

Economic development element

A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

**Table 6-1: Employment Status Population 16 years and older**

Year	Data	Columbus	Columbia County	Wisconsin
2000	Labor Force	2,456	28,369	2,996,091
	Unemployment Rate	2.6%	4.3%	4.3%
2010	Labor Force	2,367	31,230	3,078,465
	Unemployment Rate	1.9%	3.4%	4.6%
2018	Labor Force	2,782	31,626	3,092,330
	Unemployment Rate	2.0%	3.40%	4.0%
Labor Force Change 2000-2018		326	3,257	96,239
Labor Force % Change 2000-2018		13.3%	11.48%	3.21%

Source: US Census, American Community Survey 2014-2018

Table 6-1 shows the employment status for workers in the City of Columbus compared to Columbia County and the state from 2000 to 2018. The table shows the unemployment levels in Columbus are lower than Columbia County and the State over this period. The data shows that the labor force has increased in Columbus, Columbia County and Wisconsin since 2000. In comparison with the State and County Columbus experienced the largest percent growth in the labor force.

Comparing the total population, found in Table 1-1, to the labor force will calculate the participation rate for the labor force. The Bureau of Labor Statistics defines the participation rate as the percentage of the civilian noninstitutional population 16 years and older that is working or actively looking for work. In 2000, 55.3% of Columbus residents participated in the labor force compared to 53.8% in 2018. During the same period, the state of Wisconsin experienced a slight decline in the participation rate from 55.8% in 2000 to 52.9% in 2018 while Columbia County held steady near 55%.

**Table 6-2: Columbus Residents Workplace Location**

2002			2017		
Location	Count	Share	Location	Count	Share
Columbus city (Columbia, WI)	625	29.9%	Madison city (Dane, WI)	731	26.0%
Madison city (Dane, WI)	390	18.7%	Columbus city (Columbia, WI)	499	17.8%
Sun Prairie city (Dane, WI)	104	5.0%	Sun Prairie city (Dane, WI)	187	6.7%
Fall River village (Columbia, WI)	66	3.2%	Fall River village (Columbia, WI)	93	3.3%
Beaver Dam city (Dodge, WI)	61	2.9%	Beaver Dam city (Dodge, WI)	79	2.8%
Burke town (Dane, WI)	46	2.2%	Milwaukee city (Milwaukee, WI)	45	1.6%
Waterloo city (Jefferson, WI)	40	1.9%	Madison town (Dane, WI)	43	1.5%
Milwaukee city (Milwaukee, WI)	38	1.8%	Columbus town (Columbia, WI)	38	1.4%
Monona city (Dane, WI)	32	1.5%	Middleton city (Dane, WI)	36	1.3%
Columbus town (Columbia, WI)	31	1.5%	DeForest village (Dane, WI)	33	1.2%
All Other Locations	657	31.4%	All Other Locations	1,024	36.5%
Total Primary Jobs	2,090		Total Primary Jobs	2,808	

Source: US Census, On the Map

Table 6-2 shows the most common workplace locations, by unit of local government, for Columbus Residents. In 2017, 26 % of employed Columbus residents traveled to Madison for their primary job. The US Census defines a primary job as a public or private sector jobs that is the highest paying job for an individual. The data also shows a decrease in those who live and work in the City of Columbus dropping from 29.9% in 2002 to 17.8% in 2017. Other popular workplace locations in 2017 include Sun Prairie, Beaver Dam and Fall River.

The US Census on the map data also identified the primary areas where people who live in the city are employed by county. In 2018, 78.9% of Columbus residents who were employed in Dane County (45.4%), Columbia County (25.8%), or Dodge County (7.7%).

