MADISON

Economic Strategy

Summary of Part 1: Data Insights & Trends
6/30/14

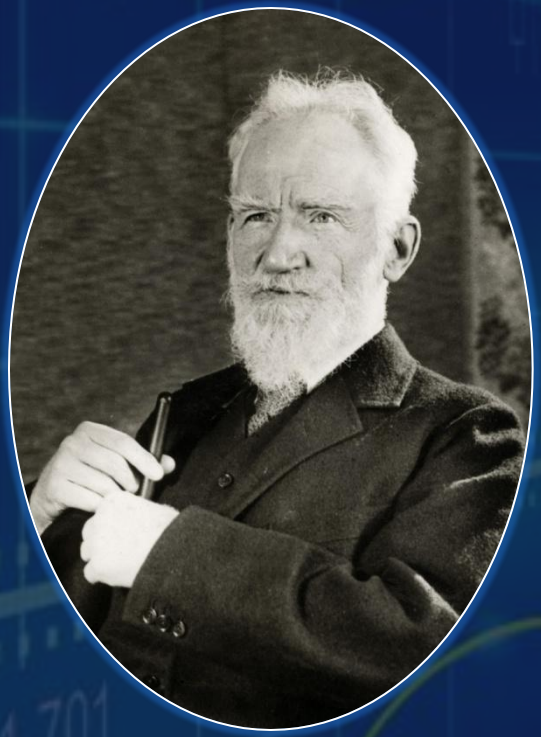
MADISON

Economic Strategy

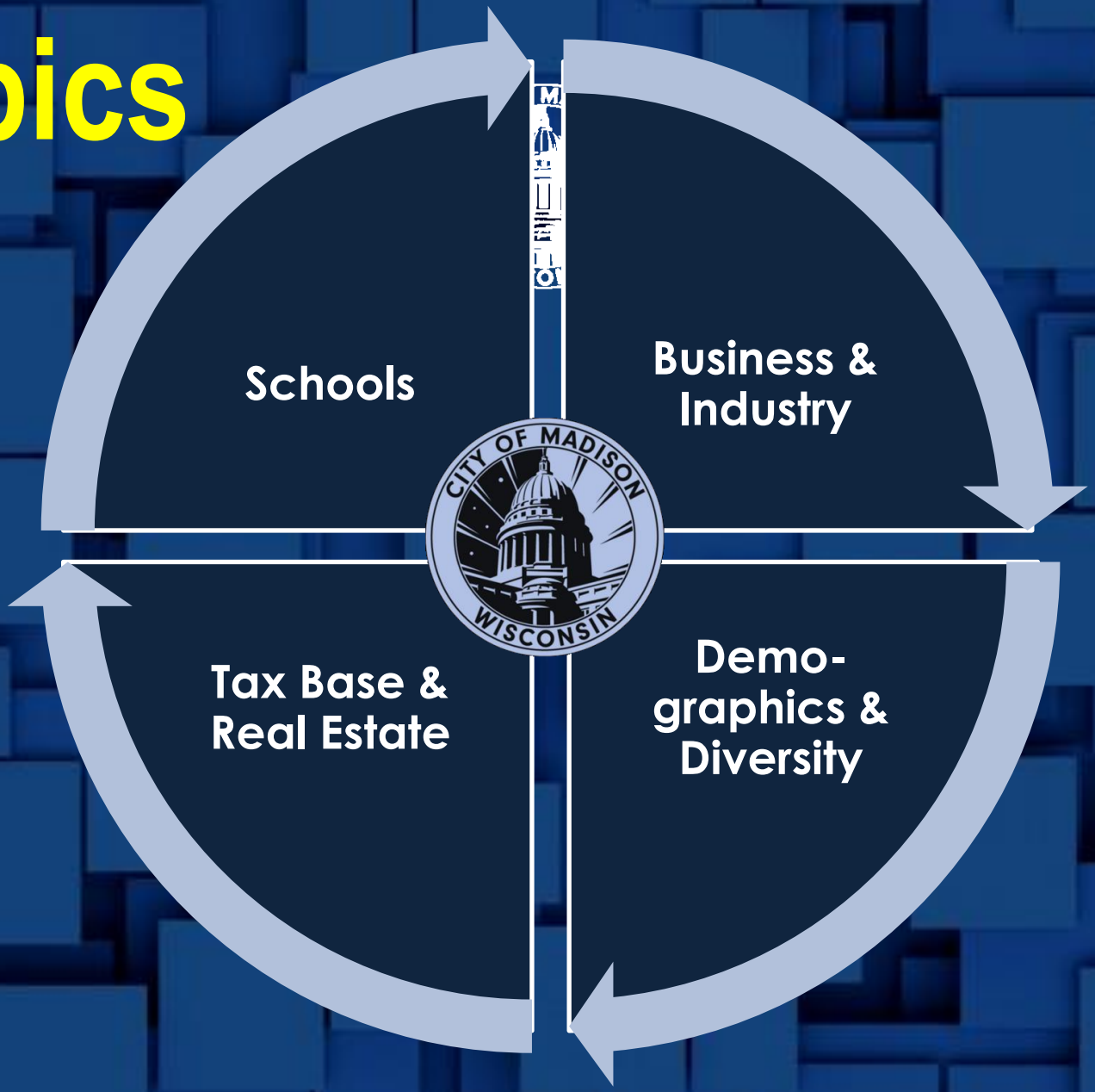
1. Data Insights
2. Economic Vision
3. Strategies
4. Work Plan

"It is the mark of a truly intelligent person to be moved by statistics"

- George Bernard Shaw



Topics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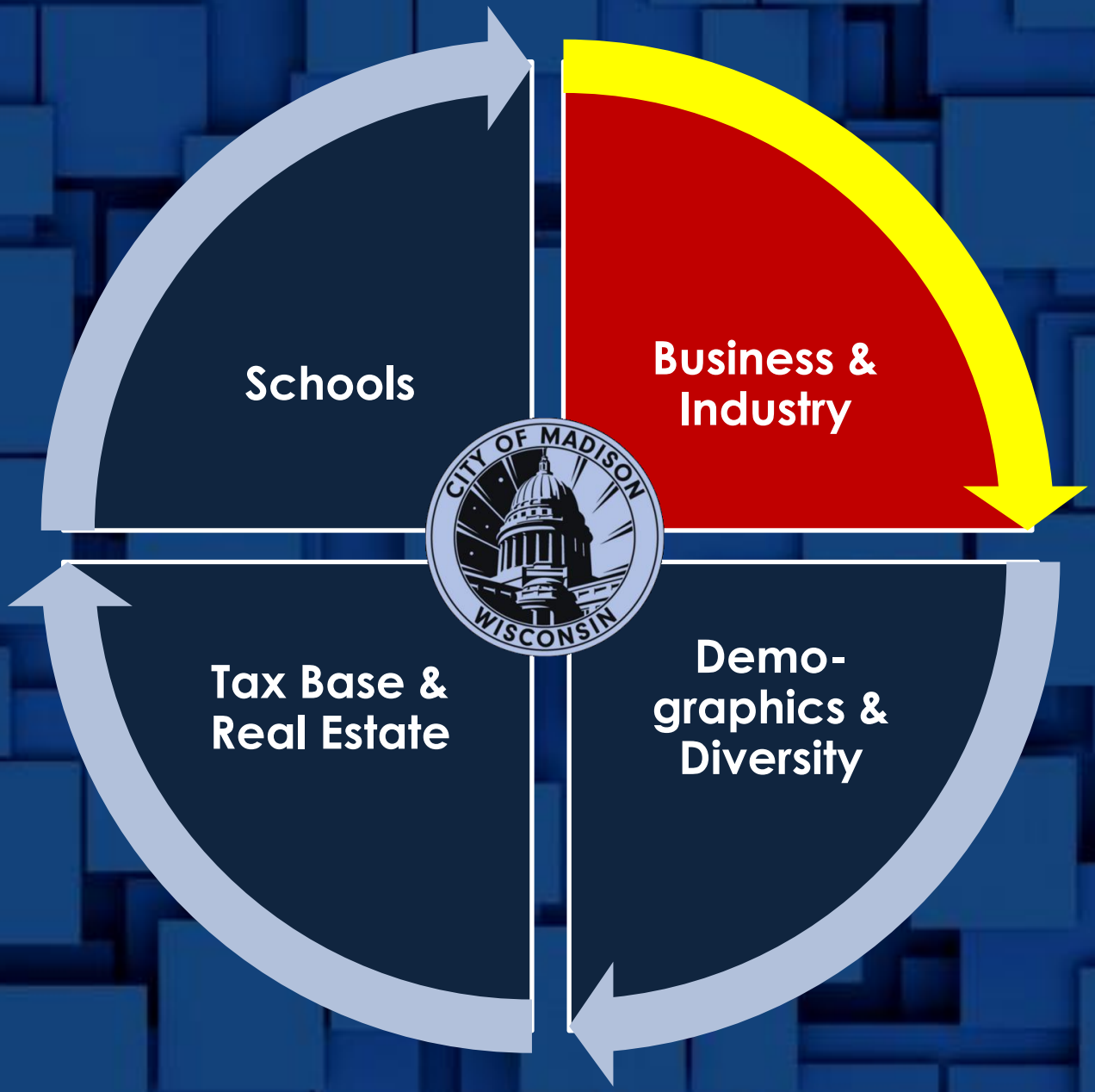
Demo-graphics & Diversity
CITY OF MADISON
WISCONSIN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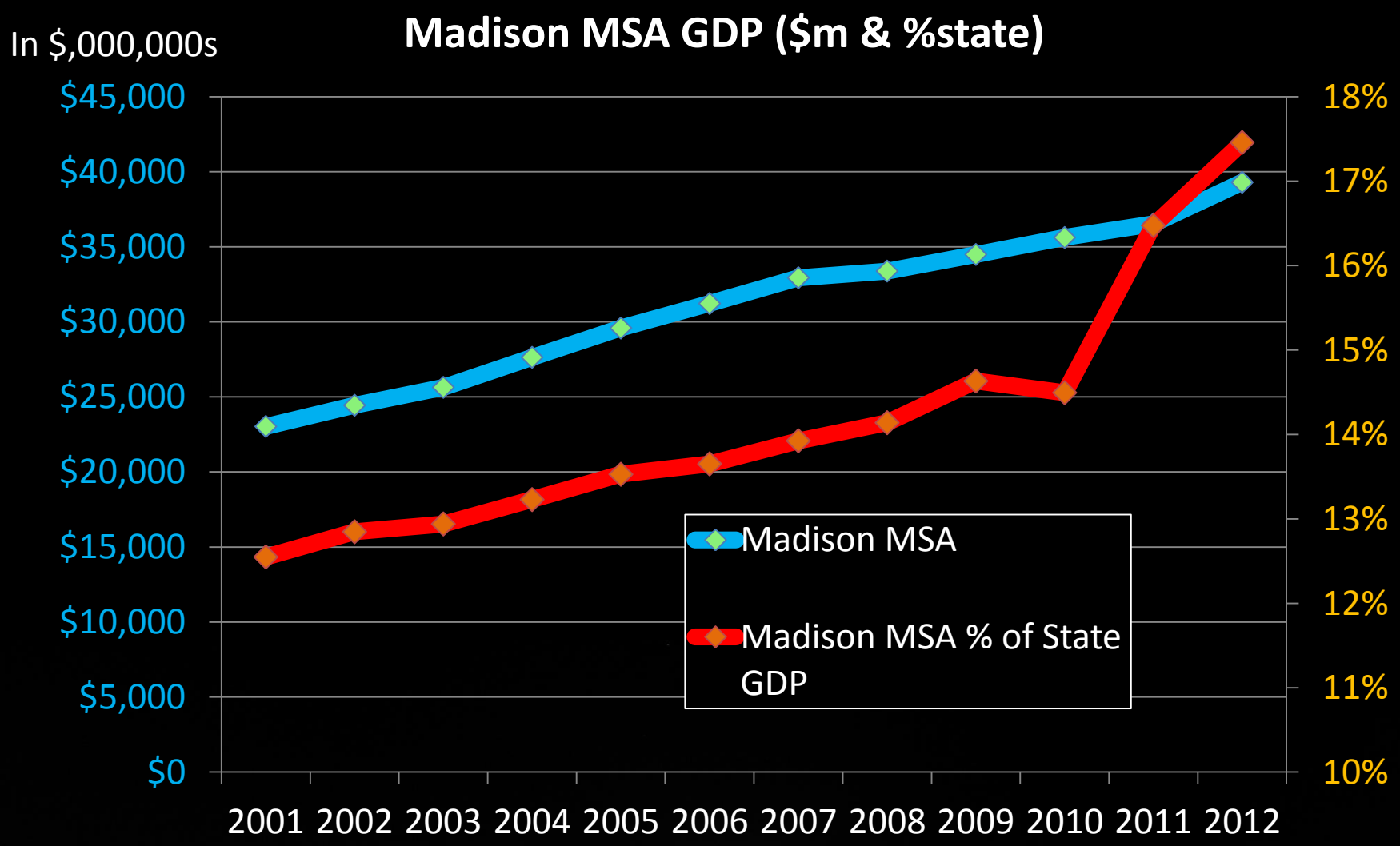
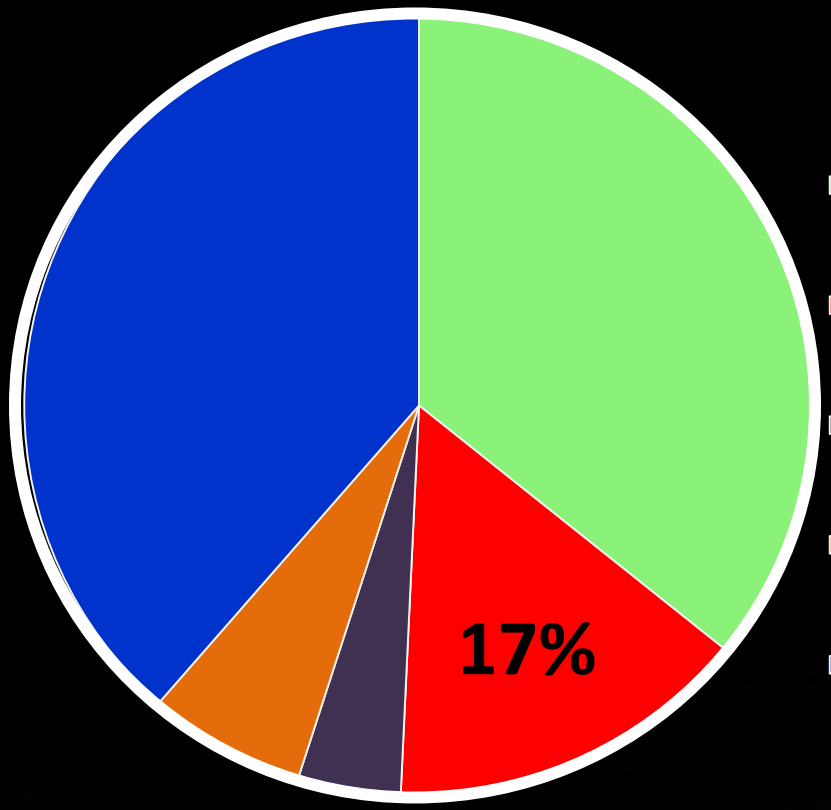
Growing Share of State Economy



SOURCES: Bureau of Economic Analysis

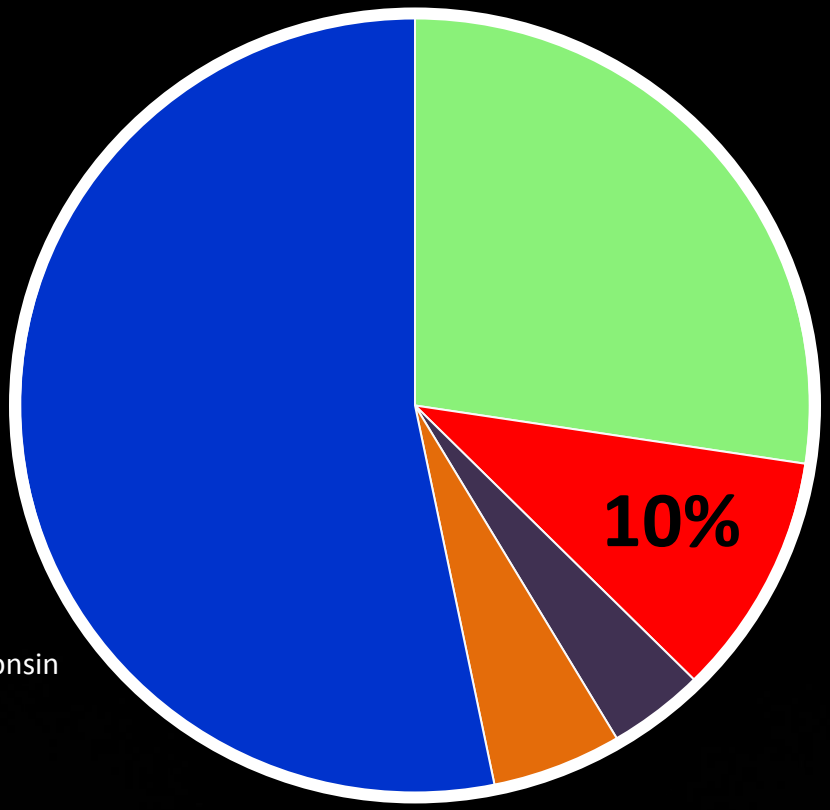
Metro Areas Drive Wisconsin Economy

GDP by MSA



Milwaukee
Madison
Appleton
Green Bay
Rest of Wisconsin

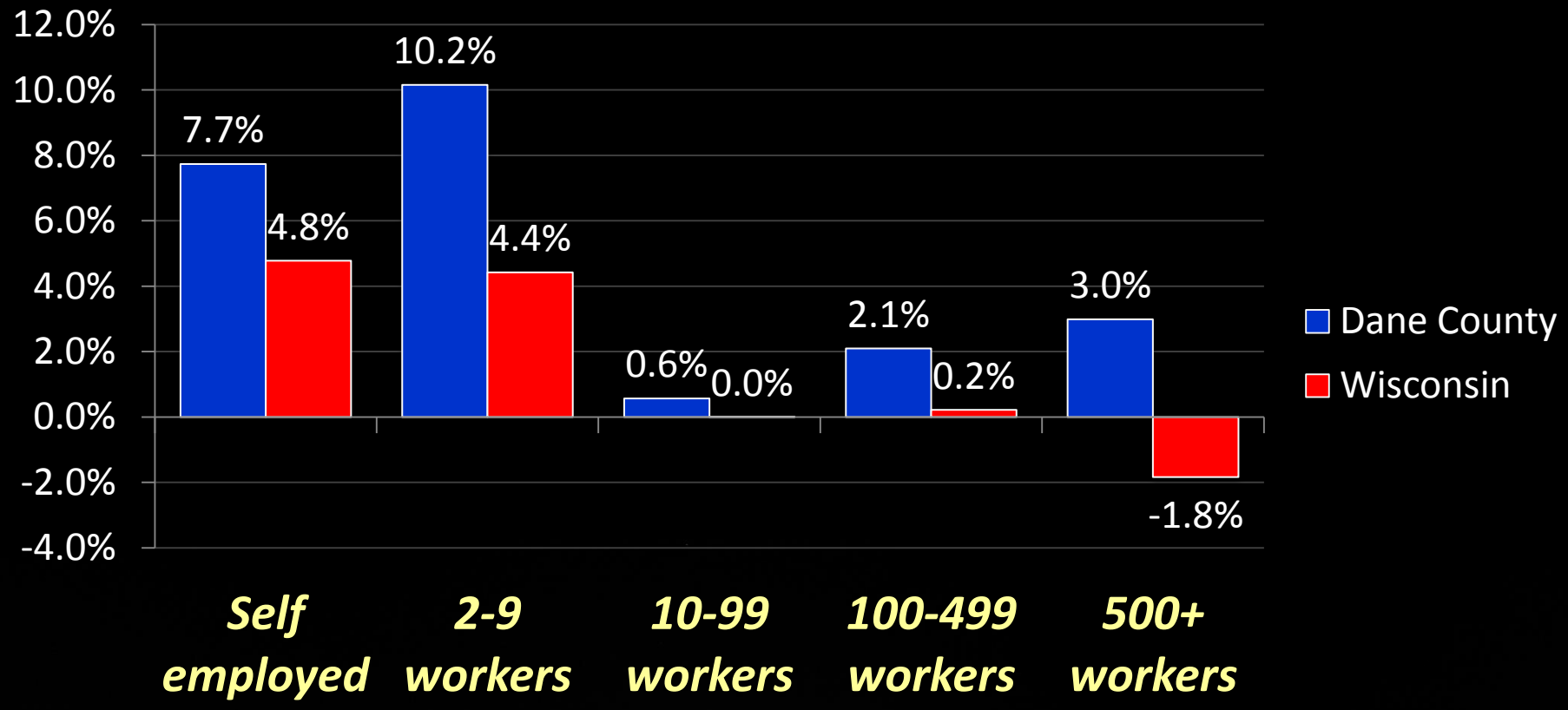
Population by MSA



SOURCES: Bureau of Economic Analysis, Census

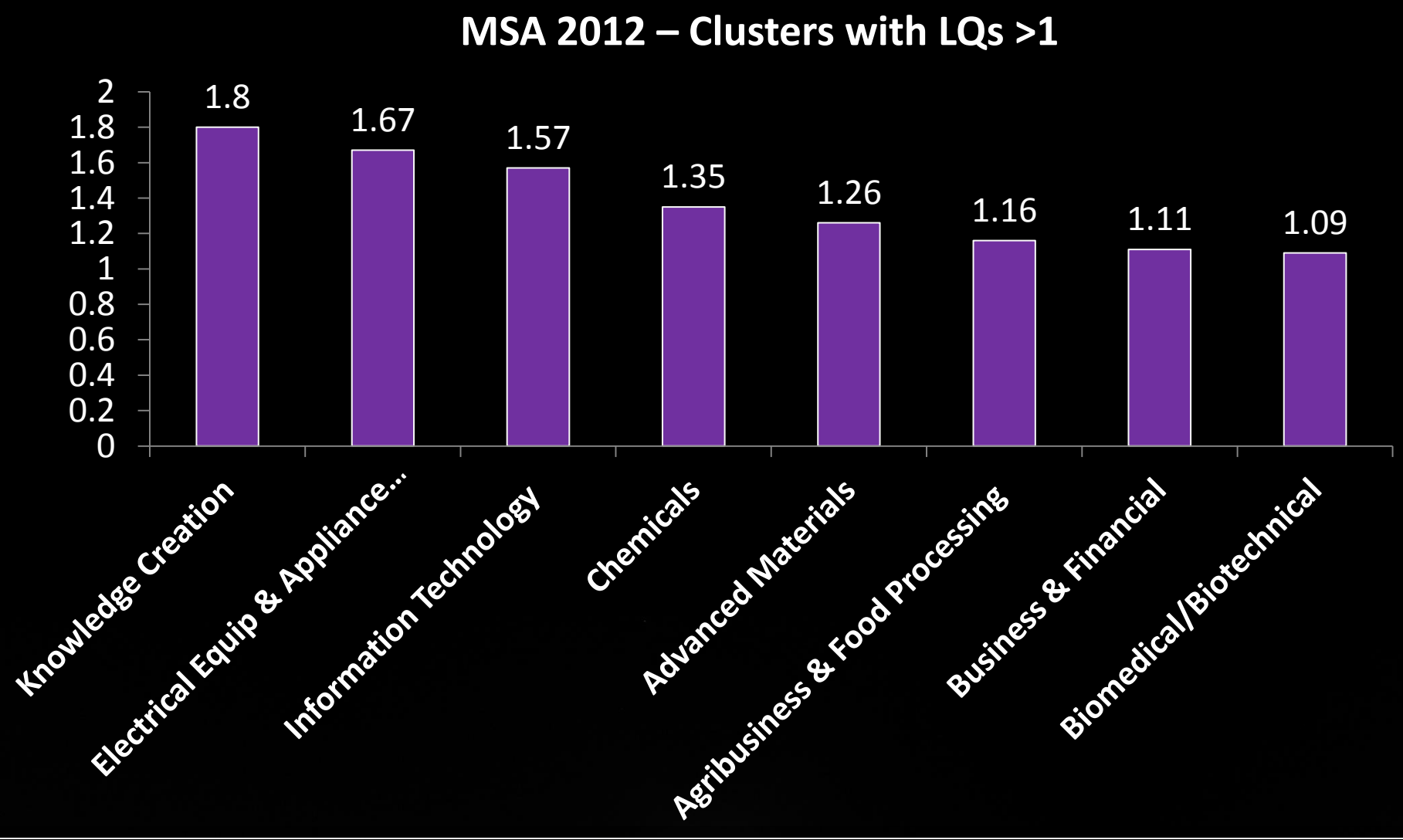
Dane County Outperforms in Business & Job Creation

