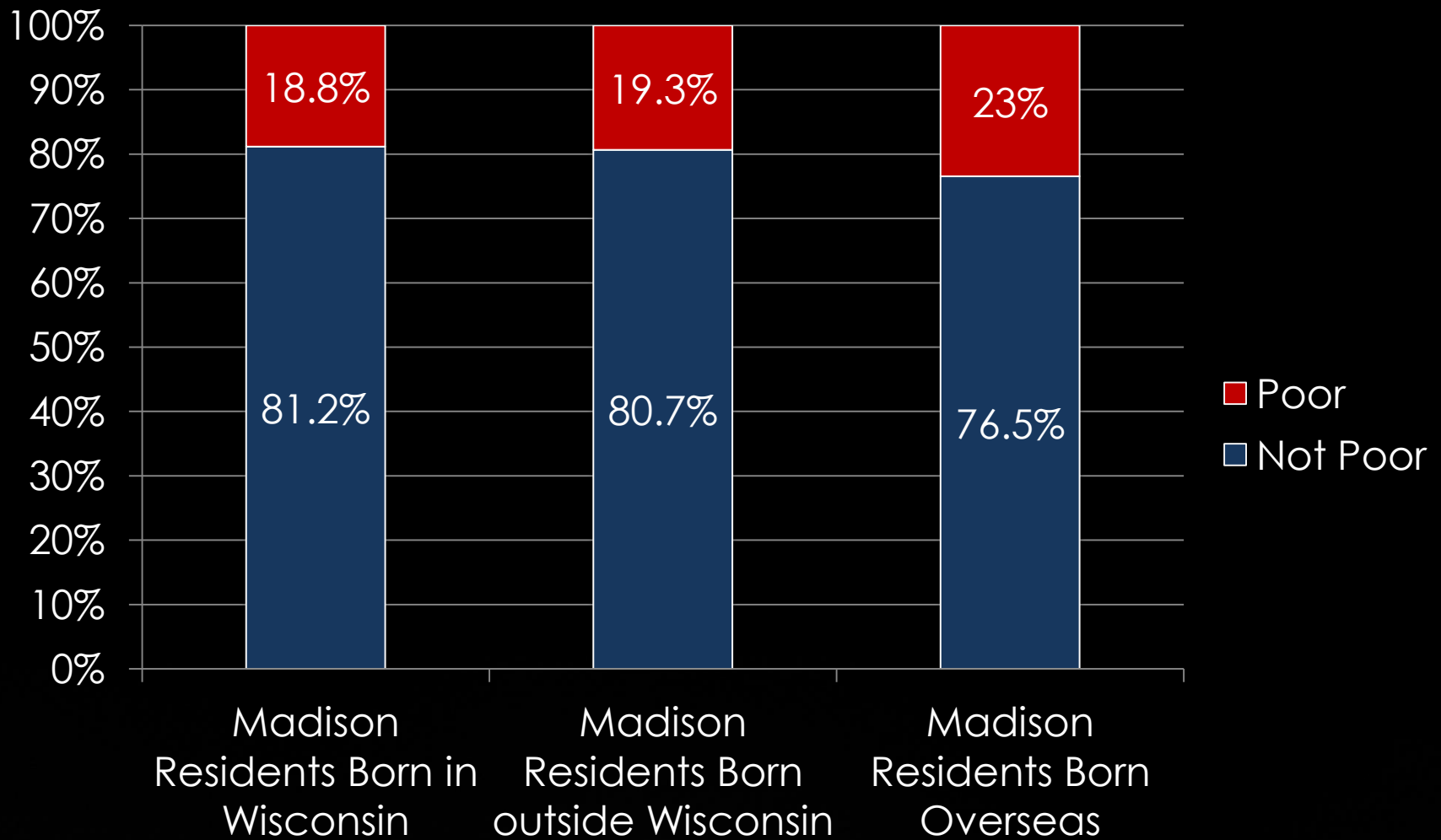
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62%

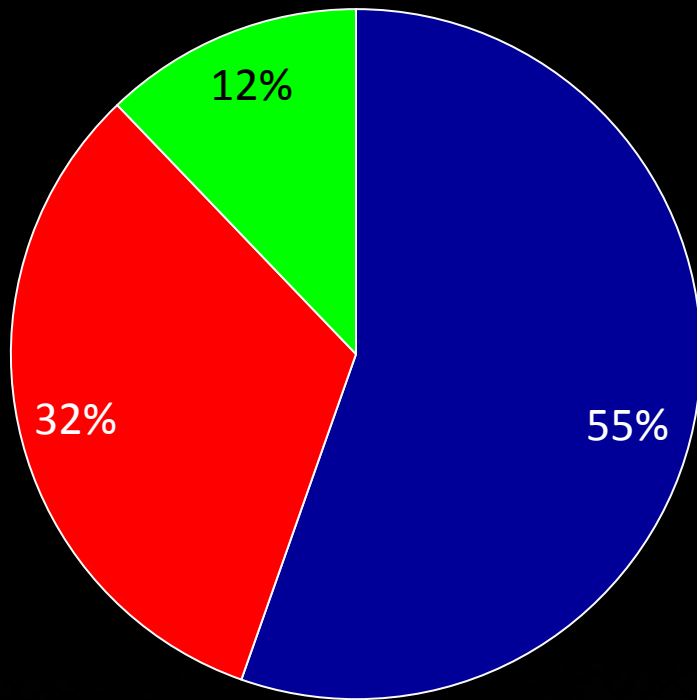
**Likelihood of being poor if you are a 15 to
18 year old African American in Madison**

Poverty Among Madison Residents by Place of Birth

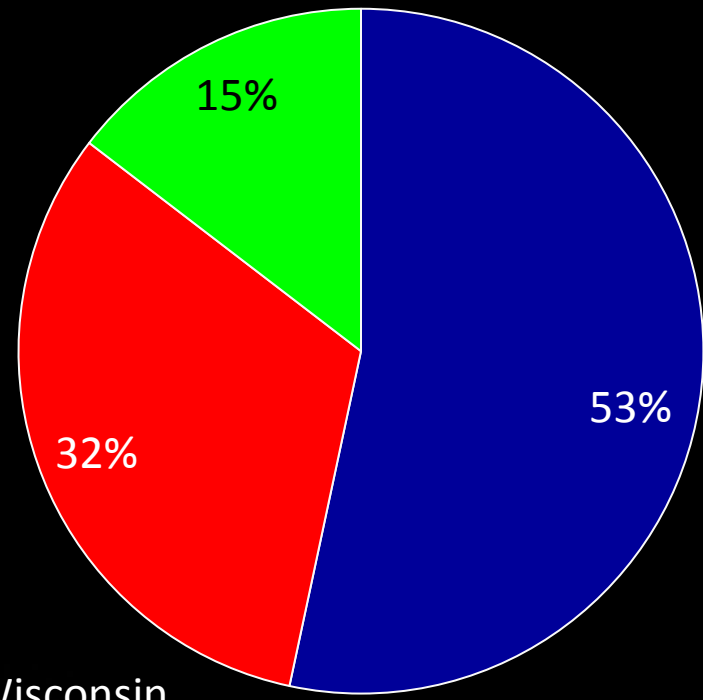


SOURCES: Census, 2012 ACS 3-yr EST.

All Madison Residents



Poor Madison Residents



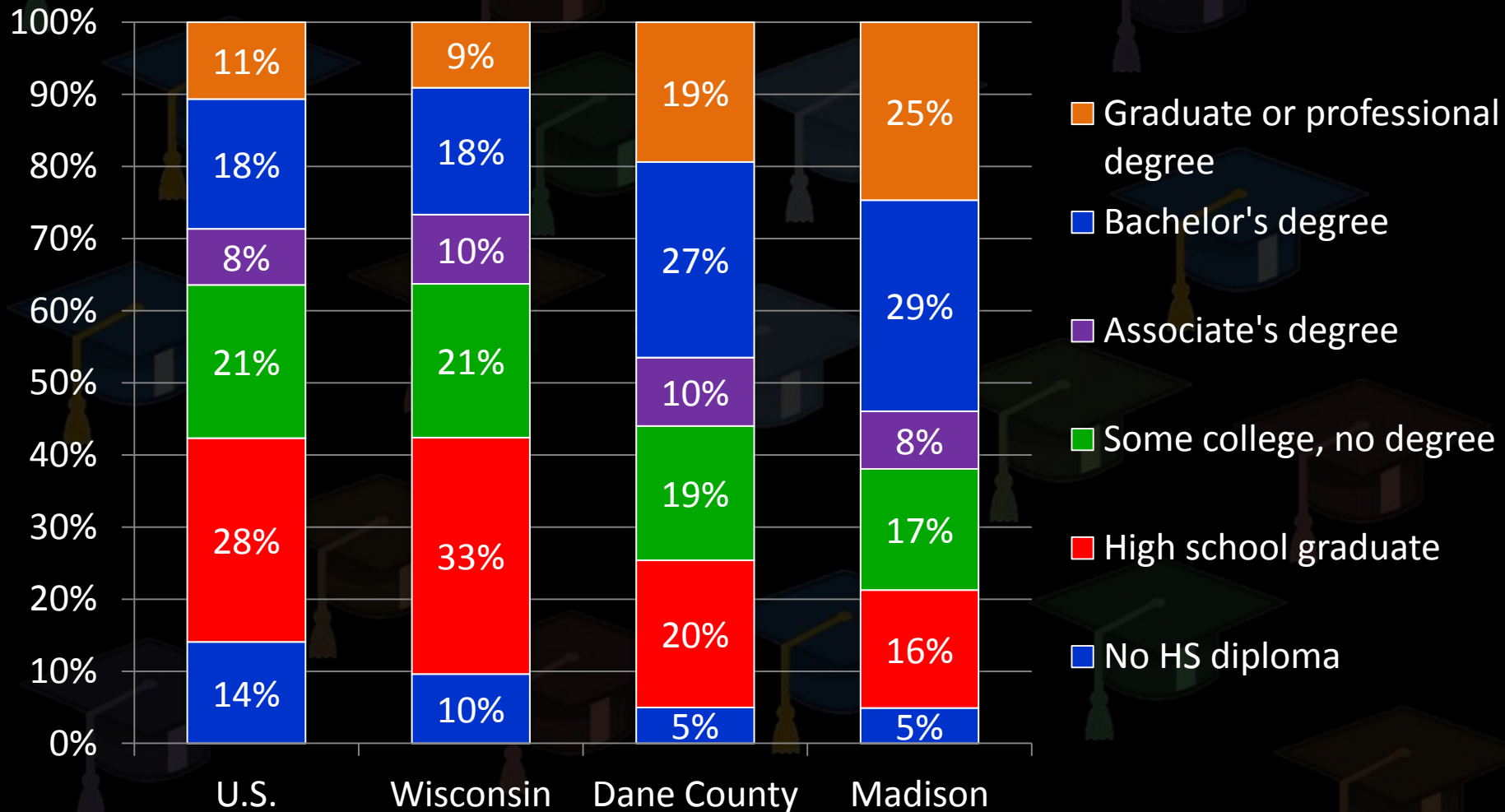
- Born in Wisconsin
- Born in Another State
- Born Overseas



Educational Attainment

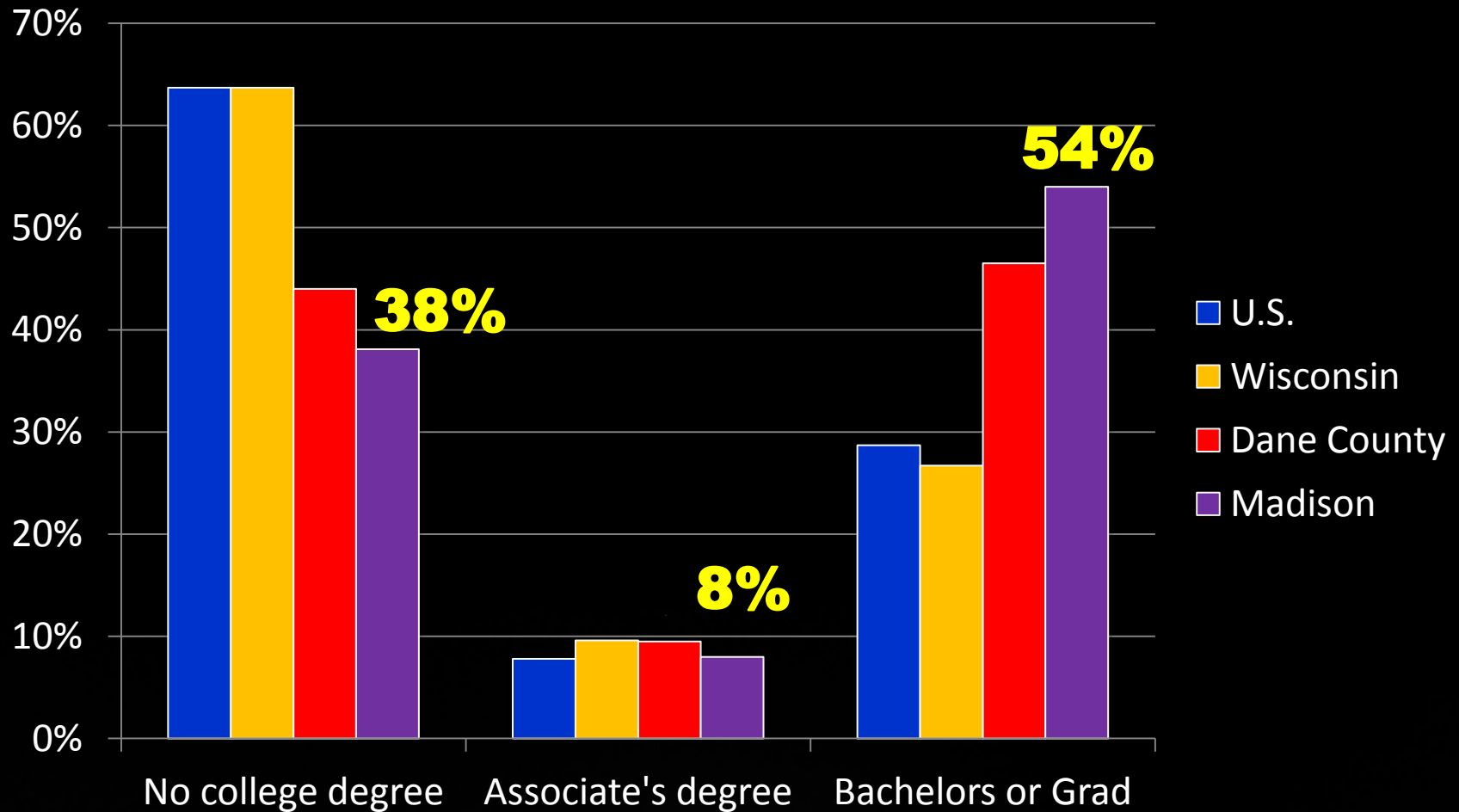


Educational Attainment for 25 yr old+ population (2012 ACS)



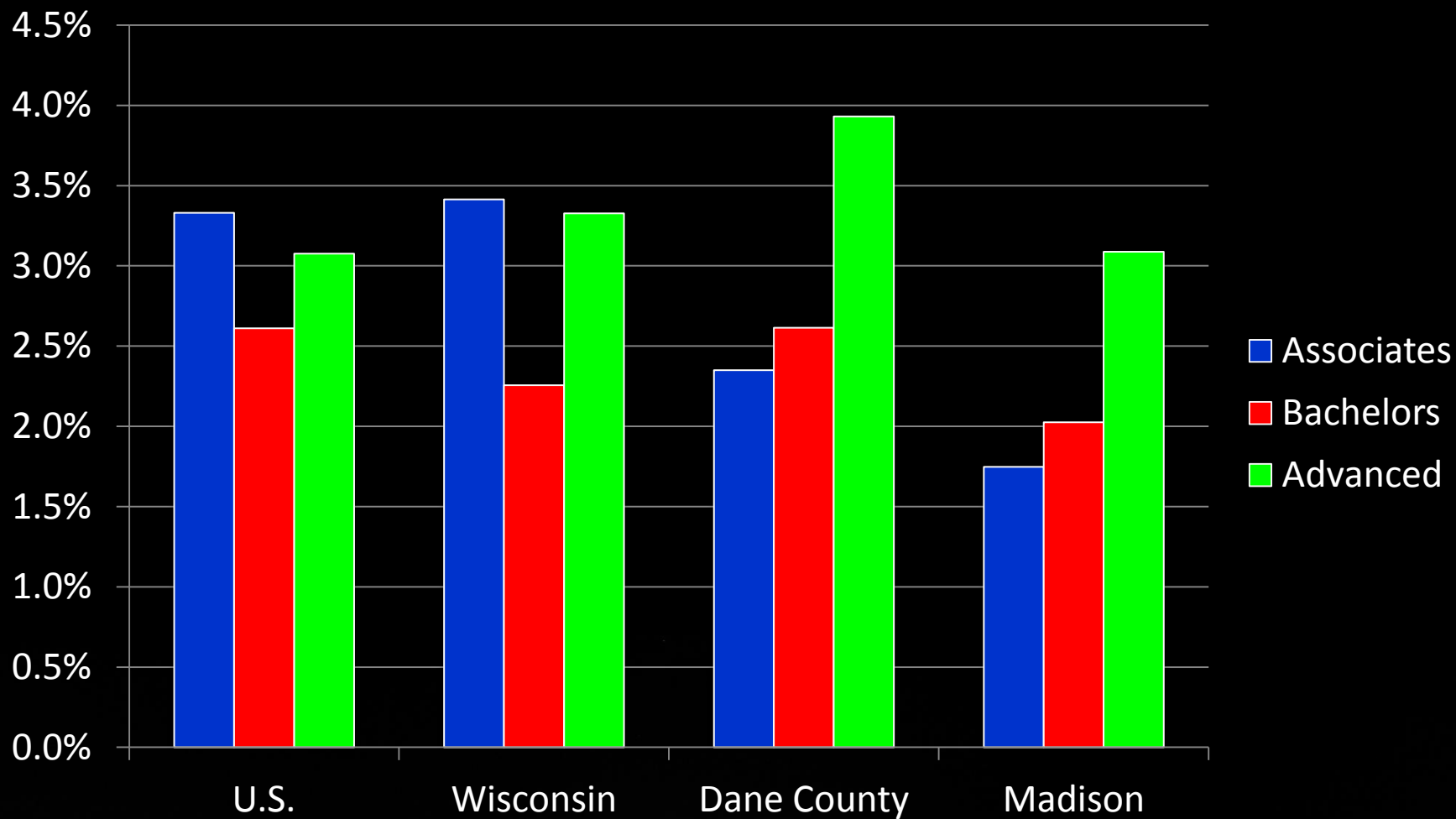
SOURCES: Census, 2012 ACS 3-yr EST.

