

Economic Development Strategy

Appendix I: Data Summary

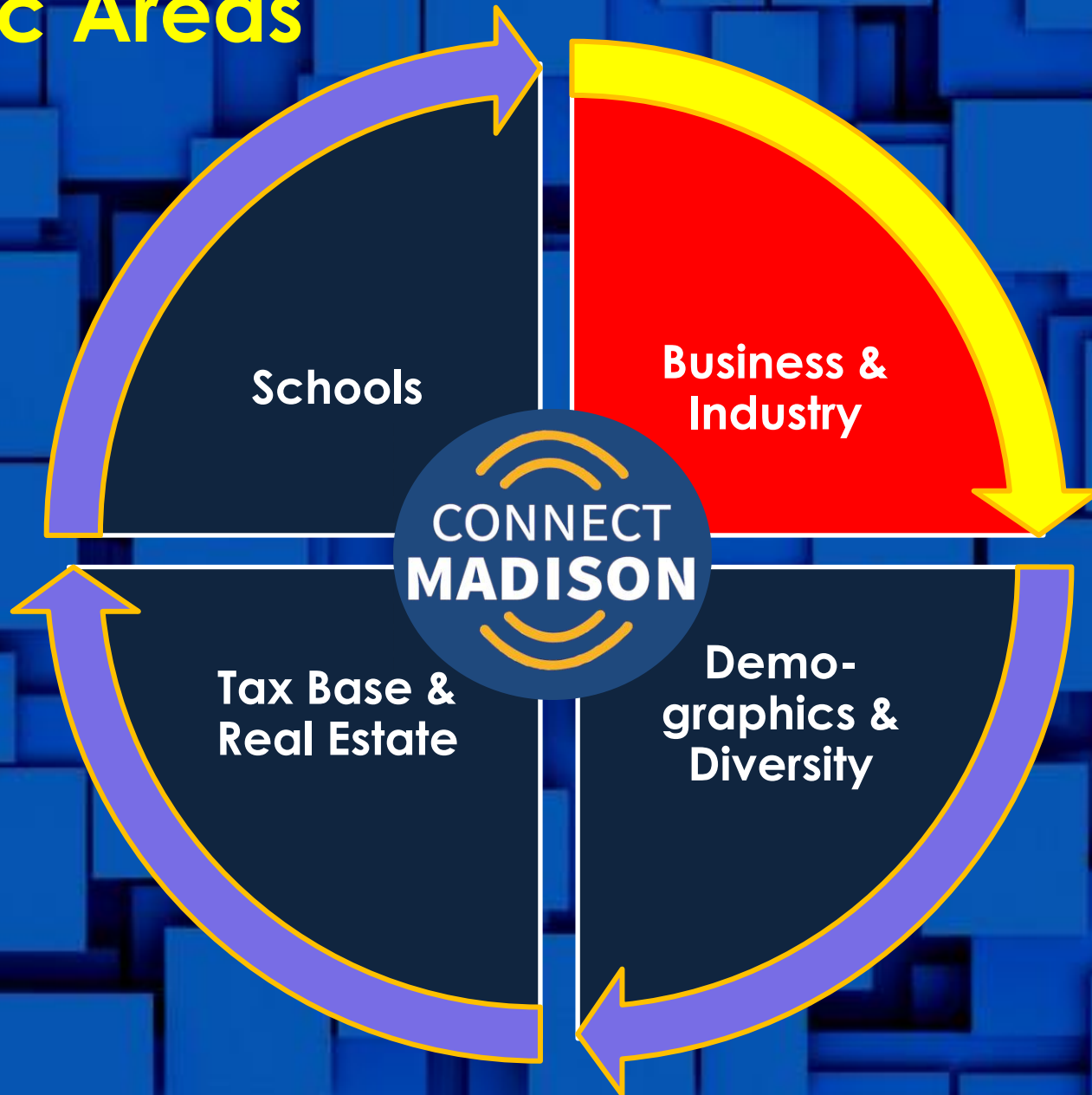




DATA CAVEATS

- 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

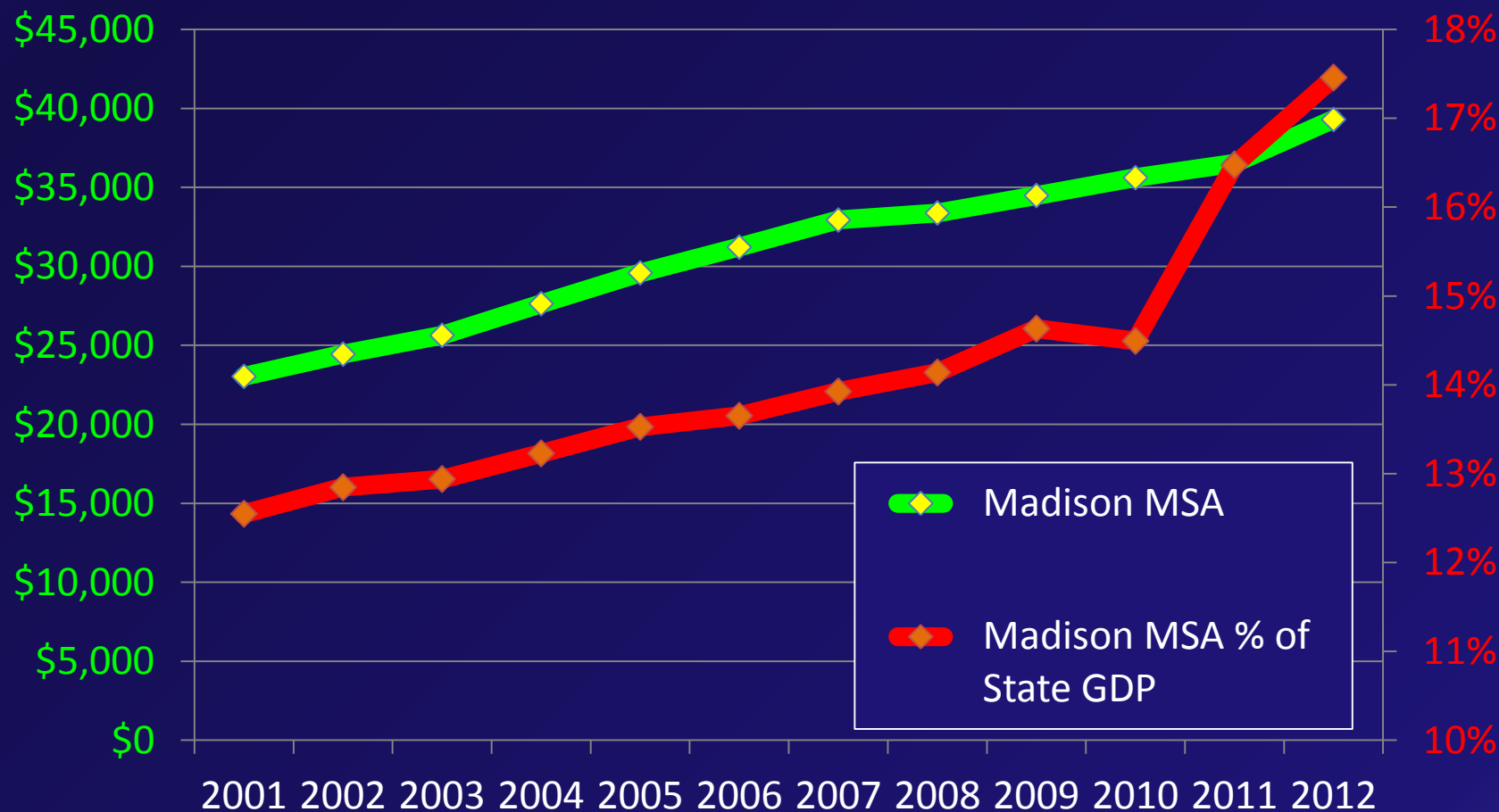
4 Topic Areas



Madison has a Steadily Growing Economy

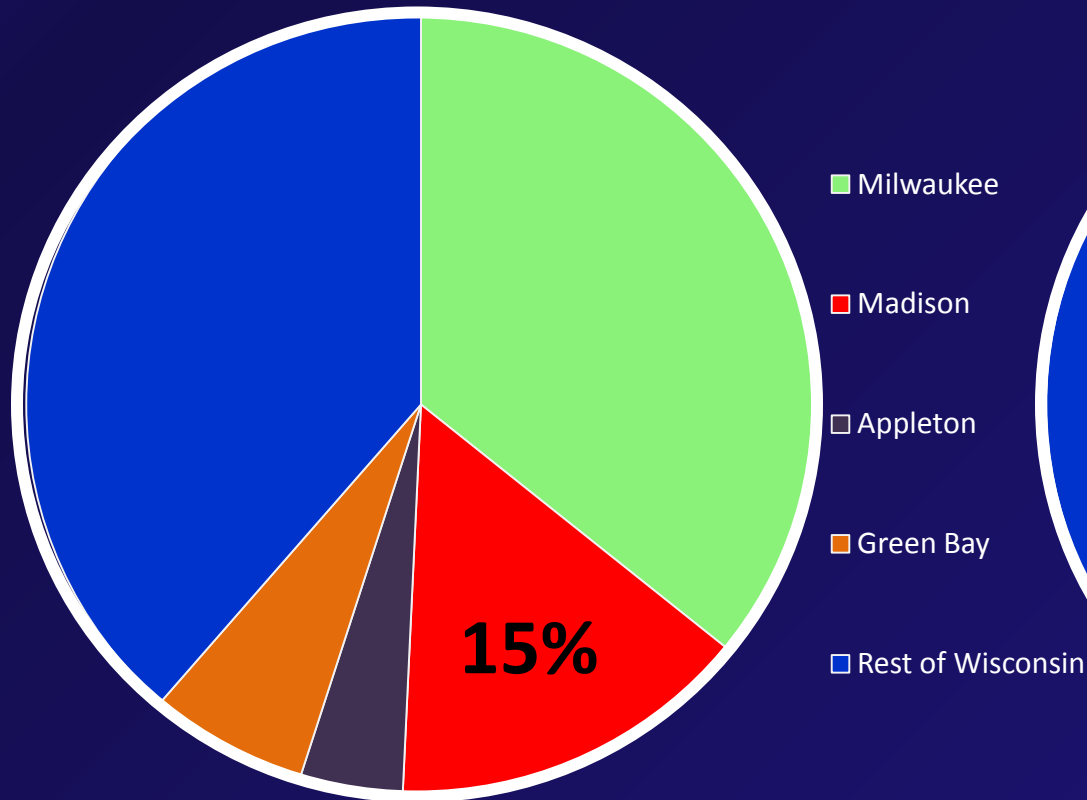
Madison MSA GDP (\$m & %state)

