



# Sun Prairie Wisconsin Economic Profile

2010

## Highlights

### Labor Force

#### City

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#### Demographics

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## Sun Prairie Population

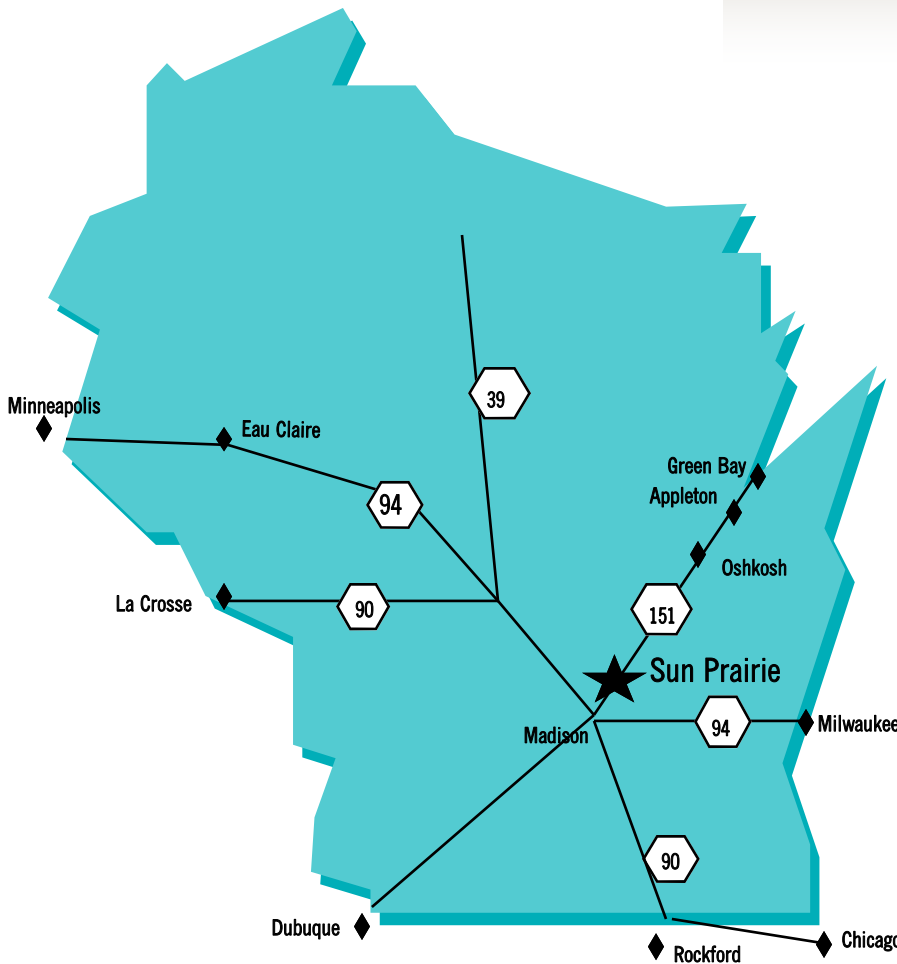
1990	15,352
2000	20,369
2009 estimate	26,100
2030 (forecast)	40,948
Annual Growth Rate	
2000-2009	3.1%

Source: City of Sun Prairie  
Planning Staff

## 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.

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



Sun Prairie Chamber Website:  
[sunprairiechamber.com](http://sunprairiechamber.com)

Check the following additional resources for more information on Sun Prairie

- City of Sun Prairie website:  
[cityofsunprairie.com](http://cityofsunprairie.com)
- School District website:  
[sunprairie.k12.wi.us](http://sunprairie.k12.wi.us)

# Labor Force

## MAJOR EMPLOYERS

Company	Employees	FT	PT
City of Sun Prairie	171		100+
Sun Prairie School District	837		
General Casualty Companies	870		16
Famous Footwear Distribution Center	146		
Veyance Technologies Engineered Products, Inc	212		4
Royle Printing	174		
Trachte Building Systems	110		
Wisconsin Cheeseman, Inc.	105		
Wisconsin Distributors	143		
Verizon	212		

The following table presents hourly wage rates for sample occupations in the Dane County area.

OCCUPATION	MEDIAN	MEAN ANNUAL
Accountants/Auditors	\$27.69	\$60,230
Assemblers, Team	\$12.47	\$27,510
Bookkeeping/Accounting Clerks	\$16.08	\$34,320
Cashiers	\$8.91	\$19,790
Child Care Worker	\$9.84	\$21,570
Computer Programmer	\$29.65	\$64,860
Data Entry Keyers	\$12.08	\$27,780
Dental Assistant	\$17.35	\$37,630
Elementary Teacher	not available	\$46,920
Food Preparation	\$9.14	\$20,360
General Office Clerk	\$13.34	\$28,390
Insurance Sales Agents	\$24.47	\$67,390
Licensed Practical Nurses	\$19.62	\$40,980
Mechanical Engineer	\$32.43	\$71,080
Retail Salesperson	\$9.75	\$24,290
Tellers	\$11.62	\$24,330
Truck Driver, Light	\$15.43	\$34,230
Typists/Word Processors	\$18.16	\$36,920
Waiter/Waitress	\$7.73	\$20,100