Educational Attainment for 25 yr old+ population (2012 ACS)



SOURCES: Census, 2012 ACS 3-yr EST.

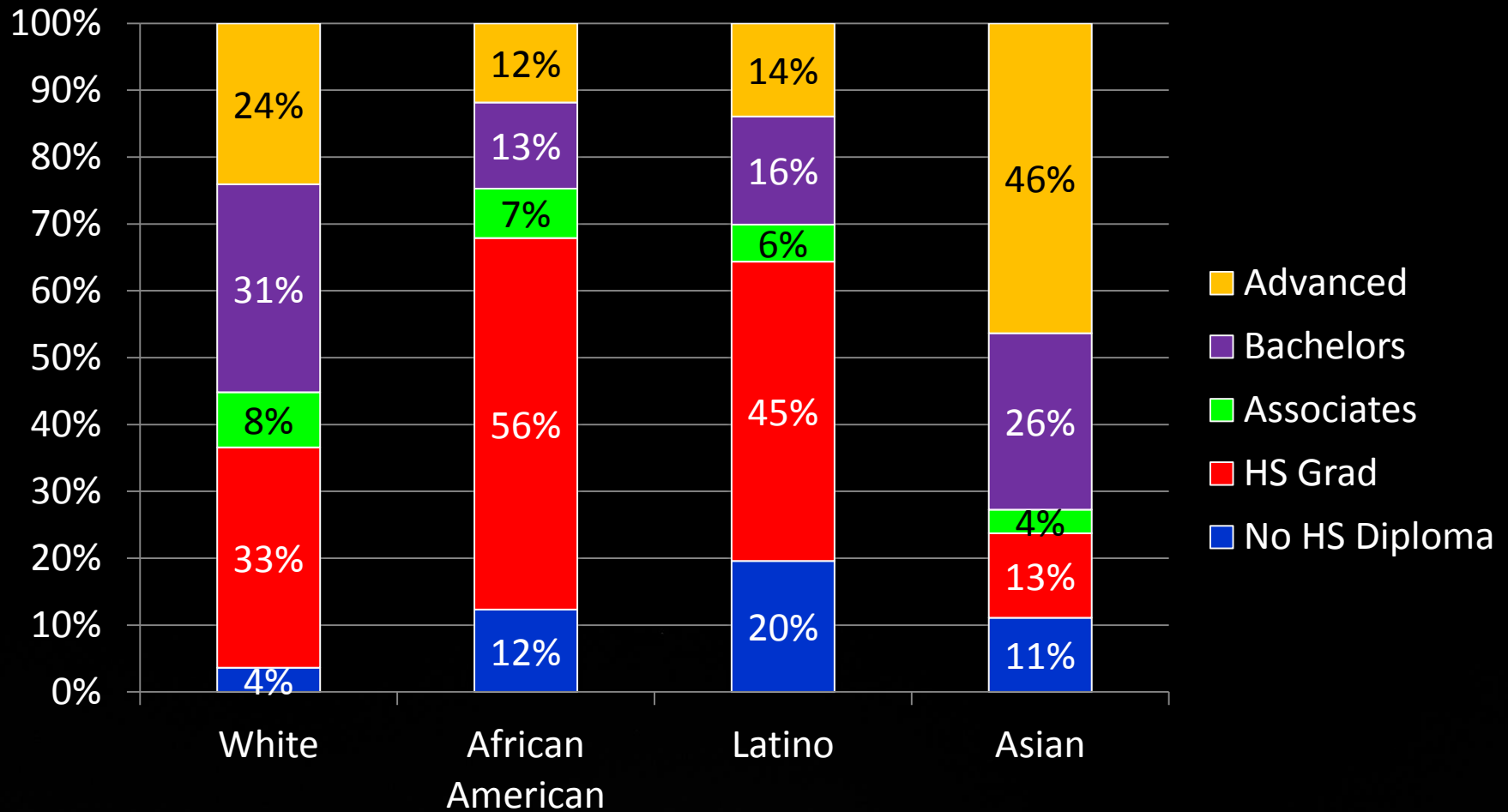
% Change in Population by Education (2000-2012)




SOURCES: Census, 2000 DC and 2012 ACS 3-yr EST.

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Educational Attainment for 25 and older Madison Residents by Race/Ethnicity (2012)



SOURCES: Census, 2012 ACS 3-yr EST.



**Madison is far above
average in residents
with bachelors
degrees or higher**

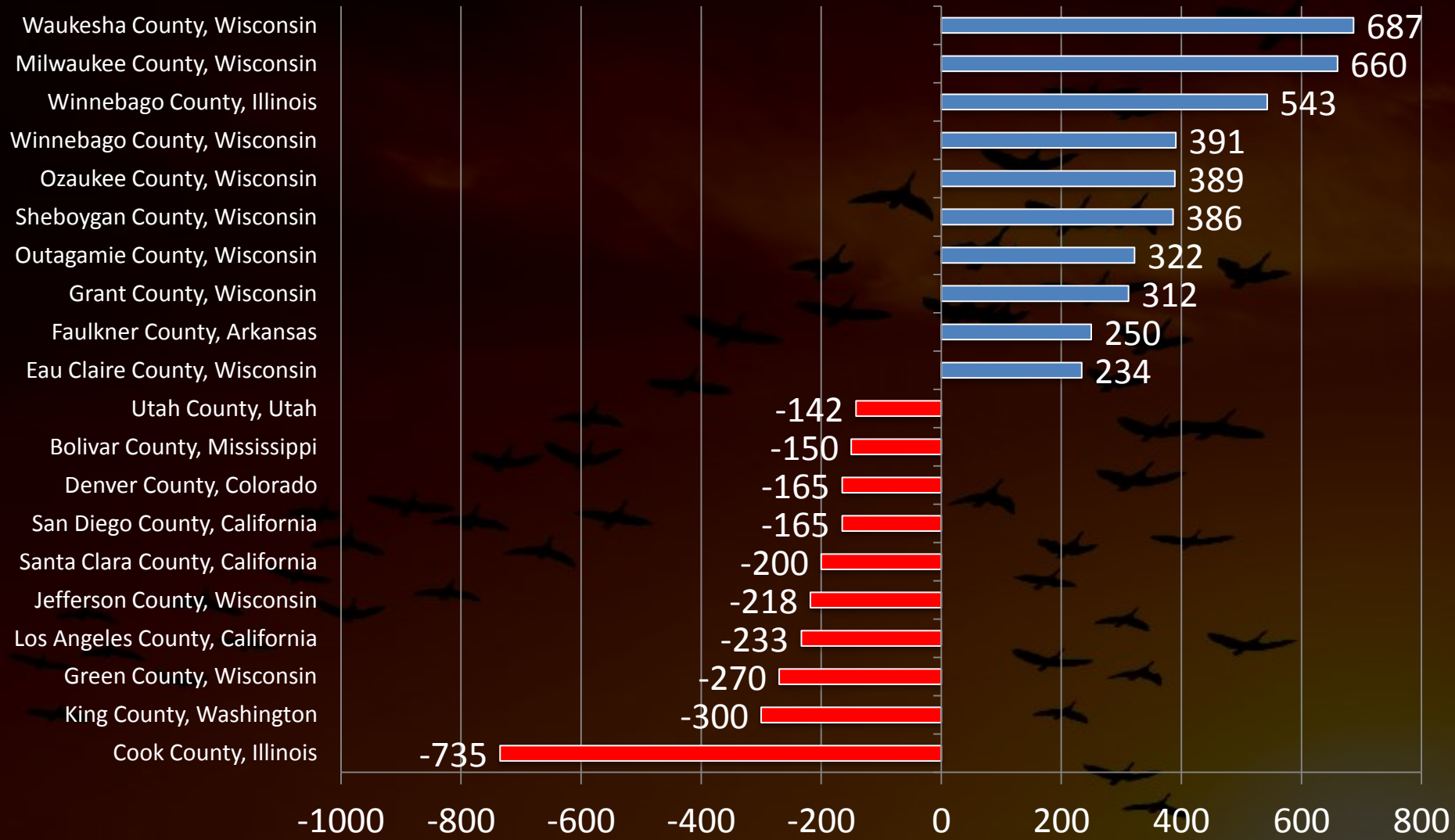
**Madison is
below
average in
residents
with
Associates
Degrees**



Migration



Net Basis - Top 10 Inbound Counties and Top 10 Outbound Counties



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TOPICS

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- 2. Business, Industry, & Innovation**
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TOPICS

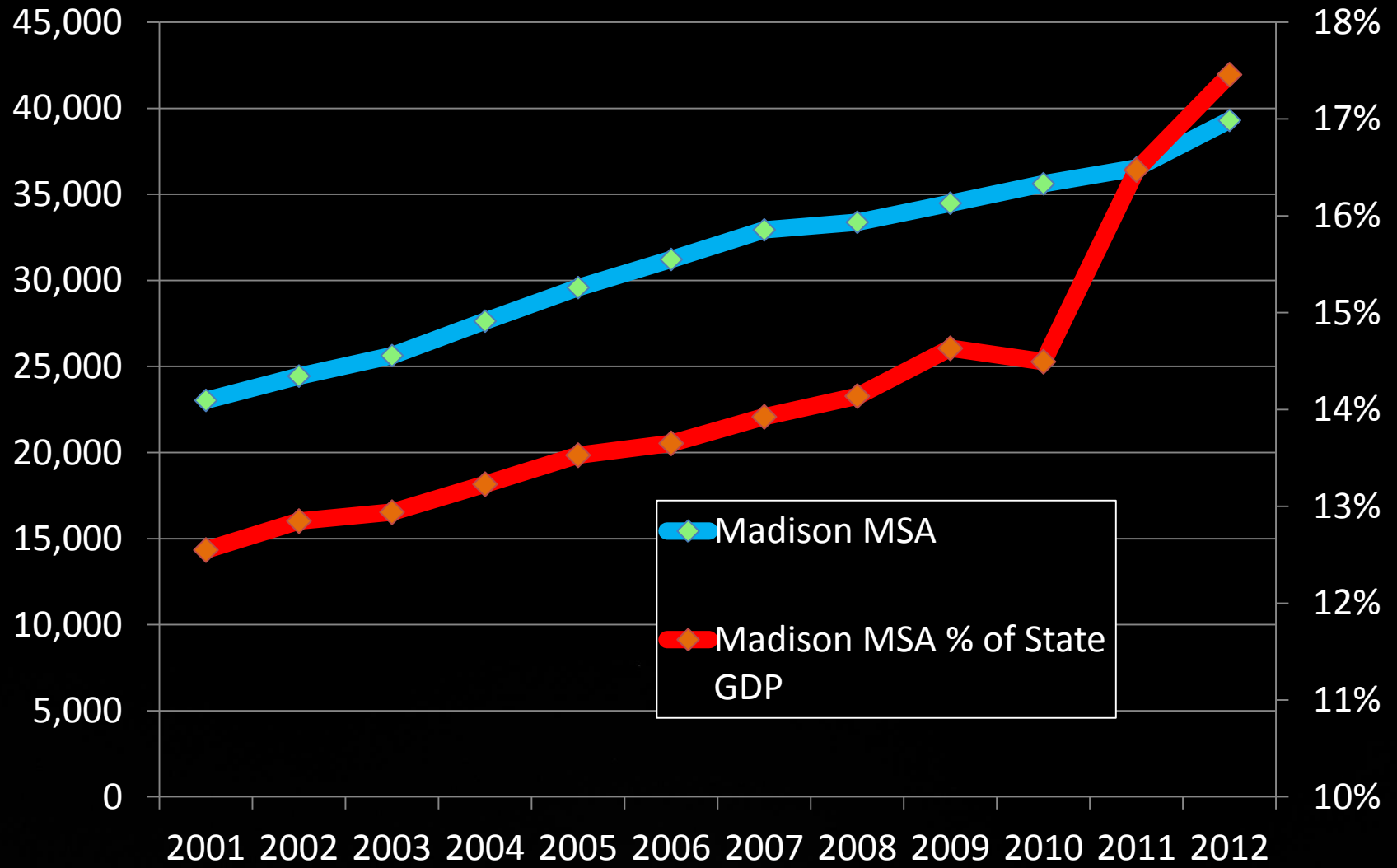
2

2. Business, Industry, & Innovation

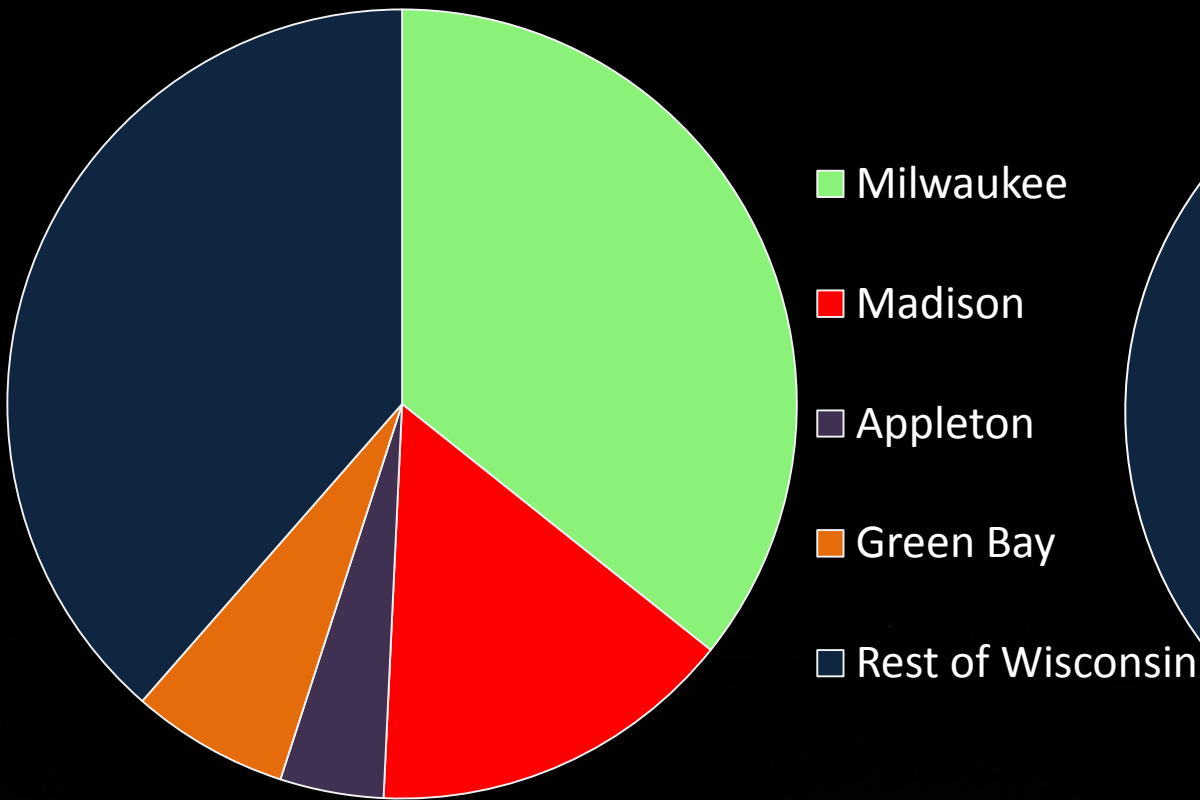
- GDP
- Employment
- Business Creation
- Location Quotients
- Patents
- Research/Tech Transfer
- Exports
- Enplanements



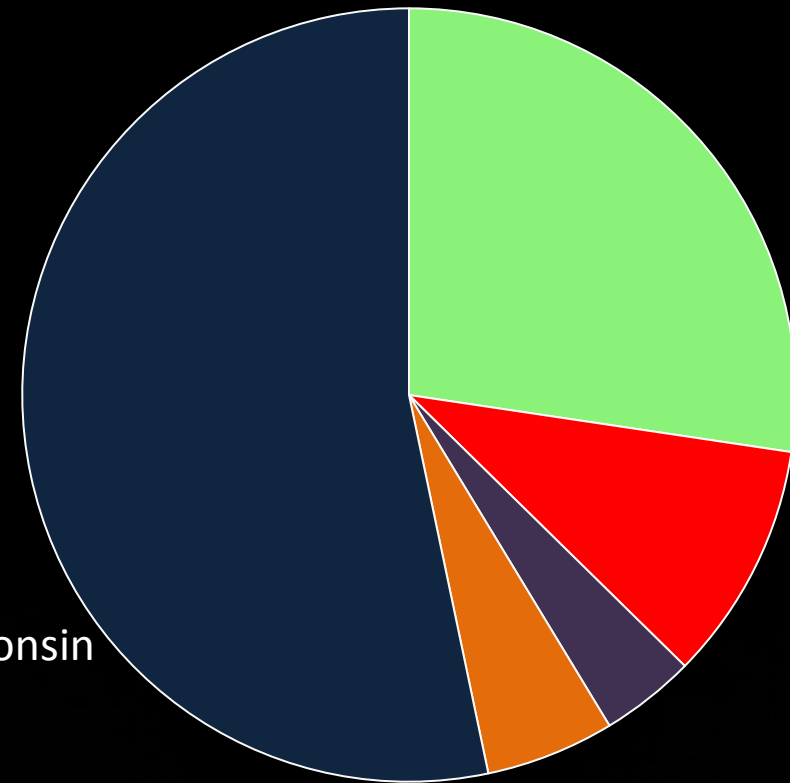
Madison MSA GDP (\$m & %state)



