



Village of Waunakee

2019 Community Economic Profile

Why Waunakee?

With a rapidly-growing population, a higher-than-average rate of high school and college graduates and a close proximity to the Madison market, there aren't many reasons why Waunakee shouldn't be a choice when considering relocation.

If those traits weren't enough to describe the quality of life in Waunakee, the fact that the population has nearly doubled in the last 20 years will reinforce that there's something desirable about the village.

Maybe it's the village's exceptional education system or the young demographic that contributes to the village's livelihood.

Or perhaps it's the number of leading employers to take advantage of the educated population.

Whatever it is that's responsible for the increase in the population, it's making Waunakee a great village to visit and an even greater place to live.

The Only Waunakee in the World!

Waunakee's convenient location 13 miles outside of Madison and 85 miles outside of Milwaukee places Waunakee in close proximity to major markets. Furthermore, Waunakee's short distance from Chicago, Minneapolis, and the Quad Cities allows the village to expand beyond local markets.

Population

Median Age	39.8
Male	48.6%
Female	51.4%
Population Growth (1970—2010)	
1980	3,866 (77.3%)
1990	5,897 (52.5%)
2000	8,995 (52.5%)
2010	12,097 (34.5%)
2017 (est)	13,755 (13.7%)

Taxes

2019 Local Property Taxes:	
Assessment Ratio	0.8587
Net Rate/\$1000	\$22.06

Households

Total Households	4,801
Average Household Size	2.75
Total Families	3,561
Average Family Size	3.2

Housing

Total Housing Units	4,978
Owner-occupied Units	3,694
Median Value	\$312,900
Renter-occupied Units	1,107
Median Rent	\$980

Income

Per Capita Income	\$41,694
Median Household Income	\$98,224



Contact us today for quick, confidential assistance.

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Labor Force

Population 16 and older	9,793
Population in labor force	7,183
Population employed	6,851
Population unemployed	245

Employment by Industry

<u>Industry</u>	<u>Number Employed</u>	<u>Percent</u>
Agriculture, forestry, fishing, hunting, and mining	55	.8%
Construction	292	4.3%
Manufacturing	796	11.6%
Wholesale Trade	290	4.2%
Retail Trade	770	11.2%
Transportation and warehousing, and utilities	195	2.8%
Information	257	3.8%
Finance and insurance, and real estate and rental and leasing	716	10.5%
Professional, scientific, and management, and administrative and waste management services	779	11.4%
Educational services, and health care and social assistance	1,770	25.8%
Arts, entertainment, and recreation, and accommodation and food services	351	5.1%
Other services, except public administration	169	2.5%
Public Administration	411	6.0%

Major Employers (employment est. 2018)

<u>Employers & Type of Business</u>	<u>Number of Employees</u>
Wauwaukee School District <i>K-12 education provider</i>	554
Uniek Plastics <i>Home furnishings and craft products</i>	300
Suttle-Straus, Inc. <i>Web-enabled and print communication solutions</i>	200
Scientific Protein Laboratories, LLC <i>cGMP biopharmaceutical manufacturing</i>	198
Wauwaukee Manor, HCC <i>Assisted living and nursing home services</i>	158
Nord Gear Corporation—Midwest <i>Compact gear motor manufacturer</i>	290
Piggly Wiggly <i>Original self-service grocery store</i>	145
Advanced Disposal <i>Waste disposal, collection and recycling services</i>	115

Utilities

Thanks to electric and water/sewer from Wauwaukee Utilities, gas from Madison Gas & Electric (MG&E), and telecommunications from TDS Telecom, there is an ample pool of resources available to serve citizens of the village.

Since utility companies need to be reliable, MG&E has developed the capacity to continue providing service to Wauwaukee even if the population doubles. TDS Telecom also strives for dependability since it is the eight-largest wire line company in the nation, employing over 2,700 people.

Business Incentives

The village has several active Tax Increment Financing districts.





Education

Educational Attainment:

Bachelor's Degree or Higher 52.4%

High School Degree or Higher 98.3%

Public and Private Schools

The Village of Waunakee is served by the Waunakee Community School District. The Waunakee area is also served by Saint John the Baptist Catholic School.

Average ACT Score 23.7

HS Completion Rate 96.3%

Colleges, Universities, and Technical Schools

There are eight Colleges and Universities within 10 miles of Waunakee, including the prestigious UW-Madison and Edgewood College. Madison College, also only 10 miles away, offers multiple programs allowing for additional job training and professional development.

Amenities

Village amenities include 27 parks and open space areas encompassing over 278 acres. Within those parks and open space areas you can find: 13 village-run ball diamonds, 32 soccer fields, 26 tennis courts, 2 basketball courts, 2 sledding hills, an outdoor skating rink and 1 pet exercise area. The village is also home to a community center, the Village Center, which offers recreational activities and an athletic gym.

Other village amenities include: a senior center, library, vibrant downtown, and quick access to regional and state parks.

Local Contacts

Waunakee Area Chamber of Commerce

100 E. Main Street
Waunakee, WI 53597
(608) 849-5977

www.waunakeechamber.com

Dane County Workforce & Economic Development

210 Martin Luther King, Jr. Blvd.
Madison, WI 53703-3342
(608) 266-4006

www.dane-econdev.org

Madison Region Economic Partnership (MadREP)

455 Science Drive, Suite 160
Madison, WI 53711
(608) 571-0420

www.madisonregion.org

Transportation

Just off of I-90/94, a few miles from an international airport, and with nearby railroad access; Waunakee offers you the connectivity you need to transport your products throughout the U.S. and internationally.

- ◆ Interstate I-90/94 abuts Waunakee to the east, with Highway 19 bisecting Waunakee east to west.
 - ◇ I-90/94 connects Waunakee with Eau Claire, WI and Minneapolis-St. Paul to the northwest, and to Rockford, Milwaukee, and Chicago to the southeast.
- ◆ Wisconsin Southern Rail serves businesses in Waunakee.
- ◆ Waunakee is just a short distance from area airports which provide passenger, charter, and cargo services.
 - ◇ Waunakee Airport, 1.5 miles from downtown Waunakee
 - ◇ Dane County Regional Airport, 10 miles from downtown Waunakee offers 11 direct flights to major U.S. cities.
 - ◇ General Mitchell International Airport, Milwaukee, 92 miles from downtown Waunakee offers 38 direct flights to major cities within the U.S., Mexico, and Canada.