In \$,000,000s

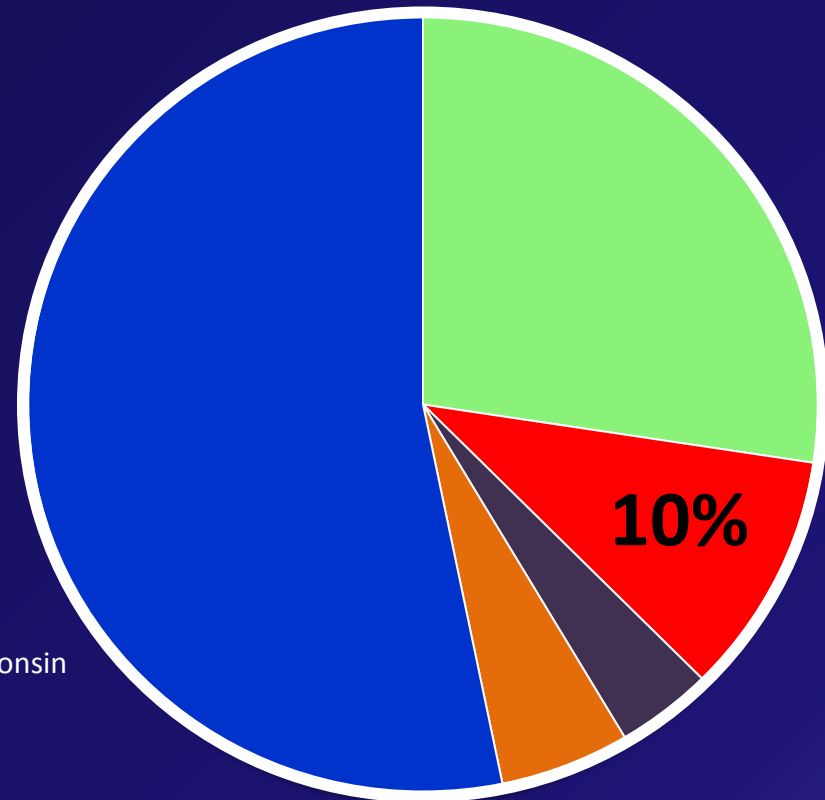


Metro Areas Drive Wisconsin Economy

GDP by MSA

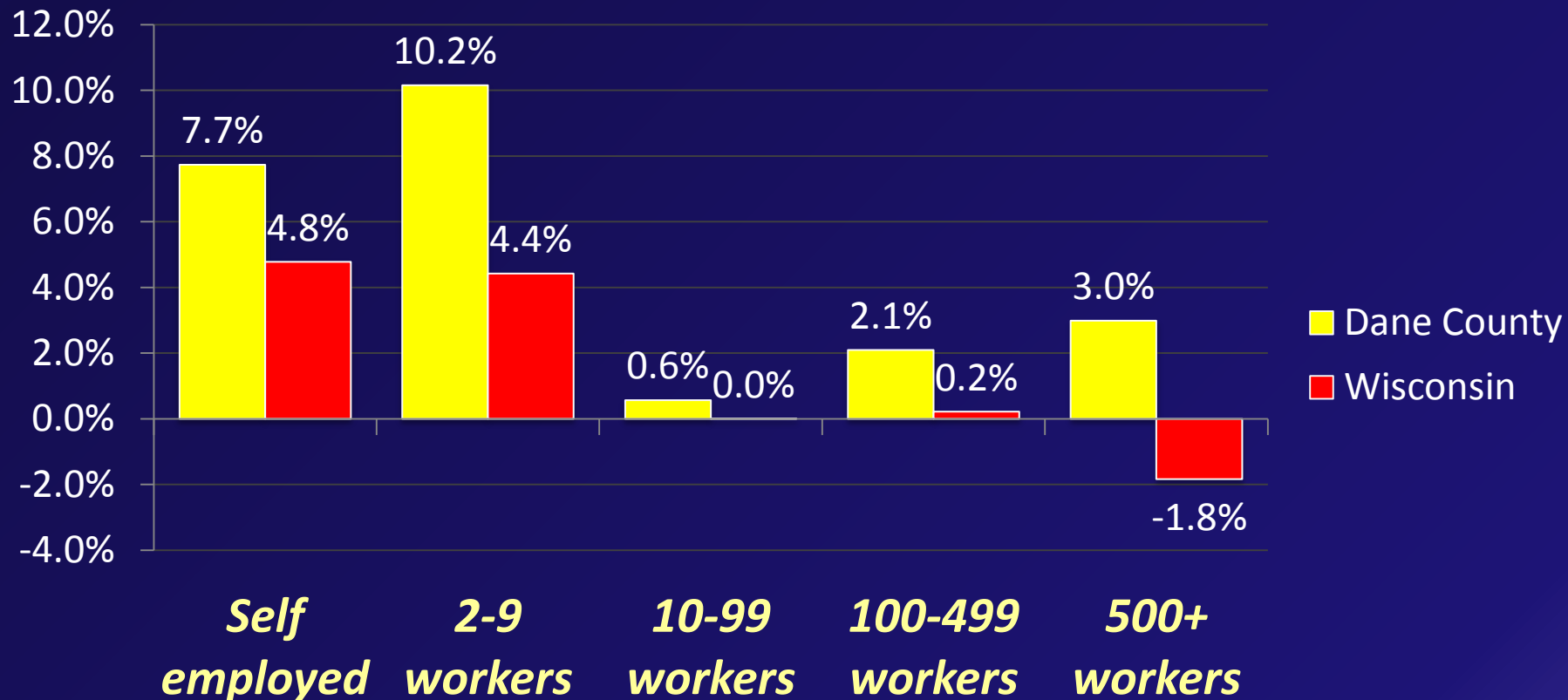


Population by MSA



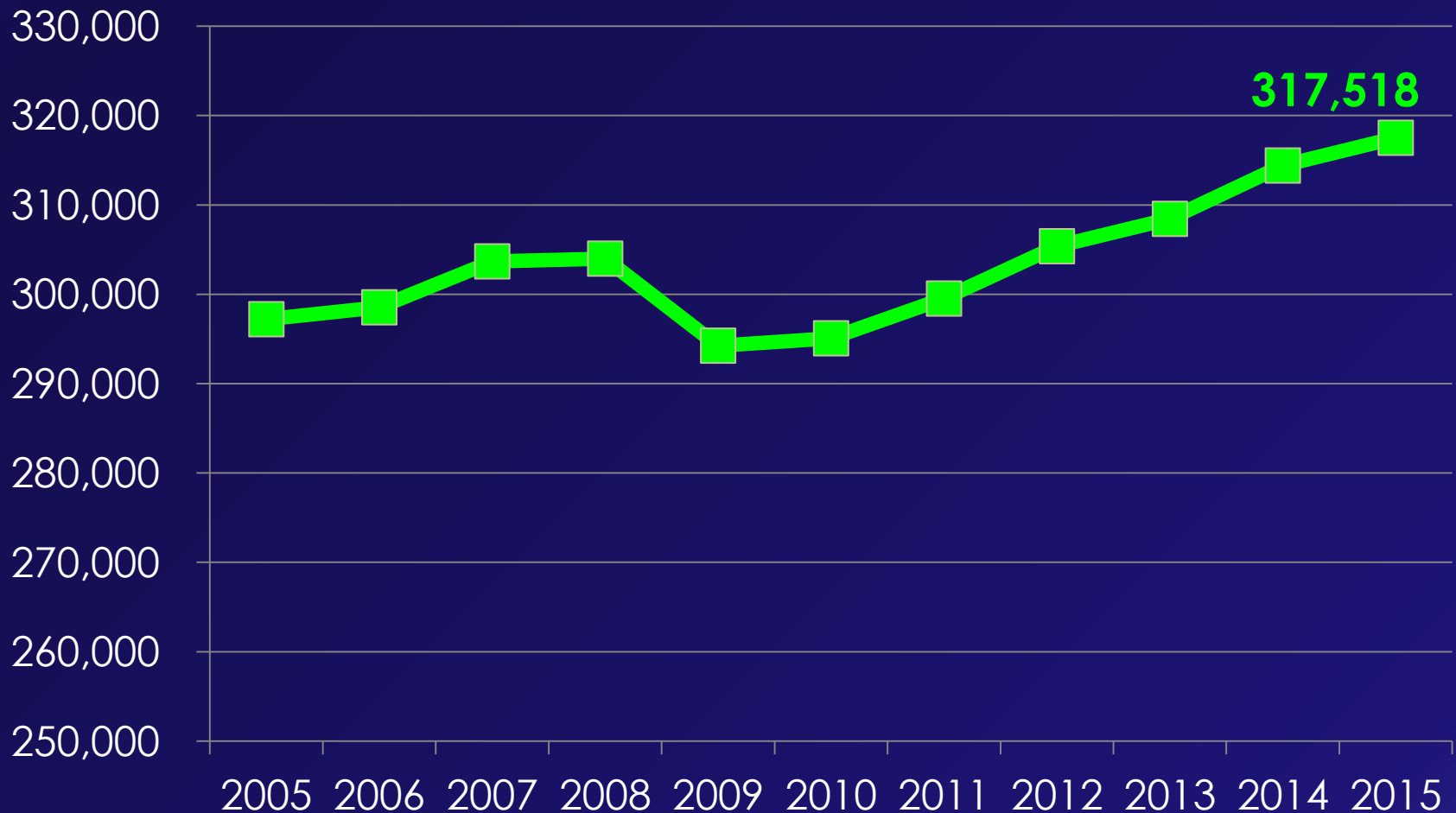
Dane County Outperforms Wisconsin in Business & Job Creation

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



Dane County Outperforms Wisconsin in Business & Job Creation

Total Jobs in Dane County



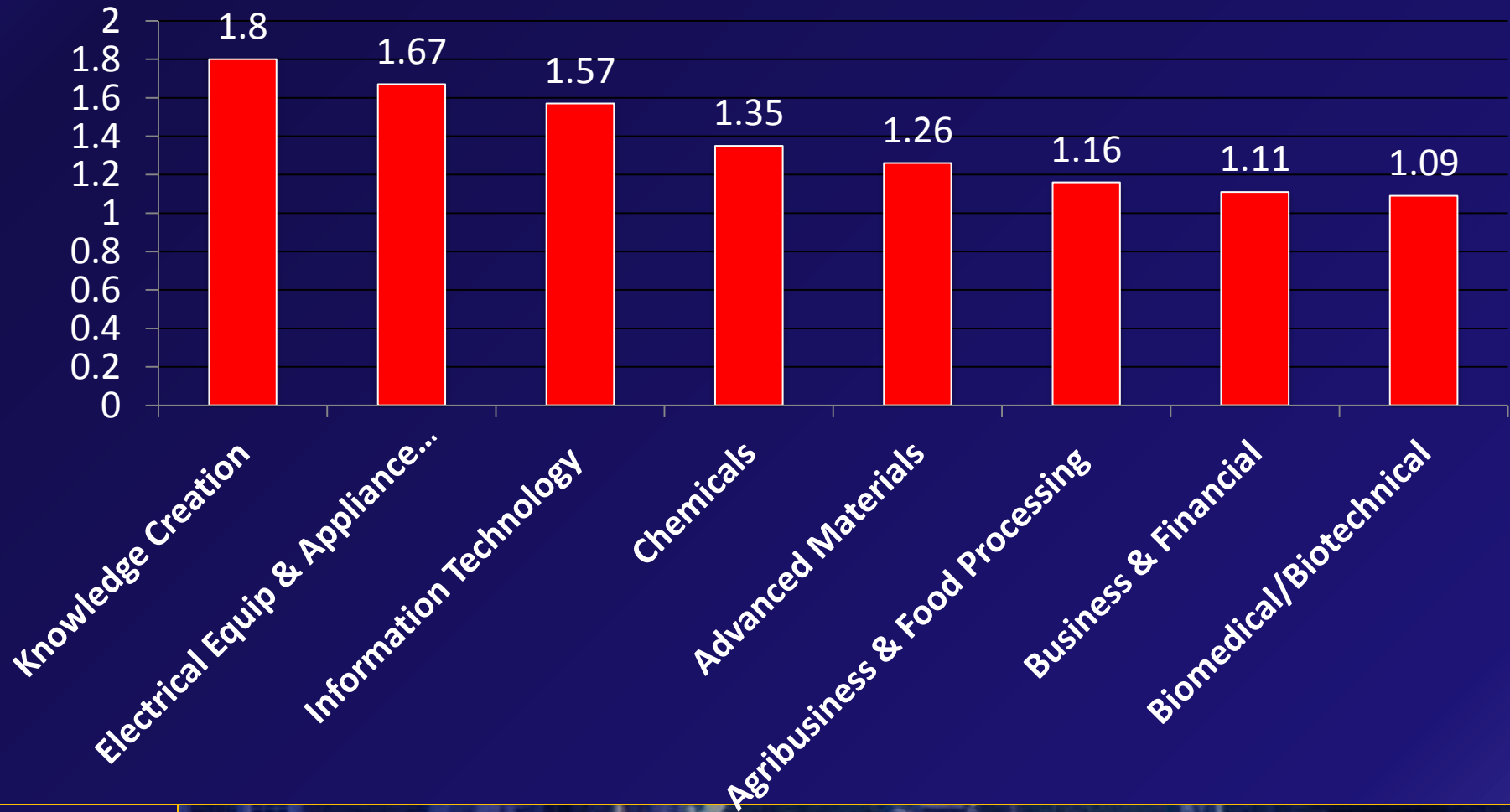
SOURCES: U.S. Bureau of Labor Statistics