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



SOURCES: Youreconomy.com

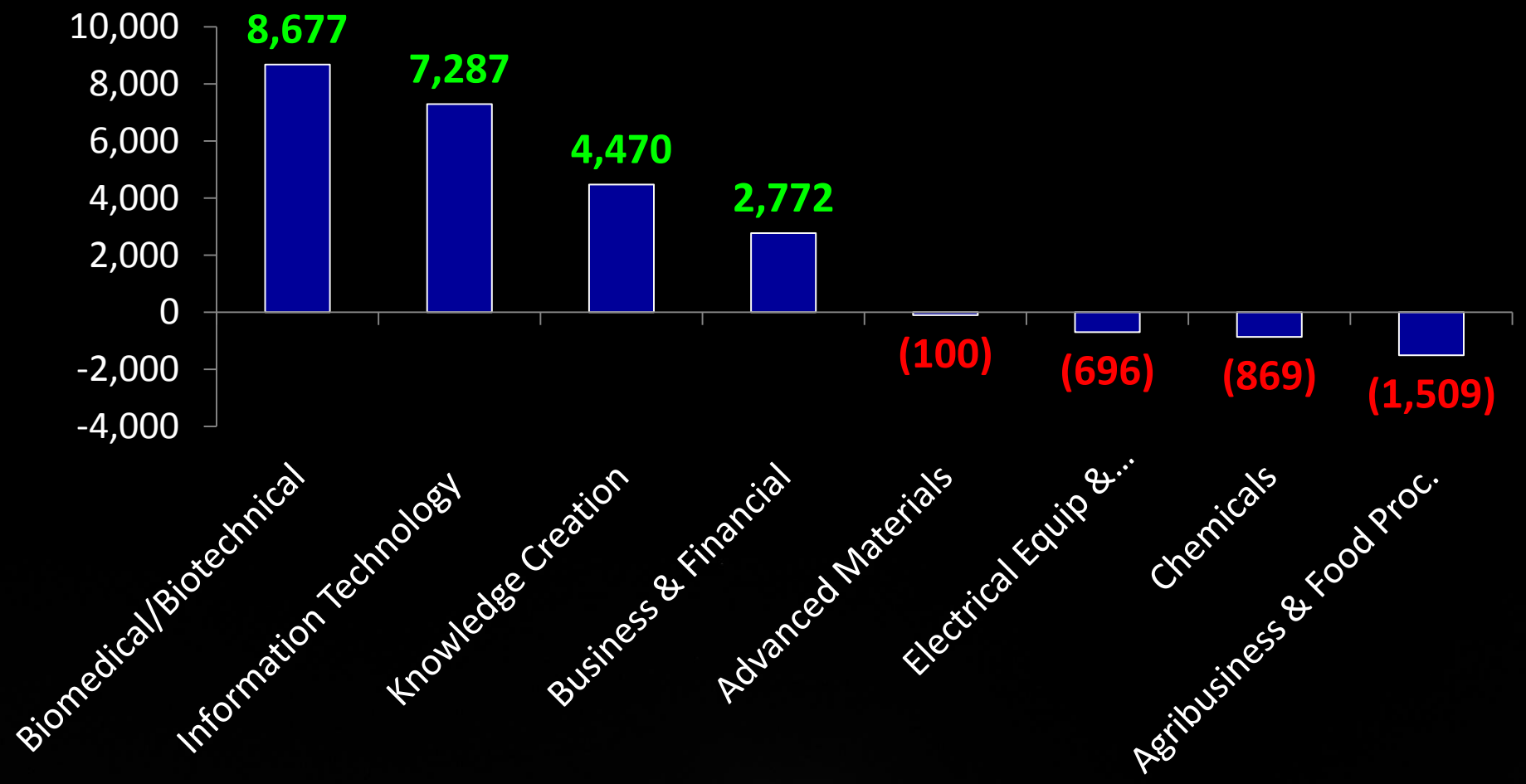
Industry Clusters where we have Competitive Advantages



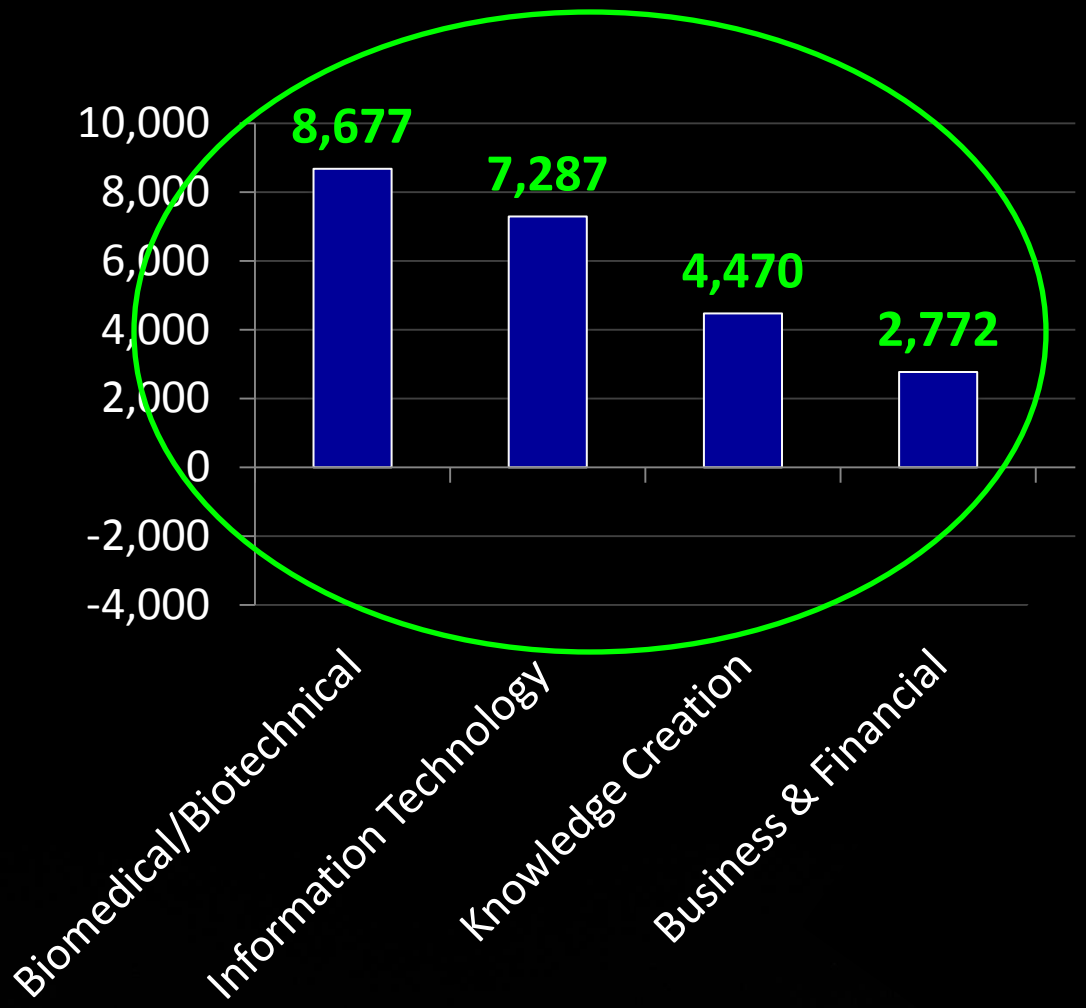
SOURCES: EDA – STATSAmerica

Growing Industry Clusters

Innovation Cluster Growth
2001-2012 Job Creation/Loss by Cluster for MSA

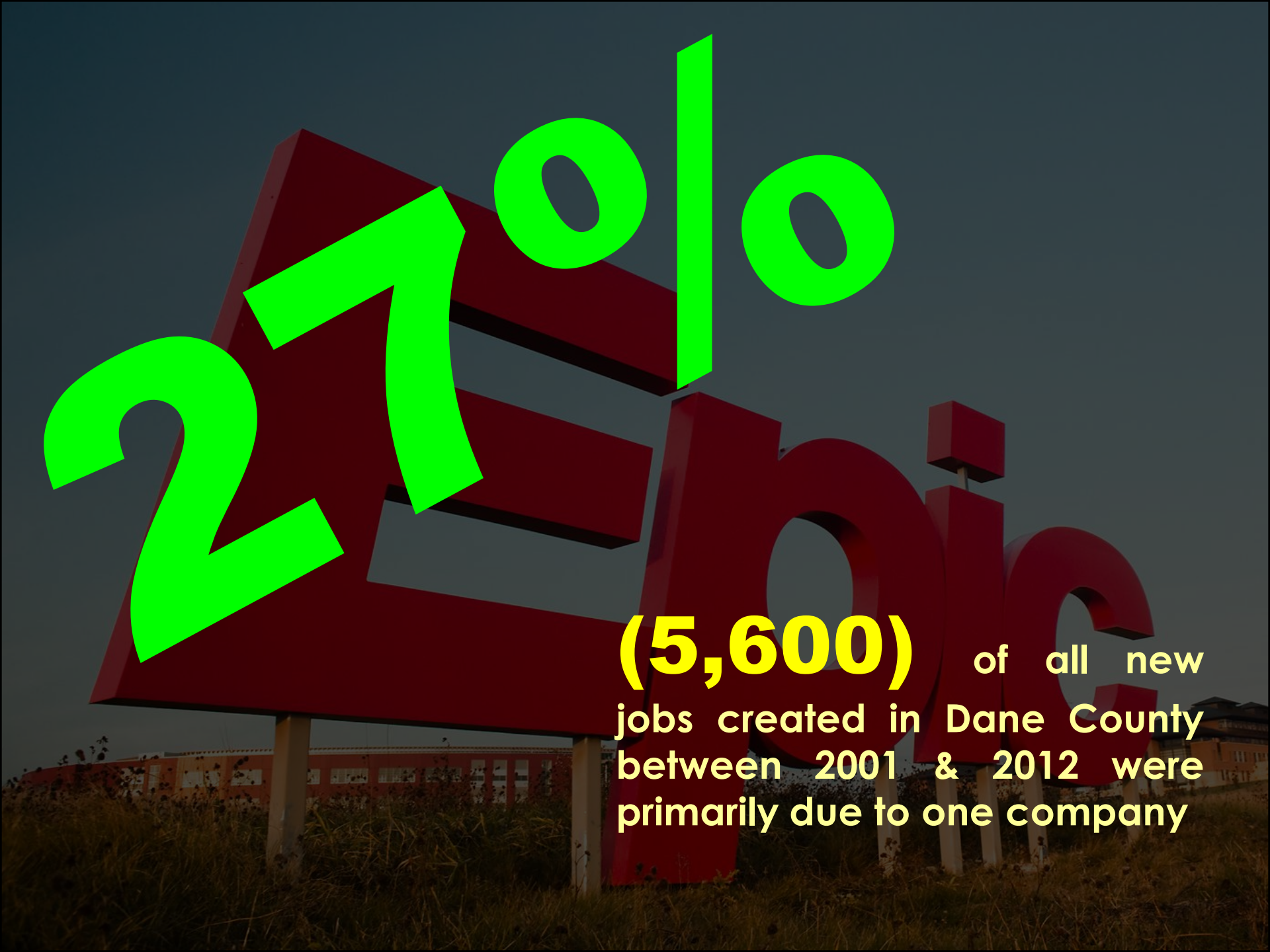


SOURCES: EDA – STATSAmerica



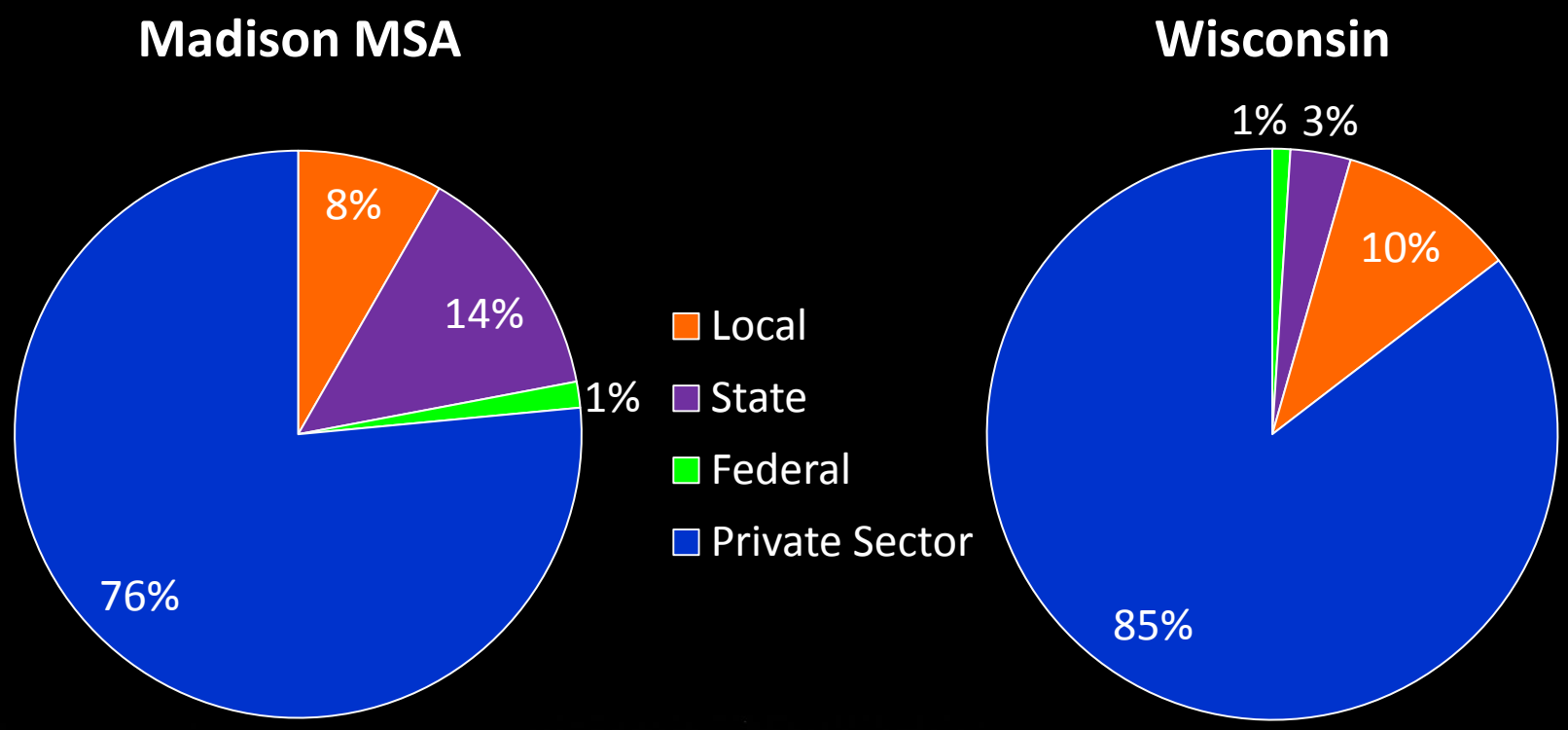
Where we are large, strong, & growing

SOURCES: EDA – STATSAmerica



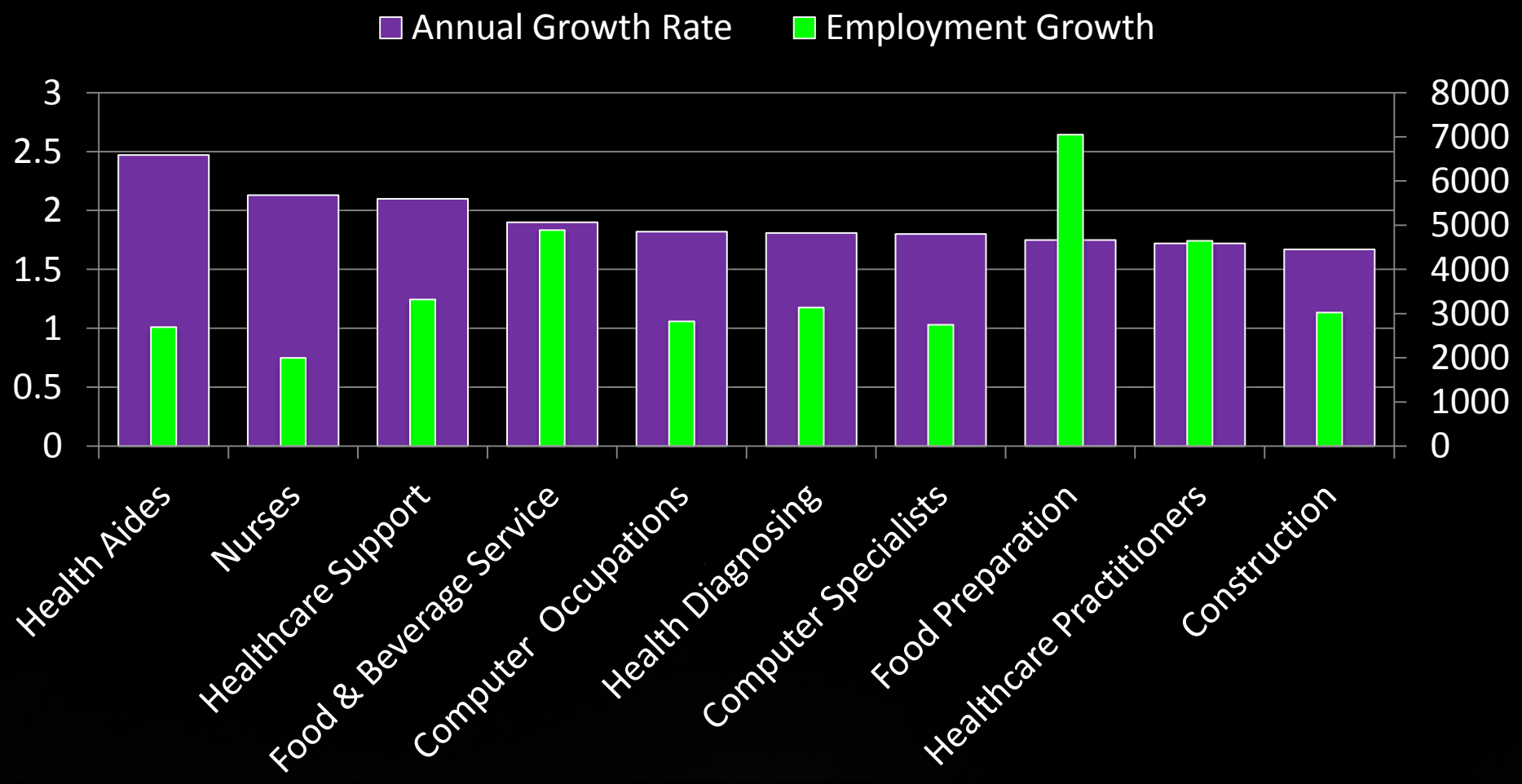
(5,600) of all new jobs created in Dane County between 2001 & 2012 were primarily due to one company

Madison Area has a Private Sector Driven Workforce



SOURCES: Bureau of Labor Statistics

Job Projections by Occupation (2010-2020 DWD)
Top 10 Growth Occupations for Dane County



