

# MADISON'S ECONOMIC STRATEGY

*Shaping What's Next*





# MADISON'S **ECONOMIC** STRATEGY

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## Project Plan:

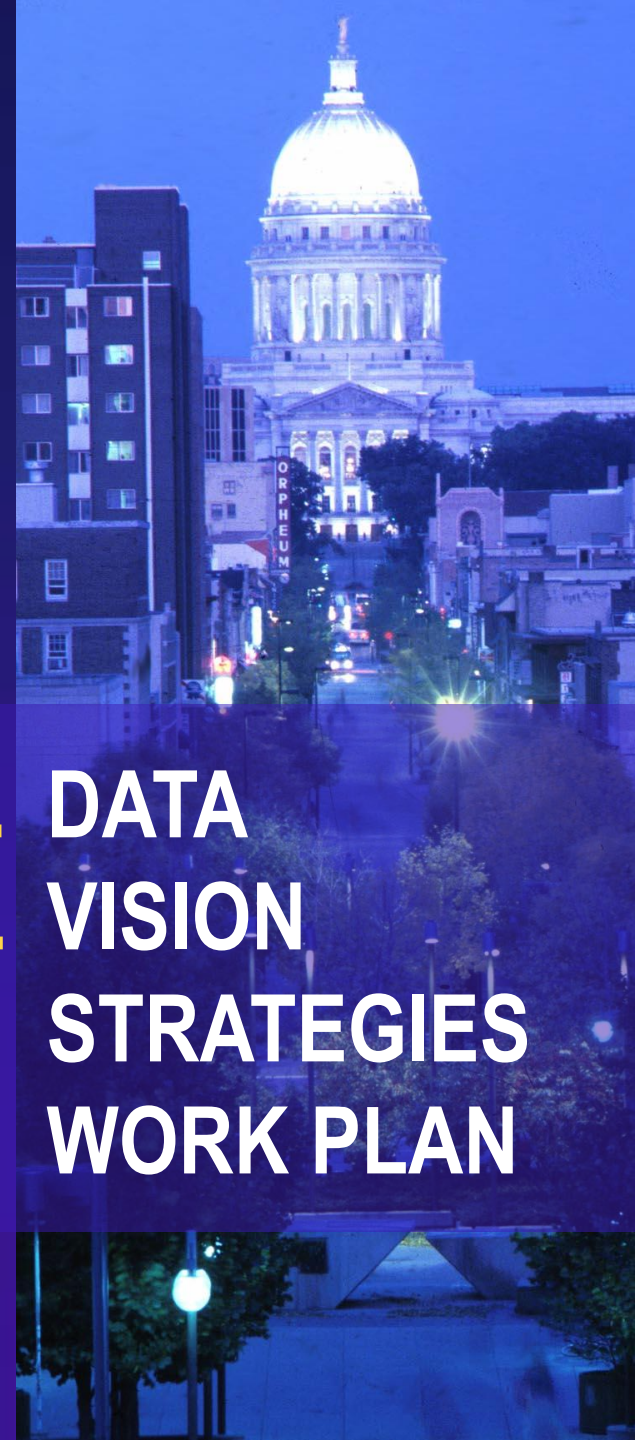
**PART 1: Where We Are Today...**

**PART 2: Where We Are Going...**

**PART 3: How to Get There.....**

**PART 4: Getting it Done.....**

**DATA  
VISION  
STRATEGIES  
WORK PLAN**



# MADISON'S **ECONOMIC** STRATEGY

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Today's Discussion:

**PART 1: Where We Are Today...**

**PART 2: Where We Are Going...**

PART 3: How to Get There.....

PART 4: Getting it Done.....

**DATA  
VISION**

STRATEGIES

WORK PLAN



# MADISON'S ECONOMIC STRATEGY

## Agenda for Today:

**8:30-9:00 – WELCOME**

**9:00-9:45 – DATA PRESENTATION**

**9:45 -10:00 – VISION INTRO**

**--BREAK--**

**10:15-11:30 – MIND MAP SESSIONS**

**11:30-12:00 – WRAP-UP, NEXT STEPS**





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# MADISON'S ECONOMIC STRATEGY

*Shaping What's Next*

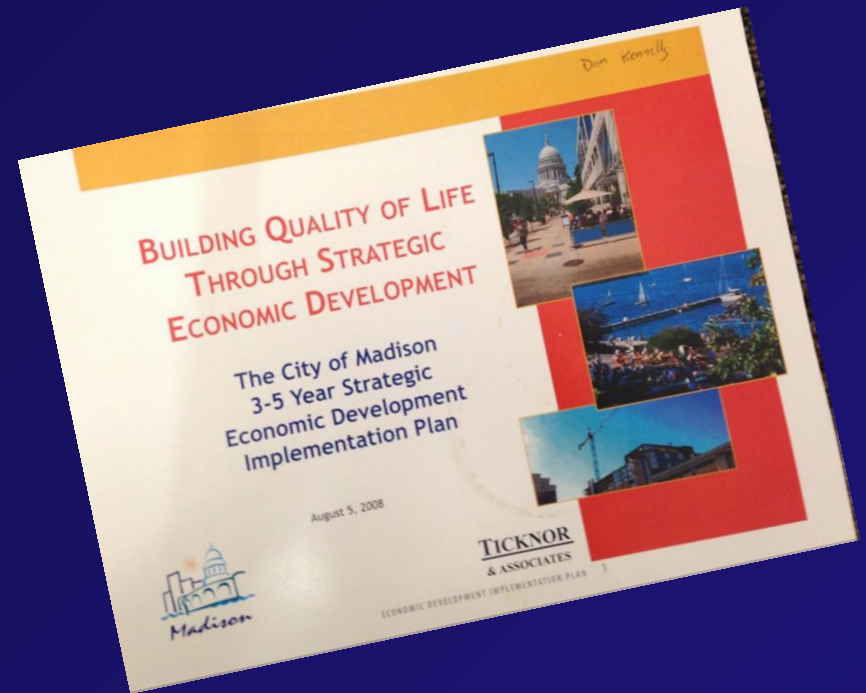


## Mayor Paul R. Soglin

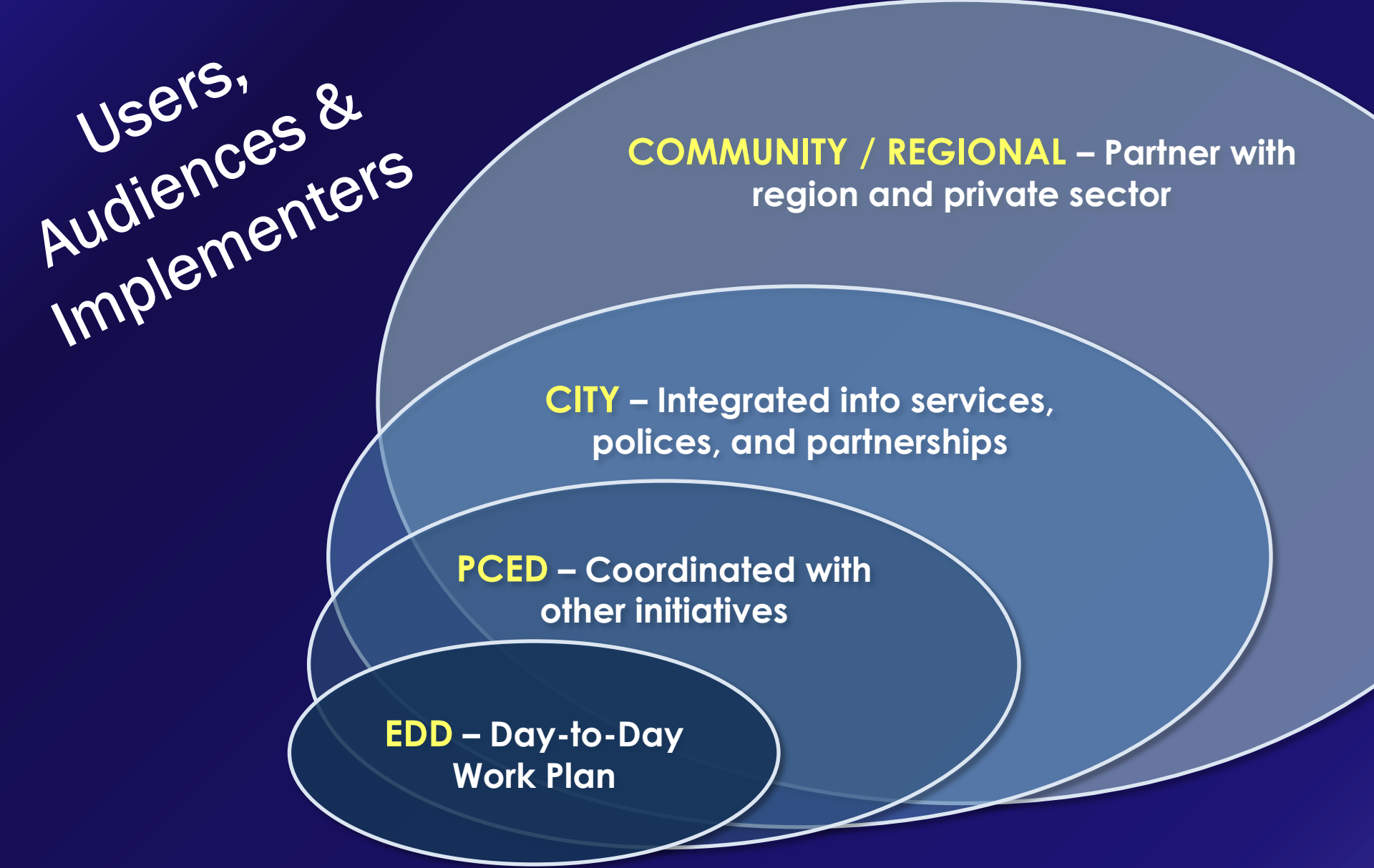


# 2008 Plan Implementation

- ✓ TIF Policy
- ✓ BRE Program
- ✓ Capitol East District
- ✓ Division Staffing
- ✓ Zoning Modernization
- ✓ Website
- ✓ Research/Industrial Parks
- ✓ Development Review Process Improvement









# MADISON'S **ECONOMIC** STRATEGY

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## **PART 1: SUMMARY OF DATA INSIGHTS**





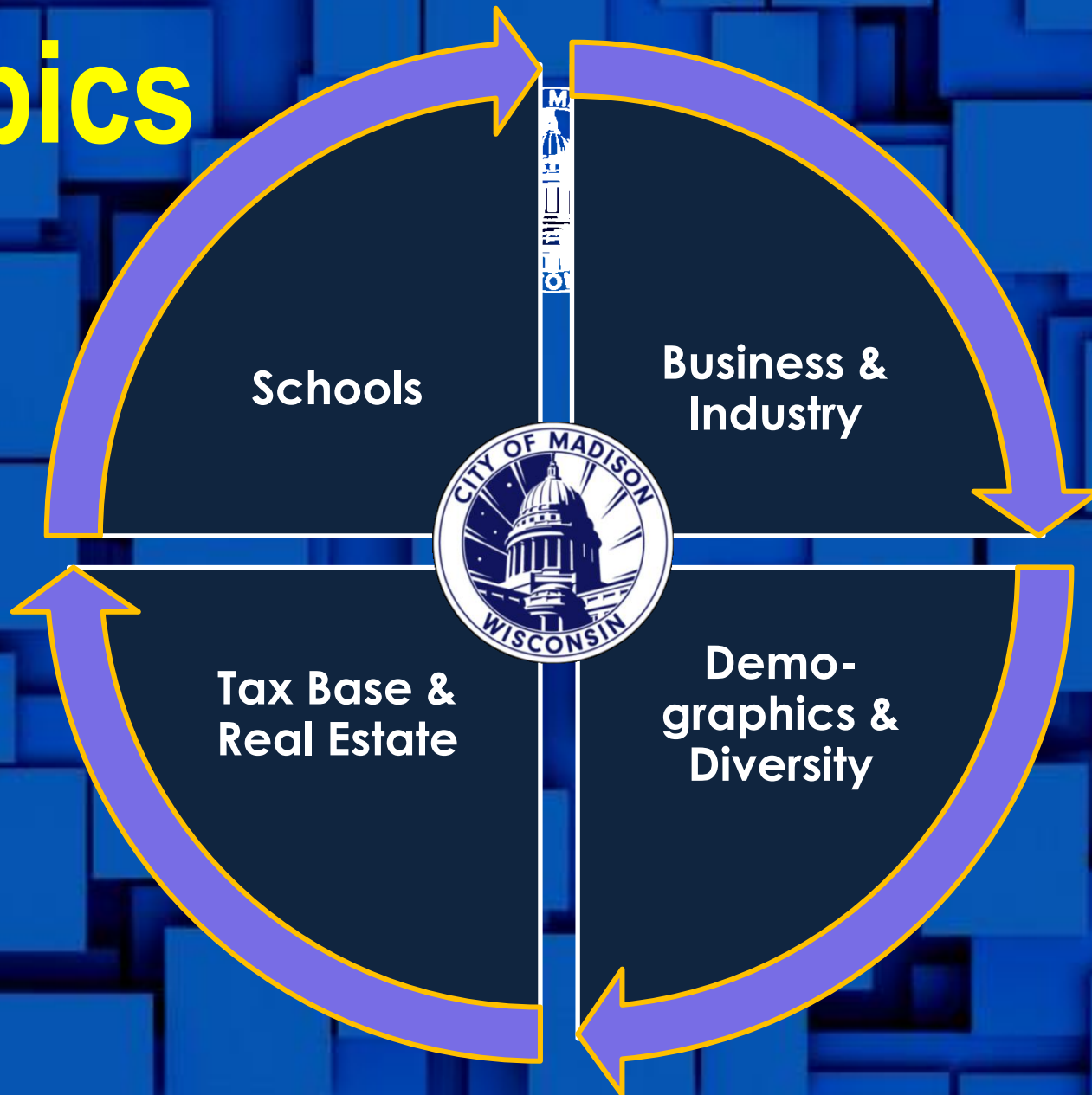
# DATA CAVEATS

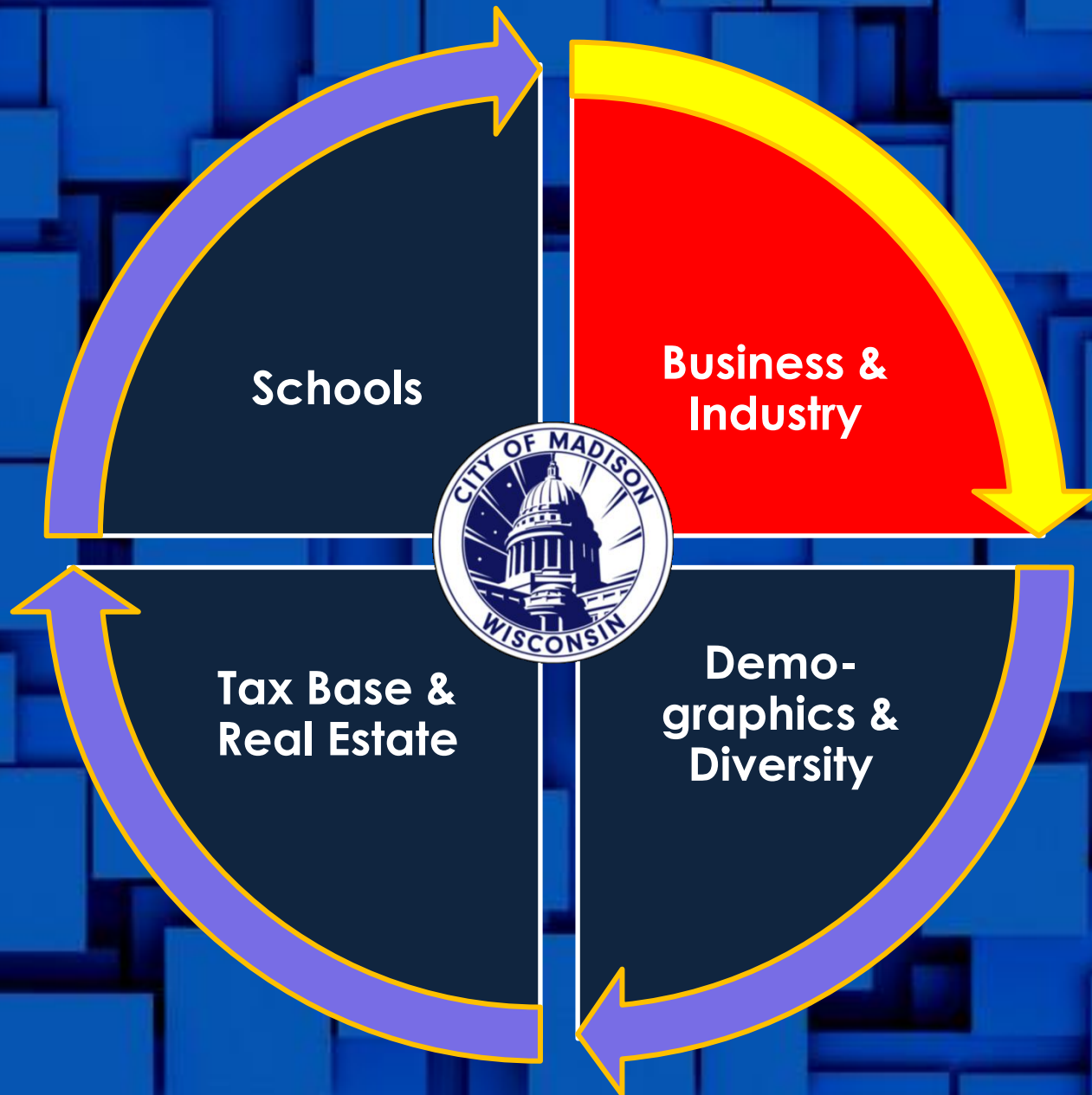
- Multiple sources, scales, and time periods
- Connect and triangulate, don't fixate
- This is sifted & simplified
- This is one of several City analyses going on





