

By Our Bootstraps: Growing Kewaunee County's Economy

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Kewaunee County Buy Local Forum

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Learning for life

Talking Points for Today

- Economic progress to date
- What will happen if we grow 10%
- How to get there – big picture perspective

Algoma Marina Users Study

**Non-local direct
spending \$2.3 million**

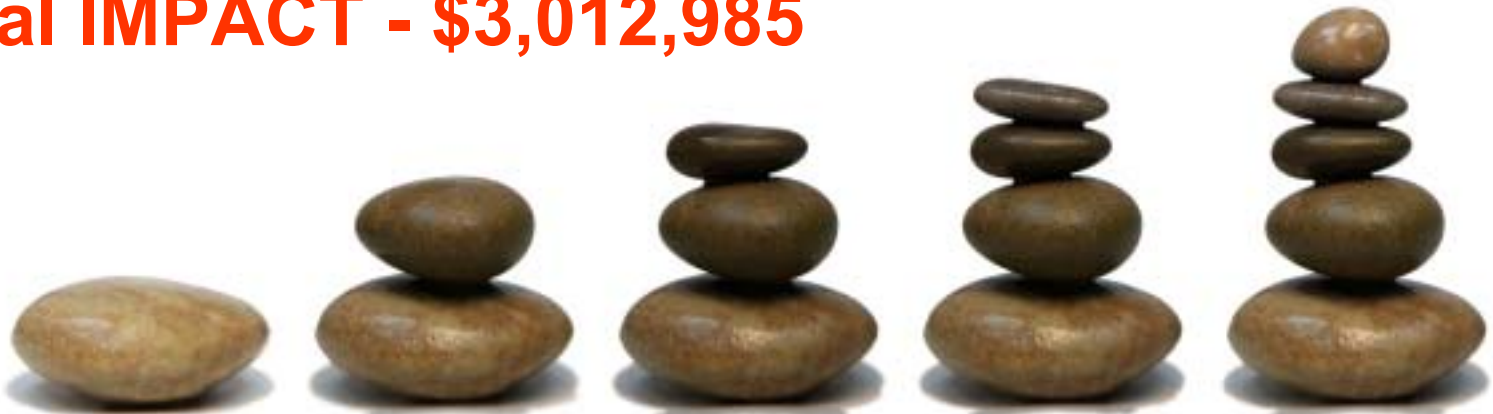
**Users from
Kewaunee-Green
Bay spent \$525,000**

**\$2,825,000 total
direct spending**



Direct Spending is “Multiplied”

- “new dollars” to community
- Multiplier effect of \$2.3 million new dollars?
- Indirect - \$391,691
- Induced - \$318,194
- **Total IMPACT - \$3,012,985**

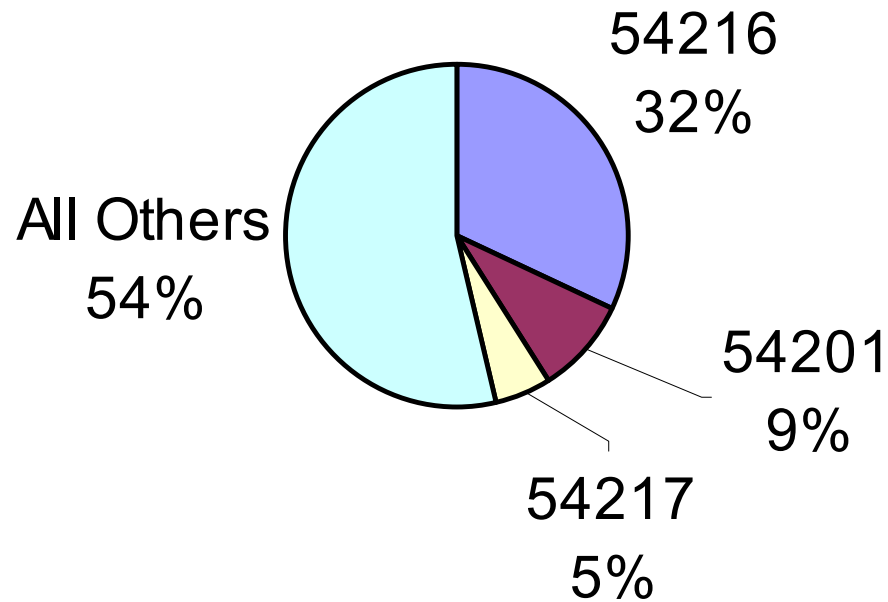


Kewaunee Market Analysis

- Profile of Visitors
- Market Segmentation and Profiling
- Local geographic Trade Area Analysis

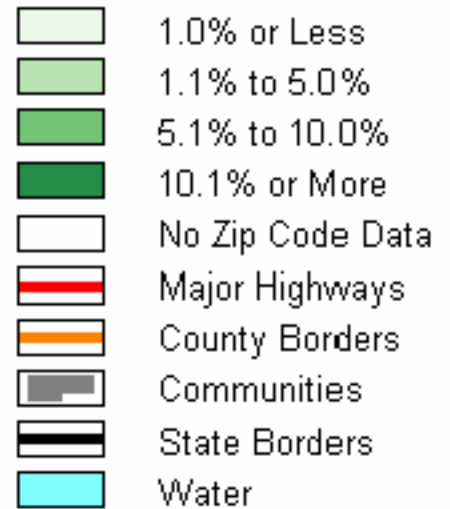
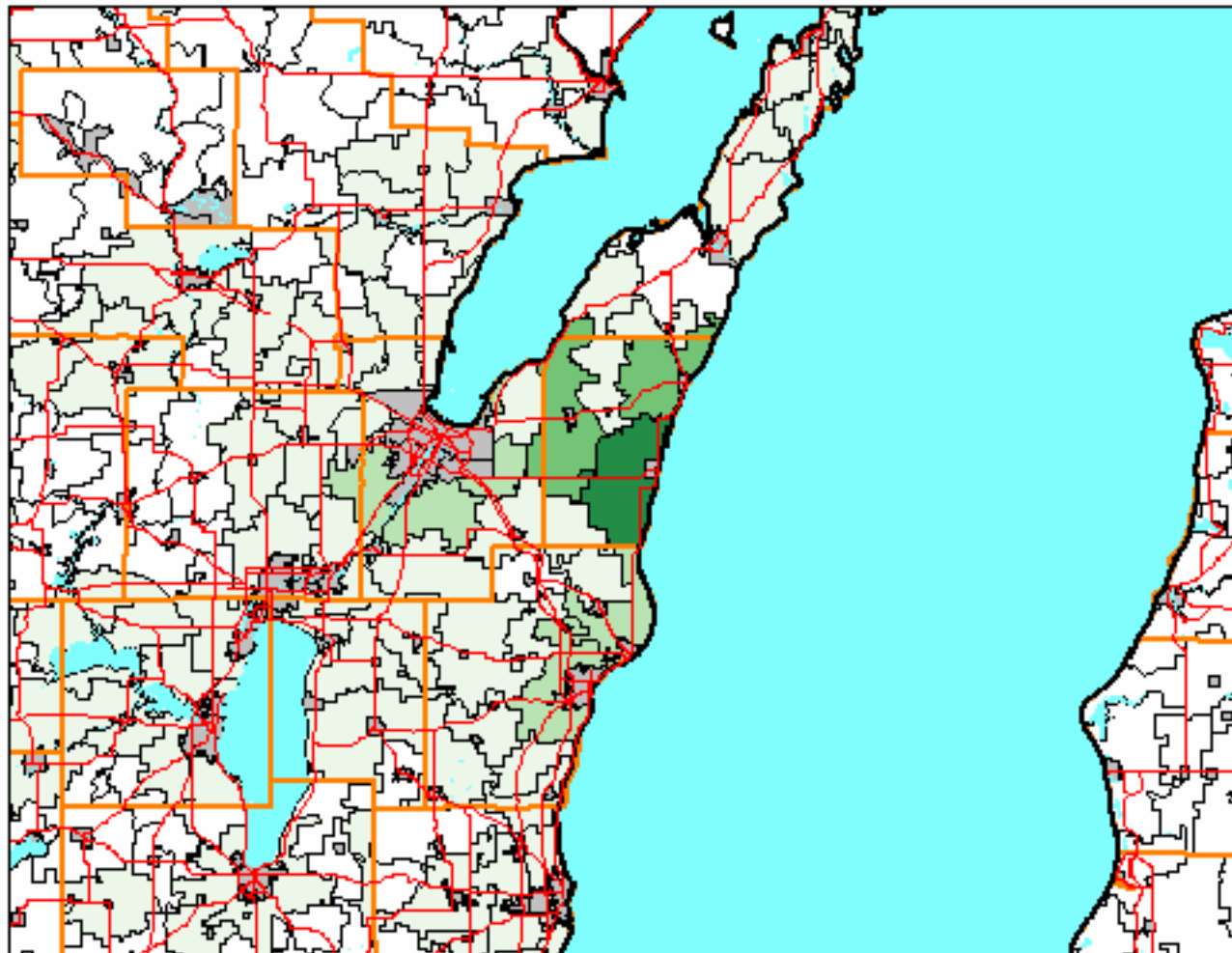