SOURCES: Wisconsin Department of Workforce Development

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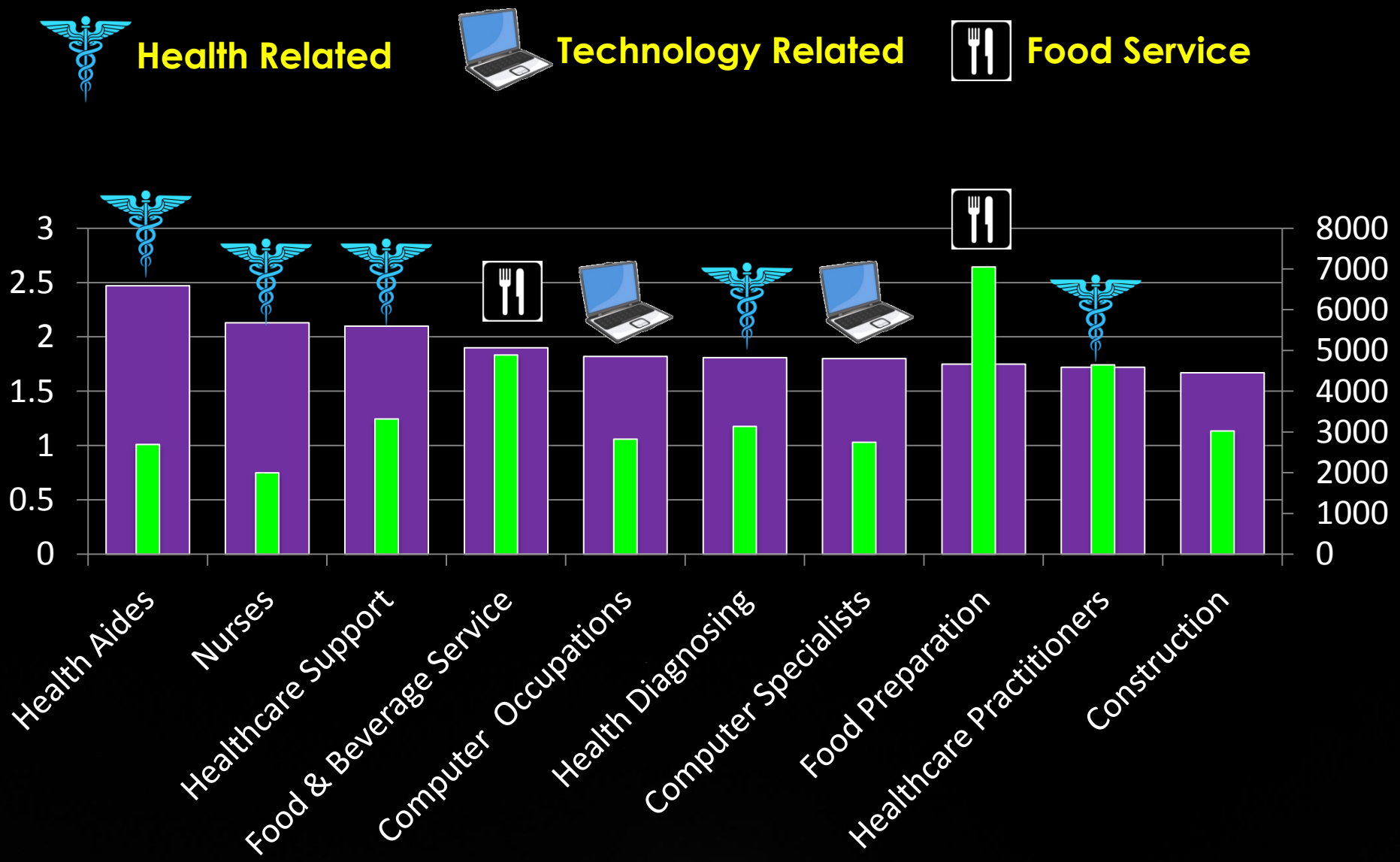
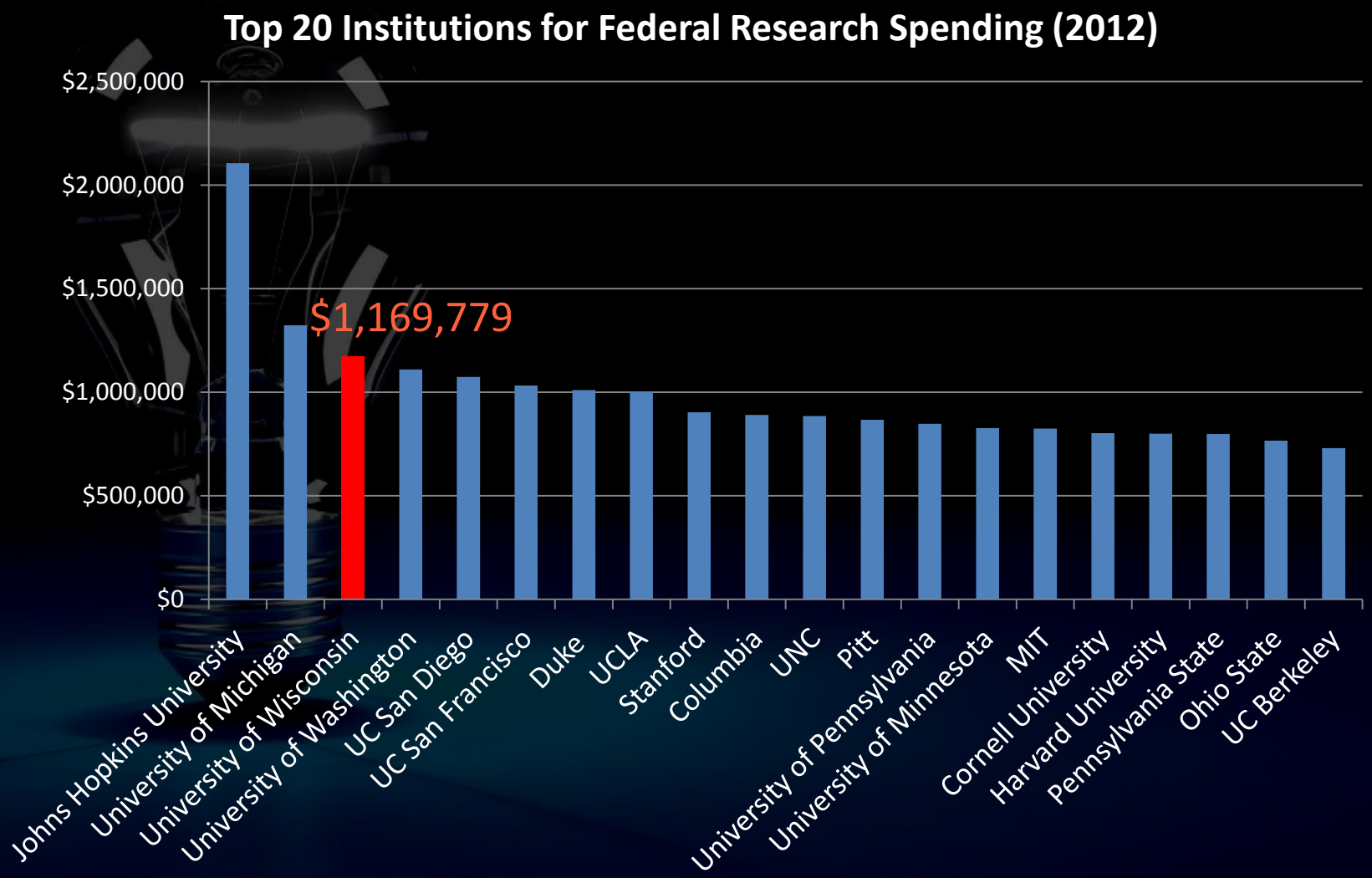


SOURCES: Wisconsin Department of Workforce Development

Low *Medium* *High*

Educational requirements, wages, benefits

UW is #3 in Federal Research



SOURCES: National Science Foundation

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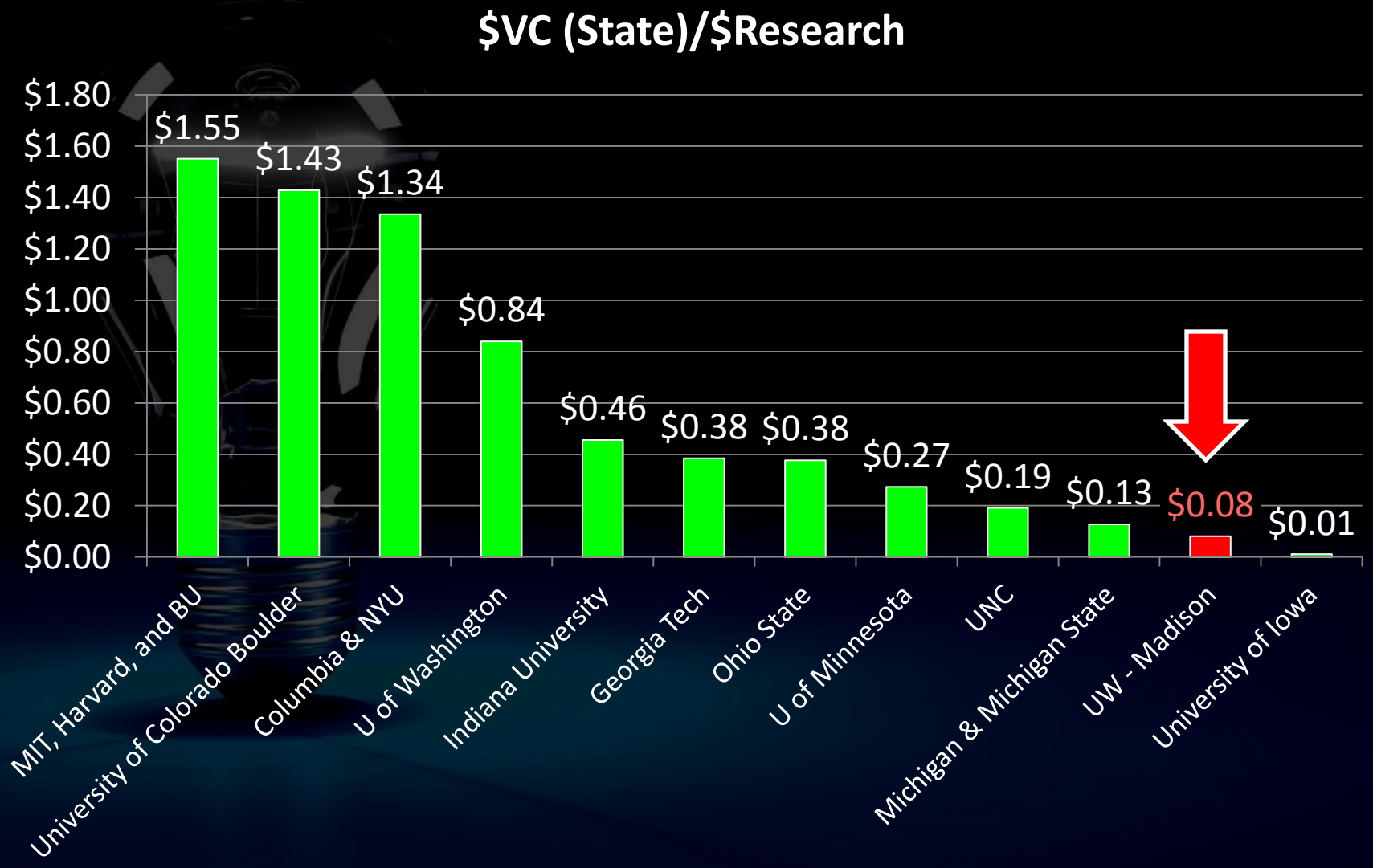
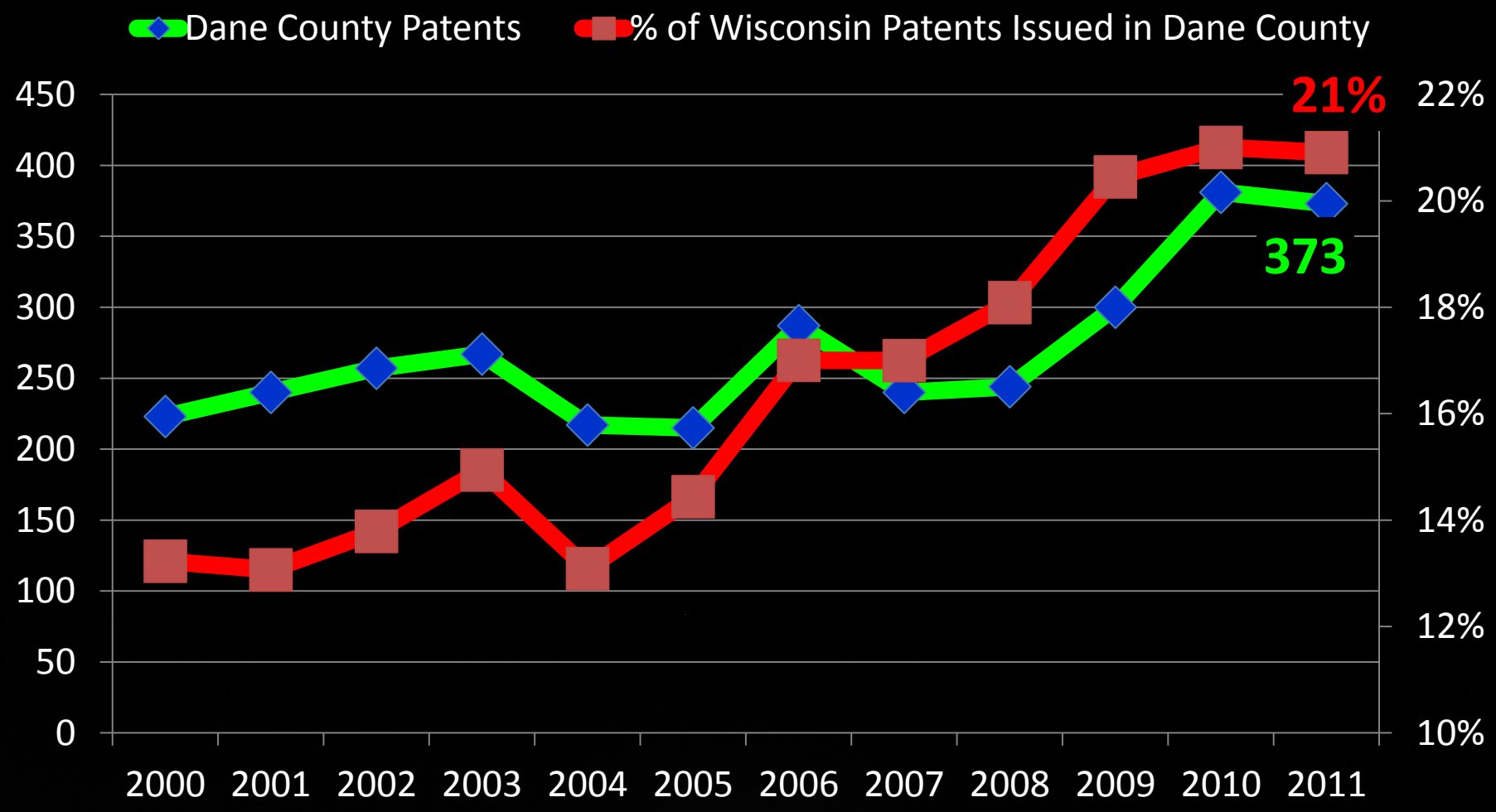
Wisconsin Underperforms in VC Deal Making



SOURCES: NSF, Entrepreneur.com

Most Innovative County in the State

Patents Issued in Dane County (# and % State)



SOURCES: U.S. Patent and Trademark Office

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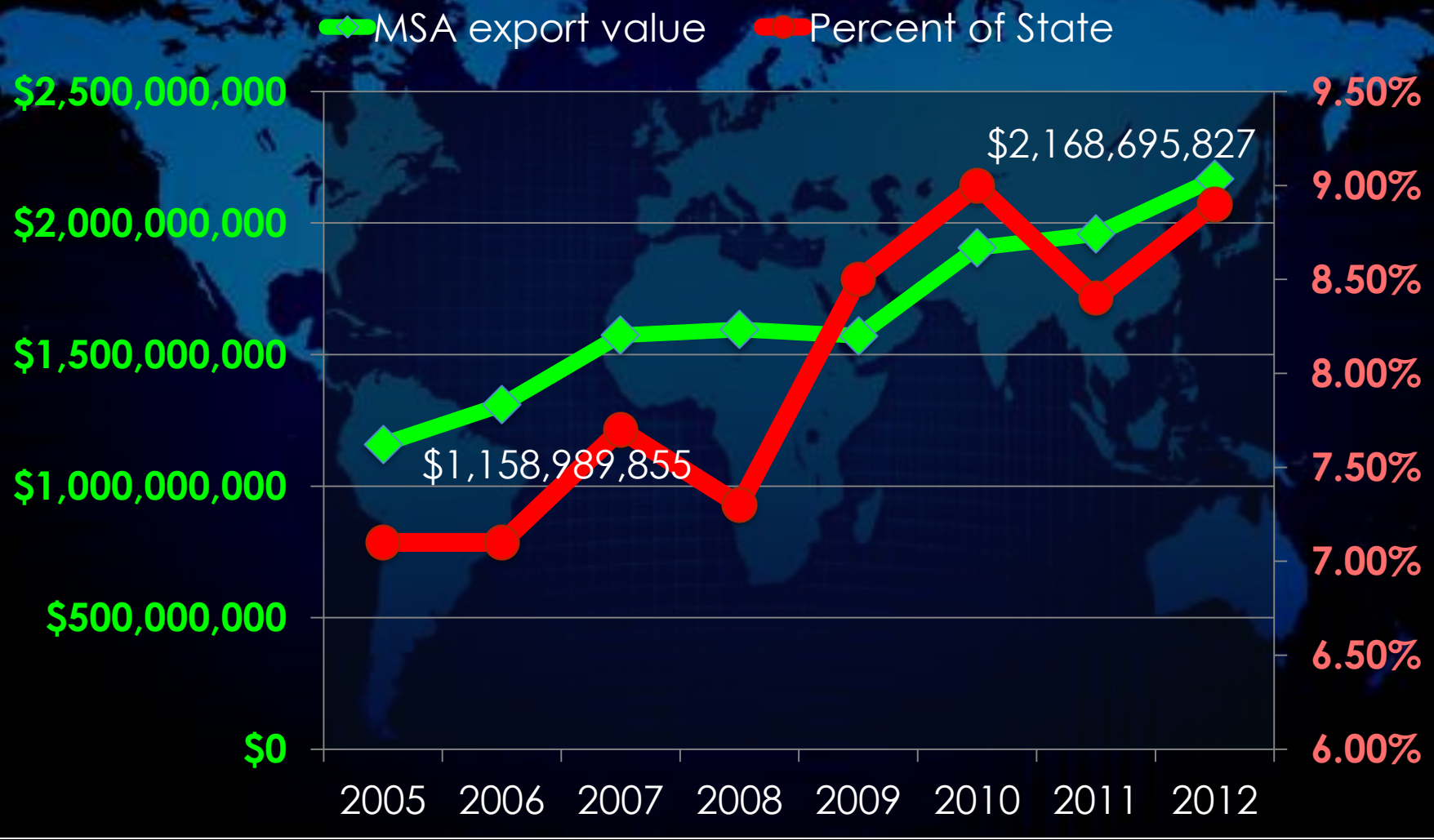
Economic Development Strategy

$1.2 Billion
in annual federal research dollars injected into our economy

$1.2 Billion
in annual federal research dollars injected into our economy
Can we do more to leverage this massive investment into economic growth
?

We Are an Increasingly Globally-Engaged Economy

Exports from the Madison MSA



SOURCES: U.S. International Trade Administration (ITA)

MADISON
Economic Development Strategy

The Madison MSA exported

$2.2 Billion

of goods & services in 2012

SOURCES: U.S. International Trade Administration (ITA)

Dane County as % of Wisconsin

10% Population

12% Jobs

14% economic activity (MSA GDP)

16% of new businesses created since 2000

21% of newly patented inventions

100%+ of net new jobs created since 2004

SOURCES: Census, BLS, BEA, USPO, ITA, Census

Dane County as % of Wisconsin

100%+ of net new jobs created since 2004

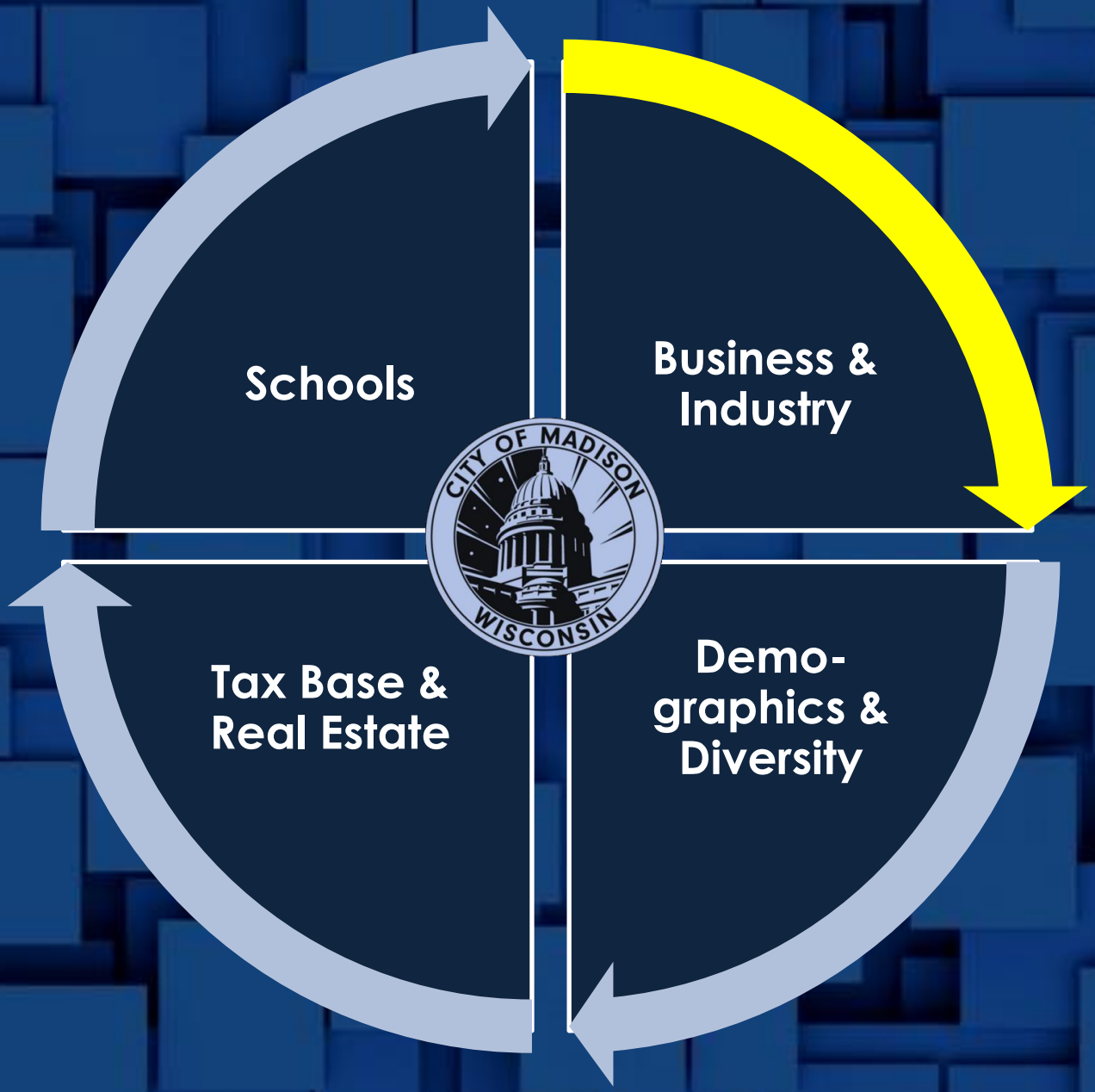
SOURCES: Census, BLS, BEA, USPO, ITA, Census

Dane County as % of Wisconsin

100%+ of net new jobs created since 2004

	2004	2013	Change
WI Jobs	2,804,500	2,818,100	**13,600**
Madison MSA	336,400	357,900	**21,500**
Rest of State	2,468,100	2,460,200	**-7,900**