# Topics



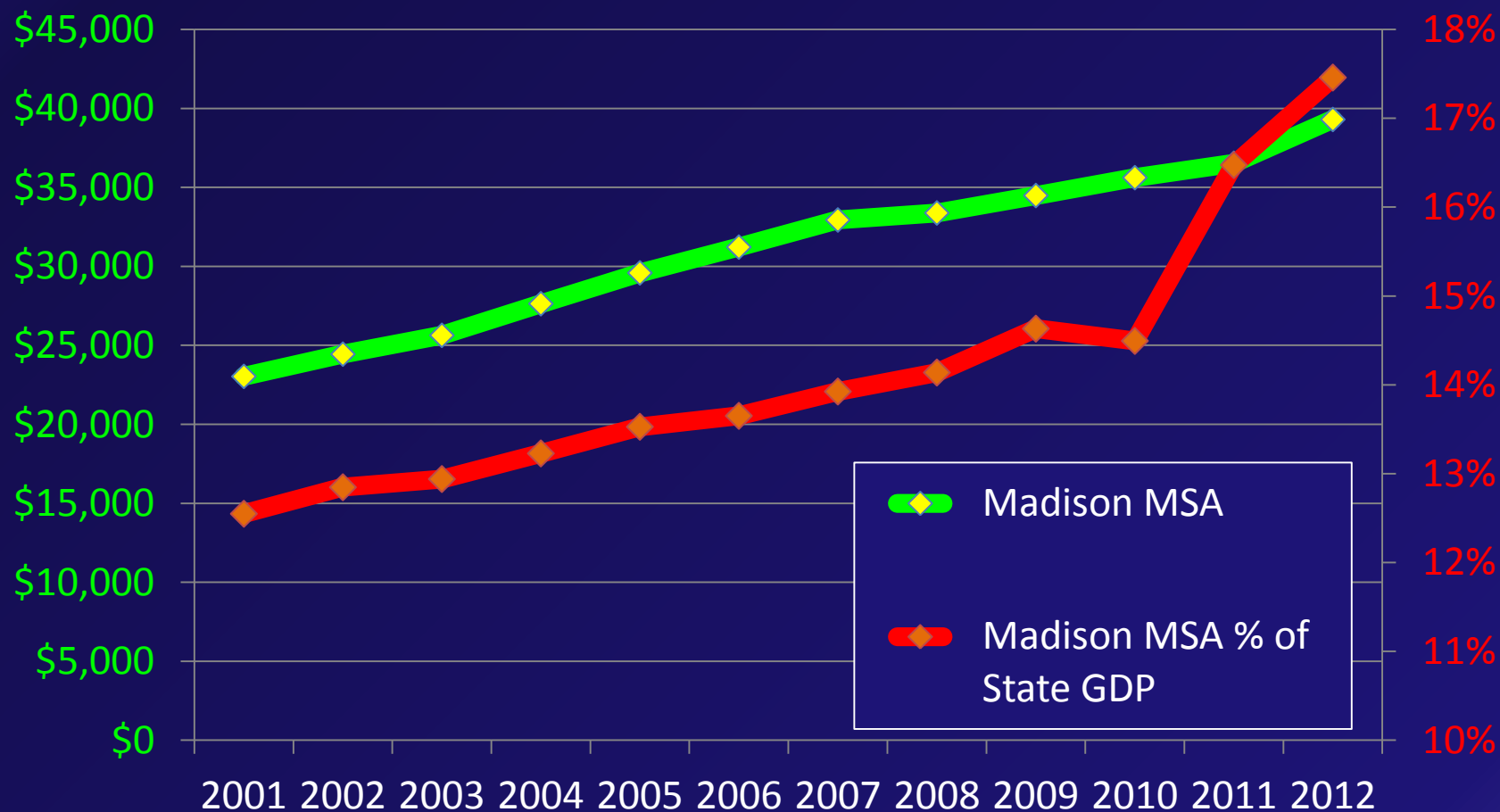




# Steadily Growing Economy

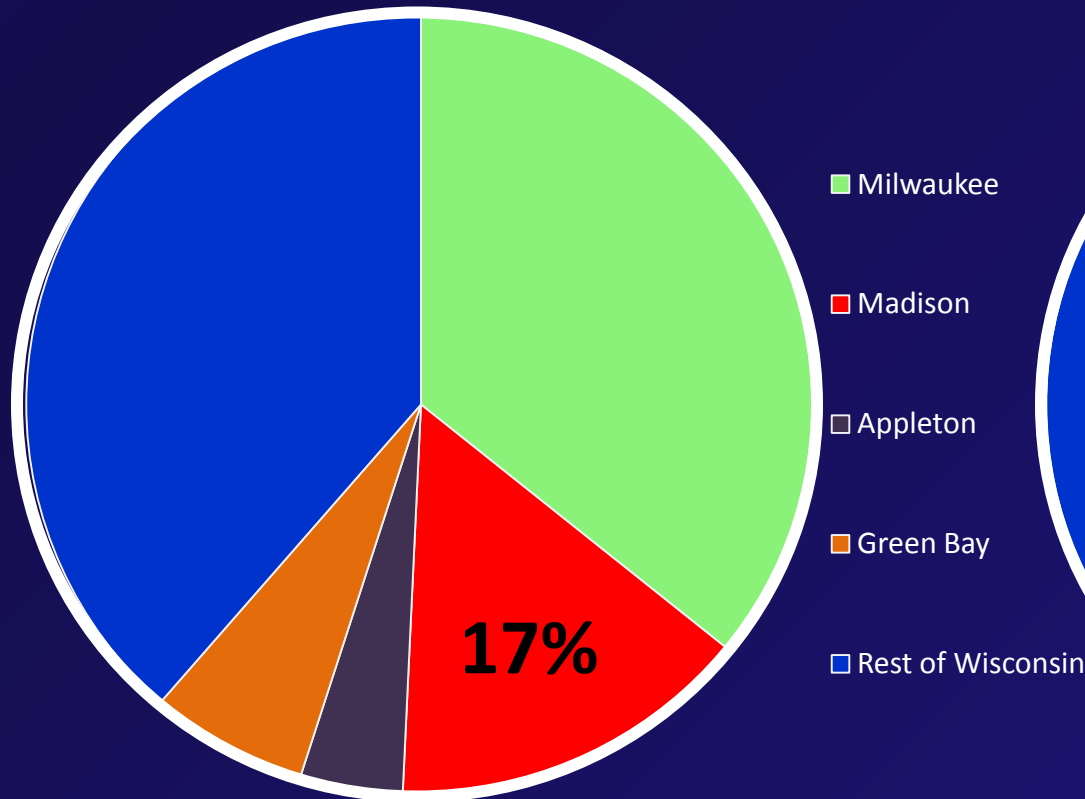
## Madison MSA GDP (\$m & %state)

In \$,000,000s

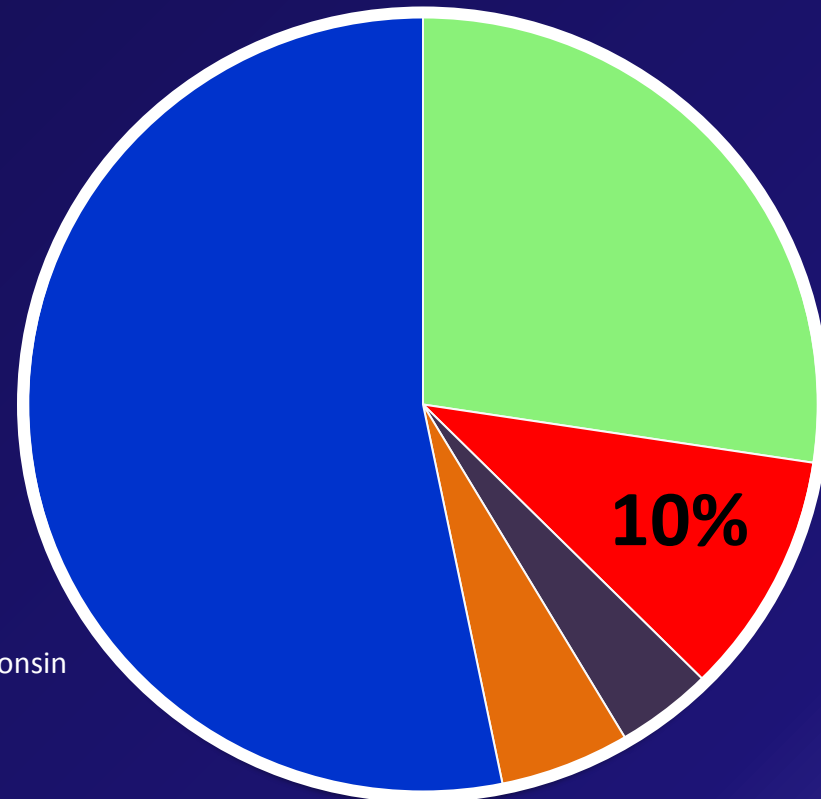


# Metro Areas Drive Wisconsin Economy

## GDP by MSA



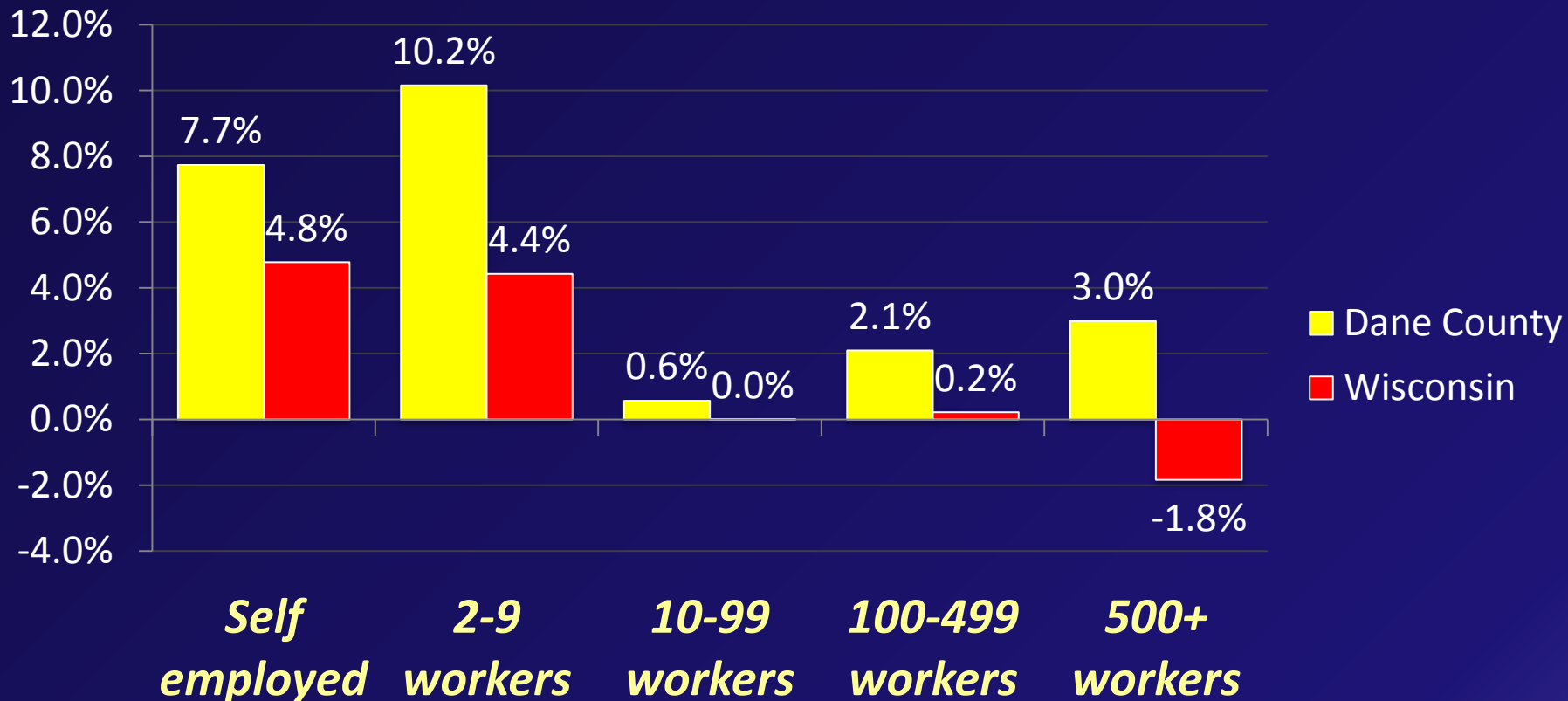
## Population by MSA





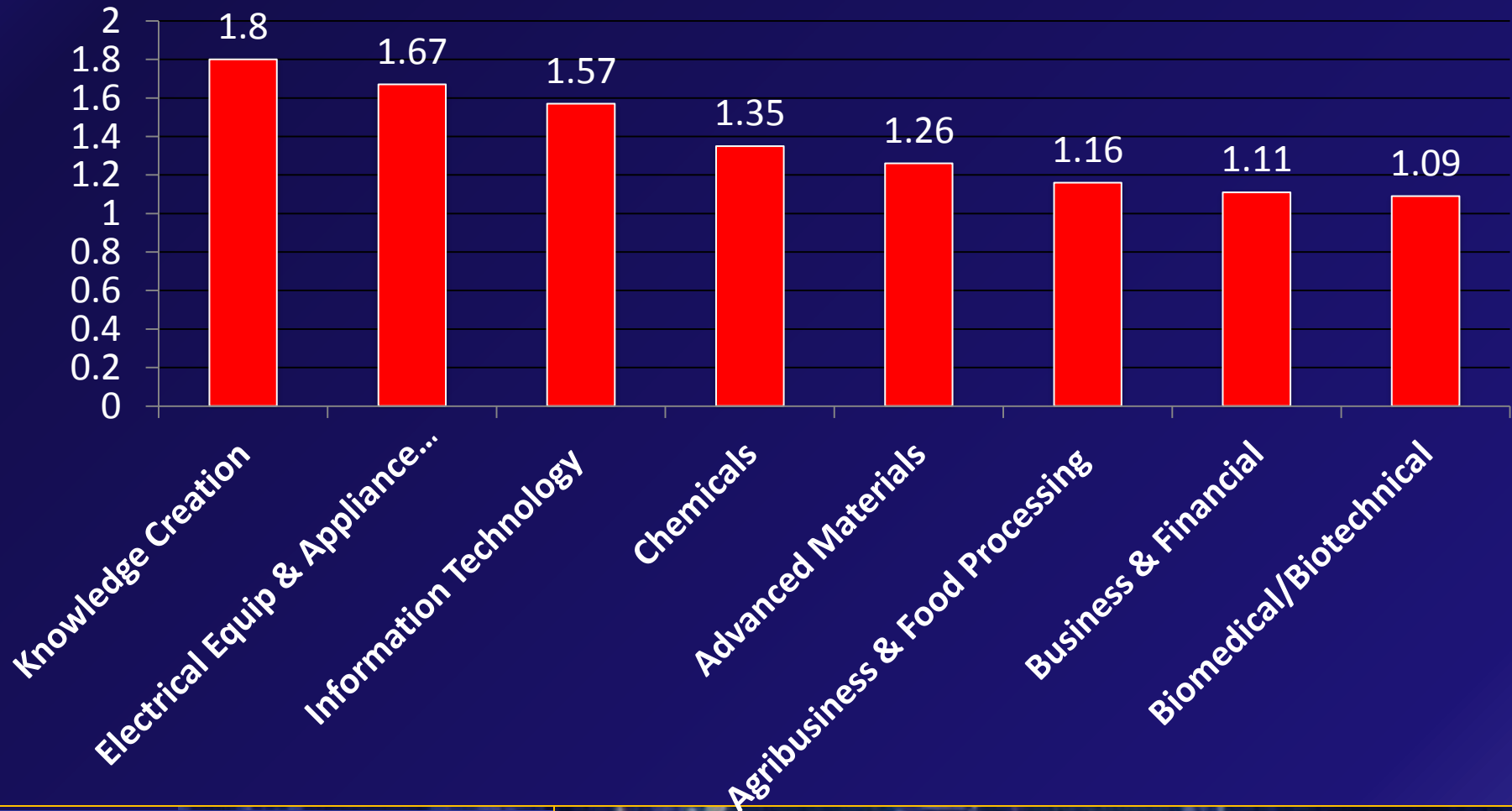
# Dane County Outperforms in Business & Job Creation

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



# Industry Clusters where we have Competitive Advantages

MSA 2012 – Clusters with LQs >1

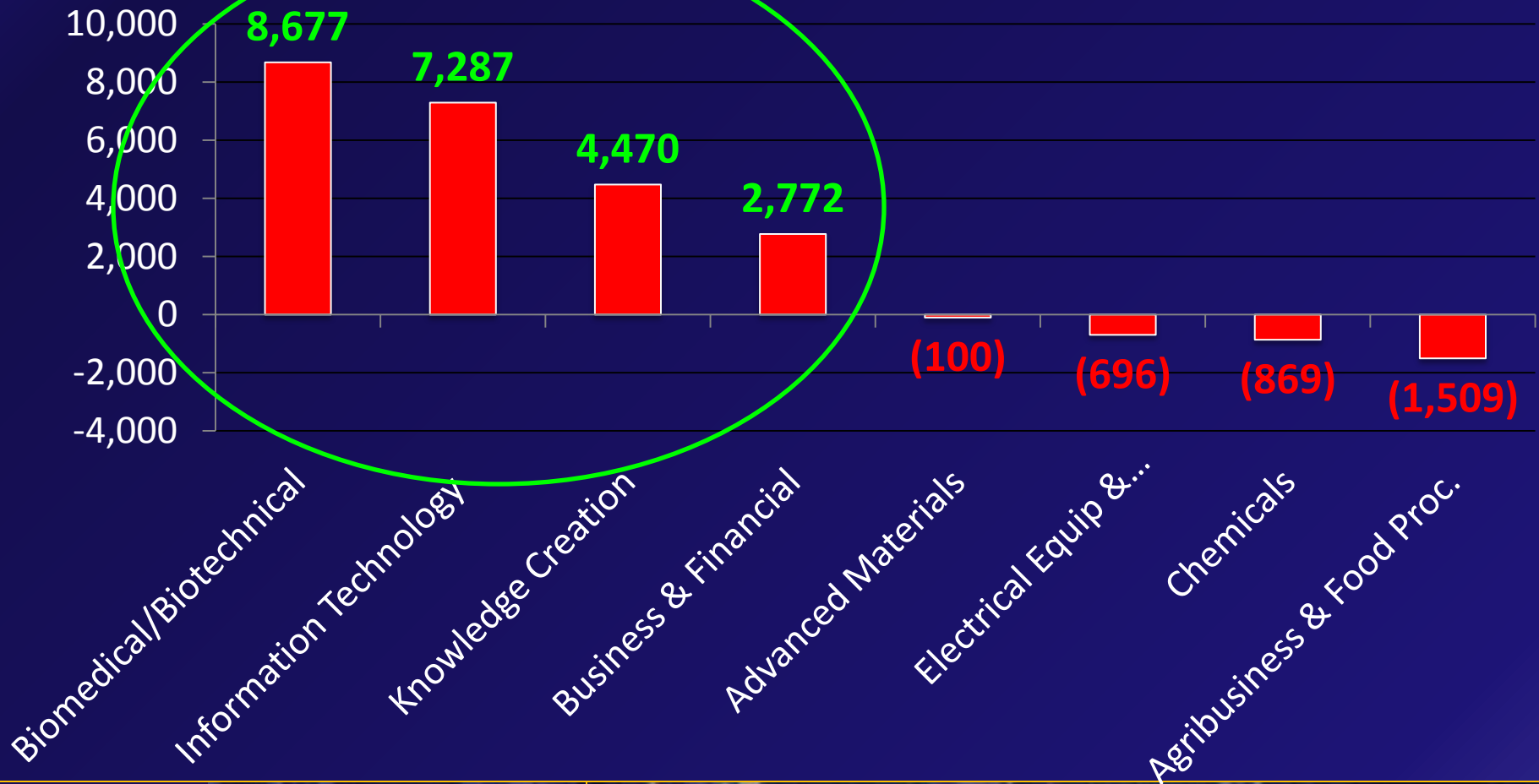




# Growing Industry Clusters

## Innovation Cluster Growth

### 2001-2012 Job Creation/Loss by Cluster for MSA

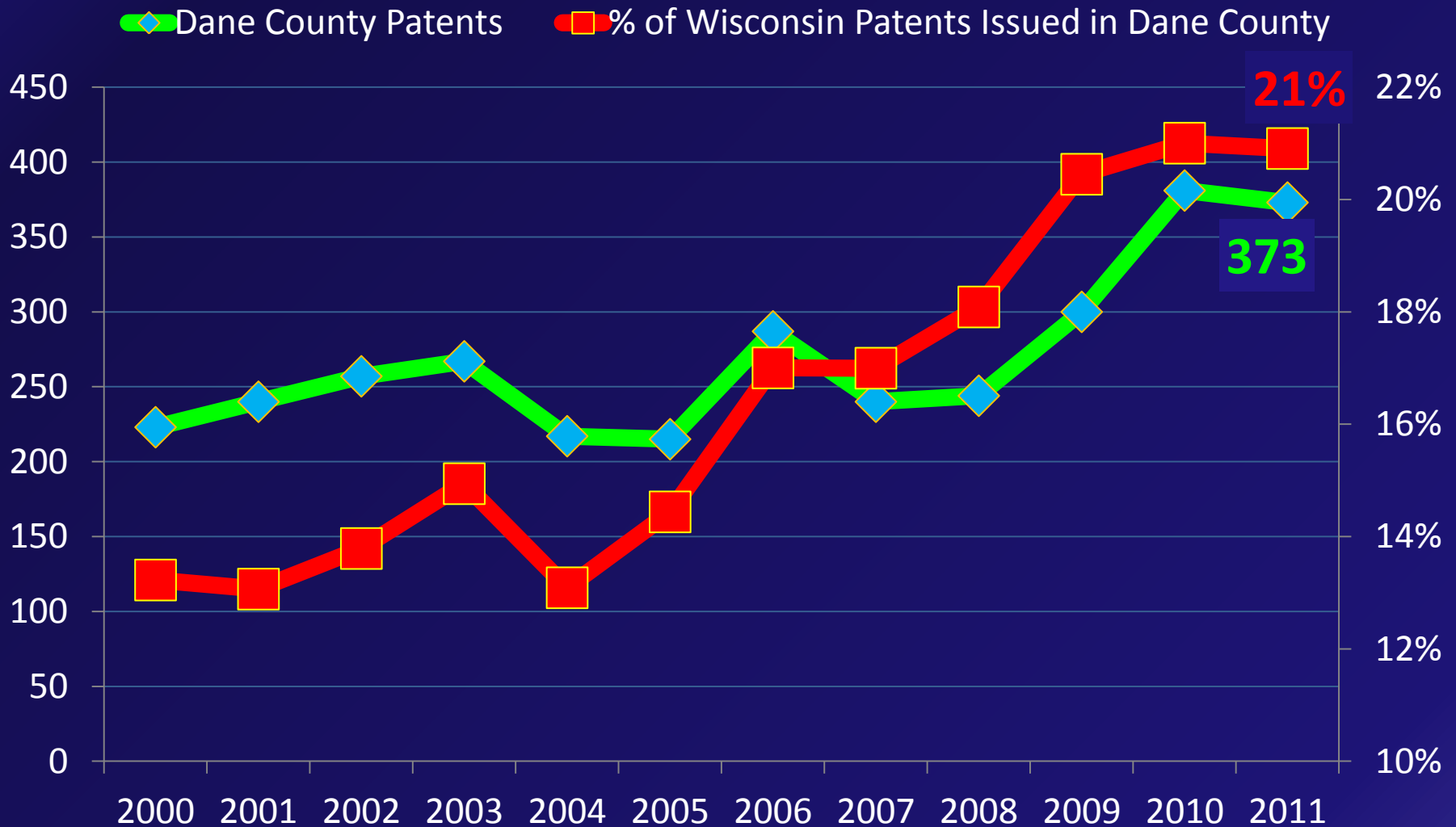




27010

of all new jobs created in  
Dane County between 2001  
& 2012 were primarily due  
to one company