Kewaunee Retail Customer Origin

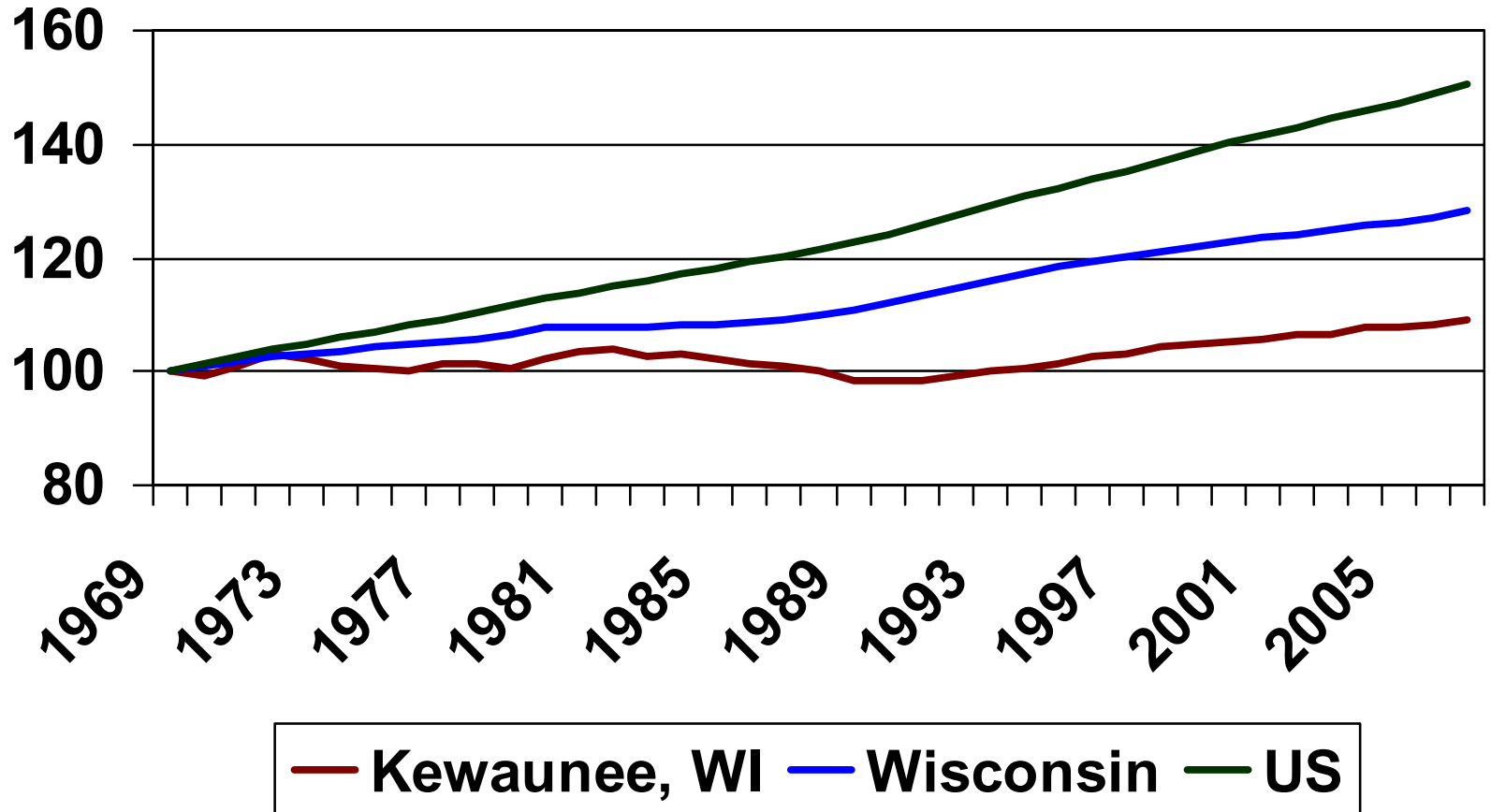


Proportion of 54216 purchases ranged from 2.7% to 57.2%.