## EMPLOYMENT DATA

Dane County unemployment rate (12/09) 5.4%  
 High School Graduate or Higher: 94.6% (Sun Prairie)  
*Sun Prairie Occupation Percentages (53590 zip code)\*:*  
 Management, Professional and related: 39.9%  
 Service: 10.1%  
 Sales and Office: 29.8%  
 Production, Transport & Material Moving: 12.9%

\*2000 Census

*Source: 2008 OES Wage Survey-U.S. Department of Labor*

# 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:

825-1107

### ECONOMIC DEVELOPMENT:

825-0894

### PUBLIC WORKS: 837-3050

### ENGINEERING: 837-3050

### CITY CLERK: 837-2511

### CITY ASSESSOR: 825-1186

### BUILDING INSPECTION: 825-1184

### GENERAL INFORMATION

Community Master Plan - yes  
 Planning Commission - yes  
 Industrial Revenue Bonds - yes  
 Form of Government - Mayor/Council/City Administrator  
 Zoning Regulations - yes  
 Tax Incremental Financing - yes

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 - Private Contract  
 Recycling Program in place - 37% residential curbside usage  
 Commercial recycling available with revenues returned for usage.

### CITY OWNED UTILITIES

Internet/fiber optics, 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-3  
 ISO rating for Sun Prairie Volunteer Fire Department - 4 (in city) and 6/10 Townships  
 \*Fire Dept. has 45 volunteer fire fighters  
 \*Emergency Medical Service: has 13 paramedics and 2 Full time ambulances  
 \*Police force has 49 sworn officers  
 Police/Fire Emergency: 911  
 Police non-emergency: (608)837-3776  
 Fire non-emergency: (608) 837-6452

# 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., and will be developing a 'full scale' health care campus to provide a greater level of service to Sun Prairie and the surrounding community.

*Willows Nursing & Rehabilitation Facility*, 41 Rickel Road, (608)837-8529, Offers physical, occupational, speech & respiratory therapies & outpatient therapy services.

*Assisted Living facilities:* Crown Point Village, Haack's Tendercare, Harmony Living Center, Kindredhearts, Lighthouse Assisted Living, Prairie Gardens C.B.R.F (visit our business directory on our website for contact information/details: [www.sunprairiechamber.com](http://www.sunprairiechamber.com))

*Madison's finest hospitals are minutes away:*

[University of Wisconsin Hospital & Clinic](#)  
[Meriter Hospital](#)

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

*In Columbia County, just fourteen miles northeast:*

[Columbus Community Hospital & Medical Clinic](#)

# Taxes

## 2009 City of Sun Prairie Property Tax Rate

Jurisdiction	2007	2008	2009	\$ Change 2008 to 2009	% Change 2008 to 2009
State	0.1714	0.1721	0.1781	0.0060	3.5%
Dane County	2.4007	2.4001	2.6688	0.2687	11.2%
Local (City of Sun Prairie)	7.7449	7.7449	7.9786	0.2337	3.0%
MATC	1.2111	1.2283	1.3778	0.01495	12.2%
<i>SUB TOTAL</i>	<i>11.5282</i>	<i>11.5454</i>	<i>12.2033</i>	<i>0.6579</i>	<i>5.7%</i>
Sun Prairie School District	10.1350	10.6804	11.7934	1.1130	10.4%
Less: State School Credit	1.5126	1.6882	1.7819	0.0937	5.5%
<i>FINAL NET MILL RATE - Sun Prairie</i>	<i>20.1505</i>	<i>20.5376</i>	<i>22.2148</i>	<i>1.6772</i>	<i>8.2%</i>

# Construction/Growth

## DEVELOPMENTS

Sun Prairie has been one of the fastest growing communities in the state over the past decade. There are a number of active development projects and ample land available for future growth. The following projects are currently underway:

### Providence: West

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

### Prairie Center: West (Copp's 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: 1841 units, up to 390,000 sq ft commercial/office, public school site, 200+ acre permanent open space

### Main Street: (TIF #10)

Redevelopment project area; Road Reconstruction

### West Prairie Village: West

Developer: Connery-Fedler Building & Design; Acres: 210  
Characteristics: 845 units, up to 410,000 sq. ft. commercial 85,000 sq. ft. civic/institutional

### Prairie Lakes: West

Developer: Connery-Fedler Building & Design; Acres: 126.8  
Characteristics: 890,000 sq. ft. retail—Target is anchor retailer; Marcus Theatre project approved in 2010.