SOURCES: Census, BLS, BEA, USPO, ITA, Census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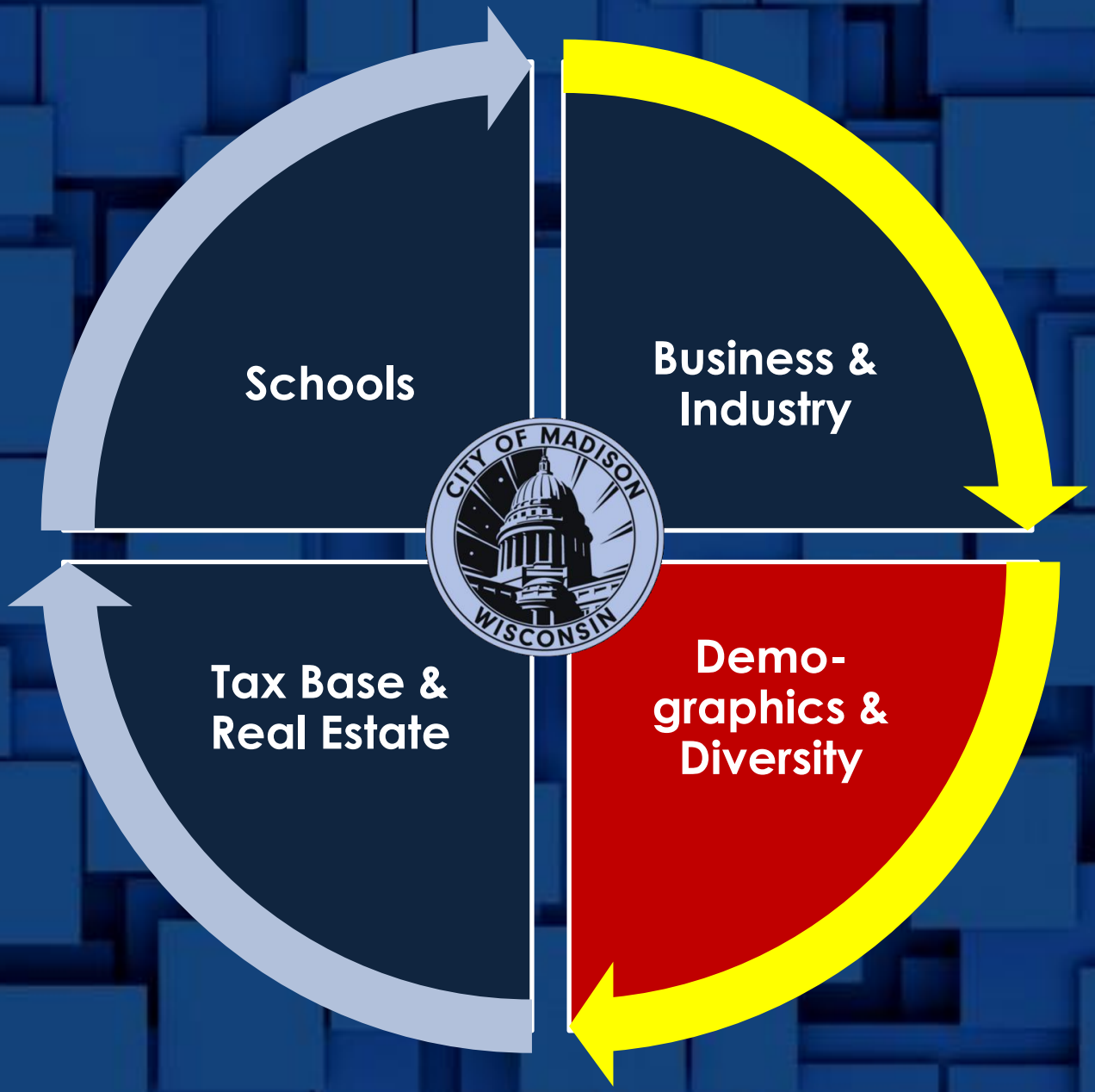
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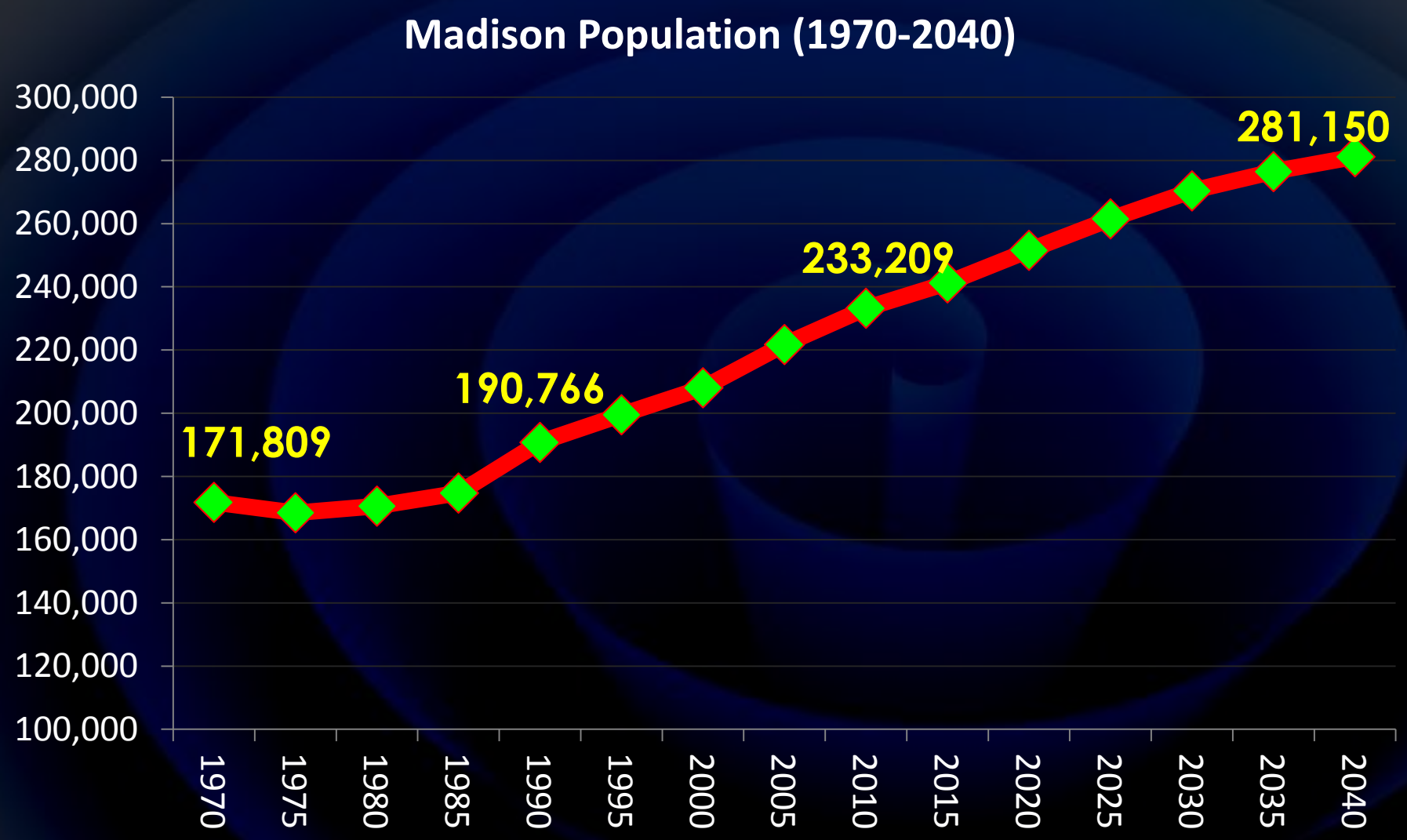
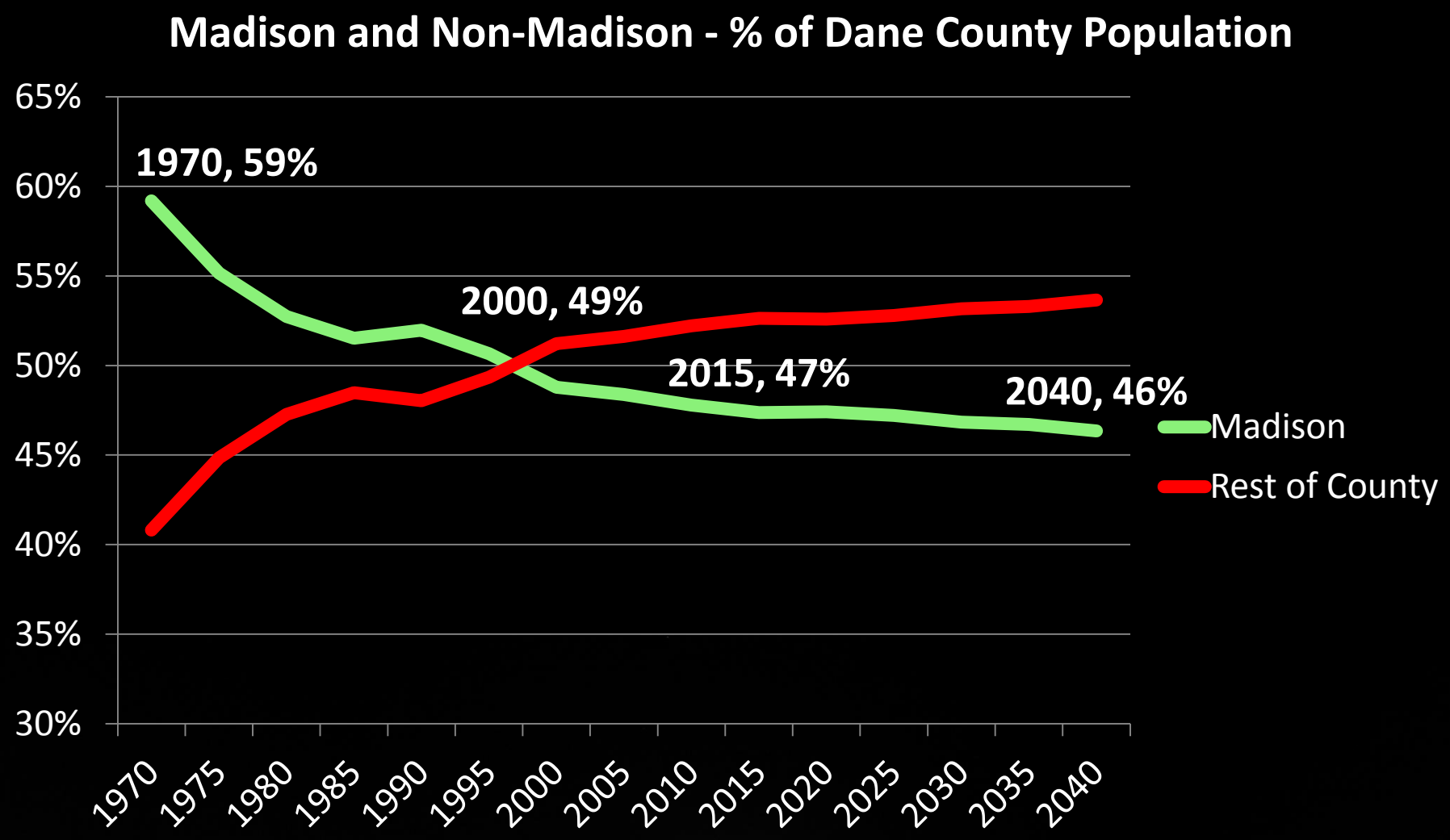
Madison is Growing!



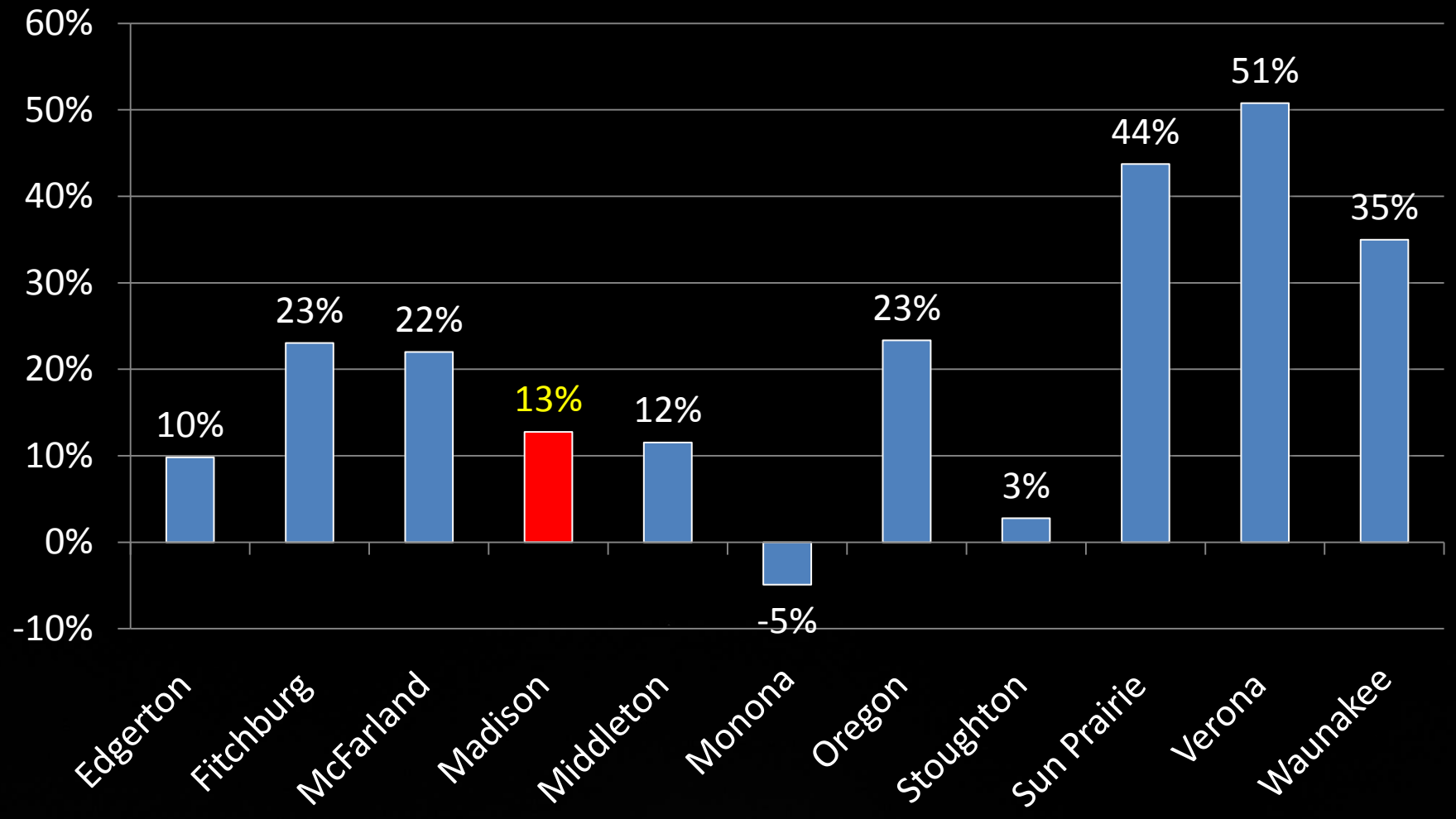
SOURCES: Census, Wisconsin DOA projections

Madison is Shrinking! (as a % of County)



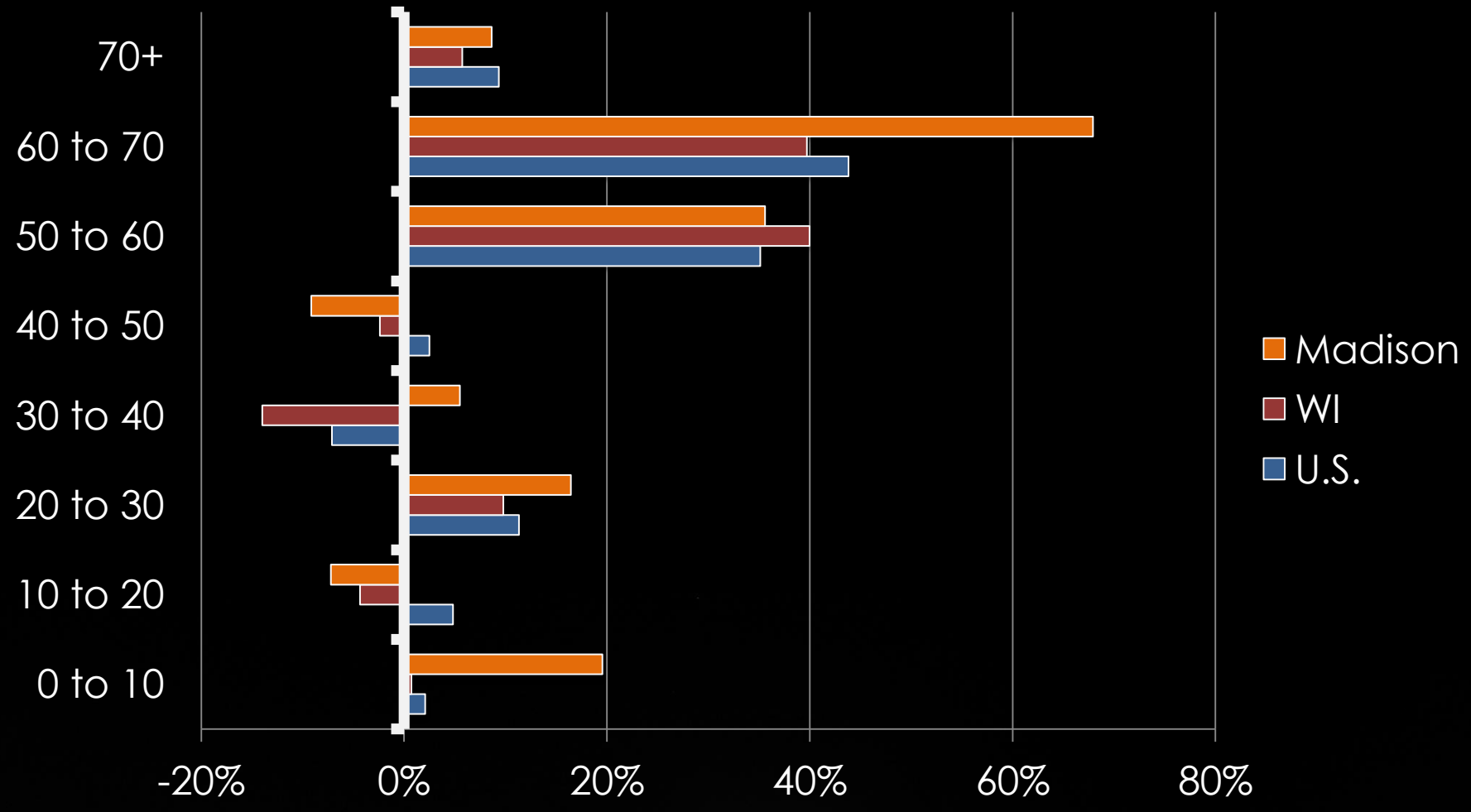
SOURCES: Census, Wisconsin DOA projections

2000 to 2012 % Population Change for Dane County Municipalities



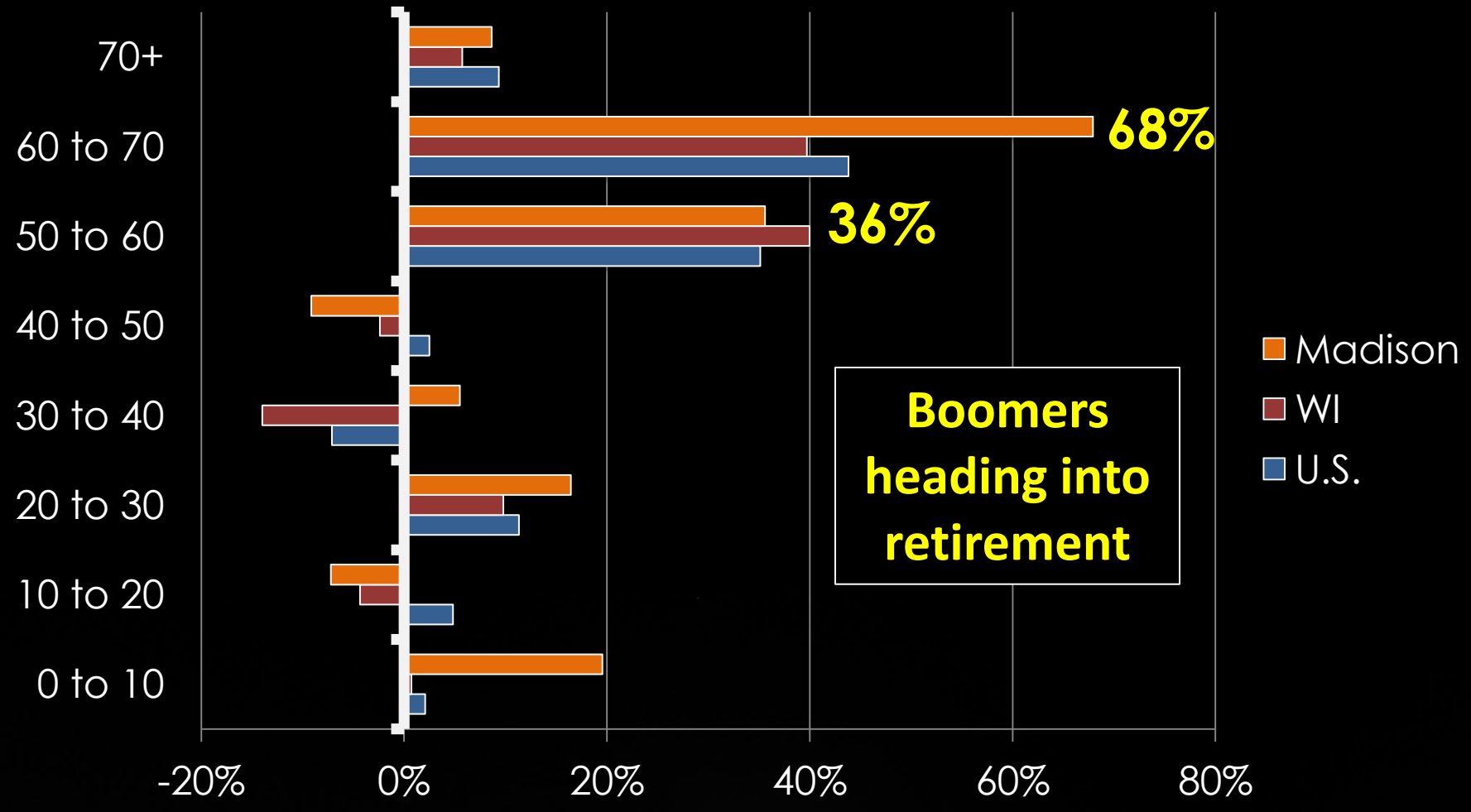
SOURCES: 2000 Census and 2012 ACS

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)