Kewaunee Retail Customer Origins

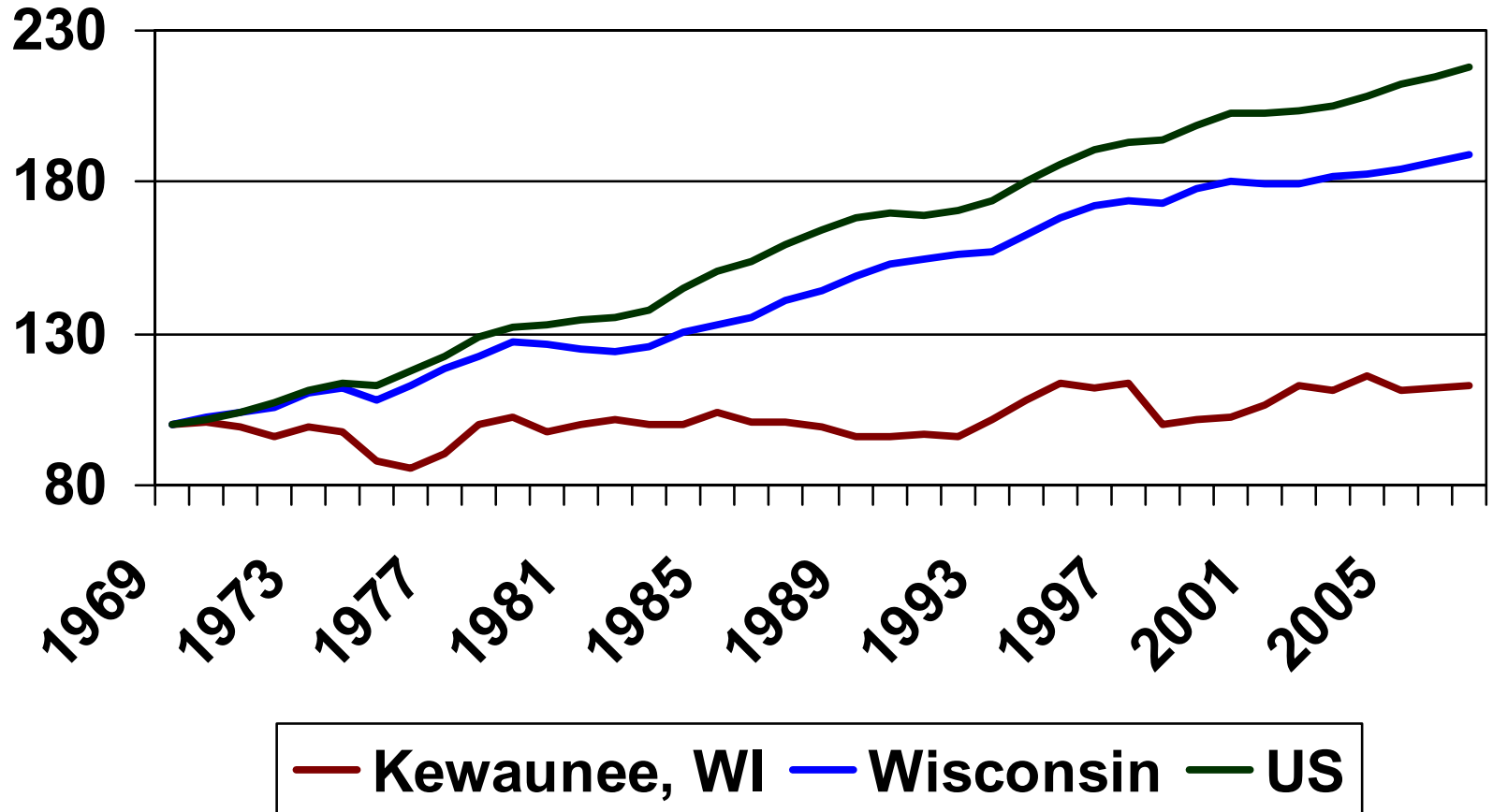


Population Growth Index



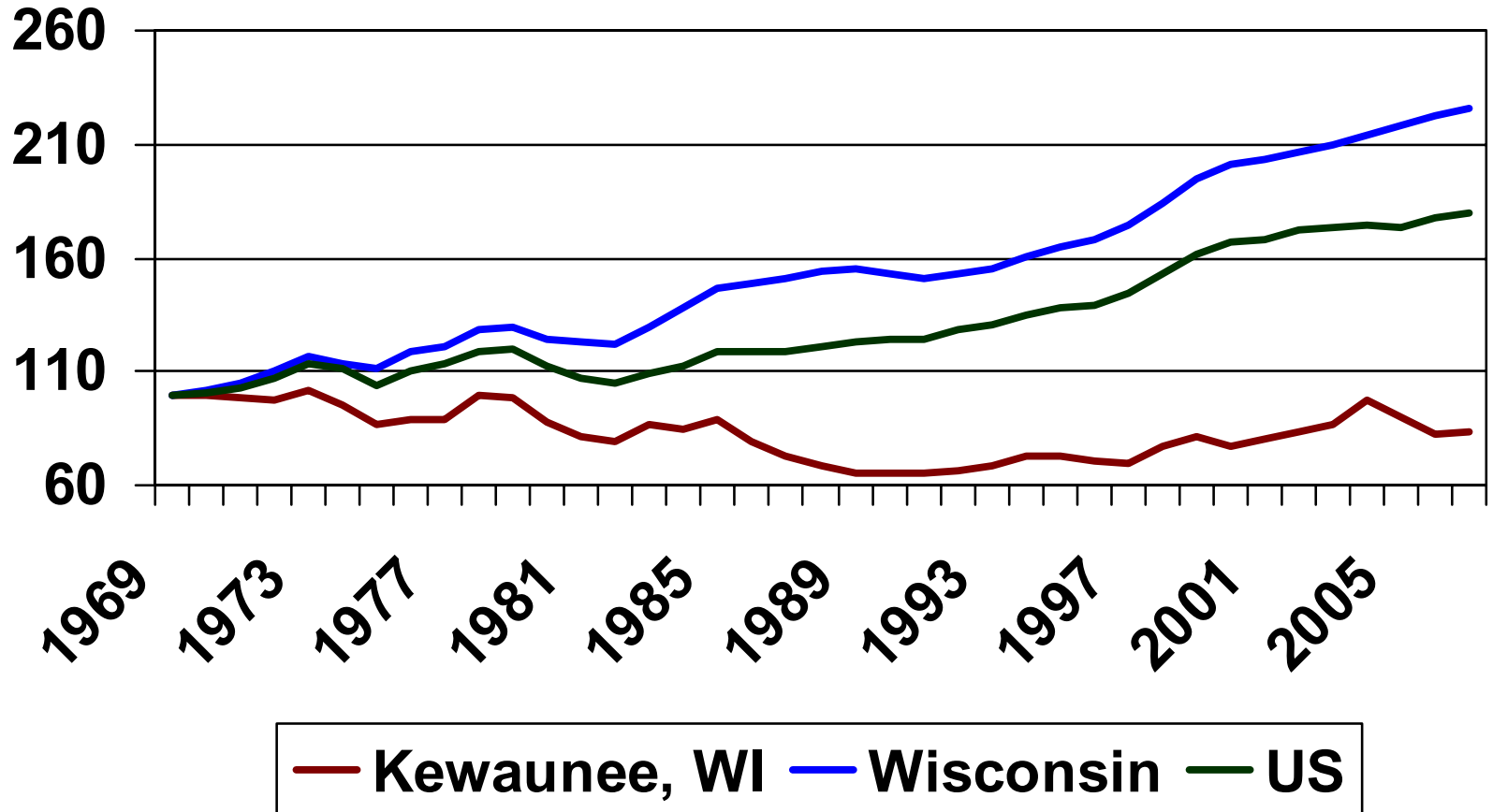
— Kewaunee, WI — Wisconsin — US

Retail Employment Growth Index

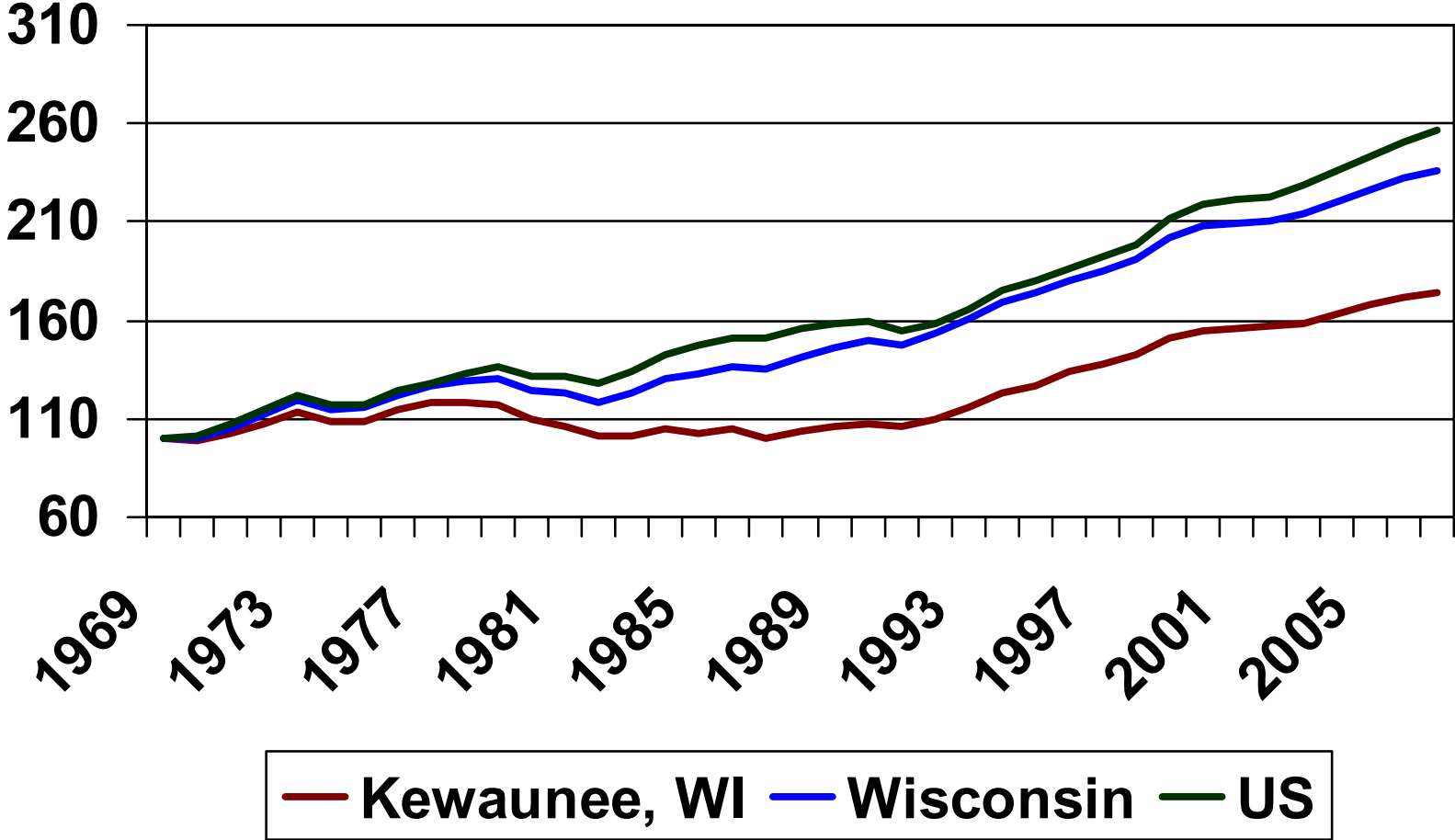


