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Enclosed is information for the Jefferson County area laborshed and economy. Additional information is available upon request.

OUR BUSINESS IS YOUR BUSINESS

The County leverages the Madwaukee I-94 Corridor's world class status as research and industrial centers, and our communities are well positioned to build on local strengths - affordable living, high quality of life, agriculture, food processing, and advance manufacturing. From small start-up businesses to major corporate enterprises Jefferson County is the right place to locate. We a have a diversified economy with major manufacturing firms like Trek Bicycle to strong service business such as Fort Healthcare. Jefferson County Economic Development Consortium works with entrepreneurs to grow their business while assisting existing businesses in their retention and expansion efforts. And, niche startup businesses are providing support services to the emerging bioenergy economy. Top industries are advanced manufacturing, food processing, healthcare, tourism, agribusiness, and bioenergy.

The University of Wisconsin-Whitewater is located on the southern end of the county, and drive times to U-W Madison (39 minutes) and U-W Milwaukee (56 minutes) are quick. Within Jefferson County we have two locations for Madison Area Technical College in Fort Atkinson and Watertown; in addition our area is served by Blackhawk Technical College on the western portion of the county and Waukesha Technical College on the eastern portion of the county.

ASSETS FOR LOCATING IN JEFFERSON COUNTY

The vibrant economy in Jefferson County enhances our quality of life. Because of careful planning and a tradition of land preservation we have balanced growth while maintaining community livability. Jefferson County's park system, biking options, water sports, fishing, and cultural sites, to name only a few, all add to the quality of life while contributing to the economy.

- Low cost of living, high quality of life
- Advanced economic development team in place to assist
- Proximity to markets, research & development hubs
- Located along Mad-Waukee corridor
- Corporate presence and diversified economy = available, trained workforce

DYNAMIC WORKFORCE

Jefferson County has a highly dynamic workforce that draws upon over 450,000 employees within 20 miles. With several local industries announcing the grow of their workforce in 2016 and also the recent announcement of a similar number of layoffs (around about 1,000 workers both for expansion and dislocation) there is a window of opportunity for local employers to grow their employee base at an accelerated pace.

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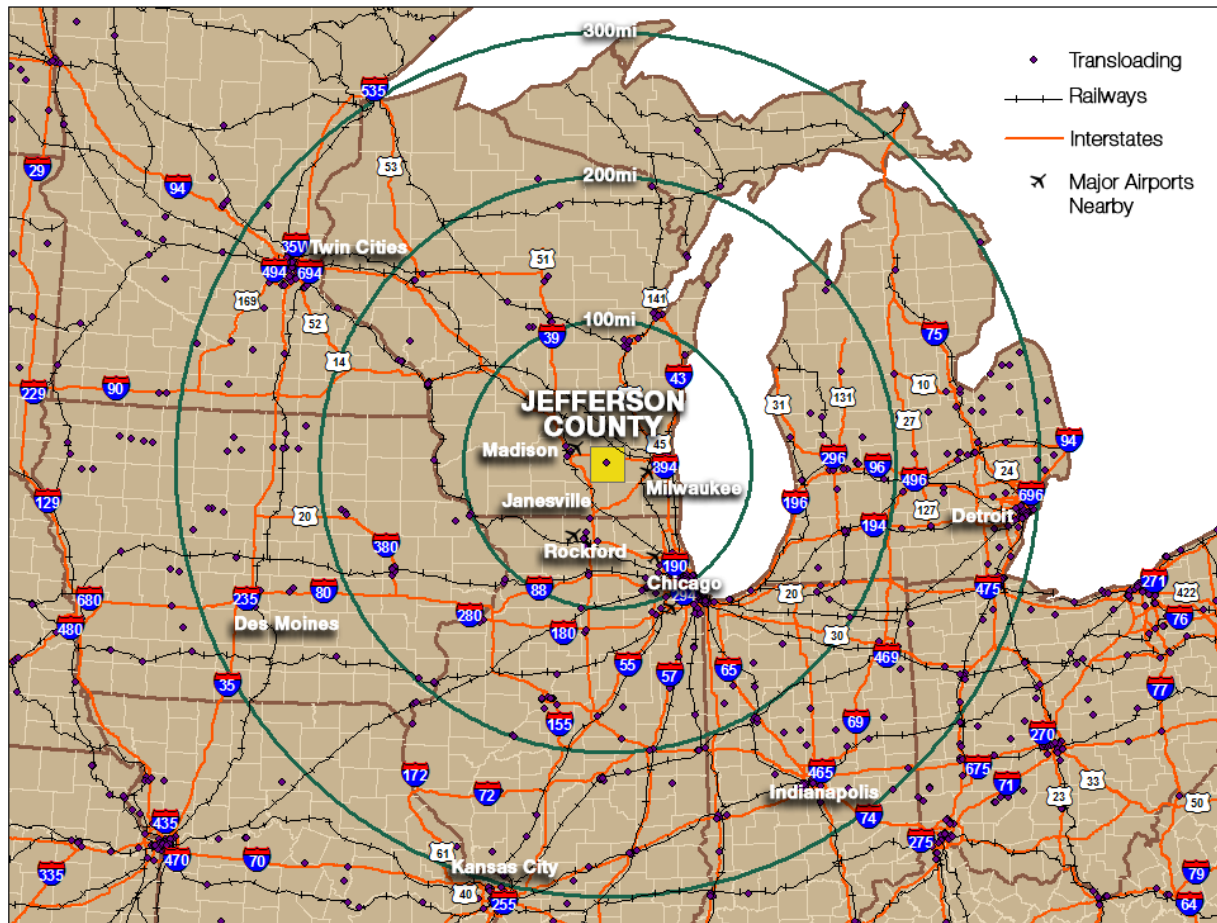
JEFFERSON COUNTY TOP EMPLOYERS