### Liberty Square: North

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

### Downtown Revitalization: (TIF #8)

Over the past 7 years, 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

### Sun Prairie Business Park:

Lots available; contact John Pinger, 608-223-9330;  
Over 35 businesses currently in park. Visit: [www.spidc.org](http://www.spidc.org)

## COMMERCIAL/INDUSTRIAL CONSTRUCTION

2009	\$12,938,562
2008	\$96,185,250
2007	\$26,646,797
2006	\$25,239,227
2005	\$41,908,528
2004	\$18,410,000
2003	\$ 6,131,350
2002	\$ 4,000,000
2001	\$ 9,620,277

## RESIDENTIAL CONSTRUCTION

	SF	Duplex	MF
2009	43	0	52
2008	60		144
2007	67	20	109
2006	86	44	278
2005	183	36	151
2004	225	34	290
2003	298	50	434

# Utilities

## ELECTRICITY/WATER/SEWAGE UTILITY/STORMWATER UTILITY

Sun Prairie Water and Light Commission, 125 West Main St., Sun Prairie, WI 53590 (608) 837-5500 \*rates average 10-20% less than competing utilities

### Electricity

**Customer Charge.** Single-phase is \$7.00 per month, three-phase is \$14 per month; **Energy Charge.** 7.67 cents per KWH; **PPCAL** (power cost adjustment) will also be added or subtracted

### Water

**Minimum Monthly Charges.** 5/8" meter - \$4.00; 1" meter - \$6.50; 1-1/2" meter - \$10.00; 2" meter - \$15.00; 3" meter - \$26.00; 4" meter - \$44.00; **Volume Charge.** First 2,000 cu. ft.-\$.96 per 100 cu. ft., next 14,700 cu. ft.-\$.70 per 100 cu. ft., ; over 16,700 cu. ft.-\$.58 per 100 cu. ft.; **Number of Wells.** 6; **Pumping Capacity.** 7,920 gallons per minute; maximum used to date: 3,913 gallons per minute

**Water Storage Capacity.** 1.1 million gallons elevated, 1.75 million gallons surface storage

### Sewage

**Minimum Monthly Charges.** 5/8" meter - \$5.90; 1" meter - \$8.60; 1-1/2" meter - \$13.20; 2" meter - \$18.60; 3" meter - \$31.30; 4" meter - \$49.40; **Volume Charge.** \$1.83 per 100 cu. ft. of water used; **Storm Water** - yes, rates vary per lot size etc;

## TELEPHONE

Telecommunications services are provided by Verizon which has its State Headquarters in Sun Prairie. For new business service call 1-800-483-5000  
To order directories: 1-800-888-8448

## 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

### 53590 Zip Code Statistics

Household Income (2008 estimates)	
under-\$25,000	8.27%
\$25,000-\$49,999	18.98%
\$50,000-\$99,999	40.55%
\$100,000-\$149,999	28.14%

### Sun Prairie Household 2007:

Median Income: \$76,080

Per Capita Income: \$33,822

### Sun Prairie Median Owner Occupied Housing

Unit Value: \$228,545

Sun Prairie Median Age - 35.3

Percent Male - 49%; Percent Female - 51%

Percent age 25-44 - 29.2%

Percent age 45-64 - 26.0%

### Number of Households 2008

in Sun Prairie Zip Code - 12,884

Sun Prairie Families—9,253

## EDUCATION LEVEL (2000 census)

(Persons 25+)

Less than 9th grade	3.2%
9th to 12th grade, no diploma	5.8%
High school graduate	21.8%
Some college, no degree	23.0%
Associate degree	11.6%
Bachelor's degree	26.9%
Graduate or professional degree	7.5%

## DANE COUNTY

Dane County Median Age - 34.7

Dane County Household 2008

Median Income: \$64,312

Dane County Per Capita Income: \$33,618

Dane County Median Owner Occupied Housing

Unit Value: \$225,527

Source: US Department of Commerce Census Bureau &  
ESRI Business Information Solutions

*Sun Prairie is the  
second largest  
city in Dane  
County.*



***We Promote, Connect,  
& Advocate for our Members***

**109 E Main Street  
Sun Prairie, WI 53590**

**Phone: 608-837-4547**

**Fax: 608-837-8765**

**Email: [spchamber@verizon.net](mailto:spchamber@verizon.net)**

**Web: [sunprairiechamber.com](http://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 6,000 children in the District
- consists of a senior high, two middle schools, seven elementary schools and four parochial schools (new high school under construction-opens fall 2010)
- provides a full range of instruction from special education to a talented and gifted program

## 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 College  
Lakeland College  
University of Phoenix  
Concordia University

## Parks and Recreation

Features:

- park system consisting of 40 parks covering 333 acres
- more than 13 ball diamonds
- 8 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 day-time baseball and softball programs as well as Sun Prairie's Little League program
- Municipal Pet Exercise Area
- Skateboard Park

## Additional Recreational Attractions:

- golf, bowling, soccer and indoor hockey provided by private organizations
- athletic club
- Library
- YMCA
- Civic Theatre
- 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