



# Economic Base Analysis

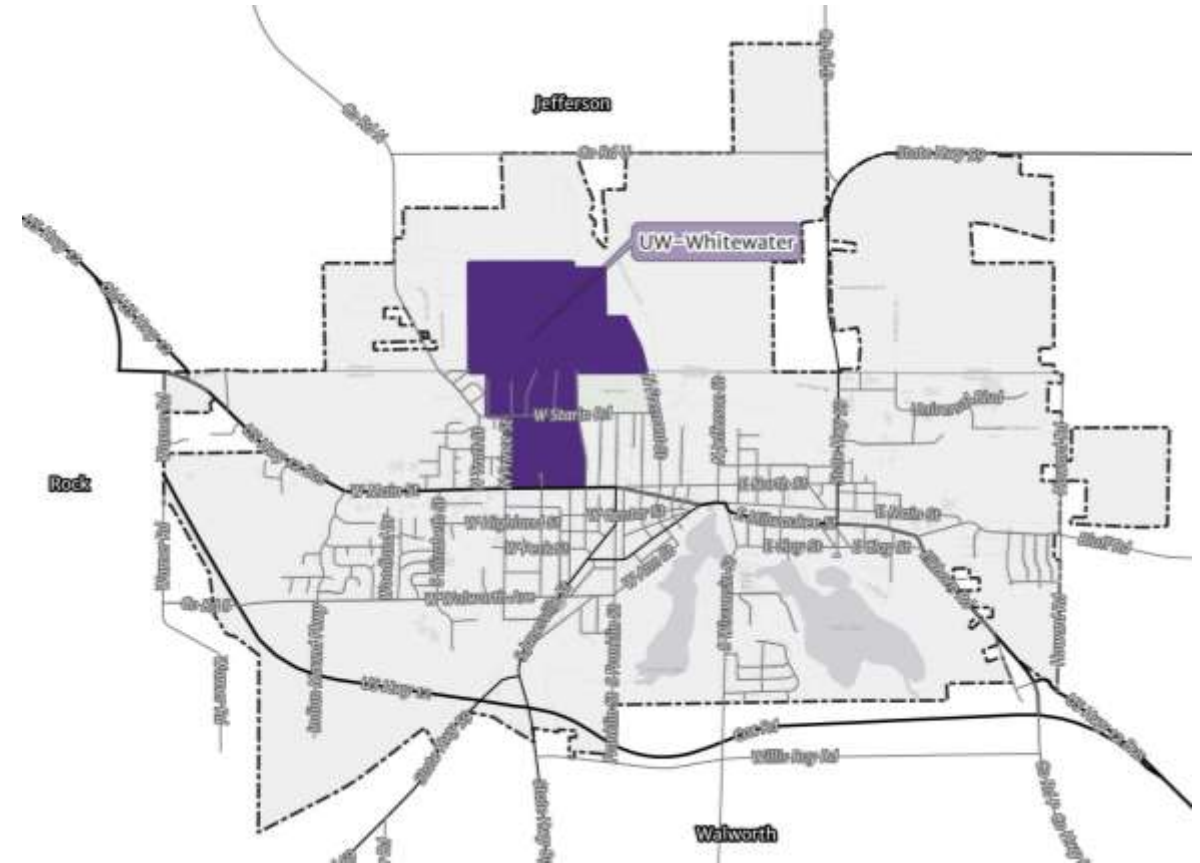
Community & Economic Development Authority



# Study Area & Comparisons

- Walworth County & Jefferson County
- Incorporated areas:
  - Delevan
  - East Troy
  - Elkhorn
  - Fort Atkinson
  - Johnson Creek
  - Lake Geneva
  - Lake Mills
  - Watertown
- Other Wisconsin communities with Wisconsin system universities
  - Menomonie\*
  - Platteville\*
  - Stevens Point\*

\*Not shown in Map.



# Project Scope

- Data Gathering & Analysis
- UW-Whitewater Student Survey
  - Non-randomized
  - Must be 18 years old or older and currently enrolled
  - 138 complete responses weighted to reflect whole student population



# Findings



A majority of residents and students work outside the city.

