

## (F) Economic Development Information

### 1. ANALYSIS OF EMPLOYMENT AND ECONOMIC BASE

#### Employment of Town Residents

Although a significant portion of the Town's lands is in agricultural use, data collected from the US Census show that only a relatively small portion of the Town's residents is employed in an agricultural-related occupation. Over half of Vienna's residents work in professional, sales, or office occupations.

**Figure 27 – Vienna Resident Employment by Occupation, 2000**

	Count	%
Managerial and Professional specialty occupations	265	33.21%
Service occupations	81	10.15%
Sales and office occupations	204	25.56%
Farming, fishing and forestry occupations	27	3.38%
Construction, extraction and maintenance occupations	113	14.16%
Production, transportation and material moving occupations	108	13.53%

*Source: US Census Bureau*

Agriculture-related industries employ just over 12% of the Town's workforce. Those employed by mining activities are also included in this category. Employment of Town residents is dispersed among several different industries.

**Figure 28 – Vienna Resident Employment by Industry, 2000**

	Count	%
Agriculture, forestry, fishing and hunting and mining	96	12.03%
Construction	92	11.53%
Manufacturing	110	13.78%
Wholesale trade	24	3.01%
Retail trade	76	9.52%
Transportation and warehousing, and utilities	27	3.38%
Information	17	2.13%
Finance, insurance, real estate, and rental and leasing	77	9.65%
Professional, scientific, management, administrative, and waste management services	64	8.02%
Educational, health and social services	124	15.54%
Arts, entertainment, recreation, accommodation, and food services	17	2.13%
Other services	27	3.38%
Public Administration	47	5.89%

*Source: US Census Bureau*

### Analysis of Local Industries

The previous section looked at employment statistics for Town residents. This section of the analysis looks at employment statistics for industries located in the Vienna area. The local area is being defined as the four zip codes that make up and immediately surround the Town. Thus this analysis shows employment for businesses located within the Town of Vienna, as well as parts of Waunakee, Deforest, and Dane.

The analysis shows that in this part of Dane County, a significant level of employment is found in the manufacturing sector. Roughly 32% of employees that work in the Vienna area report working in this industry. Local construction and retail industries are also significant employers located in or near Vienna.

**Figure 29 – Employment Statistics for Businesses Located Vienna Area, 2000**

Industry	Number of Establishments	Estimated Number of Employees	Percent of Total Employment
Forestry, fishing, hunting, and agriculture services	1	175	2%
Mining	1	70	1%
Utilities	72	72	1%
Construction	162	1347	15%
Manufacturing	51	2957	32%
Wholesale trade	35	459	5%
Retail trade	66	1010	11%
Transportation & warehousing	45	491	5%
Information	4	52	1%
Finance & insurance	33	265	3%
Real estate & rental & leasing	18	59	1%
Professional, scientific & technical servi	44	222	2%
Admin	42	353	4%
Educational services	6	50	1%
Health care and social assistance	52	548	6%
Arts, entertainment & recreation	9	56	1%
Accommodation & food services	43	602	7%
Other services	68	372	4%
Auxiliaries	35	35	0%
Unclassified establishments	758	10	0%

Source: County Business Patterns, 2000

## 2. UNEMPLOYMENT RATE

**Figure 30 – Dane County Unemployment Rate**

	1990	1995	1999	2000	2001
Labor Force	217,063	247,984	258,594	262,802	272,673
Employed	212,610	243,566	255,056	258,427	267,116
Unemployed	4,453	4,418	3,538	4,375	5,557
Unemployment Rate	2.1%	1.8%	1.4%	1.7%	2.0%

Source: WIDWD

The above table shows unemployment statistics for Dane County. Recent figures reflect state and national increases in unemployment. Historically, employment statistics in Dane County often show lower unemployment rates than state trends, largely due to the higher percentage of government and university-related employment in the City of Madison.

## 3. EMPLOYMENT PROJECTIONS

The following state employment projections have been prepared by the Wisconsin Department of Workforce Development.

**Figure 31 – Wisconsin Employment Projections**

Industry Title	1998 Count	2008 Projection	Change	% Change
Total All Industries (1)	2,907,690	3,295,820	388,130	13.3%
Agricultural Services, Total	13,830	18,280	4,450	32.2%
Mining, Total	2,750	2,700	(50)	-1.8%
Construction, Total	112,530	124,800	12,270	10.9%
Manufacturing, Total	616,720	642,200	25,480	4.1%
Durable Goods Manufacturing, Total	377,870	391,000	13,130	3.5%
Nondurable Goods Manufacturing, Total	238,850	251,200	12,350	5.2%
Transportation, Total	107,930	120,420	12,490	11.6%
Communications	17,950	20,660	2,710	15.1%
Utilities and Sanitary Services	16,680	16,600	(80)	-0.5%
Wholesale and Retail Trade, Total	609,470	672,300	62,830	10.3%
Wholesale Trade, Total	136,410	152,800	16,390	12.0%
Retail Trade, Total	473,060	519,500	46,440	9.8%
Finance, Insurance, and Real Estate, Total	143,780	163,800	20,020	13.9%
Services, Total	1,097,070	1,327,500	230,430	21.0%
Government, Total	168,970	186,560	17,590	10.4%