GDP

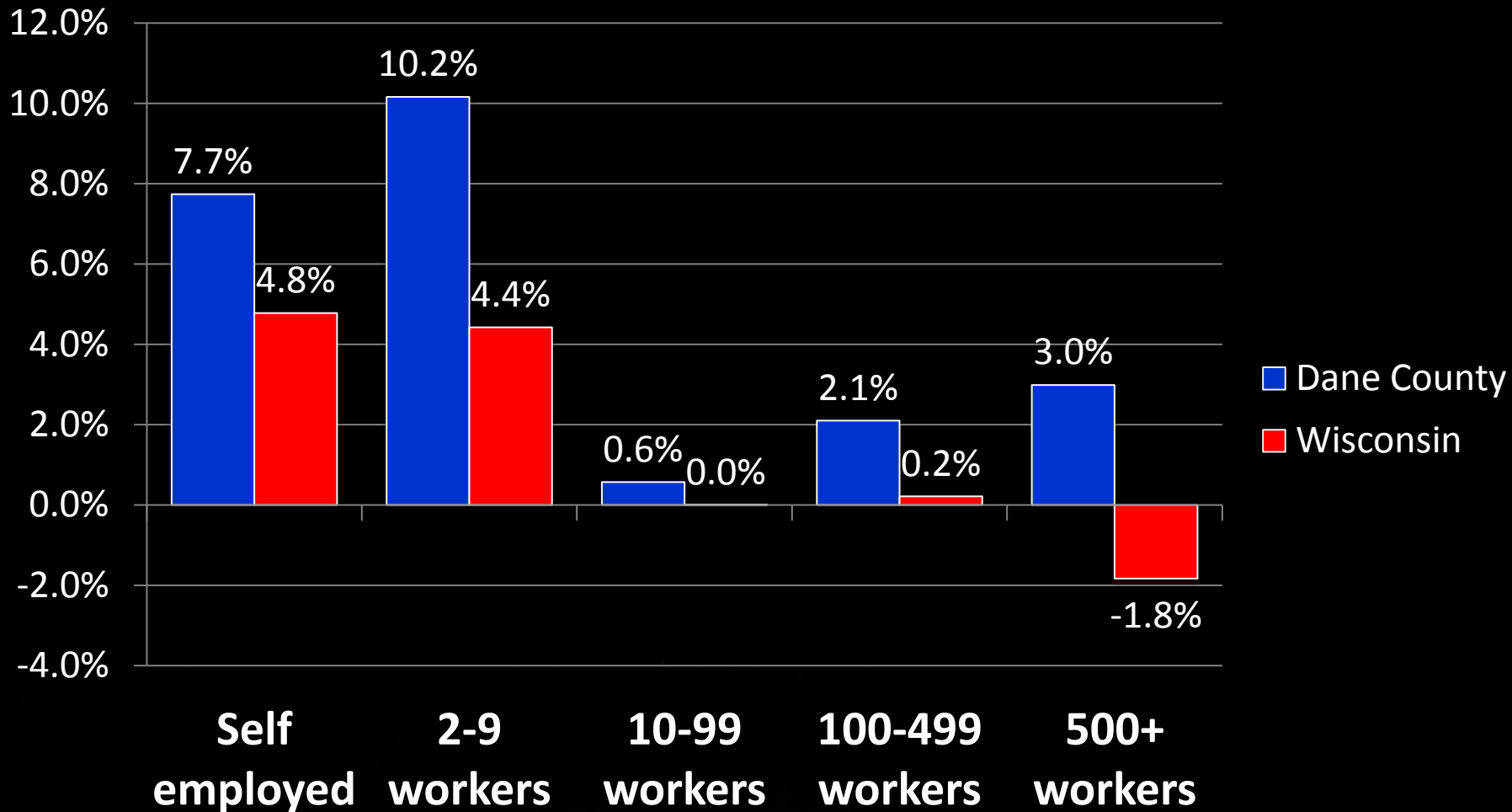


Population



SOURCES: BEA

Change in Number of Businesses by Business Size (2000-2012 Employment)



SOURCES: Youreconomy.com

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Year-by-Year % Change in Total Jobs for Dane County and Wisconsin (2002-2012)

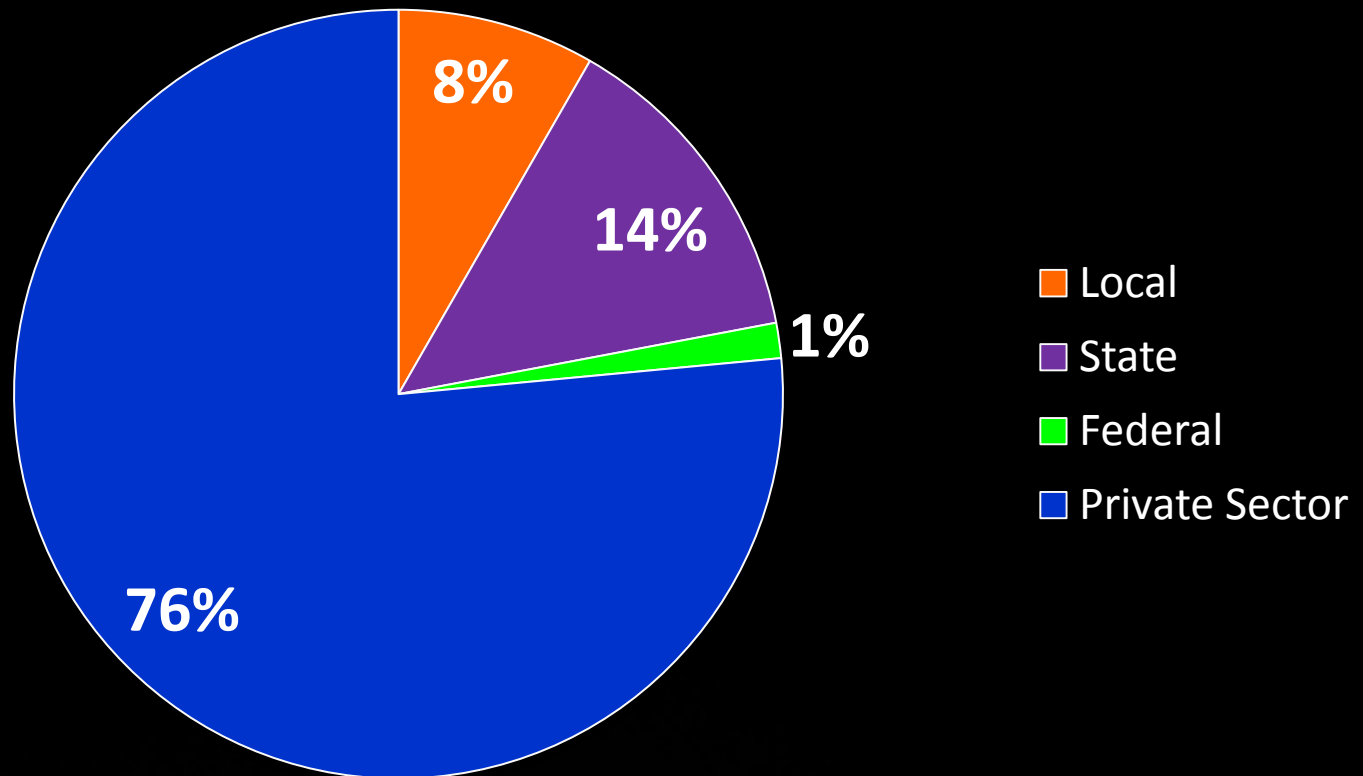
Wisconsin Dane County



SOURCES: BLS

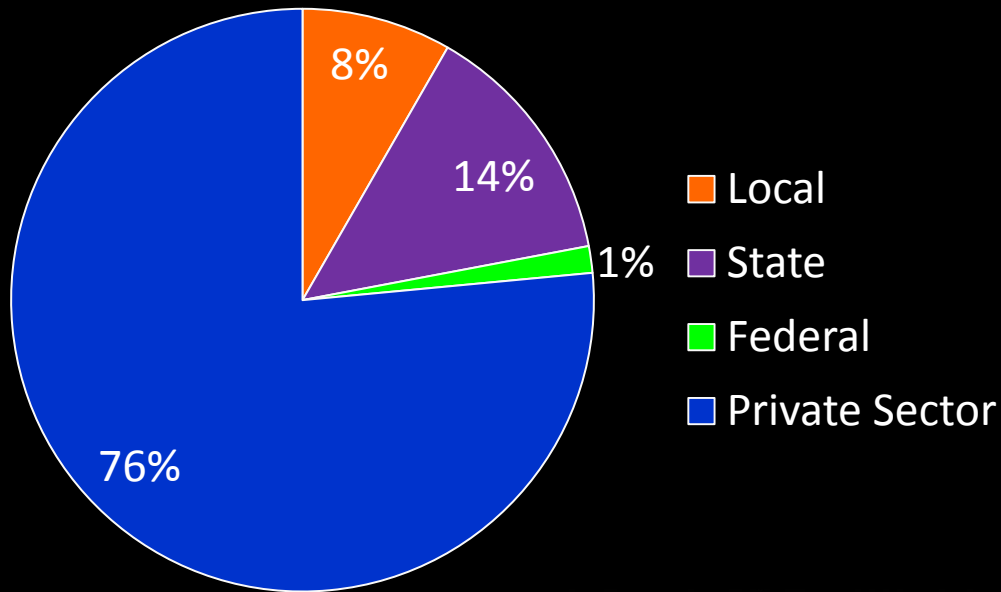
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Madison MSA Private/Public Job Share

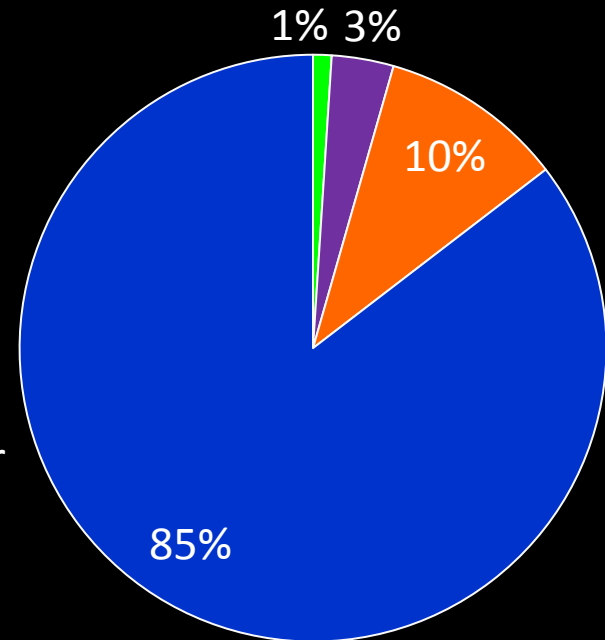


SOURCES: BLS

Madison MSA



Wisconsin



SOURCES: BLS

Dane County as % of Wisconsin

10% population

12% Jobs

14% economic activity (MSA GDP)

16% of net new businesses created since 2000

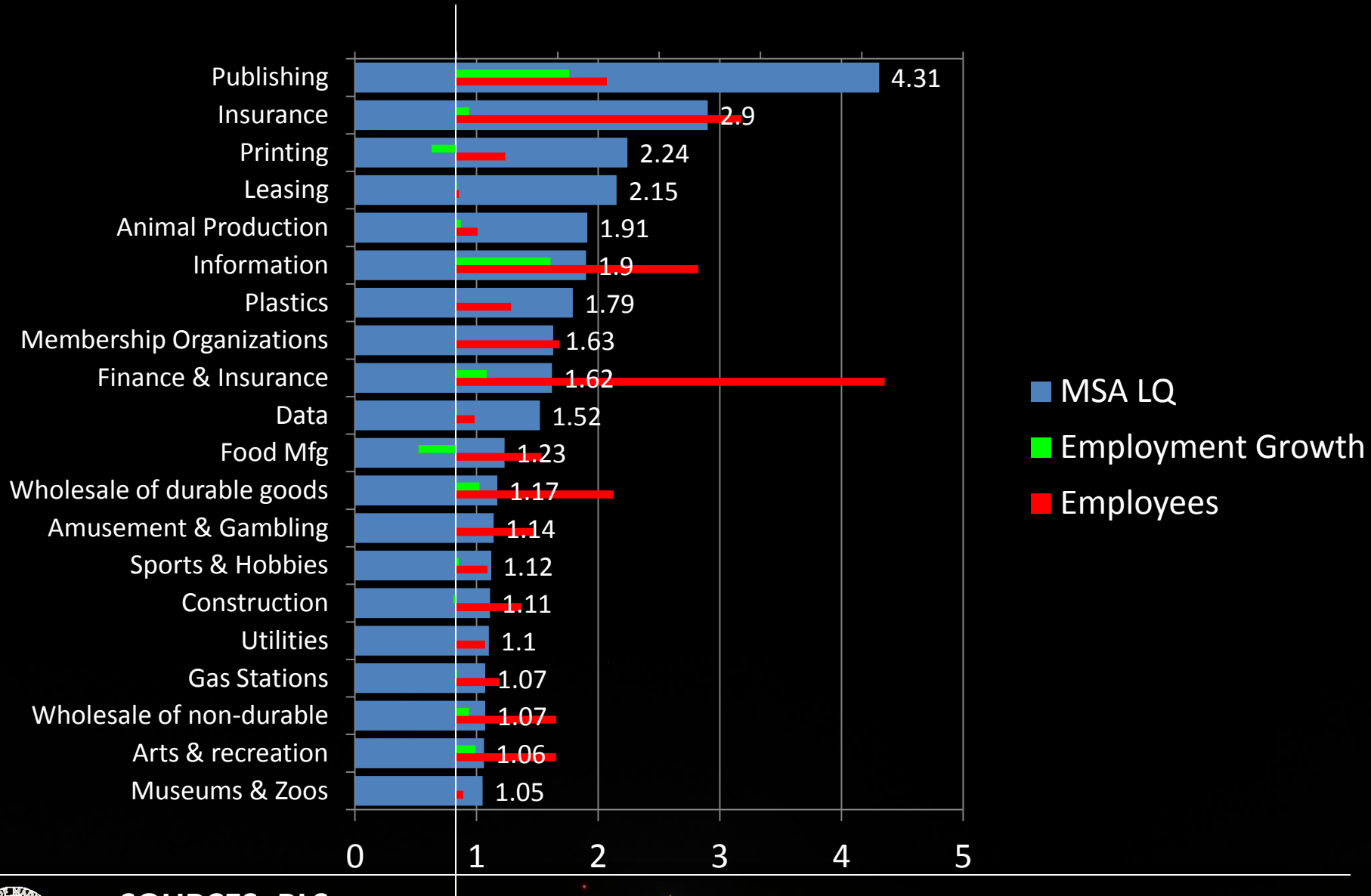
21% of newly patented inventions



SOURCES: Census, BLS, BEA, USPO,
Youreconomy.com

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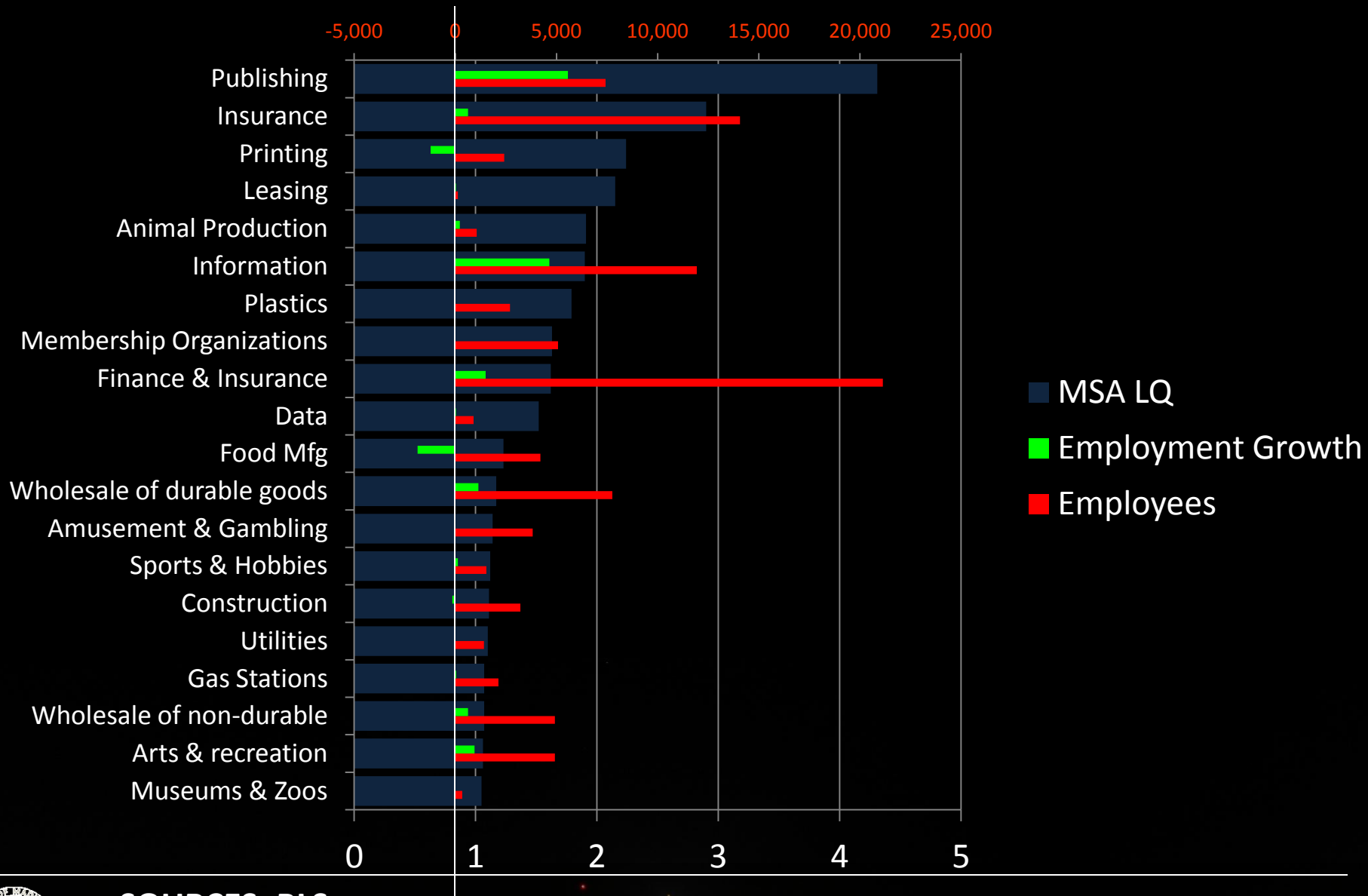
Industry Strengths (top 10 LQs for Dane County)



