

Chapter 8: Economic Development

8.1 Economic Development

This element provides a baseline assessment of the Town of Verona economic development and contains information required under State Statute 66.1001. Information includes: labor market statistics, economic base statistics, new businesses desired, strength and weaknesses for economic development, analysis of business and industry parks, and environmentally contaminated sites. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future economic development activities in the Town of Verona.

Economic Development Existing Conditions

Labor Market

Table 8.1 details the employment status of workers in the Town of Verona as compared to Dane County and the State. At the time of the 2009 and 2016 American Community Survey (ACS) 5-Year Estimates unemployment for the Town was lower than that for Dane County and the State as a whole. Labor force participation has remained relatively consistent in the Town. However, like much of the country, the overall percentage of the population that is employed has decreased. This is due in part to the broader demographic trend of more retirees per each employed worker.

Table 8.1: Employment Status of Workers

	Population		Labor Force Participation Rate		Employment/Population Ratio		Unemployment Rate	
	2005-2009	2012-2016	2005-2009	2012-2016	2005-2009	2012-2016	2005-2009	2012-2016
Wisconsin	4,440,470	4,603,725	69.0%	66.9%	64.7%	63.2%	6.1%	5.5%
Dane County	387,263	419,352	74.2%	72.9%	70.6%	69.7%	4.7%	4.4%
T. of Verona	1,568	1,536	75.6%	74.5%	73.7%	71.4%	2.3%	4.1%

Table 8.2 indicates the percentage of workers by class for the Town of Verona, Dane County and the State, in year 2000 to 2016. The Town of Verona has a higher percentage of self-employed and unpaid family workers than Dane County and the State as a whole. The percentage of government workers has decreased since 2000.

Table 8.2: Class of Workers

Class of Worker	Town of Verona		Dane County		Wisconsin	
	2000	2010-2014 Avg.	2000	2010-2014 Avg.	2000	2010-2014 Avg.
Private for-profit wage and salary workers	55.2%	60.5%	60.1%	62.0%	70.2%	70.3%
Employees of own corporation	9.2%	5.2%	2.5%	2.9%	2.8%	3.1%
Private not-for-profit wage and salary workers	4.3%	9.1%	8.4%	9.9%	8.0%	9.1%
Local government workers	12.0%	9.0%	6.4%	6.2%	6.9%	6.6%
State government workers	10.9%	4.8%	15.5%	13.0%	4.1%	4.4%
Federal government workers	0.2%	0.7%	1.6%	1.4%	1.4%	1.3%
Self-employed in own not incorporated business workers and unpaid family workers	8.2%	10.6%	5.5%	4.5%	6.5%	5.3%
Total	100%	100%	100%	100%	100%	100%

Source: US Census, 2016 ACS Estimates

Table 8.3 Employment by Occupation

Employment by Occupation, Civilians 16 Years & Older	Town of Verona		Dane County		Wisconsin	
	2000	2012-2016	2000	2012-2016	2000	2012-2016
Prod, Trans & Mat. Moving	10.6%	8.6%	10.1%	8.3%	19.8%	16.7%
Natural Resources & Constr.	9.4%	3.8%	7.1%	5.4%	9.6%	8.4%
Sales & Office	30.1%	22.4%	26.5%	21.4%	25.2%	22.8%
Services	6.9%	13.4%	12.7%	15.5%	14.0%	17.0%
Mgmt, Prof & Related	43.0%	51.8%	43.6%	49.3%	31.3%	35.0%
Total	100%	8.6%	100%	8.3%	100%	16.7%

Source: US Census, 2016 ACS Estimates

Table 8.3 and Figure 8.1 describe the workforce by occupation within the Town, County and State for the ACS 2012-2016 Averages. Occupation refers to the type of job a person holds, regardless of the industry type. The highest percentage of occupations of employed Verona residents is in the Management, Professional, and Related category. This category also ranks highest for Dane County and the State as whole.

