



Sun Prairie Wisconsin Economic Profile 2018

Highlights

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& Growth

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Highways

U.S. Highway 151 passes through Sun Prairie as a six-lane, limited access highway, providing a direct route to Madison and the interstate system to the south and the Fox River Valley to the North.

Sun Prairie's access to major highways is a distinct advantage for both businesses and residents.



Population

1990	15,352
2000	20,364
2015	31,810
2020 (forecast)	34,770
2030 (forecast)	40,948

Projected Annual Growth Rate

2013-2020	2.06%
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Sun Prairie Chamber of Commerce Website:

sunprairiechamber.com

Check the following additional resources for more information about Sun Prairie:

- City of Sun Prairie: cityofsunprairie.com
- School District: sunprairie.k12.wi.us
- Downtown Sun Prairie: downtownsunprairie.com
- Sun Prairie Tourism: visitsunprairie.com

Appleton	115 miles	NE
Chicago	135 miles	SE
Dubuque	105 miles	SW
Eau Claire	180 miles	NW
Green Bay	146 miles	NE
La Crosse	133 miles	NW
Milwaukee	65 miles	SE
Minneapolis/St.	246 miles	NW
Oshkosh	93 miles	NE
Rockford	76 miles	S

Labor Force

MAJOR EMPLOYERS

Company	Employees	FT
City of Sun Prairie	212	
Sun Prairie School District	1141	
QBE	700	
Frontier Communications	250	
Continental Conti Tech-Fluid Technologies	268	
Village Hearth Bakery	185	
Marcus Theaters	200	
Target	175	
Cabelas	165	
Royle Printing	275	
Prairie Athletic Club	330	
Palmer Johnson	120	
Costco Wholesale	191	
Colony Brands	505	
Trachte Building Systems	190	
Wisconsin Distributors	238	
Walmart	250	

EMPLOYMENT DATA

Dane County unemployment rate (1/18) 2.2% Sun Prairie: 2.2% WI: 3.1% High School Graduate or Higher: 95.2% (Sun Prairie)
Civilian employed population 16 yrs and over-Sun Prairie: 17,169

Sun Prairie Occupation Totals

(53590 zip code):

Management, Professional and related: 7,382

Service: 2,699

Sales and Office: 4,374

Production, Transport & Material Moving: 1,758

Natural Resources, Construction & Maintenance: 956

Sources: US Department of Commerce Census Bureau, 2000 Census; WI Dept. of Workforce Development; American Factfinder

Wage table source: OES Wage Survey—U.S. Department of Labor

Dane County wage rates: OCCUPATION	Hourly	
	MEDIAN	MEAN ANNUAL
Accountants/Auditors	\$30.17	\$66,690
Assemblers, Team	\$14.71	\$31,610
Bookkeeping/Accounting Clerks	\$18.54	\$38,870
Cashiers	\$9.11	\$20,430
Child Care Worker	\$10.49	\$22,820
Computer Programmer	\$35.15	\$73,900
Dental Assistant	\$17.97	\$39,100
Elementary Teacher	Not available	\$55,380
General Maintenance & Repair	\$19.28	\$41,330
Food Preparation	\$10.86	\$22,820
Insurance Sales Agents	\$24.88	\$71,060
Licensed Practical Nurses	\$21.87	\$45,530
Mechanical Engineer	\$36.21	\$76,960
Retail Salesperson	\$10.57	\$25,460
Stock Clerks	\$11.76	\$26,310
Tellers	\$12.69	\$26,940
Truck Driver, Light	\$13.49	\$34,450
Waiter /Waitress	\$11.57	\$28,610

MISCELLANEOUS

City Bond Rating - Aa-3
ISO rating for Sun Prairie - 3
*Fire Dept. has 45 volunteer and 9 career fire fighters
*Emergency Medical Service: has 12 FT and 6 PT paramedics and 2 Full time ambulances
*Police force has 53 sworn officers
Police/Fire Emergency: 911
Police non-emergency: (608) 837-7336
Fire non-emergency: (608) 837-5066

City Services/Government

The City of Sun Prairie staff offer expertise in a variety of areas to assist business and industry with their planning needs. (all contacts are 608 area code)

PLANNING DEPARTMENT: 608-825-1107

ECONOMIC DEVELOPMENT: 608-825-1107

PUBLIC WORKS: 837-3050

ENGINEERING: 825-1170

CITY CLERK: 837-2511

CITY ASSESSOR: 825-1186

BUILDING INSPECTION: 825-1184

GENERAL INFORMATION

Form of Government - Mayor/Council/City Administrator

Sun Prairie's governing body is the Common Council, consisting of eight alderpersons elected by districts and a mayor elected at large. The Common Council meets at 7 p.m. on the first and third Tuesday of every month.

REFUSE COLLECTION

Commercial - Businesses arrange for private collection of refuse and recycling materials.