Data Summary



Industry Clusters where we have Competitive Advantages

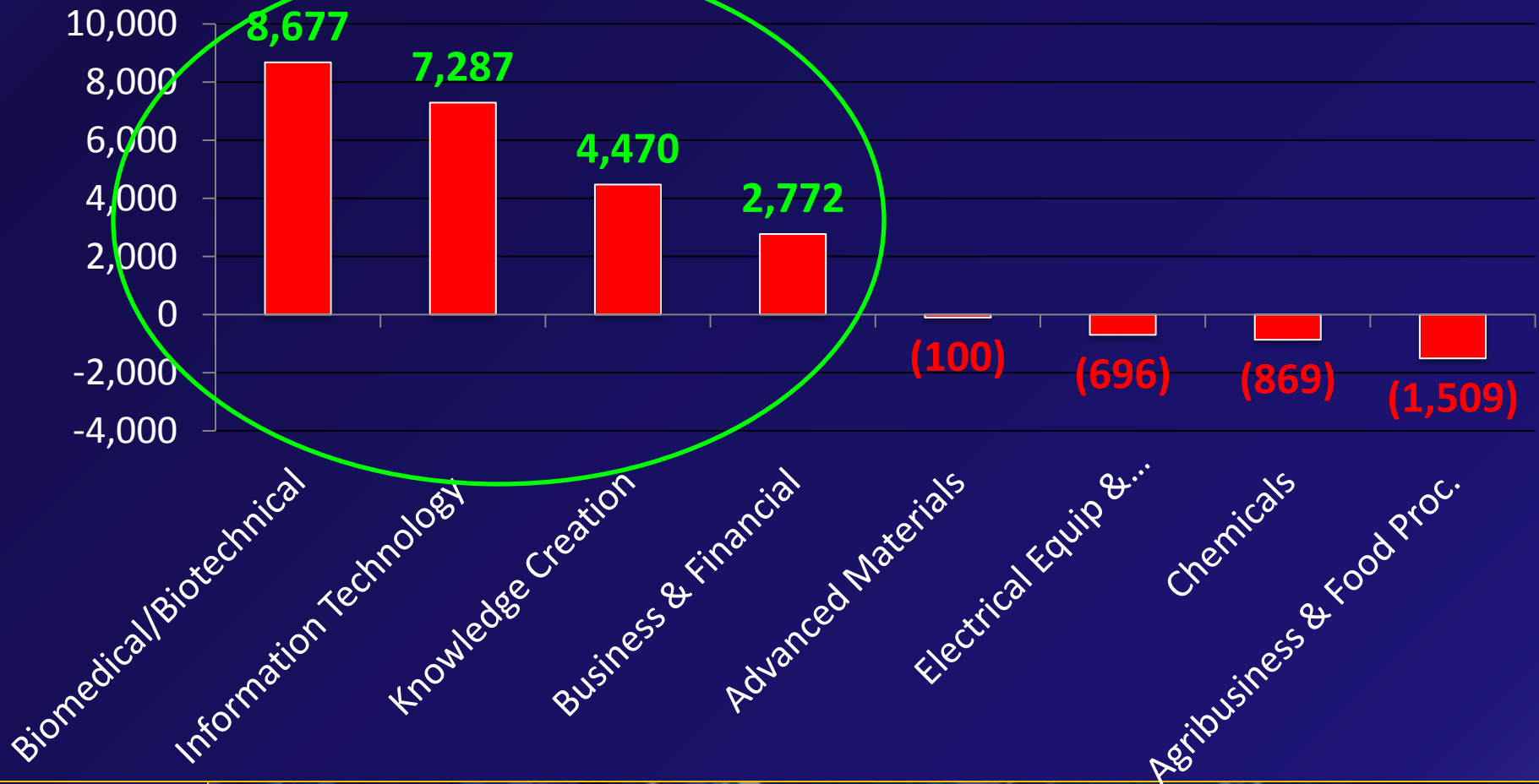
MSA 2012 – Clusters with LQs >1



Growing Industry Clusters

Innovation Cluster Growth

2001-2012 Job Creation/Loss by Cluster for MSA



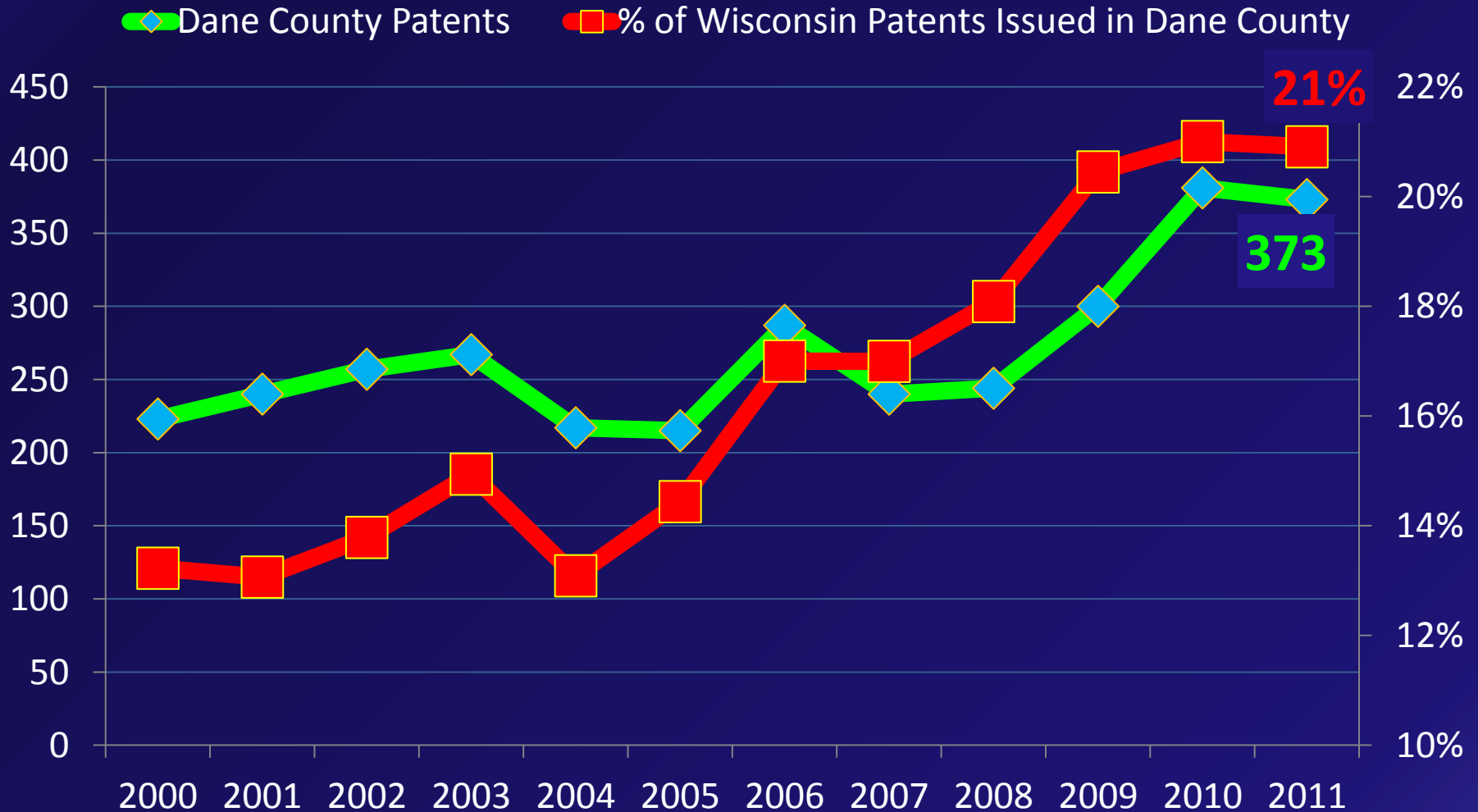


27010

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

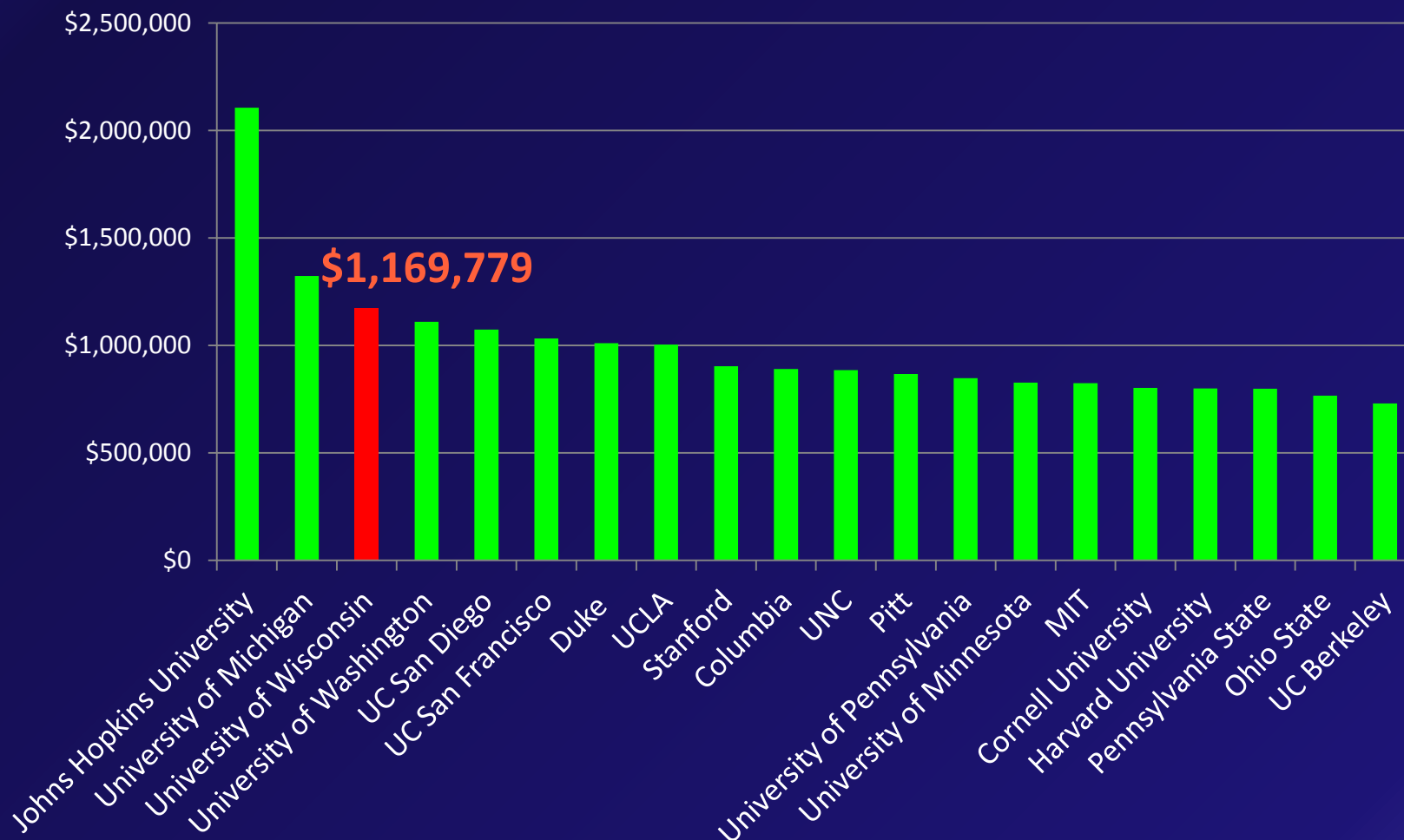
Madison is a wellspring for innovation and new ideas that lead to new businesses

Patents Issued in Dane County (# and % State)



UW is #3 in Federal Research

Top 20 Institutions for Federal Research Spending (2012)





\$1.2 Billion

in annual federal
research dollars
injected into our
economy

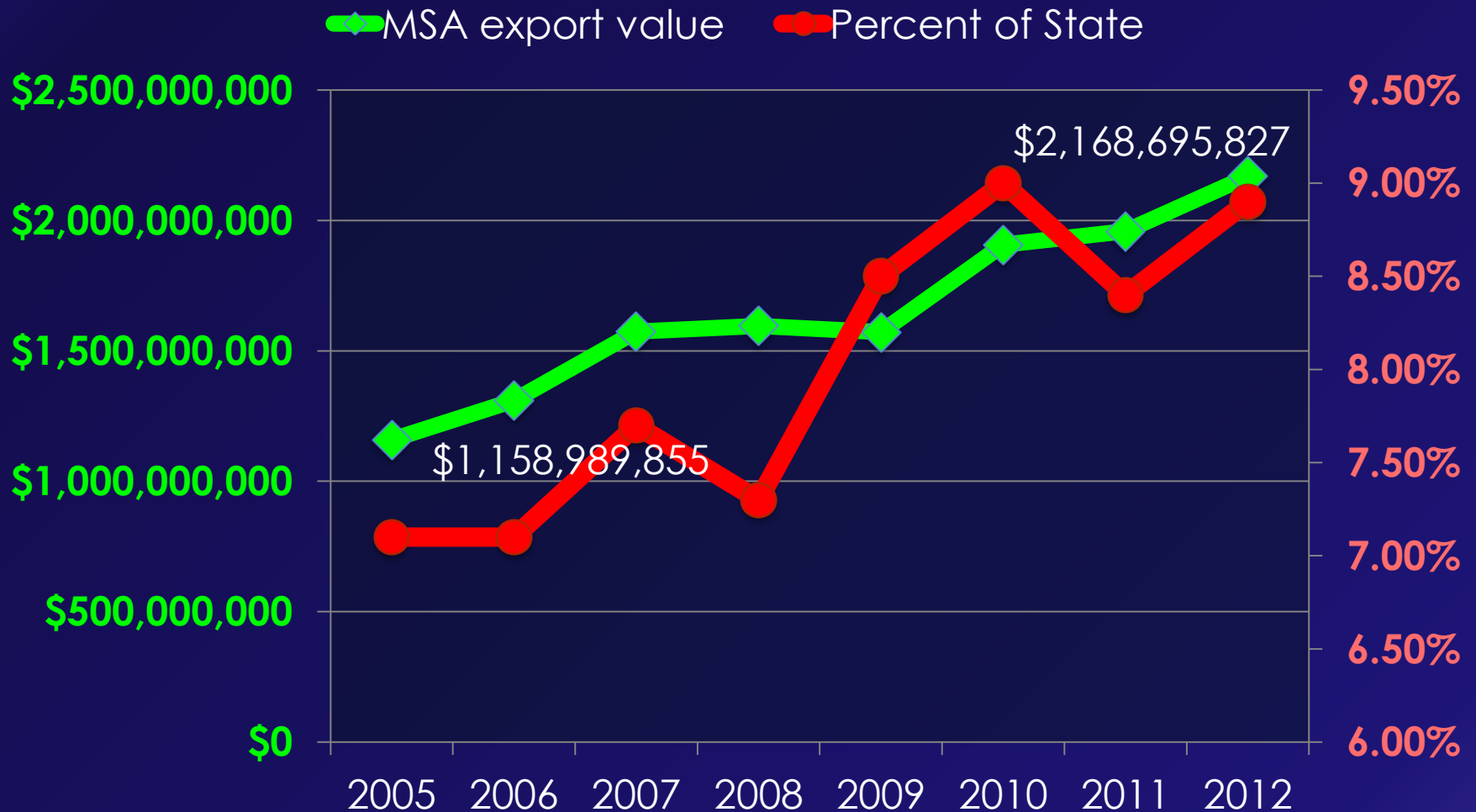
Can we do more
to leverage this
massive
investment into
economic
growth

?



We Are an Increasingly Globally-Engaged Economy

Exports from the Madison MSA



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

Data Summary





The Madison MSA exported

\$2.2 Billion

of goods & services in 2012



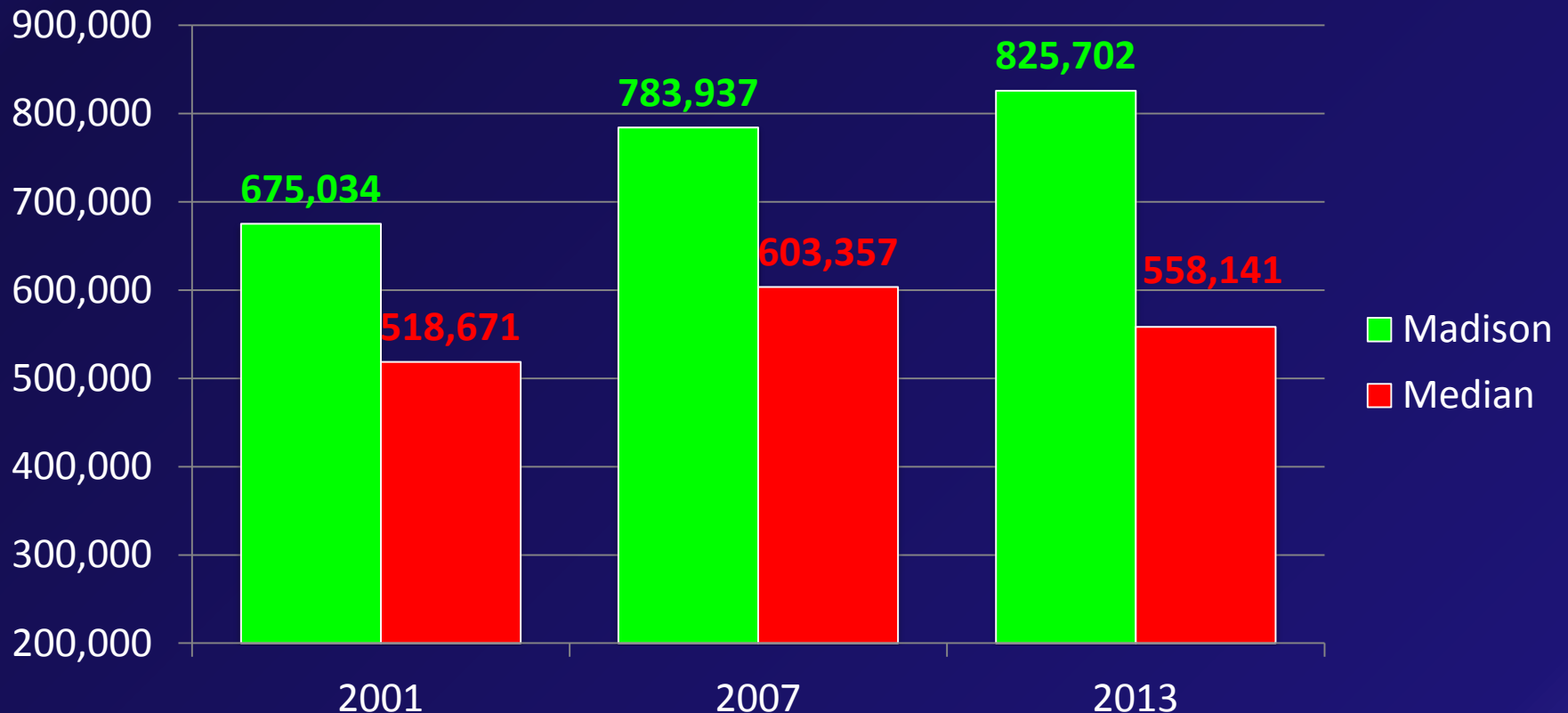
SOURCES: U.S. International Trade Administration
(ITA)

Data Summary



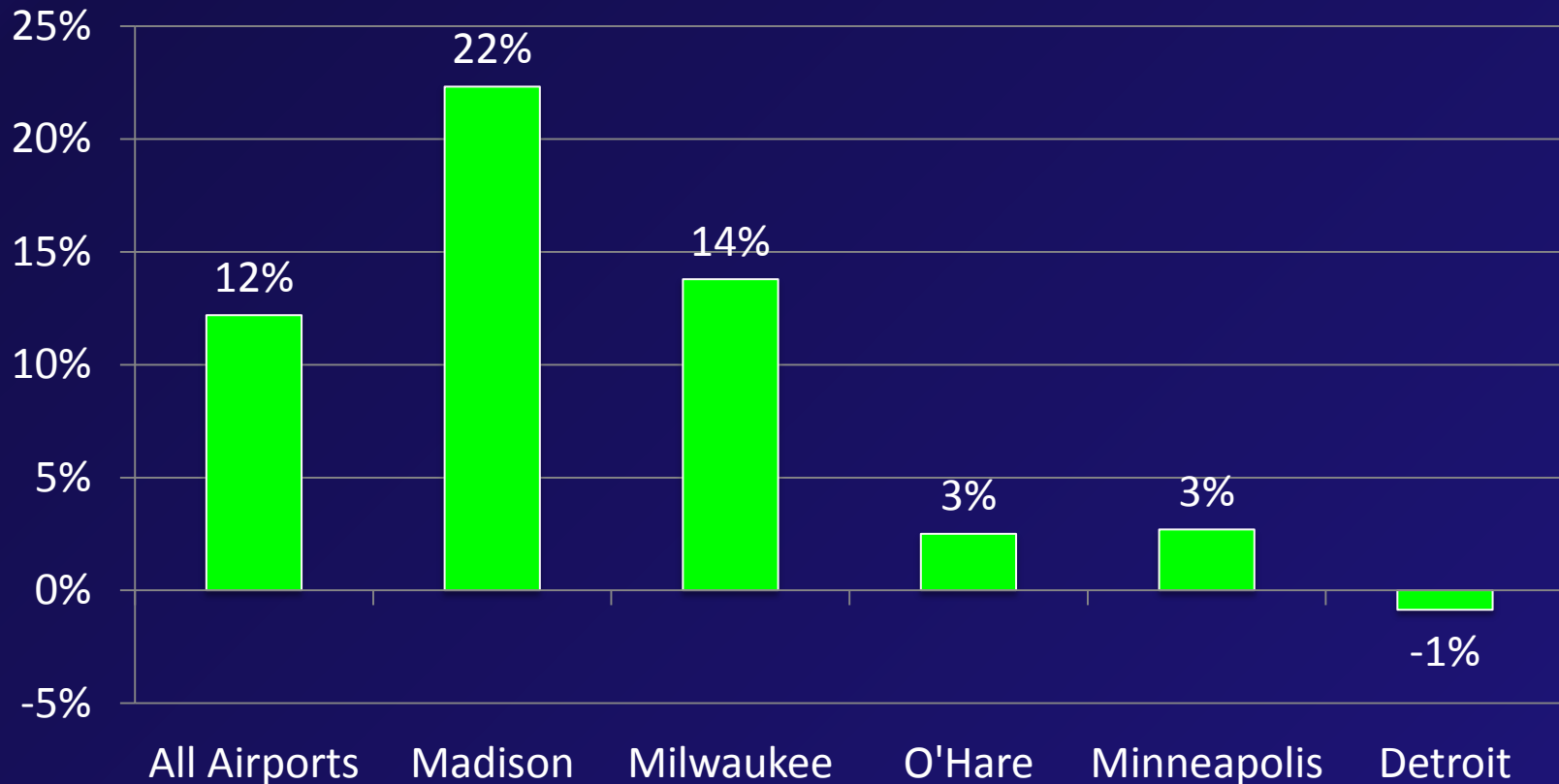
Dane County Airport is becoming more busy - Madison is an increasingly-connected economy and growing origin and destination for business travel