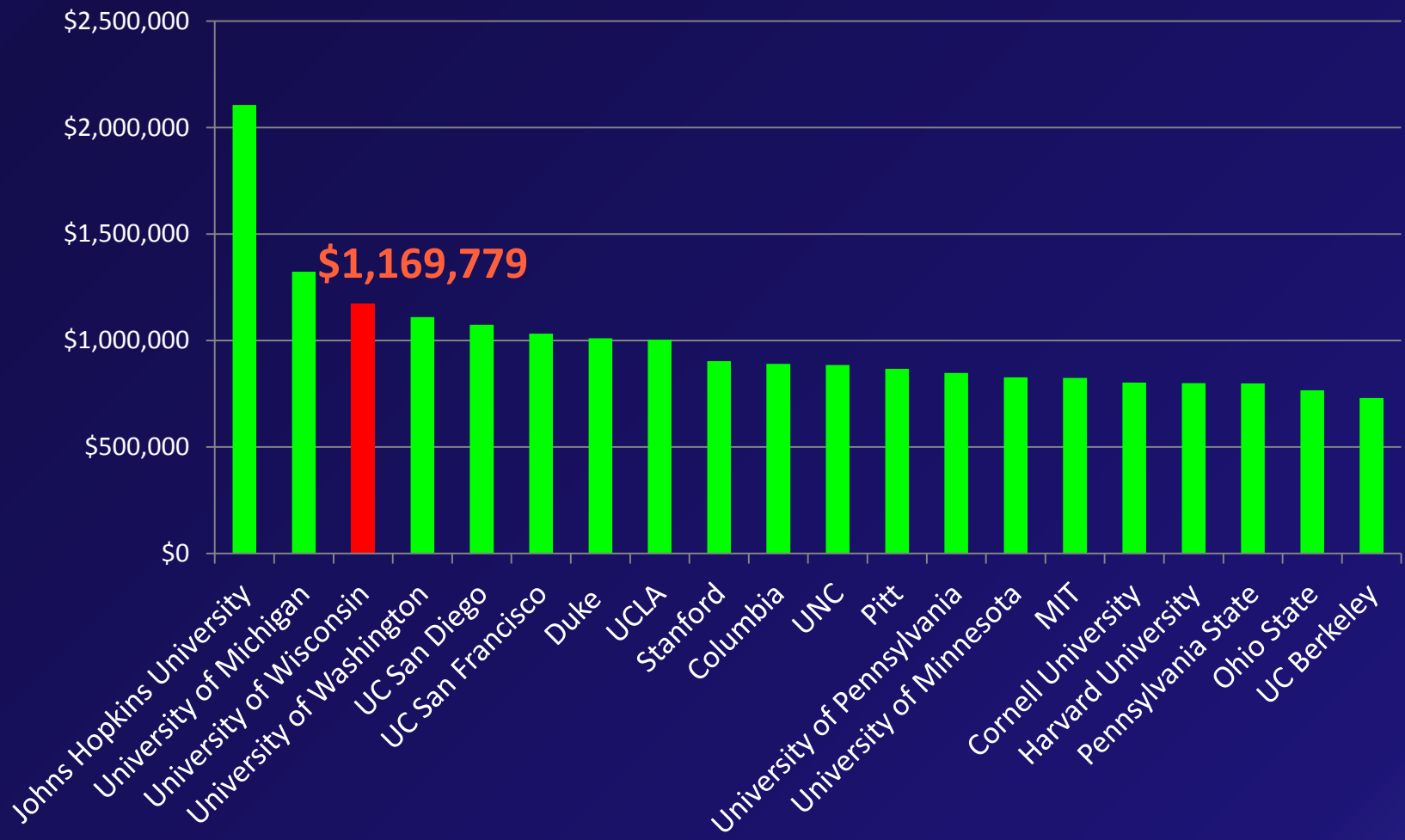
## Patents Issued in Dane County (# and % State)





# UW is #3 in Federal Research

Top 20 Institutions for Federal Research Spending (2012)





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 large brick building with many windows is visible. On the far left, a white flag with a red 'W' inside a shield is hanging from a pole. A red circular graphic overlay is in the top right corner, containing text.

# \$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

◆ MSA export value    ● Percent of State



A world map with a blue grid background. A green dot is located in the central United States, representing Madison, WI. Several green curved lines radiate from this dot across the map, connecting to various locations in North and South America, Europe, and Asia, symbolizing international trade.

The Madison MSA exported

**\$2.2 Billion**

of goods & services in 2012

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

**Part I: Data**



# Dane County as % of Wisconsin

**10%** Population

**12%** Jobs

**17%** of GDP

**16%** of new businesses created since 2000

**21%** of newly patented inventions

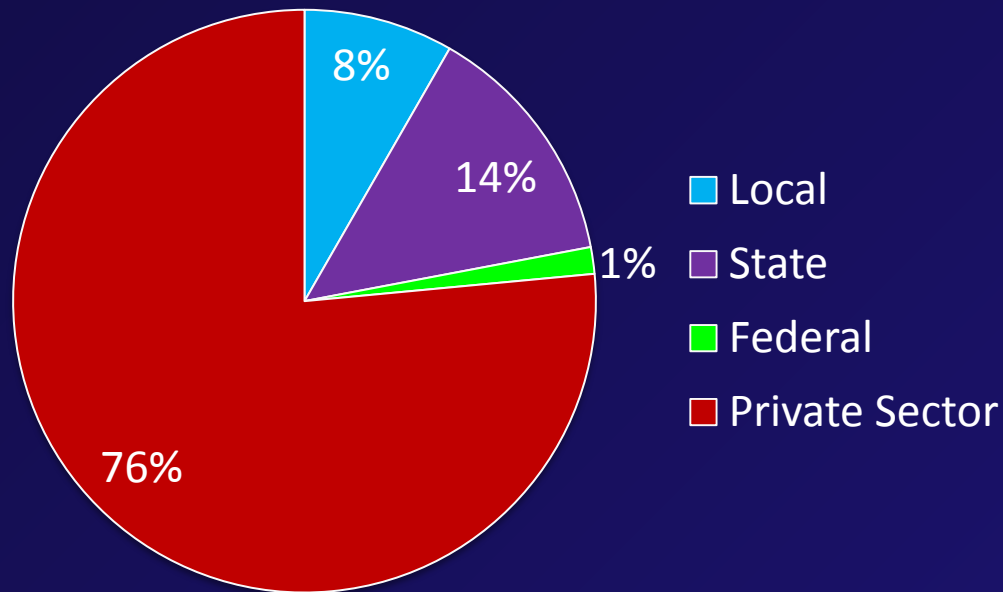
**73%** of net new jobs created 2004-2014