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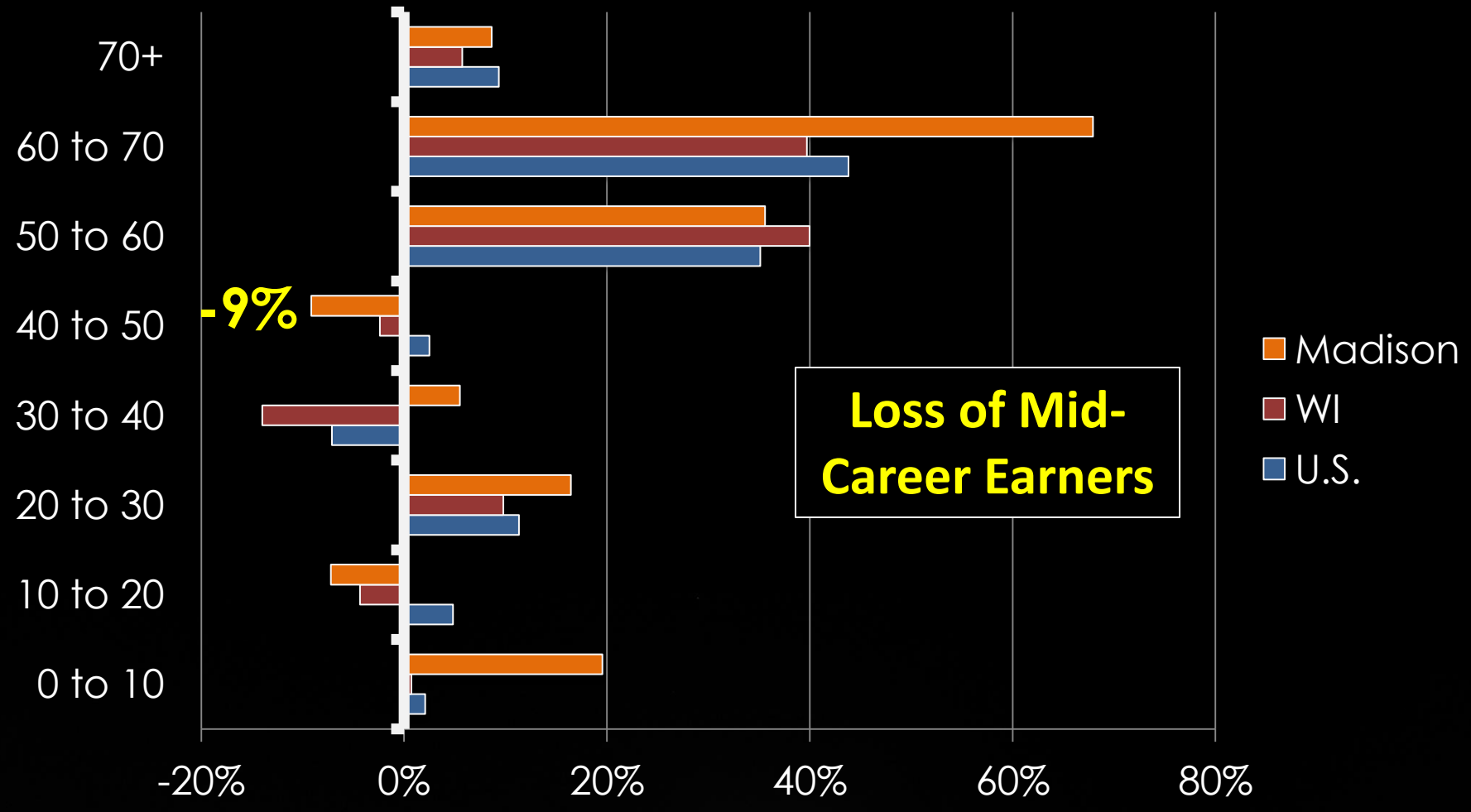
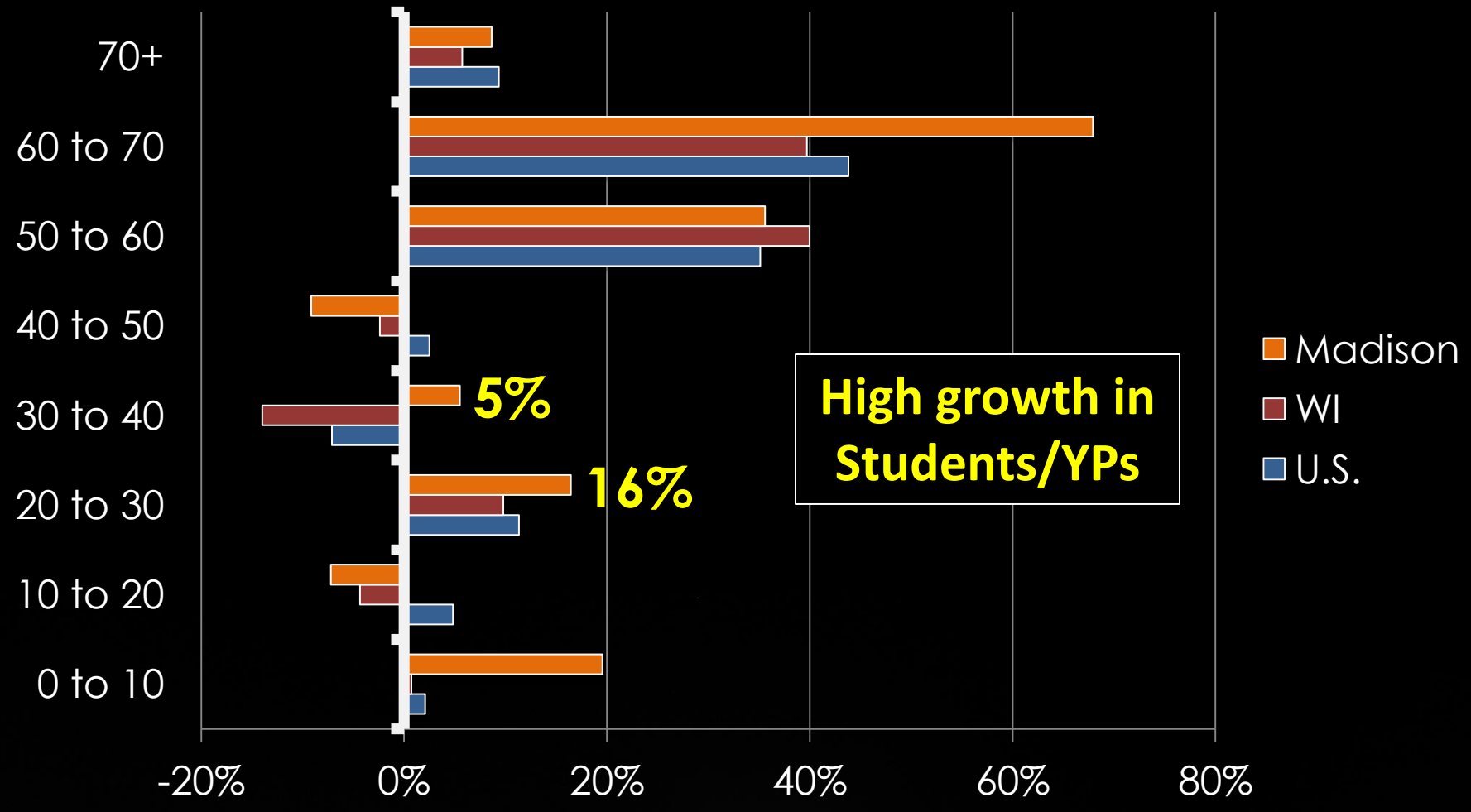


SOURCES: Census 2000 and 2010 DC

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



SOURCES: Census 2000 and 2010 DC

Madison gained

10,385

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

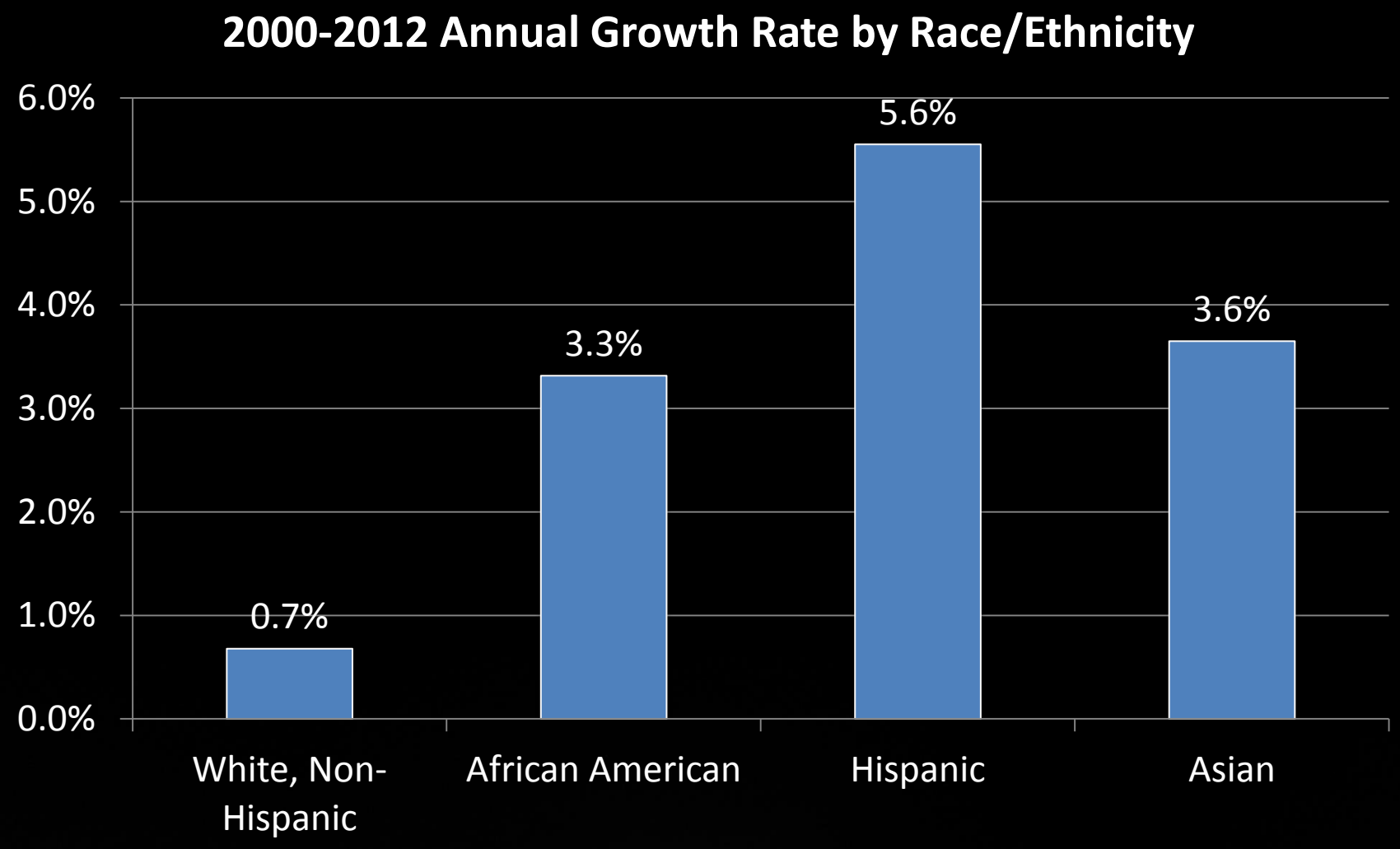
Wisconsin lost

45,141

SOURCES: Census 2000 and 2010 DC

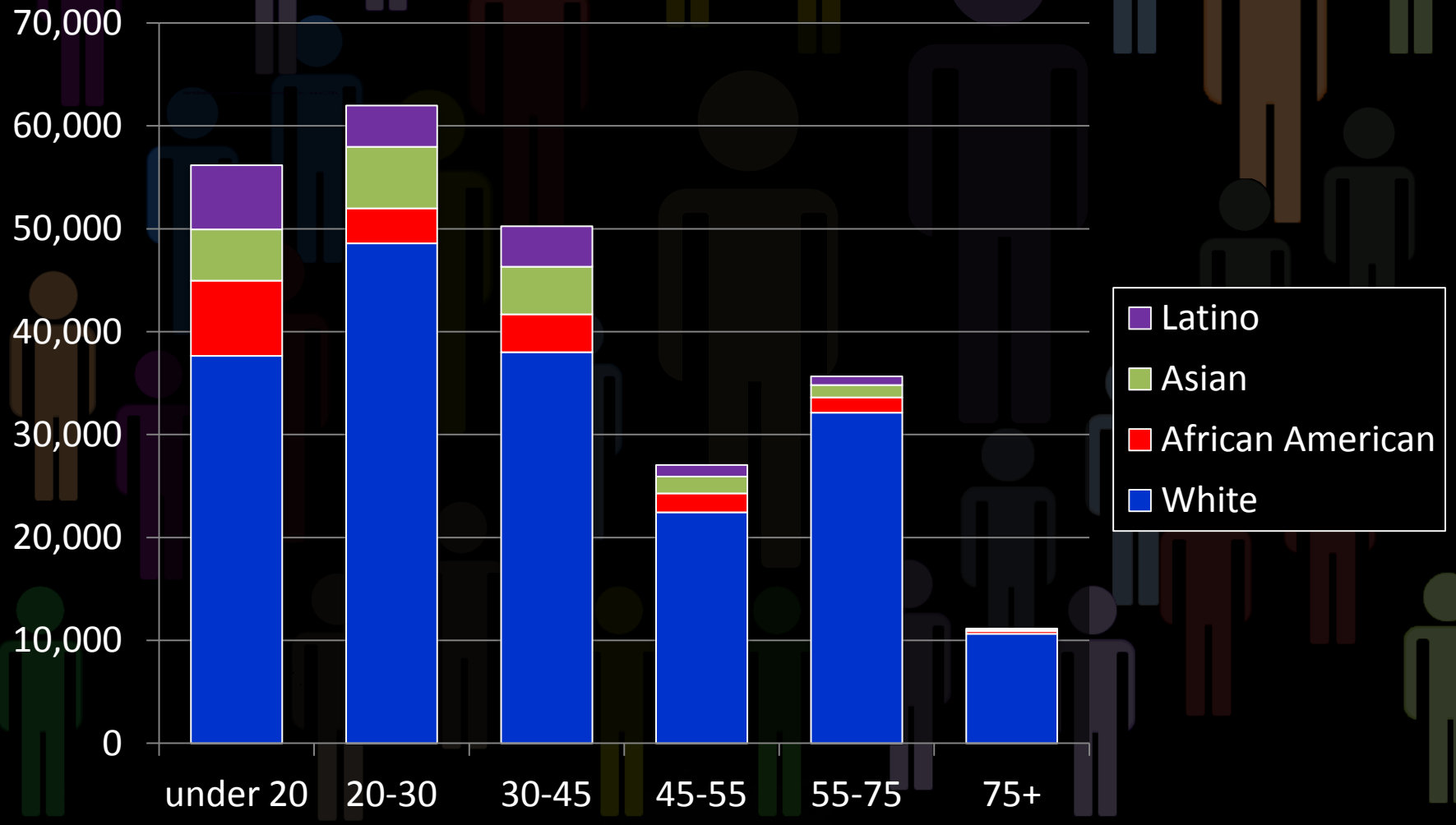
MADISON
Economic Development Strategy

Madison's Future is Much More Diverse



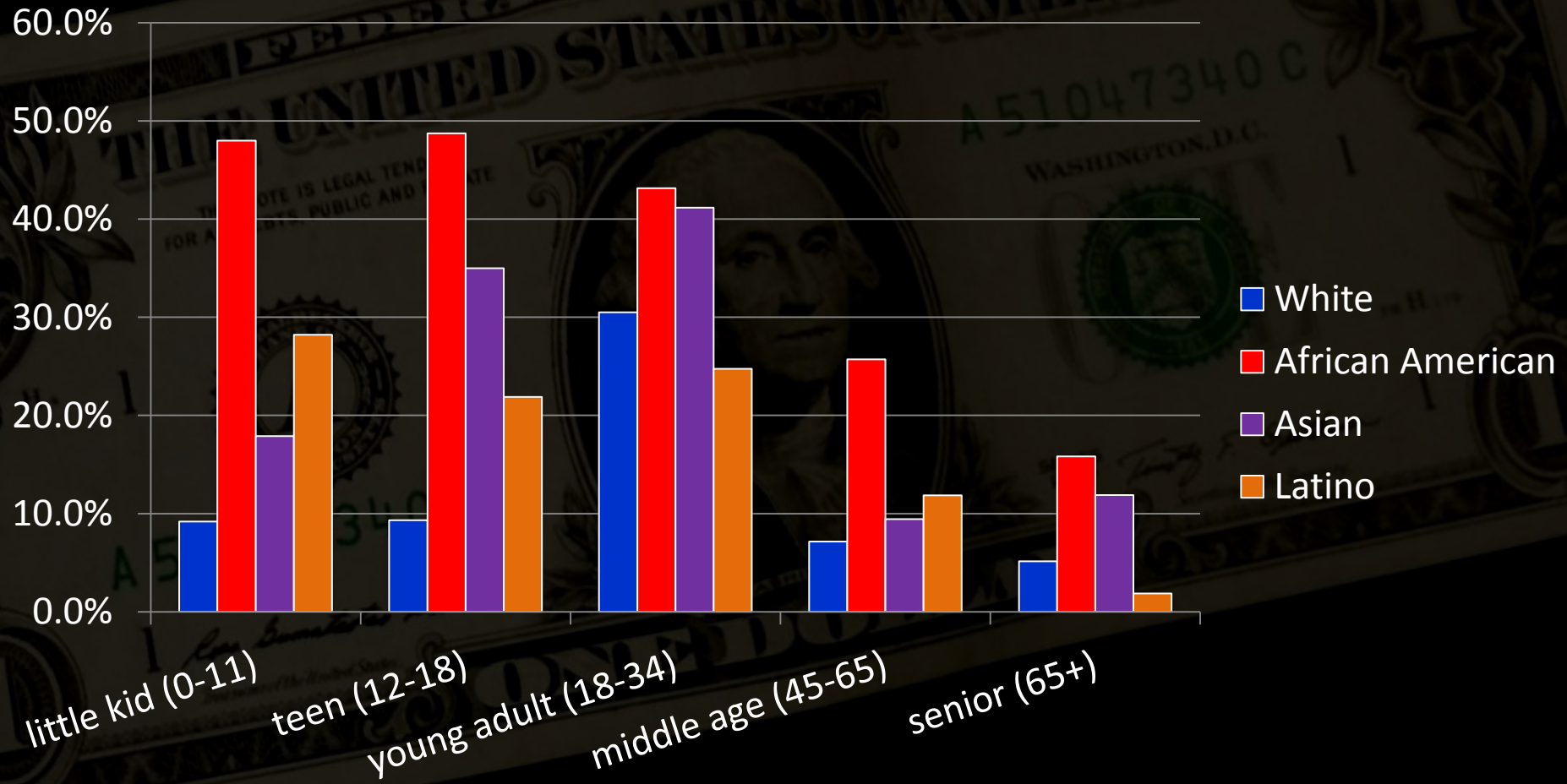
Madison's Future is Much More Diverse

Distribution of Population by Age/Race (2012 ACS)



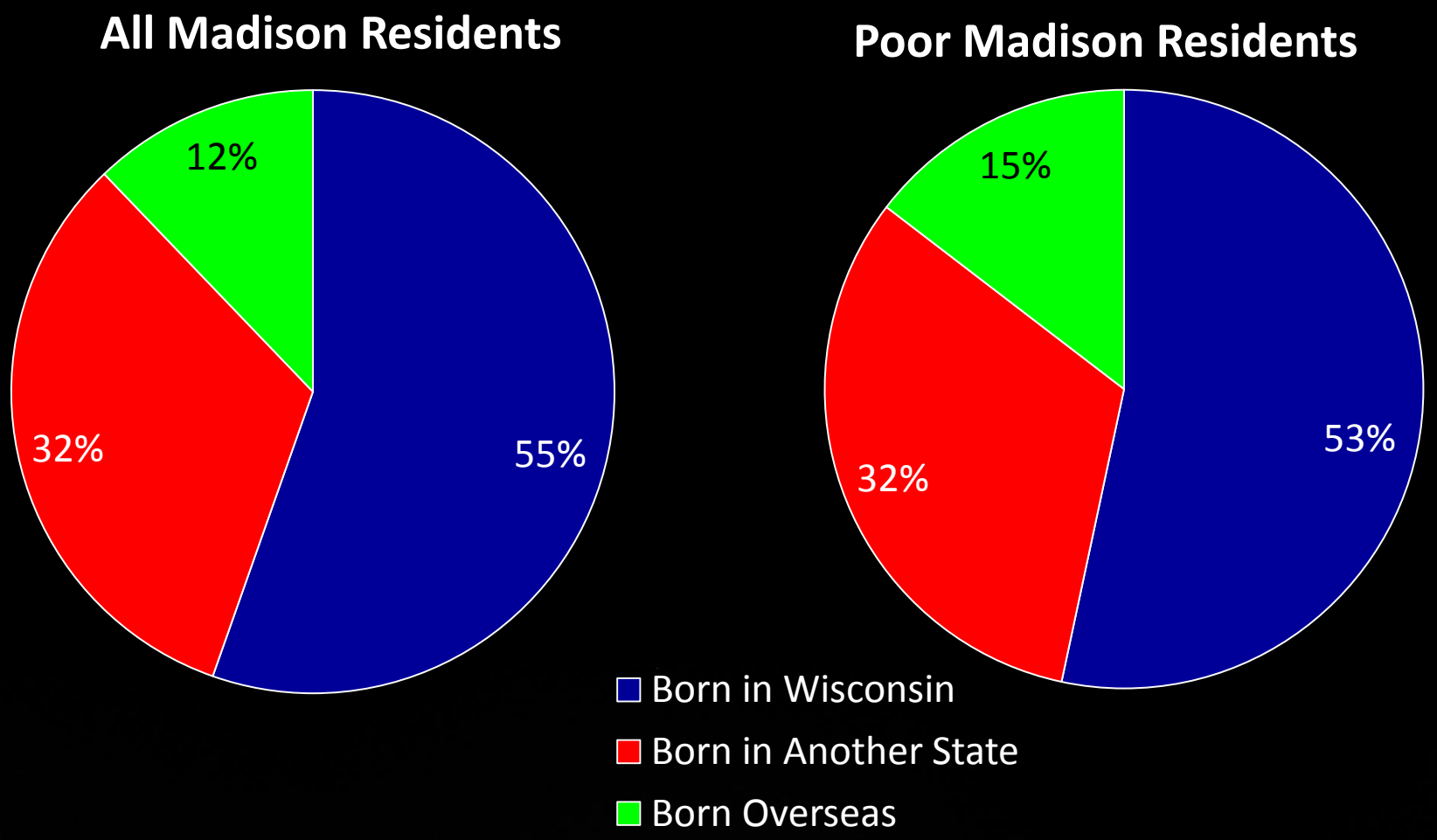
SOURCES: Census, 2012 ACS 3-yr Est.

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

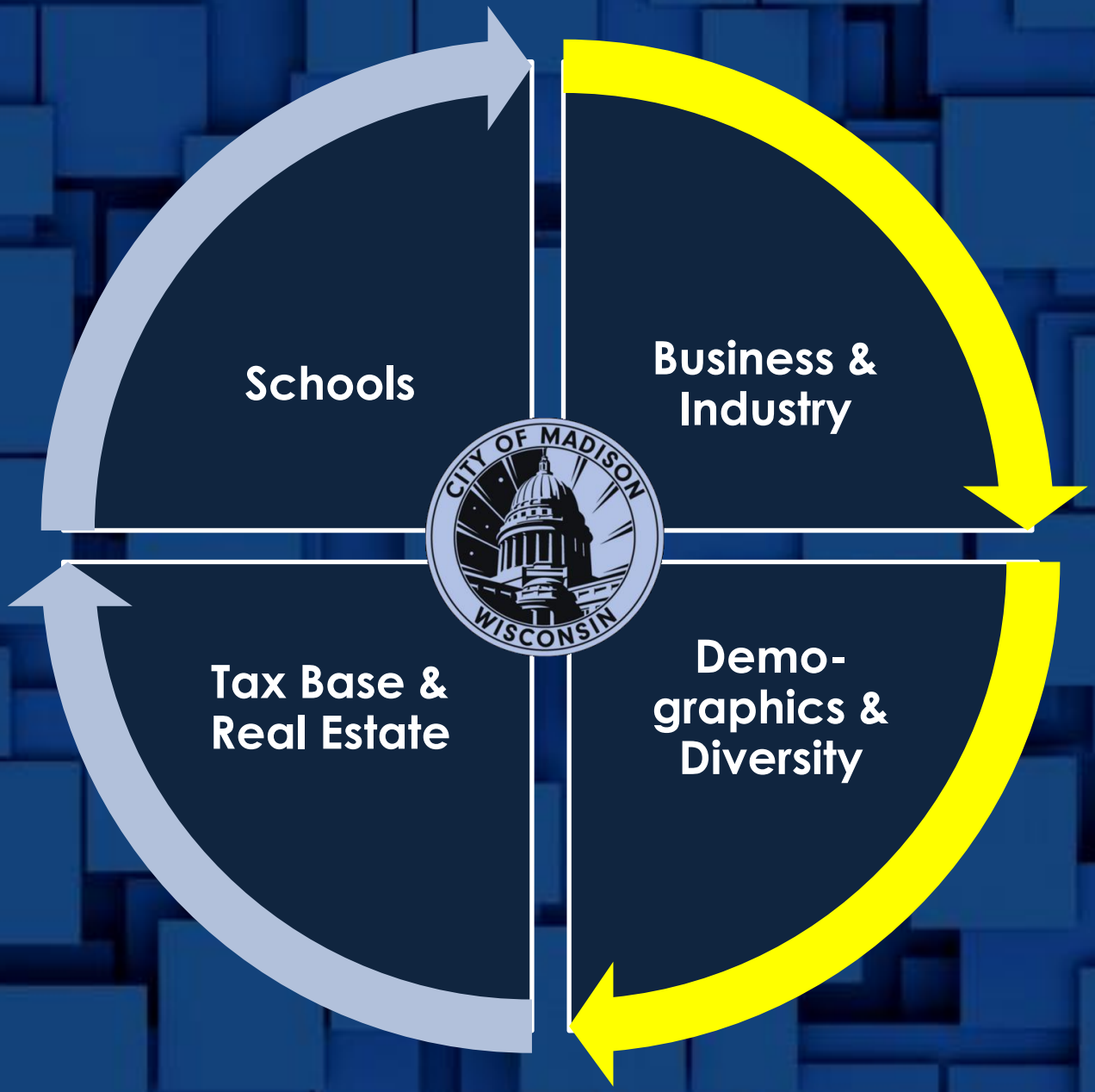


SOURCES: Census, 2012 ACS 3-yr EST.