SOURCES: BLS

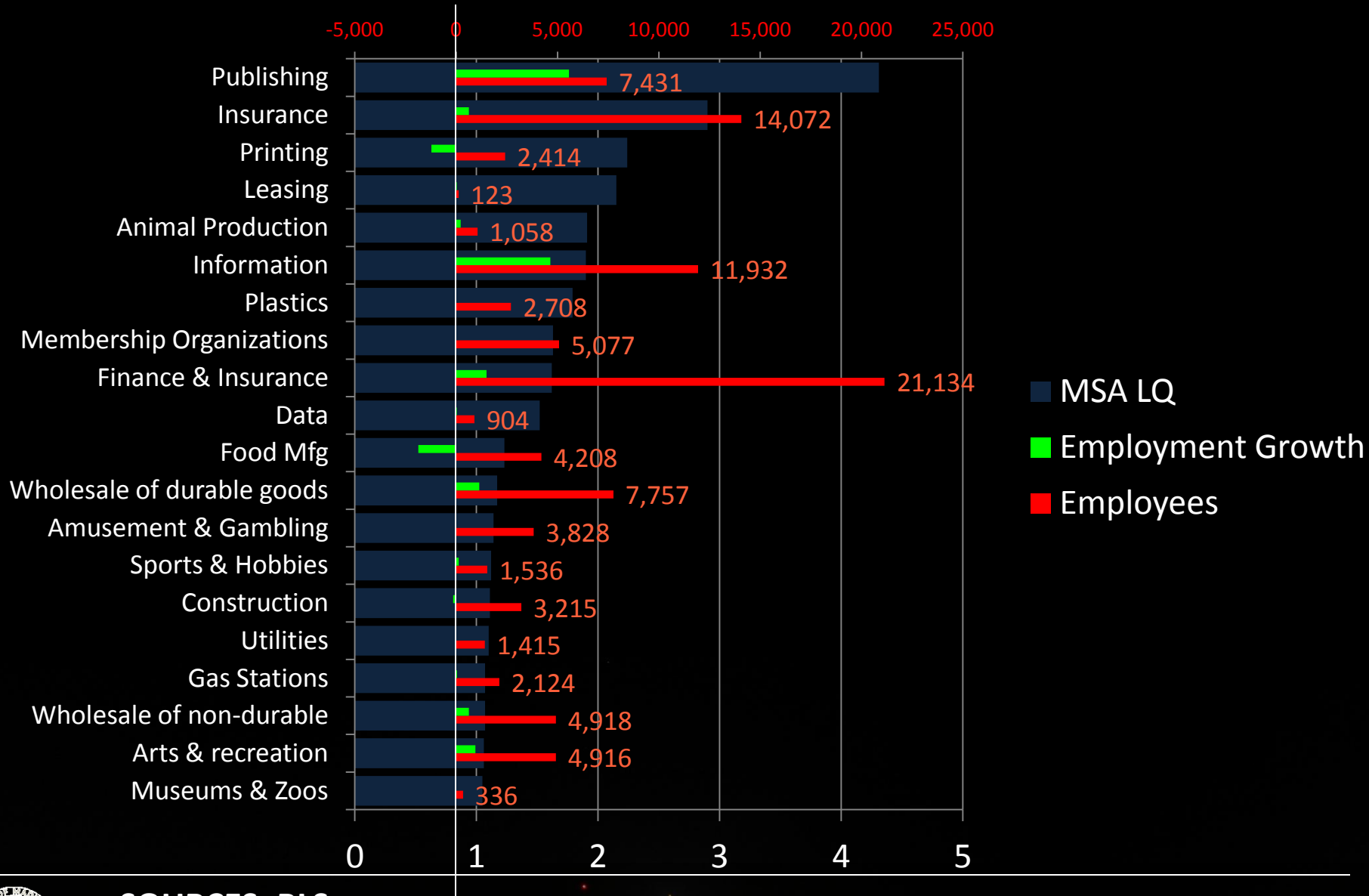


Industry Strengths (top 10 LQs for Dane County)



SOURCES: BLS

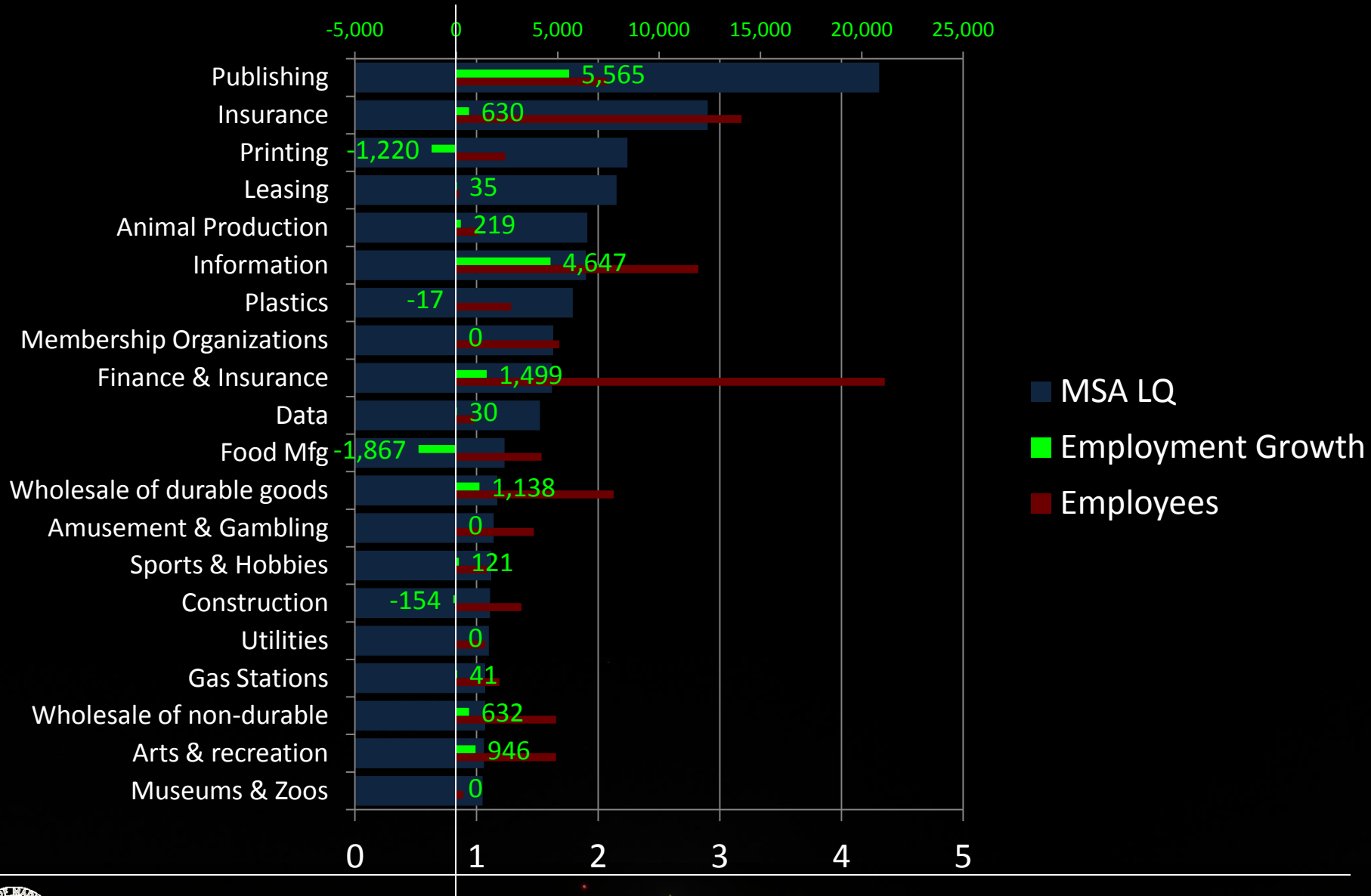
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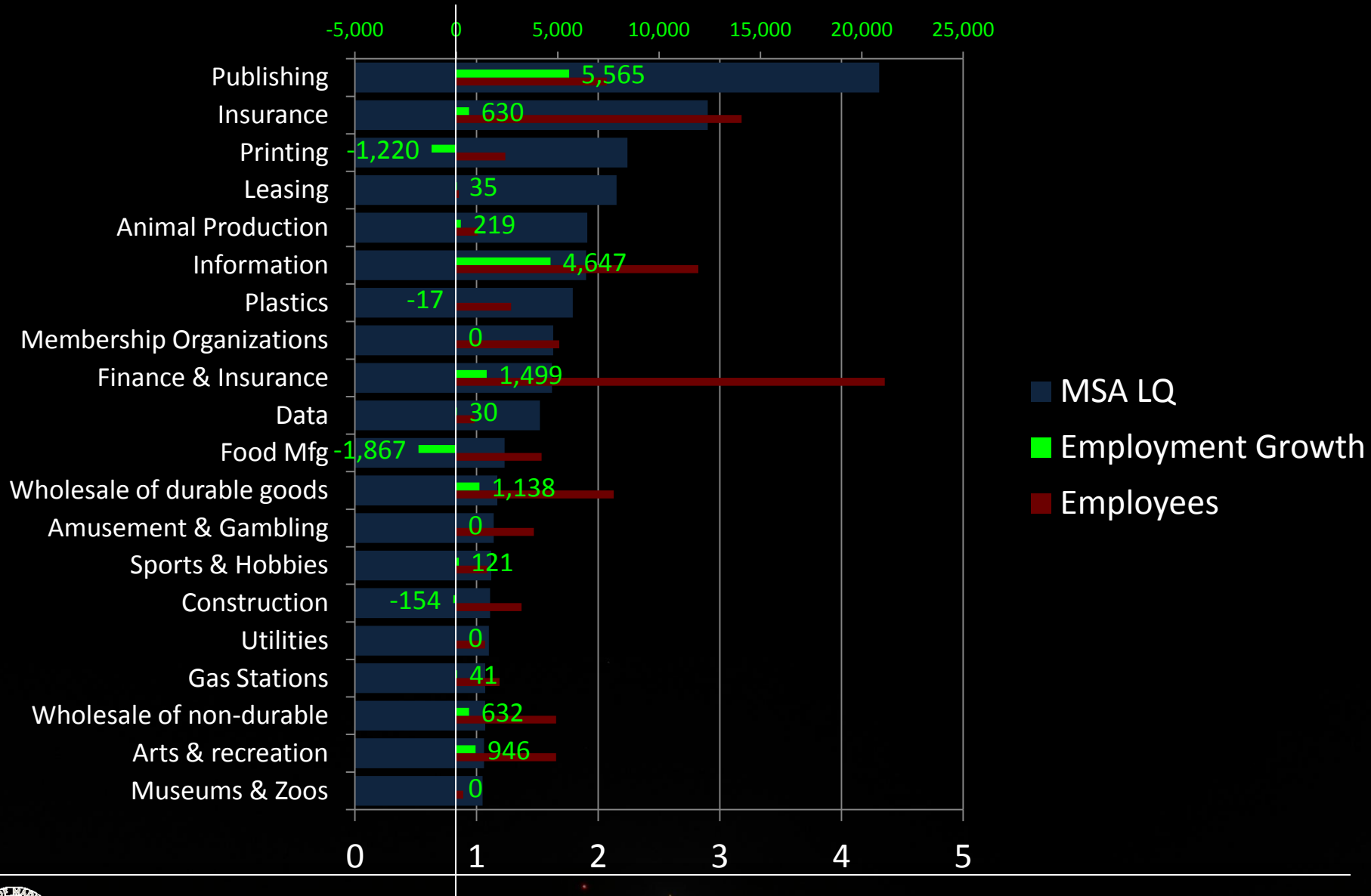


Industry Strengths (top 10 LQs for Dane County)



SOURCES: BLS

Industry Strengths (top 10 LQs for Dane County)



SOURCES: BLS

Between 2001 and 2012,

27%

(5,565)

of all new jobs created in Dane County were in “publishing”
sector and likely primarily due to one company



SOURCES: BLS

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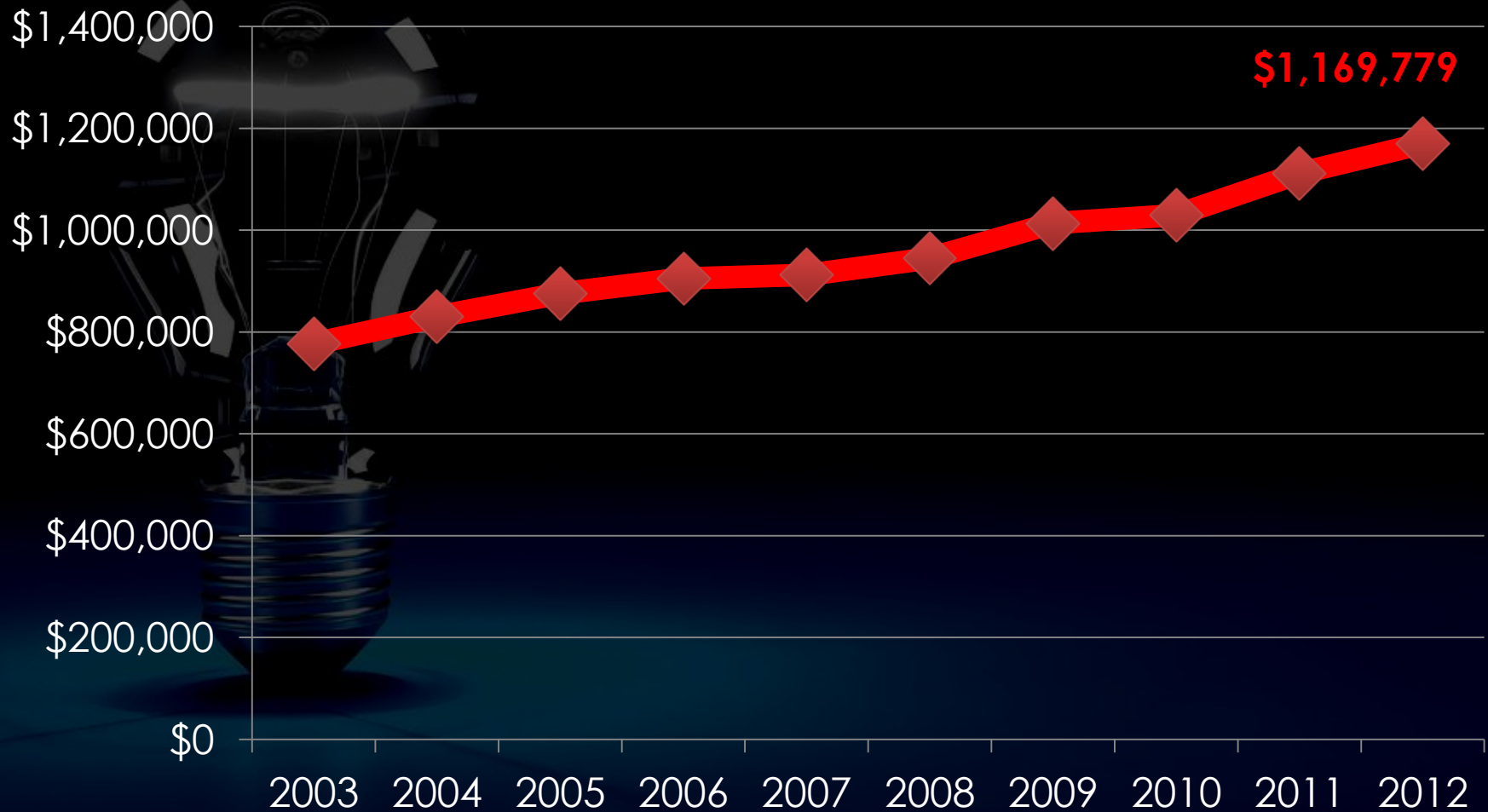


Research & Innovation





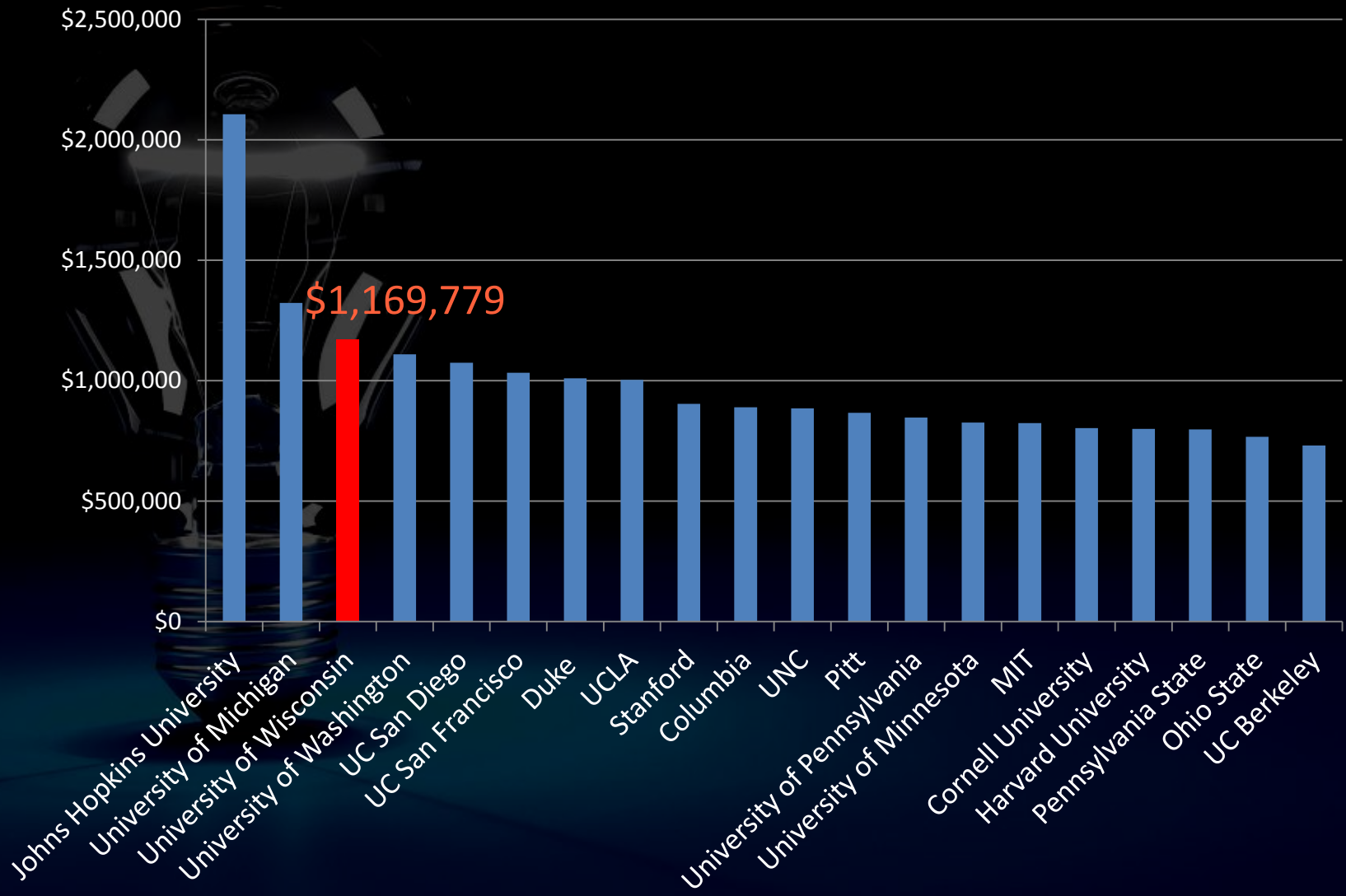
University of Wisconsin-Madison Research Spending 2012 (NSF)