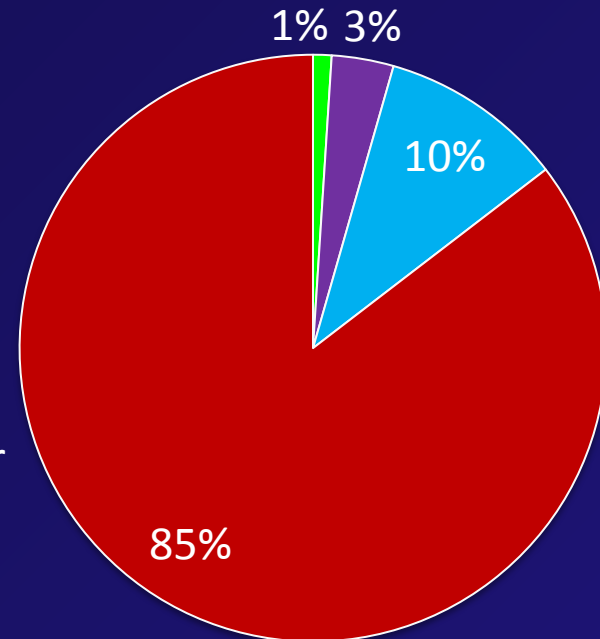


# Private Sector Driven Economy

Madison MSA

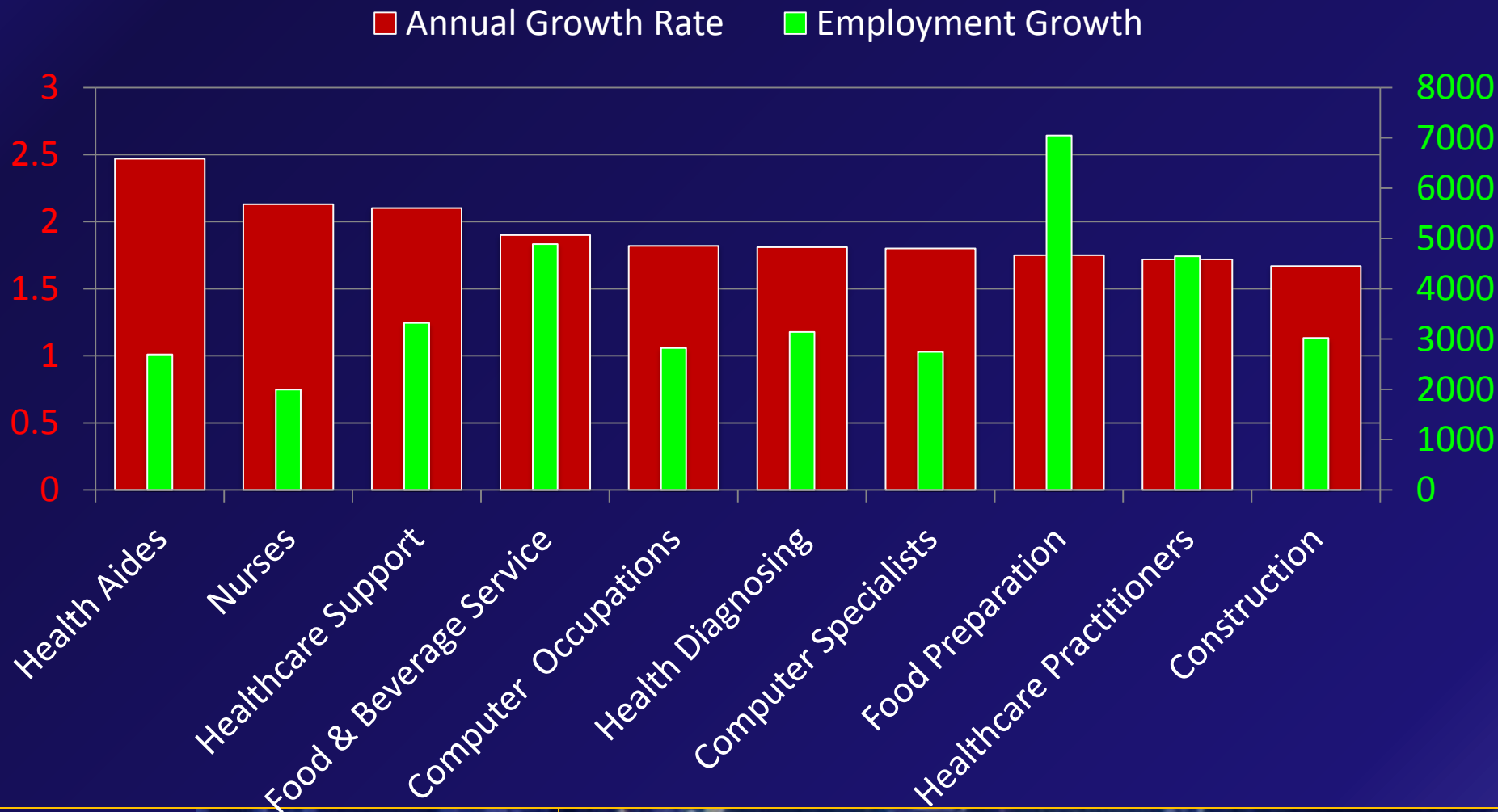


Wisconsin



# Job Projections by Occupation (2010-2020 DWD)

## Top 10 Growth Occupations for Dane County

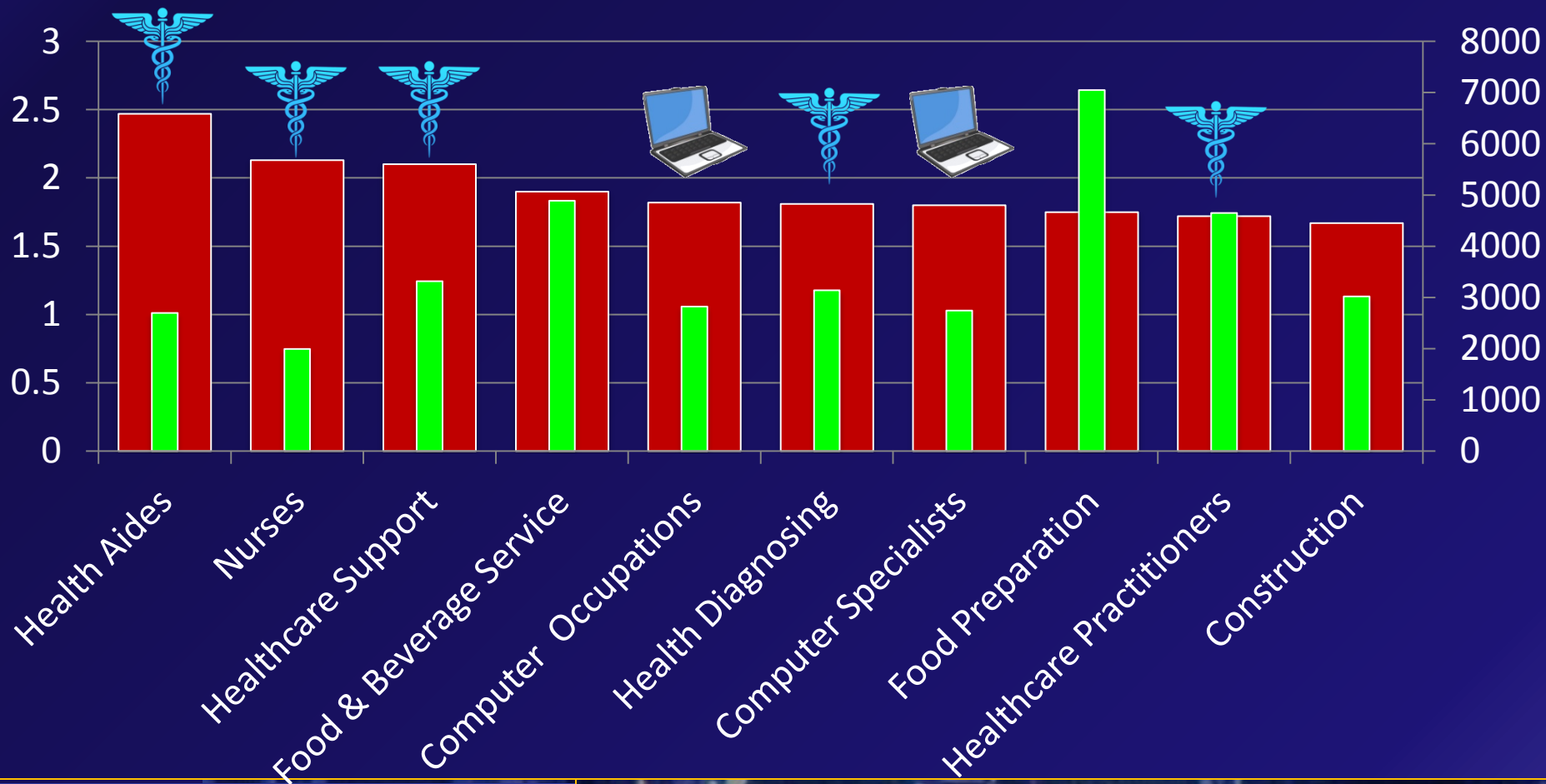




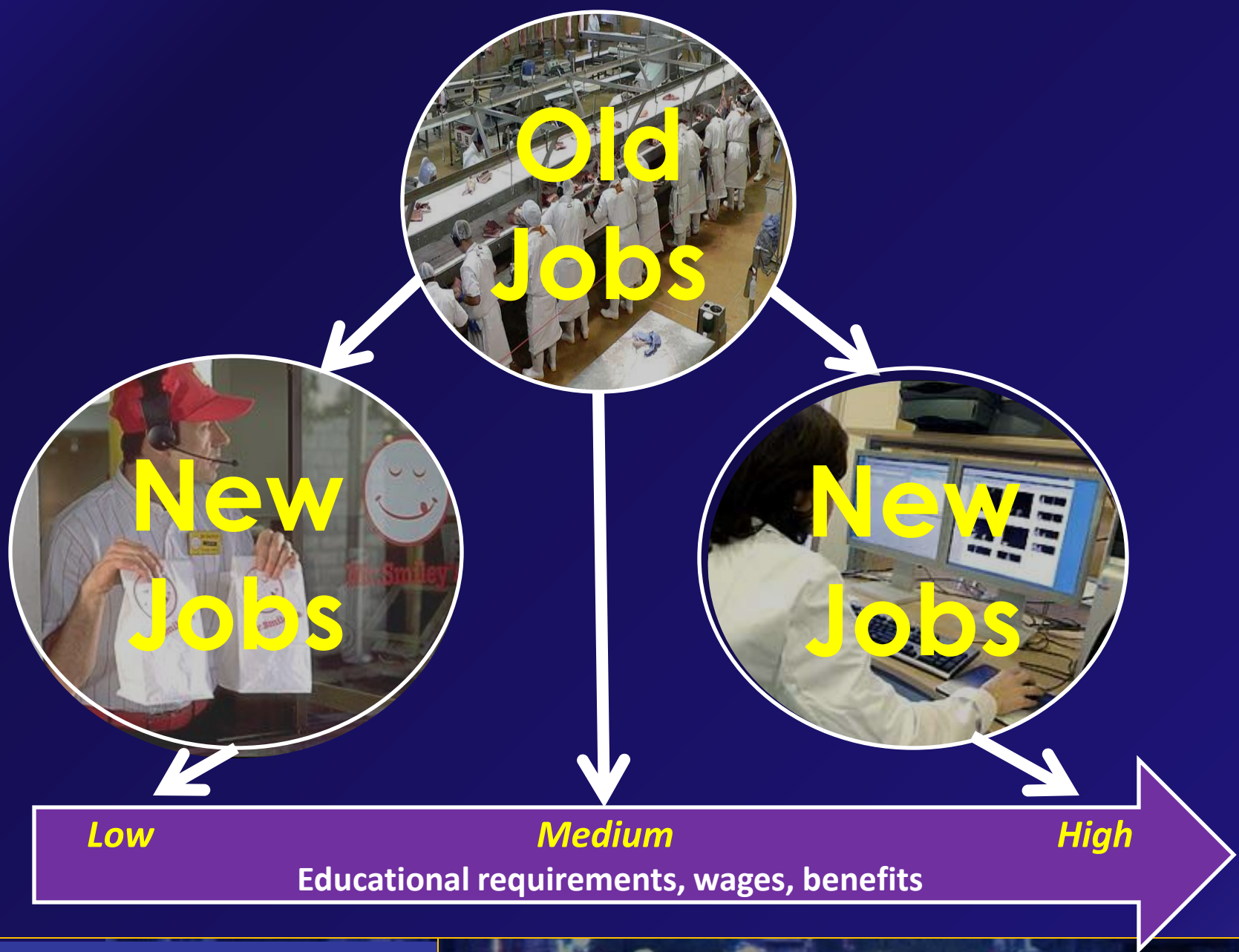
Health Related



Technology Related









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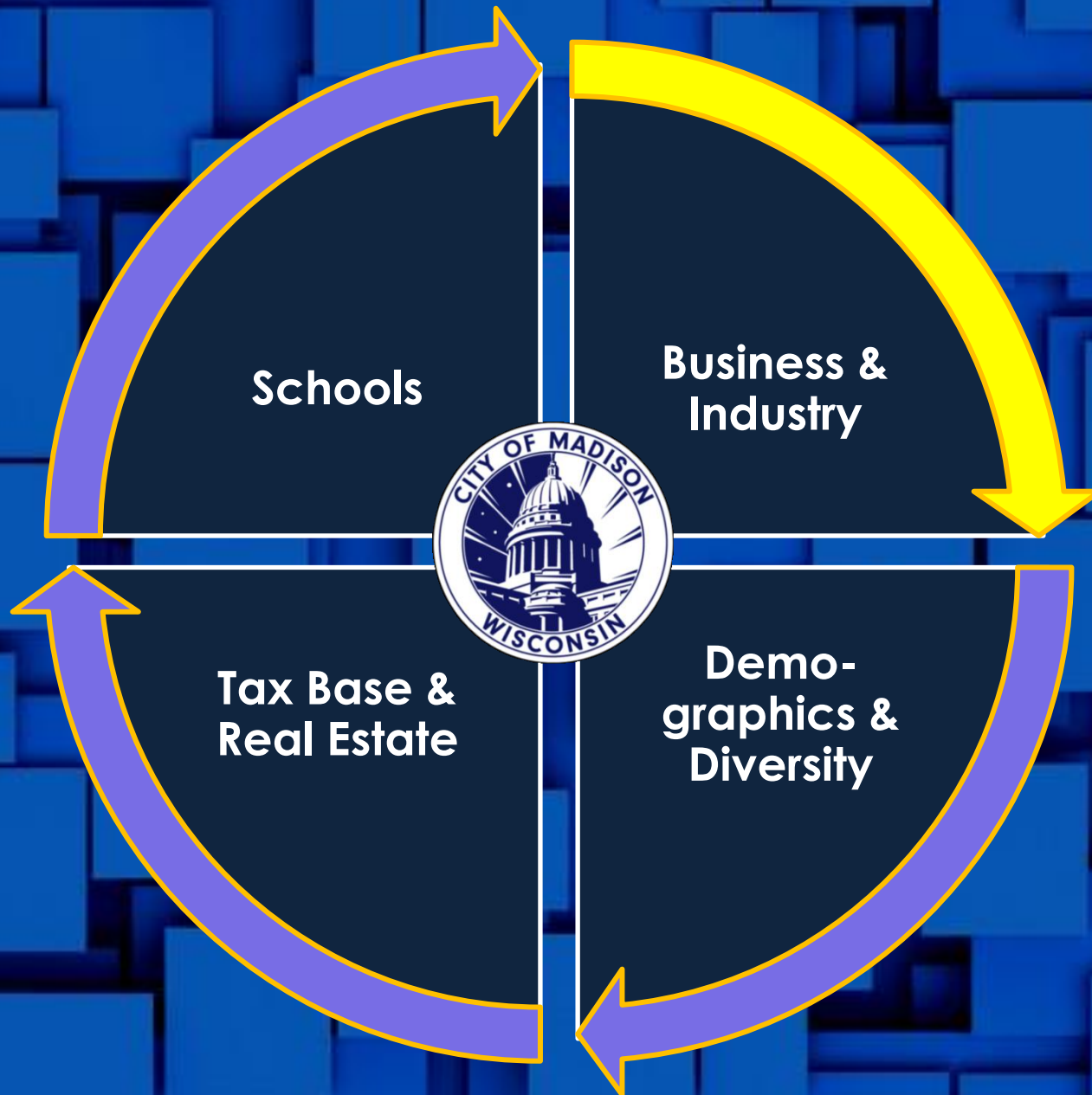
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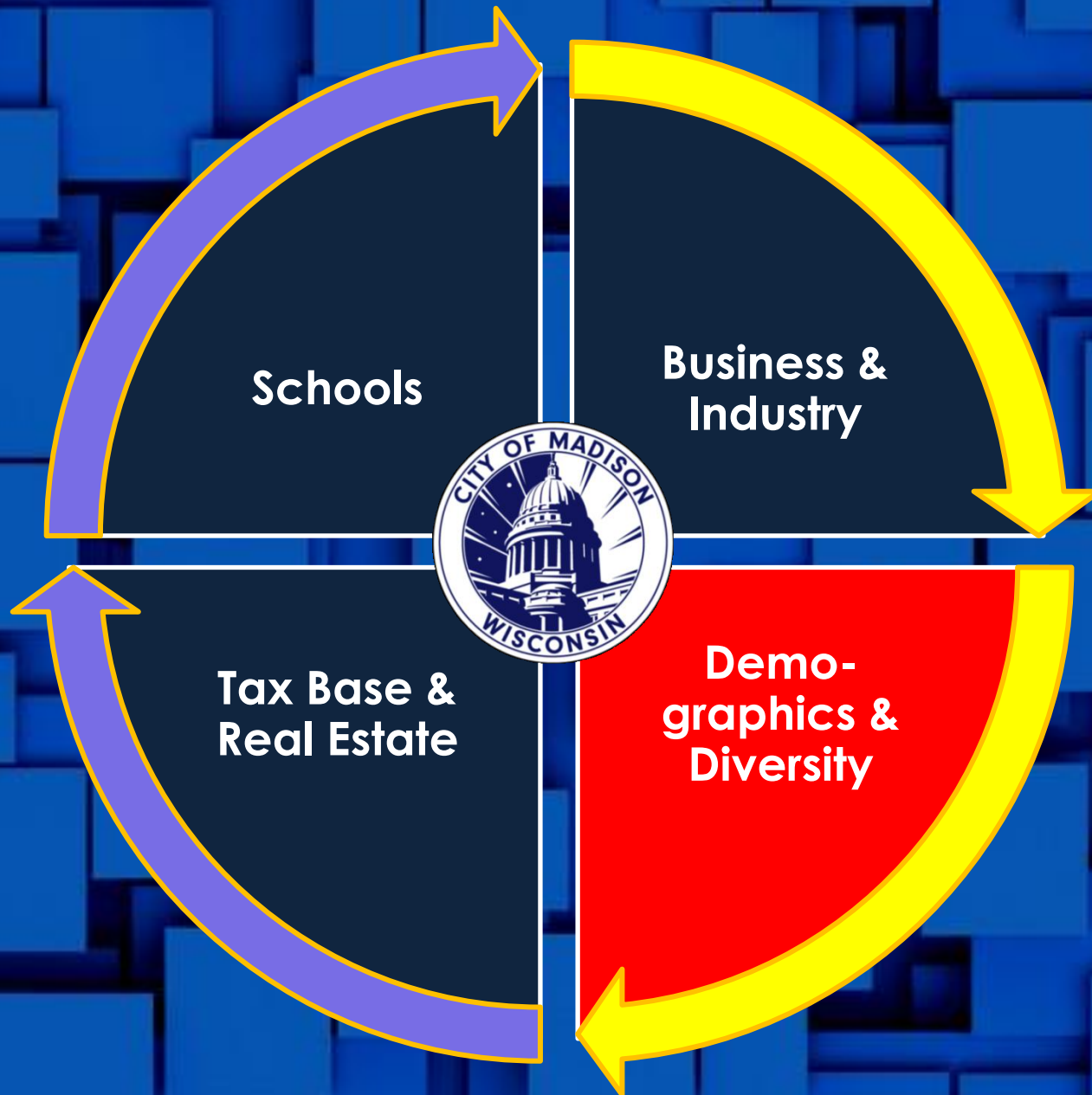
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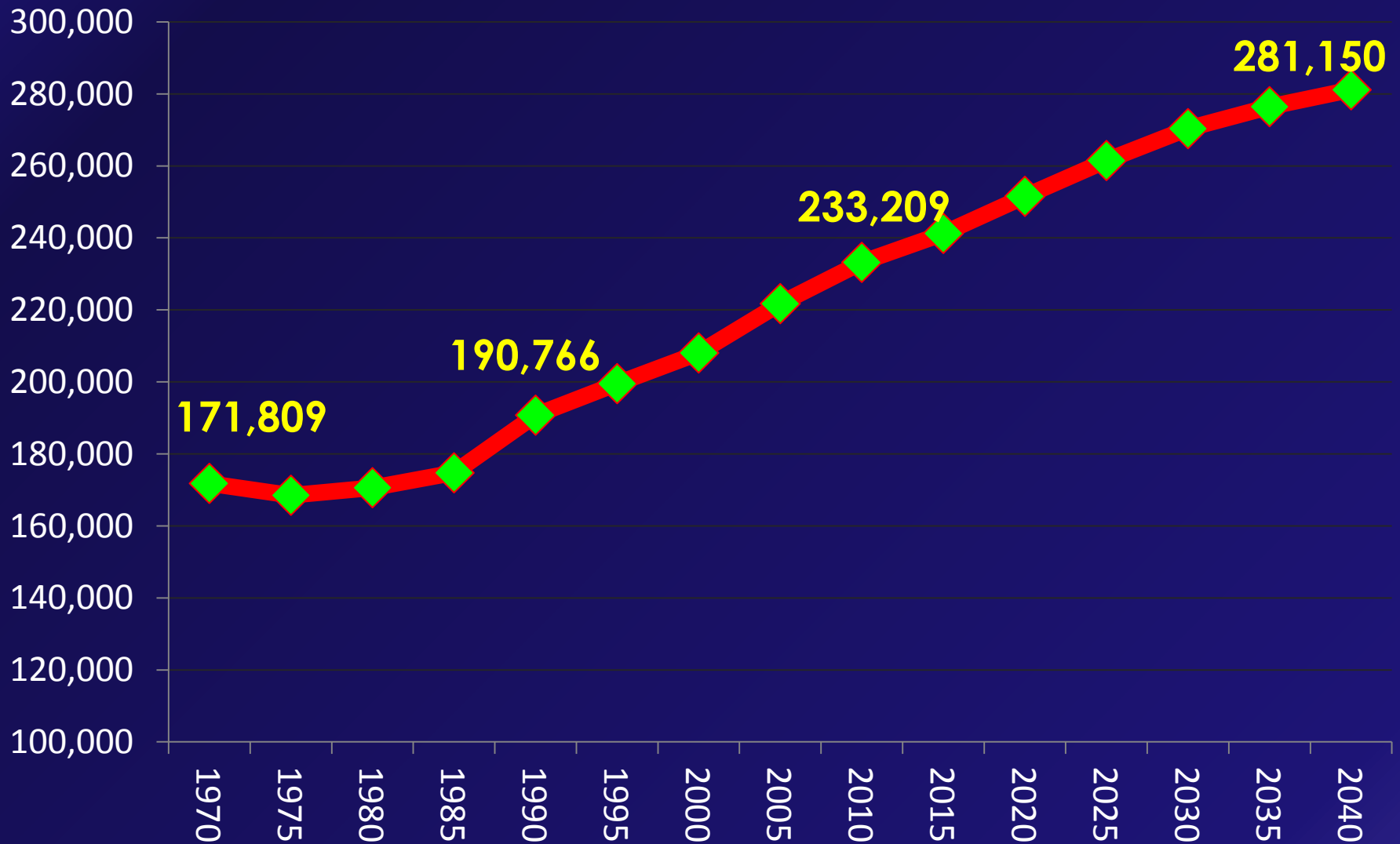




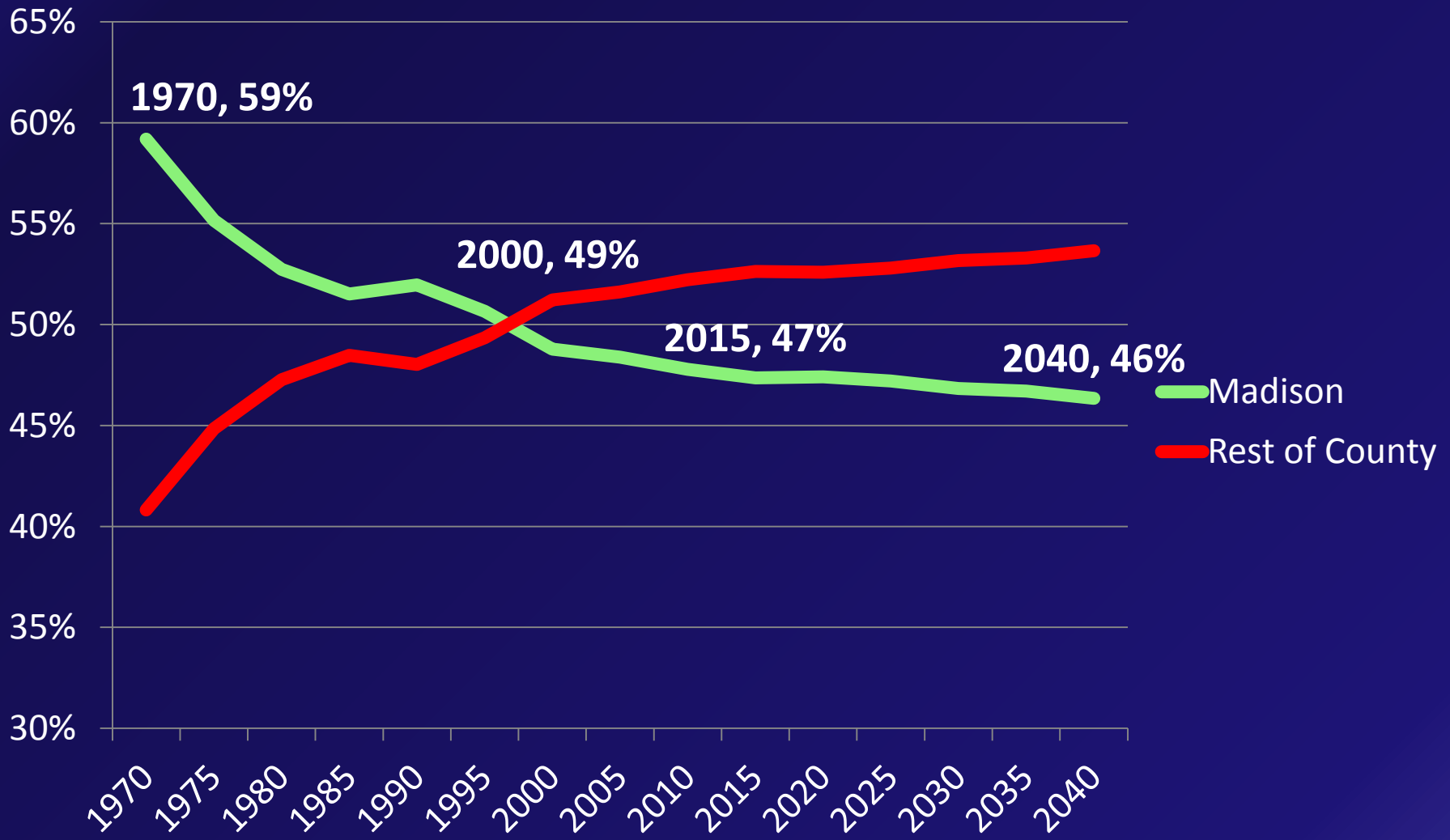




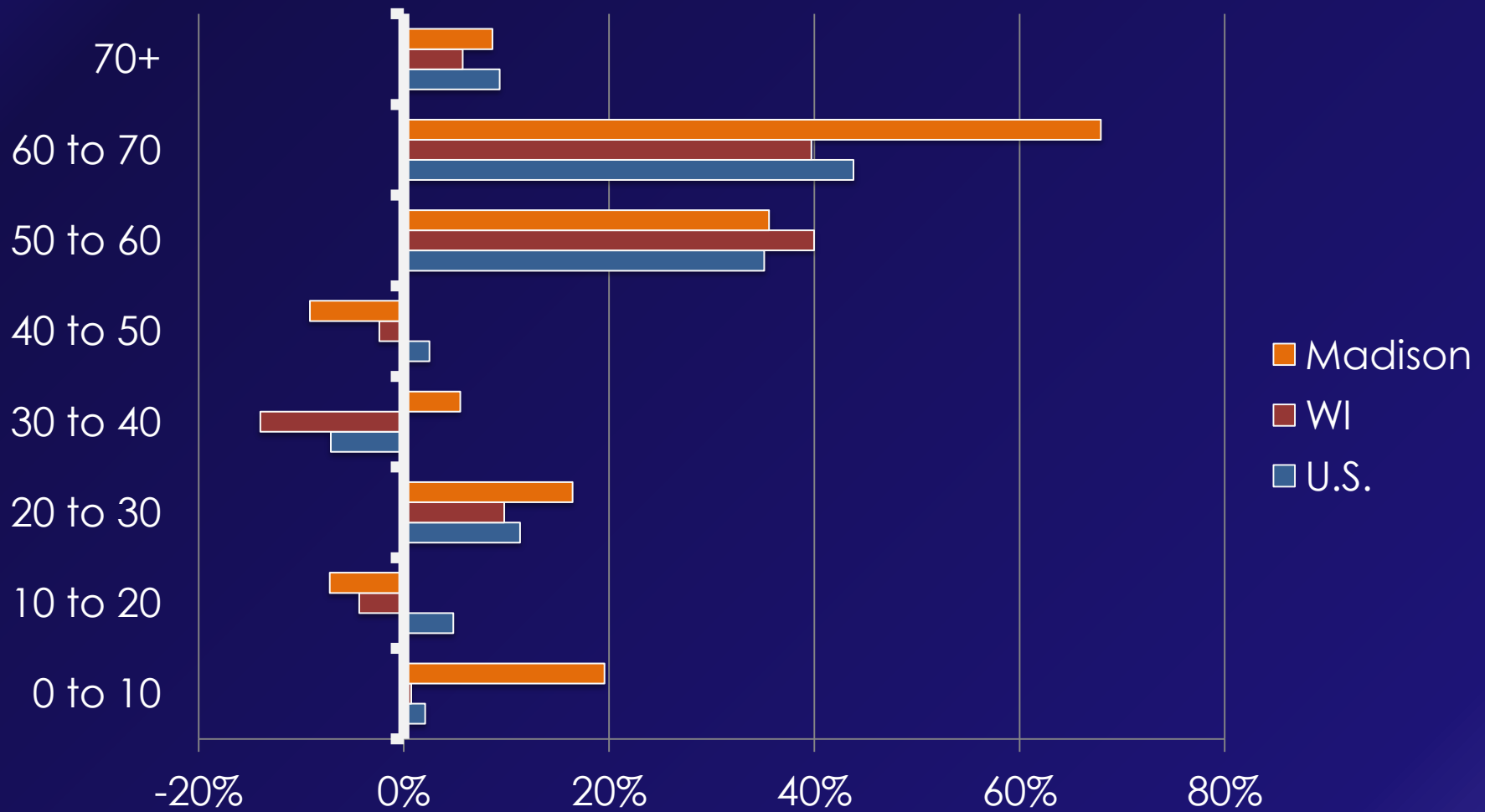
## Madison Population (1970-2040)