No Correlation between Poverty and State of Birth



SOURCES: Census, 2012 ACS 3-yr EST.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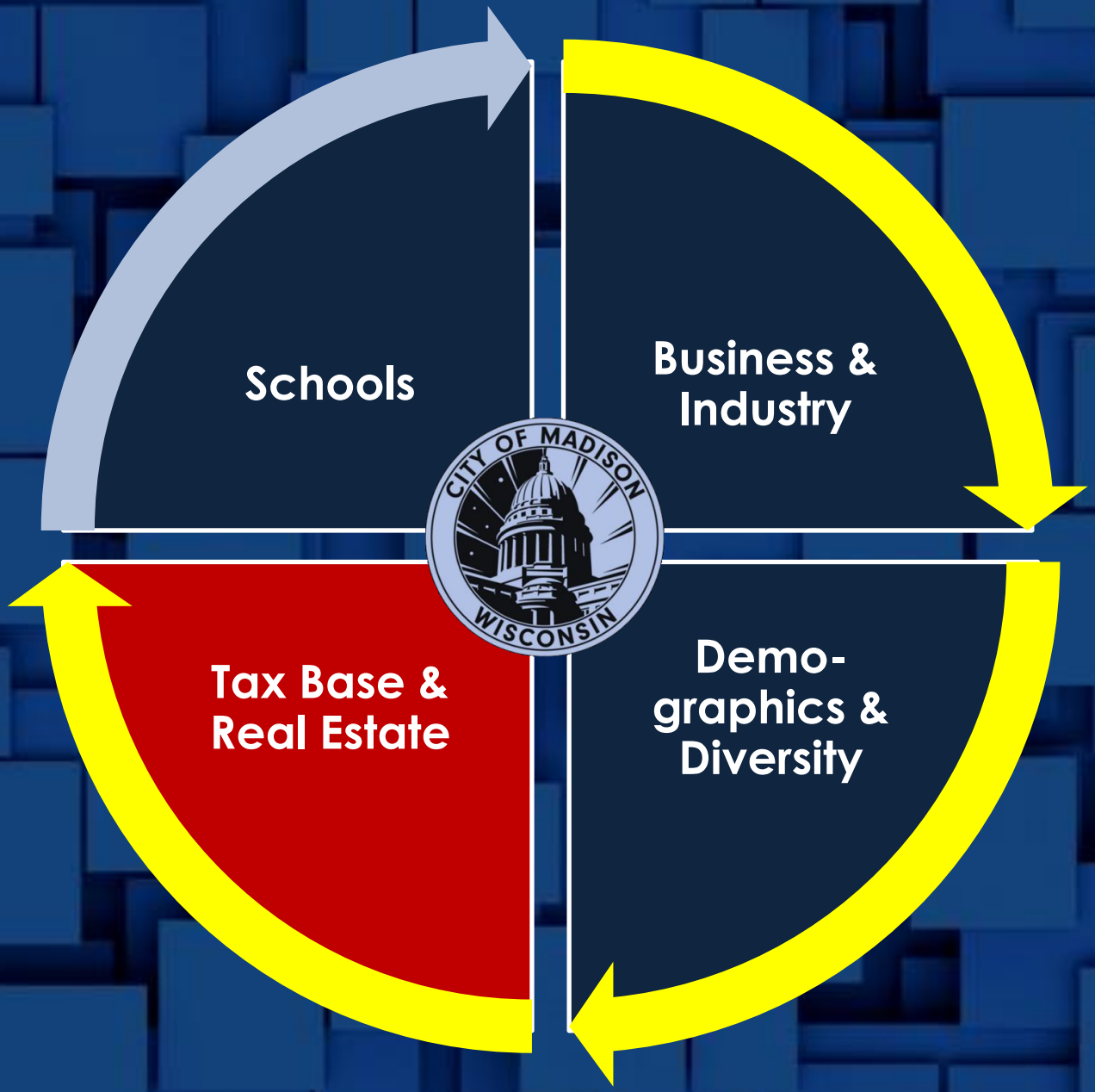
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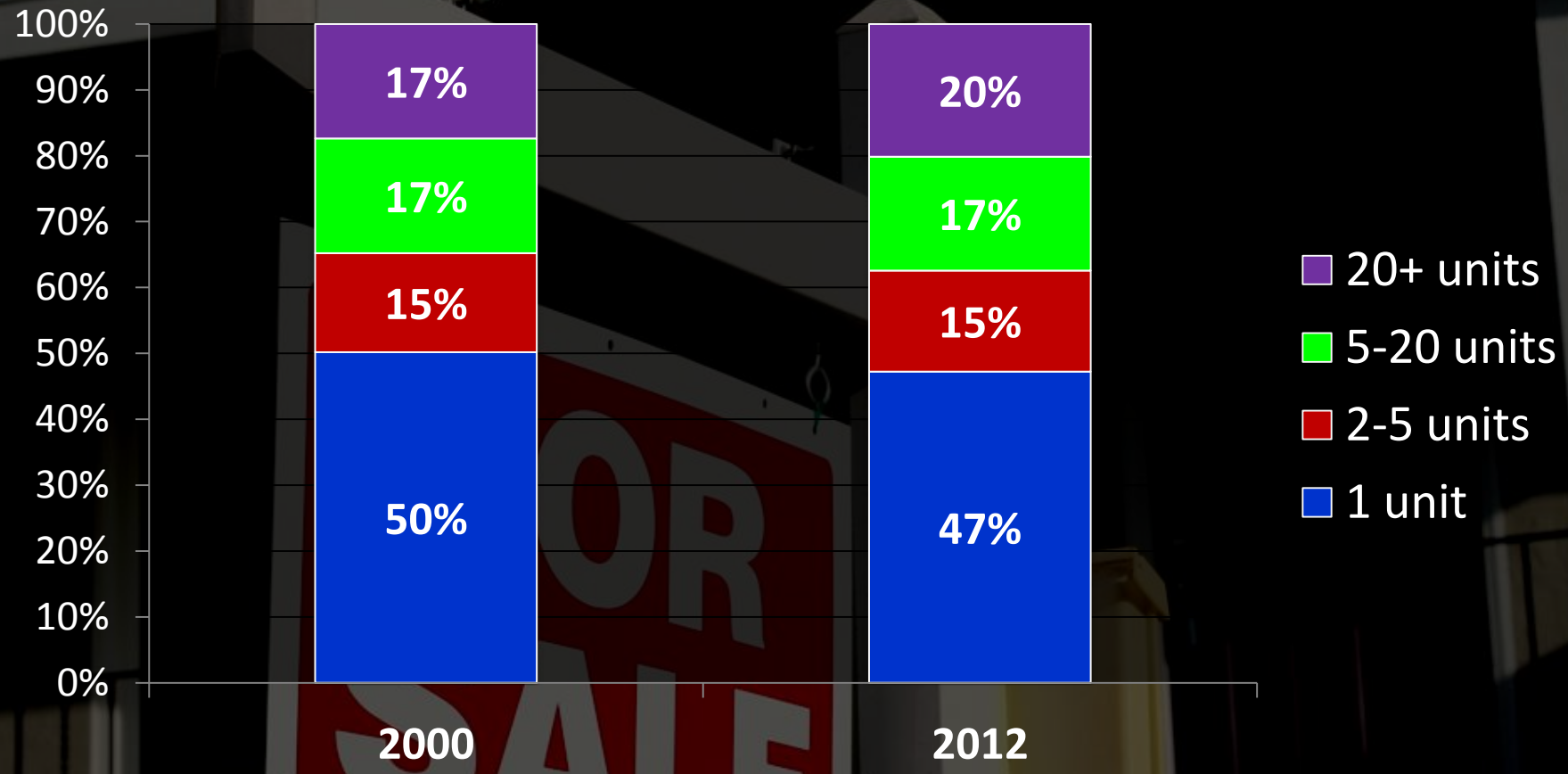
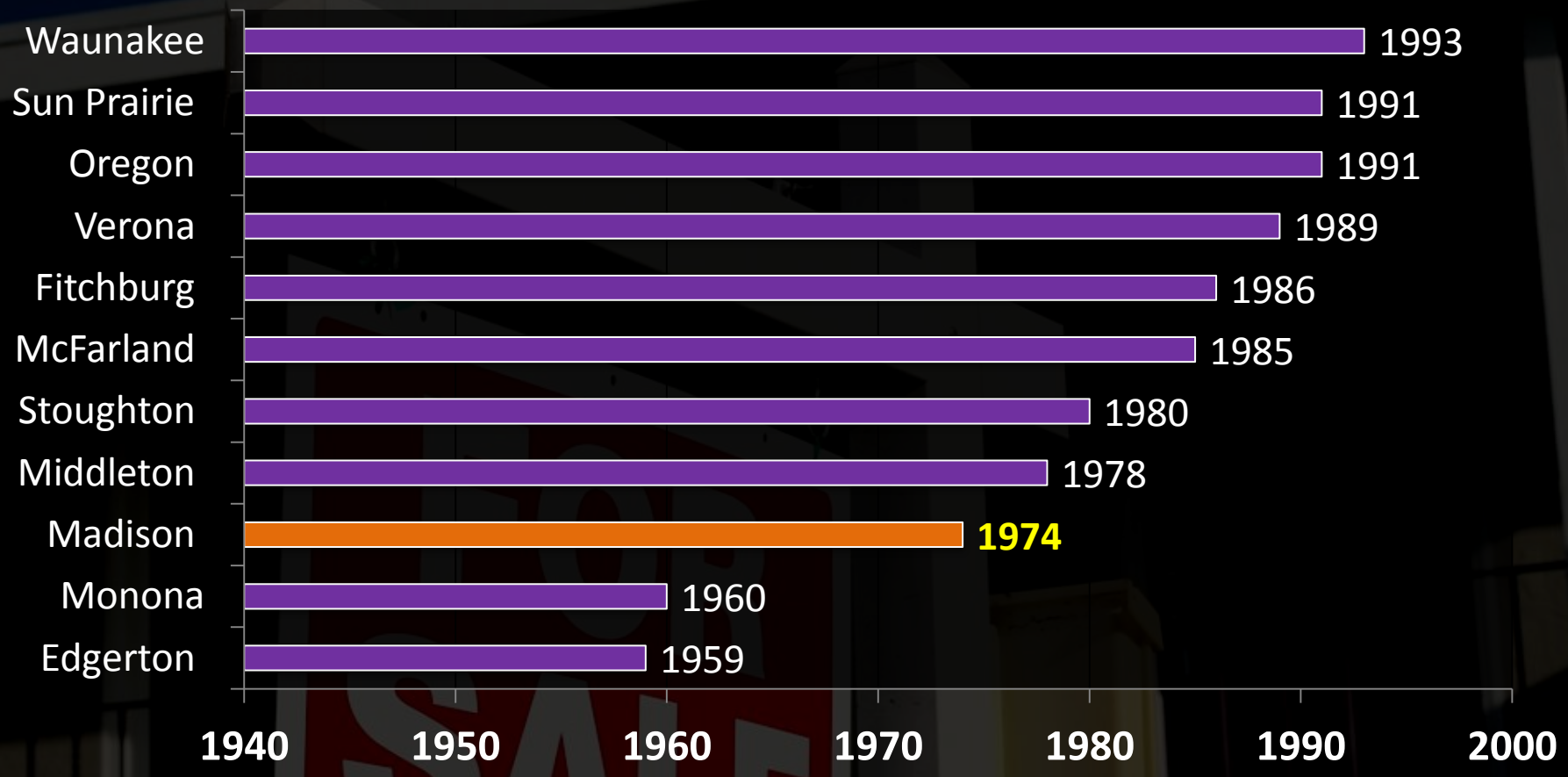
City of Madison Housing Units by Units in Building (2000 DC, 2012 ACS)



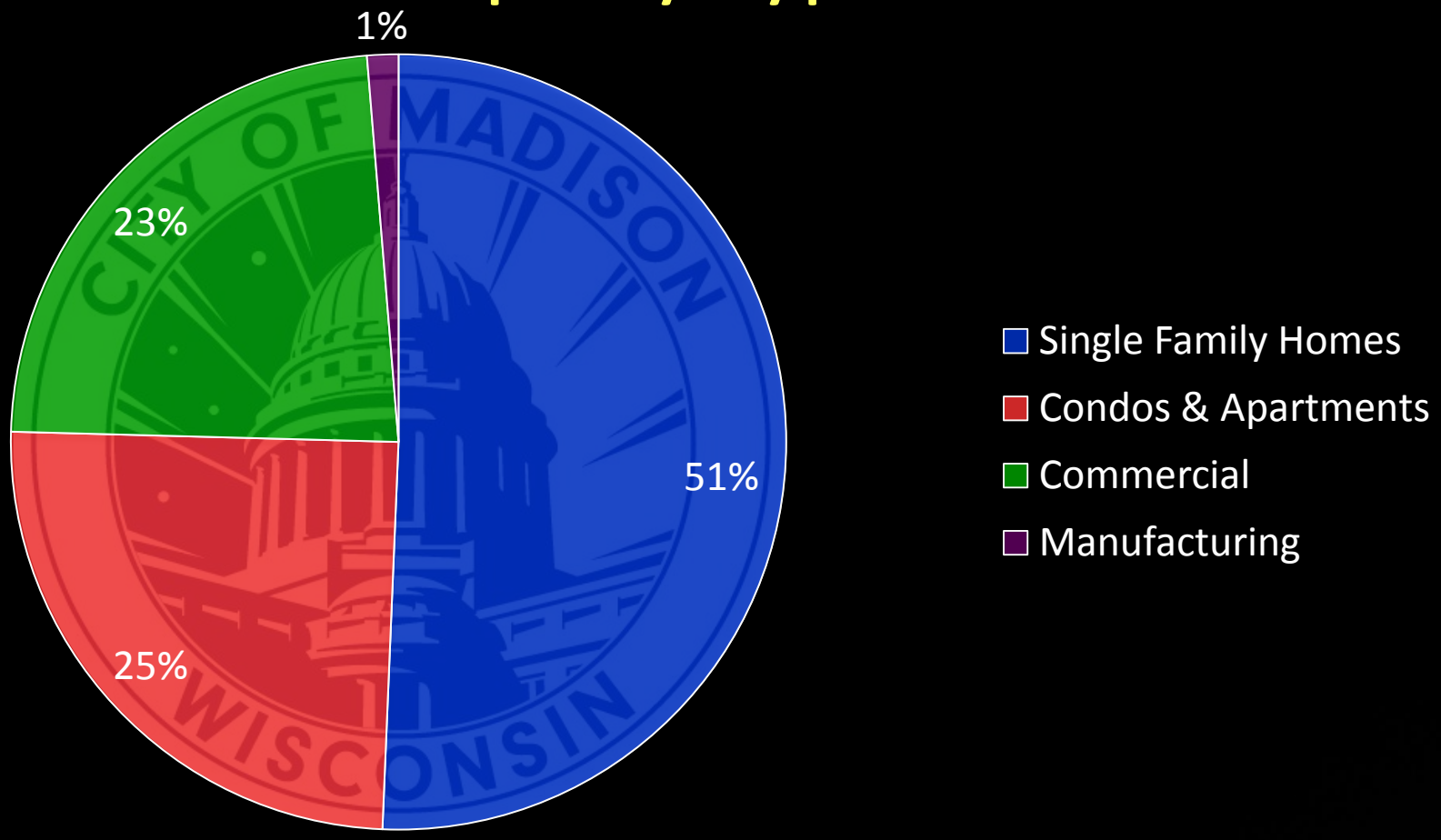
SOURCES: Census, 2012 ACS 3-yr EST.

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



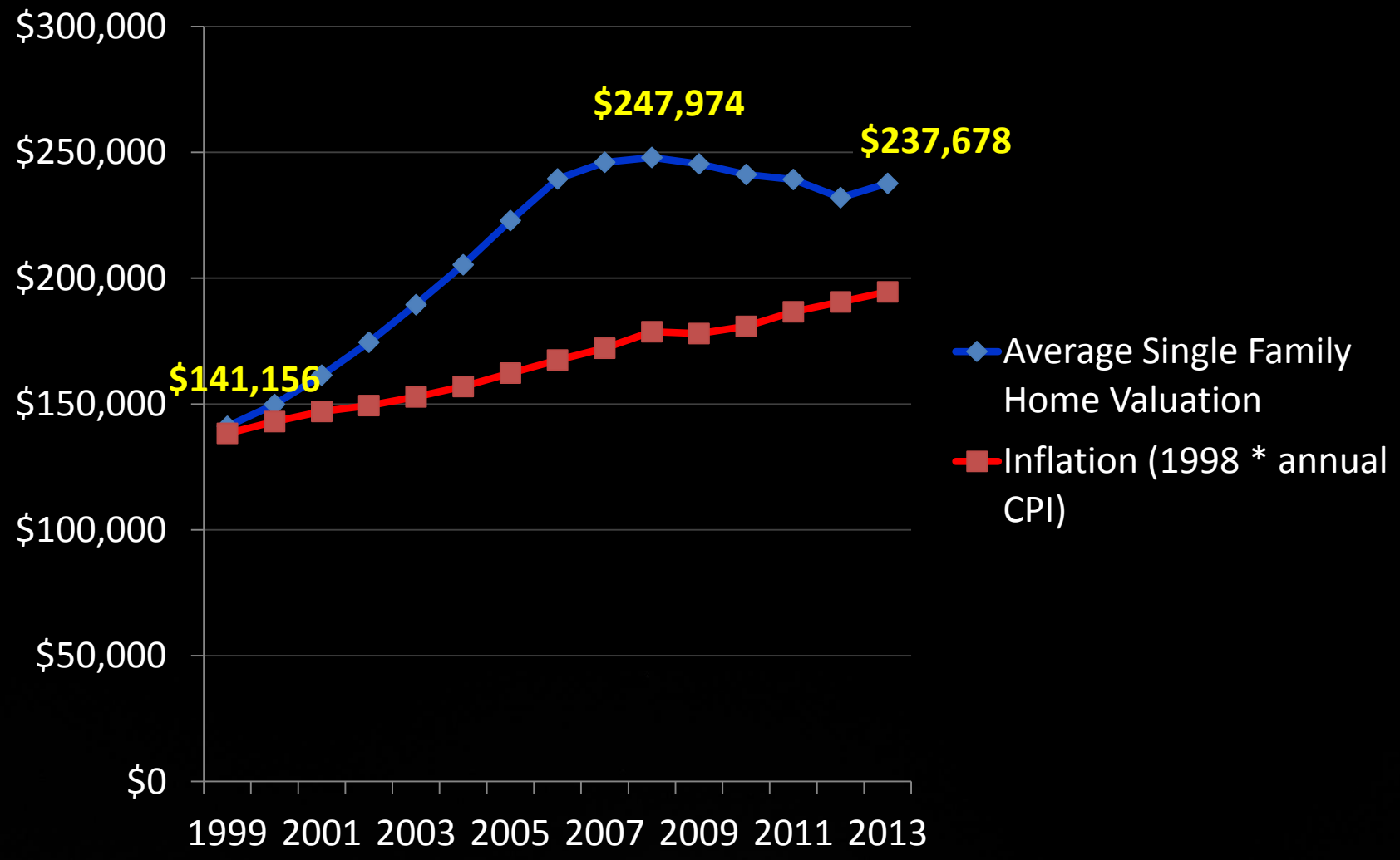
SOURCES: Census, 2012 ACS 3-yr EST.