**Number of Passenger Boardings
(Madison and the Median 100,000+ Airport)**



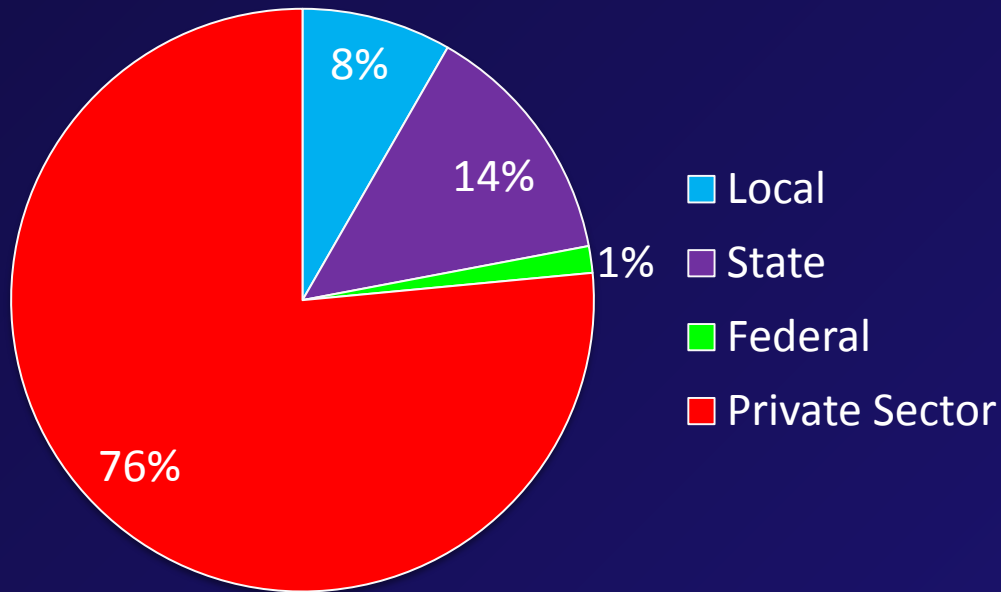
Dane County Airport is becoming more busy - Madison is an increasingly-connected economy and growing origin and destination for business travel

% Change in Airport Boardings (2001-2013)

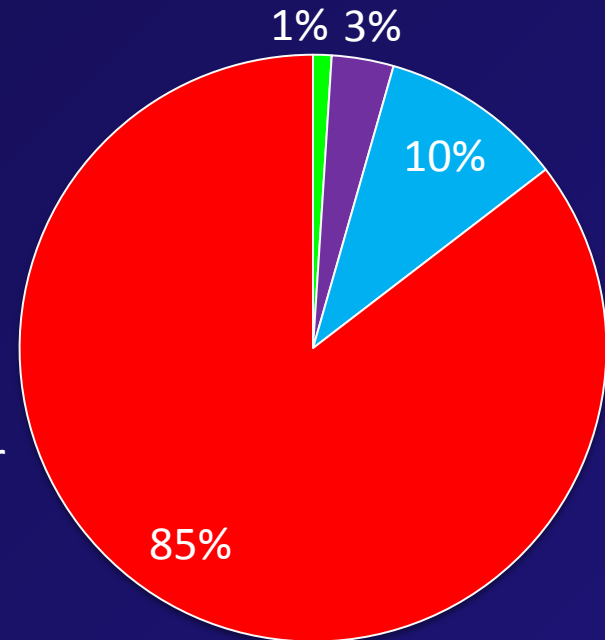


The Madison area is a Private Sector Driven Economy

Madison MSA



Wisconsin

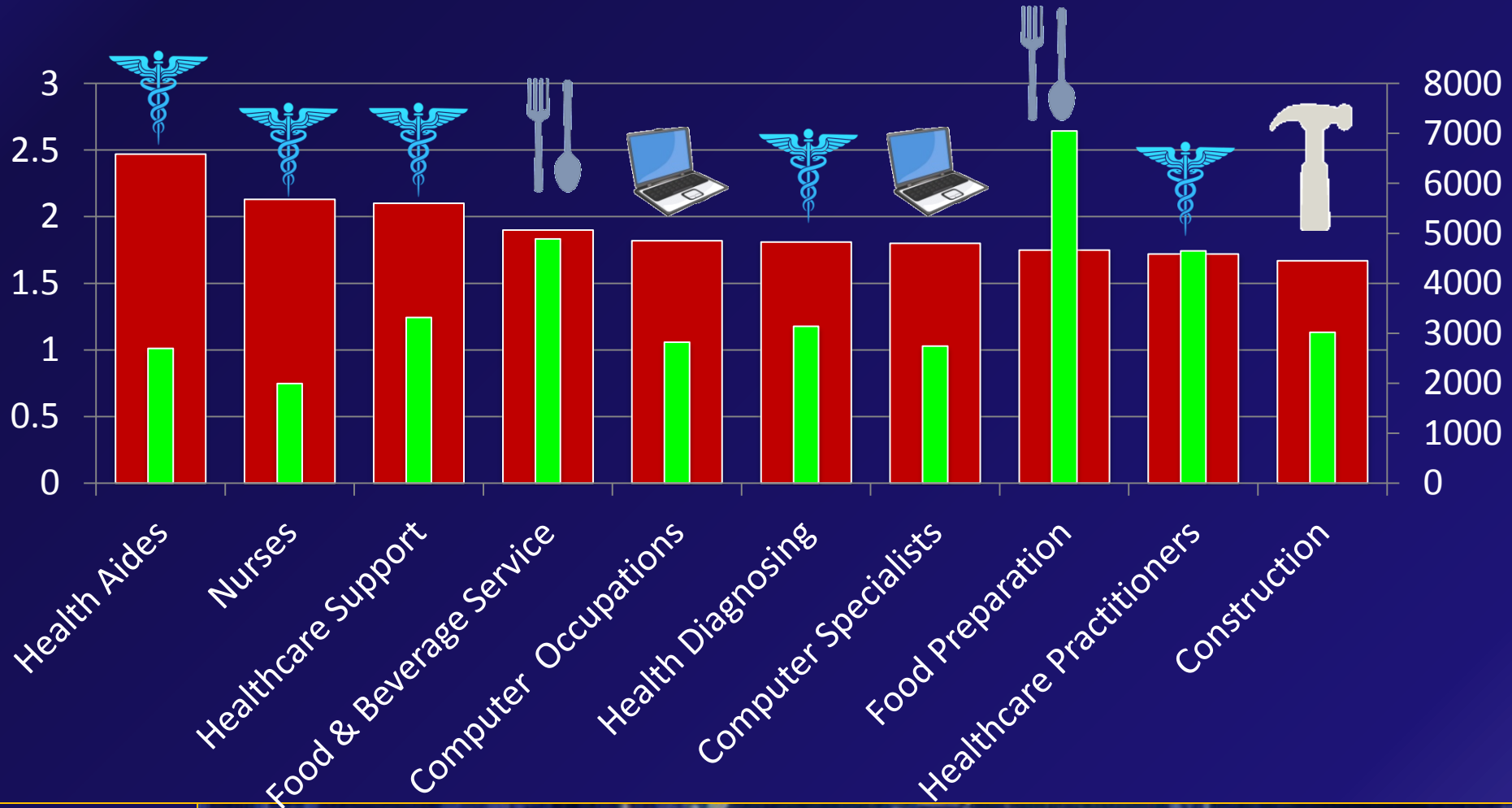


Job Projections by Occupation (2010-2020 DWD)

Top 10 Growth Occupations for Dane County



Healthcare, technology, food, and construction are driving our job growth



Dane County as % of Wisconsin

10% Population

12% Jobs

15% of GDP

16% of new businesses created since 2000

21% of newly patented inventions

73% of net new jobs created 2004-2014

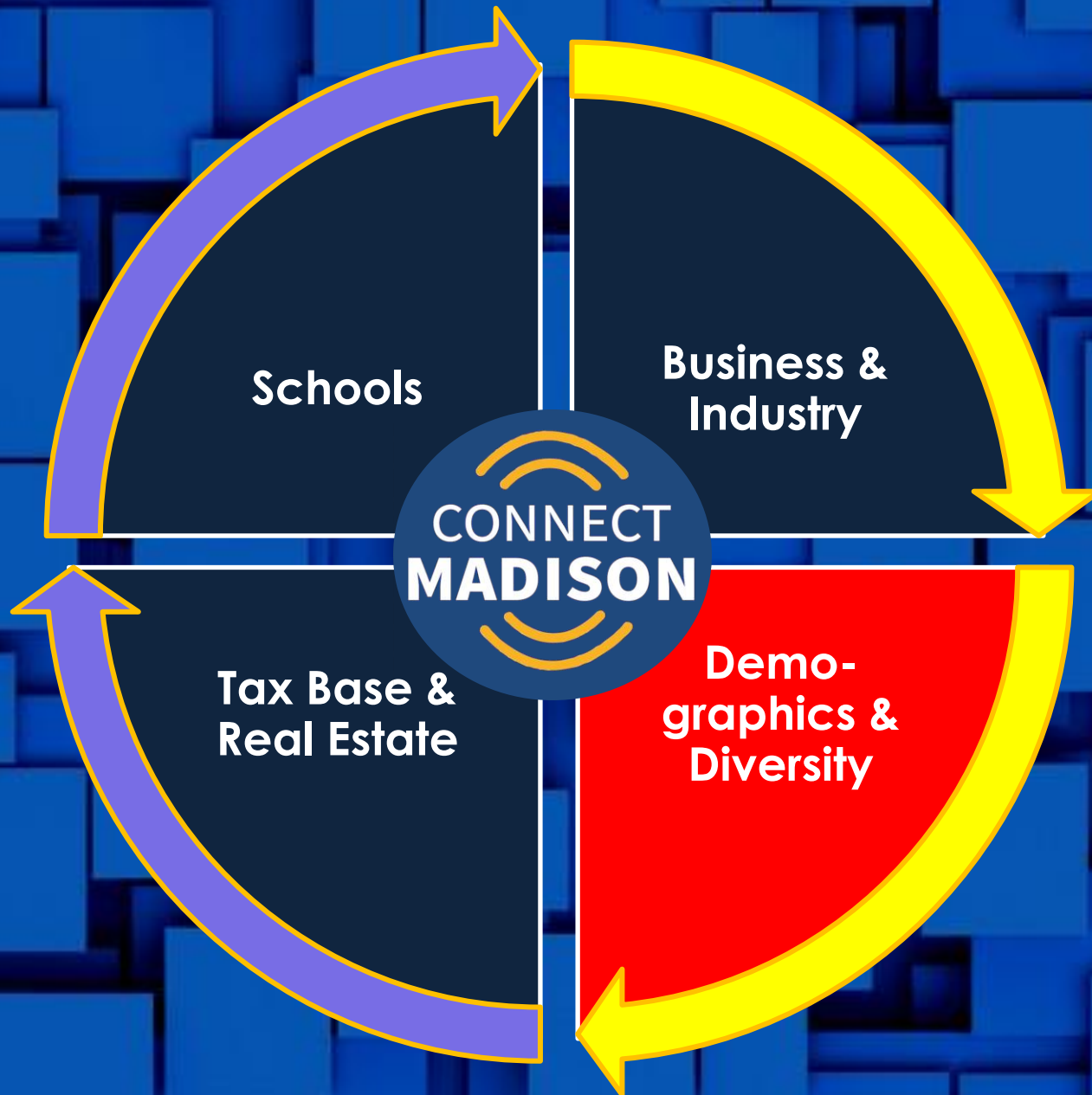
**Madison is
leading the
State's economy
forward**



