

Southwest Wisconsin Regional Projections

10/12/2021



Troy Maggied
t.maggied@swwrpc.org



Population Projections & Impacts

- Data
- Lived Experience
- Impacts
- Opportunities



RICHLAND



CRAWFORD



GRANT



IOWA



LAFAYETTE



GREEN

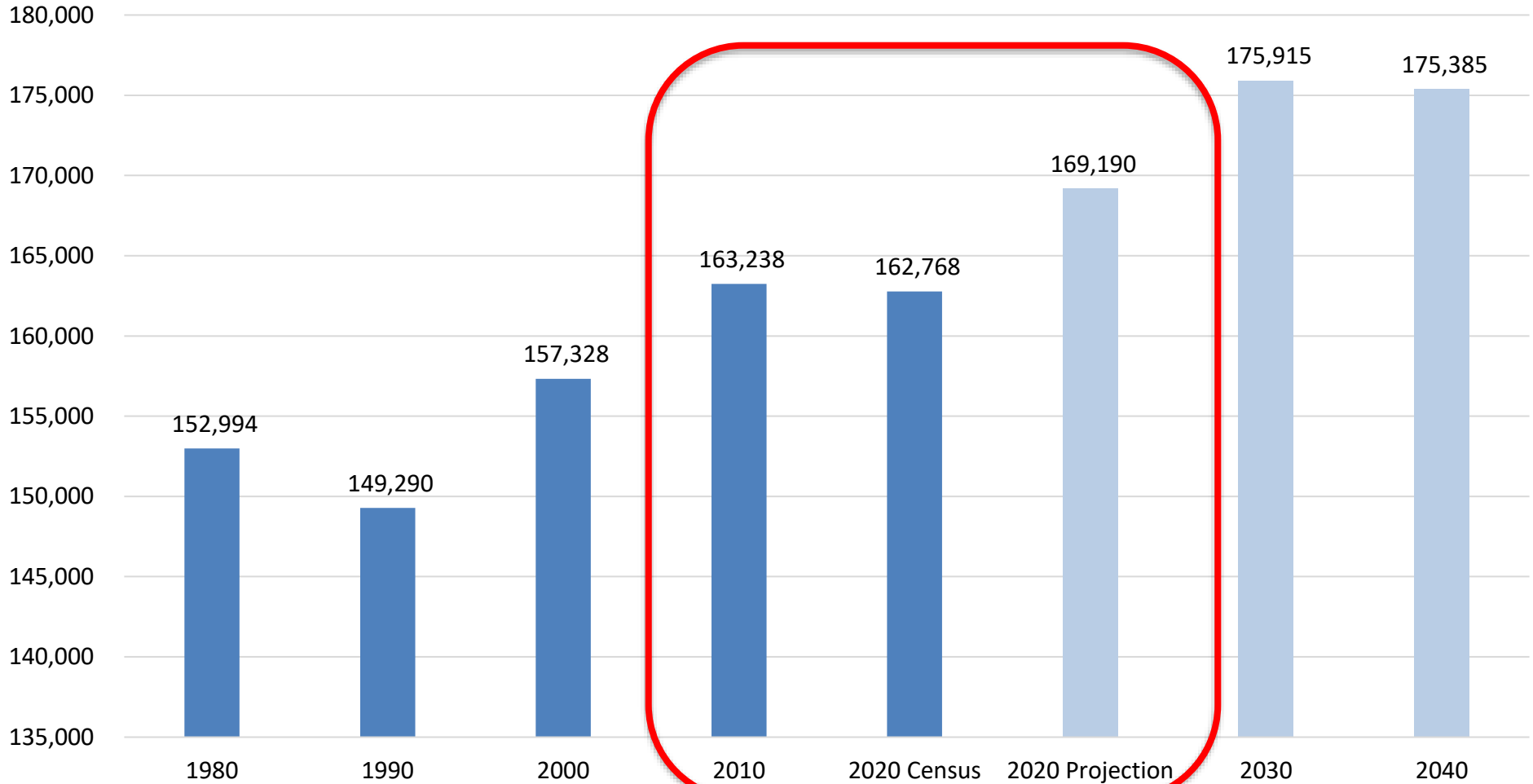


**PROSPERITY
SOUTHWEST**

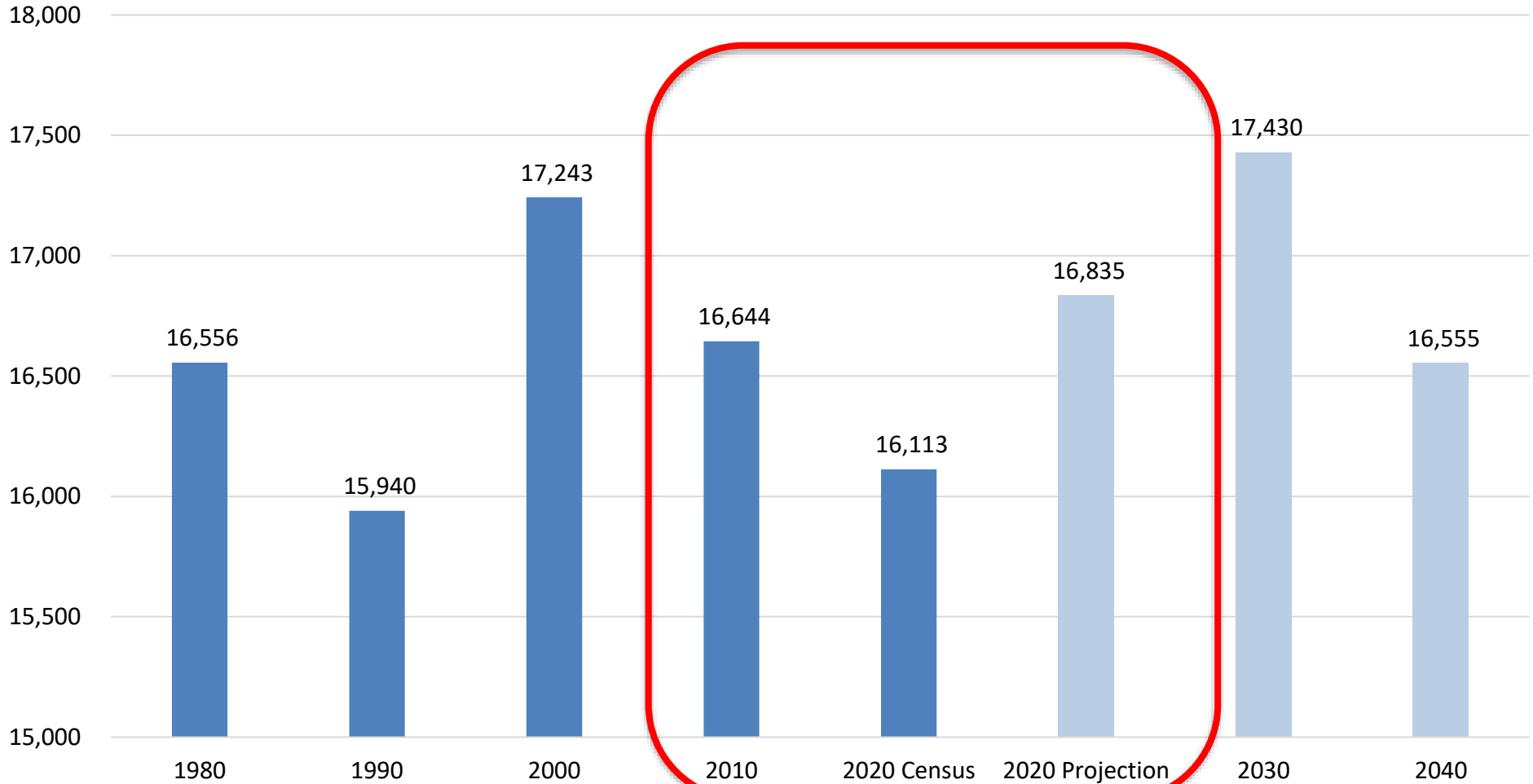
2020 Census



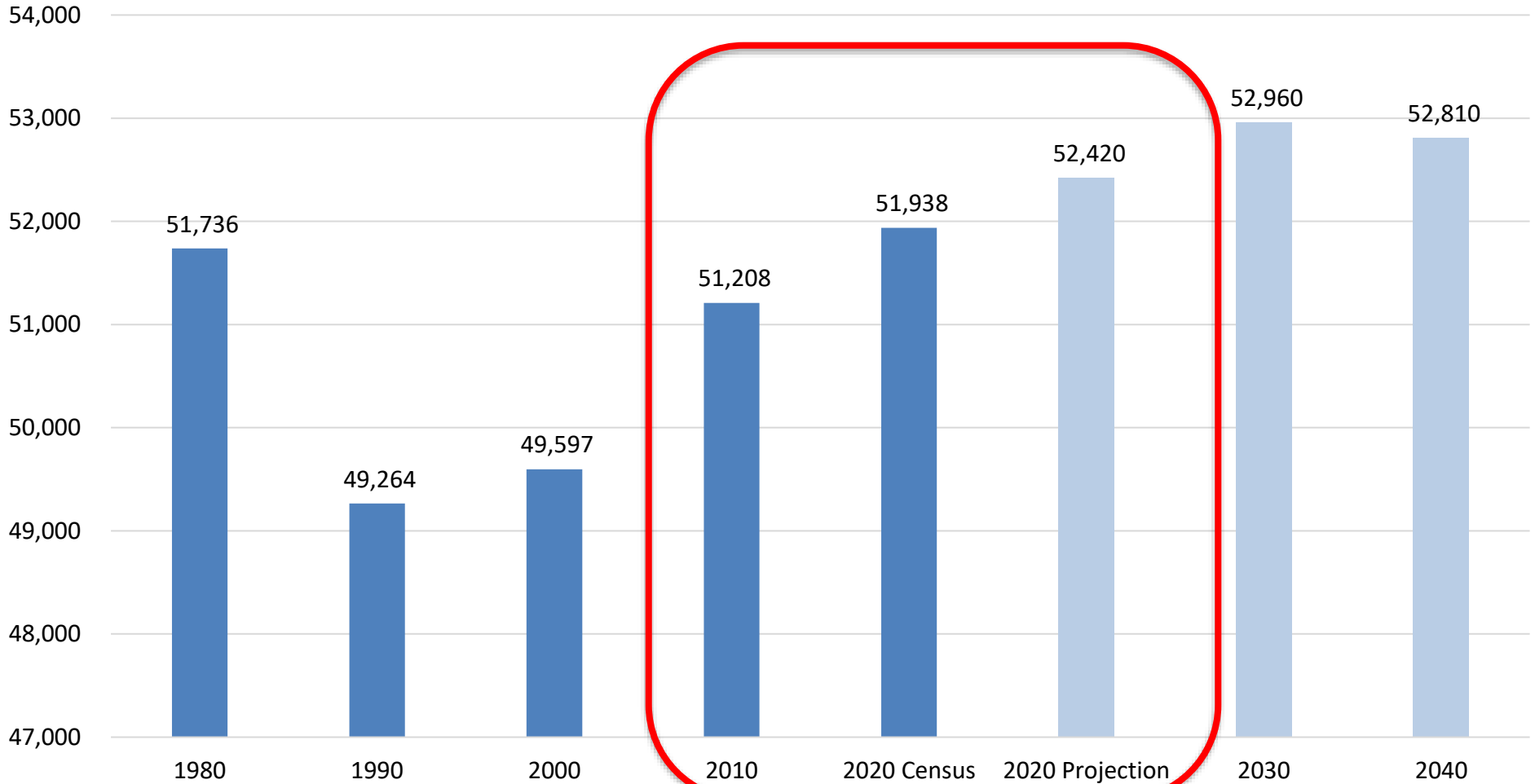
6-County SW WI Total Population



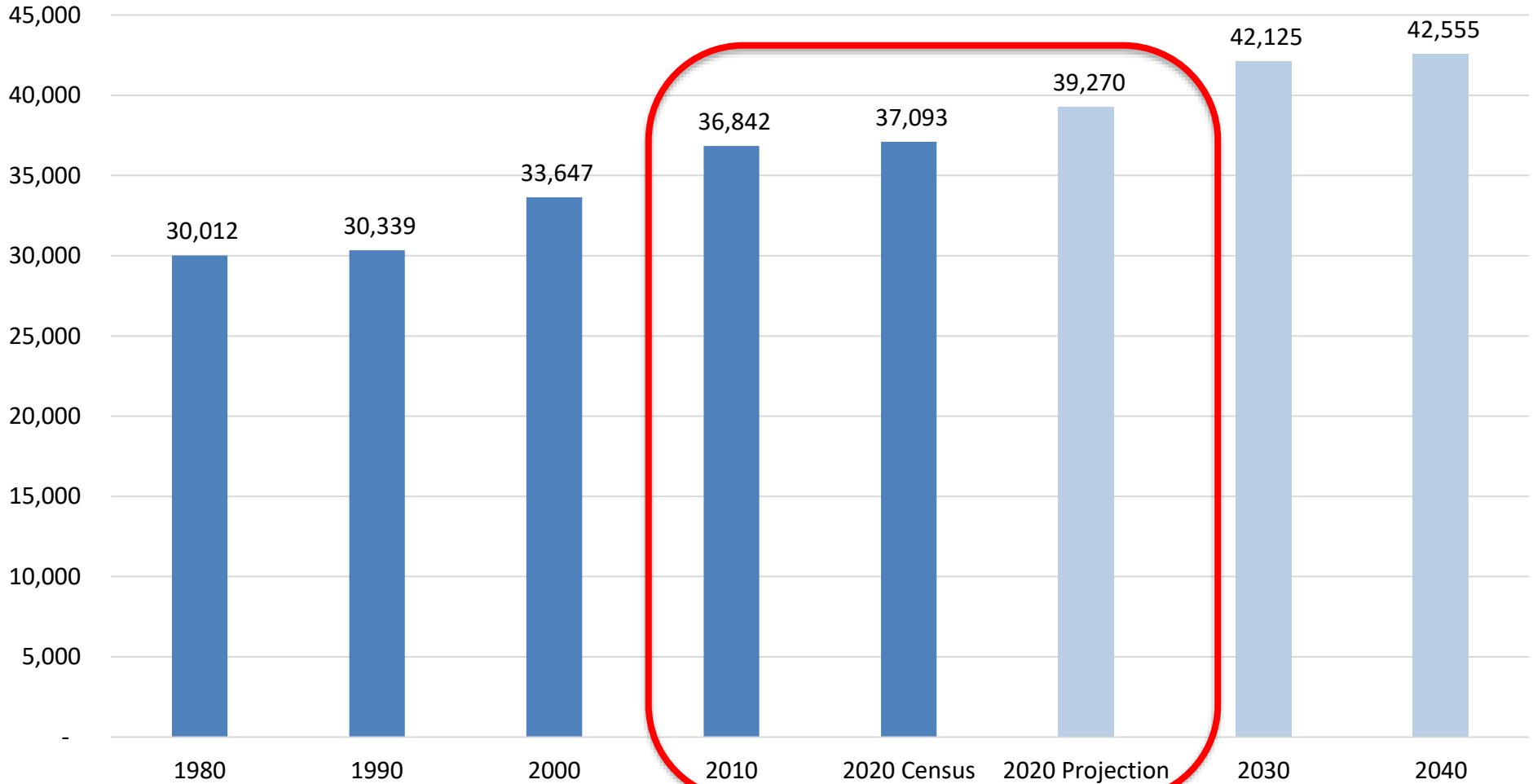
Crawford County: Total Population



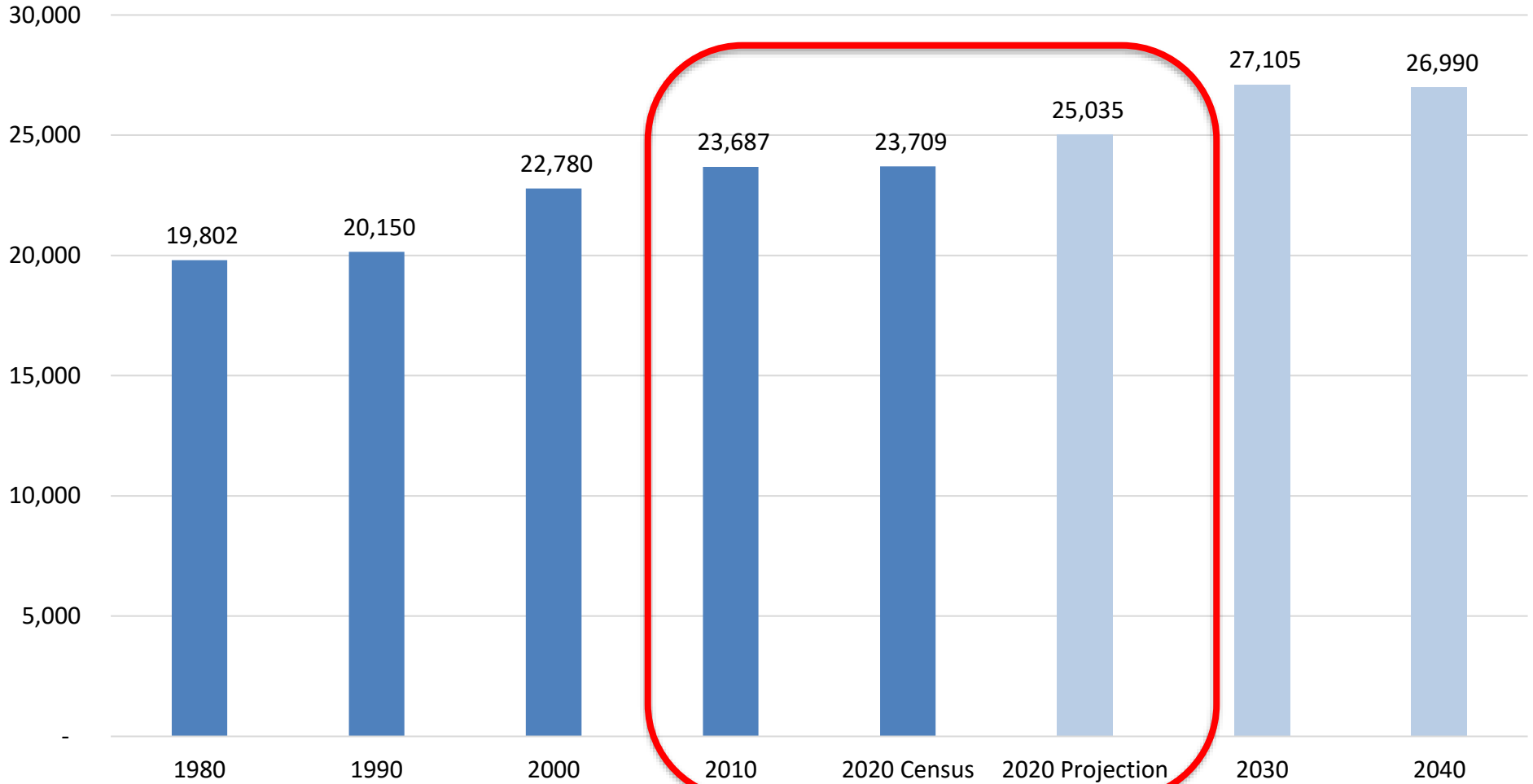