**Table 6-3: Columbus Workers Residence Location**

2002			2017		
Location	Jobs	Percent	Location	Jobs	Percent
Columbus city (Columbia)	625	27.9%	Columbus city (Columbia)	499	19.5%
Beaver Dam city (Dodge)	186	8.3%	Beaver Dam city (Dodge)	184	7.2%
Fall River village (Columbia)	81	3.6%	Fall River village (Columbia)	114	4.5%
Columbus town (Columbia)	71	3.2%	Madison city (Dane)	100	3.9%
Sun Prairie city (Dane)	71	3.2%	Sun Prairie city (Dane)	96	3.8%
Fountain Prairie town (Columbia)	66	3.0%	Fountain Prairie town (Columbia)	59	2.3%
Madison city (Dane)	59	2.6%	Beaver Dam town (Dodge)	45	1.8%
Portland town (Dodge)	58	2.6%	Columbus town (Columbia)	39	1.5%
Hampden town (Columbia)	50	2.2%	Westford town (Dodge)	36	1.4%
Lowell town (Dodge)	50	2.2%	Elba town (Dodge)	31	1.2%
All Other Locations	920	41.1%	All Other Locations	1,355	53.0%
Total Primary Jobs	2,237		Total Primary Jobs	2,558	

Source: US Census On the Map

Table 6-3 shows the most common location of residence, by unit of local government, for Columbus workers. The data shows that Columbus Residents worked 19.5% of all primary jobs within the City of Columbus in 2017. The US Census defines a primary job as a public or private sector jobs that is the highest paying job for an individual. This figure is down from 2002 when Columbus residents comprised 27.9% of the primary jobs in the city.

The US Census on the map data also identified the primary areas where people who are employed in the city come from. In 2015, approximately 76% of all people employed in the city came from Columbia County (37.8%), Dodge County (22.5%), or Dane County (15.8%).

**Table 6-4: Class of Worker 2018**

	Columbus		Columbia County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Private wage and salary workers	2,207	79.2%	23,981	78.7%	2,450,447	82.7%
Government workers	428	15.4%	4,491	14.7%	358,325	12.1%
Self-employed	151	5.4%	1,898	6.2%	150,130	5.1%
Unpaid family workers	0	0.0%	88	0.3%	5,638	0.2%
Total	2,786		30,458		2,964,540	

Source: US Census, American Community Survey 2014-2018

Table 6-4 shows the number of workers by class for residents of the City of Columbus, Columbia County and the State in 2018. According to the US Census the class of worker data categorizes people according to the type of ownership of the employing organization. Most classes are similar to the county or state.

**Table 6-5: Employment by Occupation 2018**

Occupation Type	Columbus		Columbia County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Management, business, science, and arts	992	35.6%	10,152	33.3%	1,068,930	36.1%
Service	391	14.0%	4,863	16.0%	494,858	16.7%
Sales and office	672	24.1%	6,292	20.7%	622,193	21.0%
Natural resources, construction, and maintenance	268	9.6%	3,551	11.7%	253,223	8.5%
Production, transportation, and material moving	463	16.6%	5,600	18.4%	525,336	17.7%
Total	2,786		30,458		2,964,540	

Source: US Census, American Community Survey 2014-2018

Table 6-5 shows the workforce by occupation for residents of the City of Columbus, Columbia County and the State of Wisconsin. Occupation describes the kind of work the person does on the job regardless of the industry type. The largest number of Columbus residents are employed in the Management, business, science and arts. This group is also the most common occupation group for the county and state.

**Table 6-6: Employment by Industry**

Industry	Columbus		Columbia County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Agriculture, forestry, fishing and hunting, and mining	39	1.4%	1077	3.5%	69,034	2.3%
Construction	175	6.3%	2,398	7.9%	167,256	5.6%
Manufacturing	457	16.4%	5,431	17.8%	541,654	18.3%
Wholesale trade	46	1.7%	682	2.2%	79,385	2.7%
Retail trade	345	12.4%	3,146	10.3%	328,771	11.1%
Transportation and warehousing, and utilities	203	7.3%	1,668	5.5%	133,175	4.5%
Information	14	0.5%	454	1.5%	48,214	1.6%
Finance and insurance, and real estate and rental and leasing	239	8.6%	1,633	5.4%	178,252	6.0%
Professional, scientific, and management, and administrative and waste management services	113	4.1%	2,068	6.8%	247,109	8.3%
Educational services, and health care and social assistance	590	21.2%	6,214	20.4%	693,627	23.4%
Arts, entertainment, and recreation, and accommodation and food services	200	7.2%	2,841	9.3%	253,278	8.5%
Other services, except public administration	194	7.0%	1,201	3.9%	122,460	4.1%
Public administration	171	6.1%	1,645	5.4%	102,325	3.5%
Total	2,786		30,458		2,964,540	

Source: US Census, American Community Survey 2014-2018

Table 6-6 shows the employment of city residents by Industry for Columbus, Columbia County and the State of Wisconsin. Employment data by Industry examines the number of jobs based on the type of business. The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The table shows that has a similar breakdown of employment by industry compared to the county and the state.