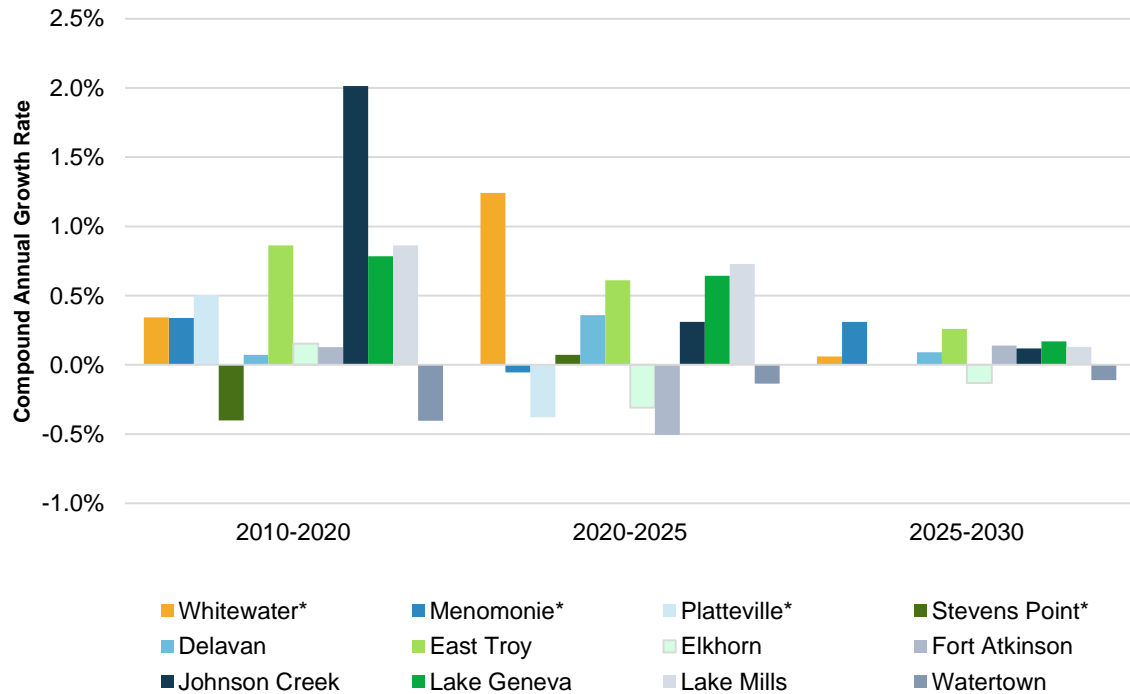


Data Source: Census On the Map Work Area Profile Analysis, Workers Employed in Whitewater.

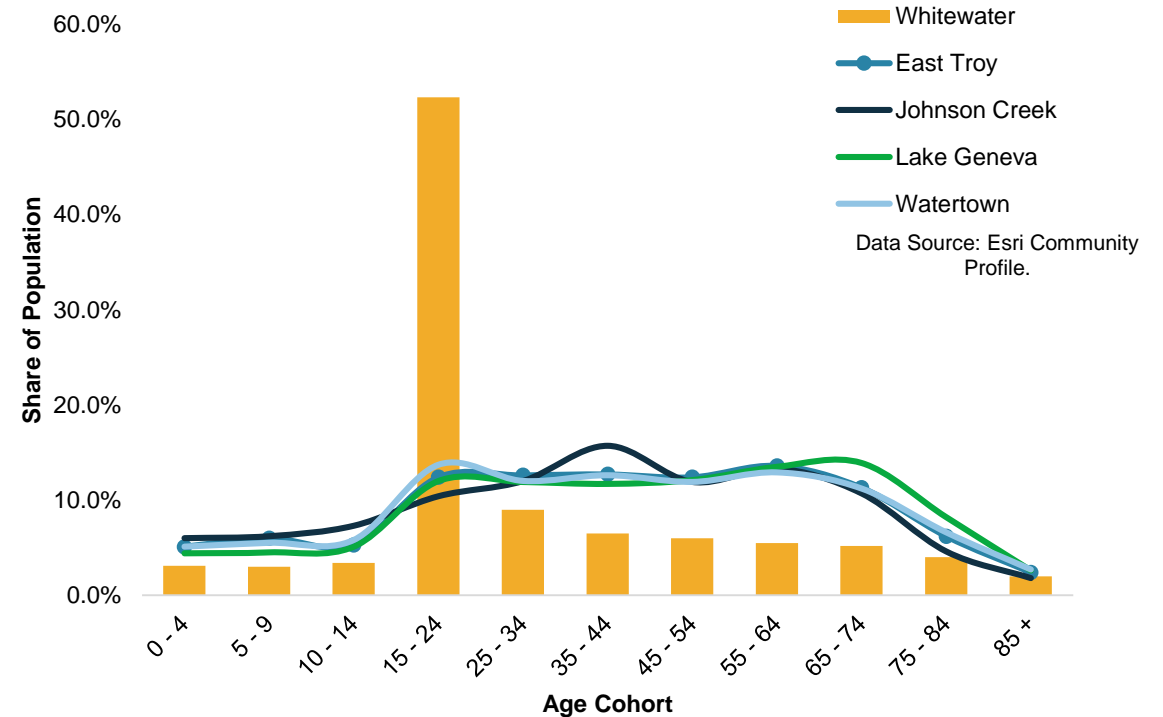
# Findings (cont.)



