

# ECONOMIC PROFILE

City of Lake Geneva, WI

## Population

<u>Year</u>	<u>Number</u>	<u>Percent Change</u>
1980	5,612	--
1990	5,979	6.5
2000	7,148	19.6

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, and SEWRPC.

## Housing

<u>Year</u>	<u>Total Households</u>	<u>Percent Change</u>
1980	2,380	--
1990	2,566	7.8
2000	3,053	19.0

### Unit Information: 2000

Total Units.....	3,757
Owner Occupied.....	1,619
Median Value.....	\$121,200
Renter Occupied.....	1,434
Median Rent.....	\$605
Vacancy Rate.....	9.3%

### Units Authorized by Building Permits: 2001

Total Units.....	19
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Source: U.S. Bureau of the Census and SEWRPC.

## Income

### 1999 Per Capita Personal Income

Walworth County.....	\$25,064
Southeastern Wisconsin Region.....	30,747
Wisconsin.....	27,370

Source: U.S. Bureau of Economic Analysis and SEWRPC.

## Taxes

### Local Property Taxes, 2001

--Assessment Ratio: 0.903603551
--Net Rate/\$1,000: \$26.47
--Total Equalized Value: \$675,610,400

Source: Wisconsin Department of Revenue and the City of Lake Geneva.

## Media

### Local Newspapers

- Lake Geneva Regional News, Weekly
- Lake Geneva Times, Weekly
- The Janesville Gazette and the Beloit News provided daily newspaper coverage of news and events occurring the City of Lake Geneva.

## Transportation

### Highways

- Interstate Highway 90 located 30 miles west, Interstate Highway 94 located 25 miles east; Interstate Highway 43 located 7 miles northwest
- United States Highway 12
- State Trunk Highways 50 and 120

### Water Transportation Facilities

- Port of Milwaukee located 48 miles northeast

### Public Transit

- Special service to the elderly and persons with disabilities by Walworth County Department of Aging
- Privately-owned trolley bus system operated during the summer months

### Trucking

- 82 trucking and warehousing establishments located in Walworth County

### Air Service

- East Troy Municipal Airport, located 14 miles north
- Burlington Municipal Airport, located 10 miles northeast
- Milwaukee's General Mitchell International Airport, located 45 miles northeast
- Chicago's O'Hare International Airport, located 52 miles southeast.

## Government Services

The City of Lake Geneva has a mayor/council form of government.

### Police and Fire

Police Department: 20 full-time personnel  
Fire Department: 42 part-time fire fighters

### Other

The City provides standard services such as street maintenance, snow removal, street lighting, and a public library. The City also has a plan commission, a zoning ordinance, and a master plan to ensure orderly growth to guarantee long-range protection of both economic and natural resources.

## Health

Walworth County and the City of Lake Geneva residents are served by a wide range of health care facilities and health professionals. The Lake Geneva Medical Center and Lake Geneva Clinic, both located in the City of Lake Geneva, and 22 additional clinics scattered throughout Walworth County, provide quality health care services for residents. Further, Lakeland Hospital, and the affiliated Lakeland Counseling Center are located one mile east in the nearby City of Elkhorn.

# Labor and Wages

## WALWORTH COUNTY EMPLOYMENT: MARCH 2000\*

<u>Employment by Industry</u>	<u>Number of Persons Employed</u>	<u>Percent of Persons Employed</u>
Agriculture, Forestry, and Fishing.....	415	1.1
Construction.....	1,622	4.4
Manufacturing.....	9,872	26.5
Transportation and Public Utilities.....	1,481	4.0
Wholesale Trade.....	1,536	4.1
Retail Trade.....	7,326	19.7
Finance, Insurance, and Real Estate...	1,055	2.8
Services.....	7,987	21.5
Public Administration.....	5,905	15.7
Unknown Industry Division.....	11	0.0
Total.....	37,210	100.0

## MEAN HOURLY WAGES FOR SELECTED OCCUPATIONS: 2000

<u>Occupational Category</u>	<u>Mean Wage*</u>
Management, Professional and Related Occupations.....	\$19.36
Service Occupations.....	9.96
Sales and Office Occupations.....	11.82
Natural Resources, Construction, and Maintenance Occupations.....	14.15
Production, Transportation, and Material Moving Occupations.....	12.36

\*Wage rates are from the 2000 Occupational Wage Survey. Rates shown are for the balance of the state.  
Source: Wisconsin Department of Workforce Development and SEWRPC.

## WALWORTH COUNTY PROJECTED EMPLOYMENT: 2008

<u>Employment by Industry</u>	<u>Number of Persons Employed</u>	<u>Percent of Persons Employed</u>
Agriculture, Forestry, and Fishing.....	438	1.0
Construction.....	1,640	3.9
Manufacturing.....	10,605	25.0
Transportation and Public Utilities.....	1,659	4.0
Wholesale Trade.....	1,766	4.2
Retail Trade.....	7,425	17.5
Finance, Insurance, and Real Estate...	1,088	2.6
Services.....	14,769	34.7
Public Administration.....	3,124	7.4
Total.....	42,514	100.0

\*Not included: Self-employed, unpaid family workers, and private household workers.