Grant County: Total Population



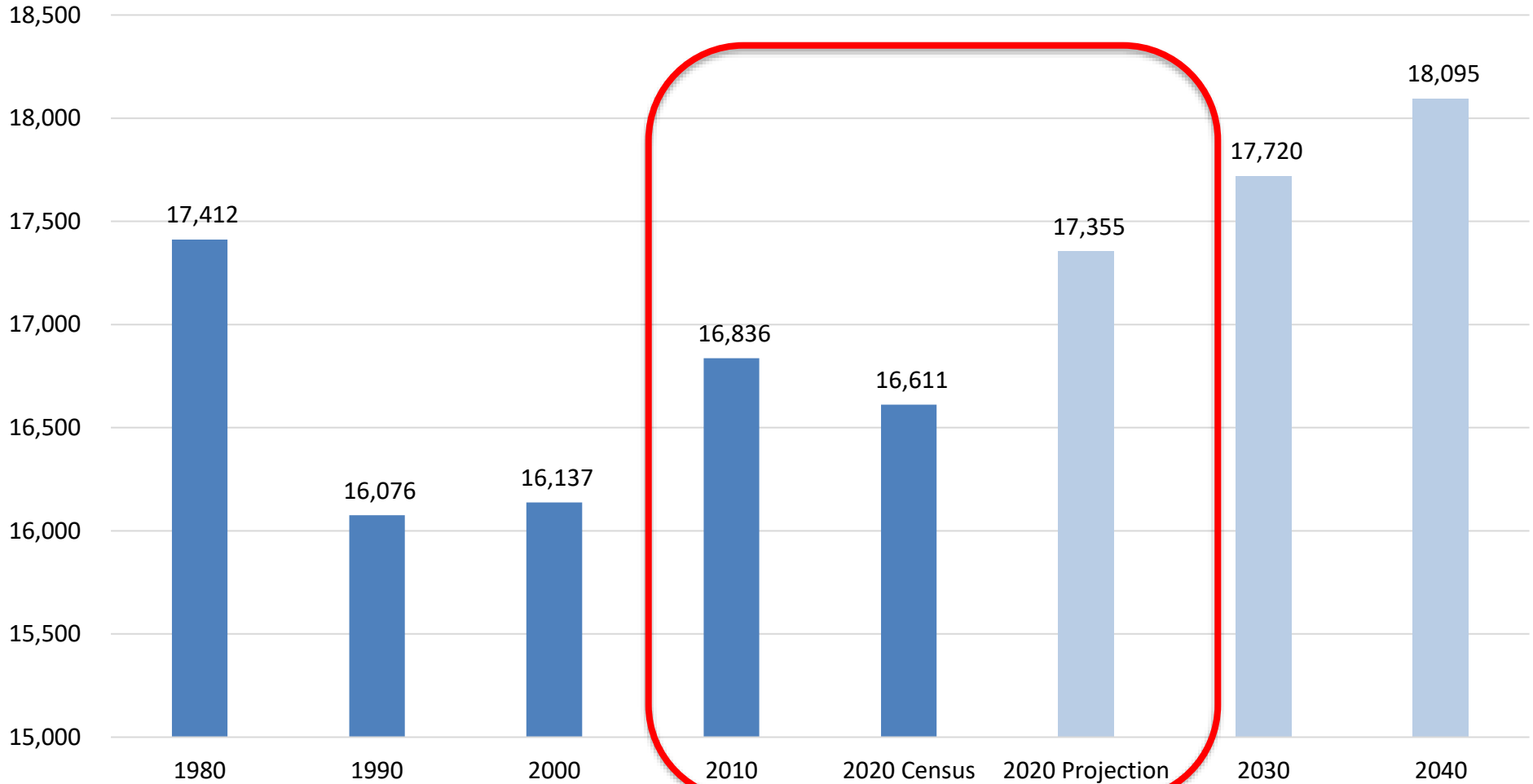
Green County: Total Population



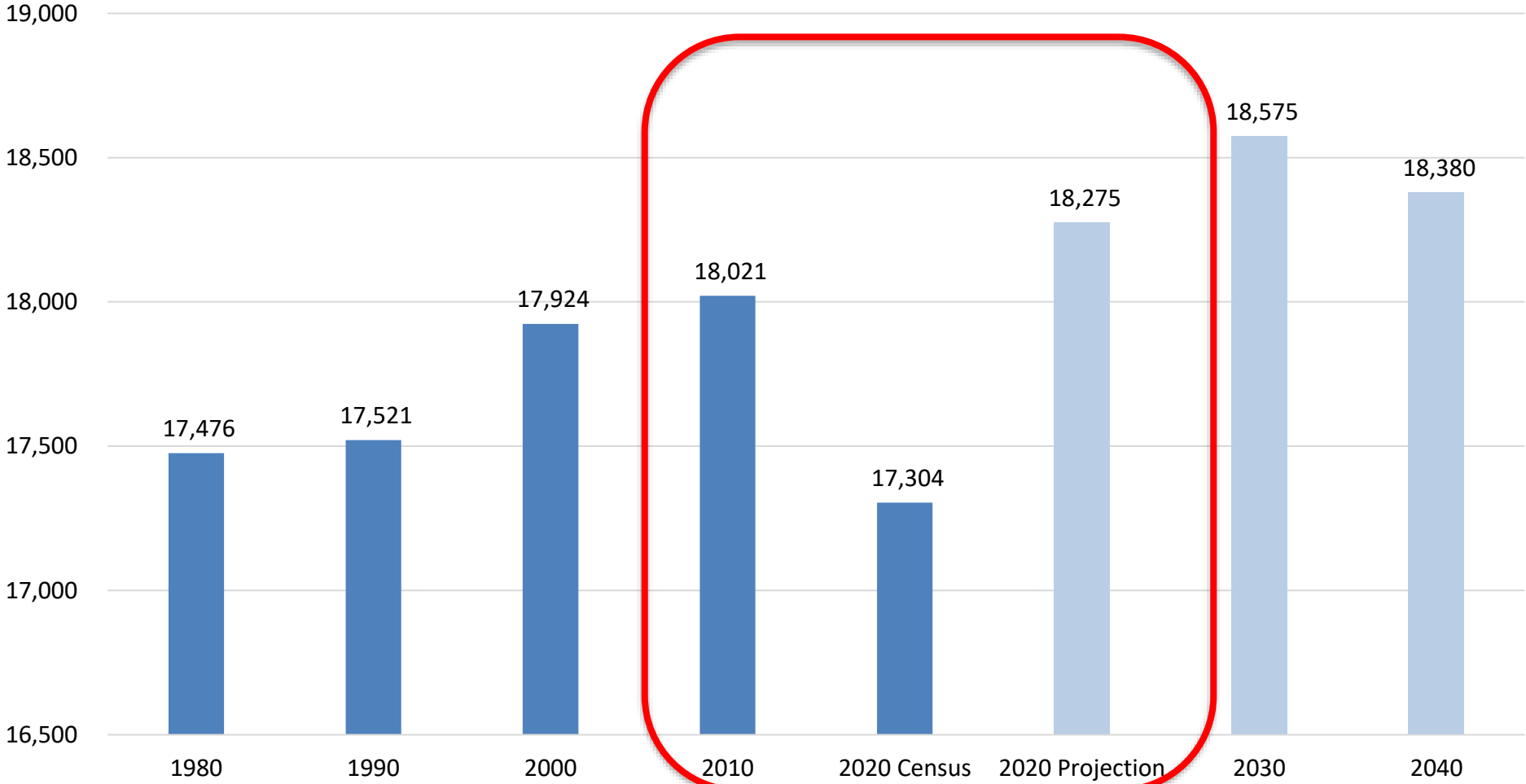
Iowa County: Total Population



Lafayette County: Total Population



Richland County: Total Population



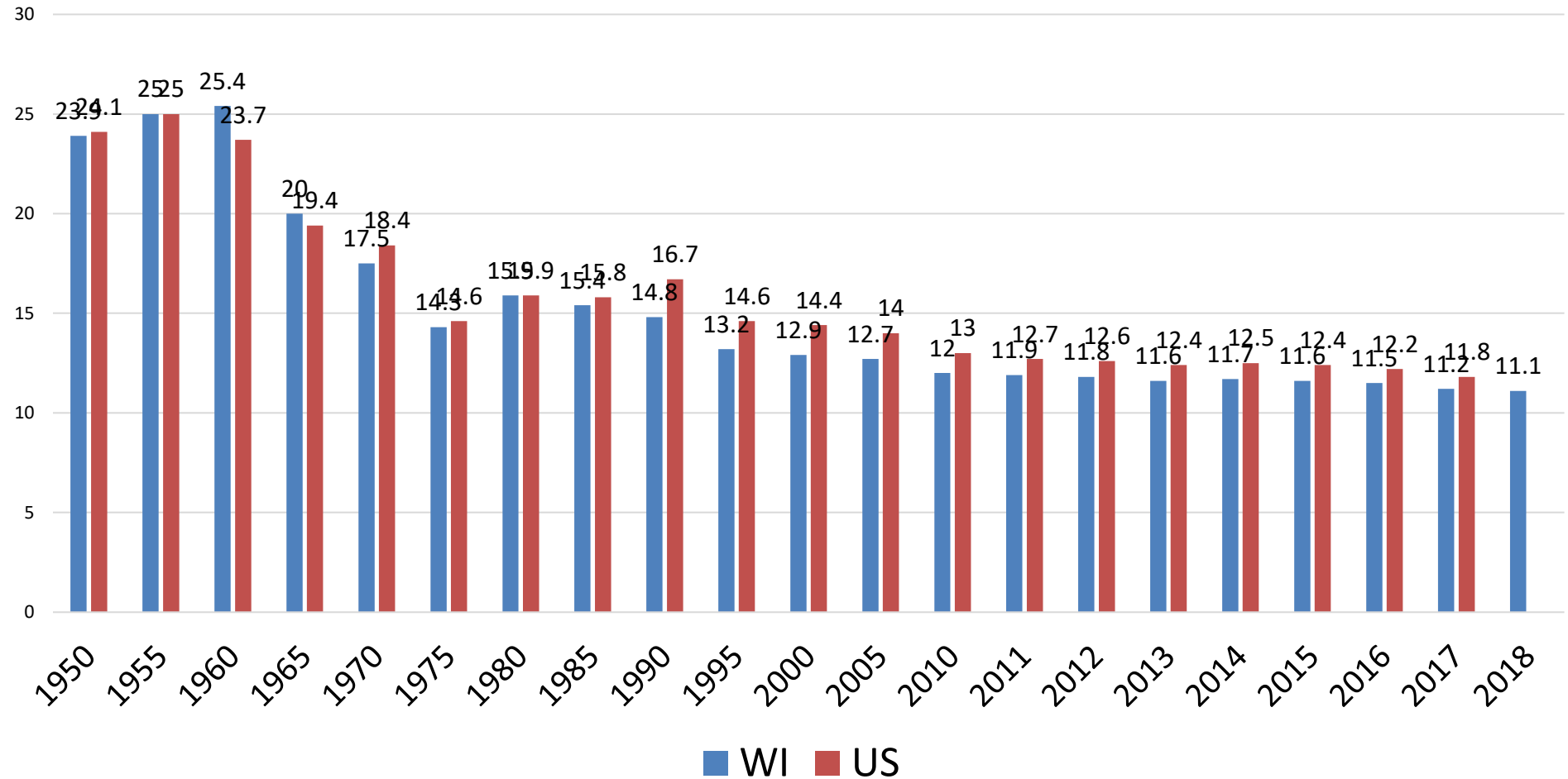
Population Change 2010-2020

	2010	2020	% Change
Crawford	16,644	16,113	-3.2%
Grant	51,208	51,938	+1.4%
Green	36,842	37,093	+0.7%
Iowa	23,687	23,709	+0.1%
Lafayette	16,836	16,611	-1.3%
Richland	18,021	17,304	-4.0%
SW WI Region	163,238	162,768	-0.3%