Source: State Department of Workforce Development

**Figure 32 – State of Wisconsin Employment Projections by Occupation**

Occupational Title	1998	2008	Growth	% Change
Total, All Occupations	2,907,690	3,295,820	388,130	13.30%
Exec, Admin, Managerial Occs	202,930	229,980	27,050	13.30%
Professional Specialty Occs	582,570	708,600	126,030	21.60%
Marketing & Sales Occupations	319,440	358,840	39,400	12.30%
Admin Support & Clerical Occupations	437,010	474,220	37,210	8.50%
Service Occupations	464,870	528,870	64,000	13.80%
Agriculture/Forestry/Fishing Occs	30,160	36,900	6,740	22.30%
Precision Production/Craft/Repair Occs	325,890	355,430	29,540	9.10%

Source: State Department of Workforce Development

## 5. STRENGTHS AND WEAKNESSES FOR ATTRACTING BUSINESS

### Strengths

- Access to the Dane County Workforce
- Lower Taxes
- Proximity to Madison, Middleton, DeForrest, Lodi, and Waunakee
- Direct Access to I-90/94
- Proximity to the University of Wisconsin
- Excellent quality of life – a rural lifestyle with the amenities of an urbanized area
- Served by good school districts
- Access to excellent health care
- Access to utilities and telecommunications
- High level of traffic passes through the area
- Infrastructure
- Commercial area master plan

### Weaknesses

- Limited land available for commercial or industrial uses
- Business parks in other communities.
- Limited financial incentives for business development
- Proximity to other Municipal Urban Service Areas

## 6. CRITERIA FOR ATTRACTING BUSINESS

Business development activities in Vienna are led by the DeForest Area Chamber of Commerce (DACC). The DACC seeks “To provide proactive leadership to advance a positive business environment and foster economic growth through community identity, involvement, and membership participation.”

## 7. BROWNFIELDS INFORMATION

According to the WiDNR Bureau for Remediation and Redevelopment Tracking System (BRRTS), there is one site in the Town classifiable as a brownfield: an inactive Village of DeForest landfill located on CTH I.

## 8. ECONOMIC DEVELOPMENT PROGRAMS

### **Forward Wisconsin, Inc**

Forward Wisconsin, Inc., ([forwardWI.com](http://forwardWI.com)) is a unique public-private state marketing and business recruitment organization. Its job is marketing outside Wisconsin to attract new businesses, jobs and increased economic activity to the state. For more information contact Forward Wisconsin, 201 West Washington Avenue, Suite 500, Madison, Wisconsin 53703-2796, call (608) 261-2500, or e-mail [info@ForwardWI.com](mailto:info@ForwardWI.com).

*-Forward Wisconsin Website*

### **CROP- Credit Relief Outreach Program**

Crop features 90% guarantees on loans of up to \$30,000 made by local lenders. Payment is not due until March 31 of the following year. To be eligible for CROP, applicants must meet the following guidelines: 1) Unable to obtain conventional financing at the lender's standard interest rate, 2) Debt-to-Asset ratio 40% or greater, and 3) Applicant meets lender's underwriting standards. CROP can be used for feed, seed, fertilizer, pesticides, land rent, hires, animal feed, UCC filing fees, crop insurance, feeder animals, tillage services, equipment rental/repair, or utilities for commodity production. Crop funds may not be used for property taxes, farmhouse utilities, existing loans, capital improvements, CROP loan interest, accounting services, or revolving lines of credit.

### **FARM**

The FARM program (WHEDA) gives applicants access to credit by guarantying loans made by local lenders. The purpose is for the expansion or modernizing of existing farms. The maximum loan guarantee is the lesser of your net worth, 25% of the loan amount, or \$200,000. Qualified applicants have a debt-to-asset ratio of 85% or less and meet lender's underwriting standards.

### **Agribusiness Guarantee**

This loan guarantee is available through WHEDA for agribusinesses in Wisconsin looking to purchase equipment, land, buildings, permanent working capital, or marketing materials. Successful applicants will be involved with the development of a new product, new market, or improved marketing method. The maximum guarantee is 80% on loans up to \$750,000.

### **Wisconsin Department of Commerce**

The Wisconsin Department of Commerce is the State's primary agency for delivery of integrated services to businesses. Commerce's purpose is to:

1. Foster the retention and creation of new jobs and investment opportunities in Wisconsin;
2. Foster and promote economic business, export, and community development; and
3. Promote public health, safety, and welfare through effective and efficient regulations, education and enforcement.