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

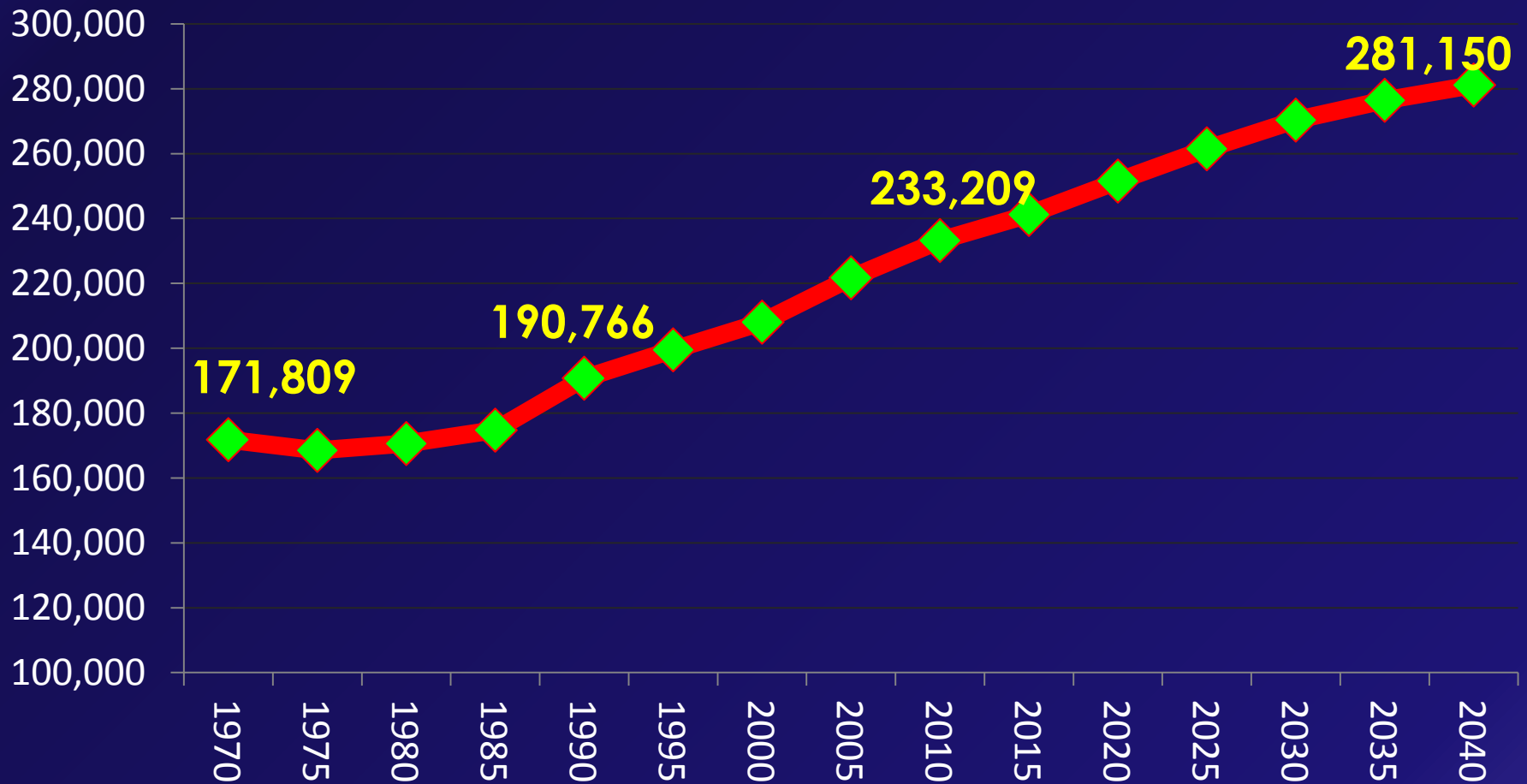
Data Summary





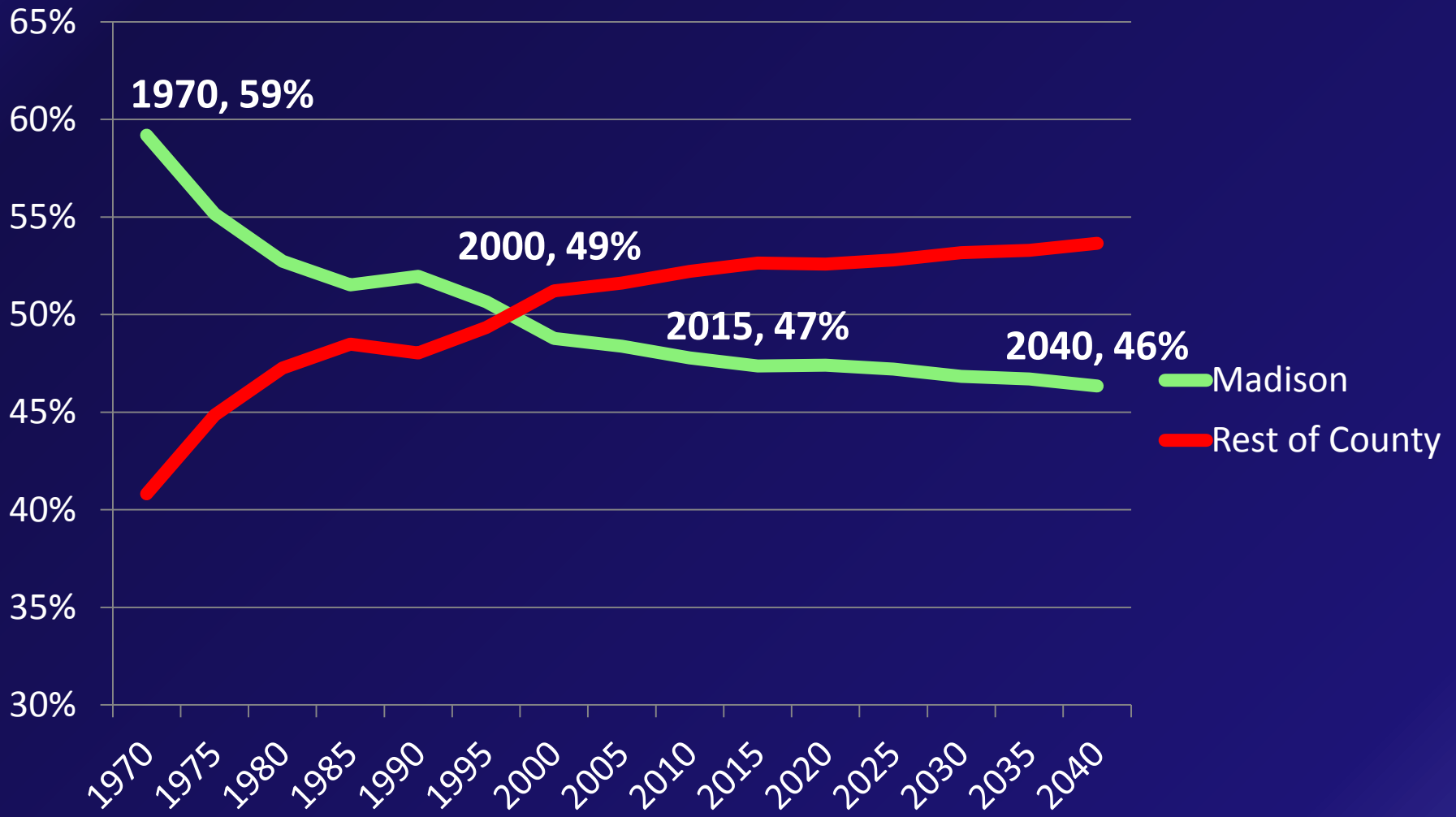
Madison's economy has grown steadily over the last 30 years and growth is projected to continue

Madison Population (1970-2040)



Madison is decreasing as a percentage of Dane County's total population

Madison and Non-Madison - % of Dane County Population



Madison gained
10,385

Madison leads the State in
attracting young professionals to
Wisconsin

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

Wisconsin lost
45,141



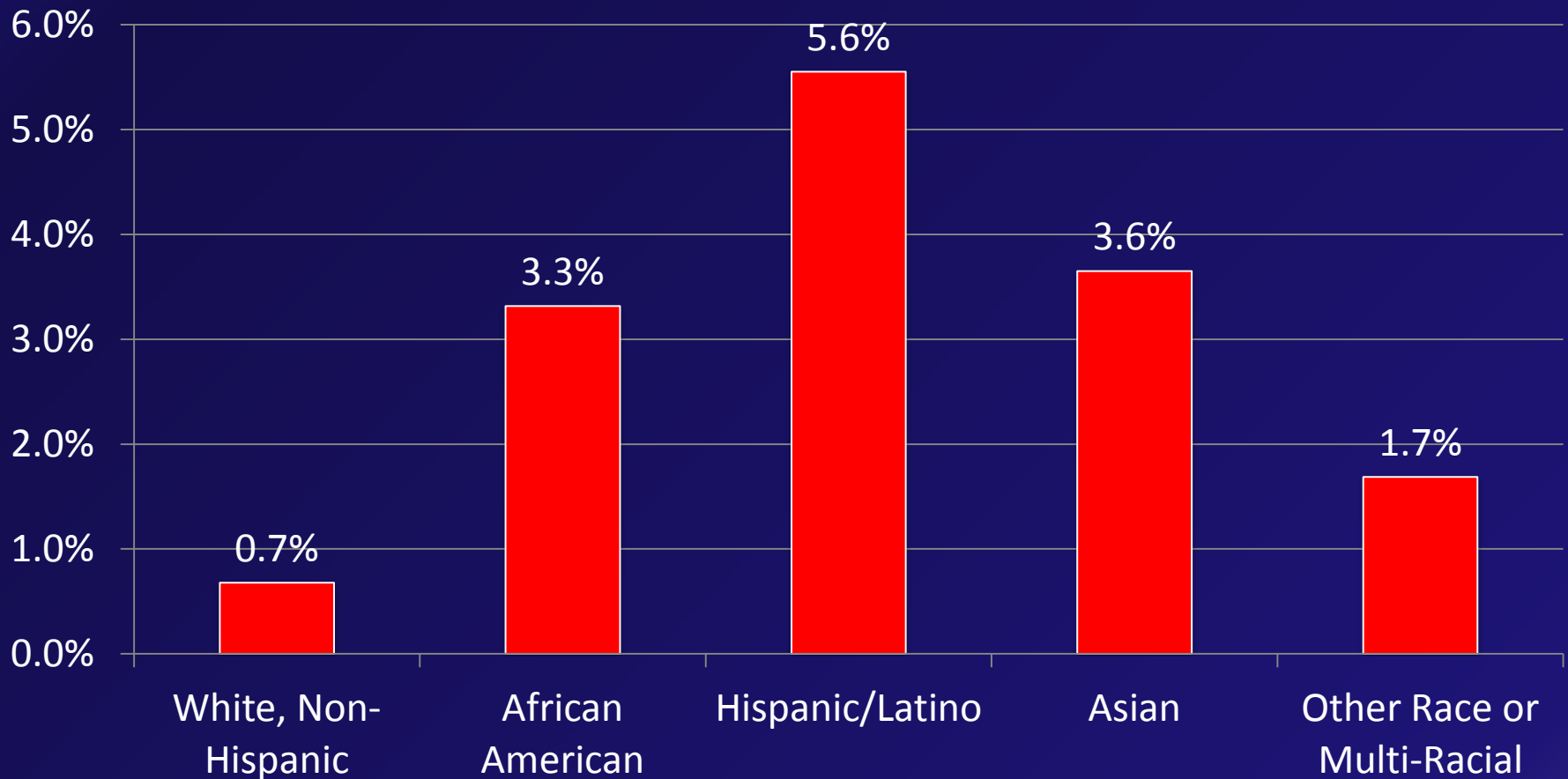
SOURCES: Census 2000 and 2010 DC

Data Summary



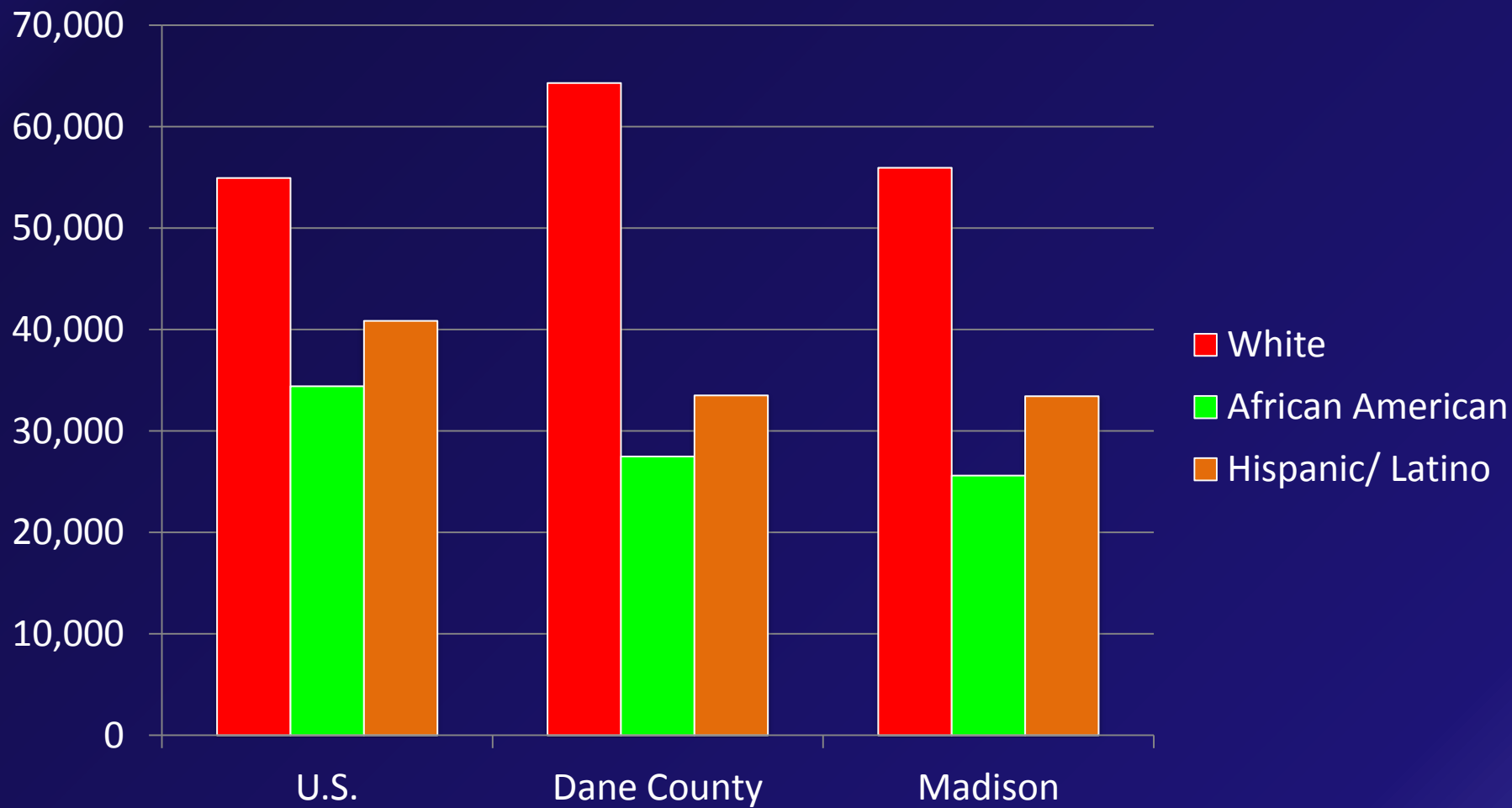
Madison's Future is Much More Diverse Than its Past

2000-2012 Annual Growth Rate



Madison has deep racial disparities in income

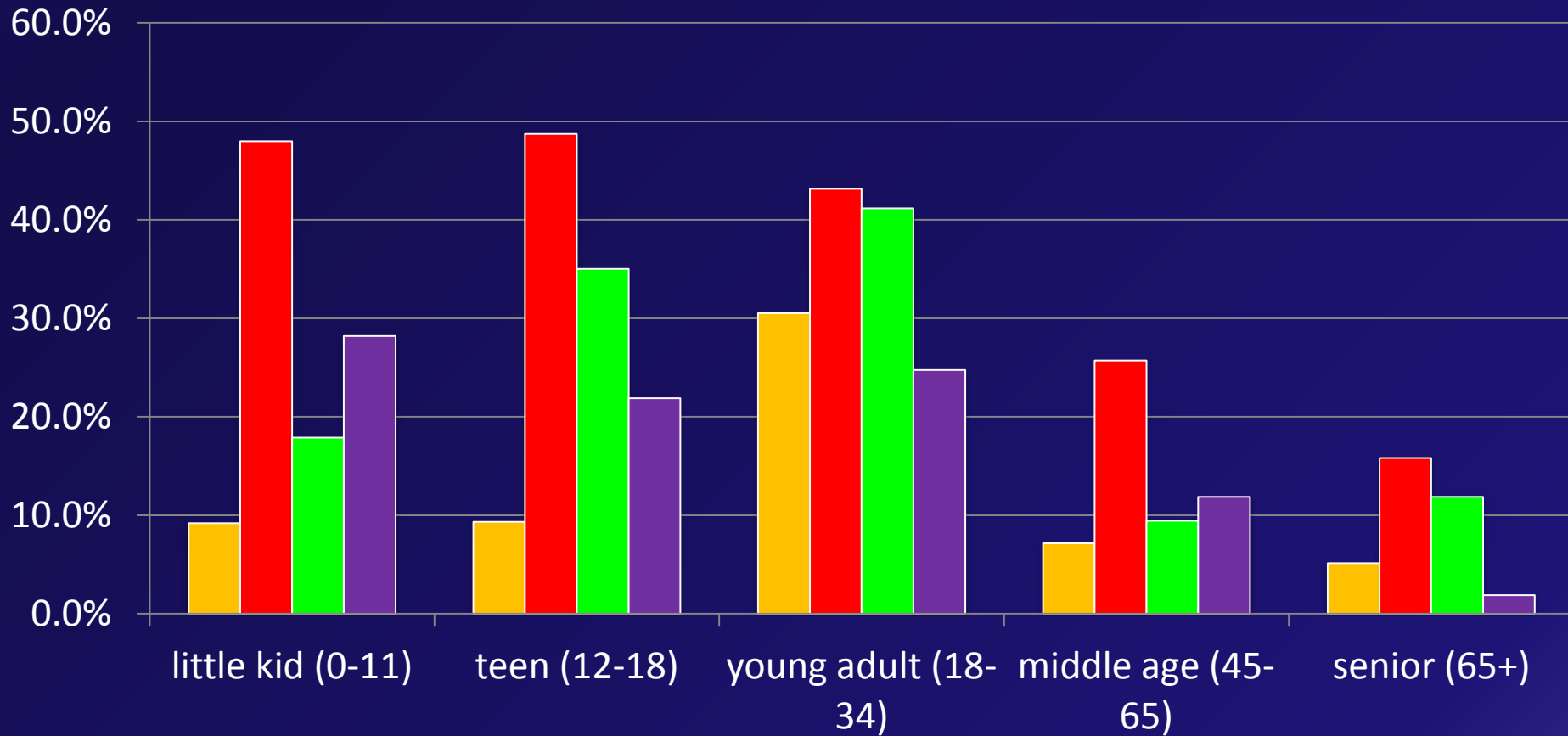
Median Household Income (2012 ACS)