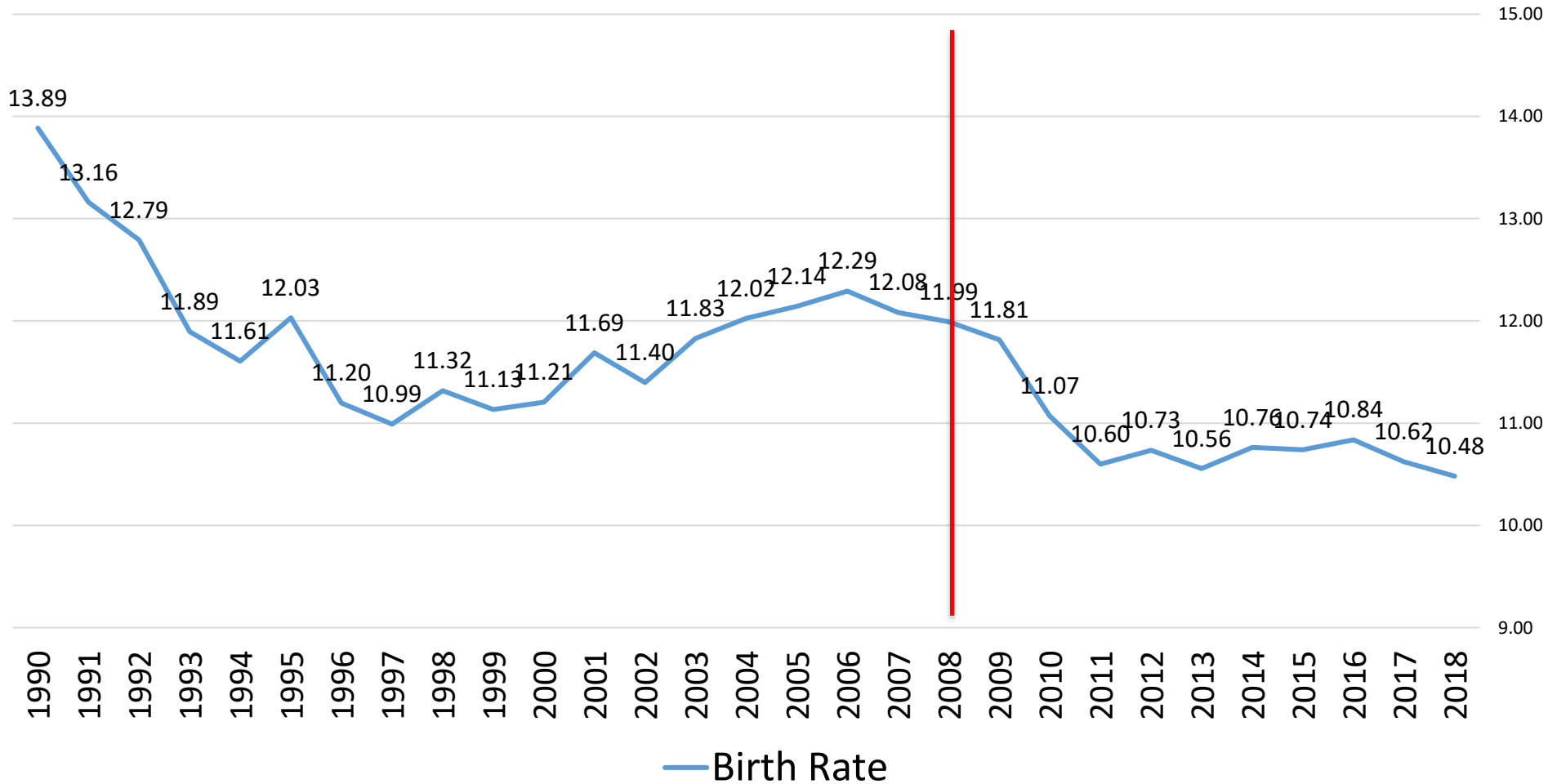
Natural Increase



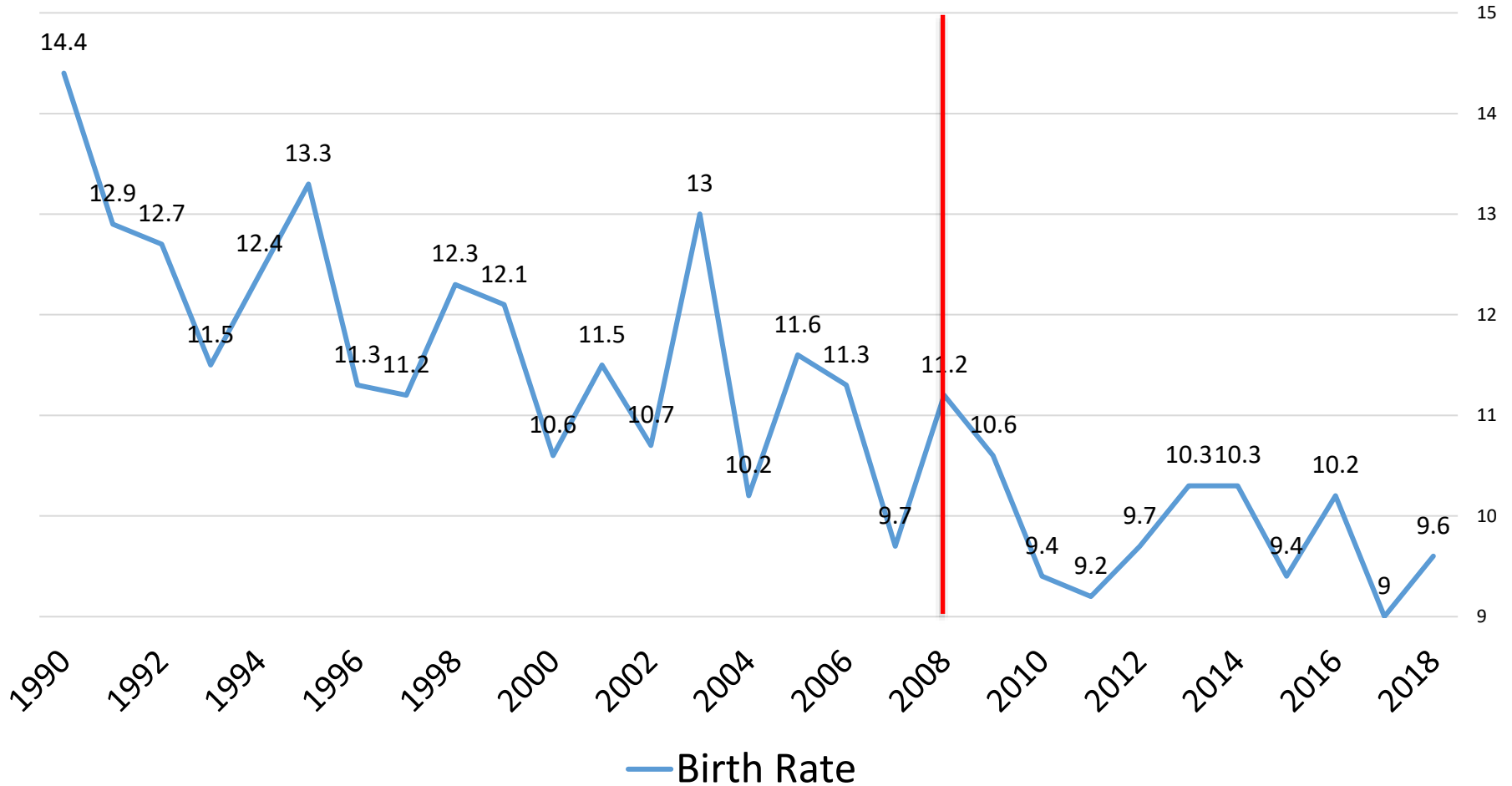
WI & US Birth Rates (Births per 1,000 population): 1950-2018