SOURCES: NSF

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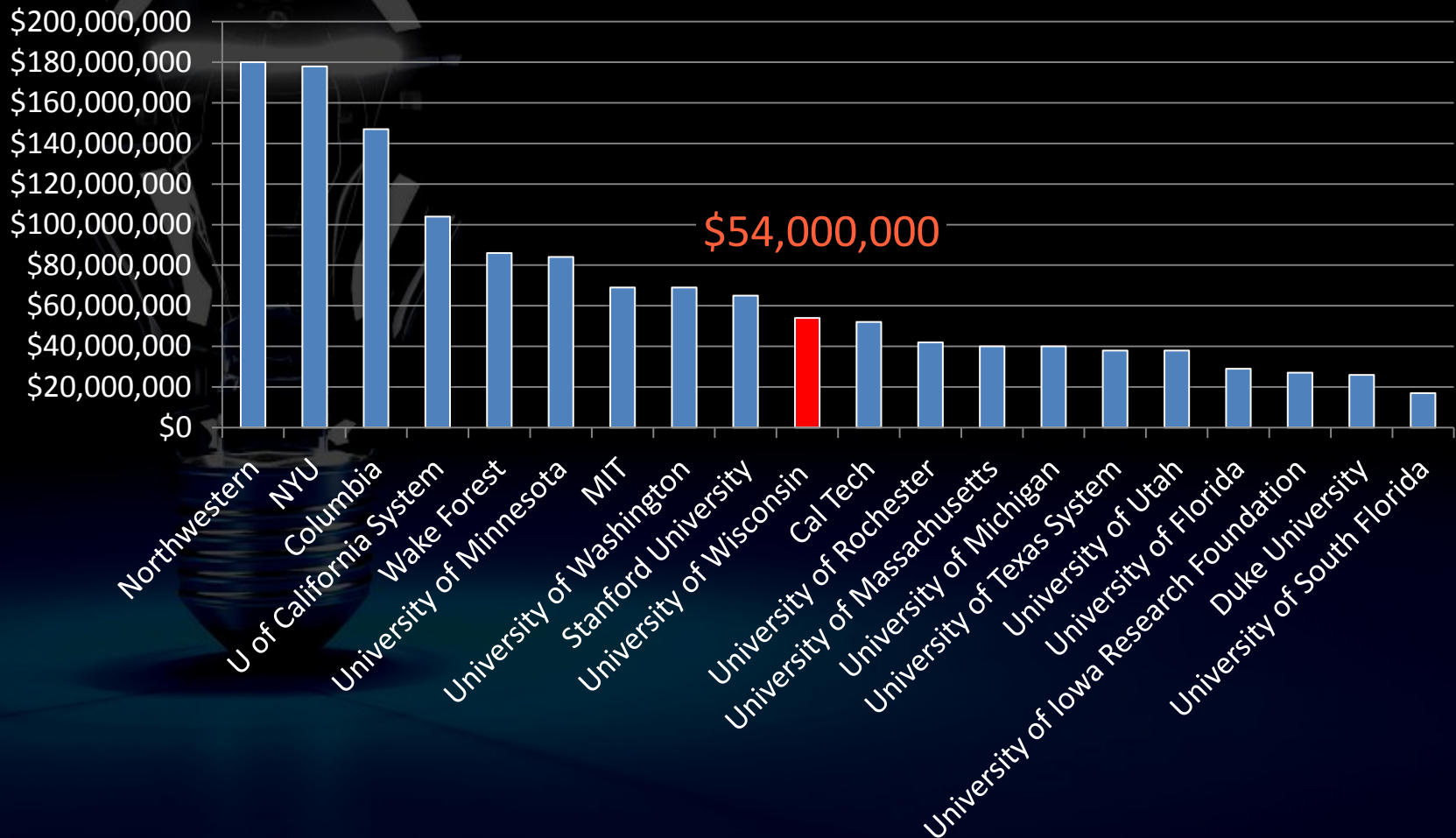
Top 20 Institutions for Research Spending (2012 NSF)



SOURCES: NSF

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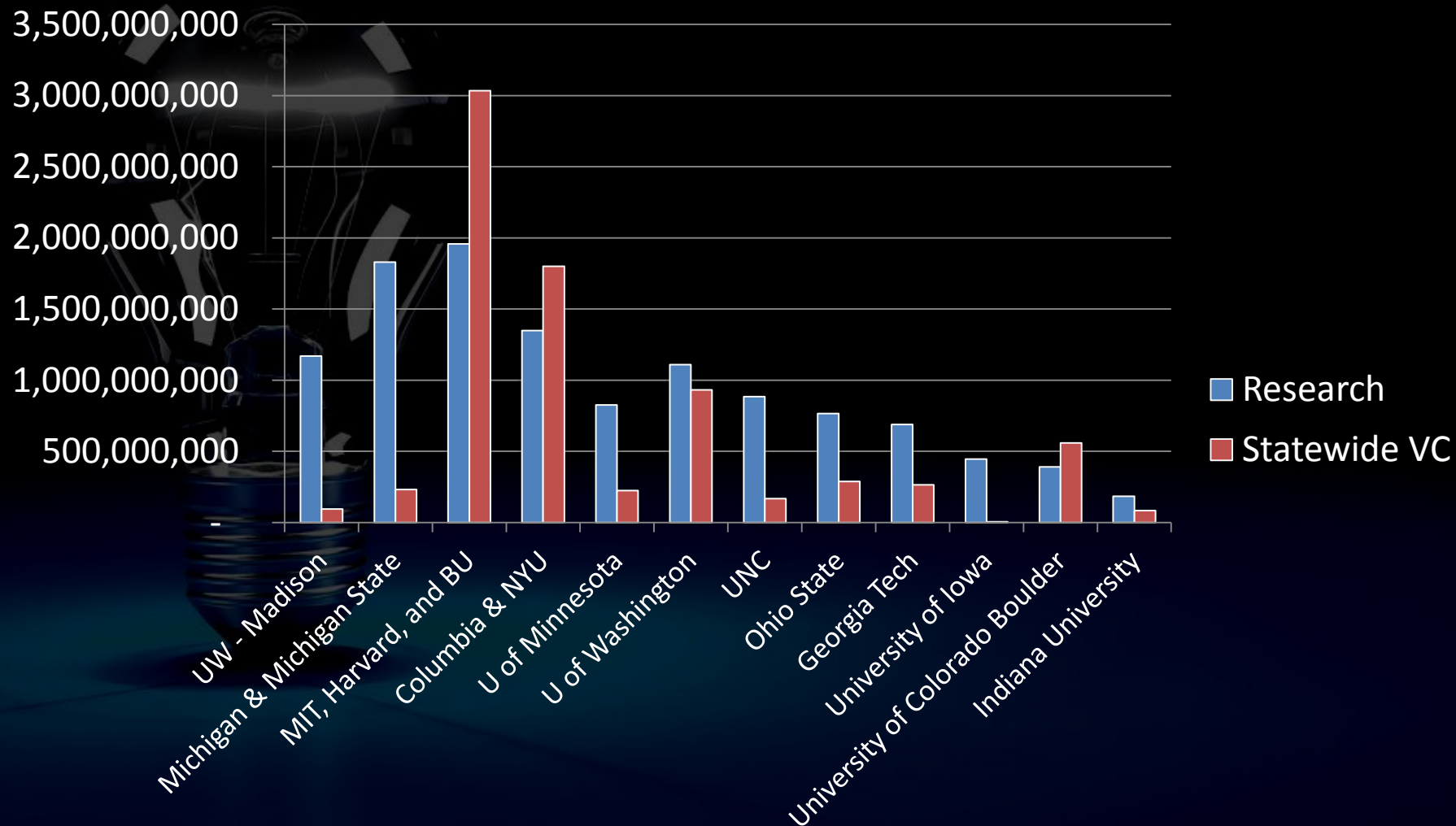
Top 20 Institutions for Tech Transfer - Licensing Income (AUTM 2012)



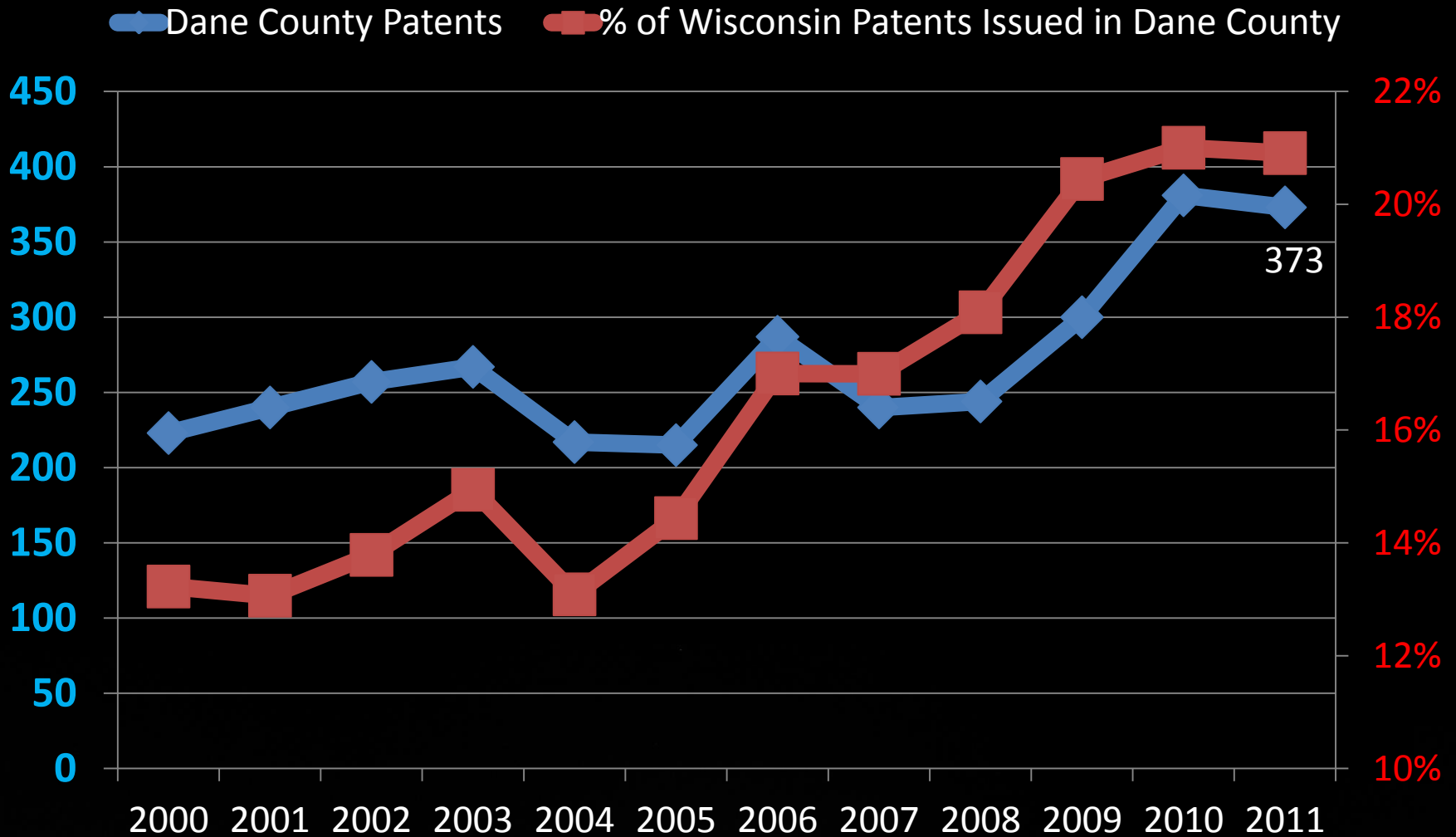
SOURCES: AUTM


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Statewide Research at Major Institutions and VC Investment



Patents Issued in Dane County (# and % State)



A photograph of a University of Wisconsin-Madison campus scene. In the foreground, a large, leafy tree stands to the left of a bronze statue of a seated man on a stone pedestal. Two people are walking past the statue. In the background, a multi-story brick building with many windows is visible. On the far left, a white flag with a red 'W' inside a shield is flying. A red semi-circular graphic overlay is in the top right corner, containing white text.

**\$1.2
Billion** in
annual research
dollars injected
into our economy



**\$1.2
Billion** in
annual research
dollars injected
into our economy

Can we better
leverage
these massive
investments to
growth our
economy?



Exports

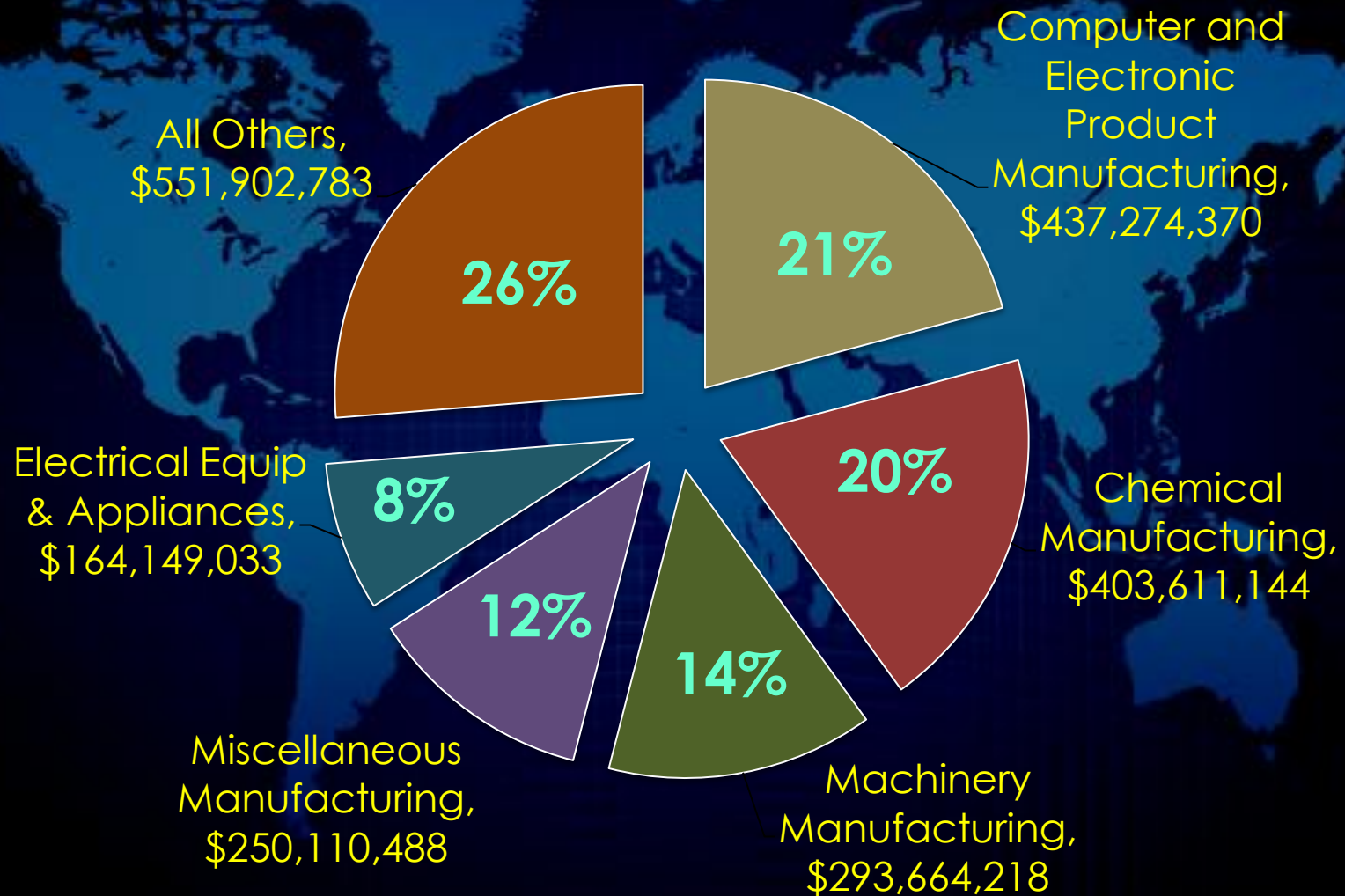


Exports from the Madison MSA

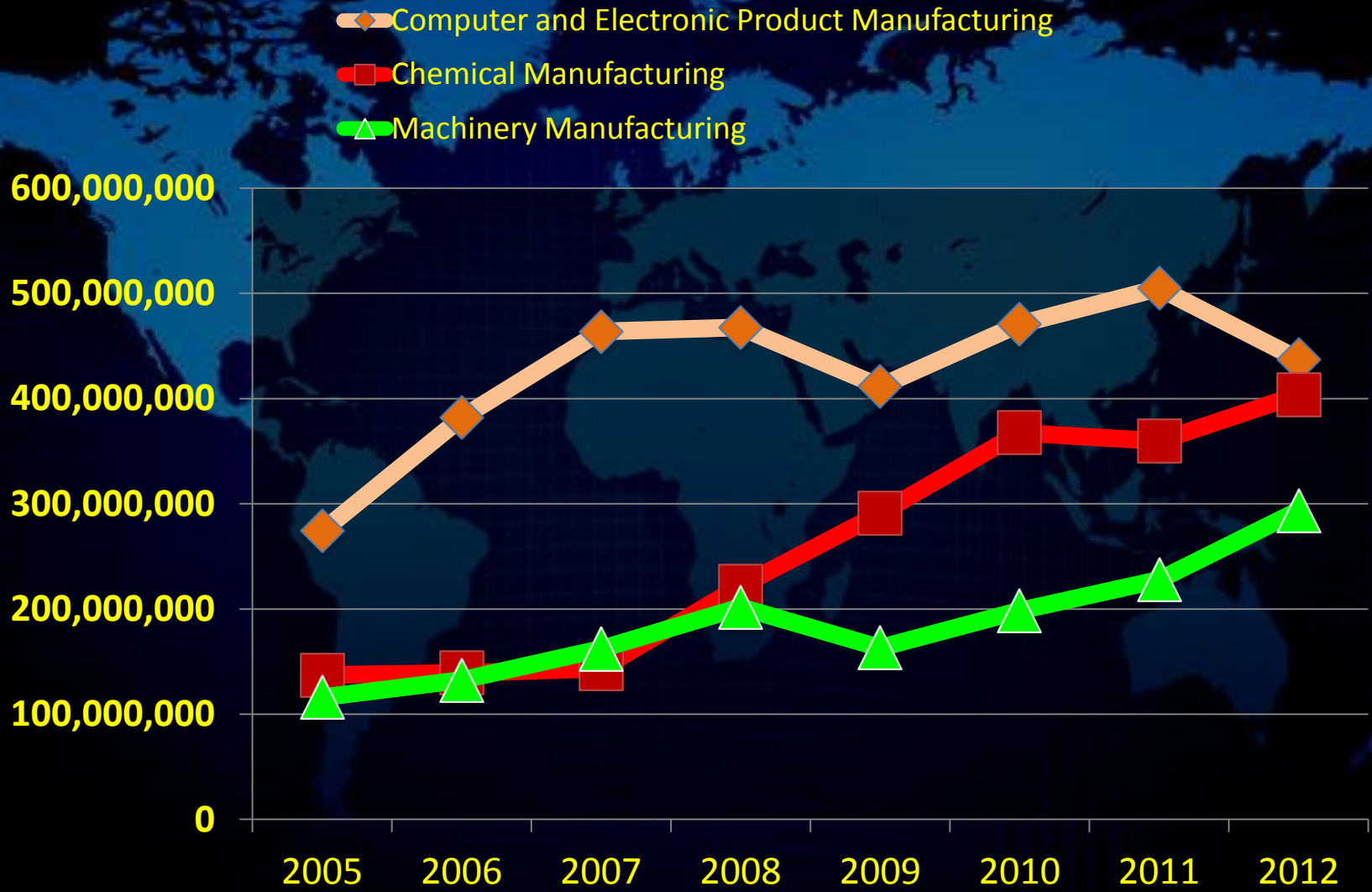
◆ MSA export value ● Percent of State



Products Exported from the Madison MSA (2012)



Growth in Madison MSA Exports for Top 3 Sectors



A dark blue world map is centered in the background of the slide.

