**Sun Prairie Wisconsin Economic Profile 2019**

**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

**Highlights**

- Labor Force
- City/ Government
- Taxes
- Health Care
- Demographics
- Education
- Construction & Growth
- Community

**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.

**Population**

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>15,352</td>
</tr>
<tr>
<td>2000</td>
<td>20,364</td>
</tr>
<tr>
<td>2015</td>
<td>31,810</td>
</tr>
<tr>
<td>2020 (forecast)</td>
<td>34,770</td>
</tr>
<tr>
<td>2030 (forecast)</td>
<td>40,948</td>
</tr>
</tbody>
</table>

Projected Annual Growth Rate

2013-2020 2.06%

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

**Highways**

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**Population**

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**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. Paul** 246 miles NW
**Oshkosh** 93 miles NE
**Rockford** 76 miles S
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

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.

MISCELLANEOUS
City Bond Rating - Aa-2
ISO rating for Sun Prairie - 3
*Fire Dept. has 45 volunteer and 13 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

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 and other health services: www.sunprairiechamber.com)
Taxes

2018/2019 City of Sun Prairie Property Tax Rate

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>0.1796</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Dane County</td>
<td>3.3054</td>
<td>3.1166</td>
<td>3.1608</td>
<td>0.0442</td>
<td>1.42%</td>
</tr>
<tr>
<td>Local (City of Sun Prairie)</td>
<td>8.4779</td>
<td>7.7170</td>
<td>7.9445</td>
<td>0.2275</td>
<td>2.96%</td>
</tr>
<tr>
<td>MATC</td>
<td>1.0222</td>
<td>0.9339</td>
<td>0.9692</td>
<td>0.0353</td>
<td>3.78%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>12.9851</td>
<td>11.7675</td>
<td>12.0755</td>
<td>0.308</td>
<td>2.62%</td>
</tr>
<tr>
<td>Sun Prairie School District</td>
<td>13.1711</td>
<td>12.0274</td>
<td>12.8591</td>
<td>0.8317</td>
<td>6.92%</td>
</tr>
<tr>
<td><strong>Less State School Credit</strong></td>
<td>(2.0531)</td>
<td>(2.0057)</td>
<td>(2.0217)</td>
<td>0.016</td>
<td>0.80%</td>
</tr>
<tr>
<td><strong>Final Net Mill Rate—Sun Prairie</strong></td>
<td>24.1031</td>
<td>21.7892</td>
<td>22.9129</td>
<td>1.1237</td>
<td>5.16%</td>
</tr>
</tbody>
</table>

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 Associates; 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.

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.
Education/Community Resources

**Education System - Sun Prairie Area School District**

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

- serves over 8,400 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

**Demographics**

**SUN PRAIRIE HOUSEHOLD INCOME**

- Household Income (2013-17 estimates)
  - Less than $10,000: 2.3%
  - $10,000-$14,999: 3.9%
  - $15,000-$24,999: 7.3%
  - $25,000-$34,999: 9.6%
  - $35,000-$49,999: 14.2%
  - $50,000-$74,999: 18.5%
  - $75,000-$99,999: 15.2%
  - $100,000-$149,999: 18.0%

Sun Prairie Household 2017 estimates:
- Median Income: $67,512
- Per Capita Income: $32,187

Sun Prairie Median Owner Occupied Housing Unit Value: $216,800

Number of Households 2017: 12,886

**DANE COUNTY**

- Dane County Median Age - 34.8
- 2017 Median Household Income: $67,631
- Dane County Per Capita Income: $37,193
- Dane County Median Home Value 2017: $242,700

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