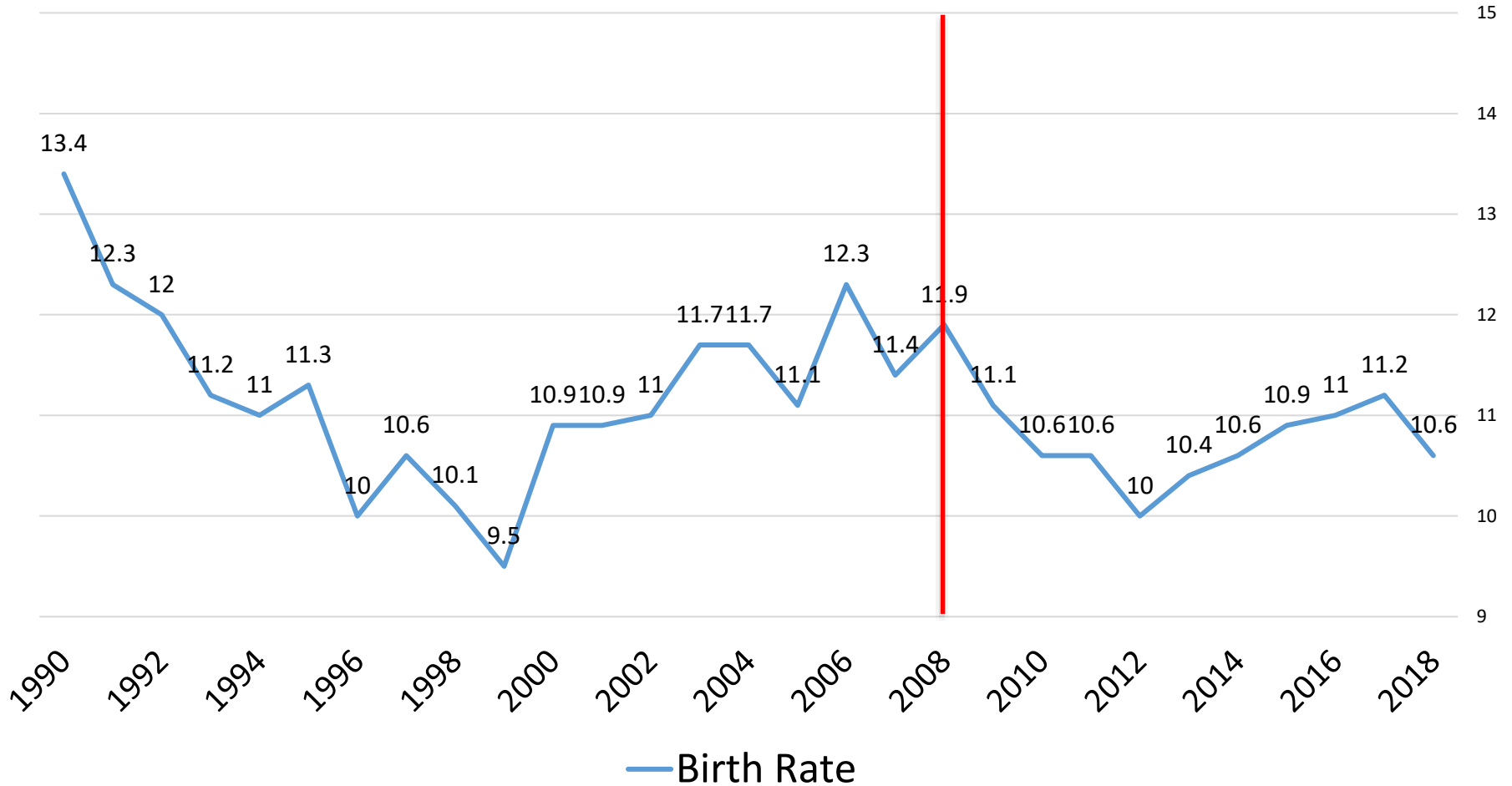
6-County County Birth Rate 1990-2018



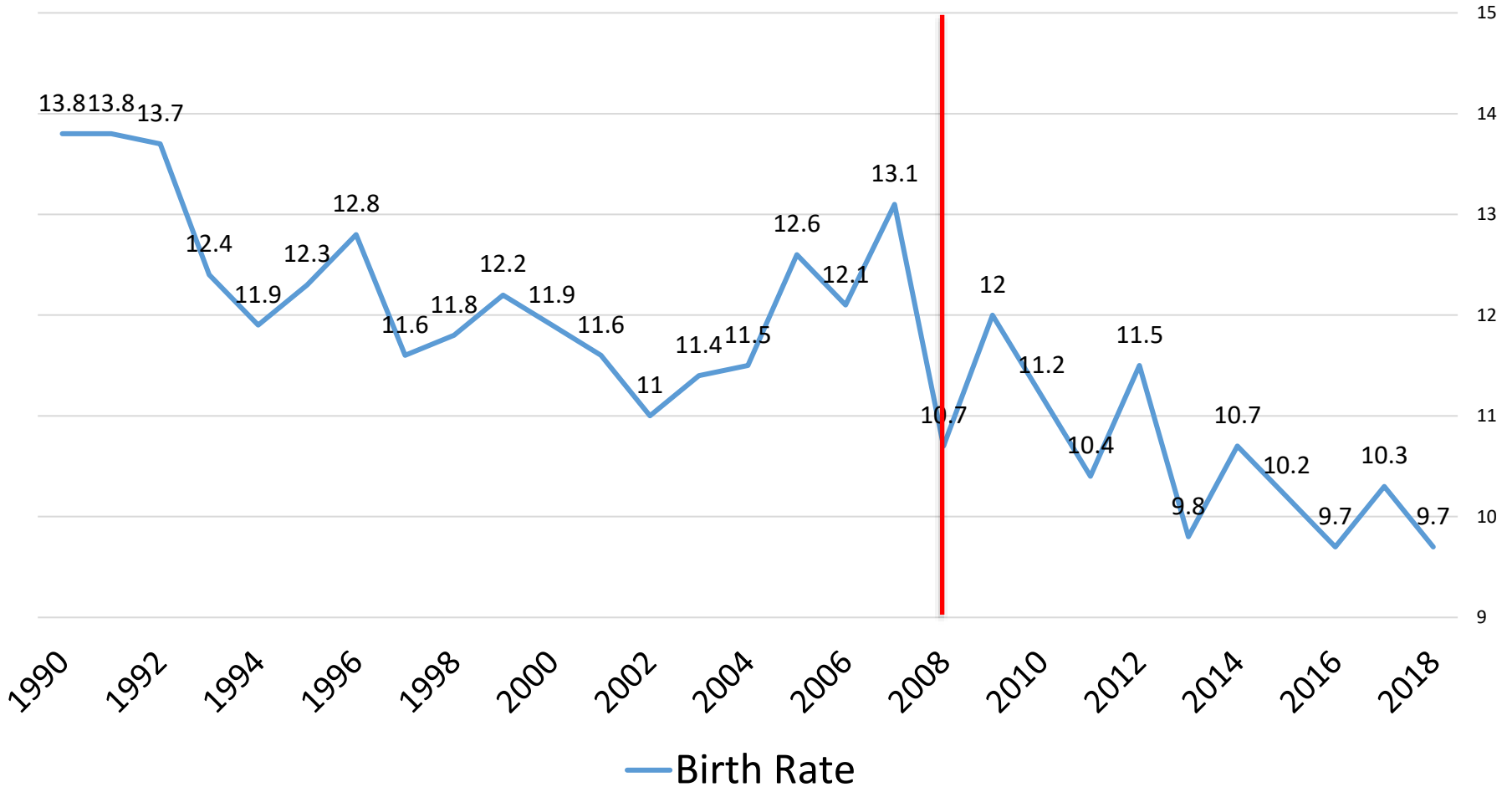
Crawford County Birth Rate 1990-2018



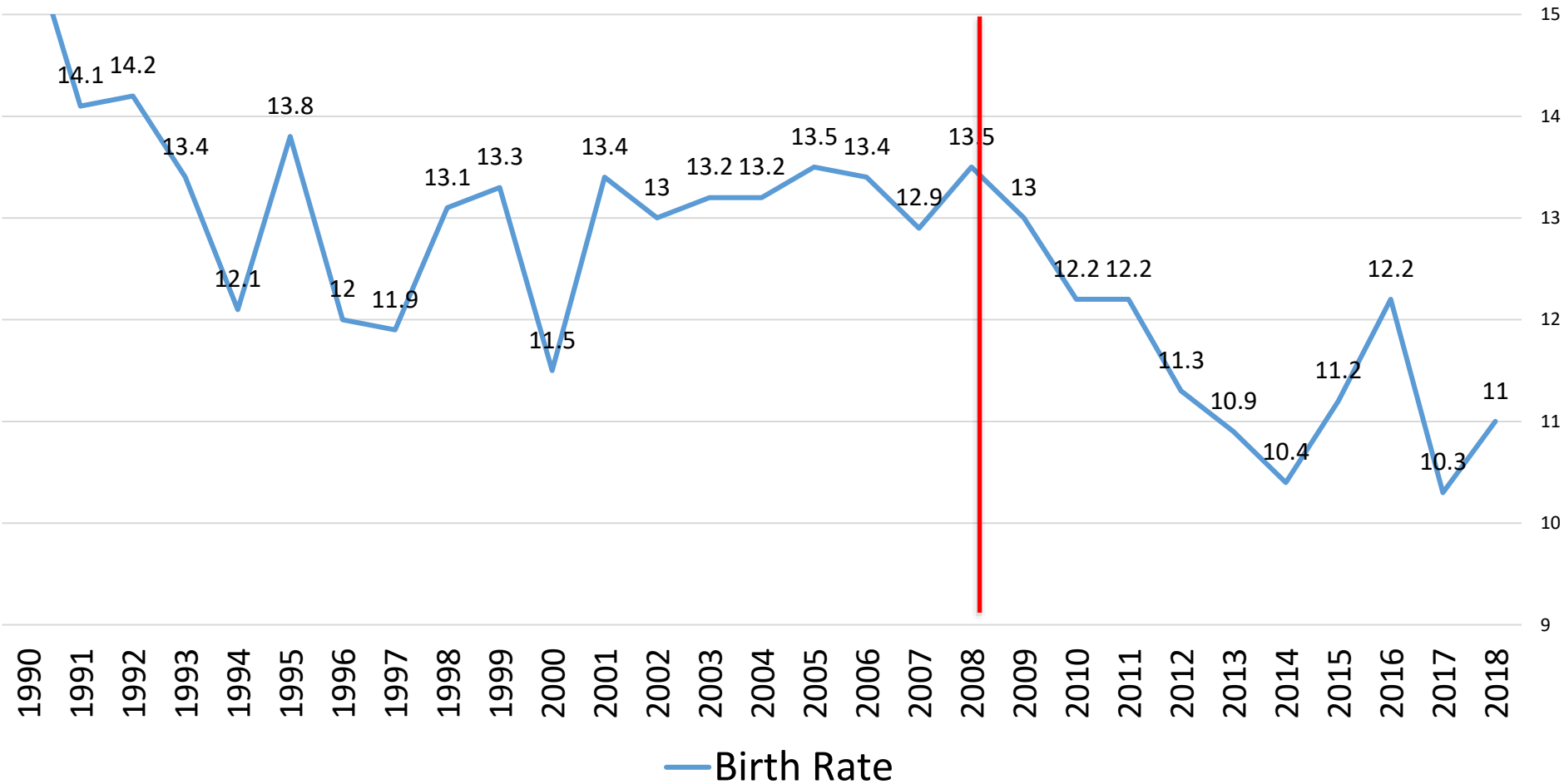
Grant County Birth Rate 1990-2018



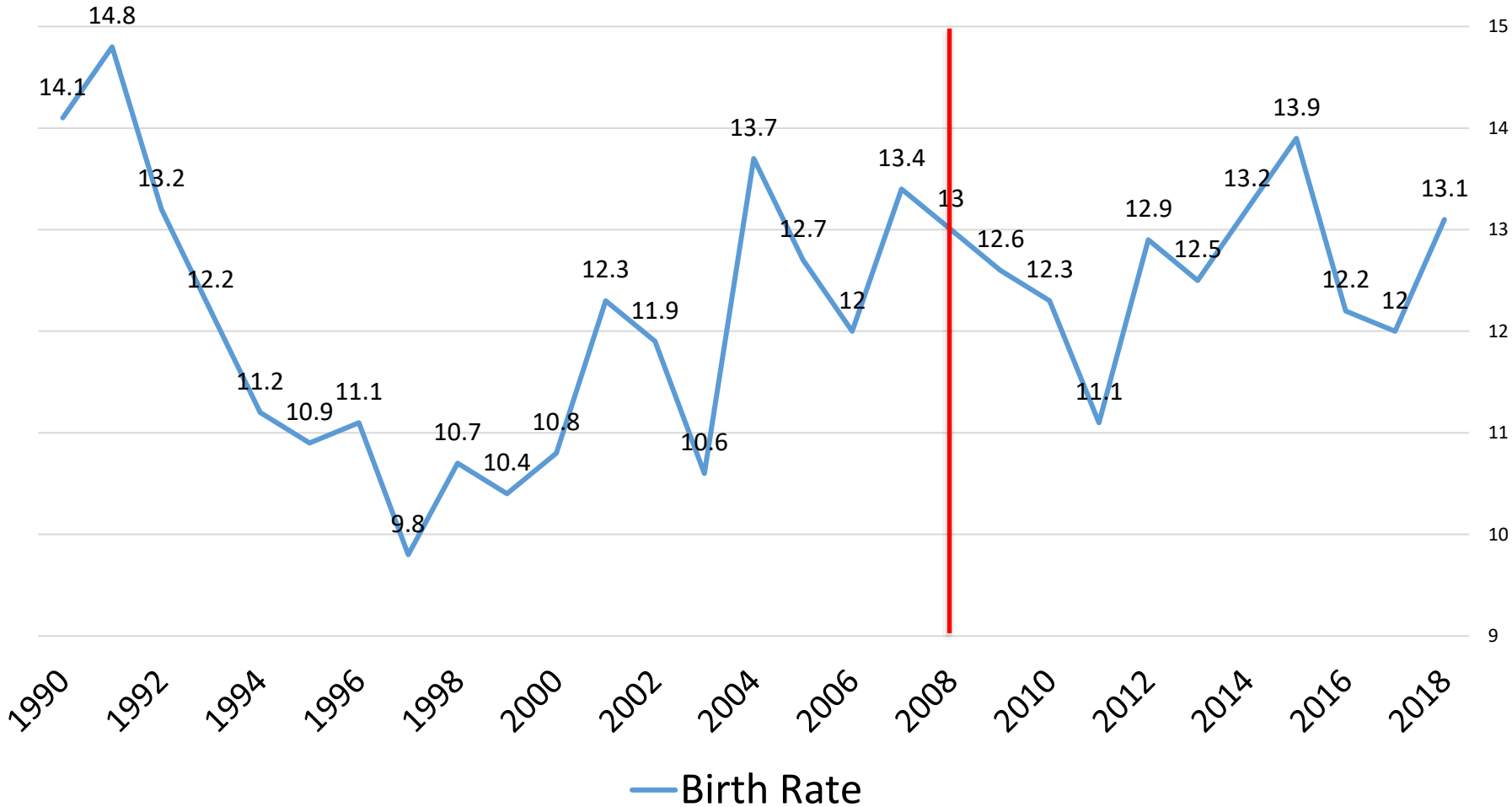
Green County Birth Rate 1990-2018



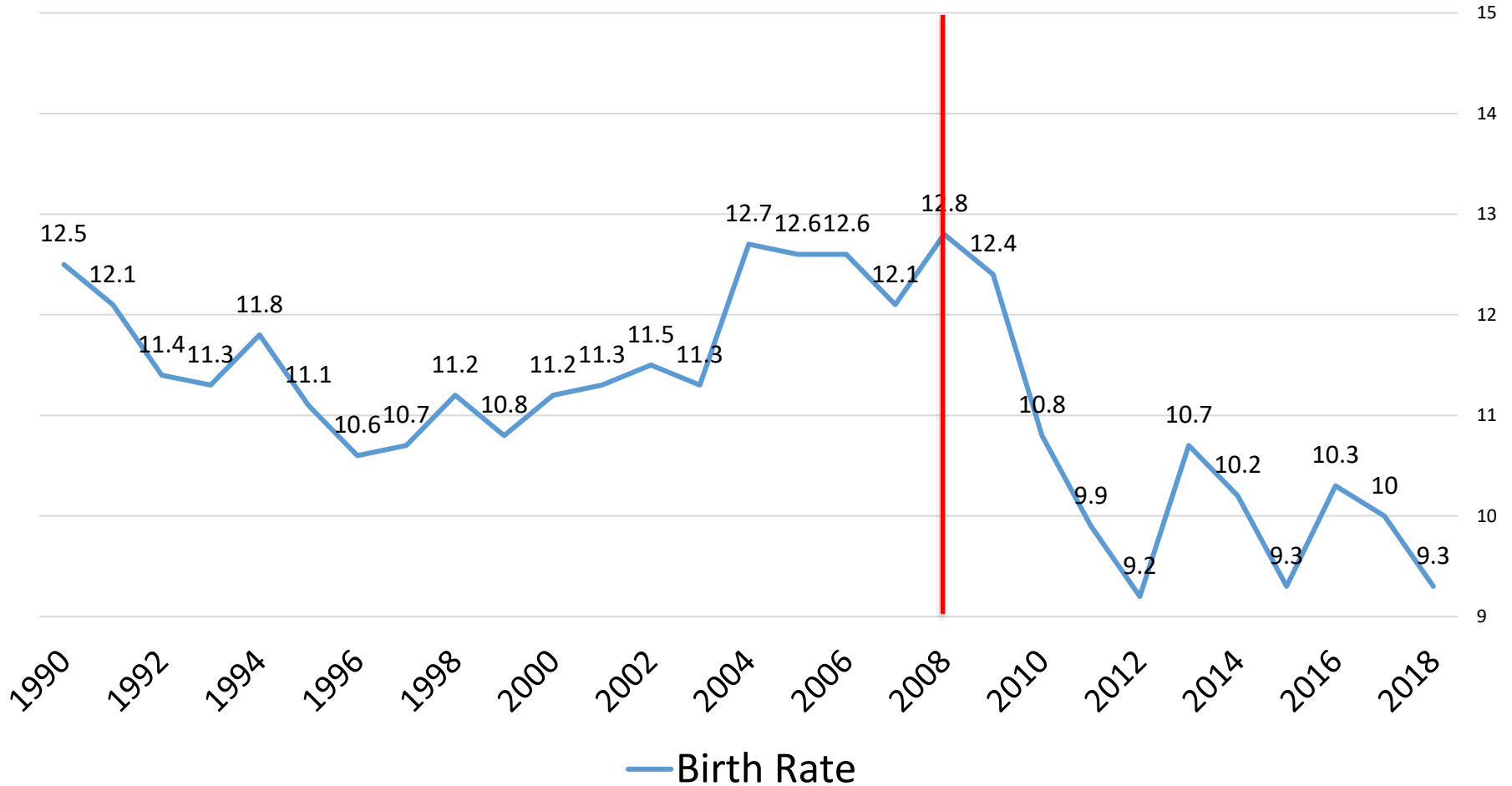