— Kewaunee, WI — Wisconsin — US

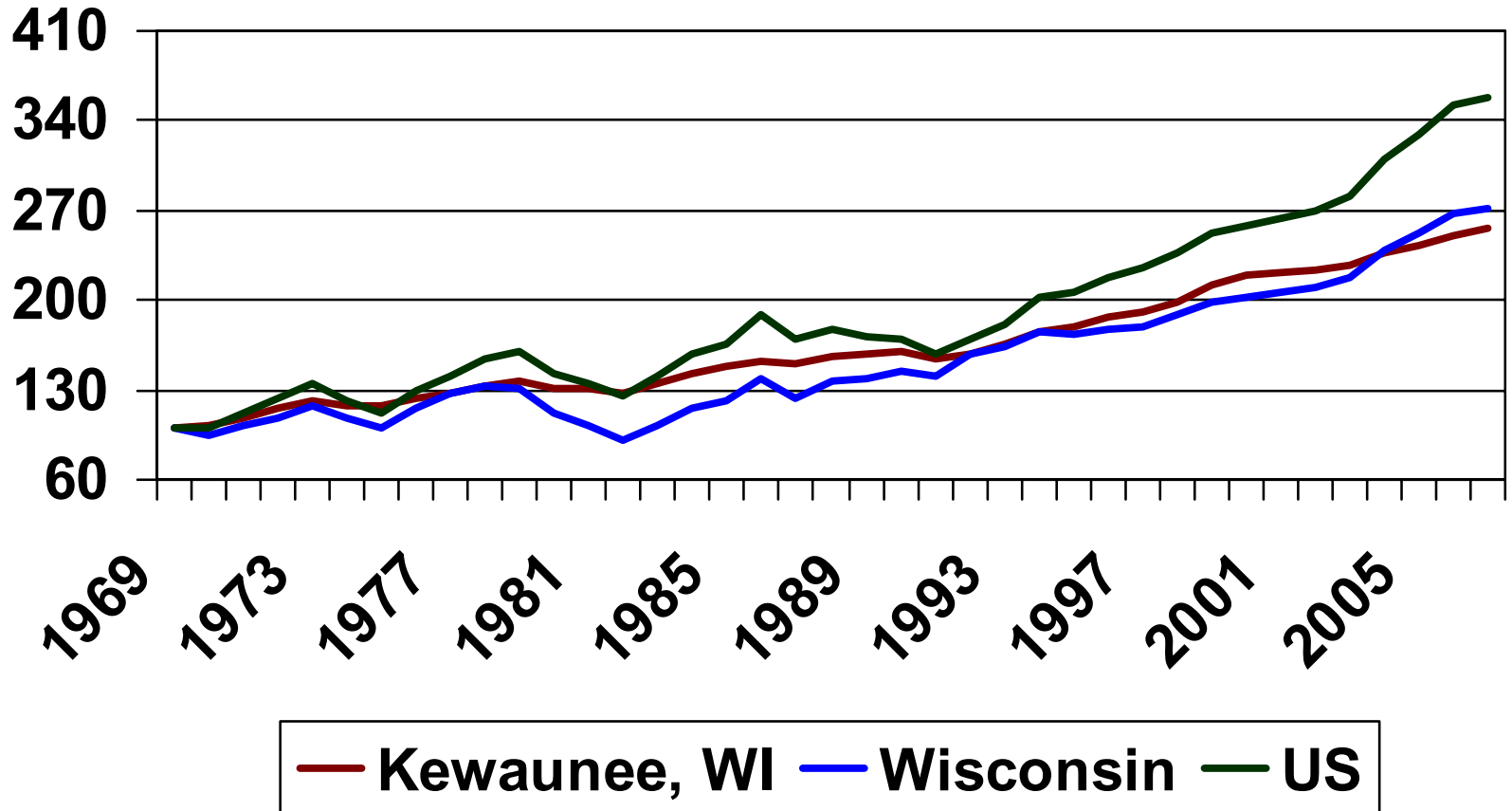
Retail Earnings Growth Index



Total Retail Real Sales Growth Index

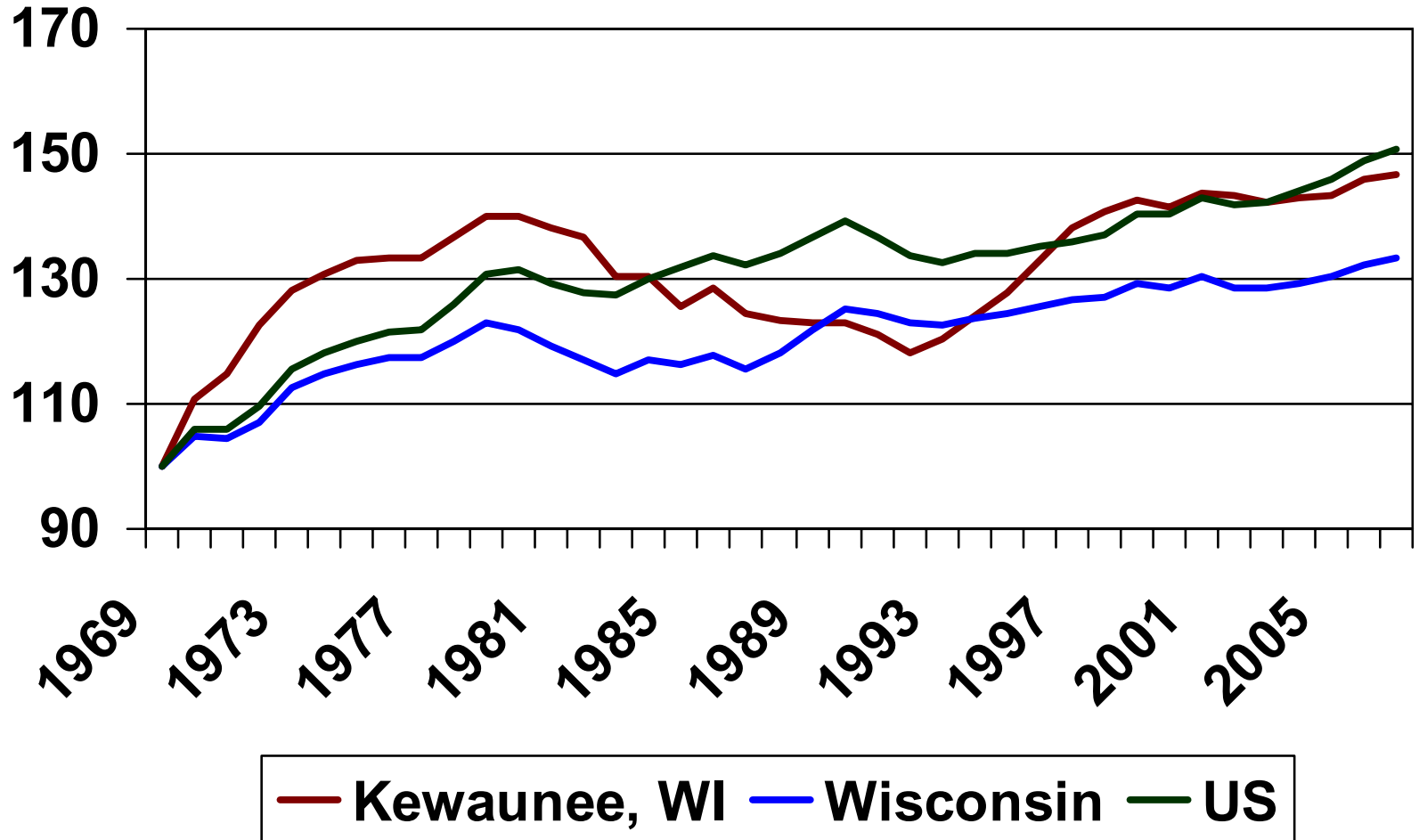


Building Materials and Hardware Real Sales Growth Index