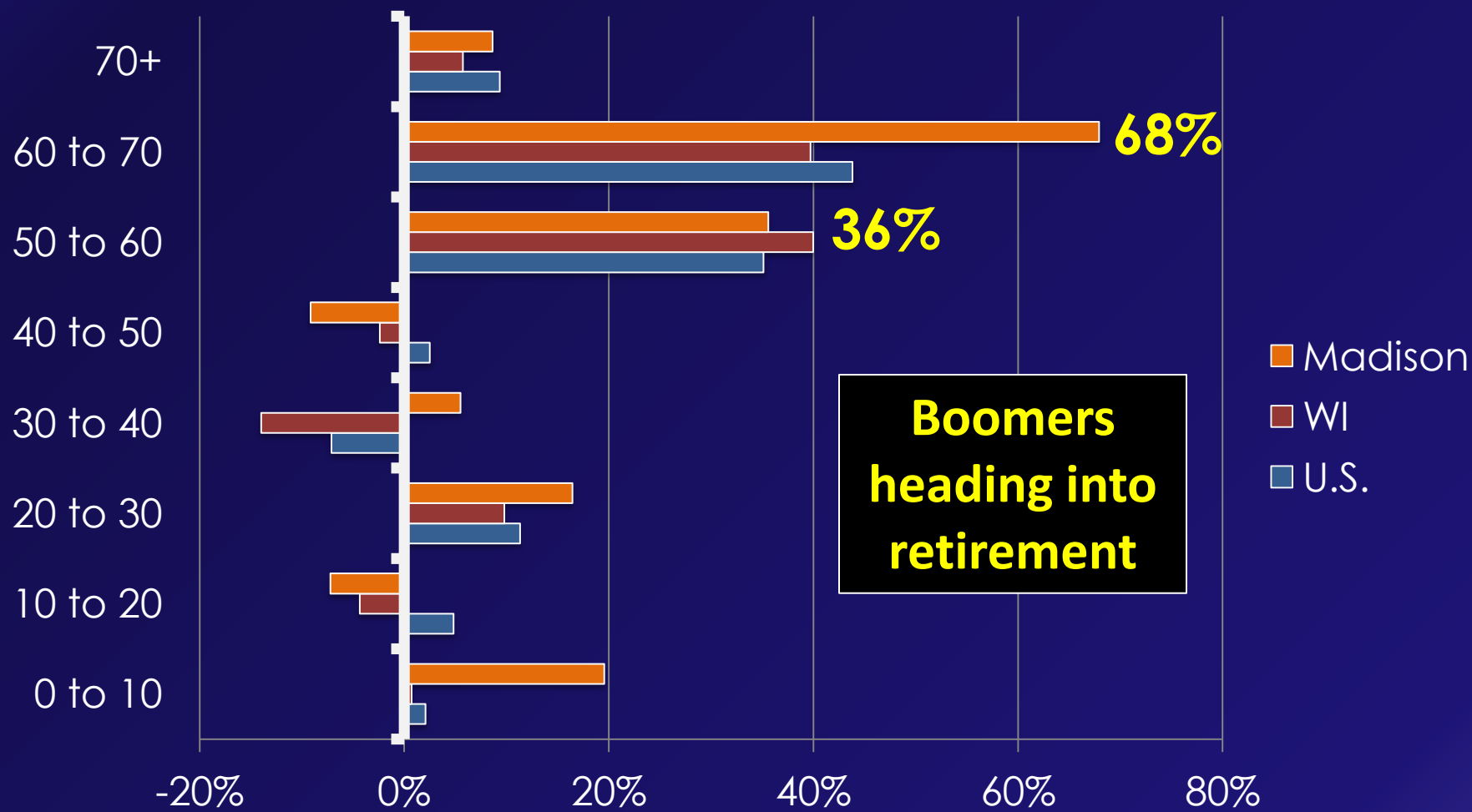
## Madison and Non-Madison - % of Dane County Population



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

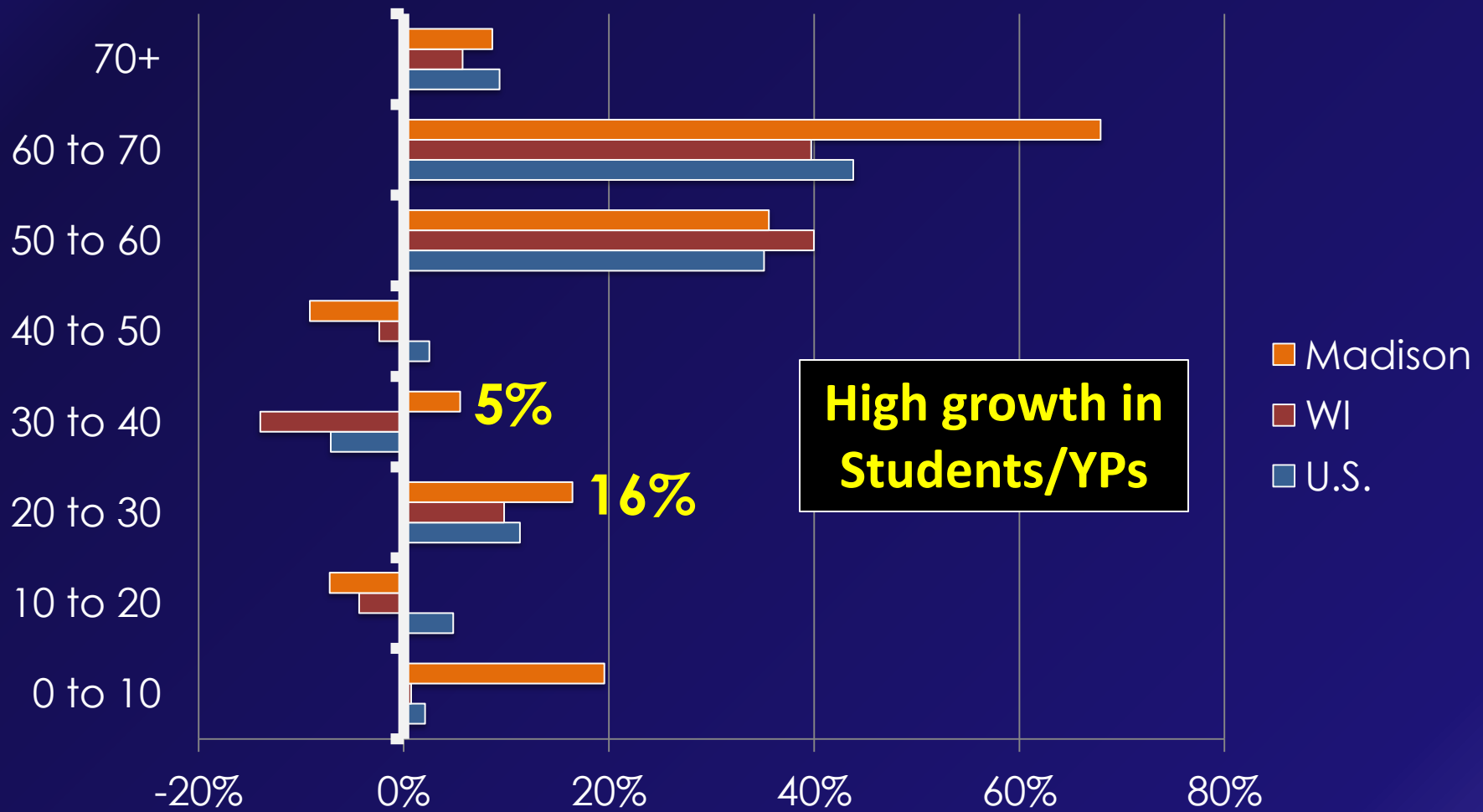


## Madison Growth/Decline of Population by Age (2000-2010 Census)





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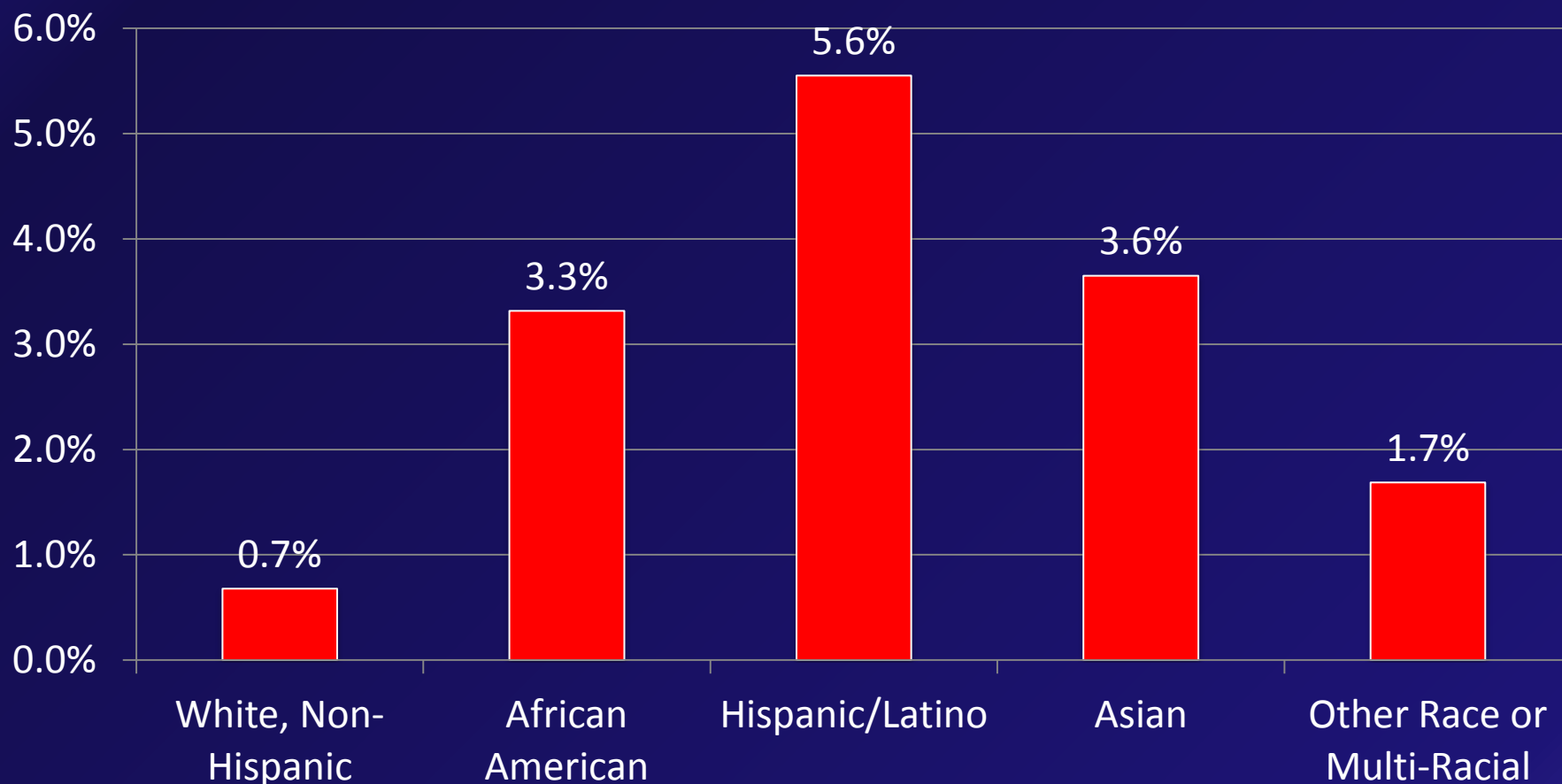
Madison gained  
**10,385**

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

Wisconsin lost  
**45,141**

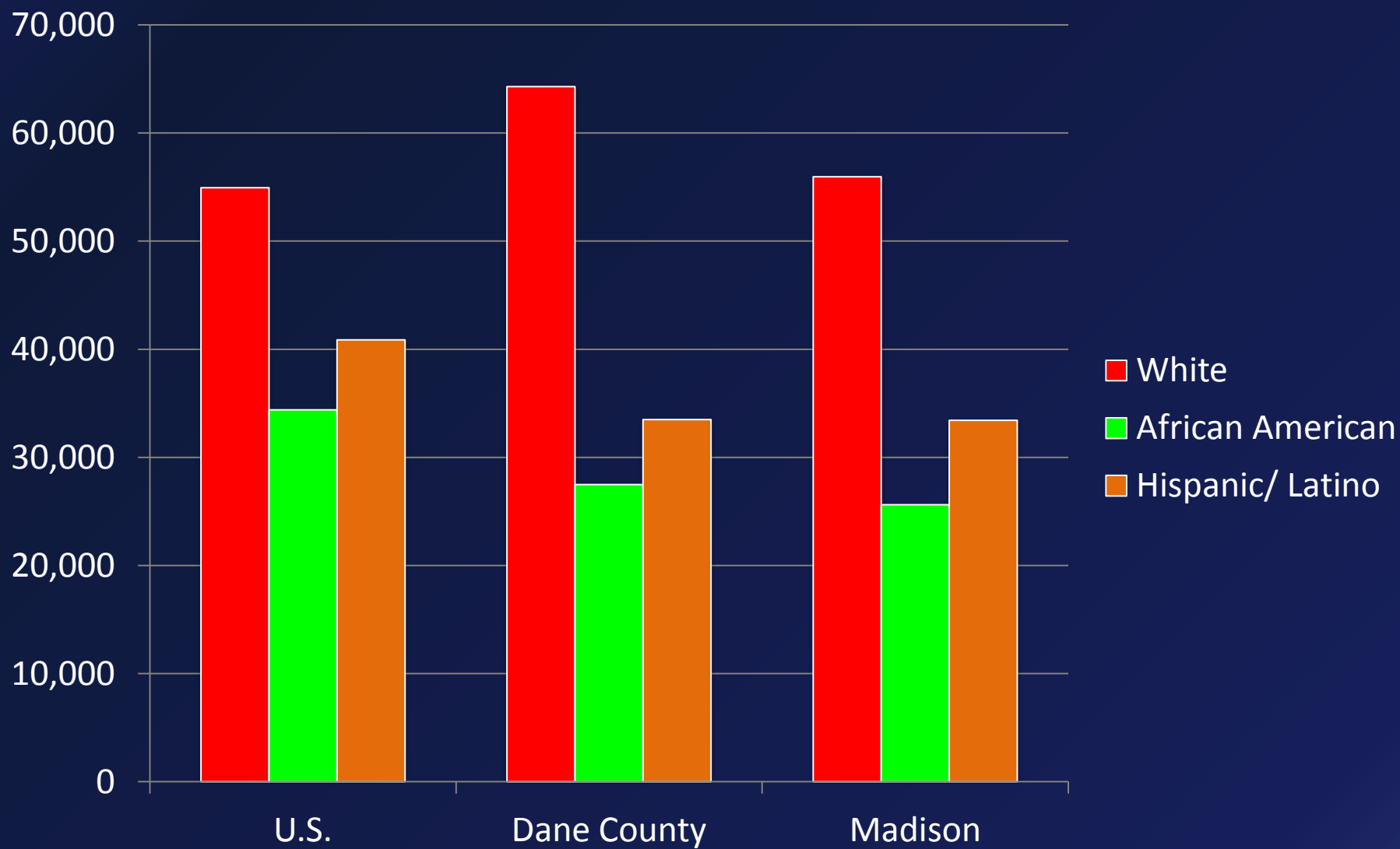
# Madison's Future is Much More Diverse

2000-2012 Annual Growth Rate



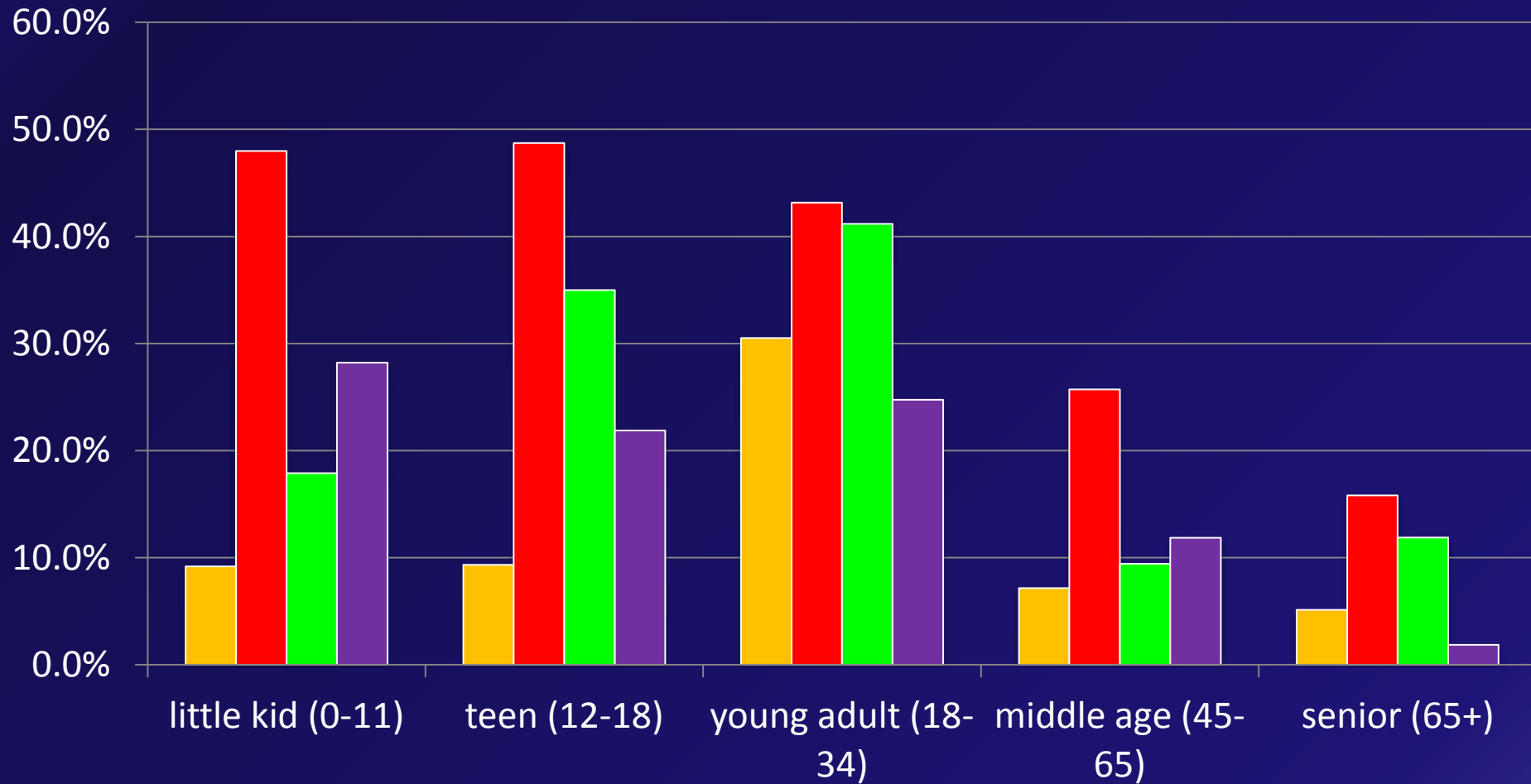


## Median Household Income (2012 ACS)



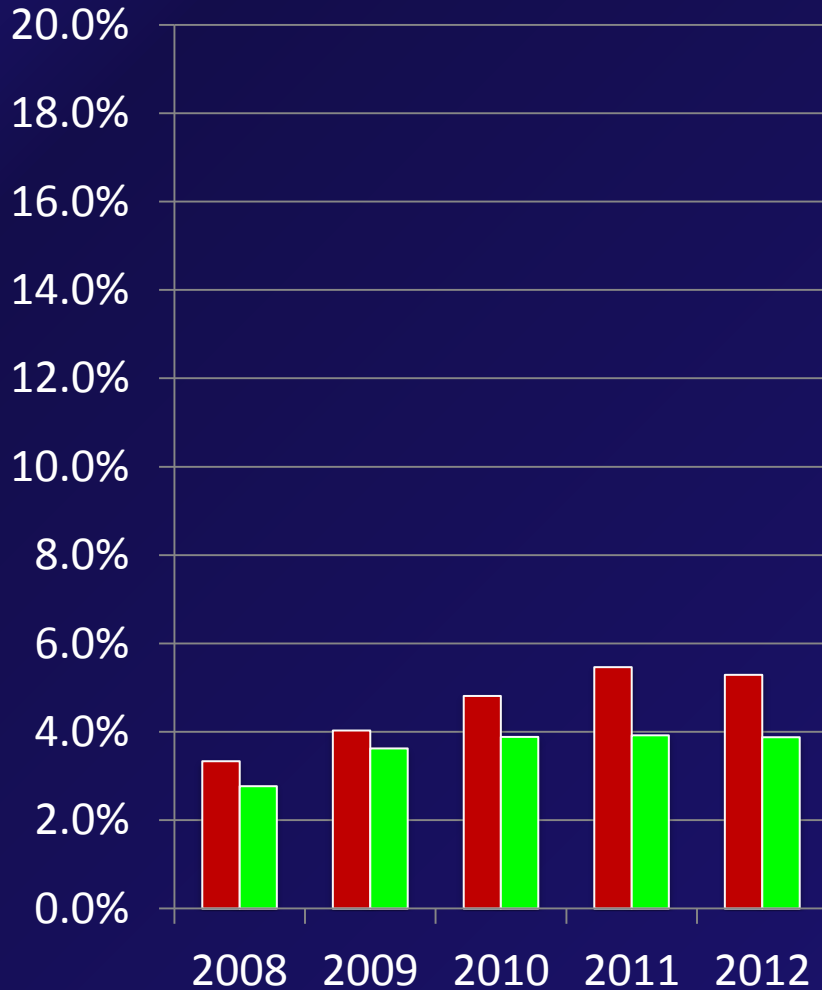
## Poverty by Age/Race/Ethnicity (2012 ACS)