- Nasco | 1,100
- Generac Power Systems | 1,050
- Trek Bicycle Corporation | 800
- Watertown Regional Medical Center | 800
- Fort Healthcare | 650
- Watertown Unified School District | 500
- Cygnus Business Media | 450
- Jefferson County | 430
- Jones Dairy Farms | 400
- SpaceSaver | 390
- Fort Atkinson School District | 368
- OSI | 340
- Schiller Gounds Care | 300
- Wal-Mart | 300

Source: NETS Database, 2013

LOCATION, LOCATION, LOCATION

Jefferson County is located in a truly special region with proximity to the Great Lakes basin, Wisconsin’s “North Woods,” and the agricultural production “bread basket” of the U.S. We are located within 12% of the nation’s population within a 2-hour driving distance and are in the population center of greater Chicago-Milwaukee. The laborshed area has over 400,000 within a 20-mile drive time. In addition, Madison Airport (a 38 minute drive) and the Milwaukee Airport (a 56 minute drive) are easy access. Finally, the county has a four-lane highway recently completed that cuts through the middle of the county from north to south and intersects with I-94, making commuting times short for most residents of the area.



INDUSTRY DATA

- Agriculture, forestry, fishing and hunting, and mining | 2.9%
- Construction | 4.7%
- Manufacturing | 21.5%
- Wholesale trade | 2.1%
- Retail trade | 12.1%
- Transportation and warehousing, and utilities | 3.2%
- Information | 1%
- Finance and insurance, and real estate and rental and leasing | 5%
- Professional/scientific/management/administrative/waste management services | 7.7%
- Educational services, health care and social assistance | 24.2%
- Arts, entertainment, recreation, accommodation, food services | 9.1%
- Other services, except public administration | 4%
- Public administration | 2.5%

Source: American Community Survey 1-Year Estimate, 2013

COMMUNITY DATA

- Population | 84,201
- Median Age | 38.8 years
- Households | 35,220
- High School Grads or Higher | 91.7%
- Bachelor Degree or Higher | 23.3%
- Number of K-12 Public Schools | 33
- Number of Post-Secondary Schools | 3
- Median Housing Value | \$180,400
- Median rent | \$761

ECONOMIC DATA

- Mean Travel Time to Work | 22.5 minutes
- Residents Working and Living in County | 23,764
- Inbound Commuters | 11,270
- Outbound Commuters | 15,500
- Mean Household Income | \$68,318

Source: American Community Survey 1-Year Estimate, 2013

Civilian Labor Force - County (only)

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|-------------------|------|------|------|------|------|------|
| Unemployment Rate | 8.7% | 7.7% | 6.7% | 6.4% | 5.2% | 3.7% |

Total Primary Jobs within 20 miles of Jefferson County Area (2013)

| | Count | Share |
|--------------------|---------|--------|
| Total Primary Jobs | 462,768 | 100.0% |

Jobs by Worker Age

| Count | Share |
|-------|-------|
|-------|-------|

| | | |
|-------------------|---------|-------|
| Age 29 or younger | 103,342 | 22.3% |
| Age 30 to 54 | 256,821 | 55.5% |
| Age 55 or older | 102,605 | 22.2% |

Jobs by Earnings

| | Count | Share |
|------------------------------|---------|-------|
| \$1,250 per month or less | 93,898 | 20.3% |
| \$1,251 to \$3,333 per month | 155,239 | 33.5% |
| More than \$3,333 per month | 213,631 | 46.2% |

Jobs by NAICS Industry Sector

| | Count | Share |
|--|--------|-------|
| Agriculture, Forestry, Fishing and Hunting | 2,531 | 0.5% |
| Mining, Quarrying, and Oil and Gas Extraction | 358 | 0.1% |
| Utilities | 2,333 | 0.5% |
| Construction | 19,096 | 4.1% |
| Manufacturing | 79,122 | 17.1% |
| Wholesale Trade | 26,415 | 5.7% |
| Retail Trade | 46,775 | 10.1% |
| Transportation and Warehousing | 14,400 | 3.1% |
| Information | 10,946 | 2.4% |
| Finance and Insurance | 24,213 | 5.2% |
| Real Estate and Rental and Leasing | 4,862 | 1.1% |
| Professional, Scientific, and Technical Services | 22,623 | 4.9% |
| Management of Companies and Enterprises | 9,834 | 2.1% |
| Administration & Support, Waste Management and Remediation | 22,660 | 4.9% |
| Educational Services | 40,560 | 8.8% |
| Health Care and Social Assistance | 60,850 | 13.1% |
| Arts, Entertainment, and Recreation | 5,763 | 1.2% |
| Accommodation and Food Services | 32,091 | 6.9% |
| Other Services (excluding Public Administration) | 14,178 | 3.1% |
| Public Administration | 23,158 | 5.0% |

Jobs by Worker Educational Attainment

| | Count | Share |
|---|---------|-------|
| Less than high school | 27,648 | 6.0% |
| High school or equivalent, no college | 108,205 | 23.4% |
| Some college or Associate degree | 121,463 | 26.2% |
| Bachelor's degree or advanced degree | 102,110 | 22.1% |
| Educational attainment not available (workers aged 29 or younger) | 103,342 | 22.3% |