Madison's youth of color suffer from high poverty rates

Poverty by Age/Race/Ethnicity (2012 ACS)

White African American Asian Hispanic/Latino



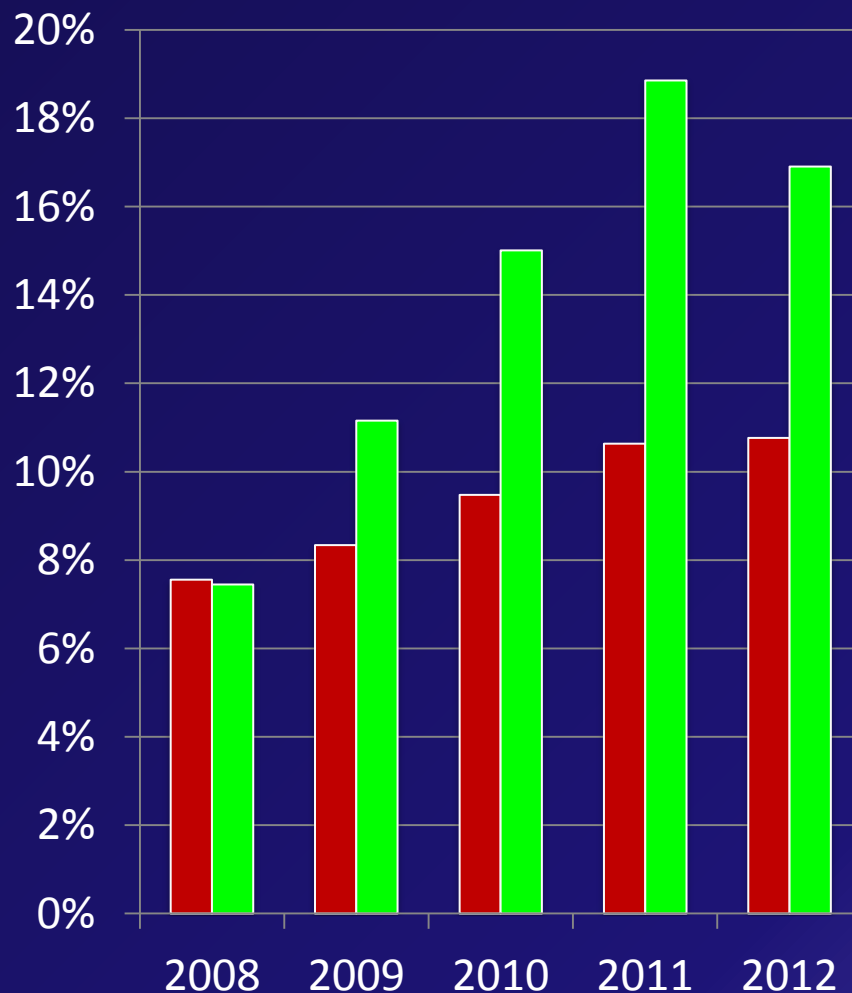
White Unemployment Rate

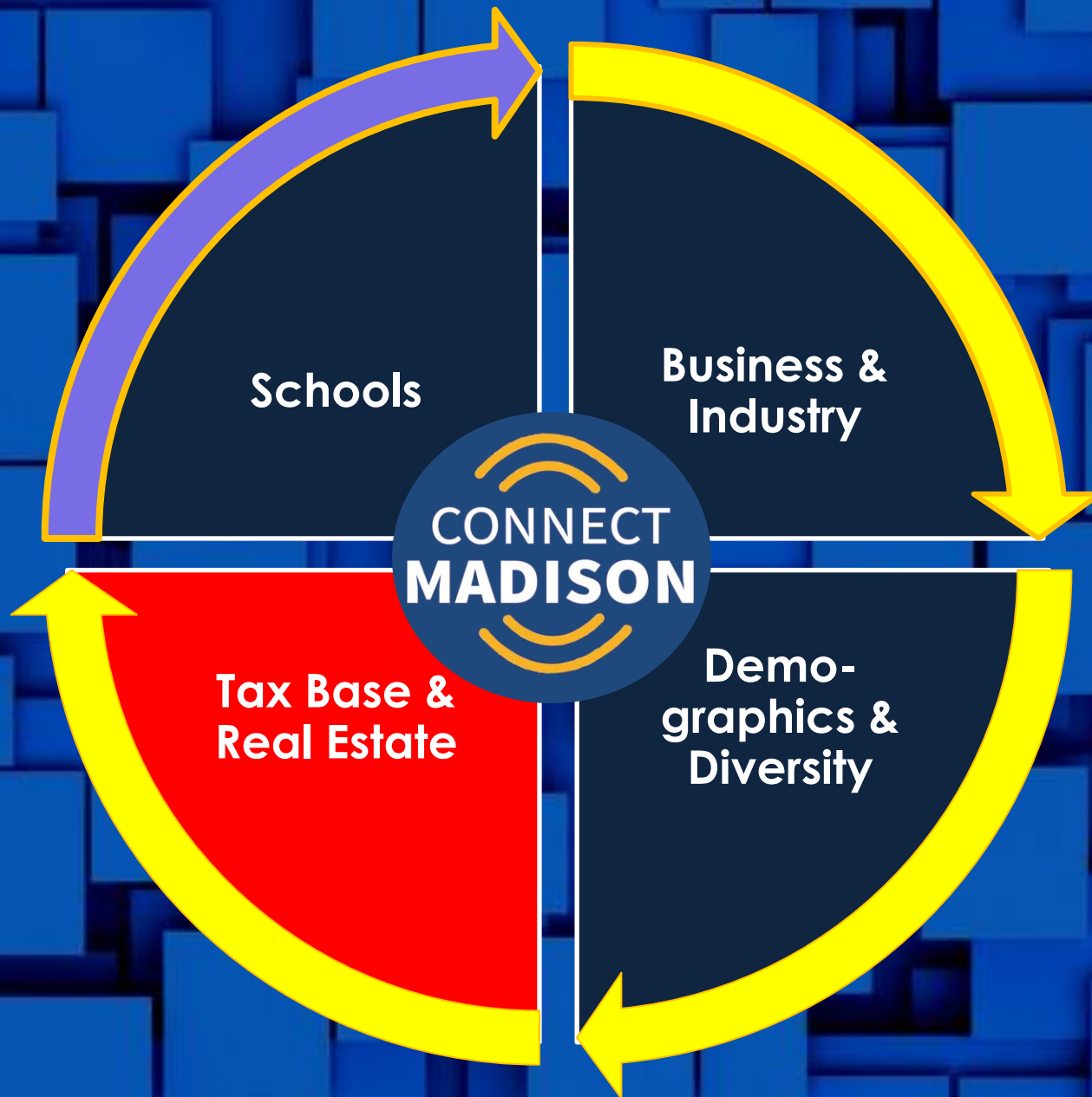
■ U.S. ■ Madison



African American Unemployment Rate

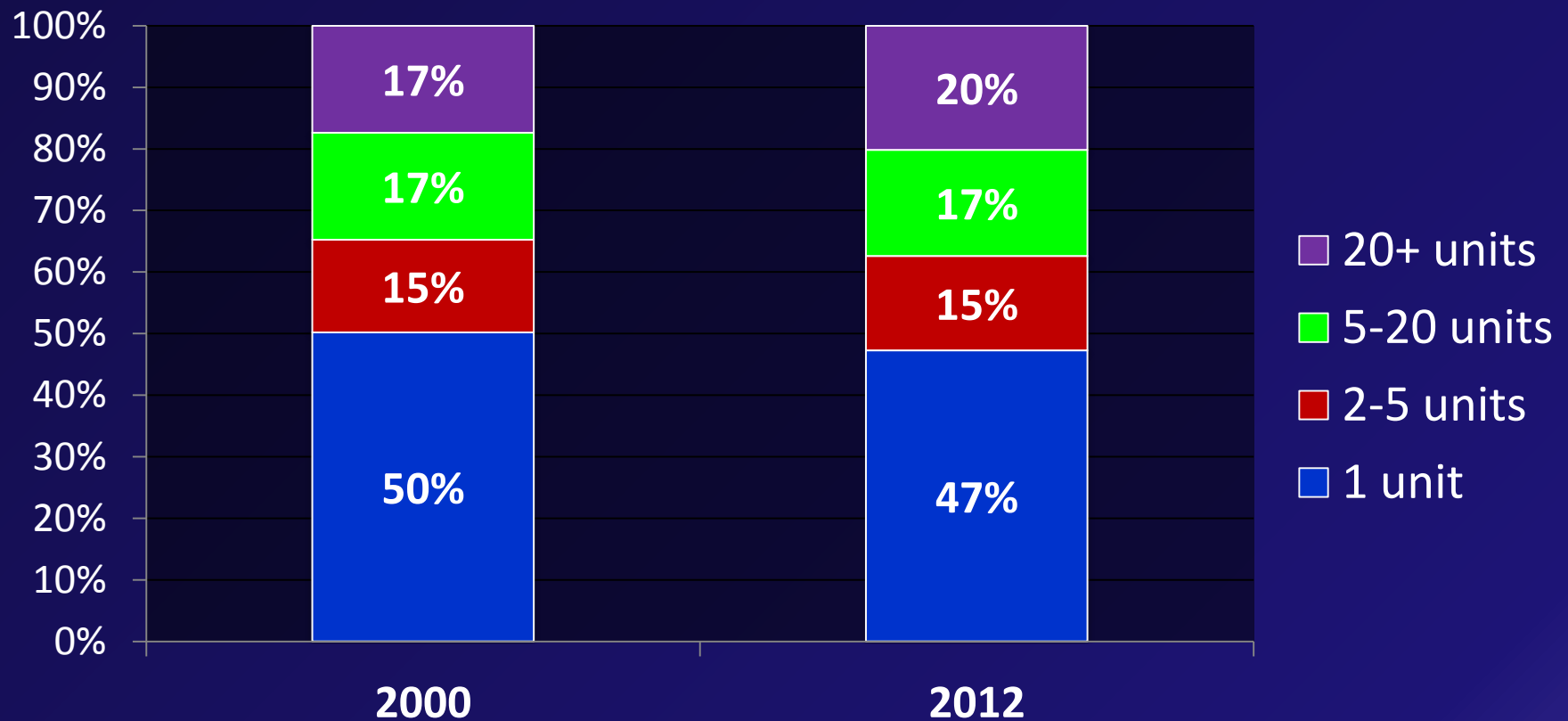
■ U.S. ■ Madison





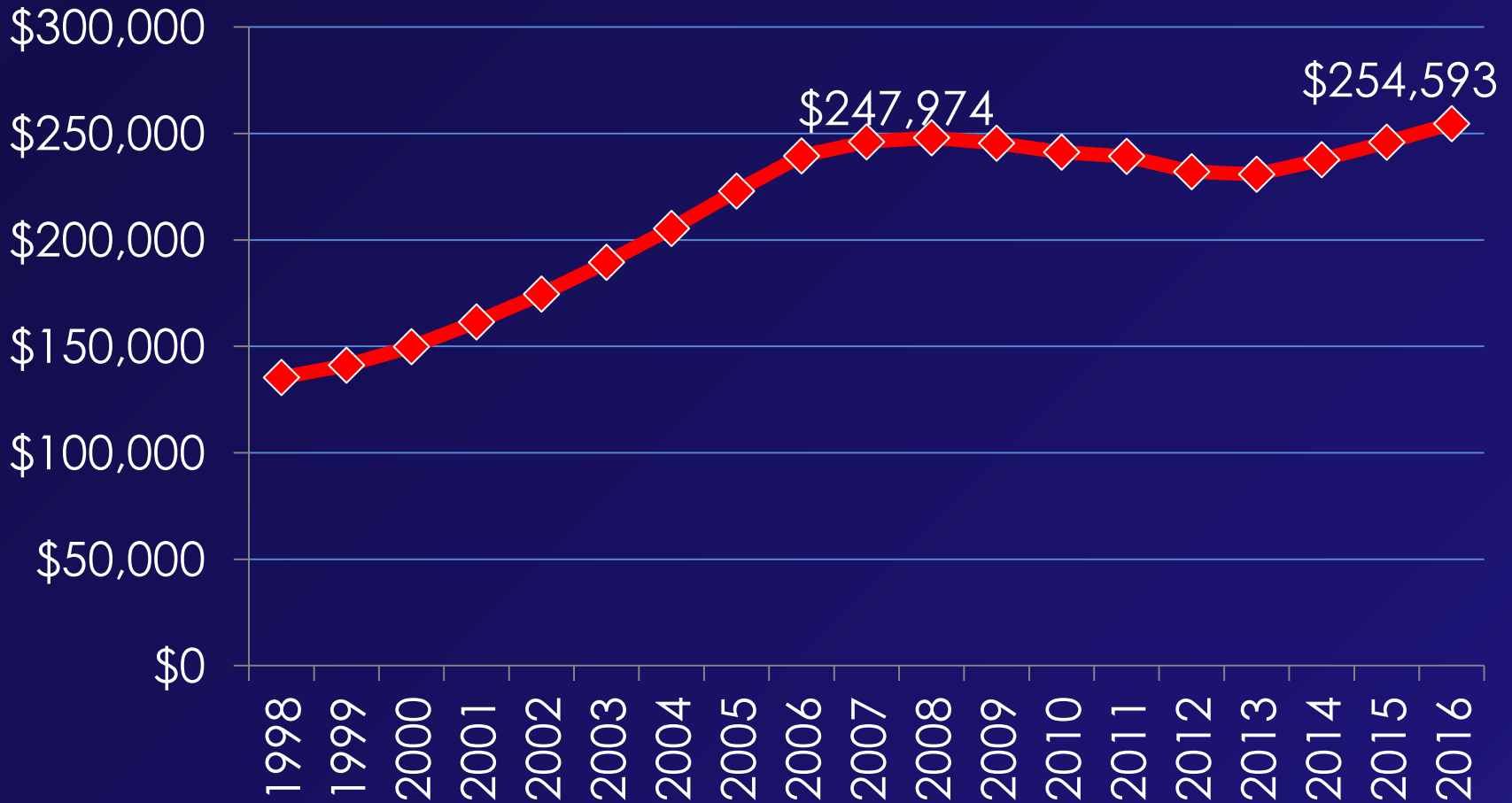
More and more of Madison's housing is within multi-family buildings