Population growth since 2020 has outpaced surrounding jurisdictions, however, this growth is shaped heavily by the presence of the University of Wisconsin–Whitewater.



Data Source: Esri Community Profile, Redevelopment Resources.

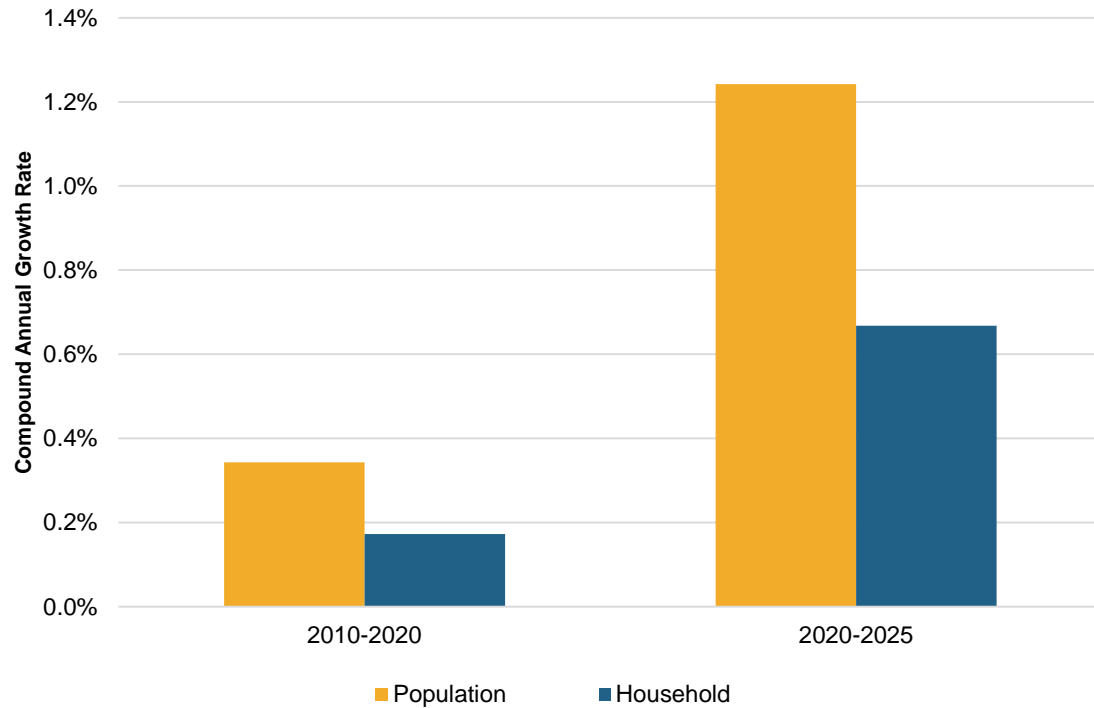


Data Source: Esri Community Profile.