The Madison MSA's exported

\$2.2 Billion

of goods & services in 2012
(\$4,000 for every person)



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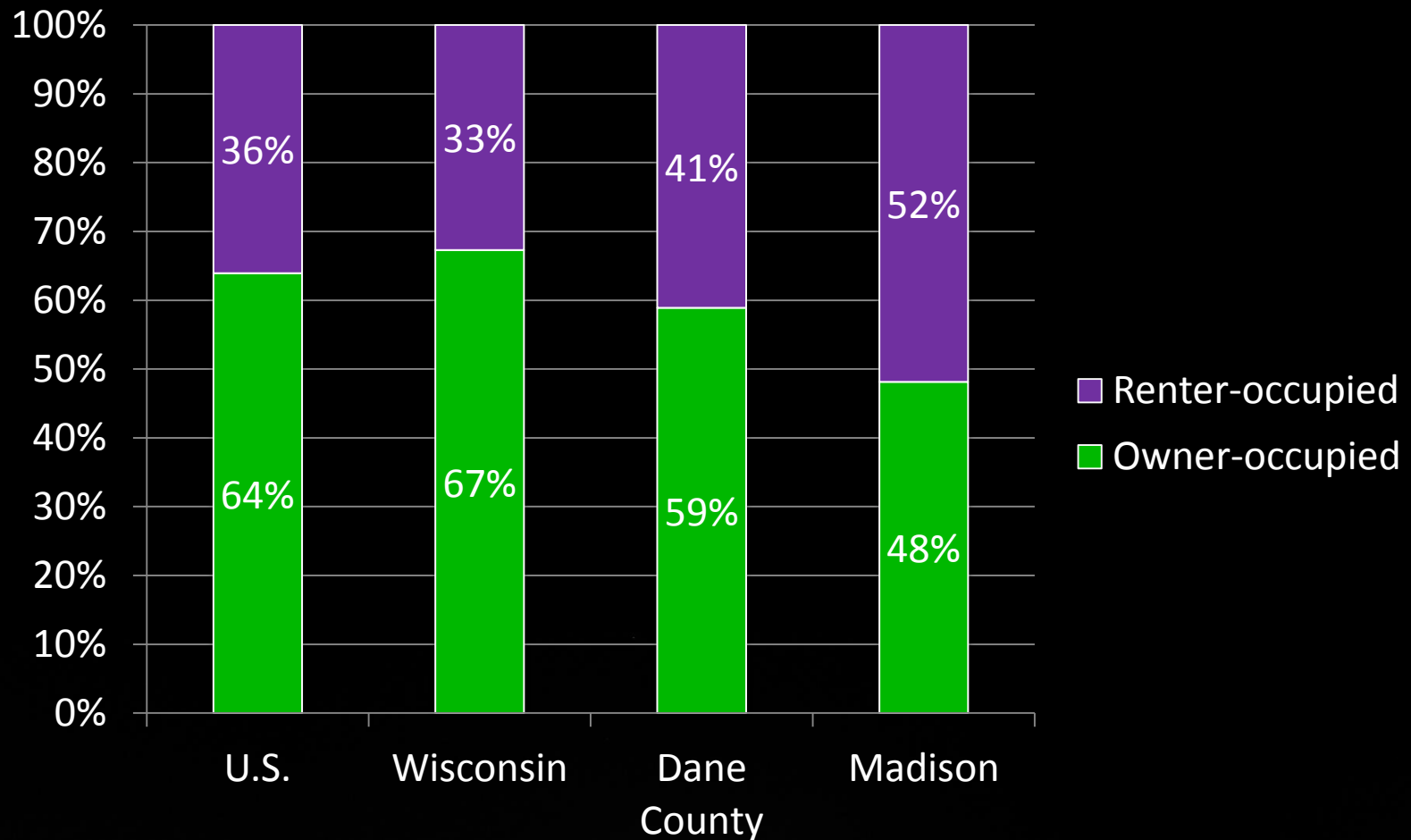
TOPICS

4. Housing Trends

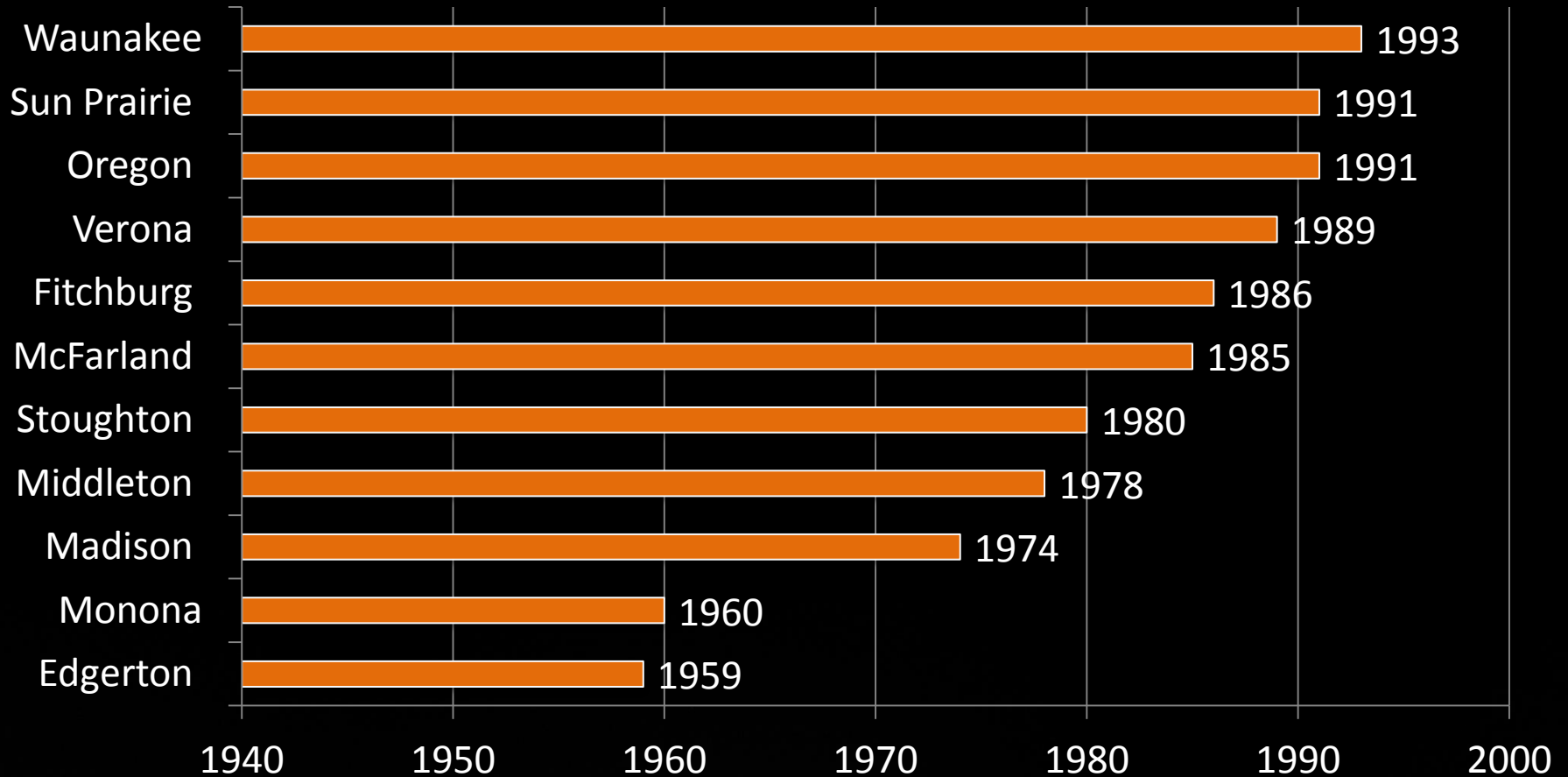
- Owner/Renter Ratio
- Age of housing stock
- Median home value
- Units built by type



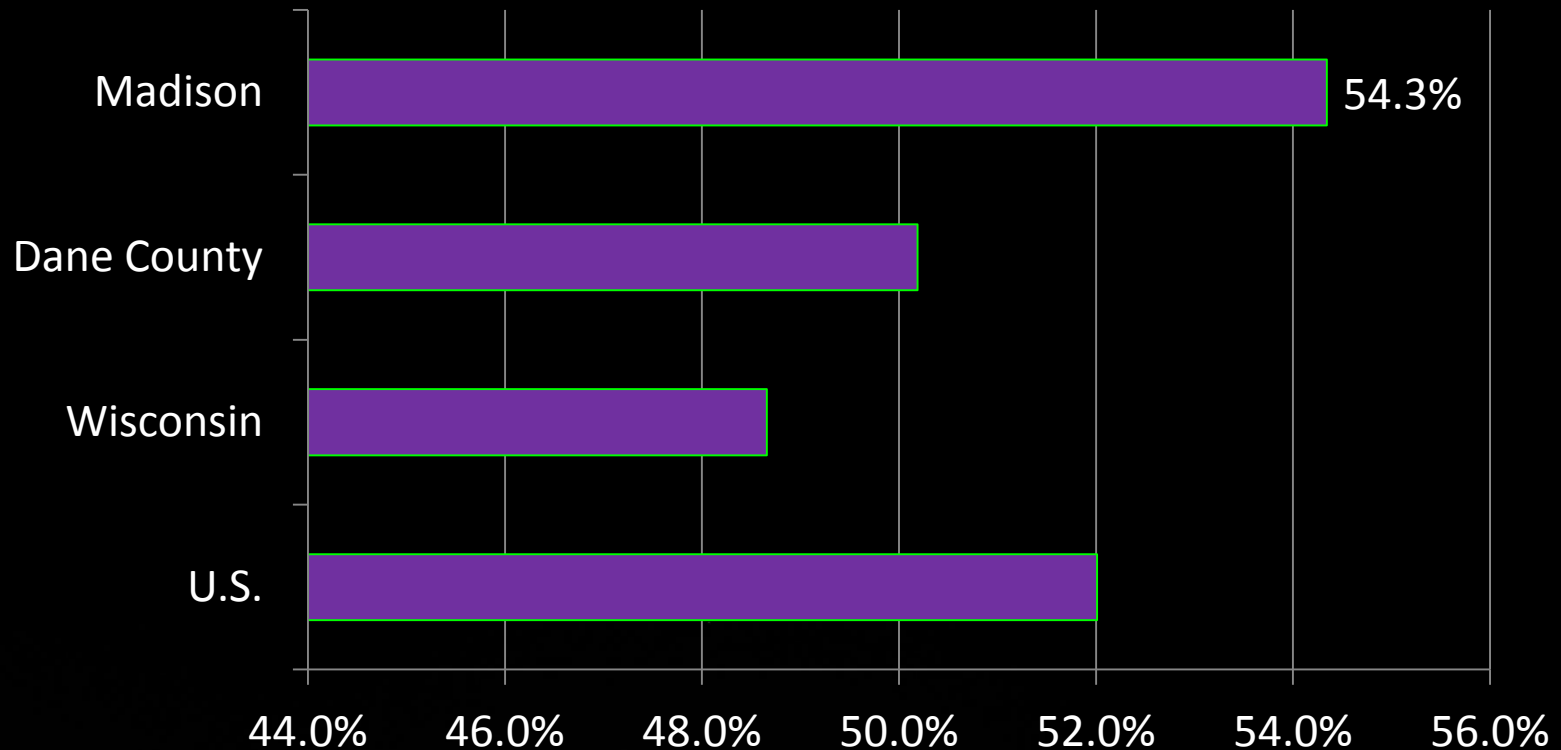
Owner/Renter Ratio (Census ACS 2012)



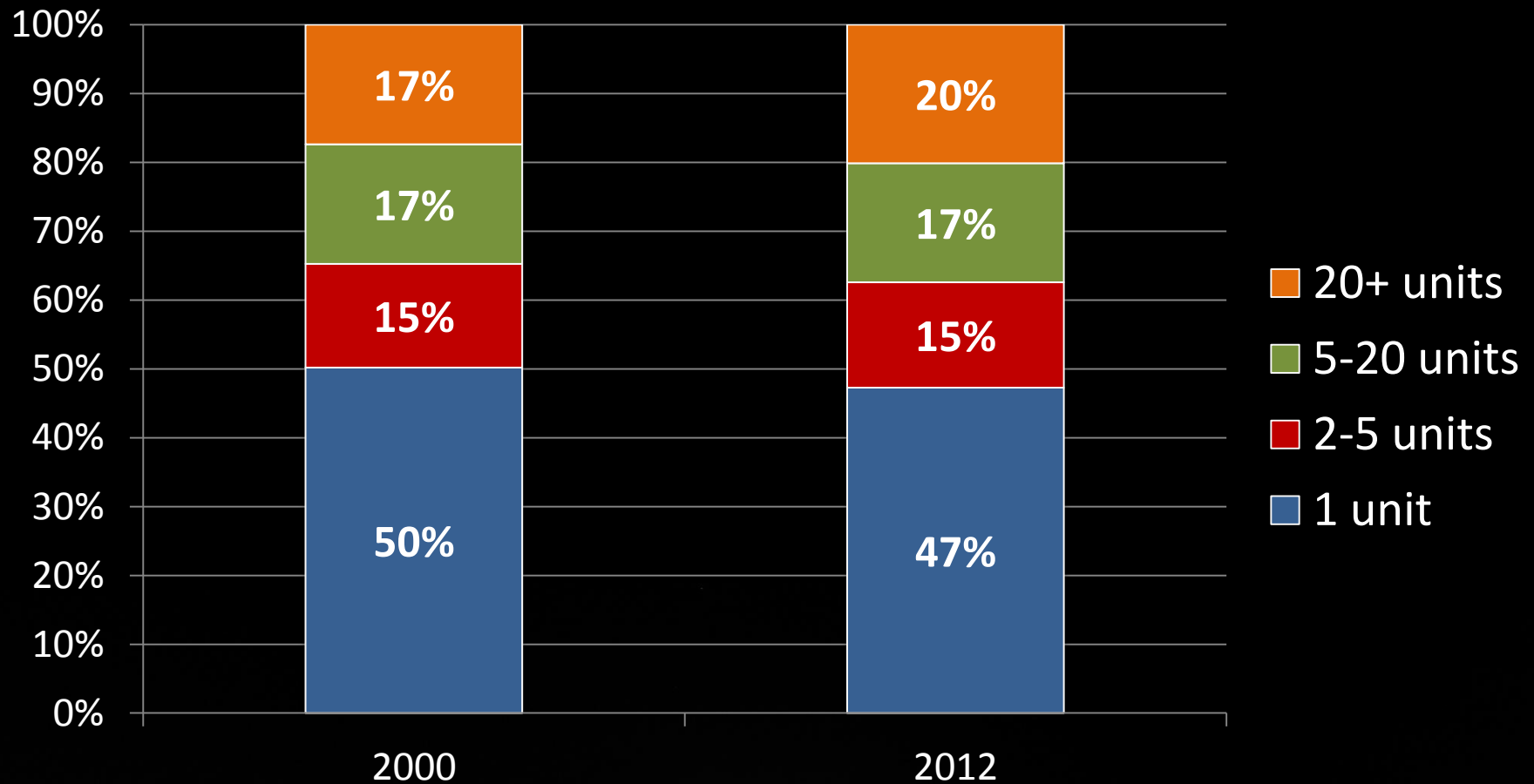
Median Yr Built for Housing Units in Dane County Municipalities (2012)



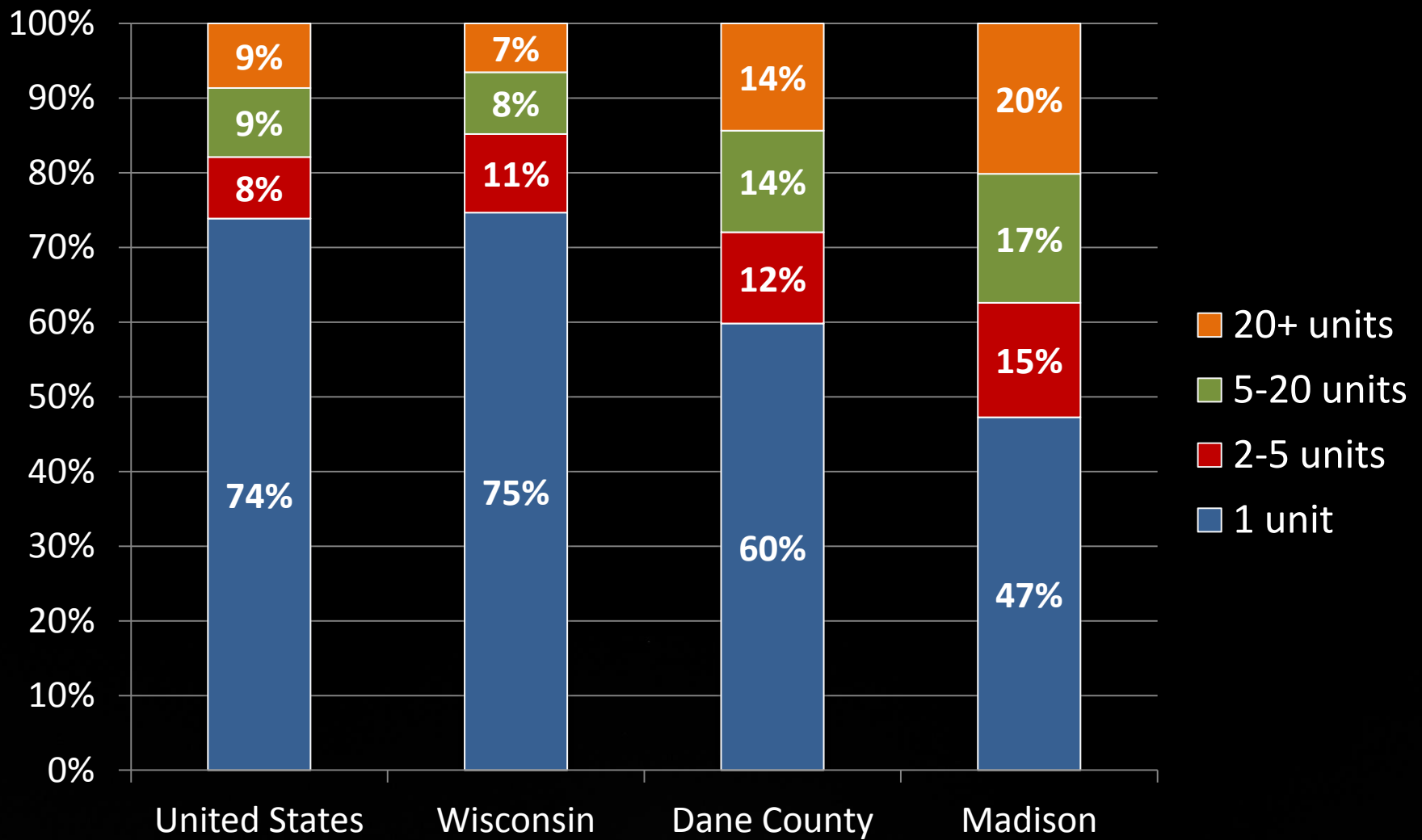
Households Spending more than 30% of Income on Rent (2012 ACS)