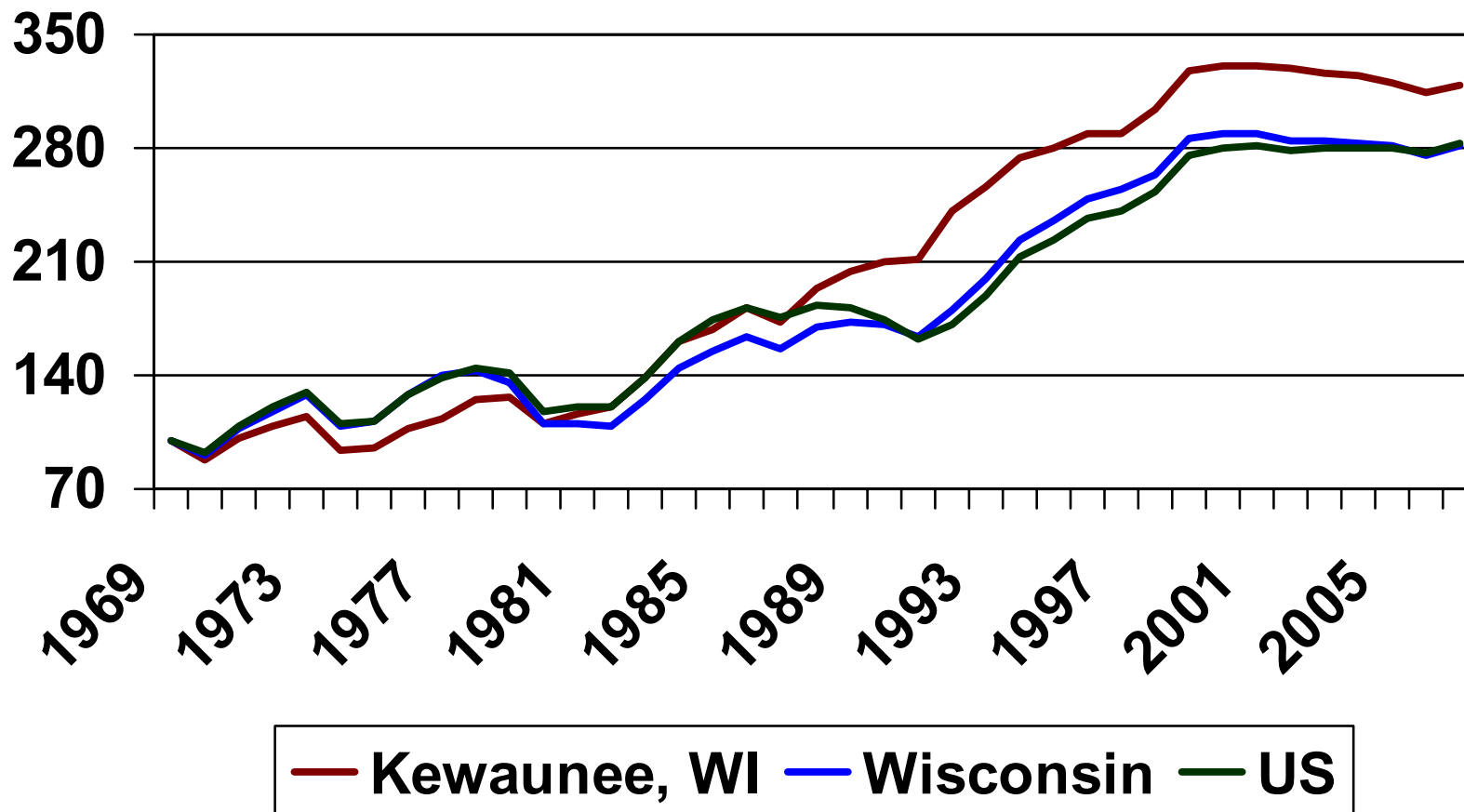
— Kewaunee, WI — Wisconsin — US

Food Stores Real Sales Growth Index

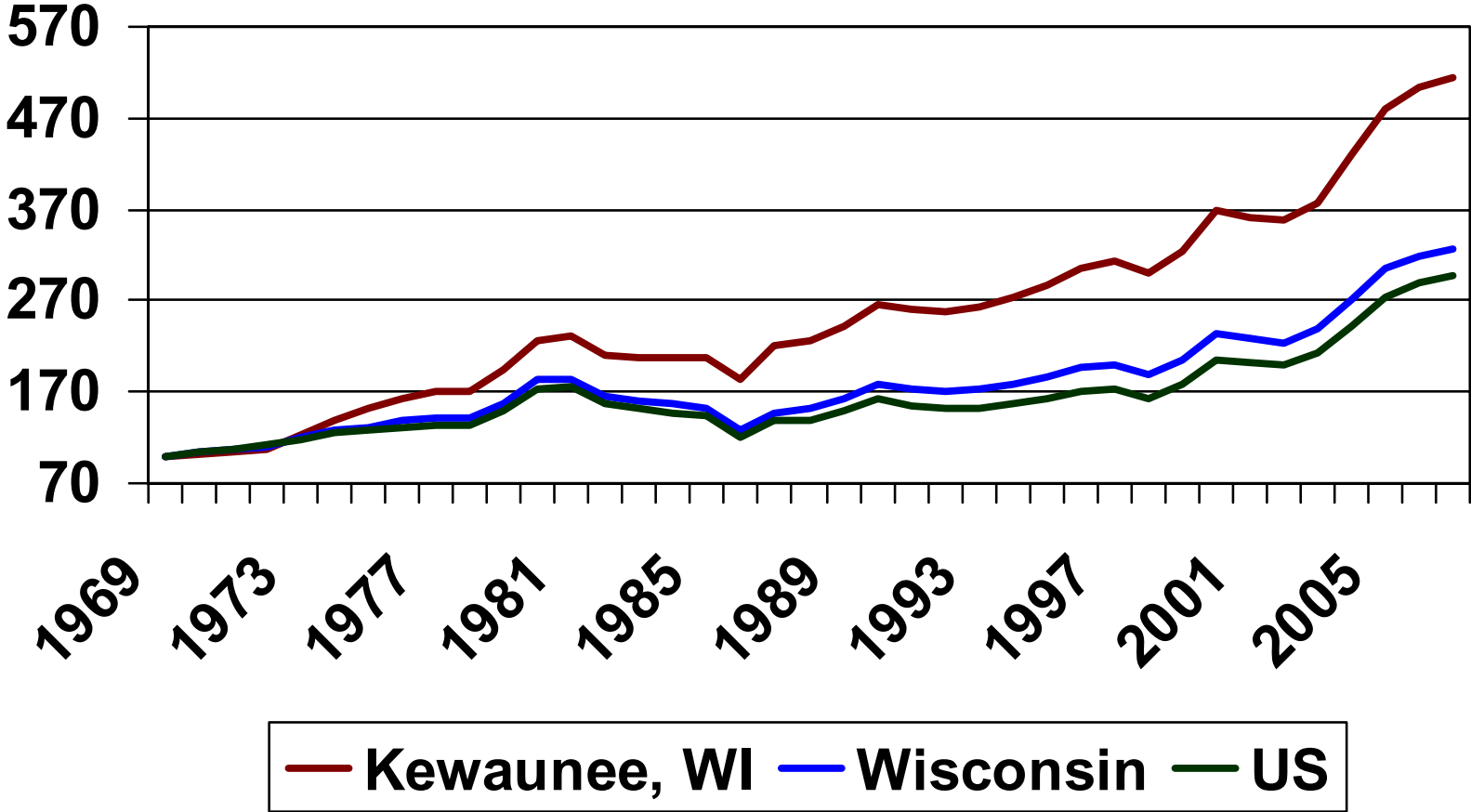


— Kewaunee, WI — Wisconsin — US

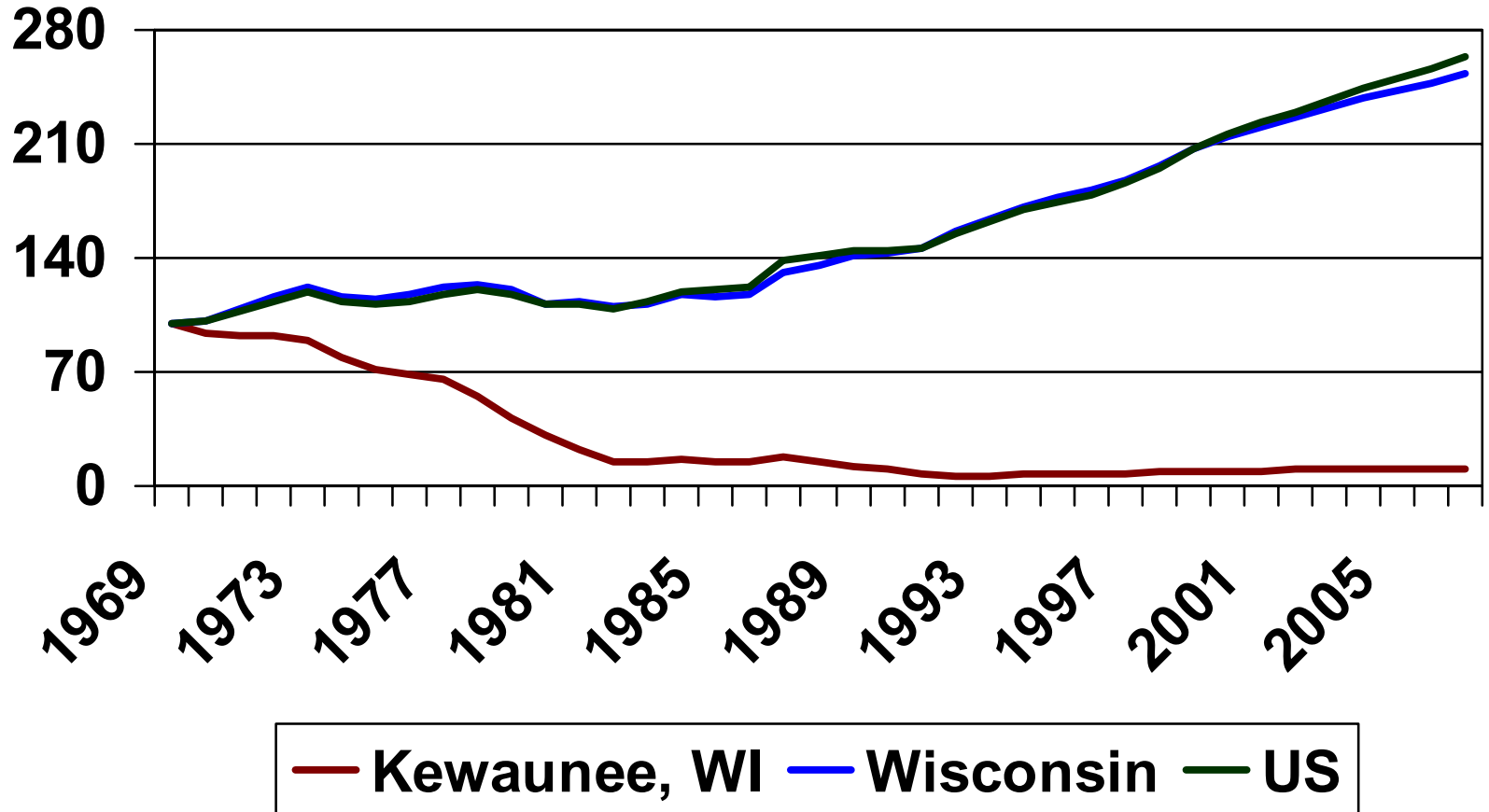
Automobile Dealers Real Sales Growth Index