# Findings (cont.)



Whitewater Population and Household Growth Comparison



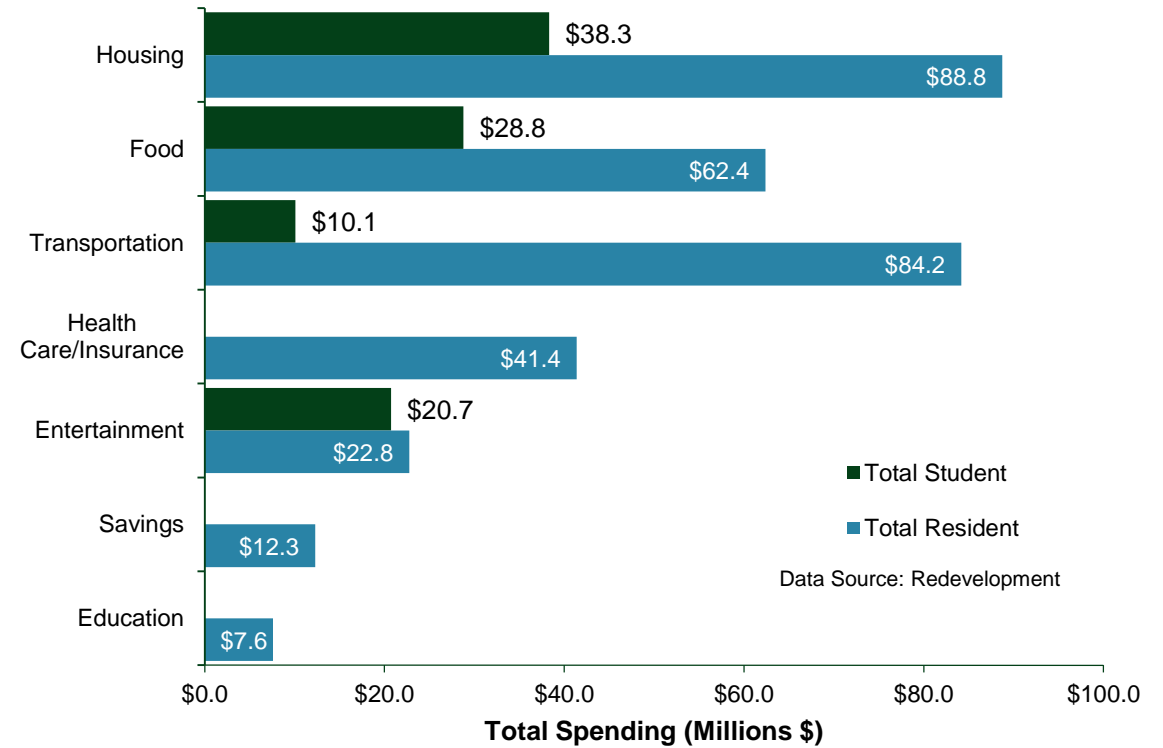
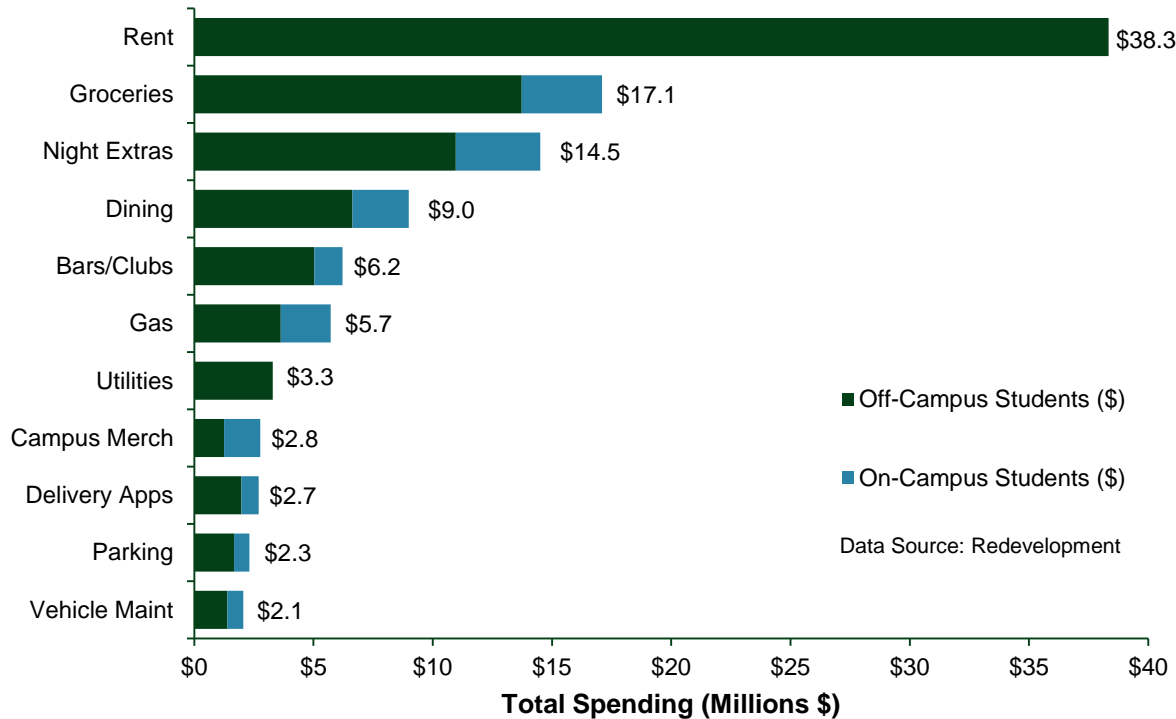
Data Source: Esri Community Profile, Redevelopment Resources.