Iowa County Birth Rate 1990-2018



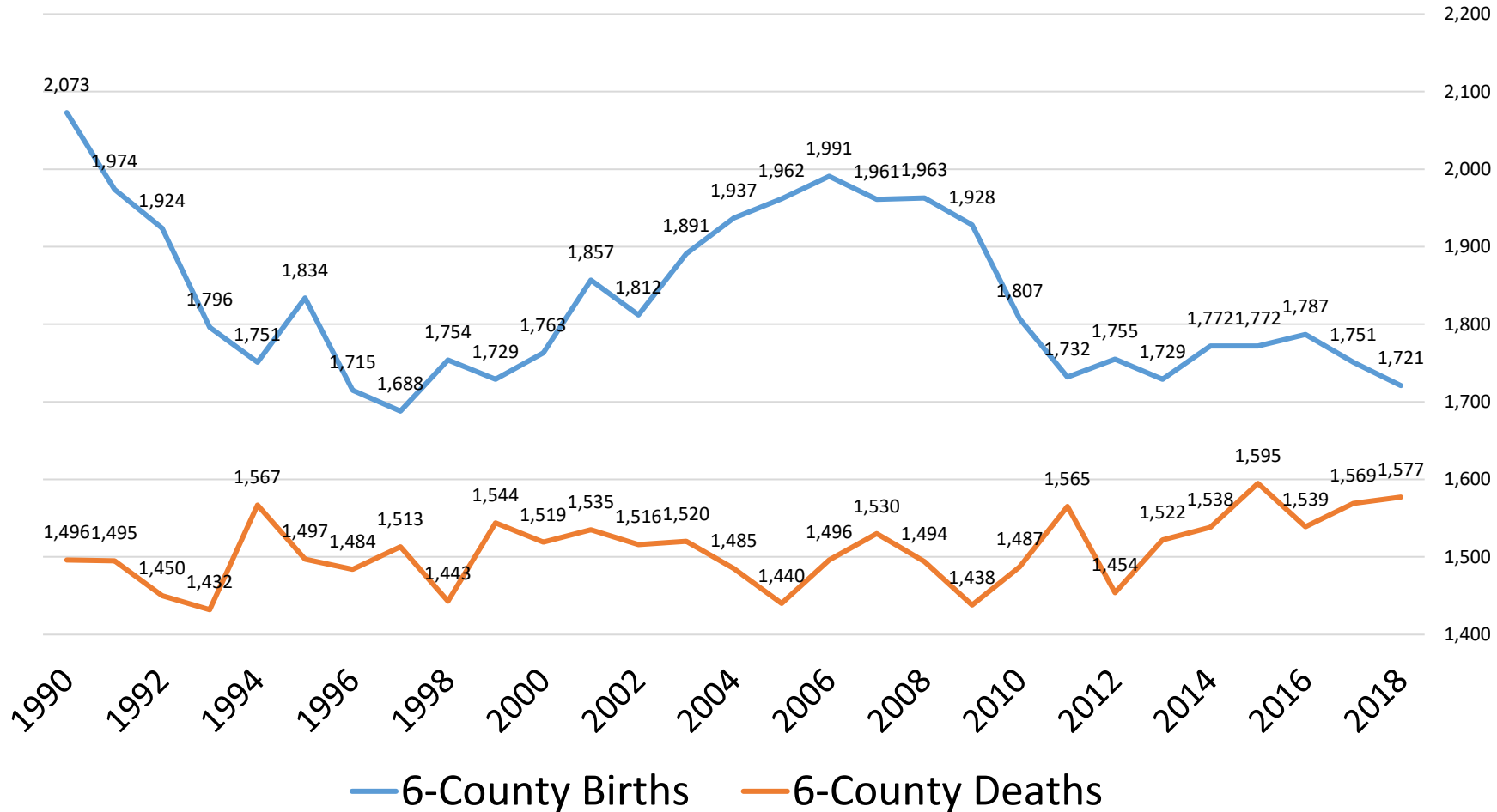
Lafayette County Birth Rate 1990-2018



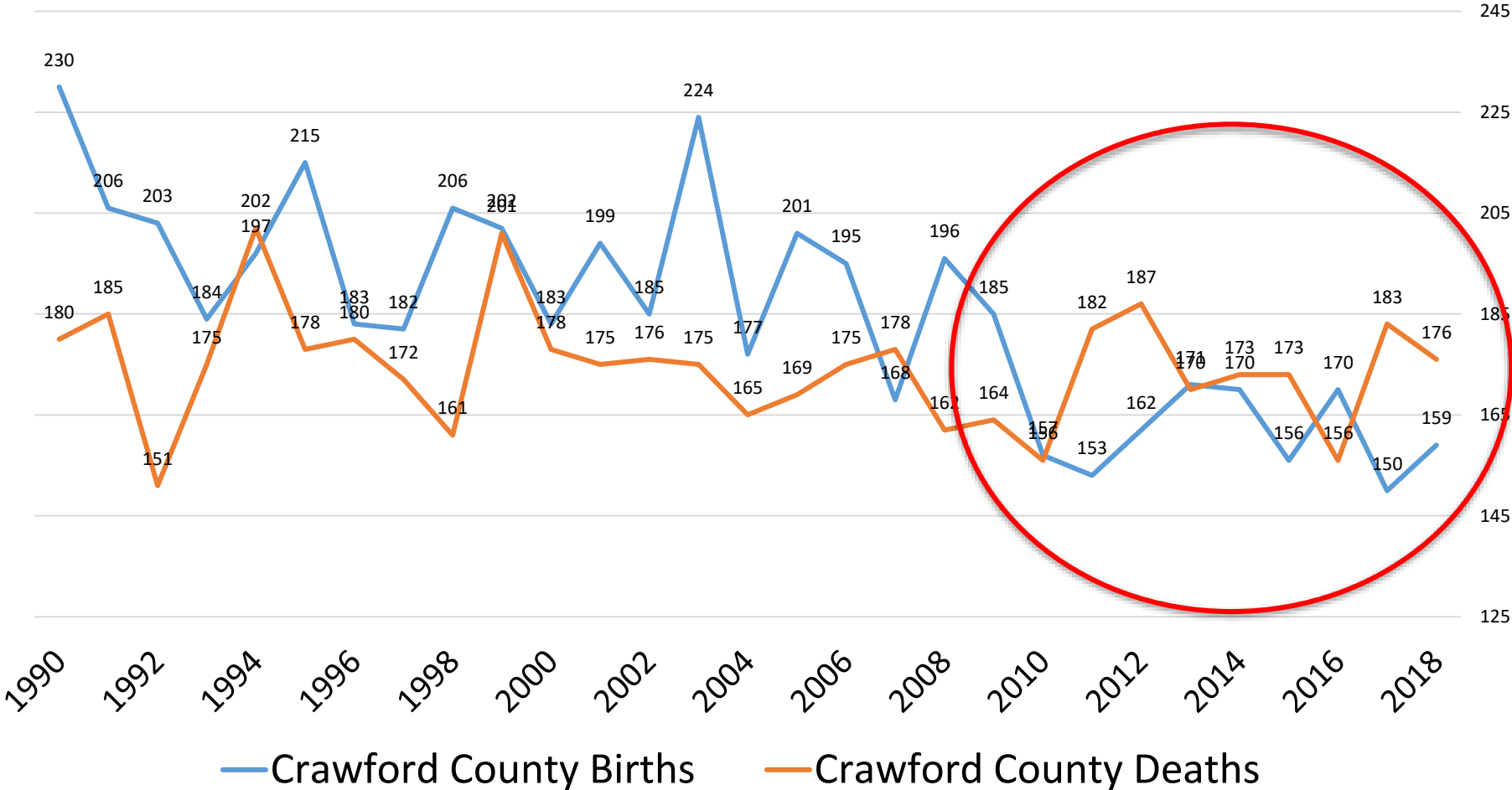
Richland County Rates 1990-2018



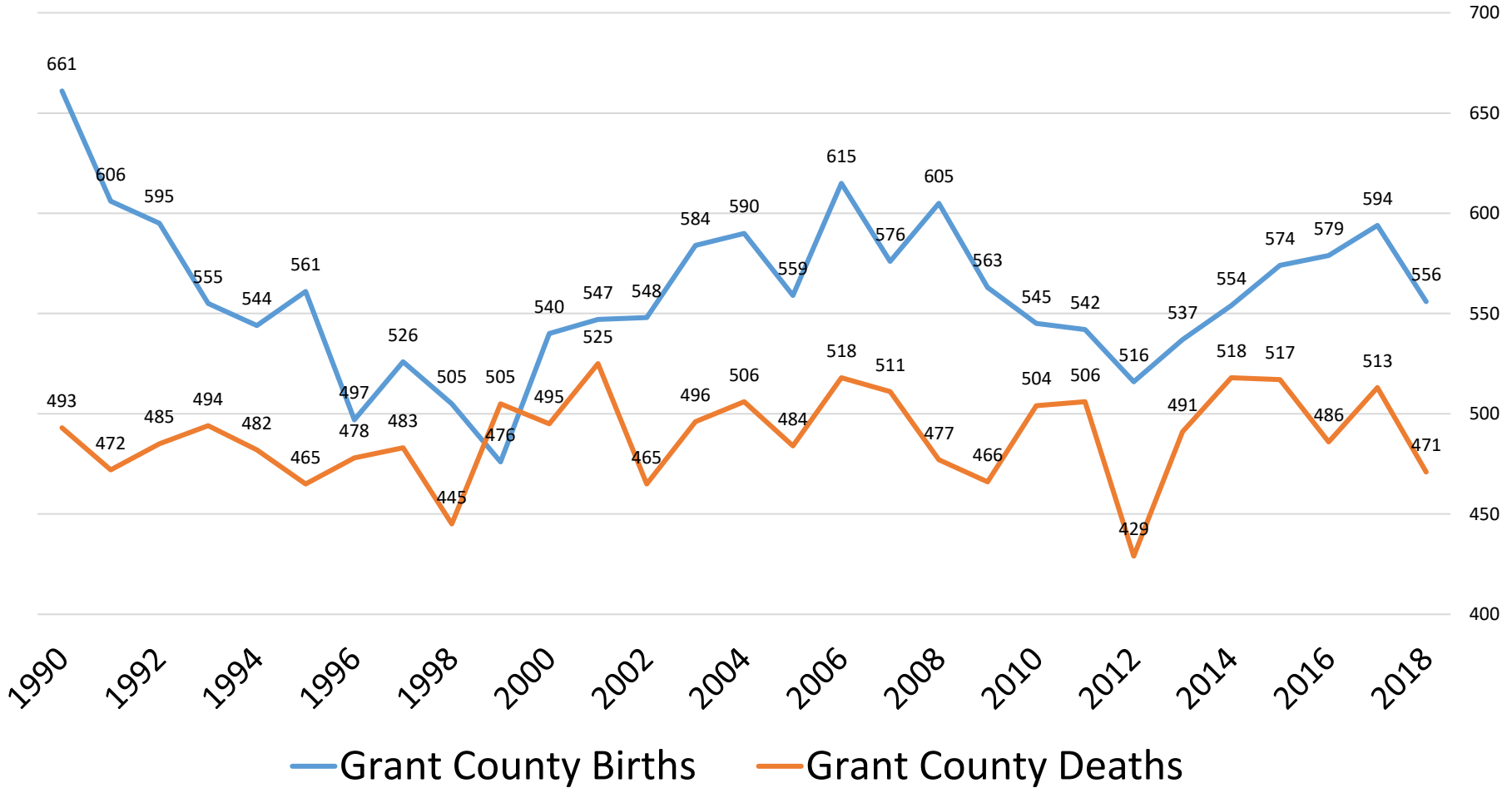
6-County Births & Deaths 1990-2018



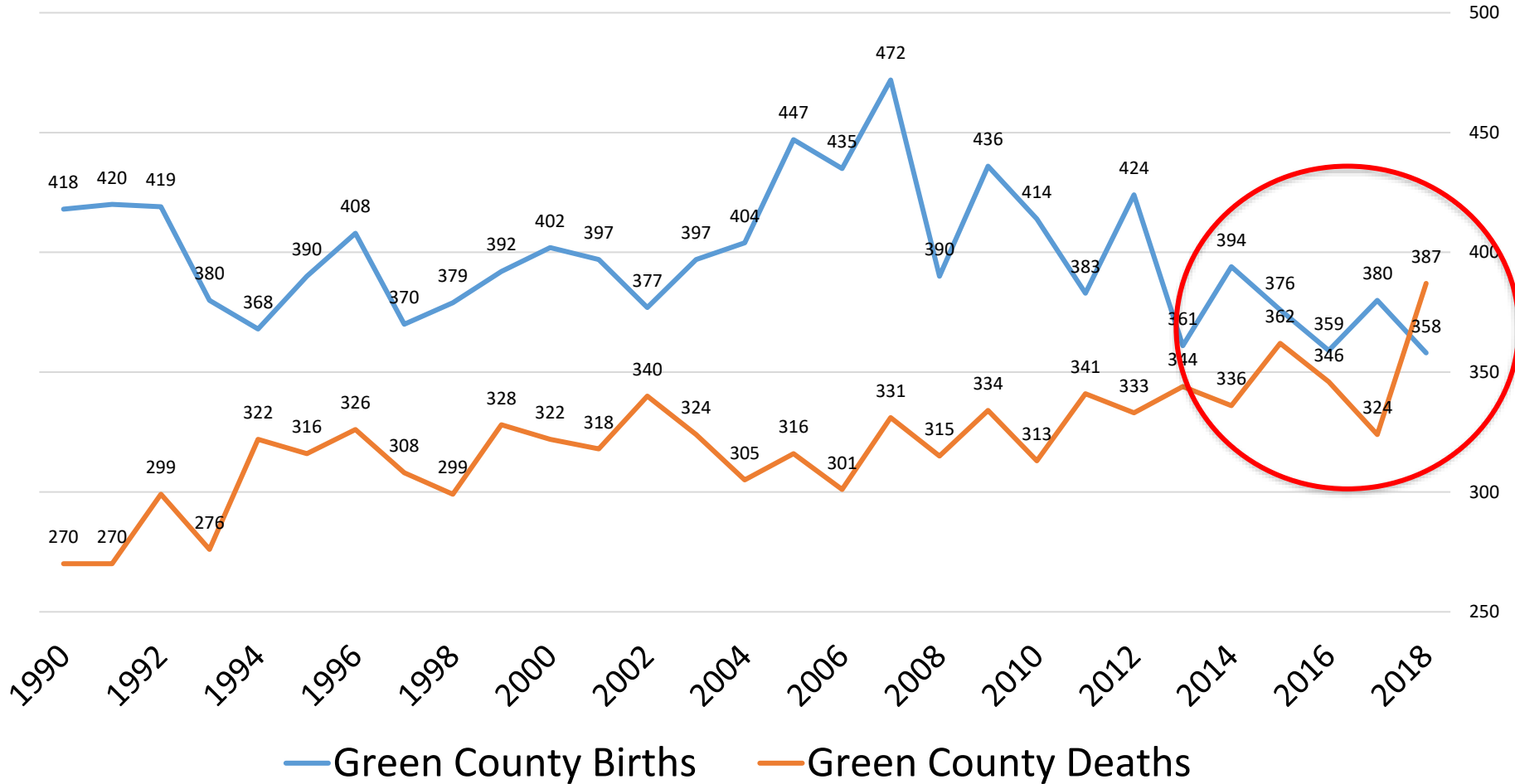
Crawford County Births & Deaths 1990-2018