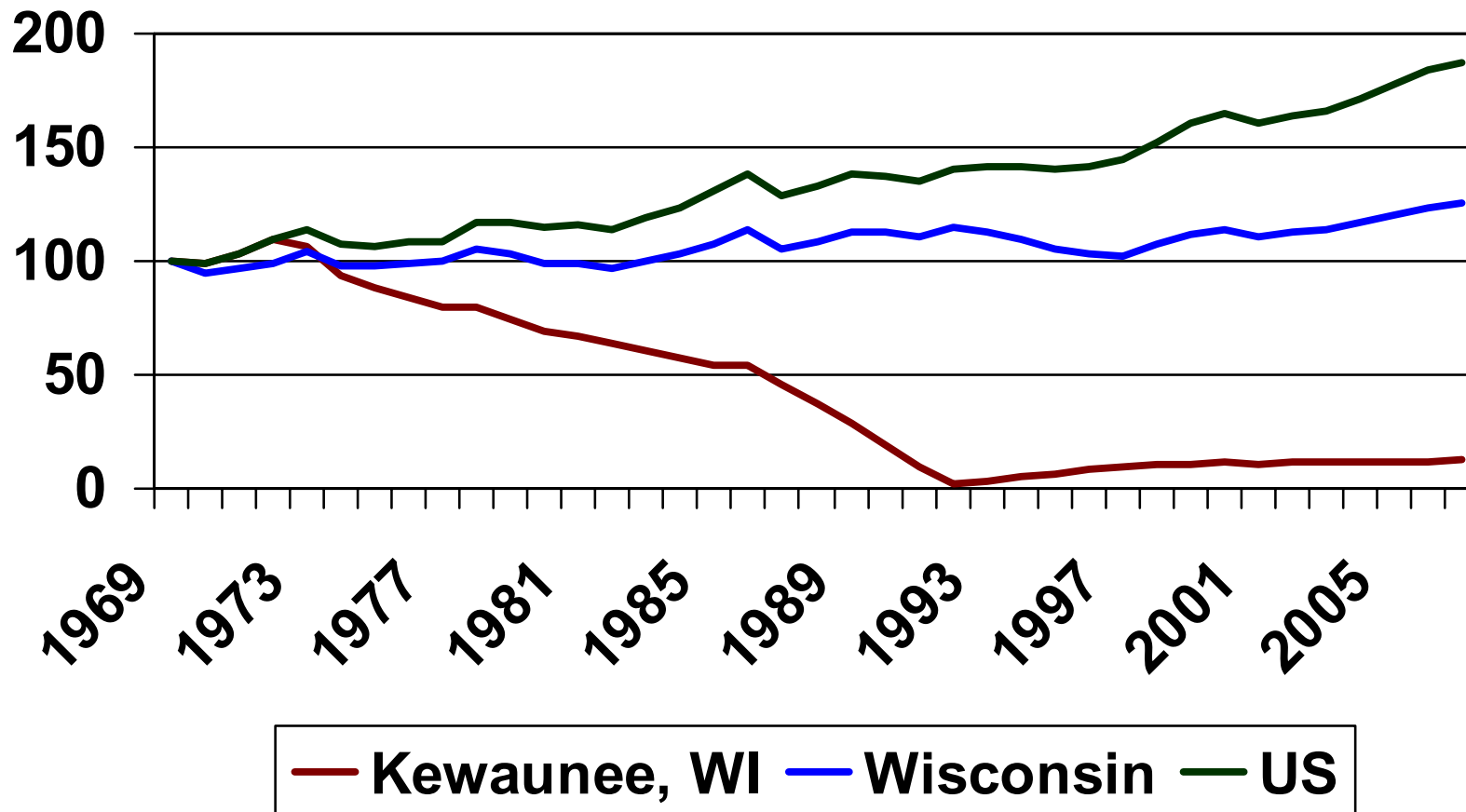
Gasoline Service Stations Real Sales Growth Index



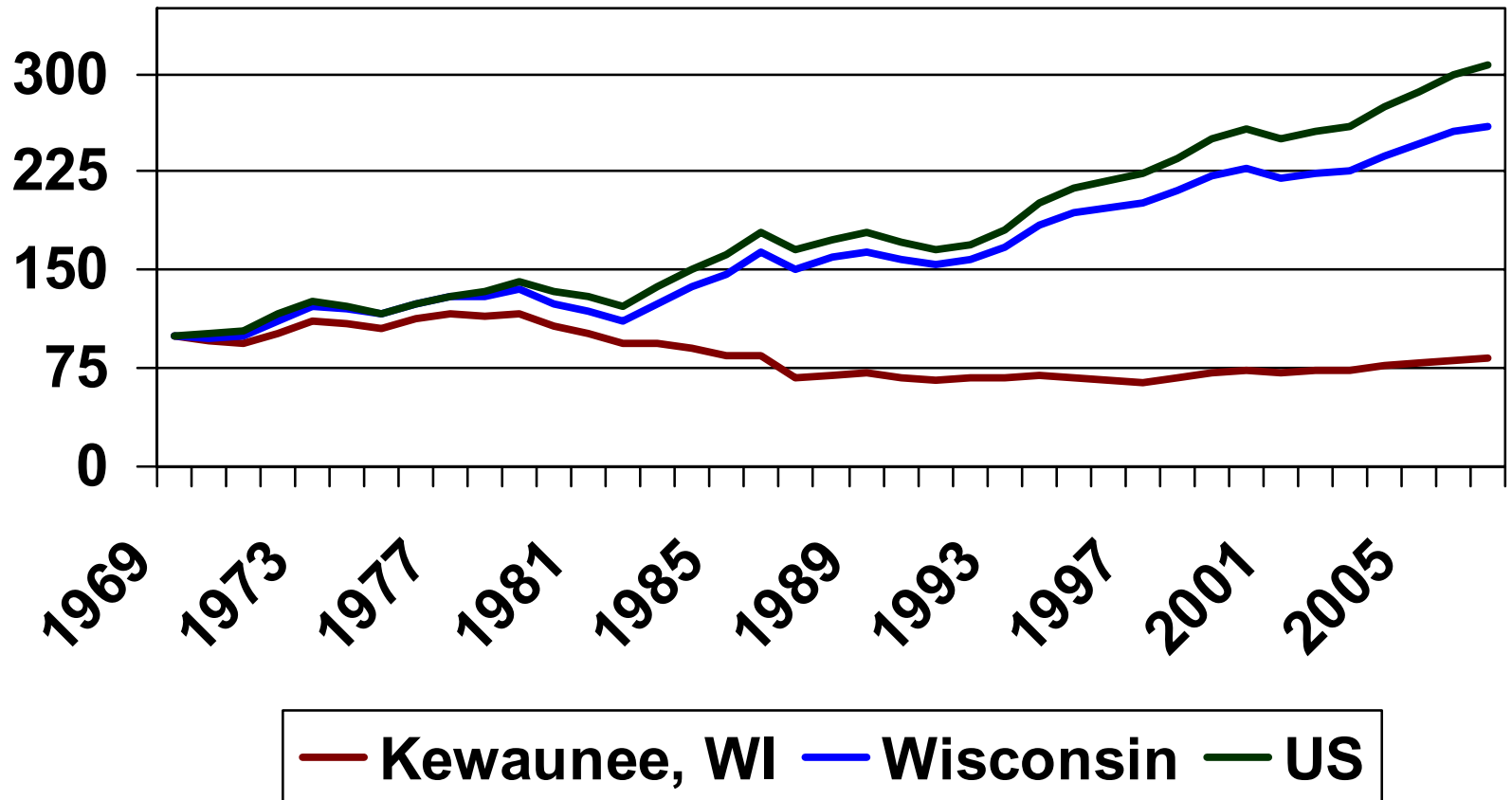
General Merchandise Real Sales Growth Index