CITY OWNED UTILITIES

Water, electricity and waste water treatment facilities are municipally owned, offering some of the lowest rates available to local customers. For additional information see 'utilities', next page.

Health Care Services

Sun Prairie has three medical clinics offering complete family care, and specialty services.

Dean Medical Center, 10 Tower Drive, (608)825-3500

U.W. Health Clinic, 2651 Windsor St, (608)837-2206

Westside Medical Campus:/Emergency Center: SSM Health Care offers a 24-hour emergency room on the City's Westside—2840 O'Keeffe Ave.

Capitol Physical Therapy: Specializing in Orthopedics & Sports, Pelvic PT, Seniors, & Injured Workers; 1266 W. Main Street, (608)318-1357.

Nursing Care: Willows Nursing & Rehabilitation Facility; Sun Prairie Retirement & Assisted Living Center

Assisted Living facilities: Clare Bridge of Sun Prairie, Faith Living Communities, Hyland Crossing Memory Care, Harmony Living Center, Hyland Park of Sun Prairie, Kindredhearts, New Perspectives Senior Living, Prairie Gardens Assisted Living, Sun Prairie Retirement & Assisted Living Center (visit our business directory on our website for contact information/details: www.sunprairiechamber.com)

Madison's finest hospitals are minutes away:

[University of Wisconsin Hospital & Clinic](#)

[St. Mary's Hospital Medical Center](#)

[Meriter Hospital](#)

[UW Health at the American Center](#)

In Columbia County, just fourteen miles northeast:

[Columbus Community Hospital & Medical Clinic](#)

Taxes

2017/2018 City of Sun Prairie Property Tax Rate

Jurisdiction	2015/2016	2016/2017	2017/2018	\$ Change	% Change
State	0.1710	0.1796	0.0	-0.1796	-100.0%
Dane County	3.1710	3.3054	3.1166	-0.1888	-5.71%
Local (City of Sun Prairie)	8.3437	8.4779	7.7170	-0.7609	-8.98%
MATC	0.9344	1.0222	0.9339	-0.0883	-8.64%
Subtotal	12.6201	12.9851	11.7675	-1.2176	-9.38%
Sun Prairie School District	12.8377	13.1711	12.0274	-1.1437	-8.68%
Less State School Credit	2.0901	2.0531	2.0057	-0.0474	-2.31%
Final Net Mill Rate—Sun Prairie	23.3677	24.1031	21.7892	-2.3139	-9.60%

Construction/Growth

DEVELOPMENTS

Sun Prairie has been one of the fastest growing communities in the state over the past two decades. The following projects are currently underway:

Downtown Revitalization: (TIF # 8)

Over the past decade, a total of 276 new dwelling units and over 120,000 sq ft of new retail/commercial floor area has been added downtown—additional redevelopment opportunities available

Main Street: (TIF #11)

Redevelopment project area; Road Reconstruction; Development incentives available

Prairie Center: West

(Pick 'n Save is anchor retailer) Developer: Rollie Winter Asso-

ciates; Acres: 15.45
Characteristics: 60,000 sq. ft. retail; 67,050 commercial

Smith's Crossing: Southwest Developer: Veridian Homes Acres: 447

Characteristics: 1494 units, up to 390,000 sq ft commercial/office, public school site, 200+ acre permanent open space

West Prairie Village: West Developer: FC Land Acres: 210

Characteristics: 1120 units, up to 410,000 sq. ft. commercial 85,000 sq. ft. civic/institutional

Prairie Lakes: West

Developer: Prairie Development, LTD Acres: 126.8

Characteristics: 890,000 sq. ft. retail—Target, Costco, Cabelas, Marcus Theatres

Providence: West

Developer: Wilshire Development II, LLC Acres: 90
Characteristics: 451 units, up to 72,000 sq ft retail/office, church site, school site

Liberty Square: North

Acres: 140
Characteristics: 681 units, 48,300 sq ft retail/office, potential church/school/day care

Sun Prairie Business Park:

Lots available; contact City of Sun Prairie Economic Development: 608-825-1107
business@cityofsunprairie.com
Over 40 businesses currently in park.

COMMERCIAL/INDUSTRIAL CONSTRUCTION

2017	\$97,415,938
2016	\$22,651,000
2015	\$15,348,032 est. value
2014	\$32,835,000
2013	\$21,647,600
2012	\$37,579,600
2011	\$9,527,900
2010	\$7,576,800
2009	\$12,520,700

RESIDENTIAL CONSTRUCTION

	SF	MF	Total
2017	134	21	155
2016	156	35	191
2015	161	124	285
2014	134	70	204
2013	119	179	298
2012	50	103	153
2011	40	70	110
2010	43	6	49
2009	44	52	96

Public Utilities

Electric and Water

These services are delivered by **SUN PRAIRIE UTILITIES**, one of Wisconsin's largest locally owned public power utilities. The utility prides itself on being a low cost, safe and reliable service provider. Current electric and water rates can be found on the Wisconsin Public Service Commission website (www.psc.wi.gov). For more information visit the website: (www.sunprairieutilities.com), call **(608) 837-5500**, or come to the main office located at **125 West Main Street**.