City of Madison Housing Units by Units in Building (2000 DC, 2012 ACS)



% of Housing Units by Units in Structure (2012 ACS)



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TOPICS

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5. Workforce

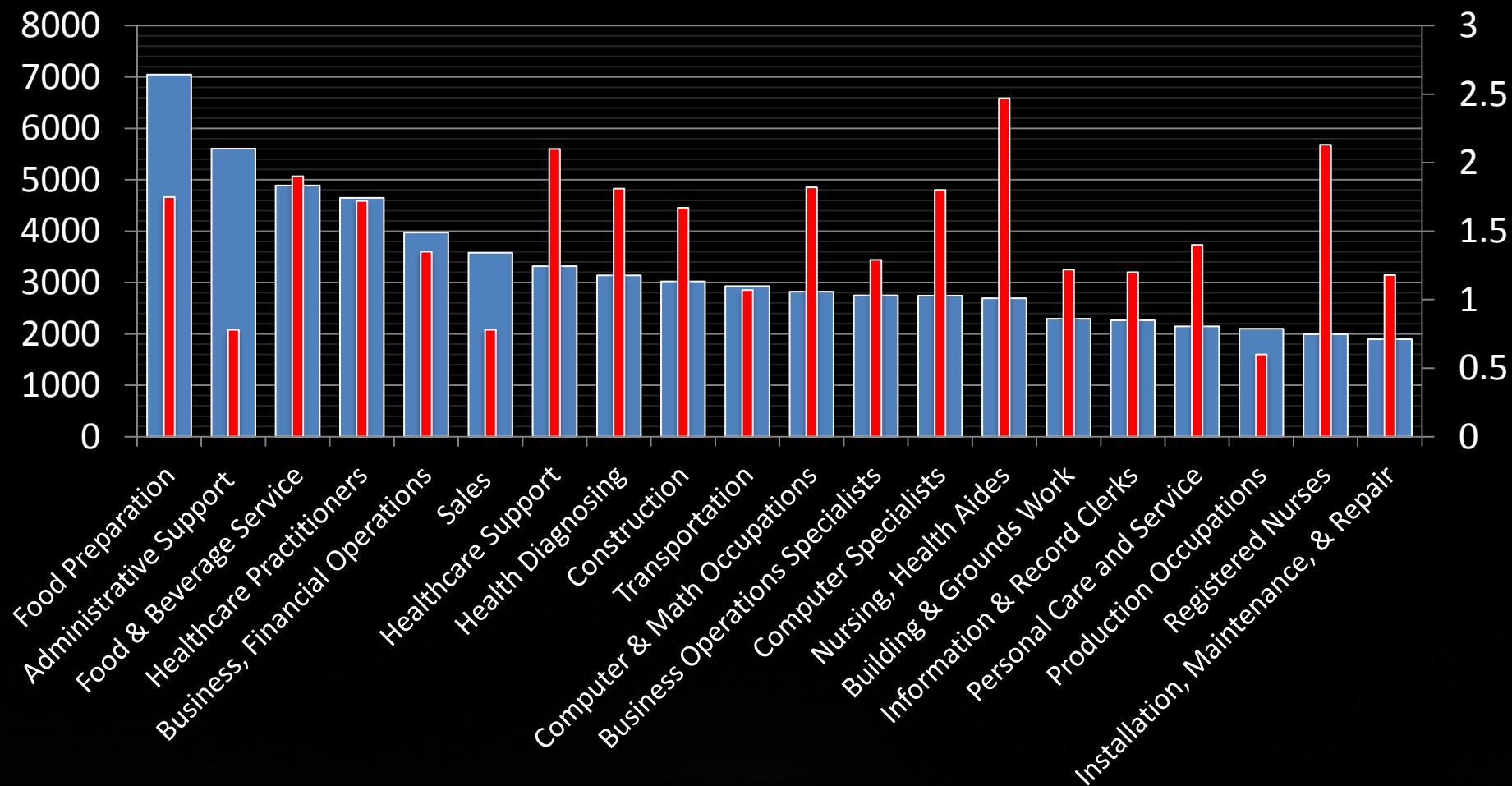
- Occupation growth
- In/out commuting patterns



Job Projections by Occupation (2010-2020 DWD)

Top 10 Growth Occupations for Dane County

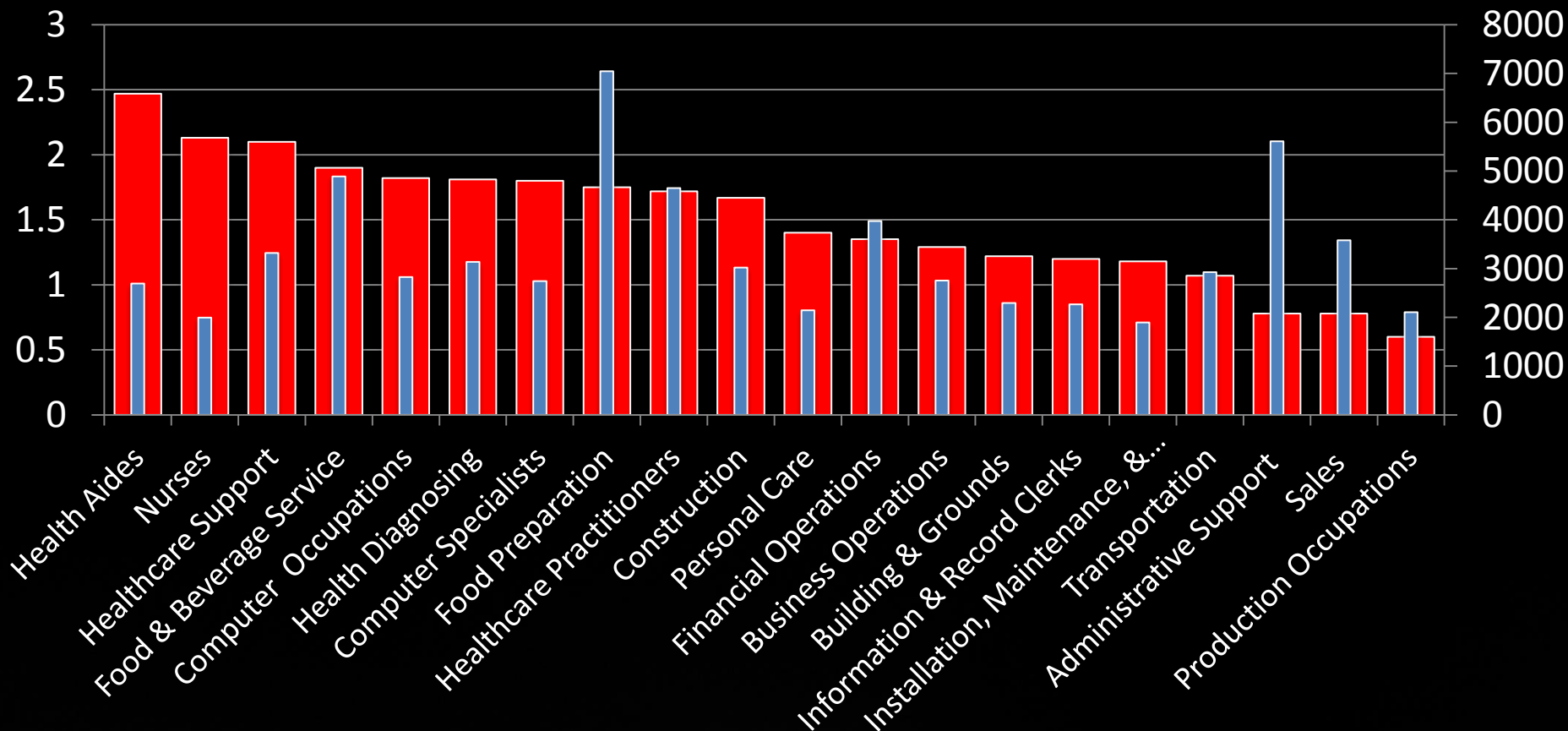
■ Employment Growth ■ Annual Growth Rate



Job Projections by Occupation (2010-2020 DWD)

Top 10 Growth Occupations for Dane County

■ Annual Growth Rate ■ Employment Growth



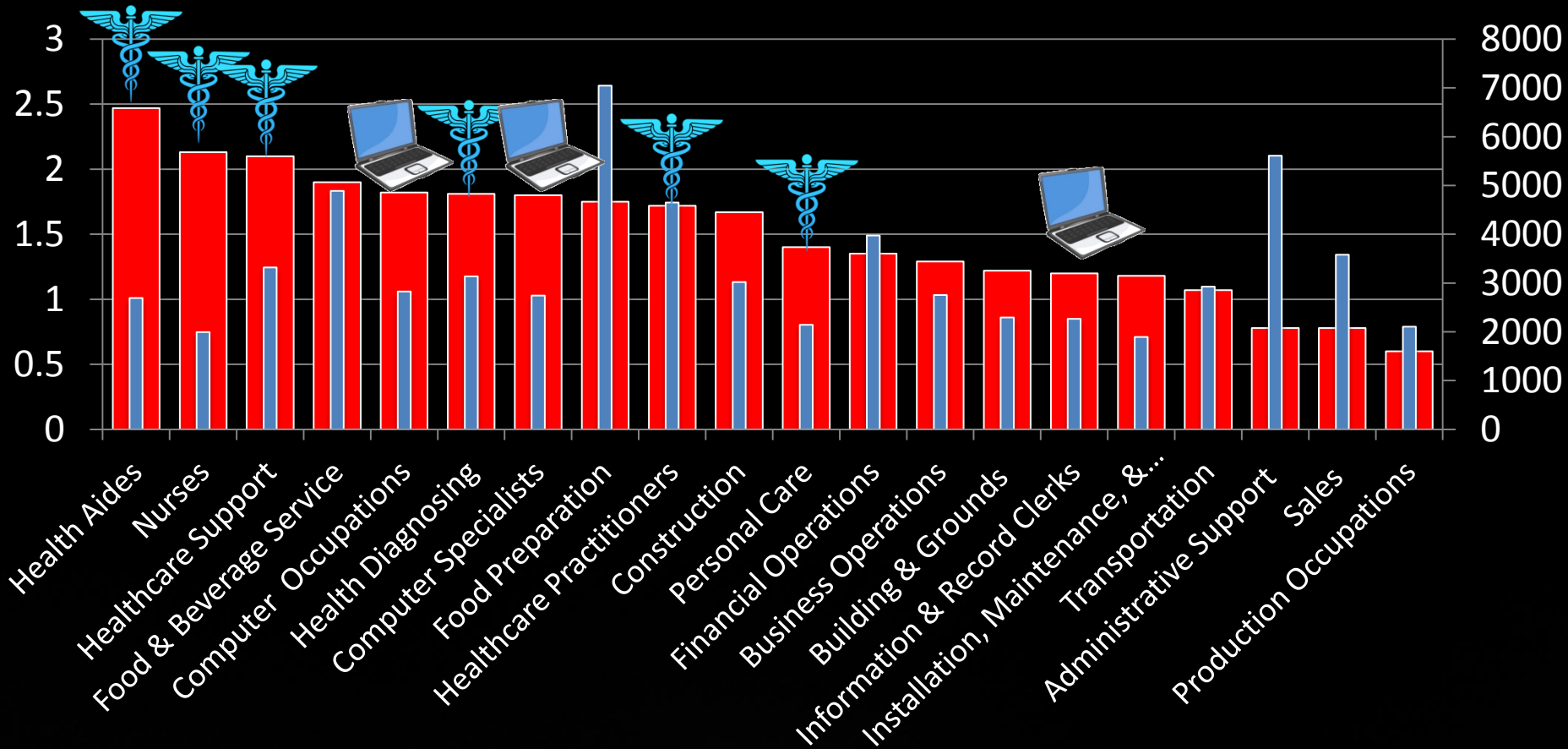


Health Related

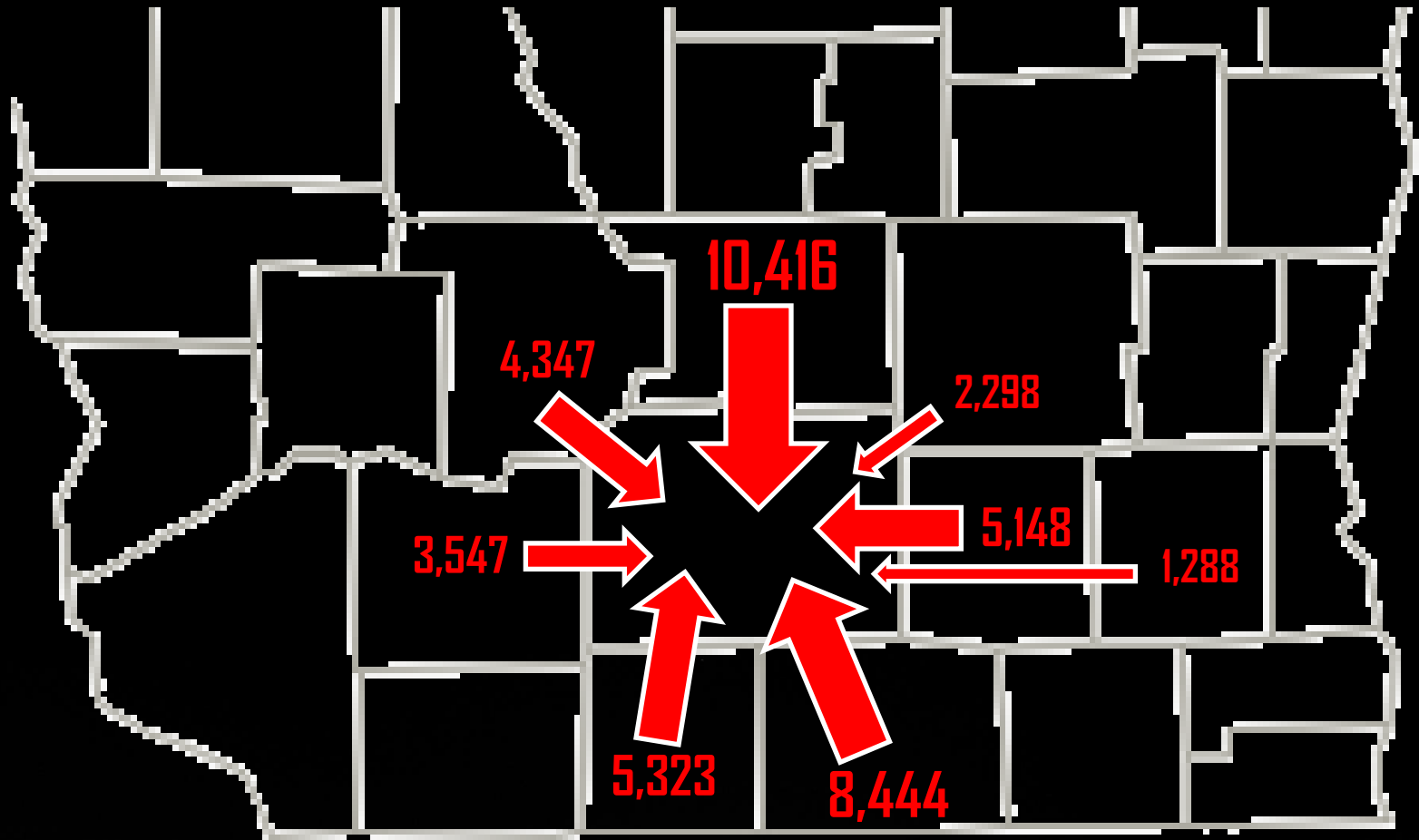


Technology Related

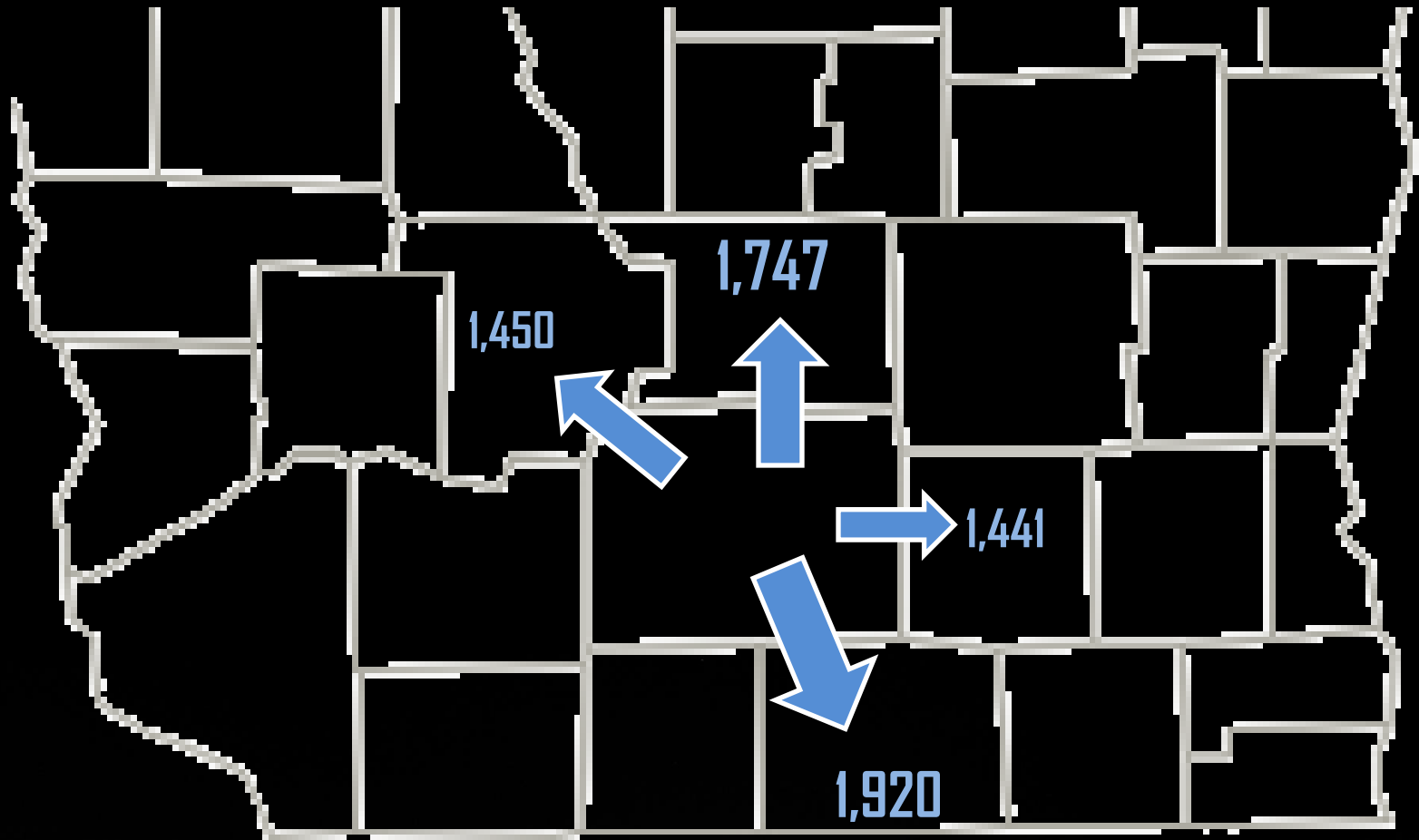
■ Annual Growth Rate ■ Employment Growth