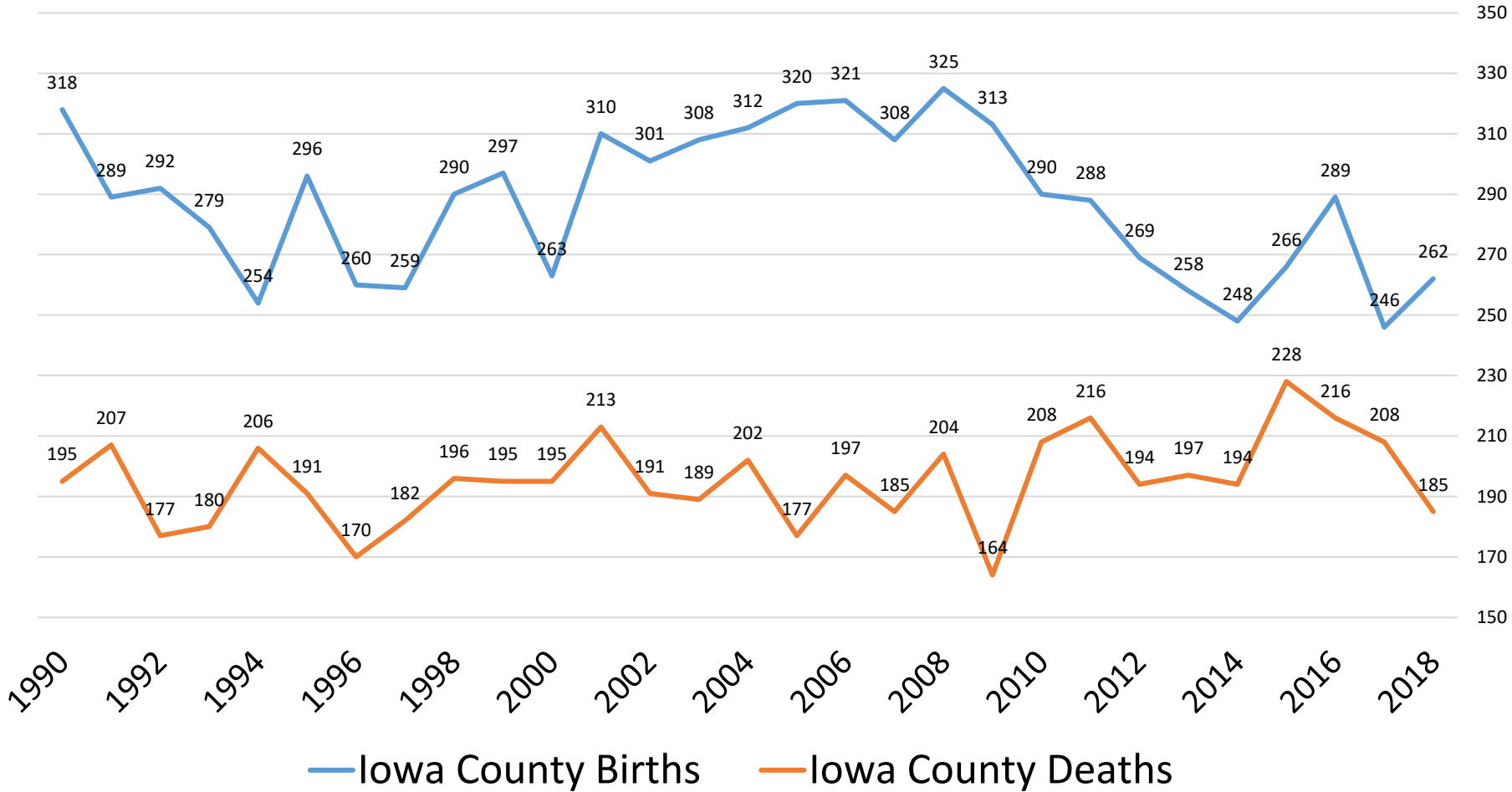
Grant County Births & Deaths 1990-2018



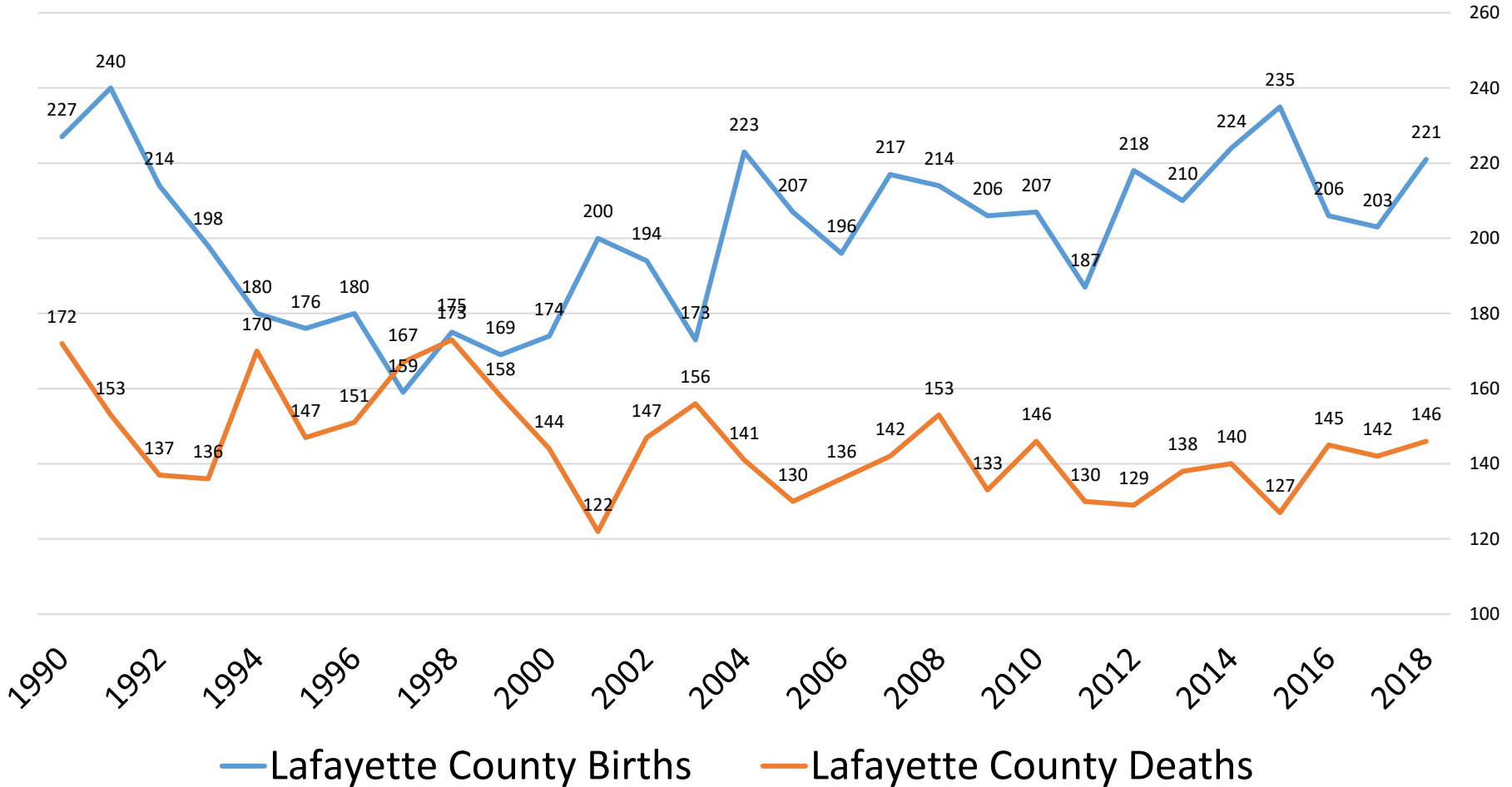
Green County Births & Deaths 1990-2018



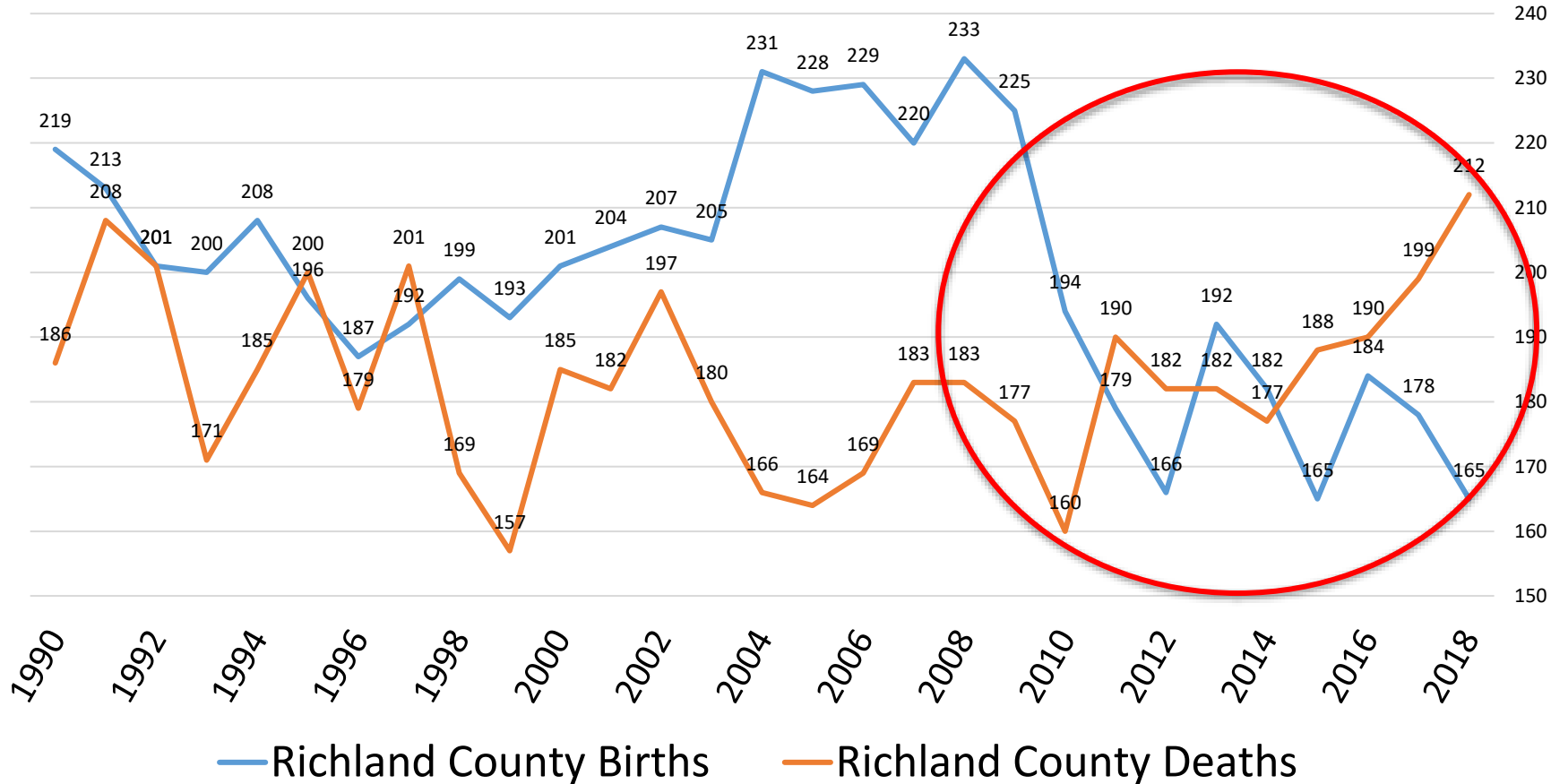
Iowa County Births & Deaths 1990-2018



Lafayette County Births & Deaths 1990-2018



Richland County Births & Deaths 1990-2018



School Enrollment

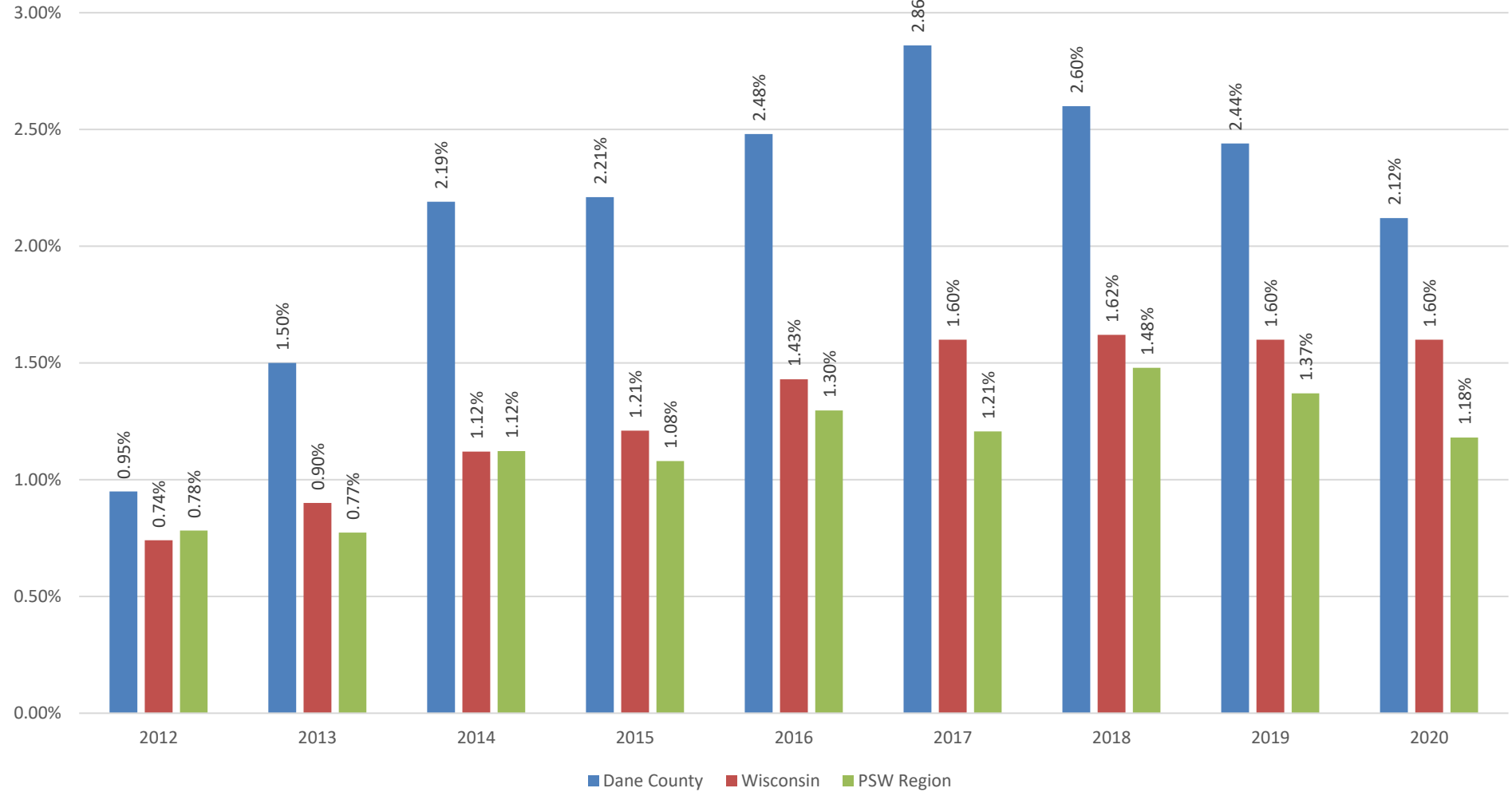


Structural Budget Constraints