Wastewater and Stormwater

These services are provided by the **CITY OF SUN PRAIRIE**. For questions or for current rates, please visit the City's website (www.cityofsunprairie.com), call **(608)837-6292 [Wastewater]**, or call **(608)825-1170 [Stormwater-City Engineering]**. The impressive Wastewater Treatment facility is located at **3040 Bailey Road** and the Engineering Department is located within City Hall at **300 East Main Street**.

TELEPHONE

Telecommunications services are provided by Frontier, which has its Regional headquarters in Sun Prairie. For new business service call 1-877-462-8188; To order directories: 1-877-462-8188

TDS TELECOM: FIBER OPTICS

Provider of high-speed Internet, TV and phone service; tdstelecom.com; (608) 664-4779

NATURAL GAS: WE Energies,

1-800-242-4035

Gas charge is based on load size and changes on a monthly basis, call WE Energies for the current rate.

Demographics

SUN PRAIRIE HOUSEHOLD INCOME

Household Income (2012-16 estimates)	
\$25,000-\$34,999	8.9%
\$35,000-\$49,999	14.3%
\$50,000-\$74,999	20.9%
\$75,000-\$99,999	15.0%
\$100,000-\$149,999	17.5%

Sun Prairie Household 2016 estimates:
Median Income: \$65,203
Per Capita Income: \$29,829
Sun Prairie Median Owner Occupied Housing Unit Value: \$206,000

Sun Prairie Median Age - 34.3
Percent Male - 48.4%;
Percent Female - 51.6%
Percent age 25-44 - 23.9%
Percent age 45-64 - 23.4%

Number of Households 2016: 13,221
Sun Prairie Families: 7,926
Population 25 years & Over: 20,527

EDUCATION LEVEL

(5 year estimate, 2012-2016)
(Persons 25+)

Less than 9th grade	0.9%
9th to 12th grade, no diploma	3.0%
High school graduate	19.8%
Some college, no degree	22.7%
Associate degree	12.4%
Bachelor's degree	27.3%
Graduate or professional degree	13.7%

DANE COUNTY

Dane County Median Age - 34.7
2016 Median Household Income: \$64,773
Dane County Per Capita Income: \$35,687
Dane County Median Home Value 2016: \$236,000

Sources: US Department of Commerce Census Bureau; ESRI; American Fact Finder, ACS



Sun Prairie Chamber of Commerce

109 E Main Street
Sun Prairie, WI 53590

Phone: 608-837-4547
Fax: 608-837-8765
Email: spchamber@frontier.com
Web: sunprairiechamber.com

Education/Community Resources

Location, Location, Location!!!

The city is only minutes away from:

- Madison
- U.S. Highway 151 with four interchanges to Sun Prairie
- Interstate 39/90/94
- Dane County Regional Airport

Educational System - Sun Prairie Area School District

Office: (608) 834-6500, 501 South Bird Street, 53590

- serves over 7,000 children in the District
- consists of Sun Prairie Senior High School, an Alternative Learning School, Upper Middle School, two middle Schools, seven public elementary schools, a 4K program, and Sun Prairie's Virtual School. Provides a full range of instruction from special education to a talented and gifted program

- * Four Parochial Schools in Sun Prairie
- * Huntington Learning Center

Post Secondary Education

Madison offers many opportunities in continuing education. Vocational/technical, undergraduate and graduate programs, courses for credit or non-credit.

University of Wisconsin-Madison
Madison College (formerly MATC)
Upper Iowa University
Cardinal Stritch University
Edgewood College
Globe University
Herzing University
Lakeland College
University of Phoenix
Concordia University

Parks and Recreation

Features:

- park system consisting of 42 parks covering 370 acres
- more than 13 ball diamonds
- 5 outdoor skating rinks
- two sledding hills
- three soccer fields
- Family Aquatic Center features a 'zero

depth' swimming pool, waterslides and sand play area

- Youth Baseball Complex is home to the daytime baseball and softball programs as well as Sun Prairie's Little League program
- Municipal Pet Exercise Area
- Skateboard Park
- Sun Prairie ice Arena: youth hockey, adult hockey, figure skating, recreational skating

Additional Recreational Attractions:

- golf, bowling, soccer and indoor hockey provided by private organizations
- athletic club
- Library
- YMCA
- Civic Theatre
- Sun Prairie Ice Arena
- Angell Park Dream Park
- Angell Park hosts Midget Auto racing in the summer and other events
- Colonial Club Senior Center offers a variety of educational and recreational activities for people age 55 and older