Distribution of Tax Base By Property Type



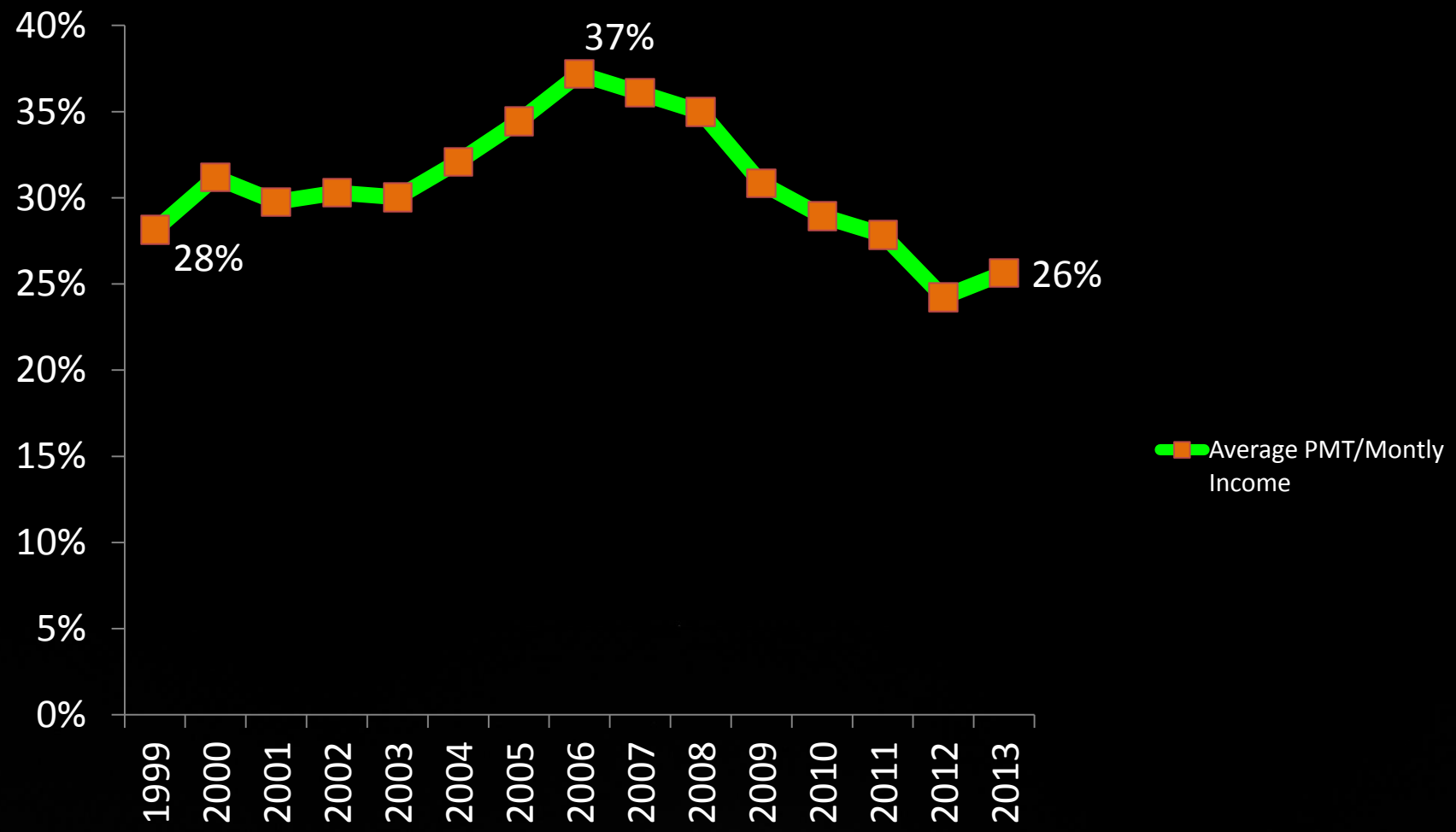
SOURCES: Madison Assessor's Office

Average Single Family Home Value (1999-2012)

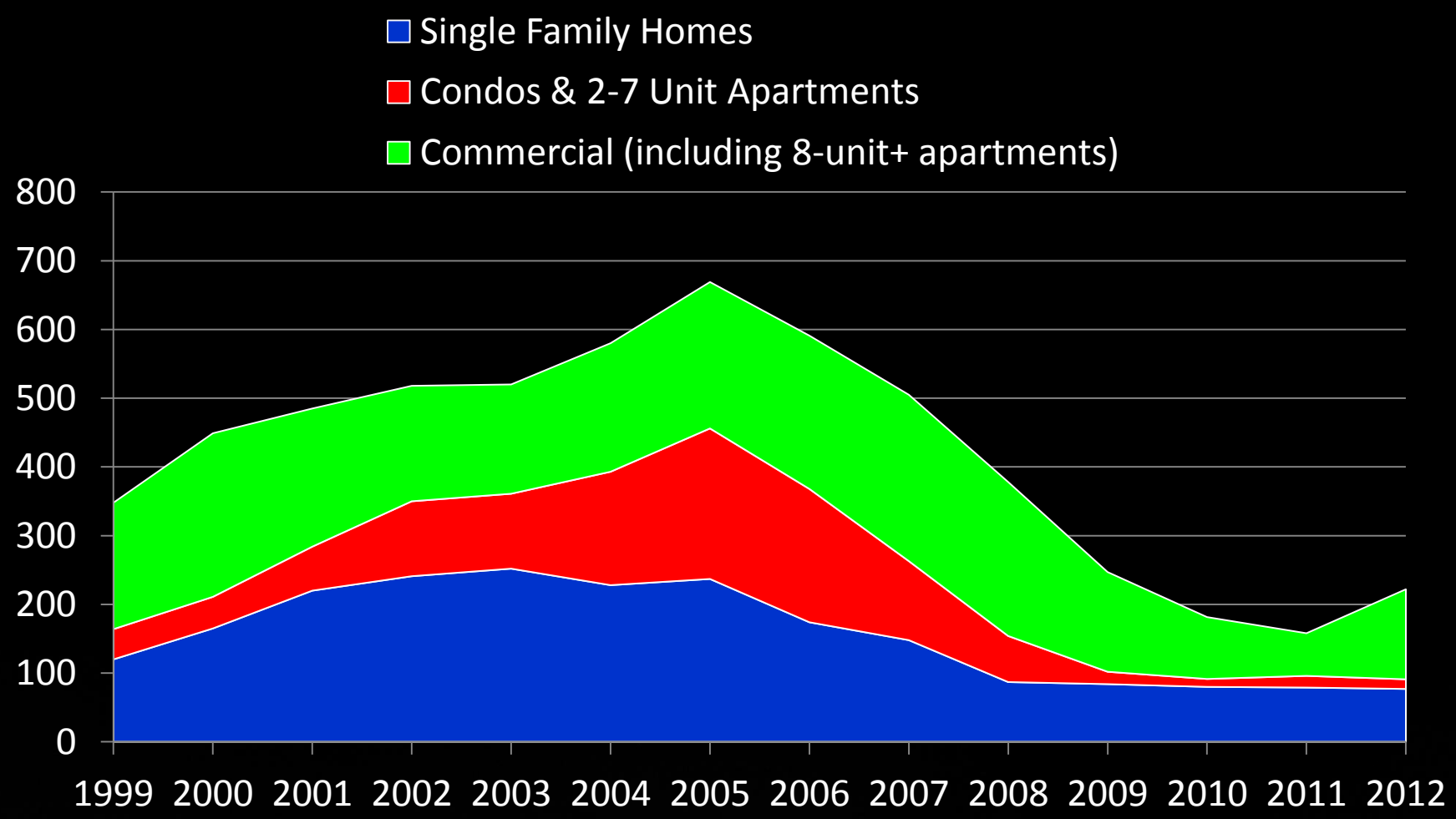


SOURCES: Madison Assessor's Office

Average monthly mortgage PMT for average home at average 30-yr rate *as a percentage of median household income*

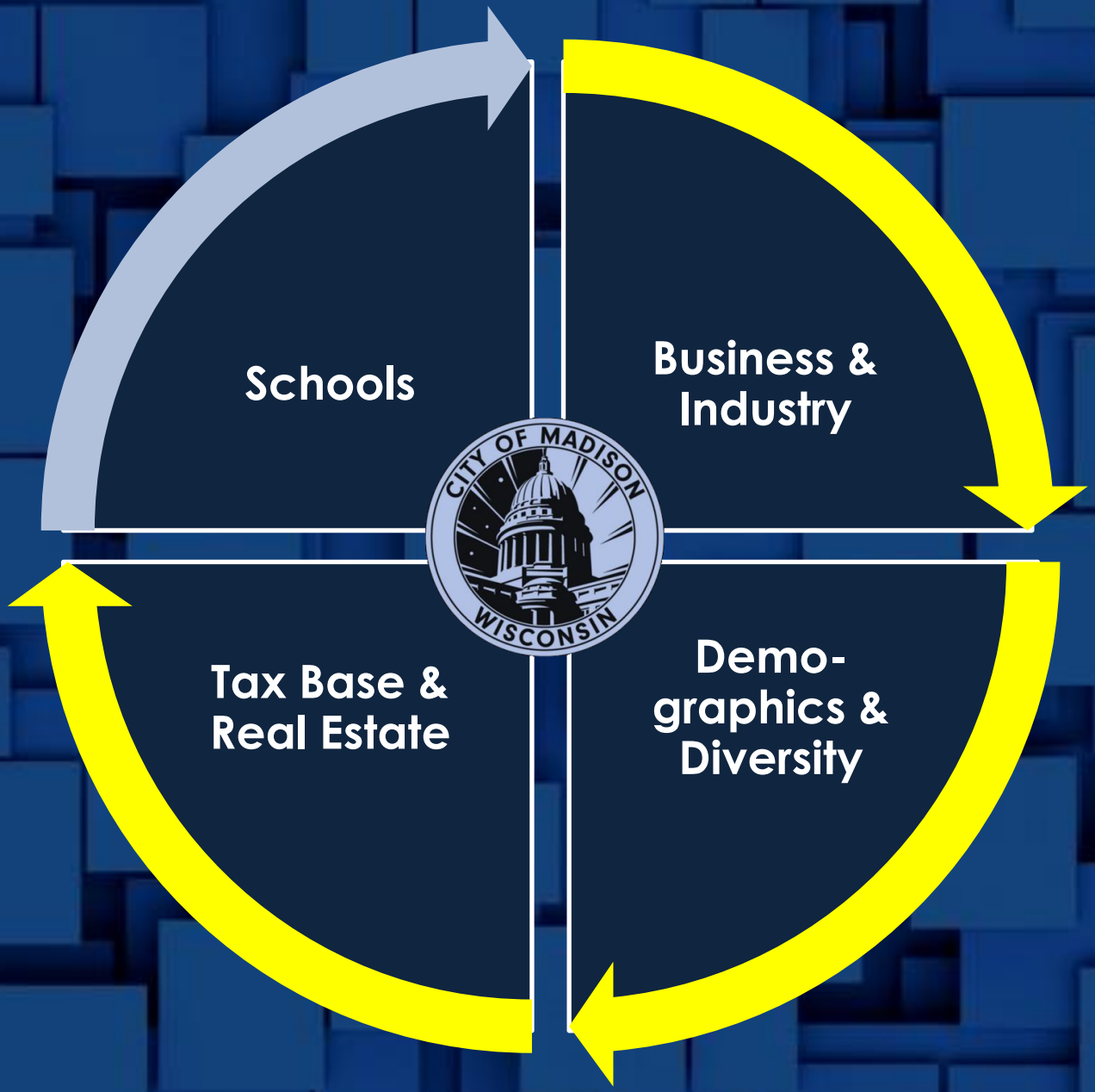


New Construction Added Value in $m



SOURCES: Madison Assessor's Office

Construction cranes visible from my yard
1
2
3
4
5
6
7
8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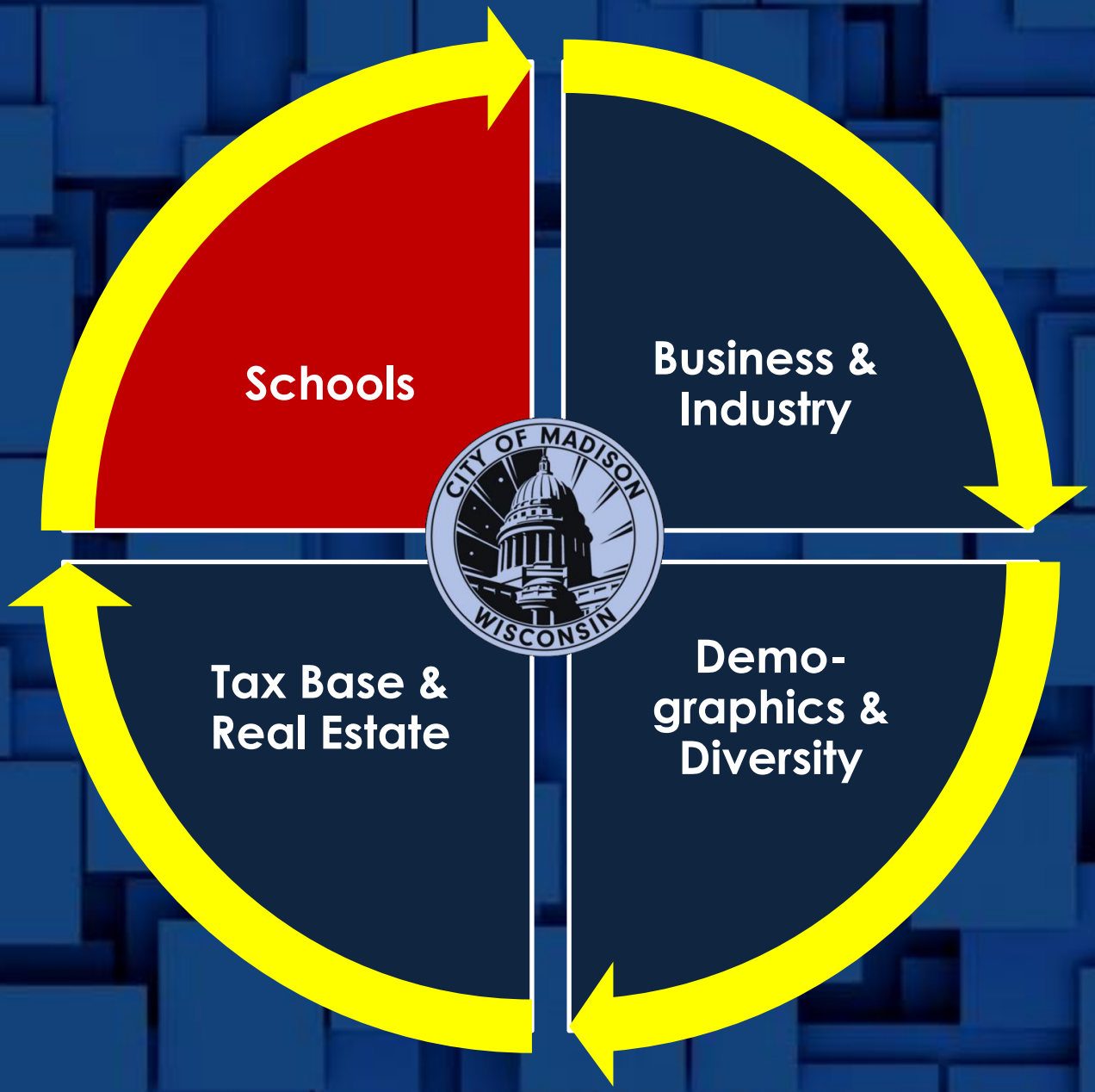
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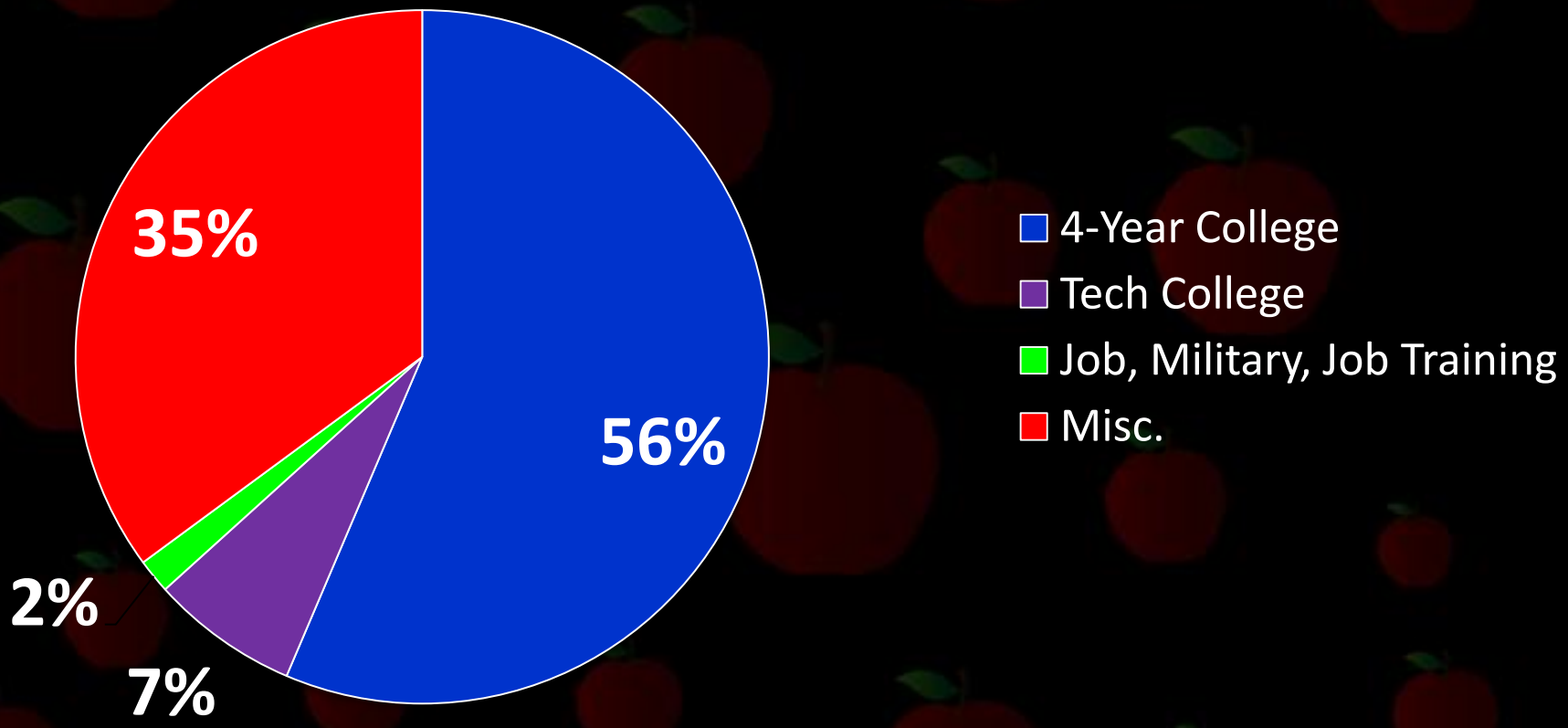
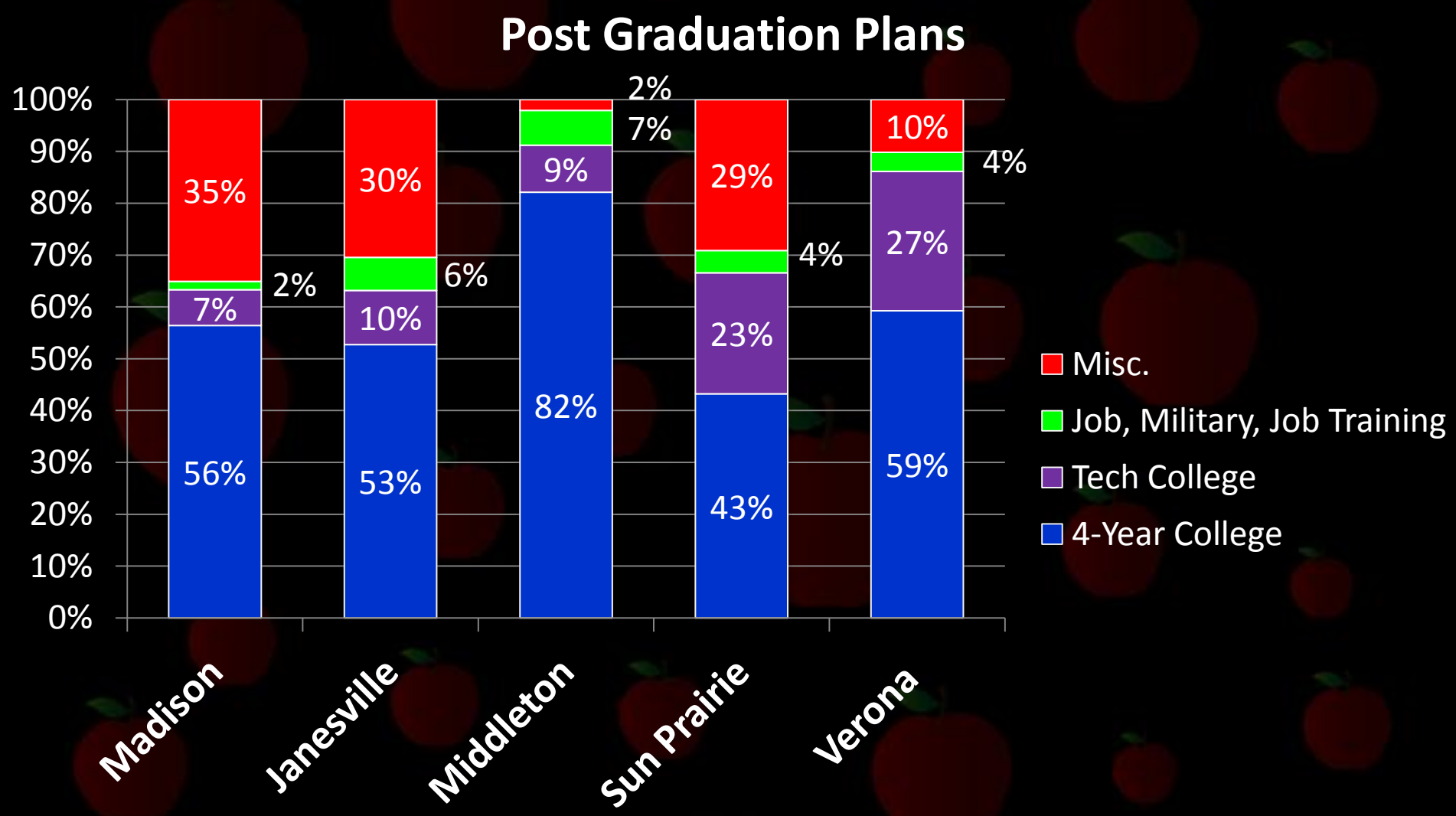
We Need More Pathways for Madison Kids

Post Graduation Plans for MMSD Seniors (2012)



SOURCES: Wisconsin Dept. of Public Instruction

We Need More Pathways for Madison Kids



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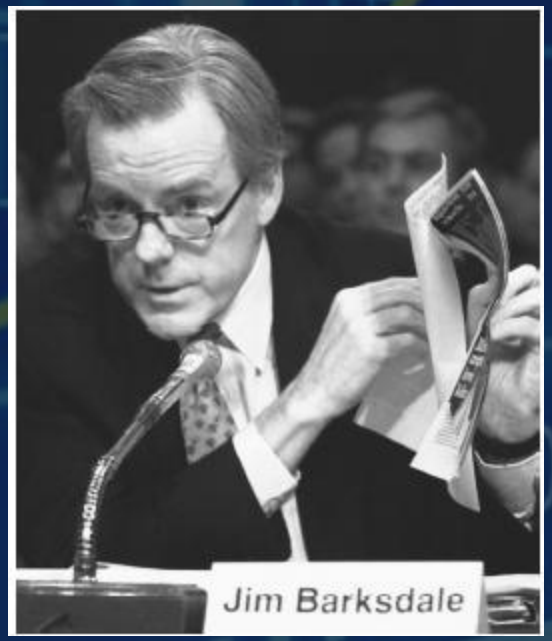


"If we have data, let's look at data, if all we have are opinions, let's go with mine"

– Jim Barksdale

C NCLUSIONS

16 BIG TAKEAWAYS

from the data

16

4

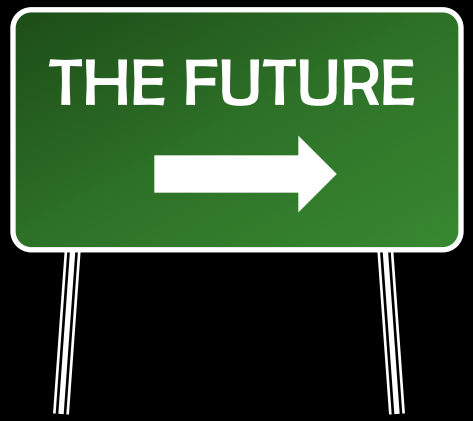
To Proclaim Loudly

4

To Lose Sleep Over

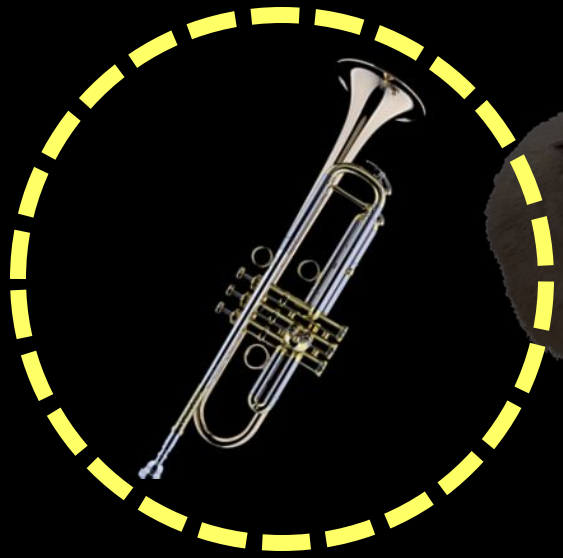
4

Busted myths



4

Big Opportunities



Proclaim Loudly

1. Economic engine for the state
2. Magnet for talent & strong in growth sectors
3. Development is booming
4. Increasingly globally-engaged economy

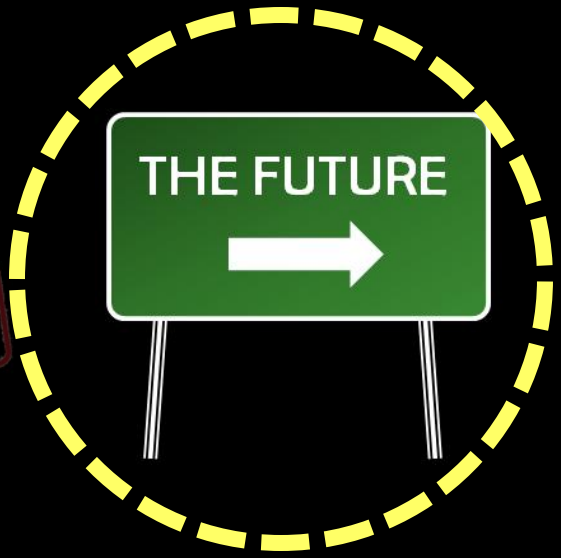
Lose Sleep

1. EPIC dependency
2. Tax base distribution & “playing field” for growth
3. Future of “ranch-home/empty-nester” outer neighborhoods
4. Achievement gap = marginalizing future workforce

Debunked

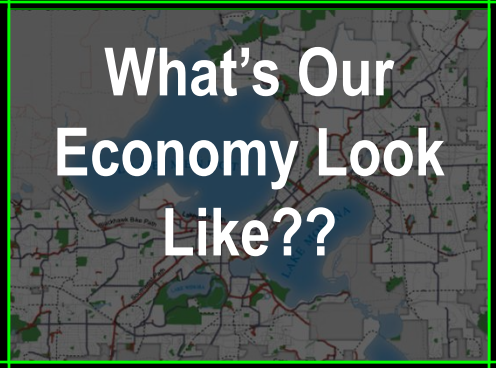
1. Madison is not business friendly FALSE
2. Madison is mostly single family home owners FALSE
3. Most people here work for the government FALSE
4. Poverty is linked to people moving here FALSE?