Source: Wisconsin Department of Workforce Development and SEWRPC.

## WALWORTH COUNTY CIVILIAN LABOR FORCE: MARCH 2002

Total Civilian Labor Force.....	53,836
Employed Civilian Labor Force.....	50,614
Unemployed Civilian Labor Force.....	3,222

Source: Wisconsin Department of Workforce Development and SEWRPC.

# Major Private-Sector Employers

## MANUFACTURING

### Fabricated Metal Products

Spindustries  
R & L Spring Company

### Instruments and Related Products

Chaney Instrument Company  
Primex, Inc.  
Quartex

### Primary Metal Products

Northern Precision Casting Company, Inc.

### Printing and Publishing

Yunker Industries, Inc.

### Rubber and Miscellaneous Plastics Products

Trostel, Ltd.  
Plasti-Coil, Inc.

### Machinery Except Electrical

Brunk Industries, Inc.

## SERVICES

### Health

Aurora Health Care  
Lake Geneva Medical Center  
Visiting Nurse Association of Wisconsin

Source: 2000 Classified Directory of Wisconsin Manufacturers, 1998 Wisconsin Business Service Directory, City of Lake Geneva, and SEWRPC.

## Education

The City of Lake Geneva is served by the Lake Geneva-Genoa City Unified School District and the Lake Geneva Joint School District No. 1.

### Public High School Graduates: 2001

Total Graduates.....184  
Average Graduation Rate.....96.3%

### Standardized Test Results: 2001

Based upon the mean scores reported in the nation, Wisconsin students scored highest on the American College Test (ACT) in the 2000-2001 school year.

### 2001 Average ACT Scores

Lake Geneva-Genoa City Unified School District.....21.9  
Walworth County.....21.9  
Wisconsin.....22.2  
United States.....21.0

Source: Wisconsin Department of Public Instruction and SEWRPC.

The following post-secondary educational facilities are located within Walworth County:

### Colleges and Universities

George Williams College,  
Village of Williams Bay  
University of Wisconsin-Whitewater,  
City of Whitewater

### Technical and Vocational Schools

Gateway Technical College,  
City of Elkhorn

### Libraries

Walworth County residents are served by 11 public libraries and the University of Wisconsin-Whitewater Library, which has made its resources available to the public. The Lake Geneva Library, which is the Walworth County Resource Library, has a collection containing over 45,000 items.

## Industrial Sites

Industrial Parks (May 2002)  
Acres

Name	Total	Available	Contact Person
Lake Geneva Business Park	94	44	For all sites: Mr. Joseph Cardiff Executive Director Geneva Lake Development Corporation Telephone: (262) 248-8938
Lake Geneva Industrial Park	20	0	
South Side Lake Geneva Industrial Park	55	0	

Source: The City of Lake Geneva and SEWRPC.

## Financial

Bank One	426 Center Street	(262) 249-5880
First Banking Center	567 Broad Street	(262) 248-6940
First Federal Savings Bank	200 N. Edwards Blvd.	(262) 249-4340
Firststar Bank	303 Center Street	(262) 249-5800
St. Francis Bank	401 Broad Street	(262) 248-9979

## Local Contacts

For industrial, commercial, or business information about the City of Lake Geneva contact:

- Finance Director  
City of Lake Geneva  
626 Geneva Street  
Lake Geneva, Wisconsin 53147  
Telephone: (262) 248-3673  
Facsimile: (262) 248-4715
- Geneva Lake Area  
Chamber of Commerce  
201 Wrigley Drive  
Lake Geneva, Wisconsin 53147  
Telephone: (262) 248-4416  
Facsimile: (262) 248-1000

- Geneva Lake Development Corp.  
725 Pine Tree Lane  
Lake Geneva, Wisconsin 53147  
Telephone: (262) 248-8938  
Facsimile: (262) 248-4367

- Alliant Energy  
222 W. Washington Avenue  
Madison, Wisconsin 53703  
Telephone: (608) 525-5753  
Facsimile: (608) 252-3479

- Community Development Manager  
We Energies  
231 W. Michigan Street  
Milwaukee, Wisconsin 53203  
Telephone: (414) 221-3018  
Facsimile: (414) 221-3853

## Utilities

### Electric Power

- Alliant Energy  
222 W. Washington Avenue  
Madison, Wisconsin 53703  
Service Information: 1-800-862-6222

### Solid Waste

- The City contracts with John's Disposal to collect refuse on a weekly basis.  
General Information: (262) 248-3673

### Sanitary Sewerage

- City of Lake Geneva  
Average Annual Hydraulic Loading:  
1.3 million gallons per day  
Average Hydraulic Design Capacity:  
2.5 million gallons per day  
Rate Information: (262) 248-2311