Figure 8.1: Employment by Occupation

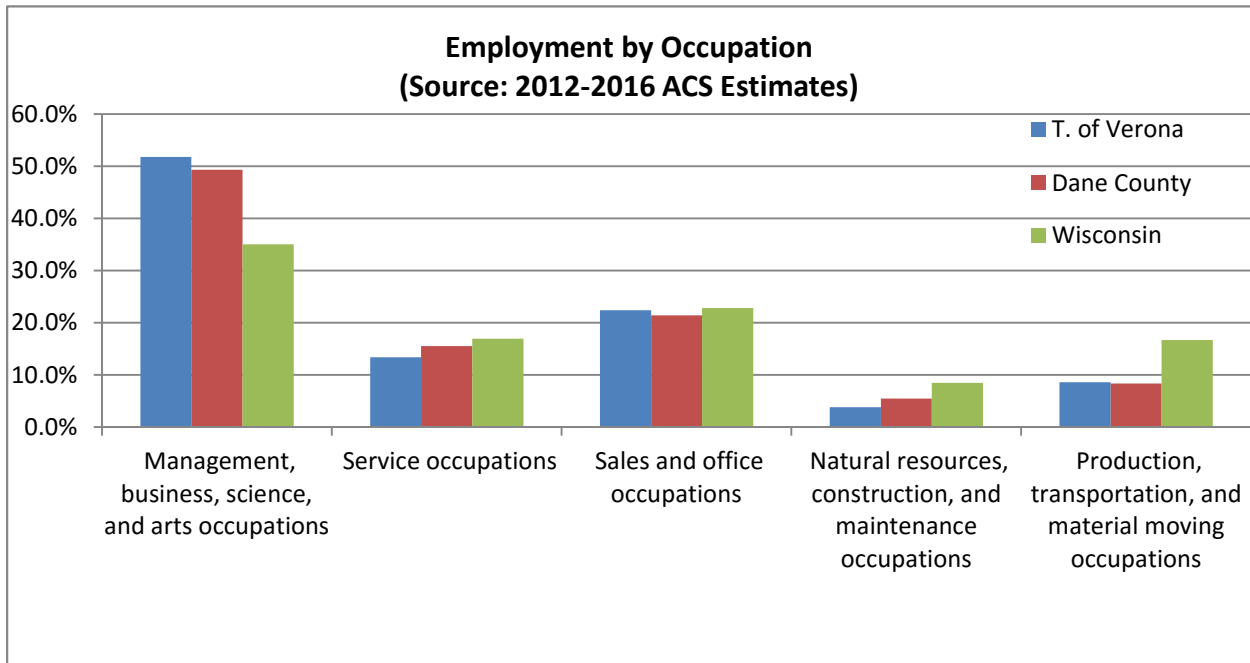


Table 8.4 shows the earnings for workers within the Town, County and State, in years 2000 to 2014. Earning figures are reported in three forms: per capita income (total income divided by total population), median family income (based on units of occupancy with at least two related individuals), and median household income (based on every unit of occupancy with one or more individuals). The percentage of individuals living below poverty status in the Town of Verona is significantly lower than that of Dane County and the State.

Table 8.4. Incomes for families and individuals

Income	Town of Verona		Dane County		Wisconsin	
	2000	2012-2016	2000	2012-2016	2000	2012-2016
Per Capita Income	\$16,432	\$49,882	\$15,542	\$35,687	\$13,276	\$29,253
Median Family Income	\$45,238	\$114,464	\$41,529	\$87,373	\$35,082	\$69,925
Median Household Income	\$41,964	\$103,409	\$32,703	\$64,773	\$29,442	\$54,610
Individuals Below Poverty	3.4%	2.50%	10.5%	12.70%	10.4%	12.70%

Source: US Census, 2014 ACS Estimates

Table 8.5 details the educational attainment of Town of Verona, Dane County, and State residents 25 years and older according to the 2000 U.S. Census and the ACS 2012-2016 Estimate. In year 2016, approximately 99% of Town of Verona residents 25 years or older had at least a high school diploma. This figure is higher than that for Dane County and the State. Eighty percent of Town residents have

some college education. Twenty percent of Town residents have graduate or professional degrees, equal to Dane County.