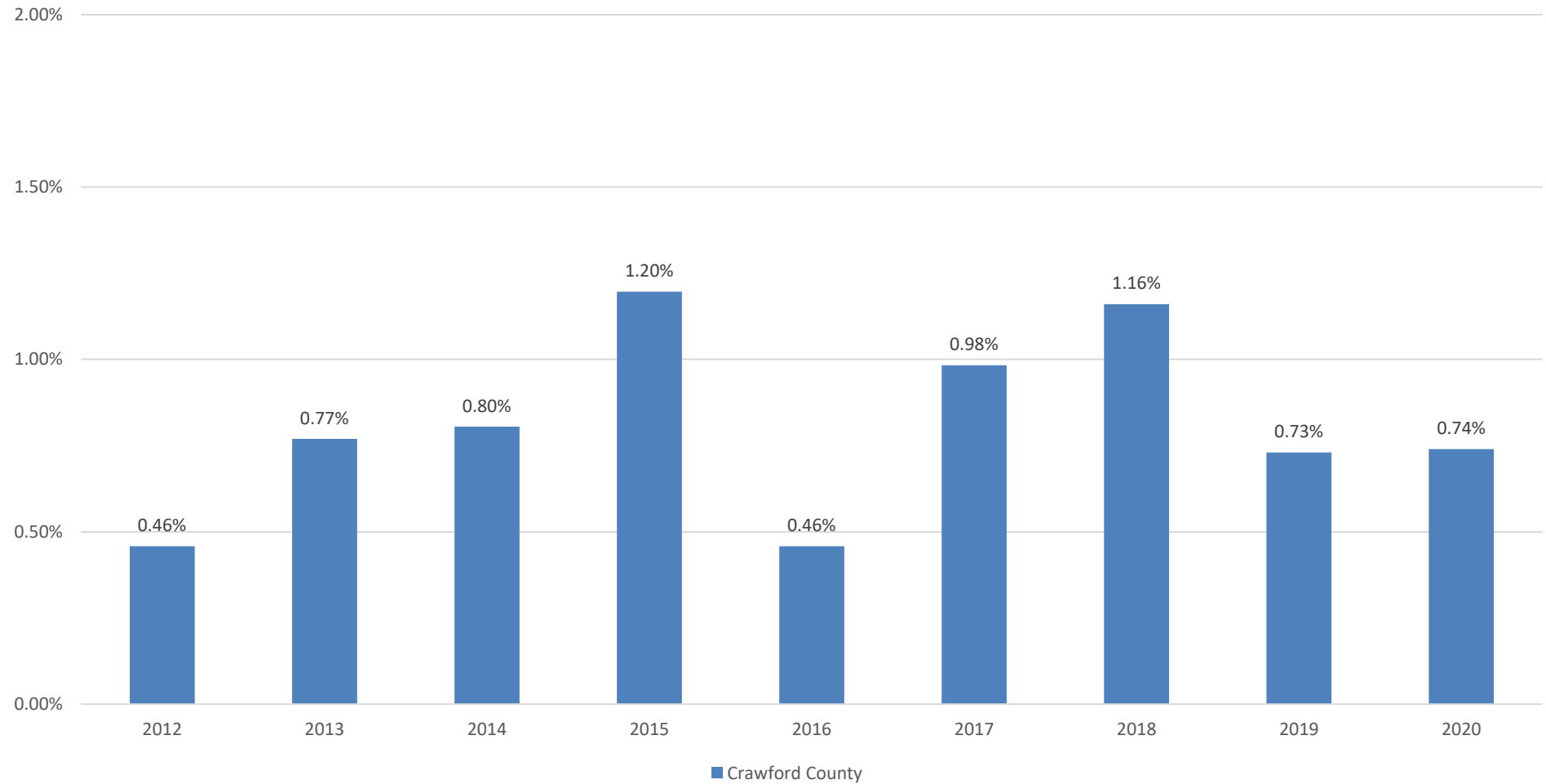
Net New Construction



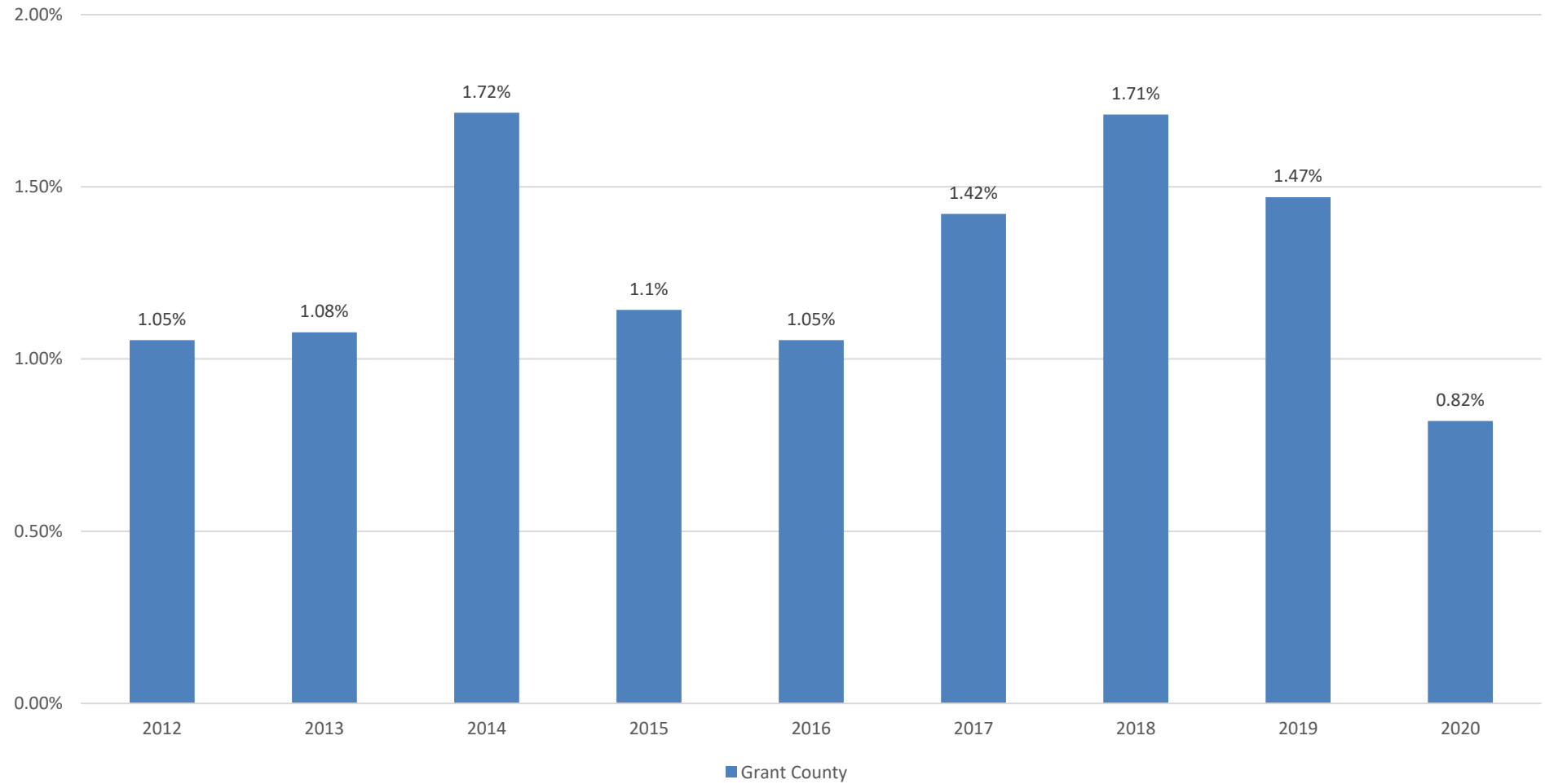
PSW Region Net New Construction 2012-2020



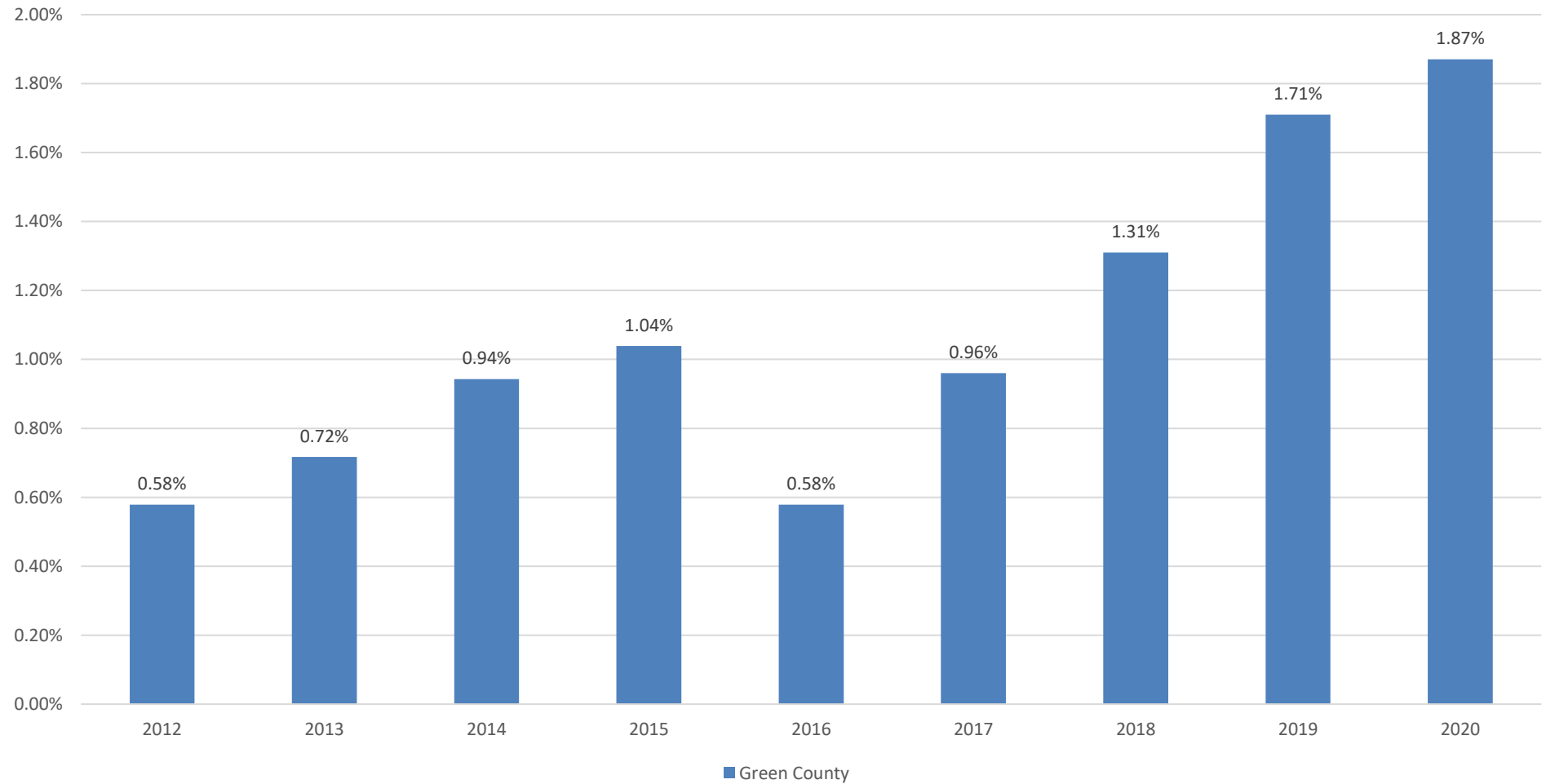
Crawford County Net New Construction 2012-2020



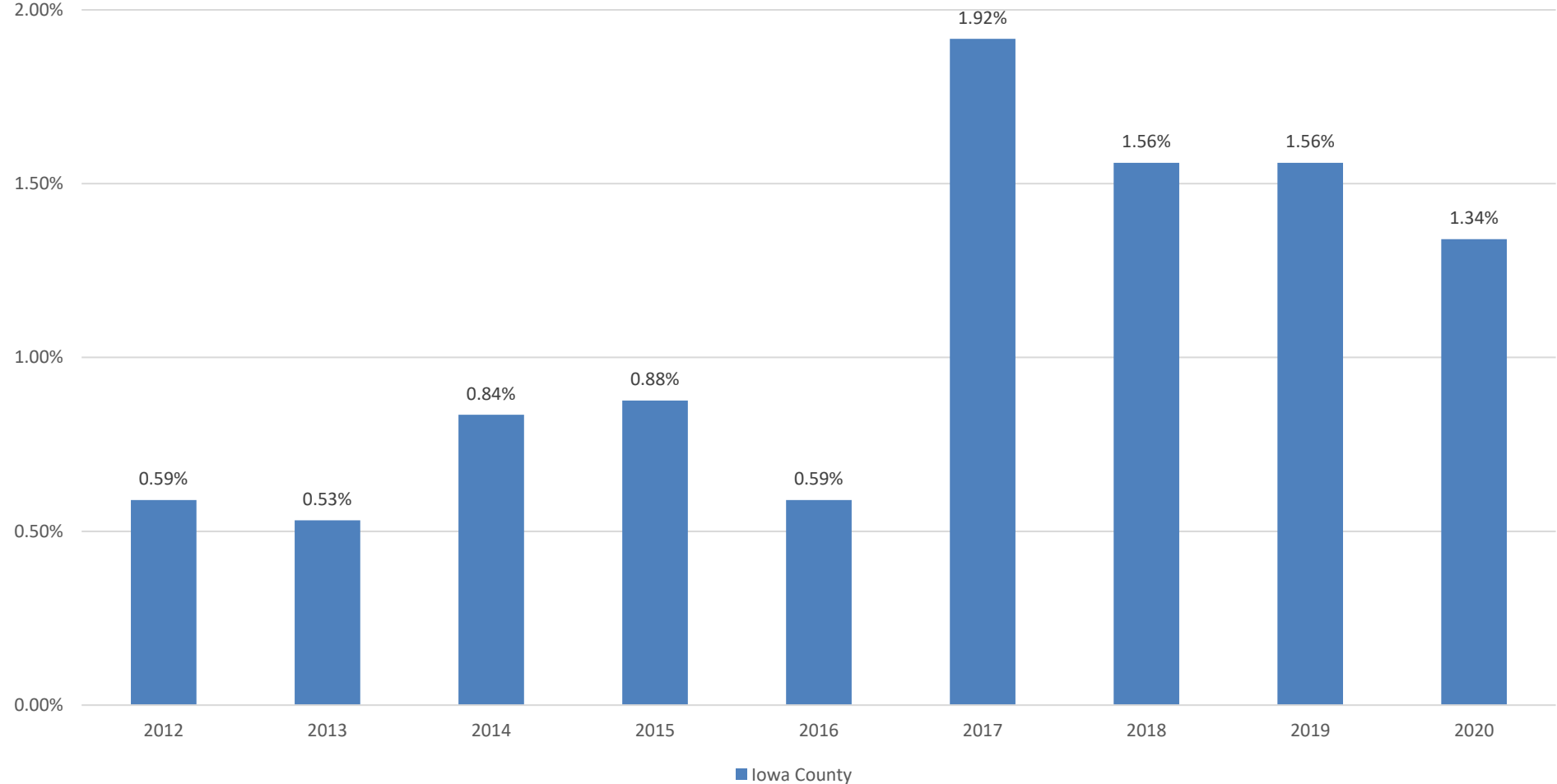
Grant County Net New Construction 2012-2020



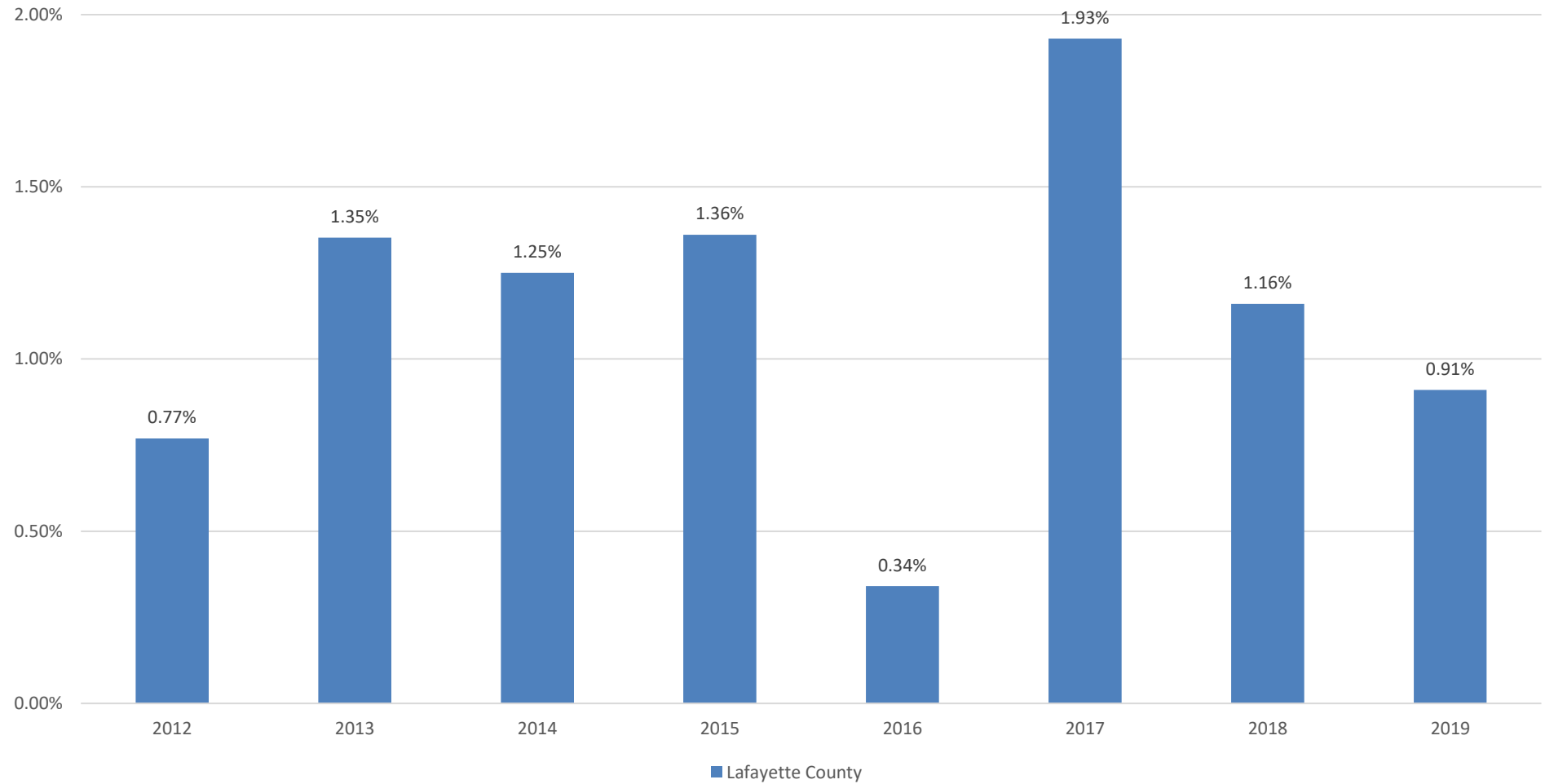
Green County Net New Construction 2012-2020