**Table 6-7: Jobs by NAICS Industry Sector 2017**

NAICS Industry Sector	Jobs in Columbus		Jobs held by Columbus Residents	
	Count	Percent	Count	Percent
Agriculture, Forestry, Fishing and Hunting	0	0.0%	32	1.4%
Mining, Quarrying, and Oil and Gas Extraction	4	0.2%	0	0.0%
Utilities	0	0.0%	7	0.3%
Construction	38	1.7%	131	5.5%
Manufacturing	941	41.0%	454	19.2%
Wholesale Trade	91	4.0%	142	6.0%
Retail Trade	291	12.7%	302	12.8%
Transportation and Warehousing	44	1.9%	97	4.1%
Information	1	0.0%	41	1.7%
Finance and Insurance	75	3.3%	135	5.7%
Real Estate and Rental and Leasing	4	0.2%	21	0.9%
Professional, Scientific, and Technical Services	23	1.0%	123	5.2%
Management of Companies and Enterprises	4	0.2%	98	4.1%
Administration & Support, Waste Management & Remediation	6	0.3%	111	4.7%
Educational Services	1	0.0%	12	0.5%
Health Care and Social Assistance	549	23.9%	383	16.2%
Arts, Entertainment, and Recreation	18	0.8%	21	0.9%
Accommodation and Food Services	173	7.5%	180	7.6%
Other Services (excluding Public Administration)	32	1.4%	78	3.3%
Public Administration	0	0.0%	0	0
<b>Total</b>	<b>2295</b>		<b>2368</b>	
Source: US Census on the Map				

Table 6-7 shows jobs by NAICS Industry sectors for jobs worked within Columbus and for jobs worked by Columbus residents. The purpose of the table is to identify gaps in the local workforce. The sector that immediately stands out are those employed in manufacturing. There are a total of 941 jobs at manufacturing firms in Columbus and Columbus residents only have 454 residents working for a manufacturing business.

**Table 6-8: Largest Employers in the Columbus Planning Area**

<b>Business Name</b>	<b>Industry</b>	<b>Employee Range</b>
American Packaging Corp	31-33 Manufacturing	250-499
ENERPAC	31-33 Manufacturing	100-249
Prairie Ridge Hospital	62 Health Care and Social Assistance	100-249
Lyc0 Manufacturing Inc	31-33 Manufacturing	100-249
Rhodes Bake-N-Serv	31-33 Manufacturing	100-249
Columbus High School	61 Educational Services	50-99
GD Roberts	31-33 Manufacturing	50-99
Columbus Nursing & Rehab Ctr	62 Health Care and Social Assistance	50-99
Midstate Power & Equipment	42 Wholesale Trade	50-99
Columbus Middle School	61 Educational Services	50-99
Pick'n Save	44-45 Retail Trade	50-99
Columbus Elementary School	61 Educational Services	20-49
St Jerome School	61 Educational Services	20-49
Discovery Charter School	61 Educational Services	20-49
Estes Express Lines	48-49 Transportation and Warehousing	20-49
Larson House Inc	62 Health Care and Social Assistance	20-49
Columbus Aquatic Center	71 Arts, Entertainment, and Recreation	20-49
Kestrel Ridge Golf Club	71 Arts, Entertainment, and Recreation	20-49
Columbus Countryside Vet Clinic	54 Professional, Scientific, and Technical Services	20-49
GAR Plastics Inc	31-33 Manufacturing	20-49
Officesupply.com	44-45 Retail Trade	20-49
Countryside Ford	44-45 Retail Trade	20-49
Napleton Chevrolet Buick	44-45 Retail Trade	20-49
Farmers & Merchants Union Bank	52 Finance and Insurance	20-49
Duffy Grain Inc	54 Professional, Scientific, and Technical Services	20-49
Source: Wisconsin Department of Workforce Development; Infogroup National Database		

Table 6-8 above lists the largest employers in the Columbus Planning Area. The list is provided by data from the Wisconsin Department of Workforce Development and it includes each employer that has more than 20 employees. The top five largest employers consist of four manufacturing firms and Prairie Ridge Hospital. The top employers is a good blend of public and private employers for a rural community.