White African American Asian Hispanic/Latino



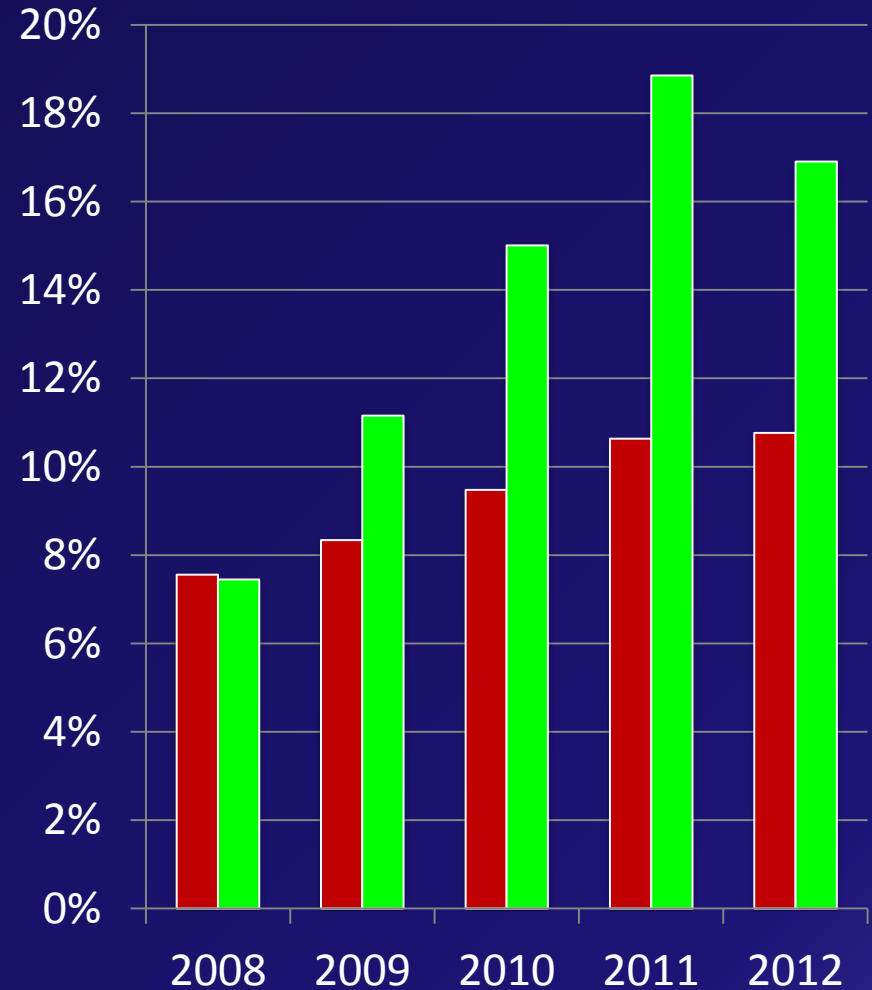
## White Real Unemployment Rate

■ U.S. ■ Madison



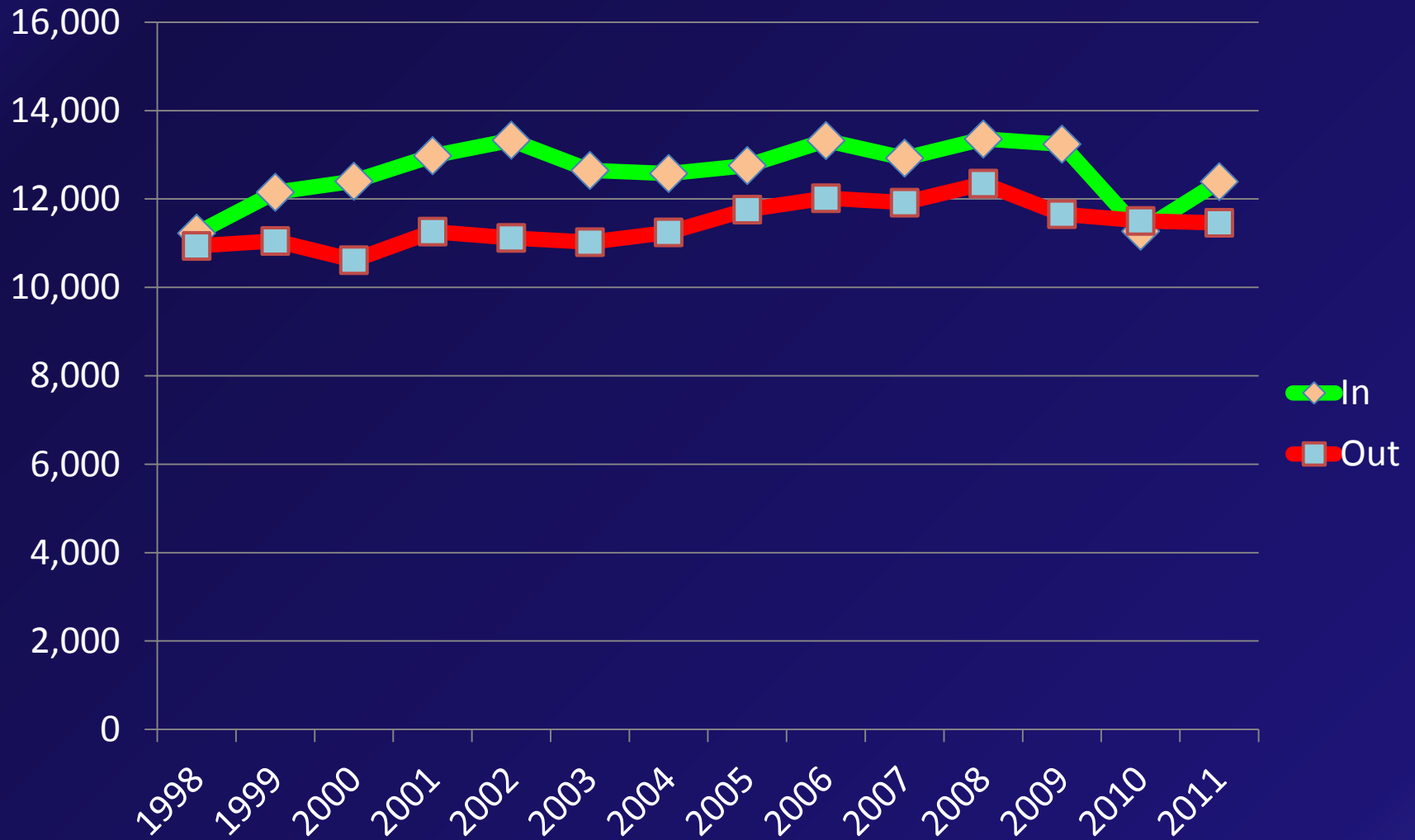
## African American Real Unemployment Rate

■ U.S. ■ Madison





## Total Annual In/Out Migration for Dane County





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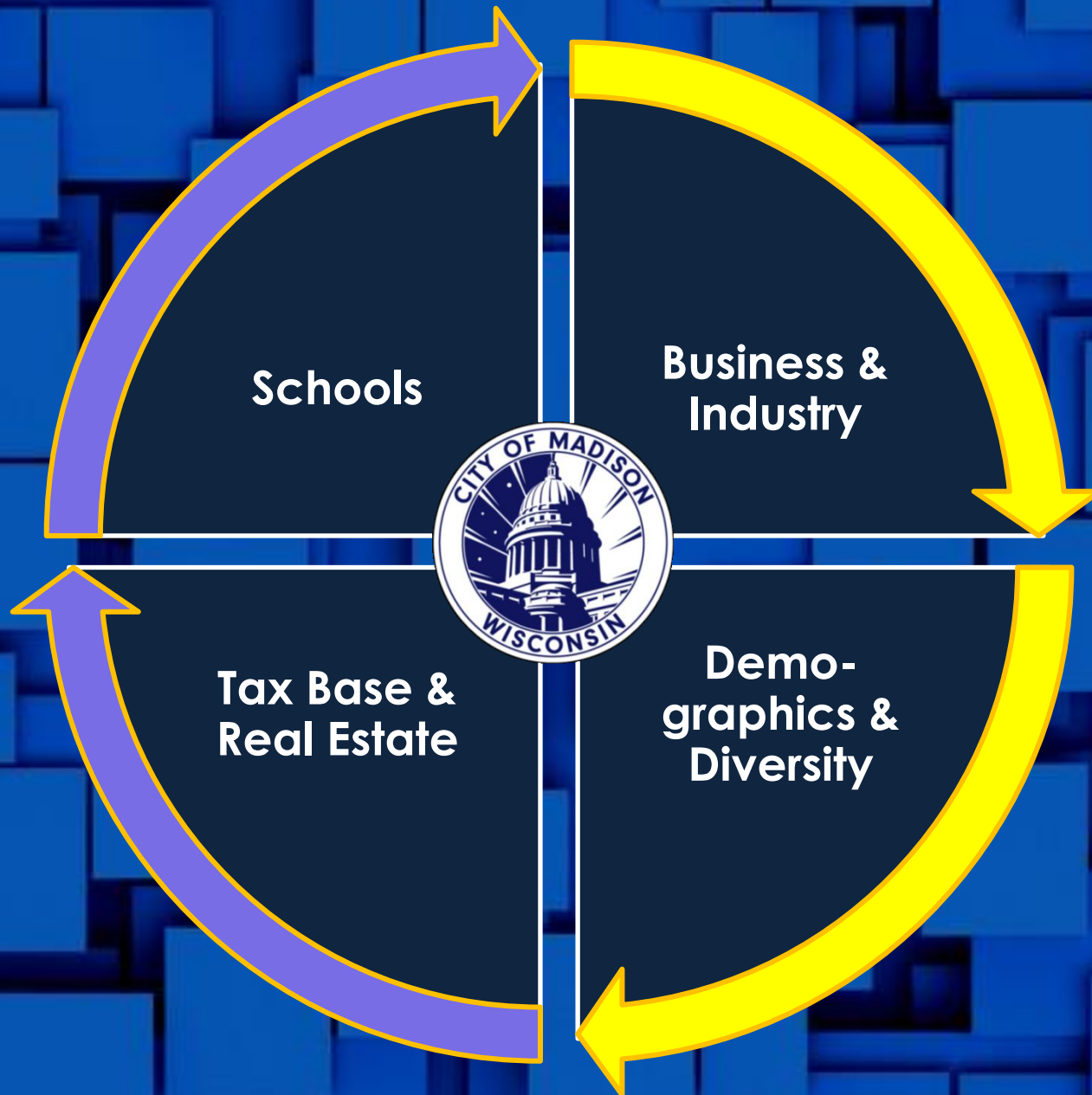
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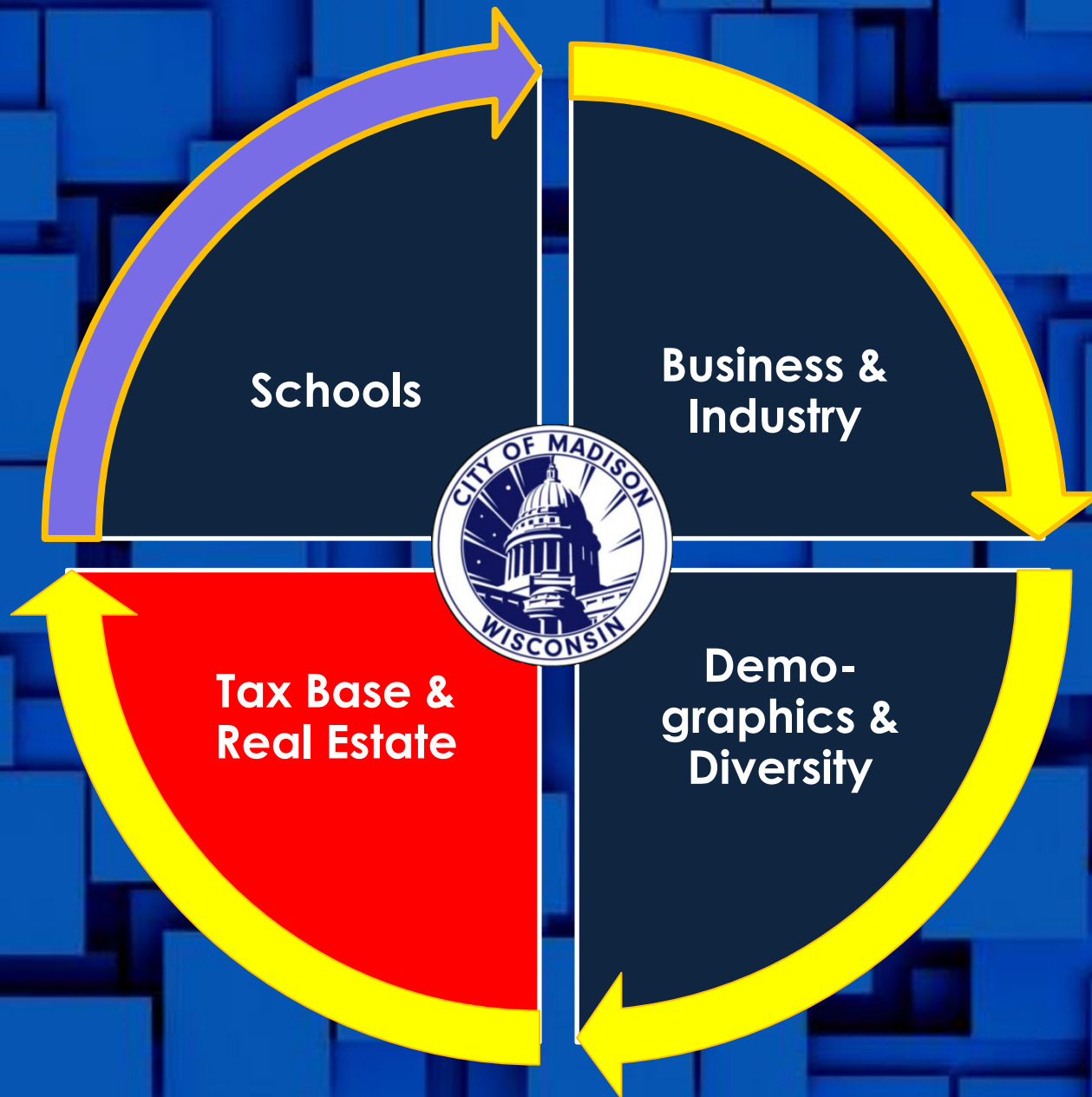
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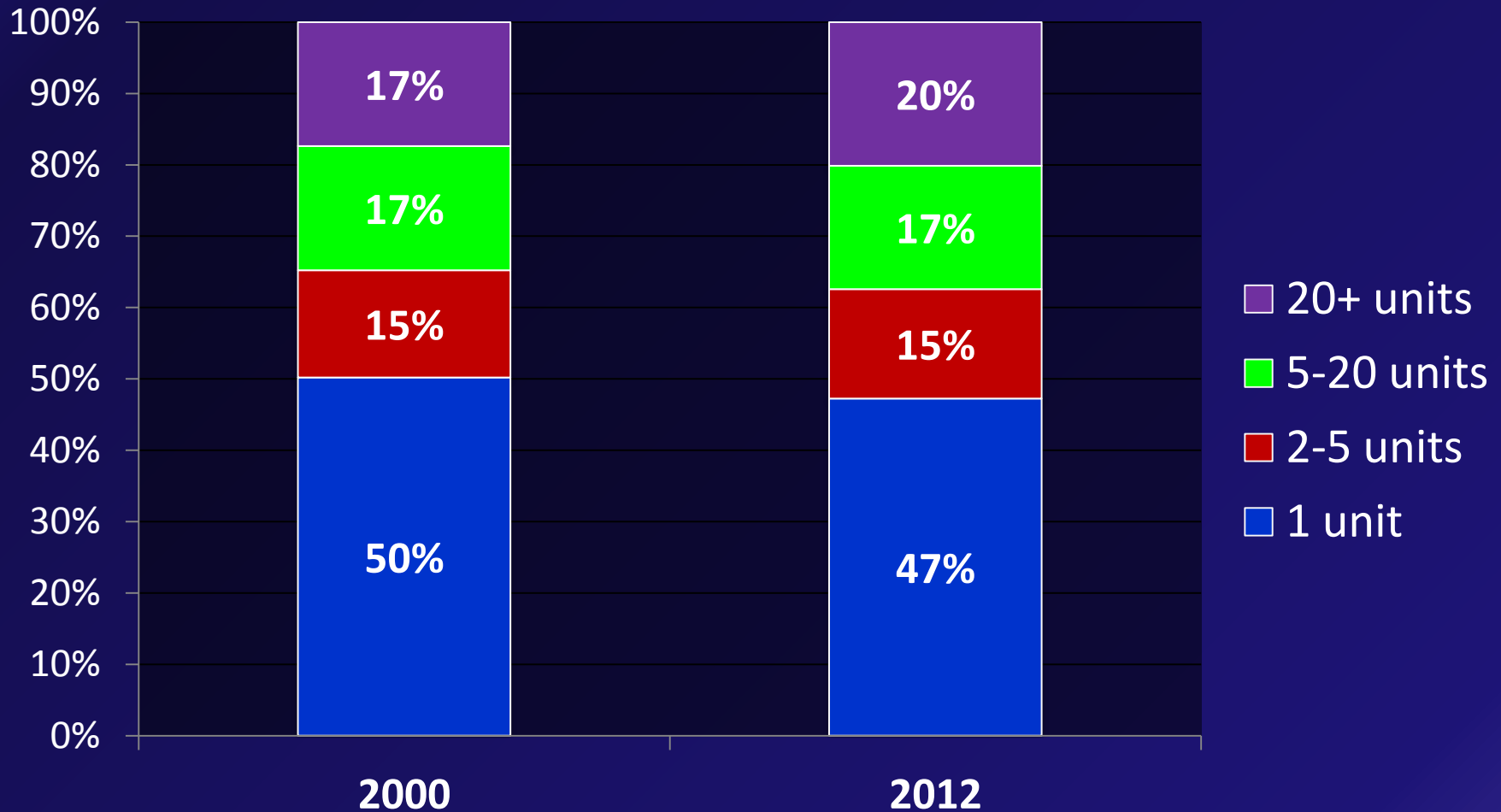