Table 8.5 Educational attainment for persons 25 years and older

Educational Attainment Person 25 Years and Over	Town of Verona		Dane County		Wisconsin	
	2000	2012-2016	2000	2012-2016	2000	2012-2016
Less than 9th Grade	2.6%	0.7%	2.9%	1.9%	5.4%	3.0%
9th to 12th No Diploma	3.9%	0.4%	4.9%	2.8%	9.6%	5.7%
HS Grad	31.6%	19.4%	22.3%	18.4%	34.6%	31.7%
Some College	17.4%	17.5%	20.3%	18.0%	20.6%	21.0%
Associate Degree	6.3%	10.5%	8.9%	9.9%	7.5%	10.3%
Bachelor's Degree	20.0%	31.8%	24.8%	29.2%	15.3%	18.7%
Graduate/Prof. Degree	18.2%	19.8%	15.8%	19.8%	7.2%	9.6%
Percent High School Grad or Higher	93.5%	98.9%	92.1%	95.3%	85.2%	91.4%

Source: US Census, 2016 ACS Estimates

Economic Base

Agriculture is the main economic activity within the Town and landscaping and garden businesses



are second. Most Town residents are employed outside of the Town. The Madison Metropolitan area including City of Verona, offer excellent opportunities for employment. Epic Systems Corporation is the largest privately owned company in Dane County. The University of Wisconsin Madison is the largest single employer in the area. Other major employers include American Family Mutual Insurance, several hospitals and health care organizations, Sub-Zero, State of Wisconsin, TDS Telecommunications Corporation, Covance Laboratories, and Cuna Mutual.

There is a viable and growing technology sector. All predications indicate that employment opportunities in Dane County will remain strong in the future.

Employment Projections

The Wisconsin Department of Workforce Development (DWD) collects data and projects occupation and industry growth for the State. Table 8.6 identifies which industries have experienced the most growth over a ten-year period from year 2014 to 2024. According the DWD, the information industry (NAICS 51) and construction industry (NAICS 23) are expected to have the highest growth rate. Since the DWD does not collect data on employment projections for the Town of Verona or Dane County, it is assumed that local trends will be consistent with region wide projections.

Table 8.6: Fastest Growing Industries 2014-2024 in South Central Region

Industry Title	Employment			
	Base Employment 2014	Projection Employment 2024	(2014-2024) Numeric Change	(2014-2024) Percent Change
Total All Industries	532,177	574,104	41,927	7.9
Information	14,696	19,786	5,090	34.6
Construction	18,924	21,696	2,772	14.7
Leisure and Hospitality	45,259	50,418	5,159	11.4
Professional and Business Services	54,617	60,826	6,209	11.4
Education and Health Services	130,684	141,557	10,873	8.3
Financial Activities	26,566	28,495	1,929	7.3
Other Services (except Government)	27,695	29,498	1,803	6.5
Trade, Transportation, and Utilities	78,055	81,252	3,197	4.1
Manufacturing	54,210	55,848	1,638	3
Natural Resources and Mining	13,692	14,038	346	2.5
Government	40,651	40,989	338	0.8

Source: WI Department of Workforce Development

Strengths and Weaknesses for Economic Development

The following lists some of the strengths and weaknesses for economic development within the Town of Verona.

Strengths:

- Access to the Employment Opportunities in Dane County
- Proximity to the City of Madison, City of Verona, City of Fitchburg, and City of Middleton
- Proximity to the University of Wisconsin-Madison and Madison College
- Excellent quality of life – a rural lifestyle with the amenities of an urbanized area
- Located within a high performing school district
- Access to excellent health care
- Access to utilities and telecommunications
- Increase in home construction

Weaknesses:

- Limited land available for commercial or industrial uses
- Higher property costs
- Higher housing costs
- Lack of financial incentives for business development
- Limited access to public sewer for growth of businesses and multiple housing dwellings
- Aging population of farmers and lack of interest by younger generation in agriculture
- Lack of a plan to attract commercial business to the Town

Criteria for Attracting Businesses

The following criteria have been recommended for the Town of Verona to guide limited business attraction.