Opportunities



1. Embrace the coming "EPIC baby boom"
2. Tap the UW's research horsepower
3. Confluence of digital tech, life sciences, health
4. Embrace change - *image/culture/demographics*

What's Our Economy Look Like??



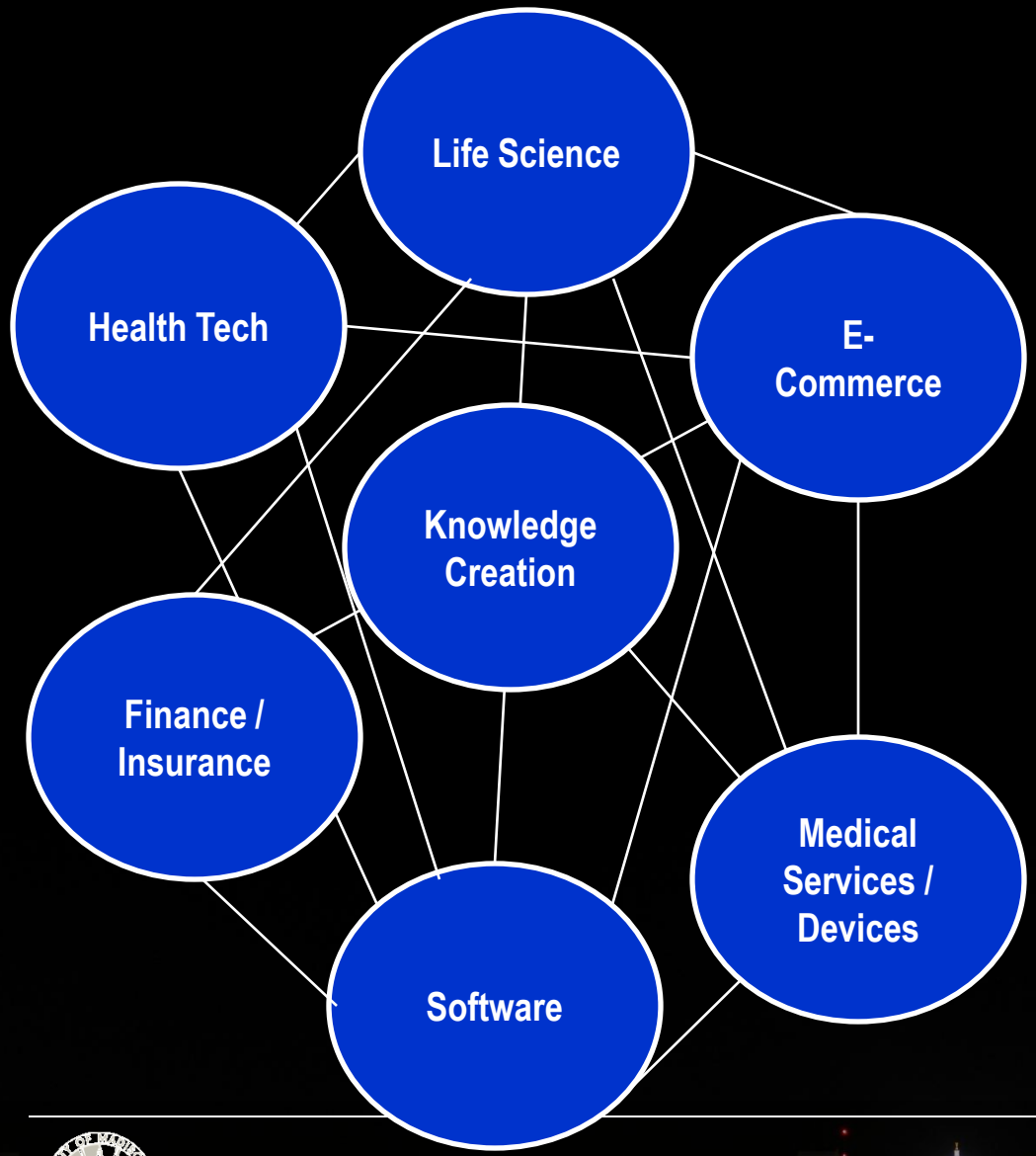
Based on:

- Large Companies
- Growth Industries
- Occupation Growth
- LQs

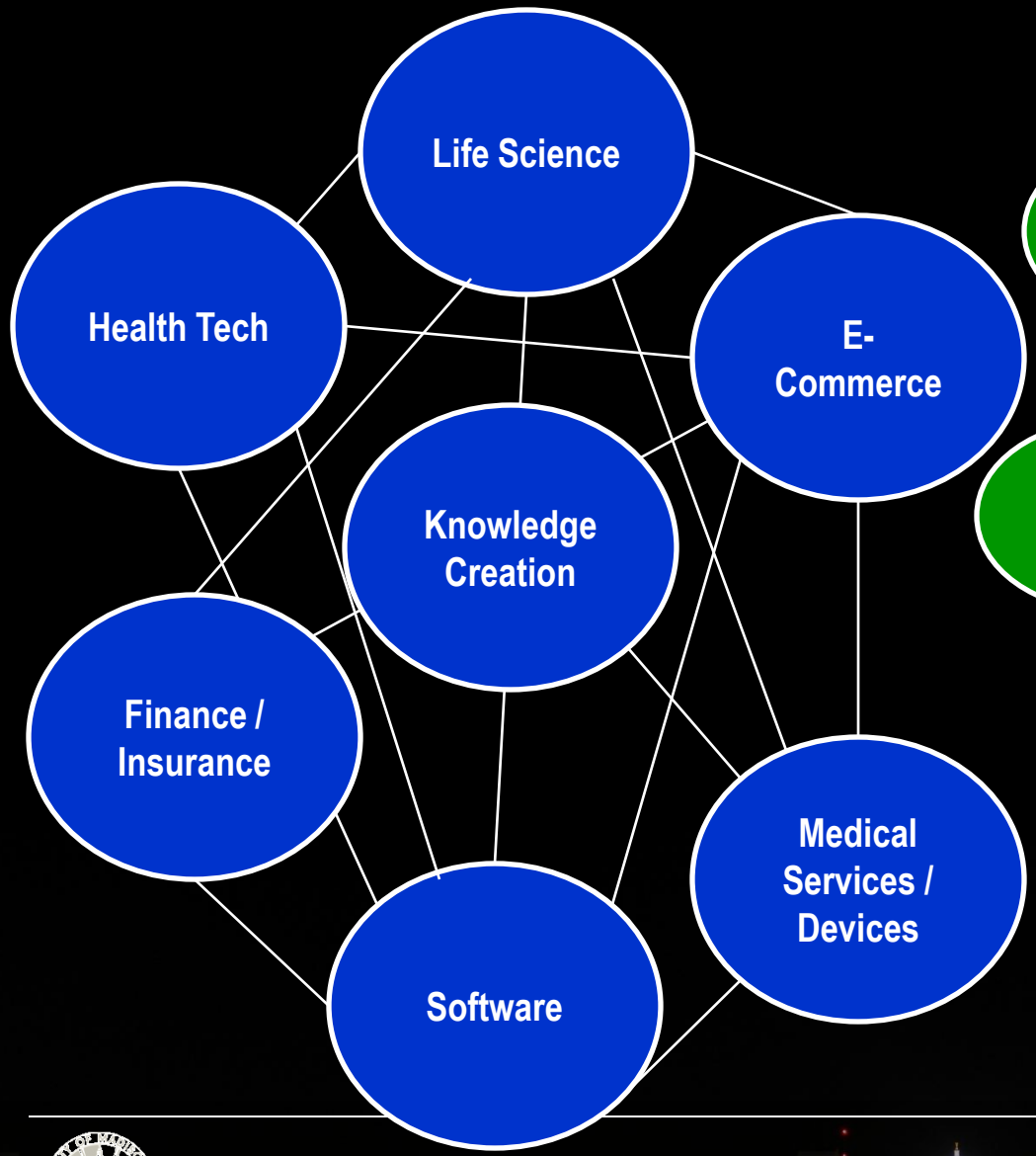
TomoTherapy
GREED FOR GLORY
BOARDTAS
CAL HERO EMERGES!
THE BIG DEAL
1000s of NEW MARKDOWNS!
SHOP SALE DRESSES >
SHOP SALE SHOES >
SHOP SALE HANDBAGS >
SHOP SALE TOPS >
SHOP SALE SWIM >
SHOP ALL HALF-OFF STYLES >

Knowledge Creation
Food Processing
Insurance
Life Science
Health Equipment
Utilities
Software
Medical Care
Government
Online Shopping
THE BIG DEAL
Specialty Consumer Products
Health Tech
Bikes
Animal Genetics
Printing
Financial Services

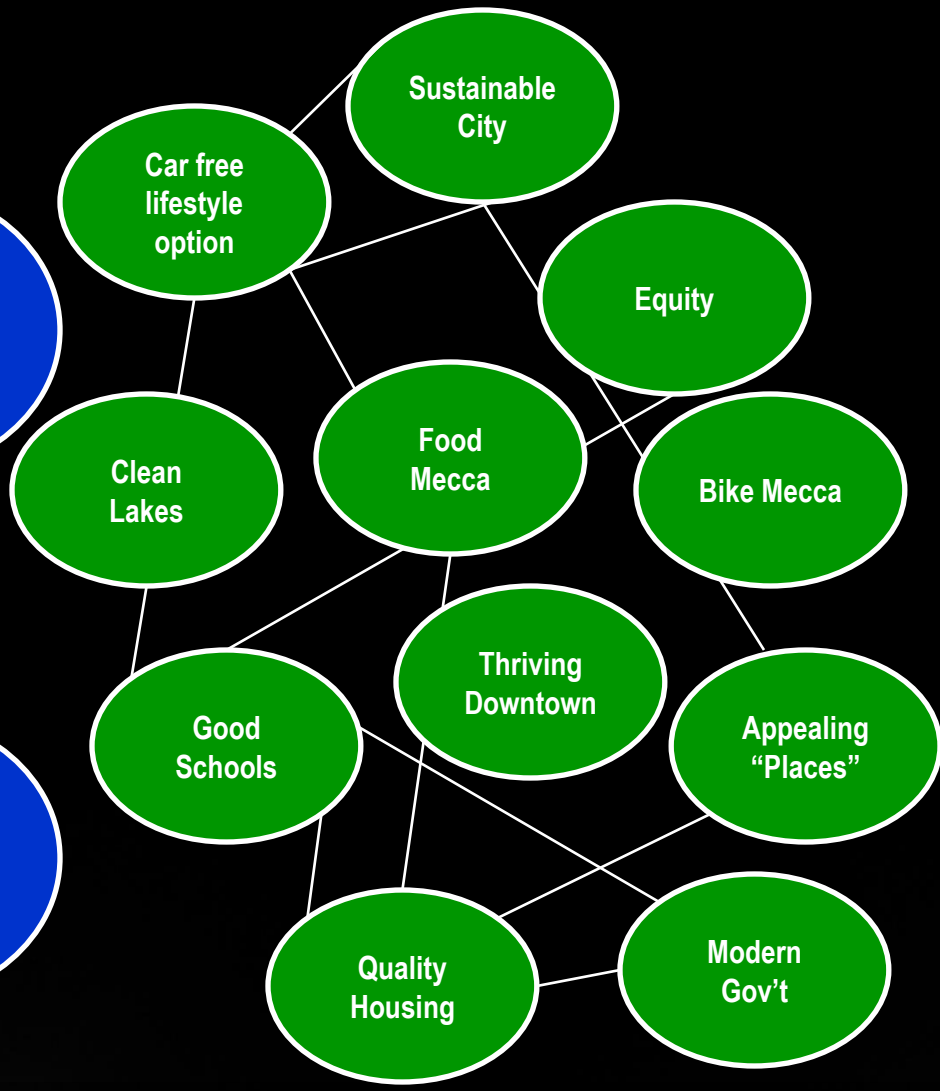
Where's Our Primary Growth???



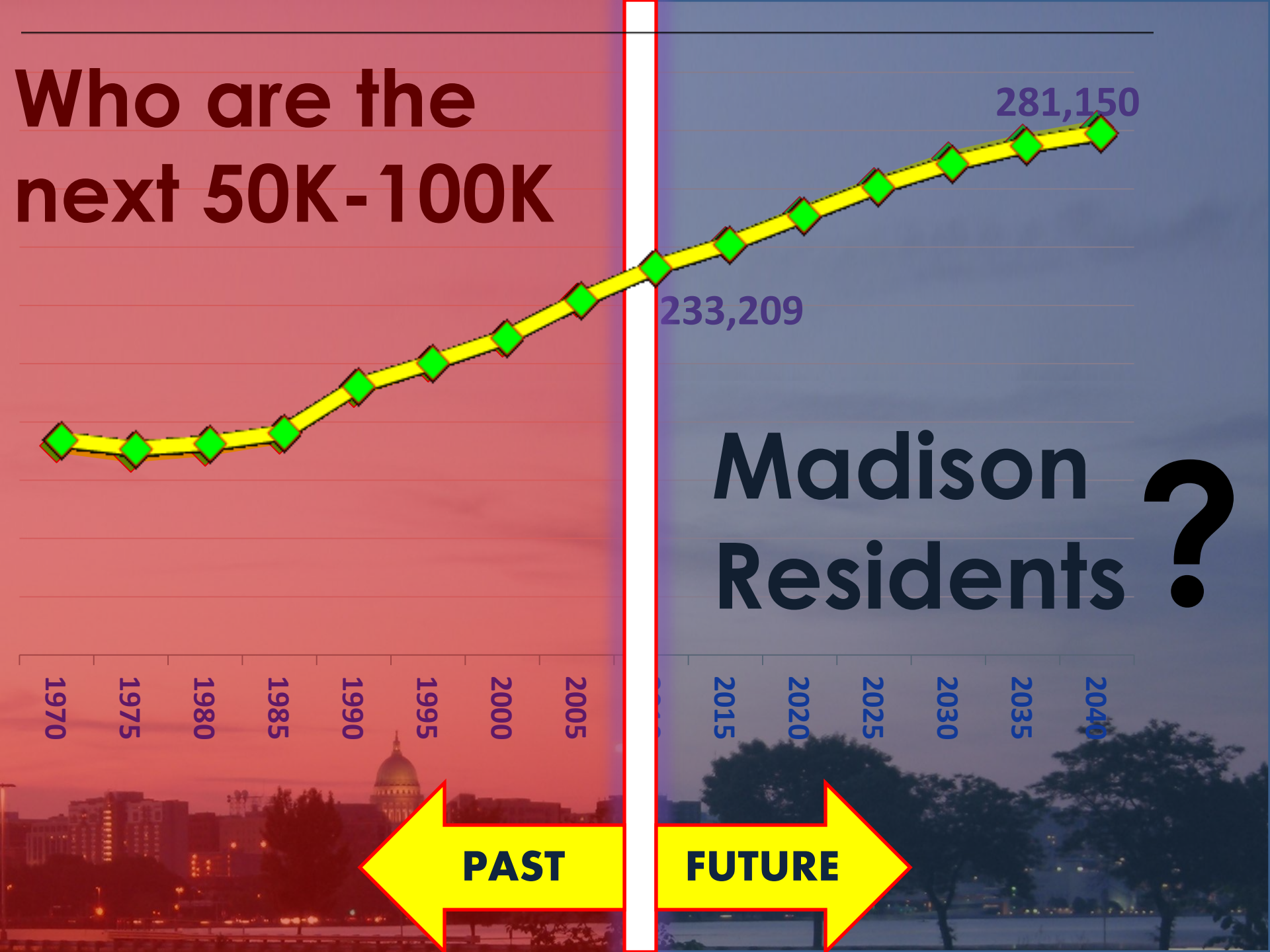
Where's Our Primary Growth???

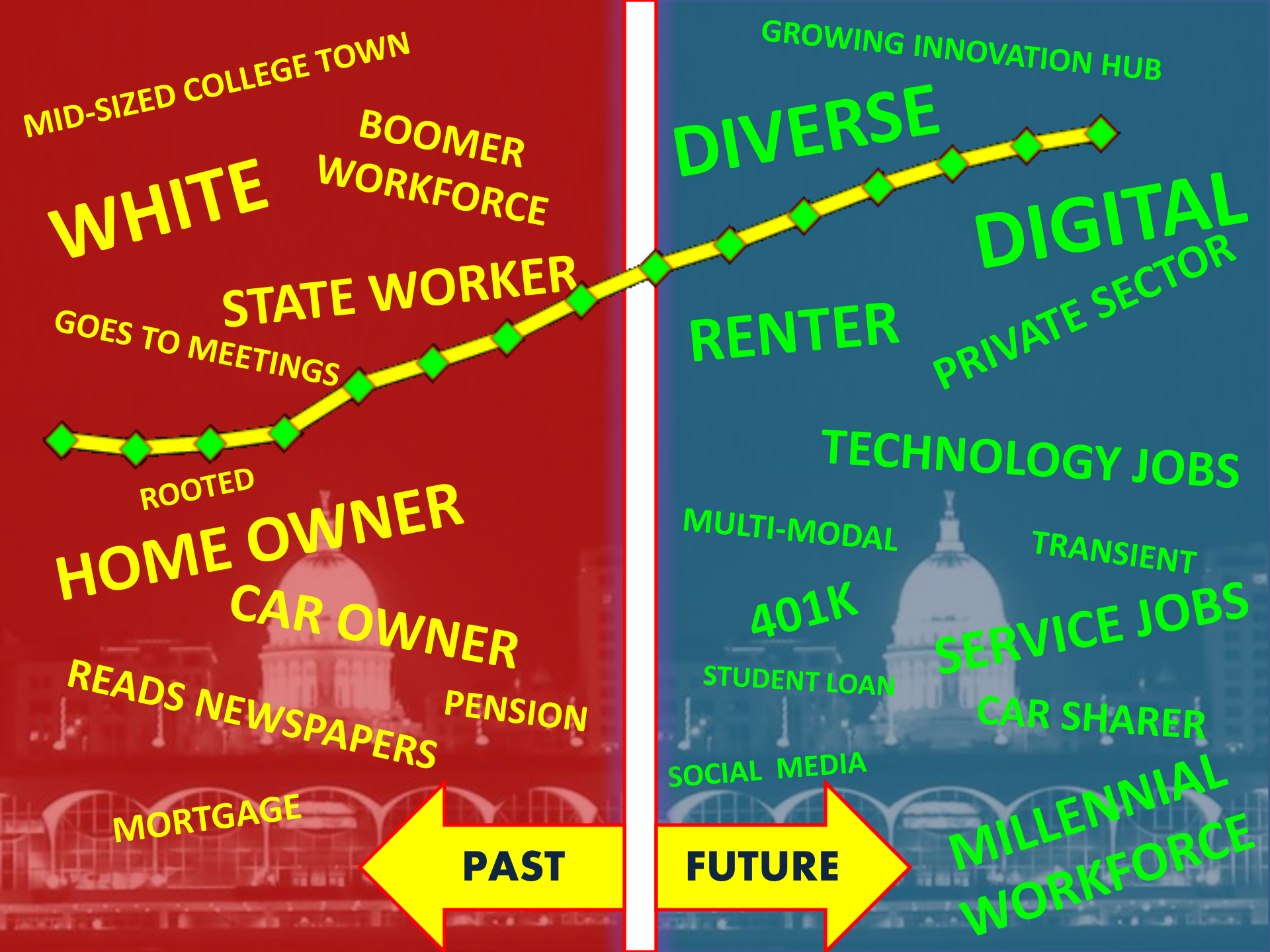


How do we Facilitate, Embrace & Build on it???



Who are the next 50K-100K




MID-SIZED COLLEGE TOWN
BOOMER WORKFORCE
WHITE
STATE WORKER
GOES TO MEETINGS
ROOTED
HOME OWNER
CAR OWNER
READS NEWSPAPERS
PENSION
MORTGAGE
PAST
FUTURE
GROWING INNOVATION HUB
DIVERSE
DIGITAL
RENTER
PRIVATE SECTOR
TECHNOLOGY JOBS
MULTI-MODAL
TRANSIENT
401K
SERVICE JOBS
STUDENT LOAN
CAR SHARER
SOCIAL MEDIA
MILLENNIAL WORKFORCE

Madison Economic Strategy

✓ 1. Data

2. Vision

3. Strategies

4. Action Plan

Envisioning Madison's Next Economy

Symposium
September 10, 2014
8am-12pm - Monona Terrace, Hall of Ideas

Part 1: Where we are today
Part 2: Where we're going

Save the Date:
Details Coming Soon