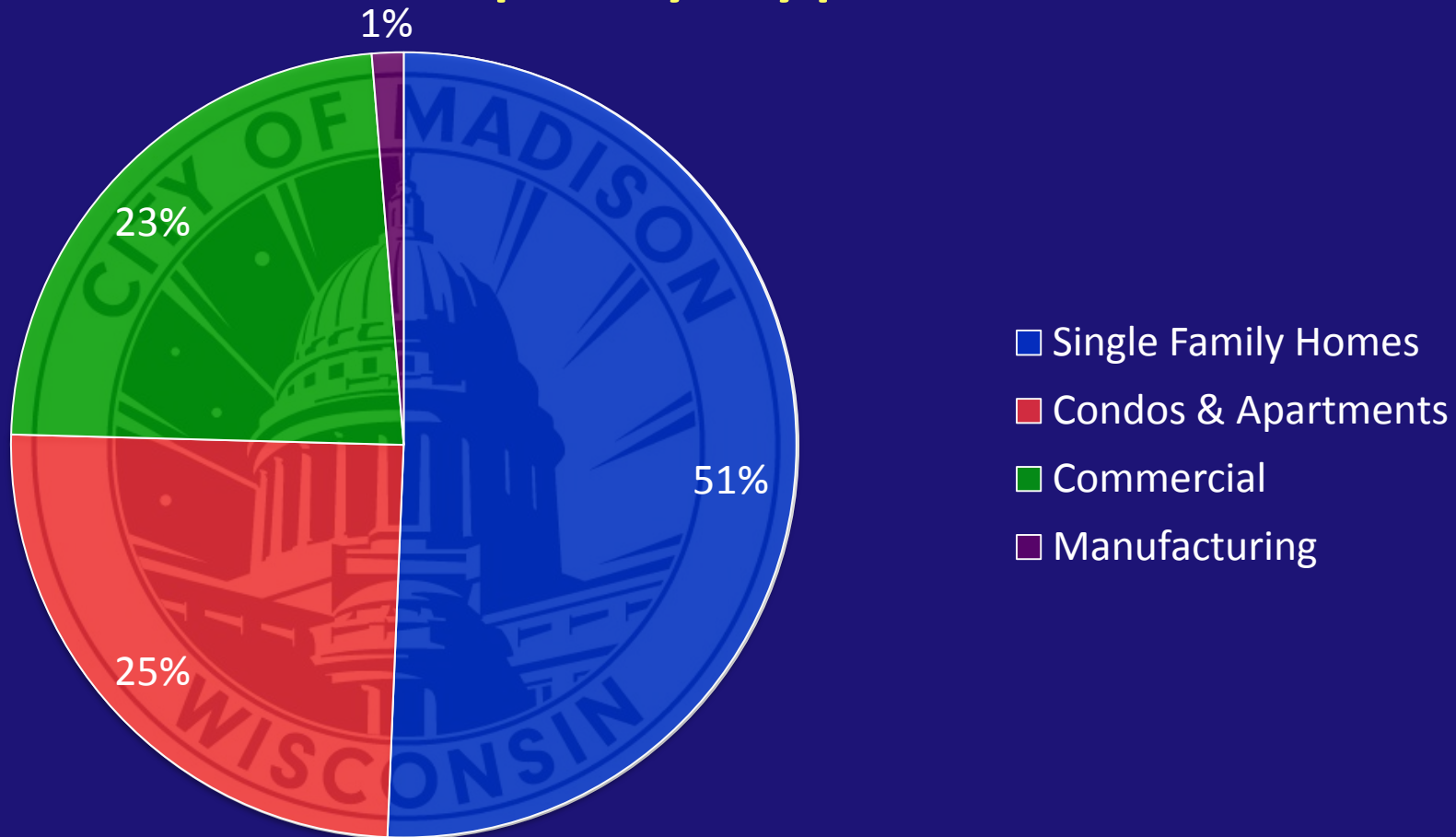




## City of Madison Housing Units by Units in Building (2000 DC, 2012 ACS)



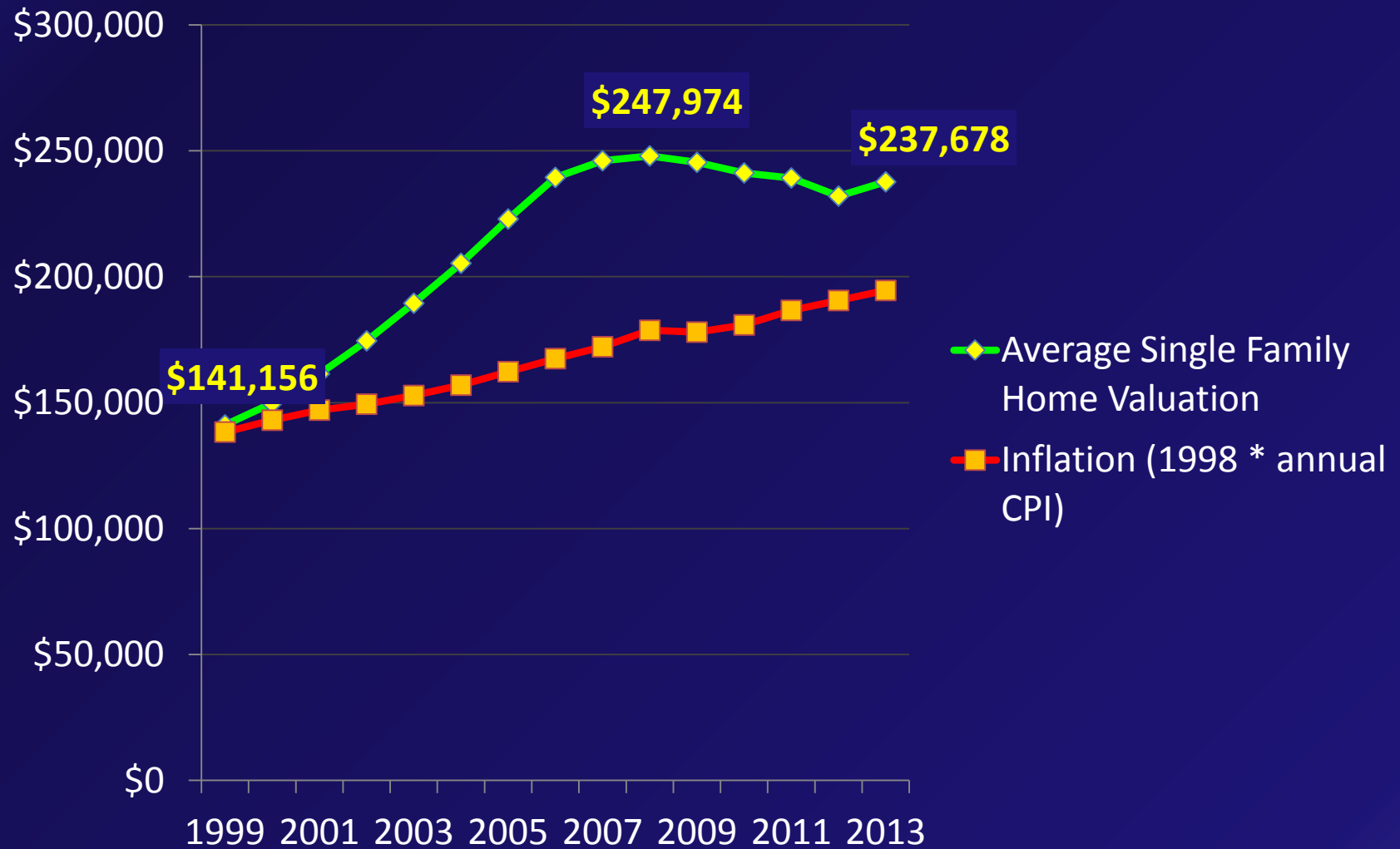
# Distribution of Tax Base By Property Type