Household growth has remained steady, yet it lags population growth, suggesting delayed household formation, smaller household sizes, and ongoing housing supply constraints.

# Findings (cont.)



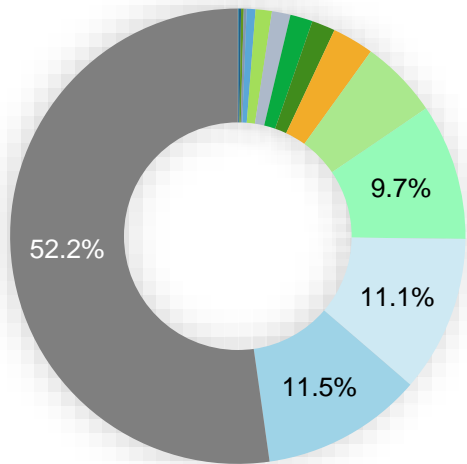
**Student-driven economy: Students contribute tens of millions annually, dominating key sectors like housing and entertainment.**



# Findings (cont.)

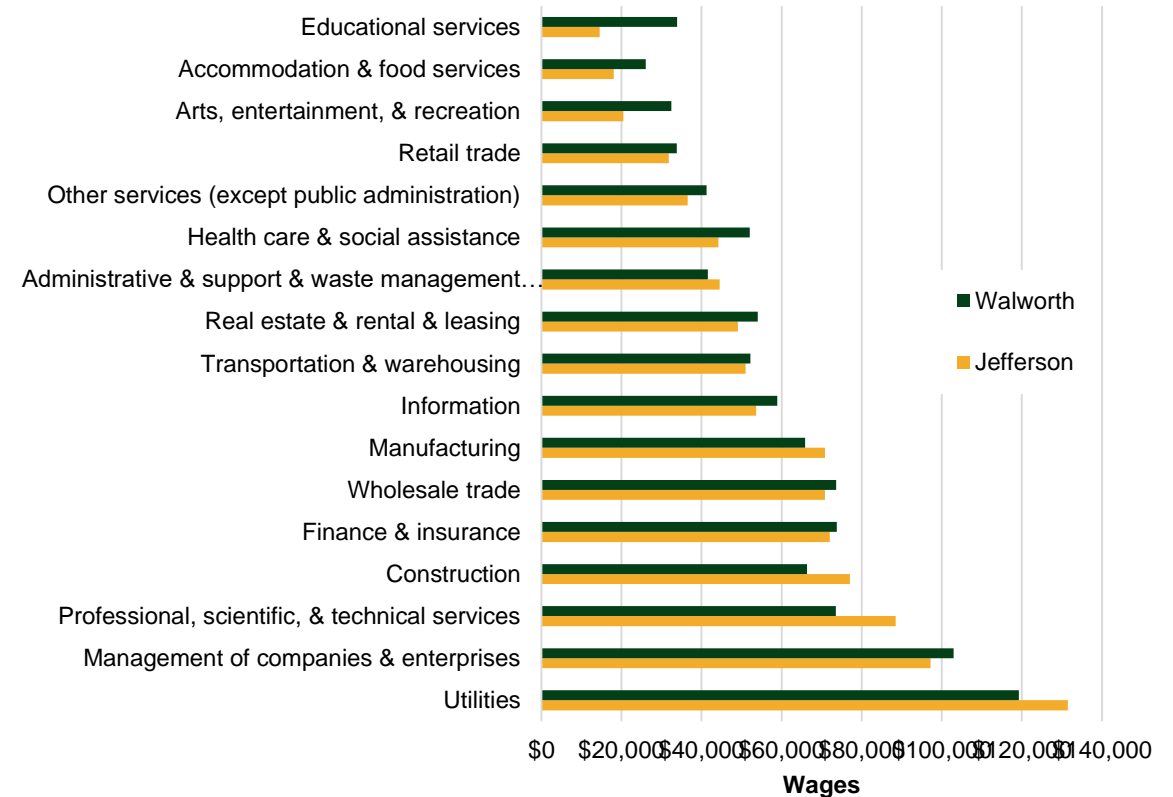


**While major employers provide stability, many dominant industries offer relatively low average wages.**



Data Source: Census On the Map Work Area Profile Analysis, Workers Employed in Whitewater.

- Information
- Educational Services
- Management of Companies and Enterprises
- Transportation and Warehousing
- Other Services (excluding Public Administration)
- Professional, Scientific, and Technical Services
- Construction
- Administration & Support, Waste Management and Remediation
- Real Estate and Rental and Leasing
- Finance and Insurance
- Wholesale Trade
- Health Care and Social Assistance
- Accommodation and Food Services
- Retail Trade
- Manufacturing



Data Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Private Sector.

# Findings (cont.)

Household size and median household income have real implications for housing demand, consumer spending patterns, and the city's long-term tax base. Addressing the documented gap between housing supply and demand—particularly for owner-occupied and workforce housing—will be critical to sustaining future growth.



# Findings (cont.)

From a fiscal perspective, the analysis of the property tax base underscores the importance of compact, higher-value land uses such as Community Business district, Central Business District, and Multifamily districts in terms of value per acre.

Code	Zoning	Estimated Fair Market Value	GIS Acres	Est. FMV/Acre
AT	Agricultural Transition	\$2,458,500	1542.2	\$2,000