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



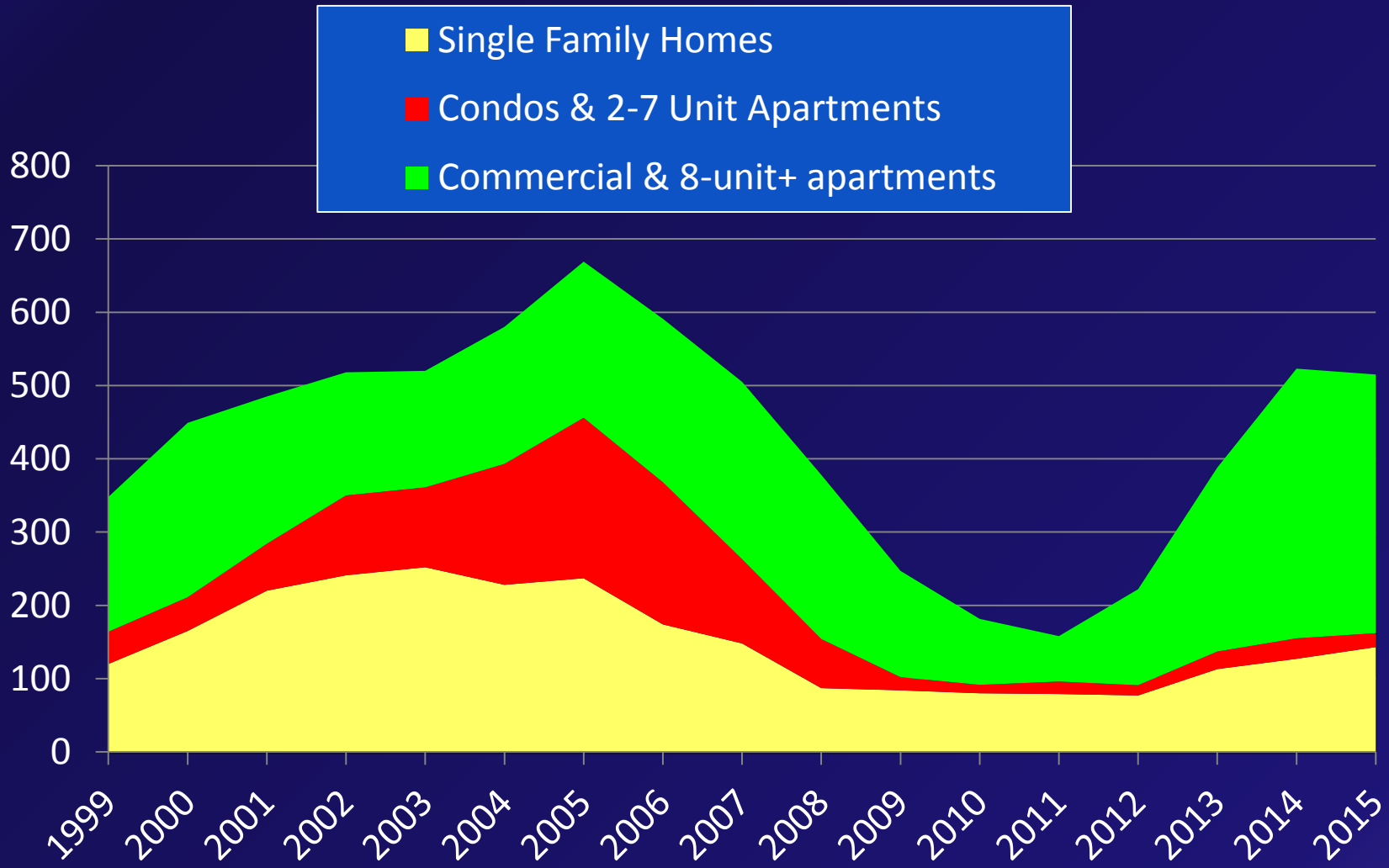
Madison's home values have recovered from the recession and are rising

Average Single Family Home Valuation



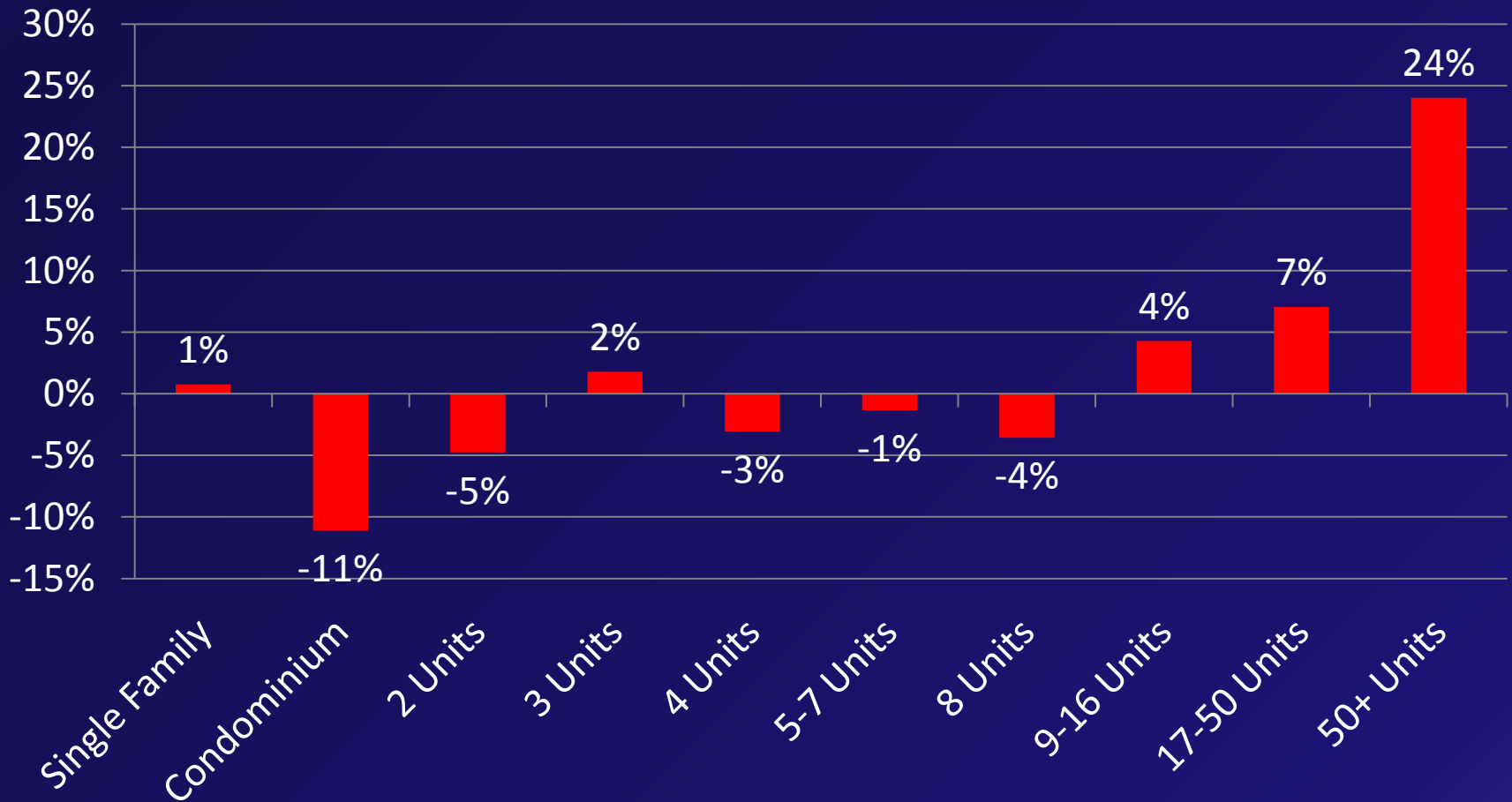
Madison's post-recession real estate market is driven by new apartment building construction

New Construction Added Value in \$m



Madison's post-recession real estate market is driven by new apartment building construction

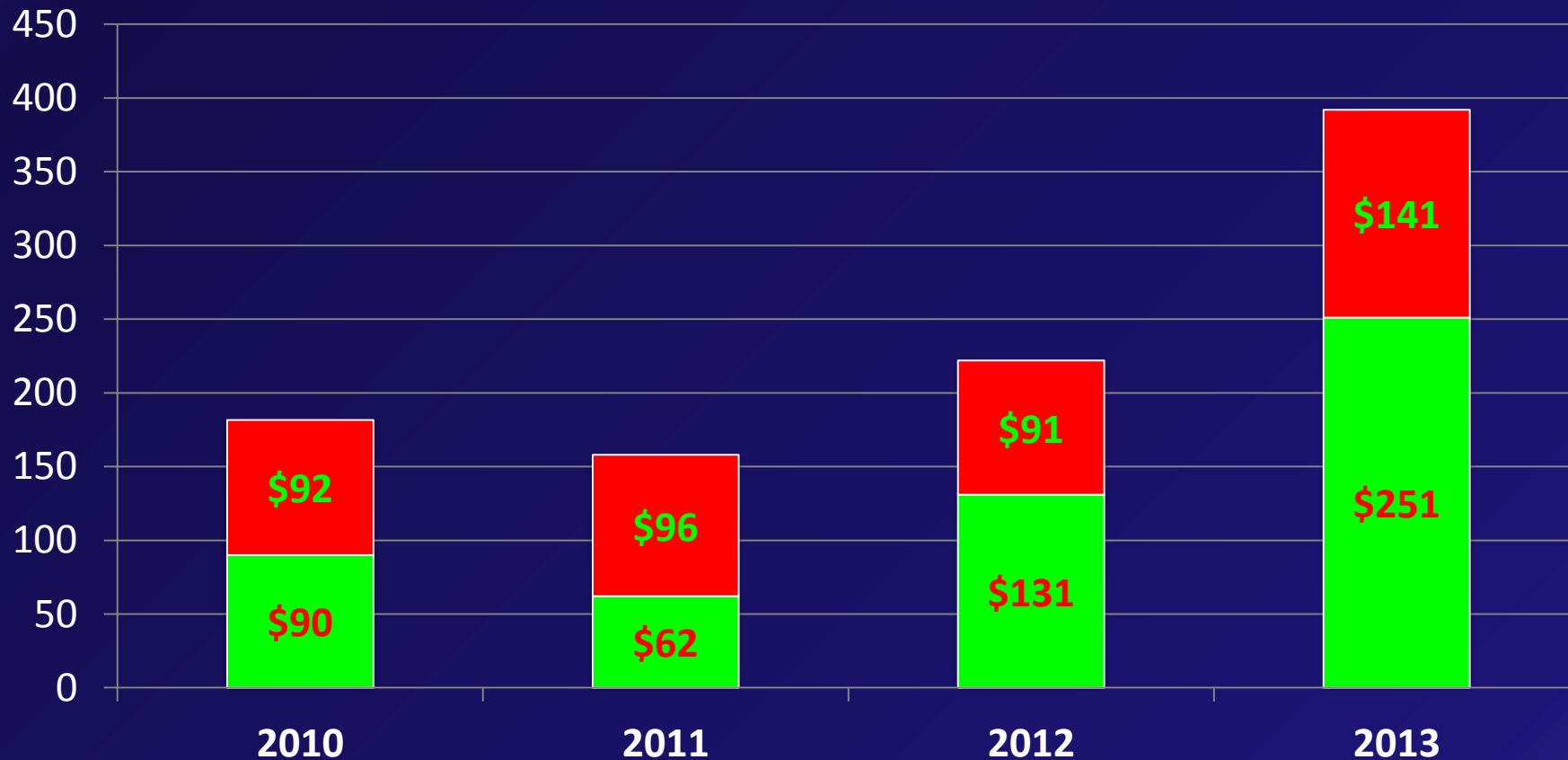
Post-Recession Percentage Change in Assessed Value by Housing Type (2010-2014)

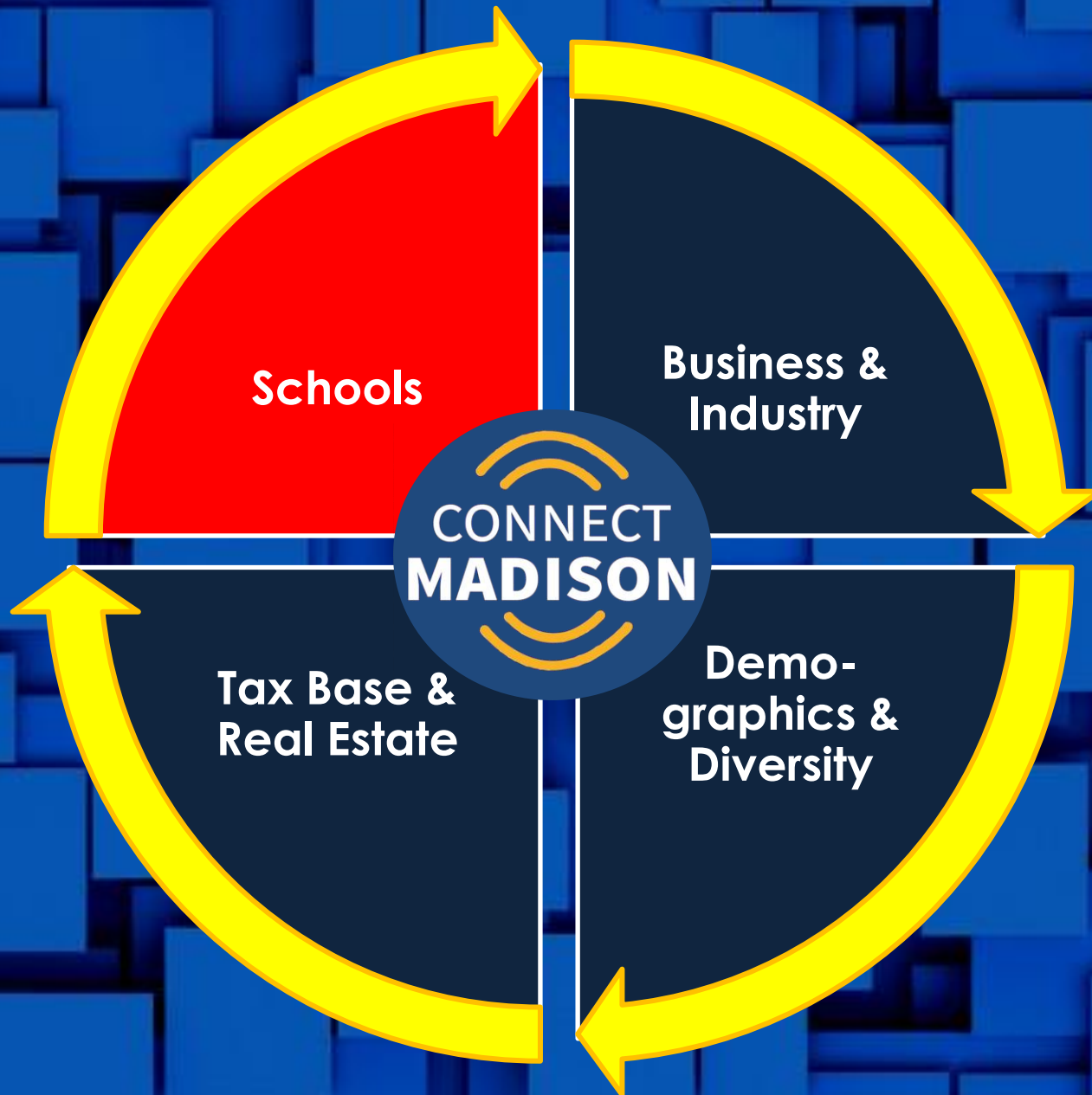


Madison's post-recession real estate market is driven by new apartment building construction

Total Value of New Construction (\$m)