In-Commuters to Dane County (2010 Census)



Out-Commuters From Dane County (2010 Census)



In-Commuters to Dane County

50,500

Out-Commuters from Dane County

14,000



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TOPICS

1. Demographics, Diversity, Disparity
2. Business, Industry, & Innovation
3. Retail & Office Market
4. Housing Trends
5. Workforce
- 6. Tax base & Real Estate Investment**
7. Schools, Neighborhoods, and Crime



SOURCES:

MADISON
Economic Development Strategy

TOPICS

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6. Tax base & Real Estate Investment

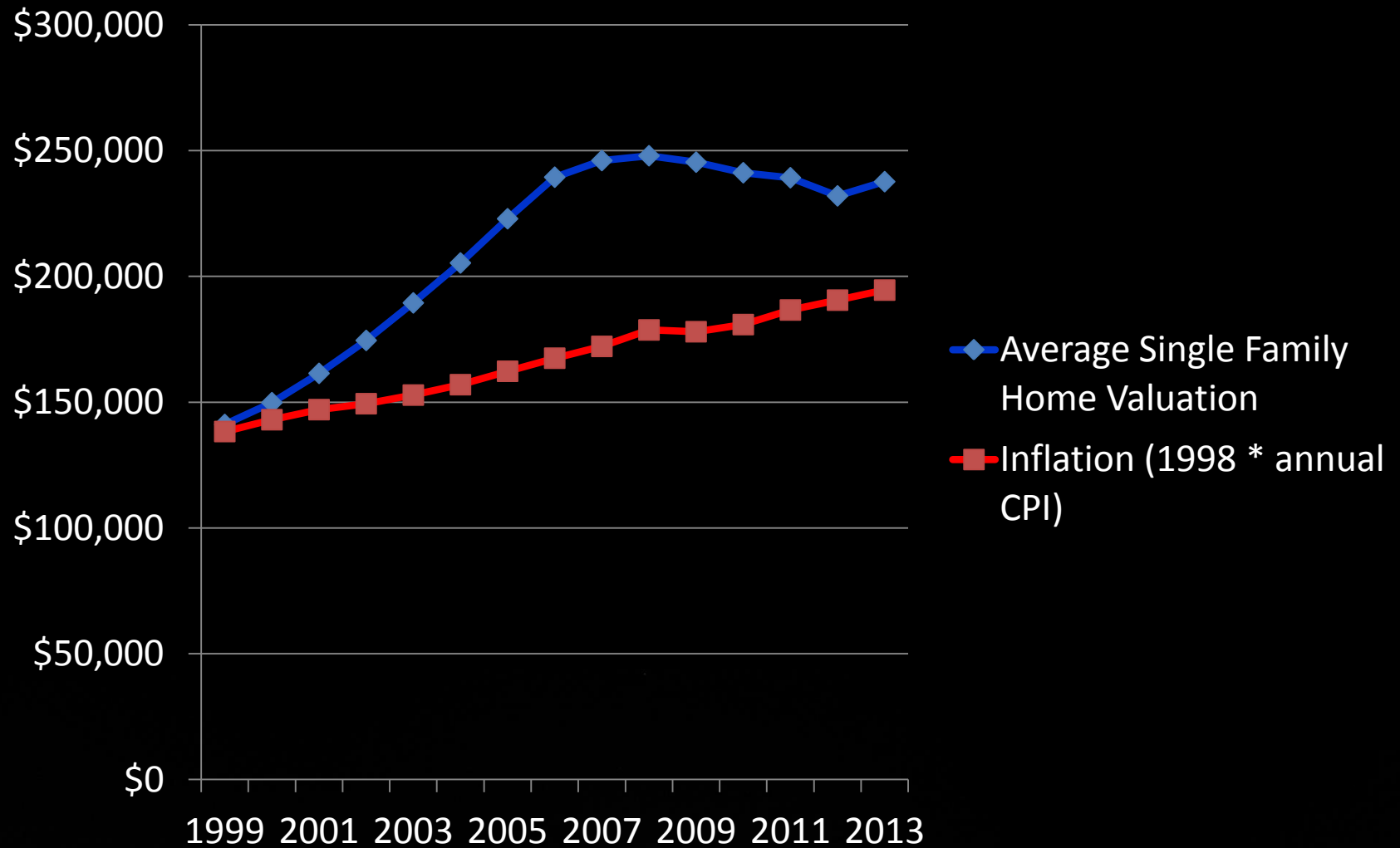
- Average Home Value Trends
- New tax base by type



SOURCES:

MADISON
Economic Development Strategy

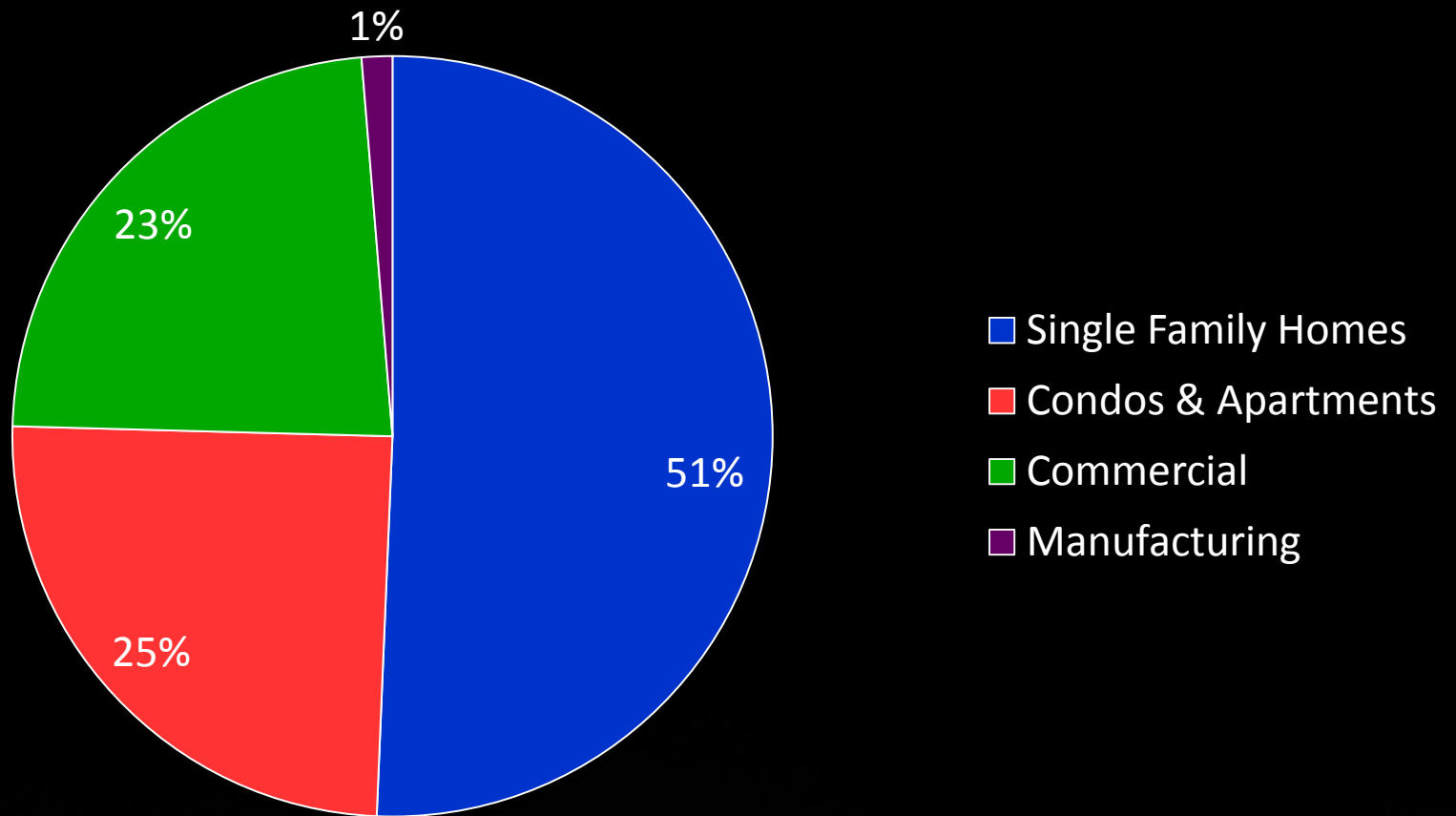
Average Single Family Home Value (1999-2012)



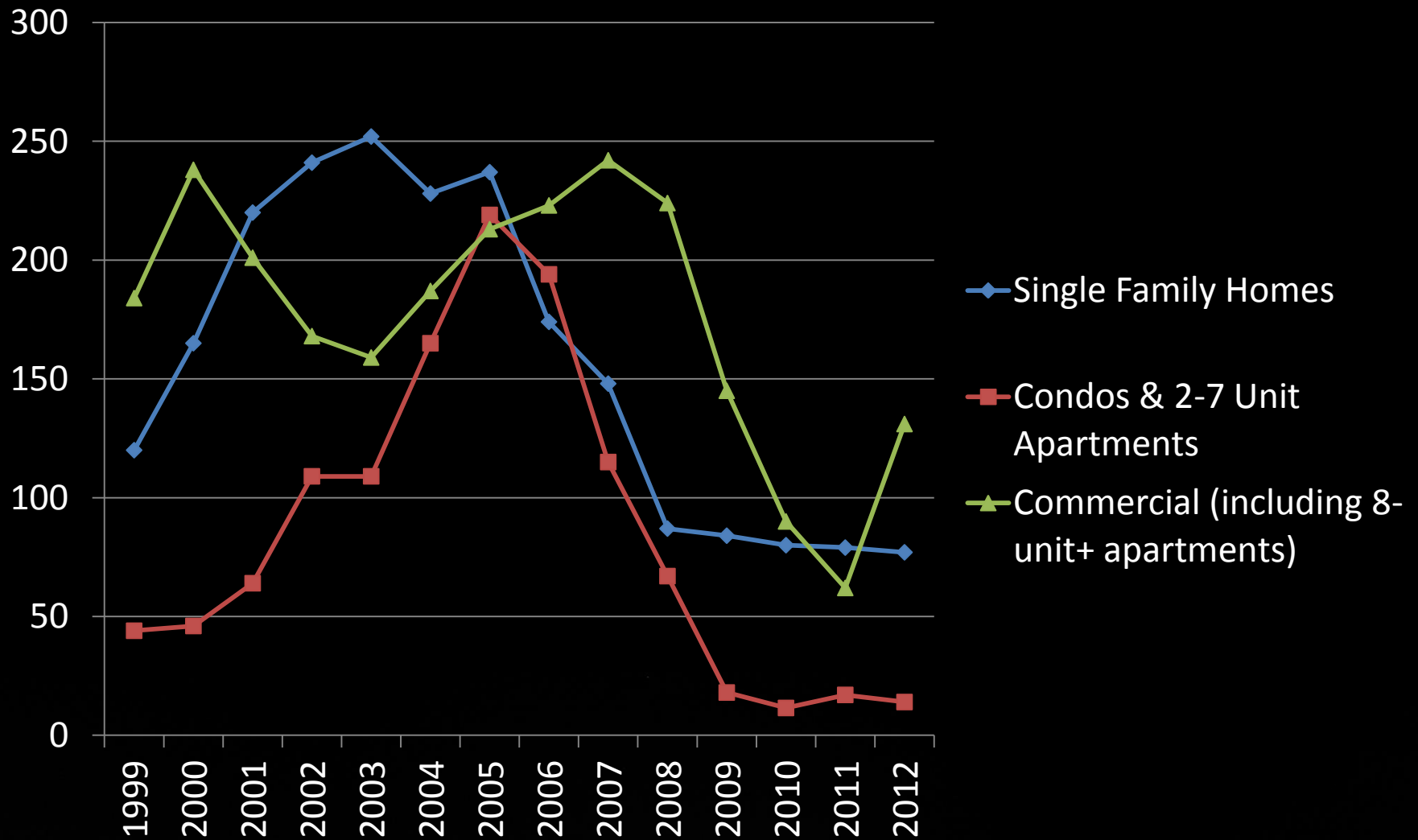
% Change in Average Home Value From Previous Year



City of Madison Distribution of Total Tax Base by Type

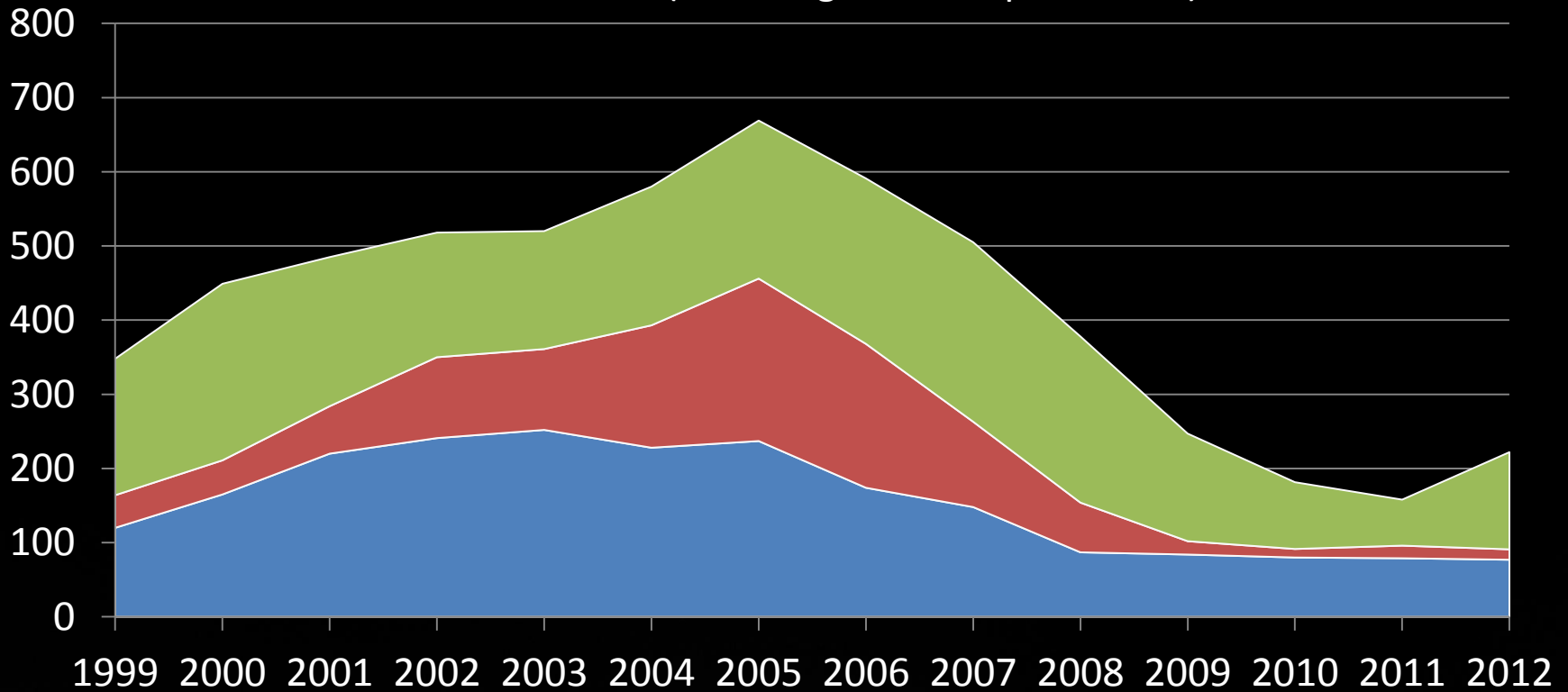


New Construction Added Value in \$m



New Construction Added Value in \$m

- Single Family Homes
- Condos & 2-7 Unit Apartments
- Commercial (including 8-unit+ apartments)





2012 to 2013:

\$171,000,000

new tax base categorized as
20-unit + apartments

Construction cranes visible from my yard



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TOPICS

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7. Schools, Neighborhoods, and Crime

- School 4th, 8th, 10th grade proficiencies
- Graduation Rates
- ACT scores
- Post Graduation Plans



Schools



Crime



DISCUSSION...

1. Thoughts/Reactions?...What jumps out at you?
2. What does/doesn't make sense?
3. What else should we look at?
4. How does the data seem to fit together to reveal trends/opportunities/concerns?
5. What does this mean in terms of vision, opportunities, strategy?