### Telephone

- Ameritech, Inc.  
Business Service Information:  
In State: 1-800-660-3000  
Out of State: 1-800-447-7738

### Water

- City of Lake Geneva  
Source: Groundwater (four wells)  
Pumping Capacity:  
4.32 million gallons per day  
Average Daily Consumption:  
1.2 million gallons per day  
Rate Information: (262)248-2311

### Natural Gas

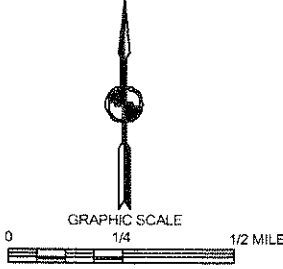
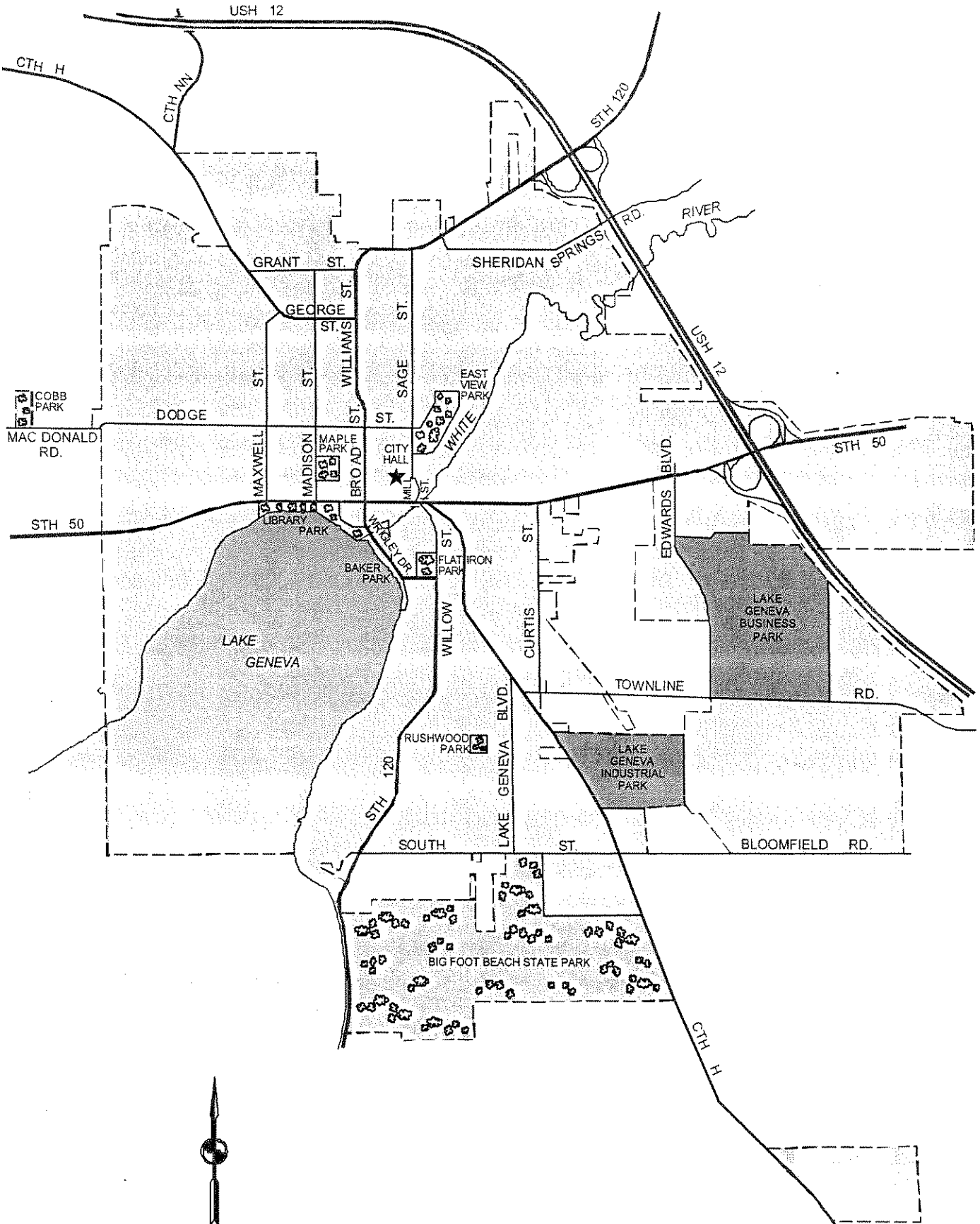
- We Energies  
Service Information: 1-800-242-9137  
Gas Emergency: 1-800-236-9874

- Southeastern Wisconsin Regional  
Planning Commission  
P.O. Box 1607  
Waukesha, Wisconsin 53186-1607  
Telephone: (262) 547-6721

This profile is one in a series of regional, county, and community profiles prepared by the Southeastern Wisconsin Planning Commission in cooperation with the Regional Economic Partnership as a community service.

Revision: May 2002

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Source: SEWRPC.