■ Commercial (including 8-unit+ apartments) ■ Residential

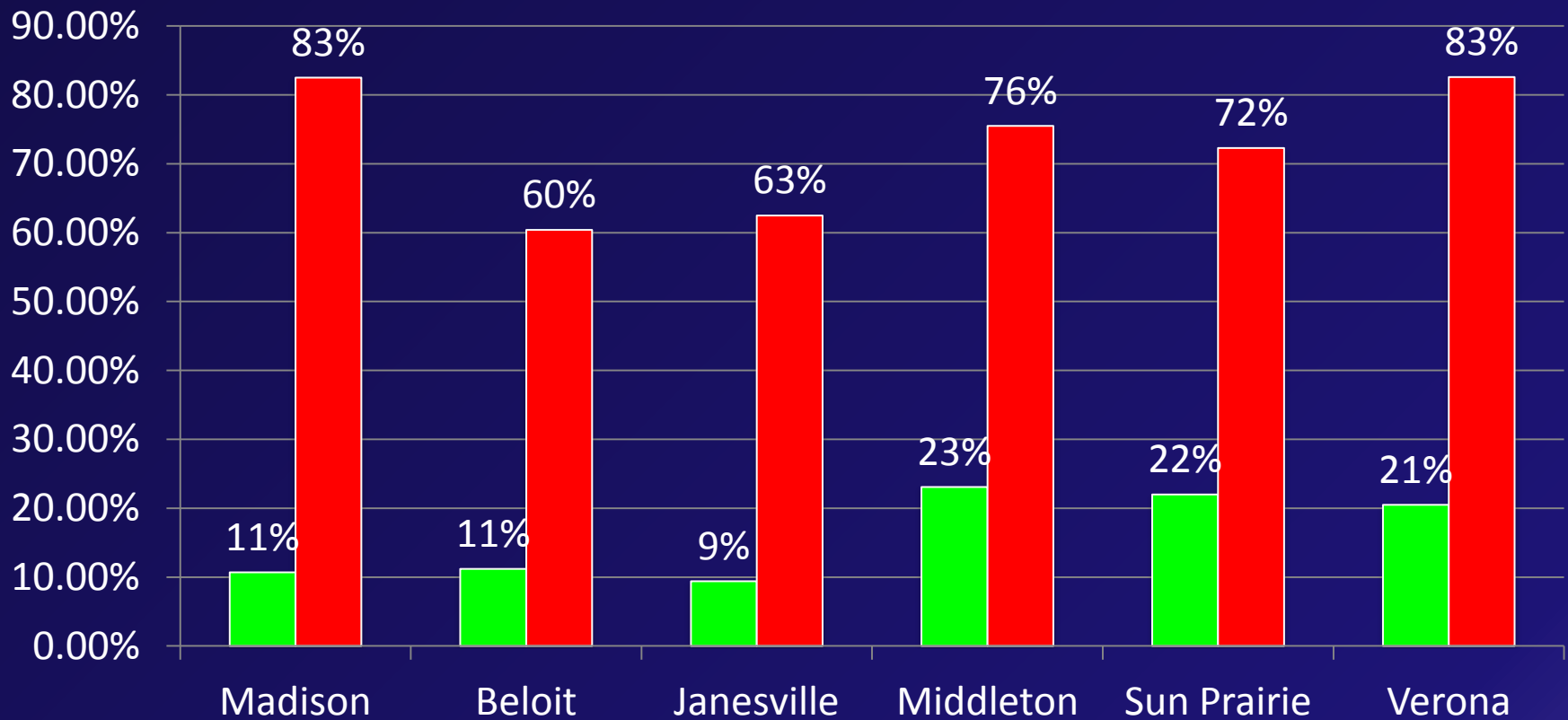




Madison's schools perform well and are competitive with surrounding communities

Advanced Placement Testing for HS (2011/12 School Year)

■ Students taking AP exams ■ % who pass



Madison's schools perform well and are competitive with surrounding communities

Average ACT Scores:

Madison: 24

Middleton: 25

Sun Prairie: 23

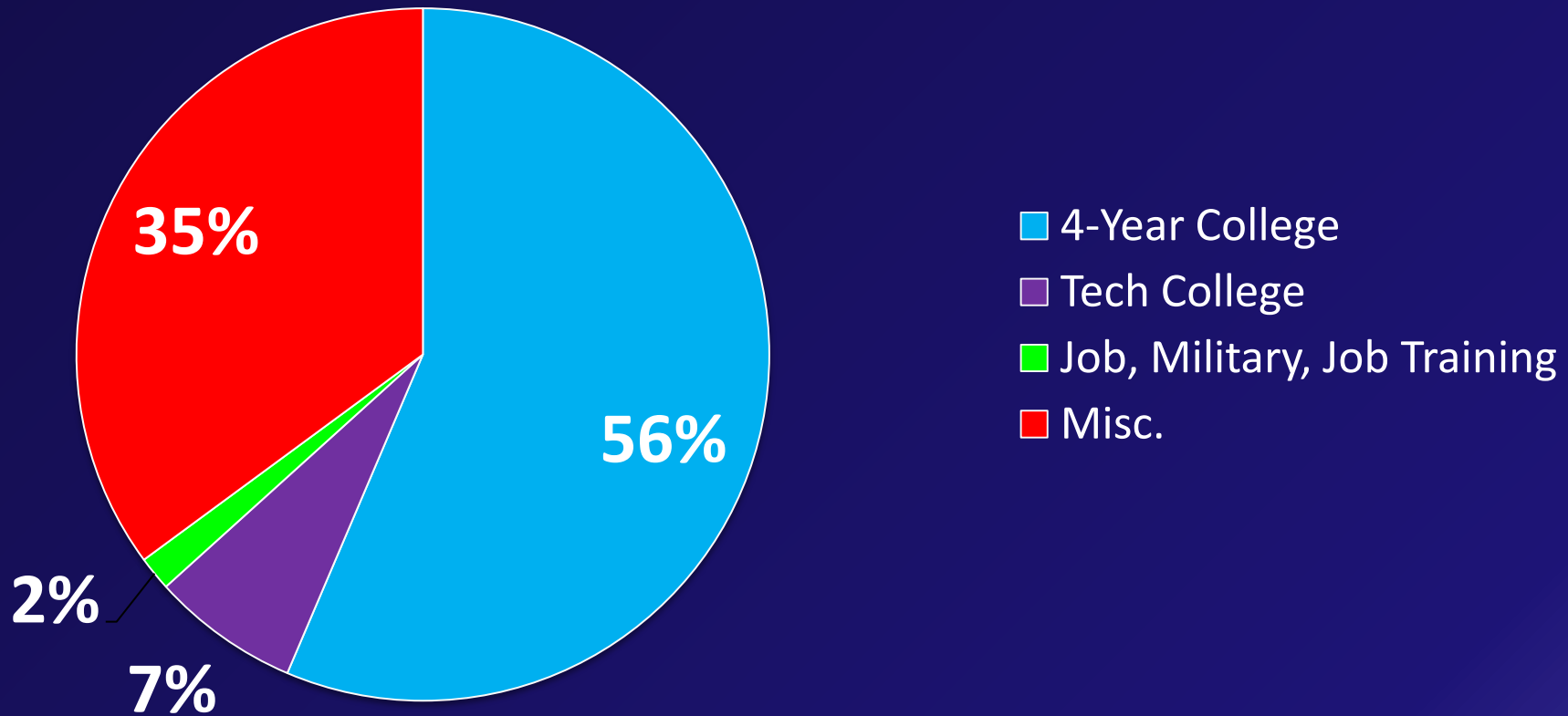
Verona: 23

State: 22

U.S: 21

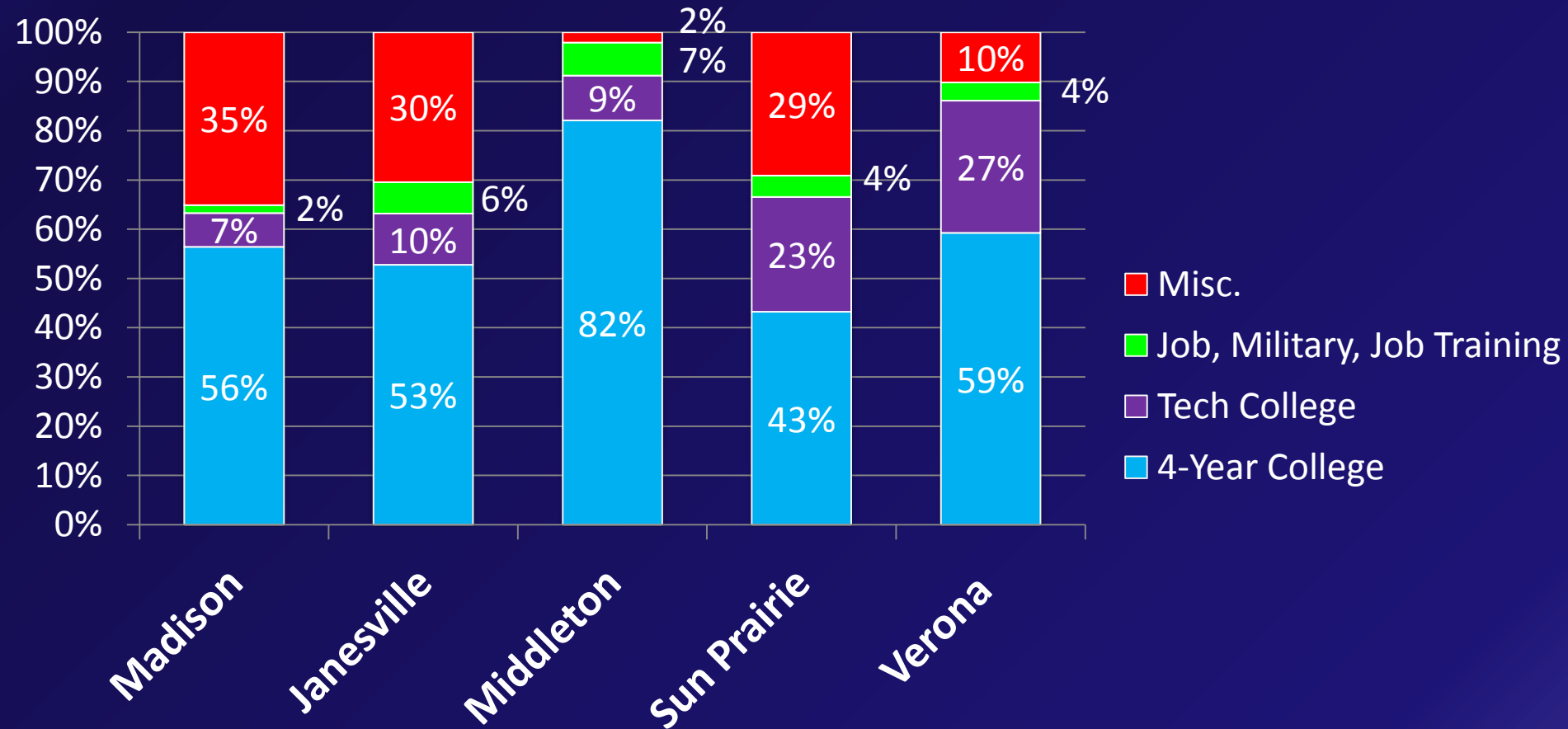
Many of Madison's graduating HS seniors don't have a plan for their future – we need more “pathways”

Post Graduation Plans for MMSD Seniors (2012)



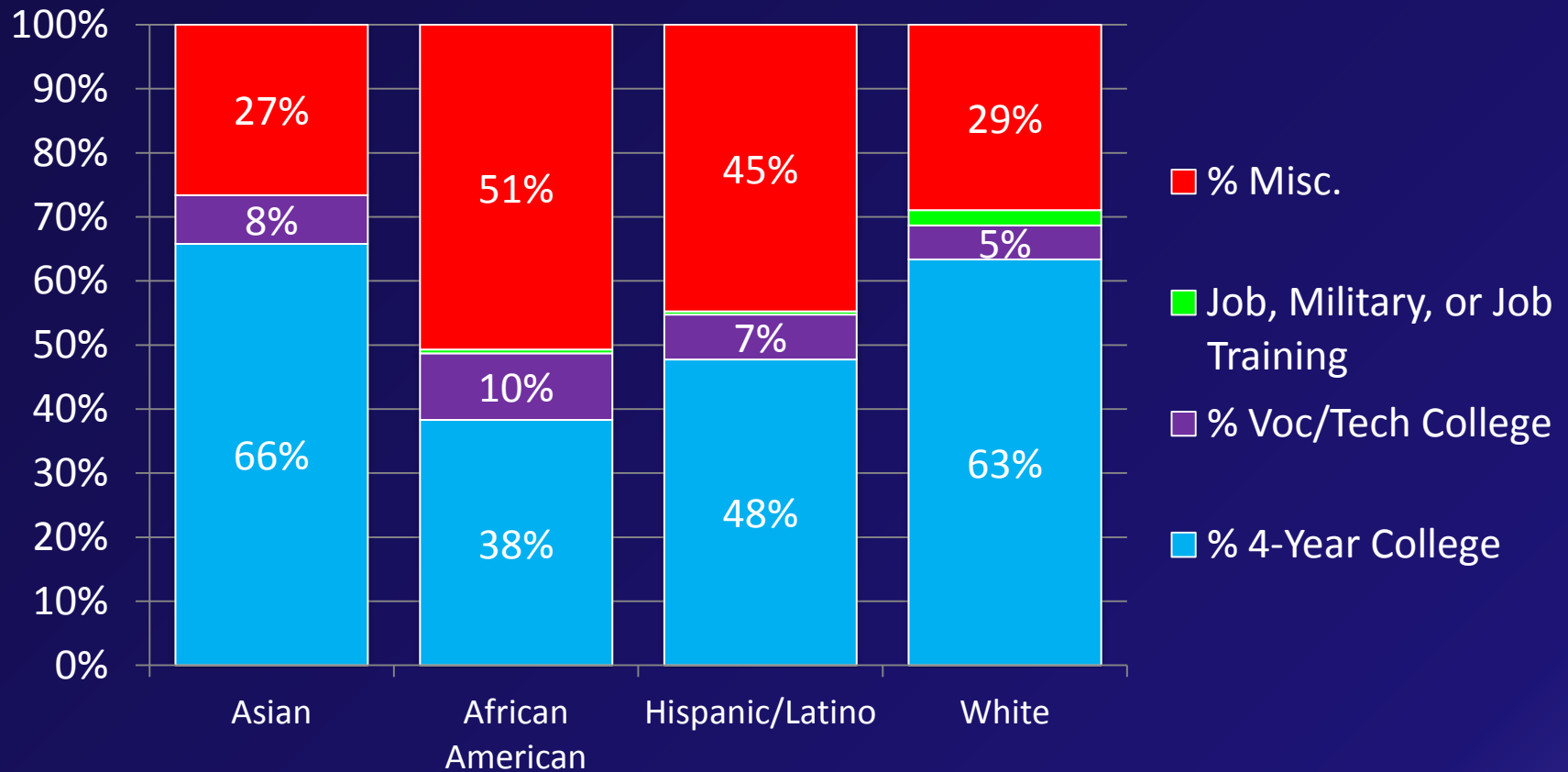
Many of Madison's graduating HS seniors don't have a plan for their future – we need more “pathways”

Post Graduation Plans



Madison's young people of color are particularly likely to graduate from high school without a plan for their future

Post Graduation Plans for MMSD 2011/12 HS Graduates





10 TAKEAWAYS FROM THE DATA

ASSETS & OPPORTUNITIES

1. Madison is an “Economic Engine” for Wisconsin – driving the state forward in job growth, business growth, and innovation
2. Madison’s economy is becoming more private-sector driven – most new jobs are in small businesses
3. We can do more to tap the UW as a driver of economic growth
4. Our high-growth sectors and future opportunities will come from intersections of biotechnology, information technology, food systems, and healthcare
5. Madison’s economy is changing rapidly

CONCERNS & CHALLENGES

1. We need a more diverse and growing tax base with development throughout the city
2. We need to monitor and support perimeter neighborhoods
3. The region’s economy has become very reliant of EPIC for net new jobs growth
4. For our long term local economy to succeed, more of Madison’s young people of color need to find pathways into the workforce
5. Madison needs to address racial disparities in income and opportunity