**SOURCES: Madison  
Assessor's Office**

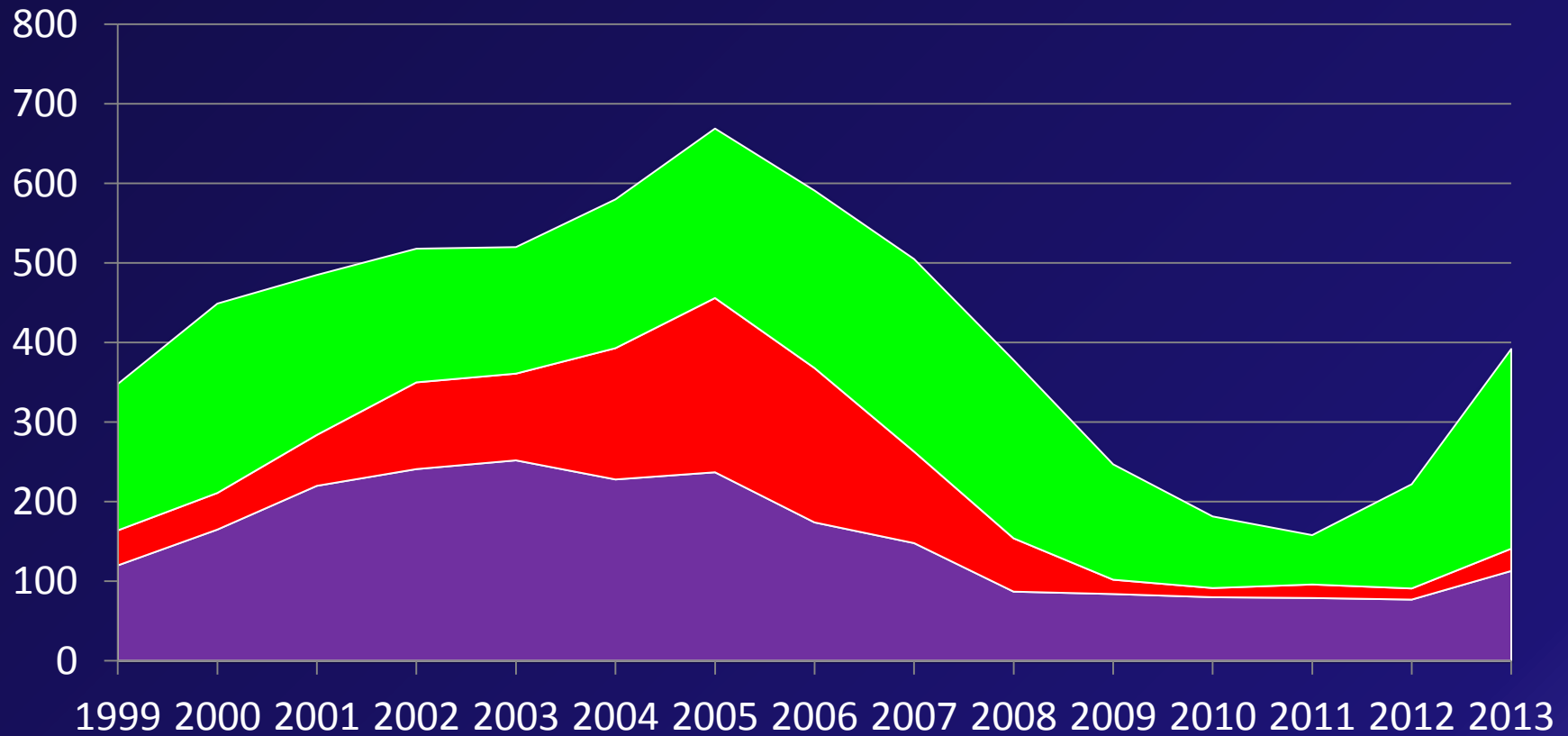


## Average Single Family Home Value (1999-2012)

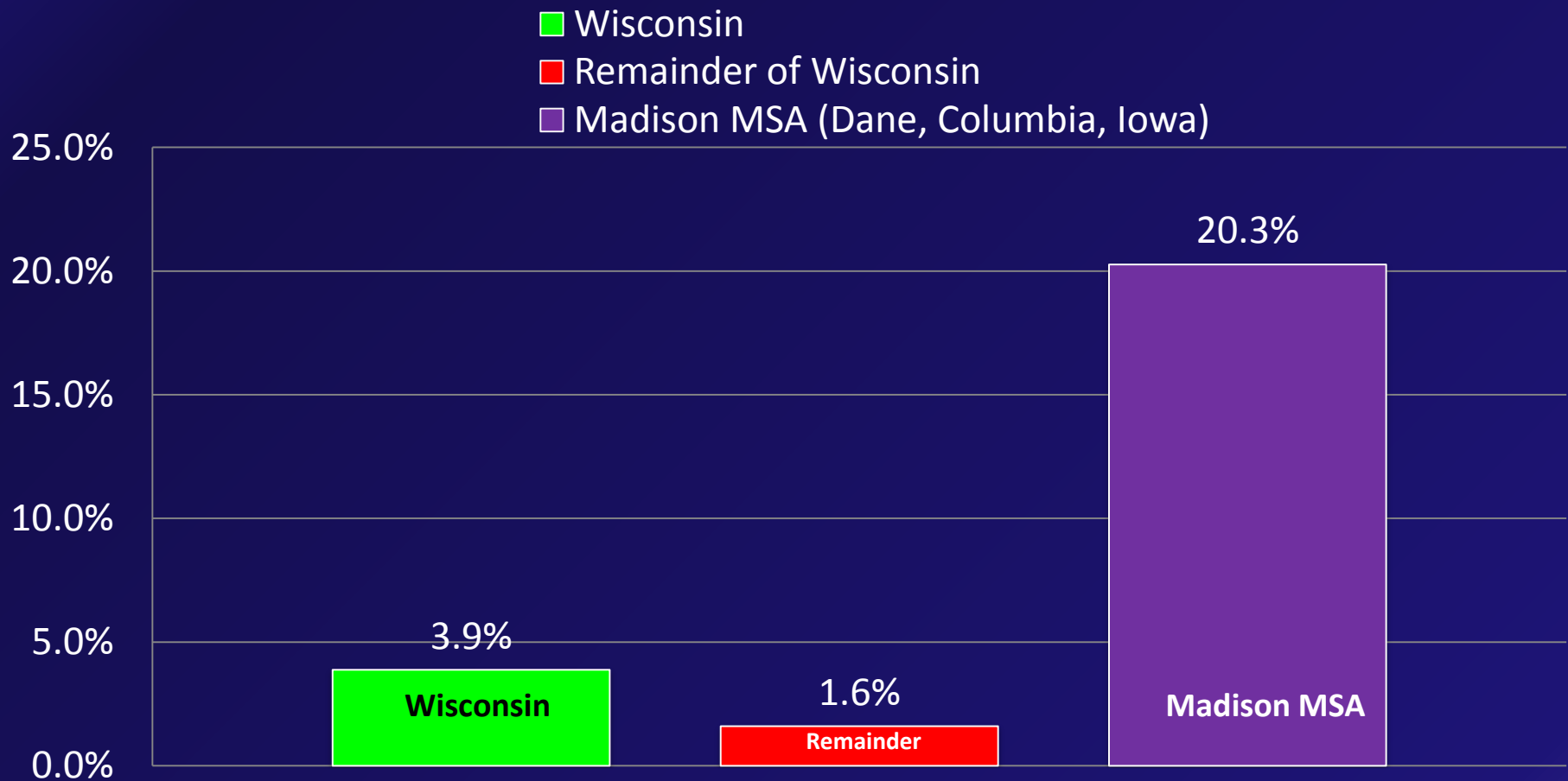


## New Construction Added Value in \$m

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



# Construction Job Growth (2010-2013)





**Construction cranes I  
can see from my yard**





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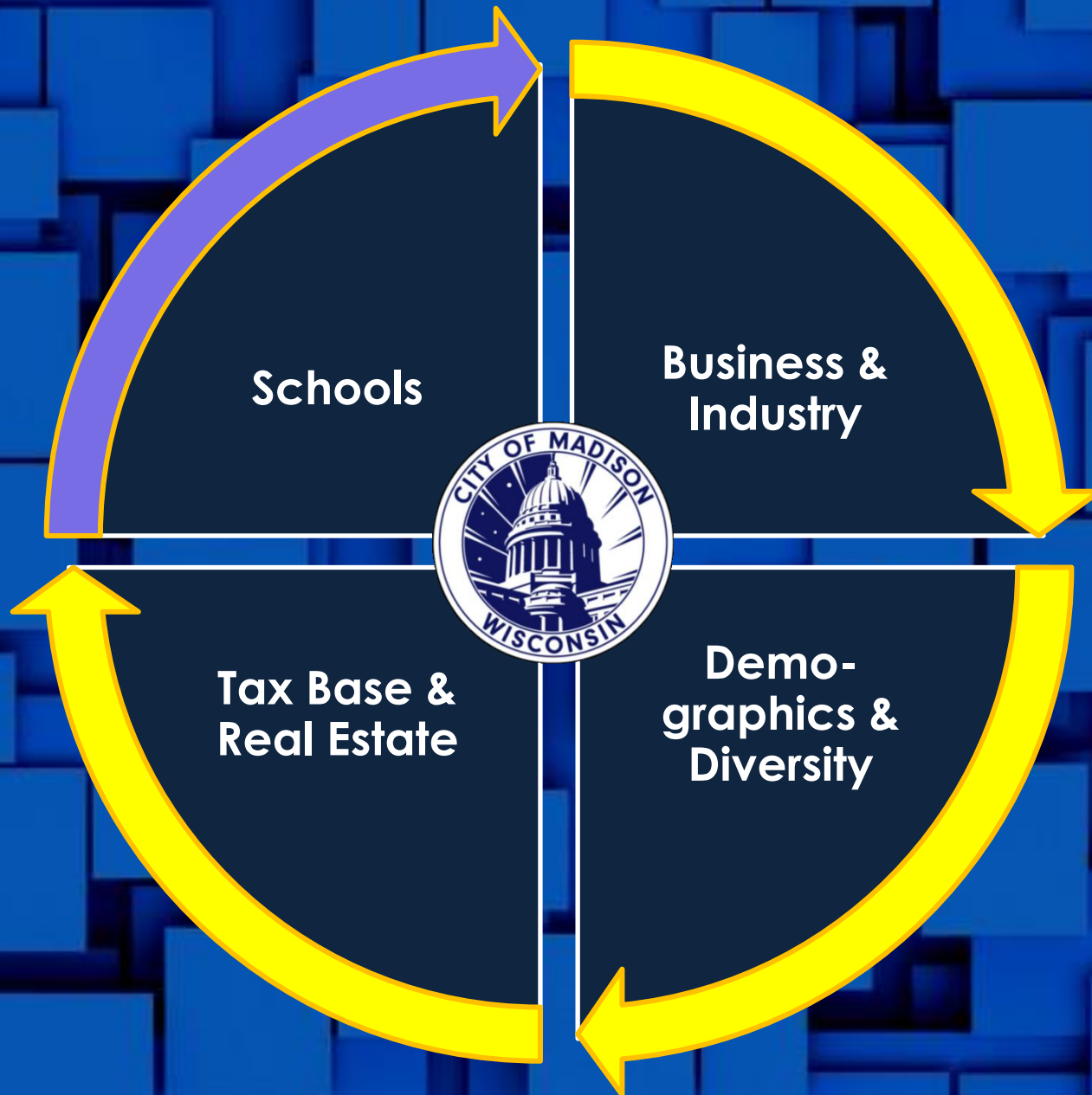
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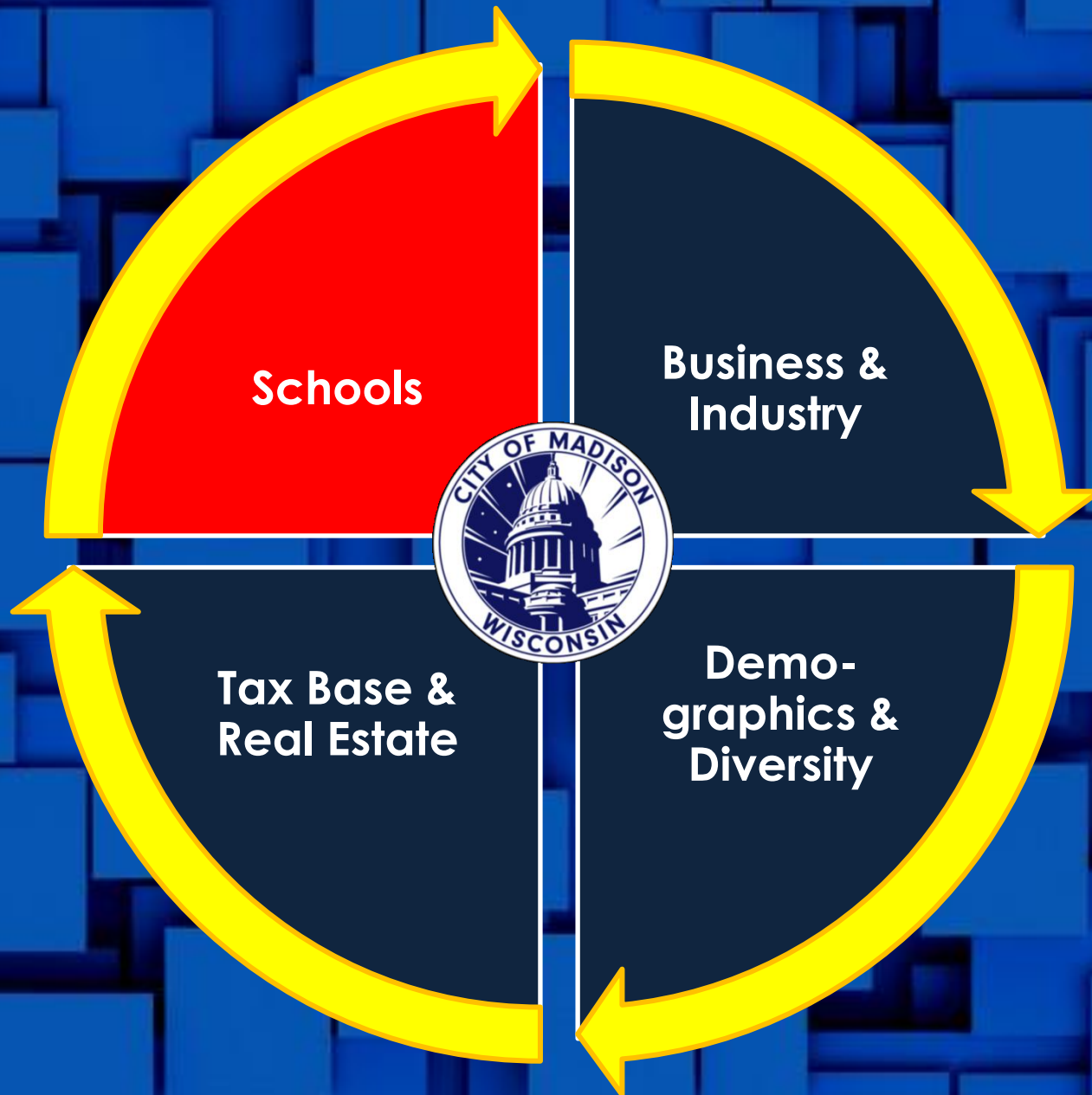
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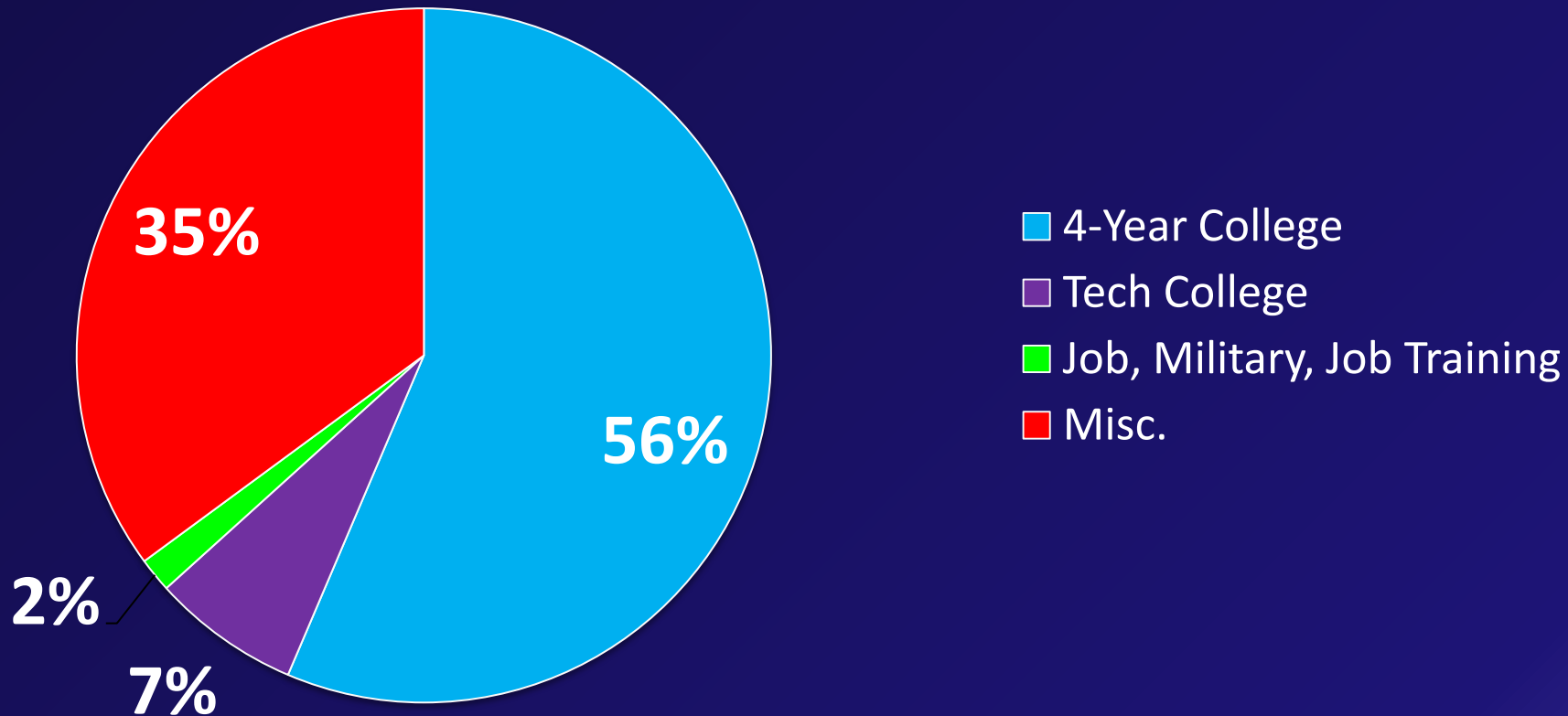






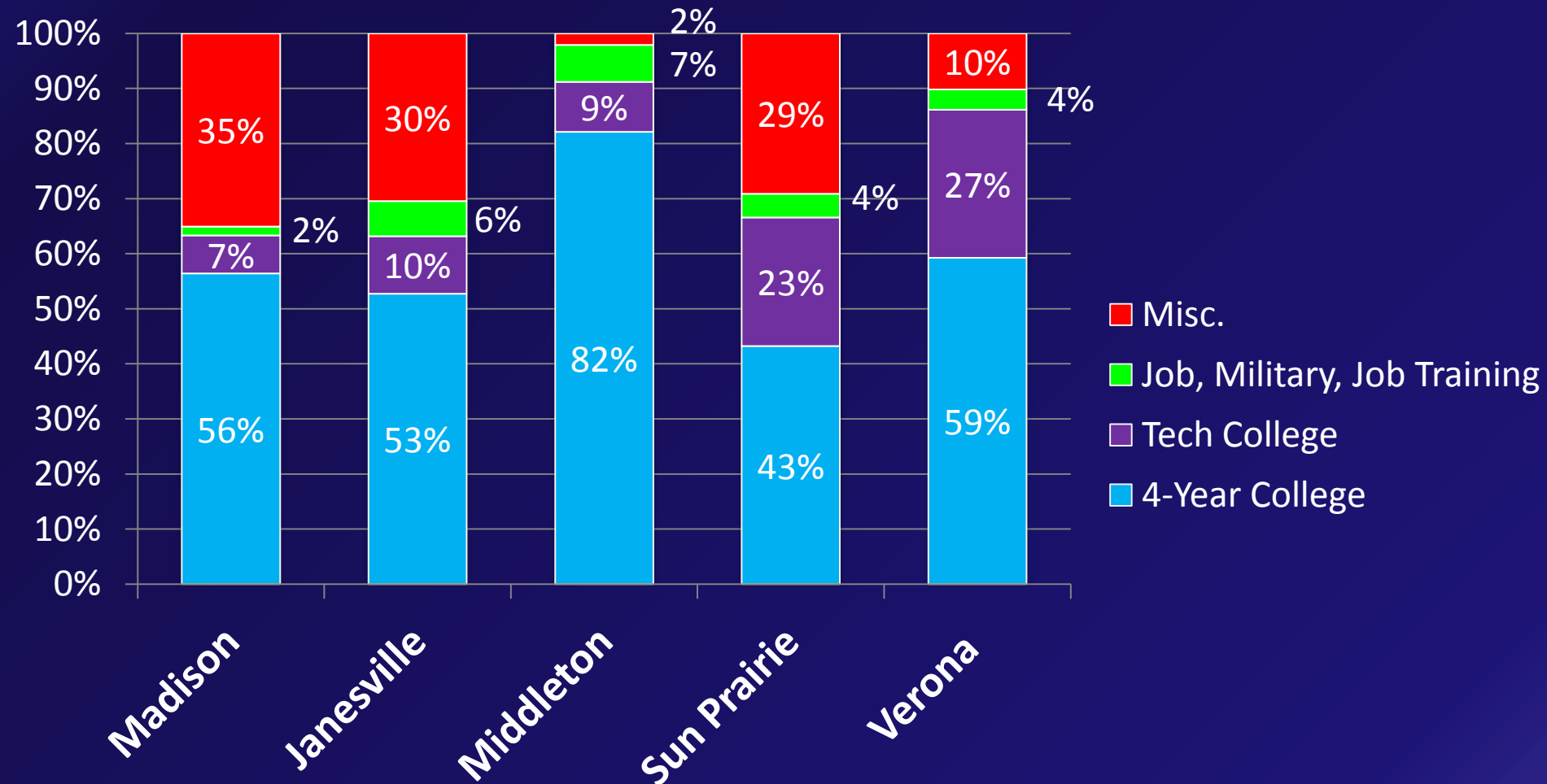
# We Need More Pathways for Madison Kids

## Post Graduation Plans for MMSD Seniors (2012)



# We Need More Pathways for Madison Kids

## Post Graduation Plans



# 10 BIG TAKEAWAYS

*from the data*

# 10 BIG TAKEAWAYS

5

## ASSETS & OPPORTUNITIES

1. “Economic Engine” for Wisconsin
2. “EPIC babies”
3. Tap UW horsepower
4. Bio/health/IT/Food
5. We’re growing & changing

5

## CONCERNS & CHALLENGES

1. Tax base growth and distribution
2. Future of perimeter neighborhoods
3. EPIC Dependency
4. Achievement gap & future workforce
5. Equity and opportunity



# Who are the next 50K–100K

## Madisonians?



**"NICE MID-SIZED COLLEGE  
& GOVERNMENT TOWN"**



**WHITE**  
**BOOMER**  
**WORKFORCE**  
**ROOTED**  
**STATE WORKER**  
**HOME OWNER**  
**CAR OWNER**  
**READS PRINT**  
**NEWSPAPERS**  
**PENSION**  
**MORTGAGE**  
**GOES TO**  
**MEETINGS**

**"DIVERSE & GROWING  
INNOVATION HUB"**



**RENTER**  
**DIGITAL**  
**RETIREE**  
**PRIVATE SECTOR**  
**TECHNOLOGY JOB**  
**MULTI-MODAL**  
**TRANSIENT**  
**STUDENT LOAN**  
**SOCIAL**  
**MEDIA**  
**MILLENNIAL**  
**WORKFORCE**  
**SERVICE JOB**  
**HOUSING**  
**CONSTRAINED**  
**NO CAR**  
**MULTI-ETHNIC**





# MADISON'S **ECONOMIC** STRATEGY

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*Shaping What's Next*



**1.Data**

**2.Vision**

**3.Strategies**

**4.Action Plan**





# MADISON'S ECONOMIC STRATEGY

*Shaping What's Next*

DRAFT ECONOMIC VISION





# Madison's 4-Part Economic Vision

Madison will become a globally-connected innovation hub at the vanguard of new ideas in life sciences, health, advanced manufacturing, food, & digital tech.



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As we strive for equity, we will build an “opportunity economy” that gives all residents opportunities to flourish, businesses of all sizes opportunities to succeed, and all Madison children pathways to meaningful careers - while recognizing that the prosperity of our people and our businesses are bound together.

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Above all and connecting everything, it is Madison's appeal as a place that truly sets us apart. This includes creating vibrant neighborhoods and bustling commercial districts that will grow our tax base, building an unmatched local food system, cleaning our lakes, becoming the nation's undisputed best city for biking, and supporting the success of our schools.

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# Madison's 4-Part Economic Vision

## 4 THEMES

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Innovation  
Talent  
Opportunity  
Place



# MADISON'S ECONOMIC STRATEGY

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**BREAK**





# Part 2 Instructions

- The room is divided into four sections
  1. **Innovation**
  2. **Talent**
  3. **Opportunity**
  4. **Place**
- Join small groups focused on one of the topics
- Use the **“MIND MAP”** to record ideas
- Text ideas to the screen
- After 30 minutes, you will rotate once and pick another topic





# What Can Madison Do To Support Innovation?

Work with your group to fill in the spaces below and/or send a word or a phrase by sending a text to 22-333, with the number 391618 followed by your message

*Shaping What's Next*

Goals

Projects

INNOVATION

Policies

Partnerships

Madison is rising as a globally-connected innovation hub at the vanguard of new ideas in life sciences, health, advanced manufacturing, & digital technology.

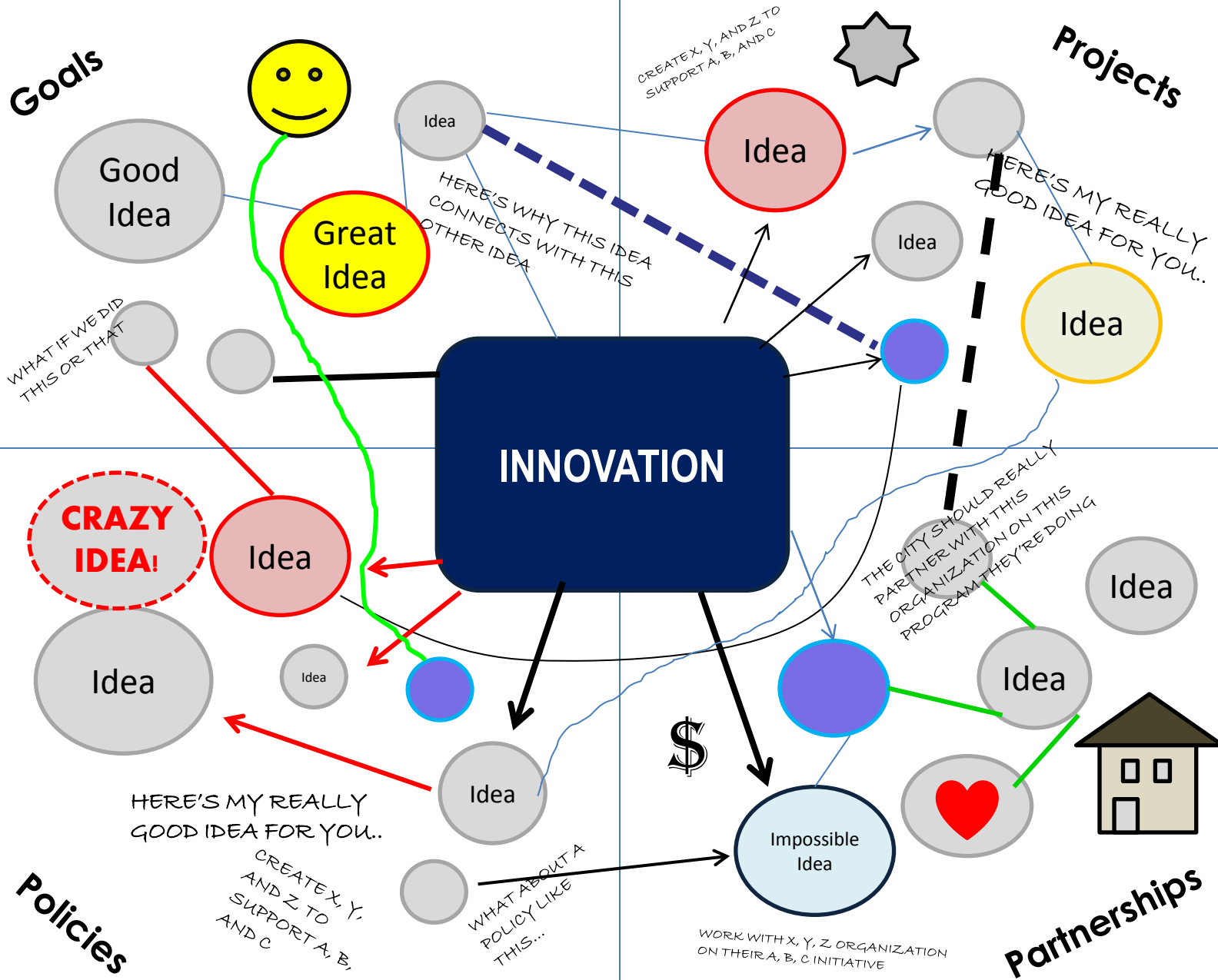
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Madison Region  
Economic Partnership



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MADISON'S **ECONOMIC STRATEGY**

*Shaping Our Future Economy*

**Thanks!**



# Next Steps

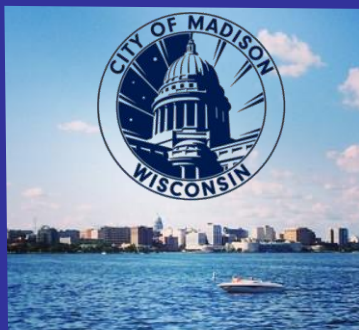
Project Timeline		2014				2015	
		Q1	Q2	Q3	Q4	Q1	Q2
1) Data	Get organized						
	Collect & Analyze Data						
2) Vision	Develop draft vision						
	Symposium						
3) Strategies	Develop strategies						
	Get input and refine						
4) Action Plan	Develop work plan						
	Timelines, metrics, and responsibilities						



# Next Steps

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- Summarize results of Symposium
- Distill into a list of goals/projects/strategies
- Get input on list
- Develop work plan
- Create the Economic Strategy document
- Review and Approval of document
- Implementation



# MADISON'S ECONOMIC STRATEGY

## THANK YOU!



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