**Table 6-9: Average Annual Wage by Industry 2018**

NAICS	Industry	Columbia County	Wisconsin
11	Agriculture, Forestry, Fishing and Hunting	NA	\$35,771
21	Mining, Quarrying, and Oil and Gas Extraction	NA	\$65,630
22	Utilities	\$98,335	\$95,326
23	Construction	\$50,904	\$61,909
31-33	Manufacturing	\$53,809	\$58,048
42	Wholesale Trade	\$49,230	\$68,313
44-45	Retail Trade	\$27,077	\$27,730
48-49	Transportation and Warehousing	\$39,252	\$45,030
51	Information	\$42,276	\$73,577
52	Finance and Insurance	\$53,018	\$77,725
53	Real Estate and Rental and Leasing	\$30,413	\$43,338
54	Professional, Scientific, and Technical Services	\$44,234	\$74,088
55	Management of Companies and Enterprises	\$49,017	\$101,105
56	Administrative and Support, Waste Management, Remediation Services	\$39,200	\$32,191
61	Educational Services	\$37,677	\$48,277
62	Health Care and Social Assistance	\$41,644	\$49,643
71	Arts, Entertainment, and Recreation	\$15,498	\$31,663
72	Accommodation and Food Services	\$14,297	\$16,050
81	Other Services (except Public Administration)	\$30,427	\$30,674
92	Public Administration	\$41,244	\$47,859
99	Unclassified (99)	NA	\$73,663
Source: Wisconsin Department of Workforce Development			

Table 6-9 provides the average annual wage for each NAICS Industry. In Columbia County, employees working in the Utility Industry earn the highest average annual wage. Employees working in accommodation and food services earn the lowest average wage, partly because many of these are part-time employees, and many receive tips, which are often unaccounted for in wage data. On average, the average wage per industry is lower in Columbia County than the State averages for the same industries. Statistics on wages by industry are not available for the City of Columbus



**Table 6-10: Wisconsin Industry Employment Projections, 2016 - 2026**

Industry	2016 Employment	2026 Projected Employment	Change (2016-2026)	Percent Change (2016-2026)
Agriculture, Forestry, Fishing and Hunting	44,587	48,163	3,576	8.0%
Mining	3,259	2,932	(327)	-10.0%
Construction	112,059	122,729	10,670	9.5%
Manufacturing	462,743	470,708	7,965	1.7%
Utilities	9,680	8,003	(1,677)	-17.3%
Wholesale Trade	123,293	140,580	17,287	14.0%
Retail Trade	308,229	310,574	2,345	0.8%
Transportation and Warehousing	108,372	115,307	6,935	6.4%
Information	48,870	47,858	(1,012)	-2.1%
Finance and Insurance	126,127	132,919	6,792	5.4%
Real Estate and Rental and Leasing	25,415	26,936	1,521	6.0%
Professional, Scientific, and Technical Services	107,079	120,318	13,239	12.4%
Management of Companies and Enterprises	68,402	86,483	18,081	26.4%
Administrative and Support and Waste Management and Remediation Services	145,796	152,201	6,405	4.4%
Educational Services	254,810	262,756	7,946	3.1%
Health Care and Social Assistance	401,300	446,707	45,407	11.3%
Arts, Entertainment, and Recreation	45,251	50,667	5,416	12.0%
Accommodation and Food Services	235,319	260,134	24,815	10.5%
Other Services (except Government)	153,517	162,200	8,683	5.7%
Government	173,776	178,149	4,373	2.5%
Self Employed Workers, All Jobs	152,592	174,330	21,738	14.2%

Source: Wisconsin Department of Workforce Development

Table 6-10 shows employment projections by industry from the Wisconsin Department of Workforce Development. The projections show that Wisconsin will experience growth in employment for most industries through 2026. The raw numbers show that Health Care and Social Assistance will gain the most jobs in Wisconsin by 2026. Management of Companies and Enterprises will have the largest percent growth by industry in Wisconsin by 2026.