B-1	Community Business	\$59,247,600	155.8	\$380,000
B-1A	Community Business	\$21,366,500	15.4	\$1,391,000
B-2	Central Business	\$37,841,300	29.4	\$1,289,000
B-2A	Central Business	\$627,400	1.5	\$424,000
B-2A/R-2	One & Two Family Residence	\$1,405,500	1.9	\$736,000
B-3	Highway Commercial & Light Industrial	\$36,546,600	157.6	\$232,000
I	Institutional	\$5,156,900	425.1	\$12,000
M-1	General Manufacturing	\$81,557,200	496.3	\$164,000
M-2	Manufacturing & Misc. Use	\$0	49.5	\$0
PCD	Planned Community Development	\$80,160,000	194.4	\$412,000
R-0	One Family Residence	\$55,032,700	49.8	\$1,104,000
R-1	One Family Residence	\$113,768,900	253.8	\$448,000
R-1x	One Family Residence	\$17,955,900	34.1	\$527,000
R-2	One & Two Family Residence	\$309,100,000	978.8	\$316,000
R-3	Multi-family Residence	\$167,885,400	345.5	\$486,000
R-3A	Multi-family Residence	\$34,701,800	28.0	\$1,239,000
R-4	Mobile Home	\$7,611,100	65.9	\$115,000
TP	Technology Park	\$2,869,300	80.0	\$36,000
ROW	Right-of-Way	\$0	906.4	\$0
(blank)	(blank)	\$0	39.5	\$0
		\$1,035,292,600	5,851.0	\$177,000

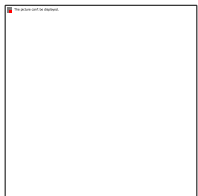
# Conclusions



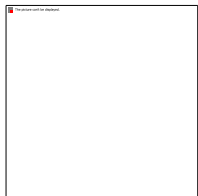
- UW Whitewater’s impact on the community is significant and should be leveraged for economic growth.



- Coordination between employers and the student population could generate higher utilization of this workforce locally.



- Single-person households create circumstances that require tailored policy responses, specifically for housing, parking and emergency services.



- Focus economic development staff time and resources on infill/redevelopment in high-value potential zoning classifications. Don’t shy away from density in new developments.

Questions?



Thank you!

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[www.redevelopment-resources.com](http://www.redevelopment-resources.com)