Apparel and Accessories Real Sales Growth Index

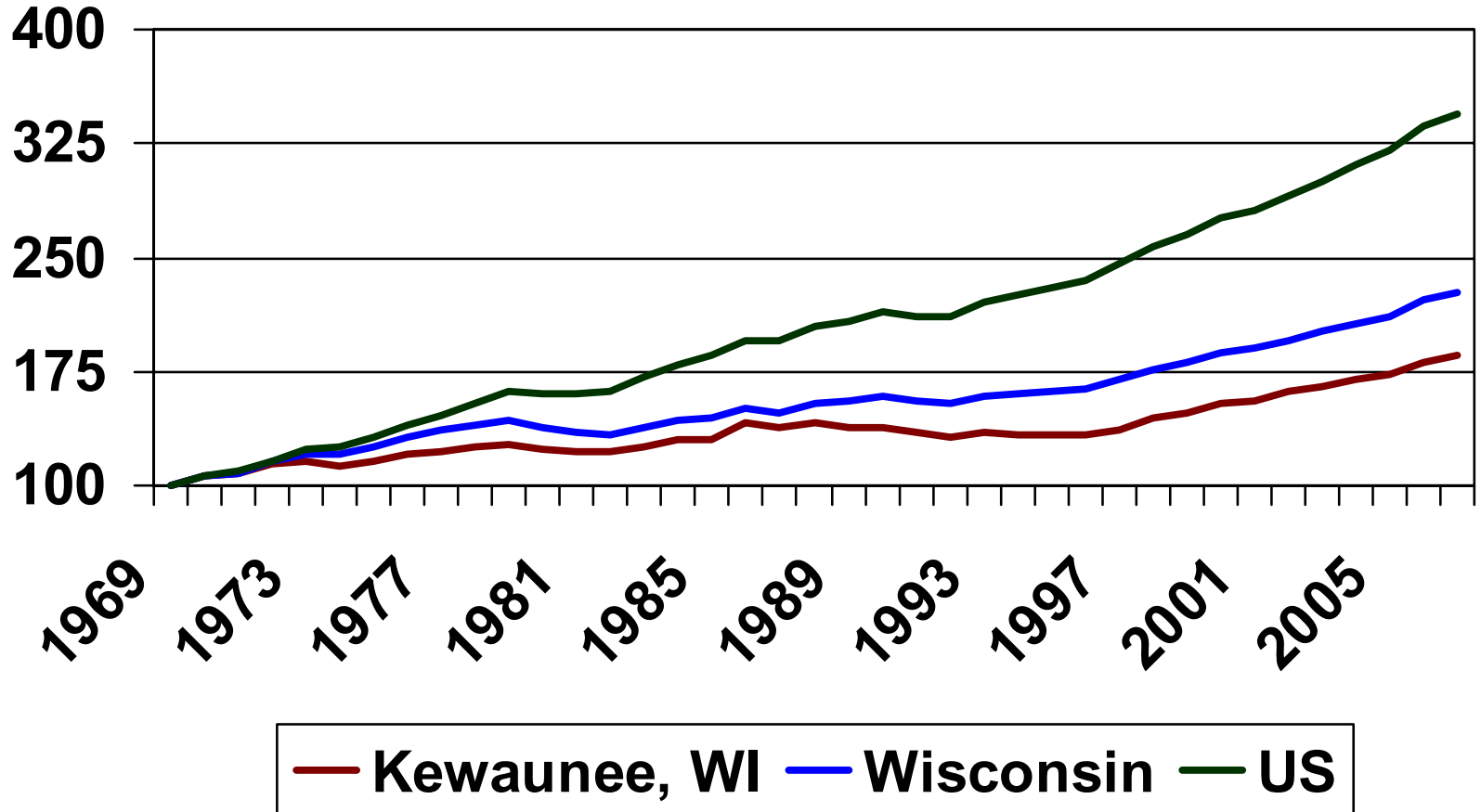


Furniture and Home Furnishings Real Sales Growth Index

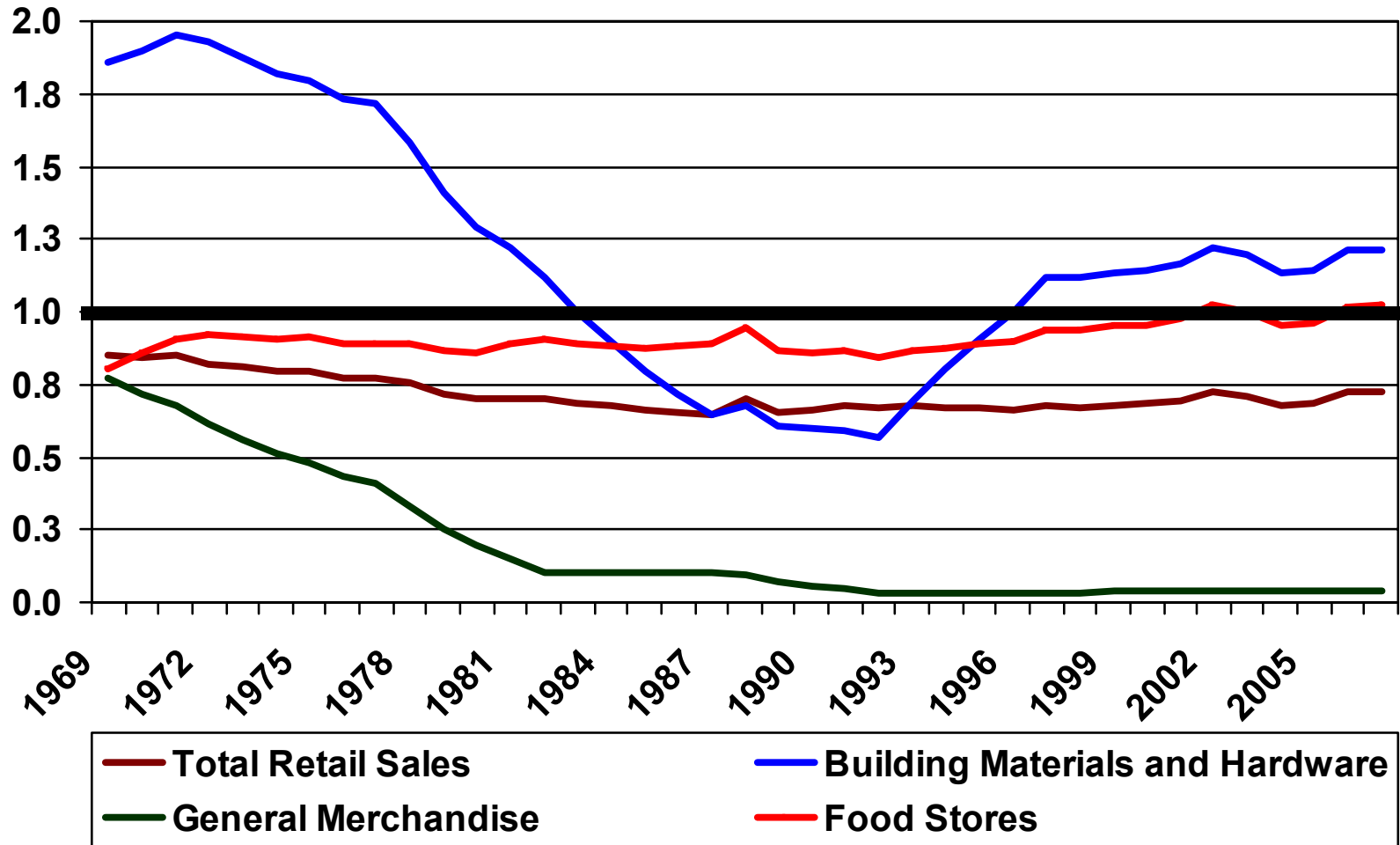


— Kewaunee, WI — Wisconsin — US

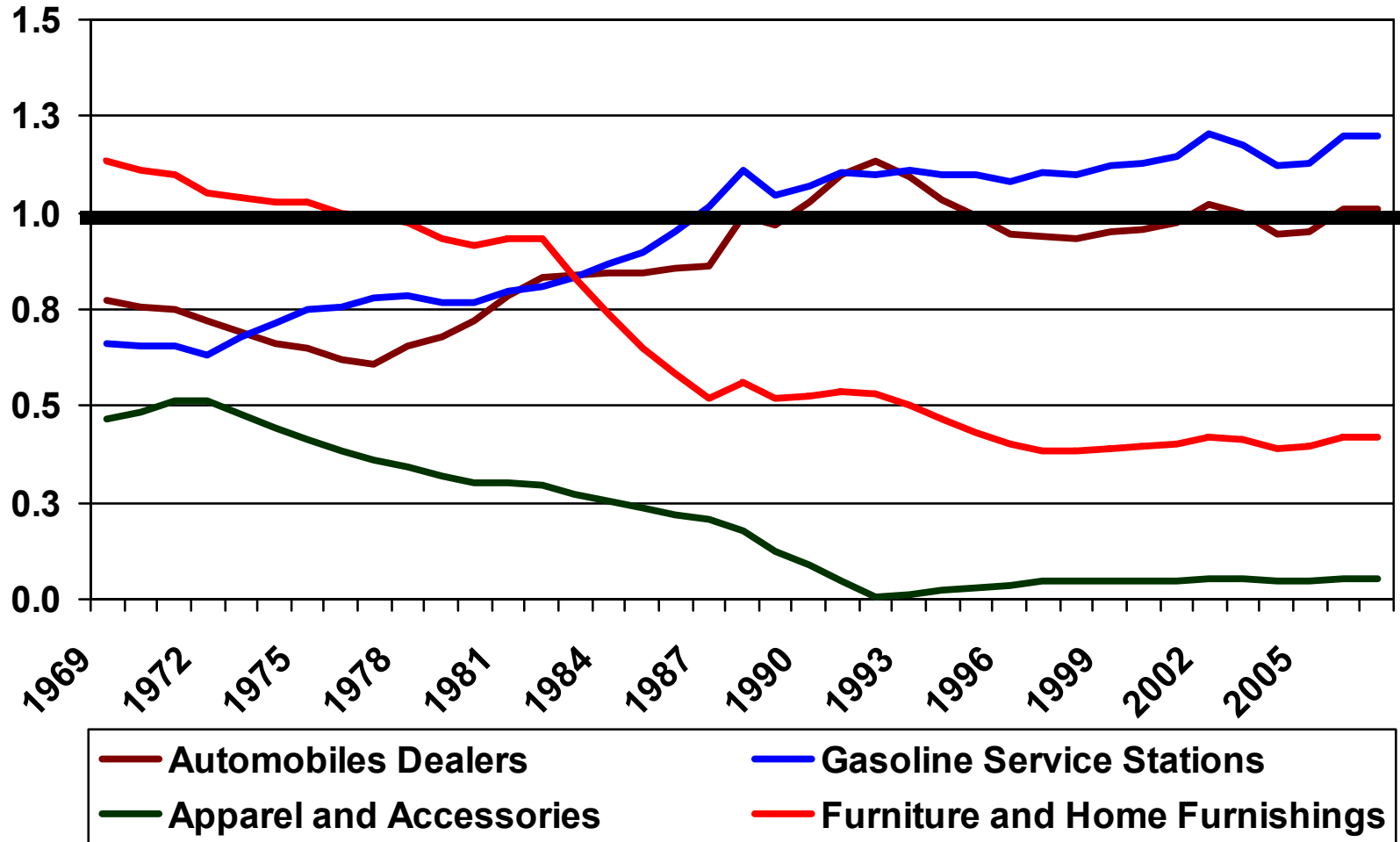
Eating and Drinking Places Real Sales Growth Index



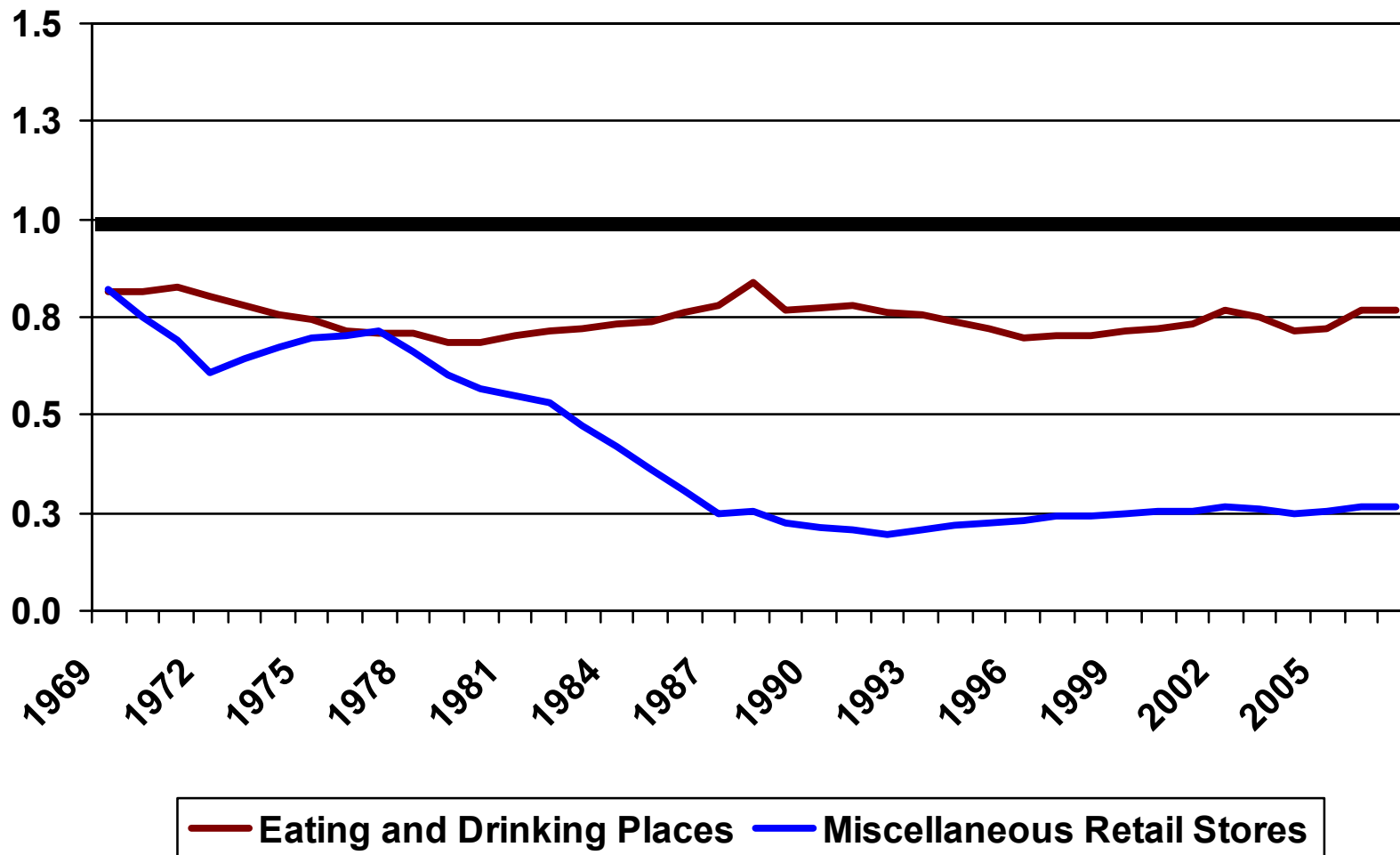
Pull Factor for Kewaunee Cnty, WI



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Trade Area Analysis for Kewaunee Cnty, WI 2007

	Pull Factor	Surplus and Leakage
Total Retail Sales	0.723	(63,448,837)
Building Materials and Hardware	1.215	3,714,153
General Merchandise	0.038	(29,890,278)
Food Stores	1.020	588,700
Automobiles Dealers	1.011	576,061
Gasoline Service Stations	1.200	4,781,579
Apparel and Accessories	0.052	(5,798,957)
Furniture and Home Furnishings	0.418	(6,615,895)
Eating and Drinking Places	0.767	(4,885,636)
Miscellaneous Retail Stores	0.268	(3,953,976)

Economic Impact of a 10% Increase in Retail Sales for Kewaunee Cnty, WI 2007

	Direct	Indirect	Induced	Total	Multiplier
Employment	58.8	4.1	5.1	68.0	1.157
Labor Income	1,168,350	164,185	137,487	1,470,022	1.258
Total Income	1,817,934	224,454	299,213	2,341,600	1.288