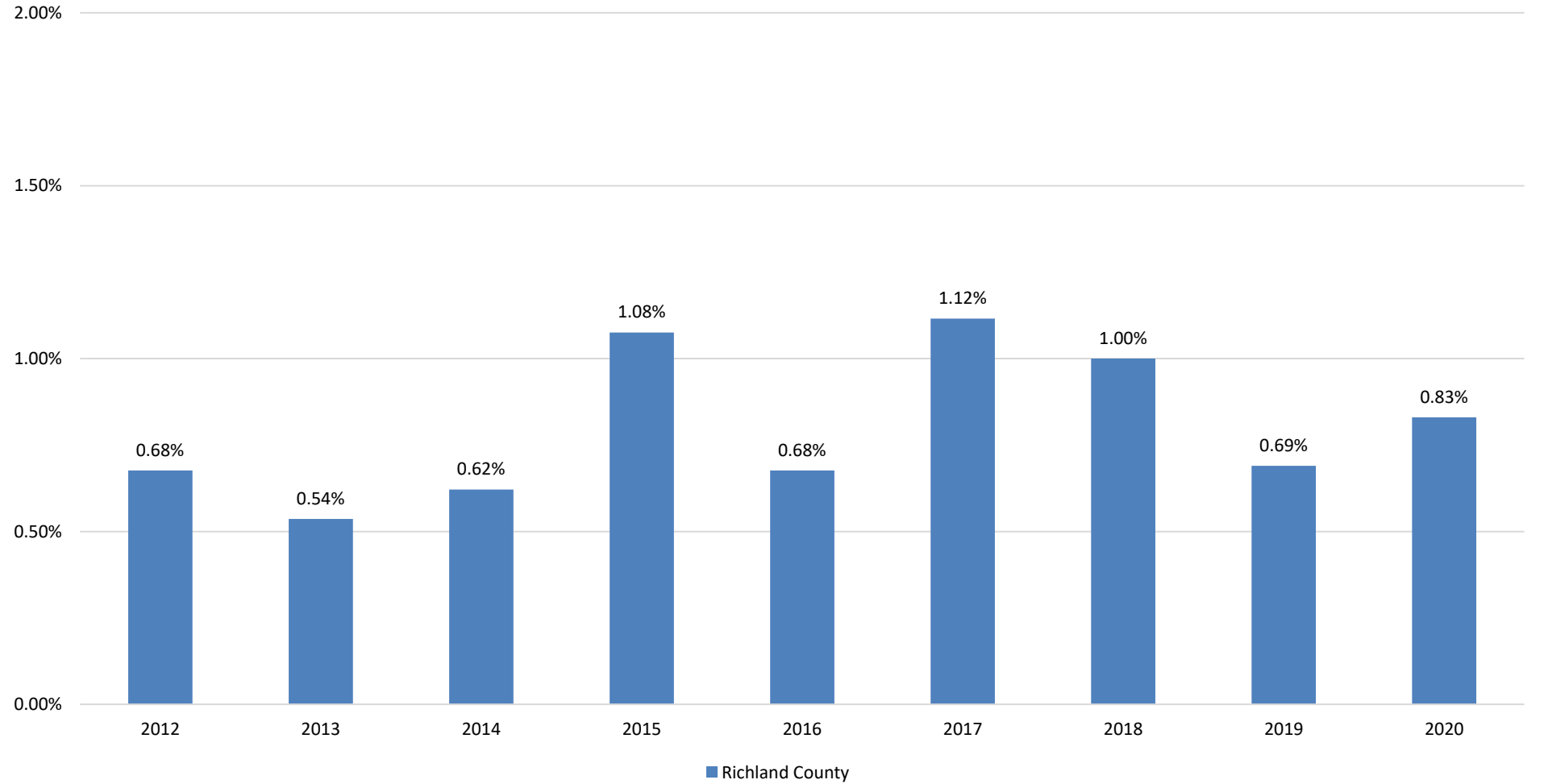
Iowa County Net New Construction 2012-2020



Lafayette County Net New Construction 2012-2020



Richland County Net New Construction 2012-2020



Data Summary

- Population Decline
- Population Aging
- School Enrollment Decline
- Structural Budget Caps

Stories



What I hear

- School enrollment
- School Consolidation
- Farm Consolidation

Challenges



Economic Impacts

- Private – Public – Civic Life impacts



Private
Investment

- Workforce
- Consumers

Public
Investment
& Services

- Tax base
- School enrollment

Community
Life

- Volunteer base



Private
Investment

- ~~Workforce~~
- Consumers

Public
Investment
& Services

- Tax base
- School enrollment

Community
Life

- Volunteer base



Private
Investment

- ~~Workforce~~
- Consumers

Public
Investment
& Services

- ~~Tax base~~
- School enrollment

Community
Life

- Volunteer base



Private
Investment

- ~~Workforce~~
- ~~Consumers~~

Public
Investment
& Services

- ~~Tax base~~
- School enrollment

Community
Life

- ~~Volunteer base~~



Private
Investment

- ~~Workforce~~
- ~~Consumers~~

Public
Investment
& Services

- ~~Tax base~~
- ~~School enrollment~~

Community
Life

- ~~Volunteer base~~

Supply is King – Demand must follow

- Competition for workforce (opportunity to be better managers!)
- Smaller margins incentivize a focus on high-end products – low-margin works if there is volume

Mobility = Job Opportunity

- Workforce mobility (for those who can move)
- Challenges to institutional knowledge, efficiency, stability, focus

Meeting long-term commitments

- Fixed Costs (long-term bonding)
- Declining variable revenue (population loss)

Further Consolidation

- Schools (eventually)
- Municipal services (potentially)

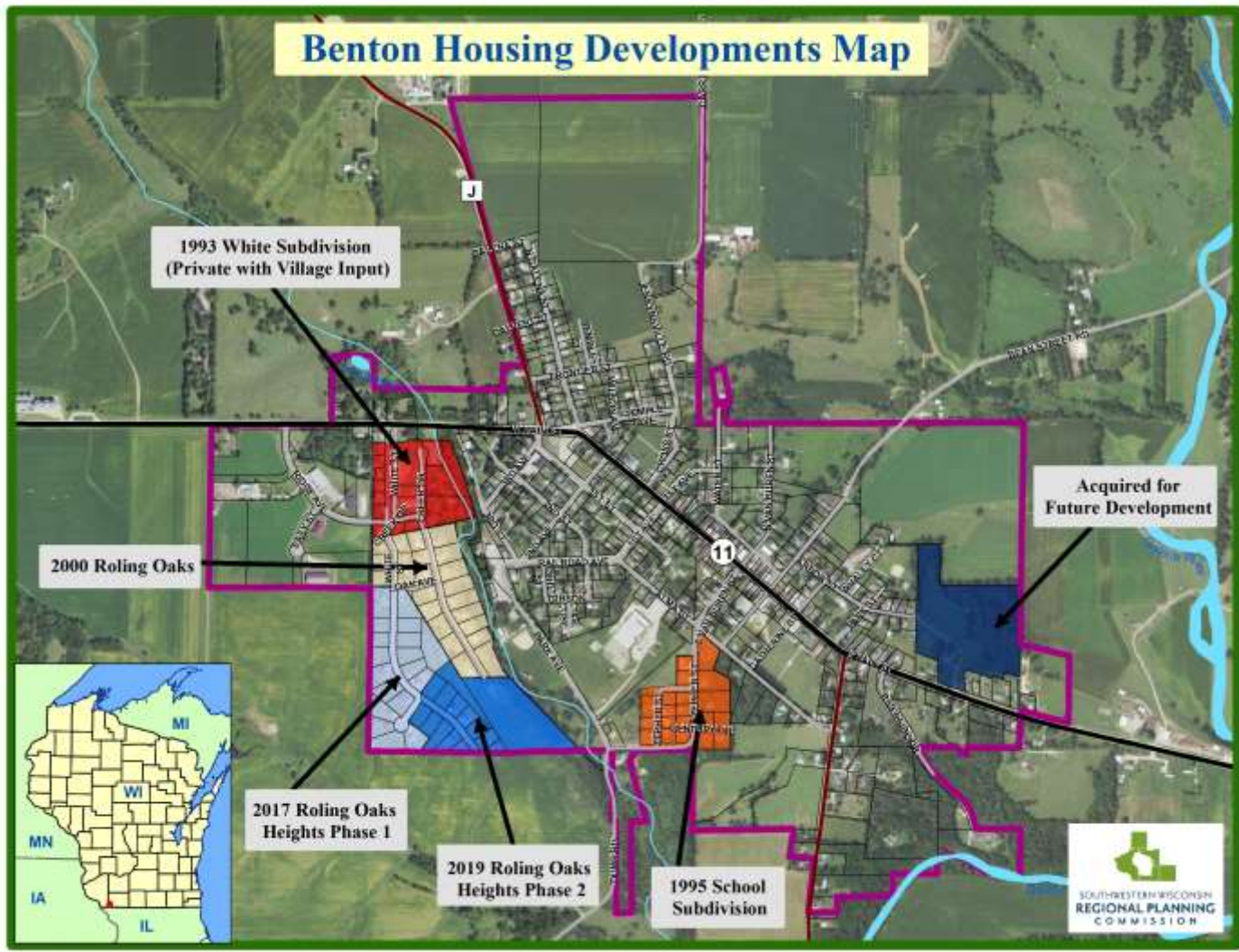
Opportunities



Invest in ourselves

- Proven ROI
- Others will invest with us

Benton Housing Developments Map



1993 White Subdivision
(Private with Village Input)

2000 Roling Oaks



2017 Roling Oaks
Heights Phase 1

2019 Roling Oaks
Heights Phase 2

1995 School
Subdivision

Acquired for
Future Development



Village of Benton – 24 lots

- Cost to develop: \$916,697
 - \$38,196 per lot
- Revenue upon sale: \$204,000 (22.25%)
 - \$8,500 per lot
- Balance needed for ROI: \$712,697
 - \$26,696 per lot



Village of Benton – 24 lots

- ROI from village taxes: 34.25 years
- Total community tax rev per lot: \$2,907
 - Community ROI: 10.2 years
- \$9,497 per member state aid for 4 kids = \$37,998
 - Community ROI: 6.5 years

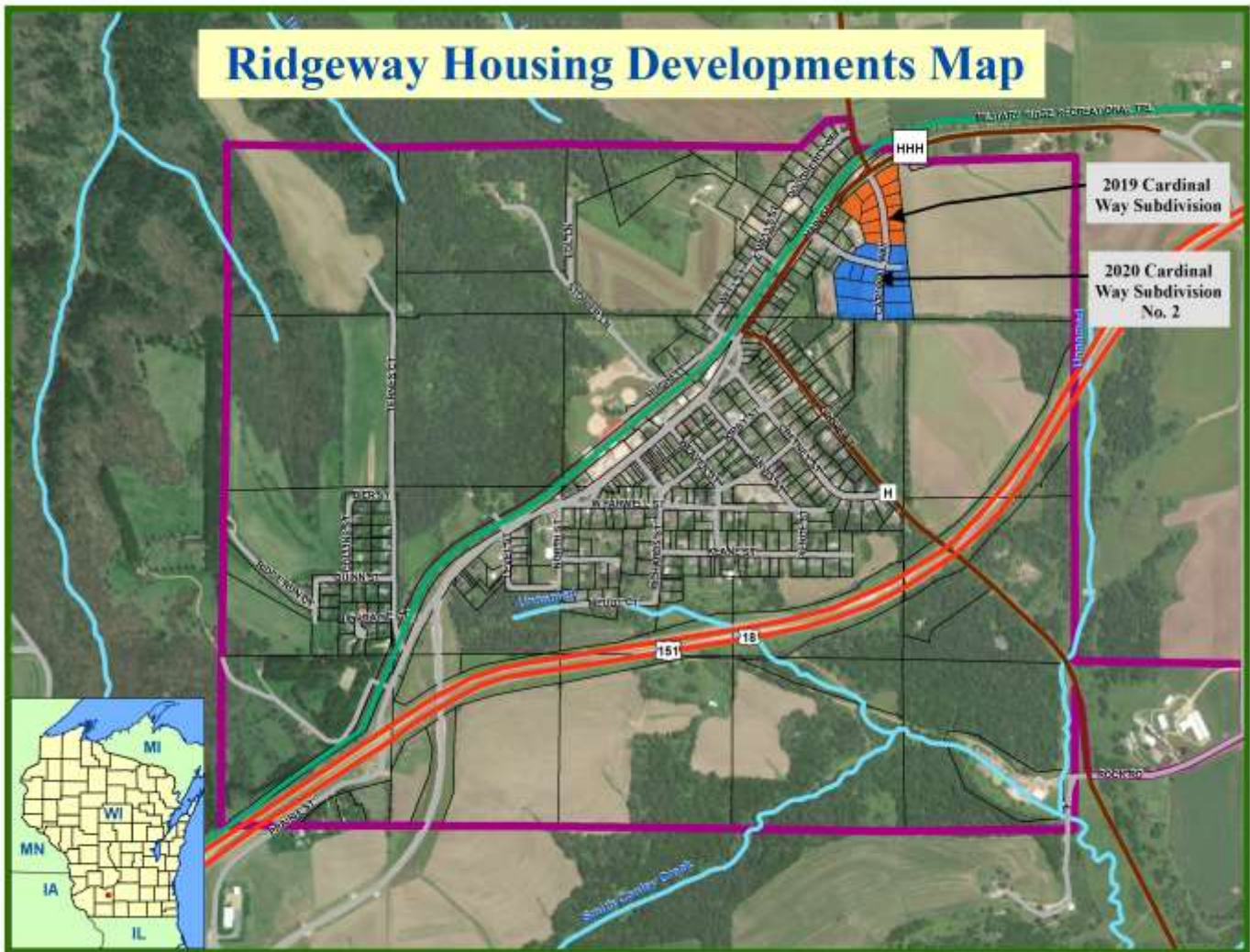








Ridgeway Housing Developments Map



2019 Cardinal Way Subdivision

2020 Cardinal Way Subdivision No. 2

HHH

M

151

18

324137



It's the Driftless

- Good living
- Outsiders will come, if we welcome them
(if you welcome us 😊)









• Walk on
• Run
• Bike
• Canoe
• Kayak
• Boat
• Fish







Thank You!!

Troy Maggied
t.maggied@swwrpc.org