**Table 11: BRRTS Sites**

Activity Number	Activity Type	Site Name	Address	Status
02-11-000837	ERP	American Packaging Corp	850 W James St	Open
02-11-000823	ERP	American Packaging Corp	850 W James St	Open
02-11-577240	ERP	Enerpac Former Facility	720 W James St	Open
03-11-002423	LUST	Reuter Farm Property	N1976 Columbus Fall River Rd	Open
02-11-001651	ERP	Yohn Bulk Plt Property	Lewis and Chapel Sts	Open
03-11-245029	LUST	Poznanski Property	454 S Birdesy St	Open
02-14-272622	ERP	CFR Coop Bulk Plt	N12362 STH 16	Open
02-11-543532	ERP	Derr Property	241 E James St	Open
Source: WI DNR BRRTS Database				

The Bureau of Remediation and Redevelopment within the Wisconsin Department of Natural Resources oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. The Remediation and Redevelopment Tracking System (BRRTS) provides access to information on incidents (“Activities”) that contaminated soil or groundwater. These activities include spills, leaks, other cleanups and sites where no action was needed. Table 6-11 provides BRRTS data for open BRRTS sites within the Planning Area. Open sites are those in need of clean up or where clean up is underway.

The Bureau for Remediation and Redevelopment Tracking System (BRRTS) on the Web (BOTW) is the DNR's on-line database that provides information about contaminated properties and other activities related to the investigation and cleanup of contaminated soil or groundwater in Wisconsin. The database is part of the DNR's [Wisconsin Remediation and Redevelopment Database \(WRRD\)](#), an inter-linked system tracking information on different contaminated land activities. The database includes (but is not limited to) the following contamination data: investigations and cleanups of contaminated soil and/or groundwater; spills; Superfund sites; and DNR funding assistance.

**Goal**

1. Attract and Retain businesses within the City of Columbus that complement the existing workforce and business community.
2. Revitalize Downtown Columbus as the commercial and cultural center of the community.
3. Facilitate strategic economic growth and entrepreneurial activity within the City of Columbus
4. Establish and promote a unique identity for the City of Columbus

**Objective**

1. The City will encourage and seek funding methods to support events, projects, and programs that improve the competitive viability of downtown buildings and businesses.

2. The City will develop a project plan to support a Downtown TID.
3. Support the continued existence and growth of existing local businesses.
4. Identify and recruit business types most likely to be successful in Columbus.
5. Direct new and growing businesses to appropriate locations within the City.
6. Leverage the City’s municipal electric and water utility, as an economic development partner, in attracting commercial and residential growth to the City.
7. Establish and promote a clear identity, or “brand”, that communicates the unique character and opportunities offered by Columbus.
8. Find a suitable location for the development of an business incubator to stimulate entrepreneurial growth.

### Policy

1. The City will encourage and seek funding methods to support events, projects, and programs that improve the competitive viability of downtown buildings and businesses.
2. The City will encourage projects that incorporate both commercial and residential uses.
3. The City will utilize tax incremental financing (TIF) to support business growth in Columbus.
4. The City will continue to support the success of local businesses by dedicating staff resources to communicate and coordinate with businesses.
5. The City supports efforts by the Columbus Chamber of Commerce to increase local purchasing by Columbus residents, including both marketing to local consumers on this theme and the expansion of goods and services options available in the City.
6. The City will extend city services, including electric and water, only to properties within the City limits.
7. The City will identify a succinct community identity, with input from residents and business owners.
8. The City will engage in marketing efforts to build awareness of its preferred identity and image and to attract businesses and residents to Columbus.
9. Reserve areas along USH 151 and areas near Exit 115 (USH 151 and STH 73 interchange) and Exit 118 (USH 151 and STH 16/60 interchange) for high-quality development.
10. Provide free educational opportunities designed to assist existing and prospective businesses.
11. Support the clean-up of brownfield sites for reuse.