- Focus attraction efforts on grocery stores, restaurants, personal service and professional service establishments. Expand the focus list as community needs change.
- Attract only those businesses that would be willing to locate in the areas designated for commercial use on the Town’s Land Use Plan.
- Focus efforts on firms that will not have a detrimental impact on the local quality of life. This includes limiting developments causing high volume traffic and noxious odors.
- Focus efforts on businesses that will be compatible with agriculture if they would be locating next to such a use.
- Encourage development that doesn’t meet these criteria to locate in area municipalities.

8.2 Issues and Opportunities

Redevelopment of existing commercial sites within the Town is strongly encouraged. No industrial uses are planned at this time. It is the Town’s intent that additional open space, environmentally sensitive, and productive agricultural soils be designated for preservation where appropriate, especially the Sugar River/Lower Badger Mill Creek Watershed. Agriculture is projected to decline as the City of Verona annexes lands that are currently in agriculture.

8.3 Goals, Objectives, and Policies

GOAL 1	Maintain the agriculture-based economy within the Town
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Objectives:

1. Attract and retain businesses that strengthen and diversify the local economy without detracting from the rural character of the Town.
2. Develop a long-term area strategy to promote sustainable economic development, with a special emphasis on promoting existing businesses and low impact businesses such as landscaping companies and cottage industries.

Policies:

1. Support Agricultural Businesses - The Town supports the development of farm-based businesses and cottage industries to assist farm families.

A cottage industry is generally defined as a small business located entirely within a dwelling, or as an accessory structure located on the same lot or tract as a dwelling, which complies with the requirements of local code. The use is clearly incidental and secondary to the use of the property and is compatible with adjacent land uses. Cottage industries generally employ less than five full-time employees, generate low traffic volumes, and have little or no noise, smoke, odor, dust, glare, or vibrations detectable at any property line.

2. Support Local Agricultural Products - The Town will collaborate with neighboring municipalities, Dane County, and local economic development organizations to encourage programs and marketing initiatives that support local agricultural products. Encourage the creation of Community Supported Agriculture endeavors and small orchards.
3. Prime Farmland – Discourage the conversion of prime farmland to other uses.

GOAL 2

Minimize land use conflicts between business and non-business uses

Objectives:

1. Carefully consider whether proposals for commercial or industrial business development will interfere with farming, or residential uses, and whether they can be supported with the existing road system, other infrastructure and available services.
2. Maintain standards for home occupations and home-based businesses in residential areas to minimize noise, traffic, and other disturbances.

Policies

1. Prevent Development Conflicting with Farming - With the goal of preserving tax base, the Town will consider limited commercial uses that do not conflict with adopted farmland preservation policies and is properly sited to minimize conflict with existing agricultural uses and natural or environmentally sensitive areas. In general, the Town discourages development of non-agricultural related commercial and industrial development within rural portions of the Town and encourages it near urban areas, where there is easier access to public services and facilities to support such development.
2. Design Guidelines – In conjunction with Dane County, the Town will maintain design guidelines for businesses that are allowed in Verona to address landscaping, aesthetics, lighting, noise, parking, and access.
3. Home-Based Businesses - The Town will prohibit home-based businesses within residential subdivisions, or groups of rural residences, which would cause safety, public health, or land use conflicts with adjacent residential uses due to such things as increased noise, traffic, and lighting, unless these detrimental effects can be sufficiently addressed.
4. Commercial Development Plan – Develop an economic plan to attract more commercial business to the Town in areas designed for future commercial development in the Future Land Use Plan.

Home occupations refer to office types of uses that do not alter the residential character of a home and its neighborhood.

Home-based businesses are selected types of small businesses that can include buildings, yards, and vehicles, that have the physical appearance of a business rather than a home, located on the same parcel of land as the residence. Examples may include veterinary, animal boarding, hair styling, small landscaping businesses, or wood working businesses.