Economic Impact of a 10% Increase in Retail Sales for Kewaunee Cnty, WI 2007

	Jobs	Labor Income	Total Income
Ag, Forestry, Fish & Hunting	0.1	3,063	3,190
Mining	0.0	4	6
Utilities	0.0	1,484	5,520
Construction	0.2	7,781	8,175
Manufacturing	0.7	32,300	39,970
Wholesale Trade	0.2	14,282	25,430
Transportation & Warehousing	0.7	16,962	19,919
Retail Trade	60.2	1,196,564	1,864,417
Information	0.5	11,148	14,863
Finance & Insurance	0.3	10,759	28,419
Real Estate & Rental	0.3	3,400	14,348
Professional, Scientific & Tech Services	0.4	22,270	23,466
Management of Companies	0.5	57,199	73,712
Administrative & Waste Services	0.4	10,677	14,508
Educational Services	0.1	2,127	2,913
Health & Social Services	1.0	51,417	57,064
Arts, Entertainment & Recreation	0.6	4,345	6,161
Accommodation & Food Services	1.1	9,187	13,470
Other Services	0.6	10,583	12,031
Government	0.1	4,469	114,018
Total	68.0	1,470,022	2,341,600

How to Grow the Local Economy?

More people
buy from
local
businesses



How to Grow the Local Economy

People buy more
from local
businesses



How Can WE Work Together?



- ↑ B2B Commerce
 - ↑ Local consumerism
 - “buy local” initiative
- Our last session today
- Ongoing planning and action

By Our Bootstraps!

Get to liftin'



Thank you!