

# Economic Development Survey Results

## I. Stakeholders and Response

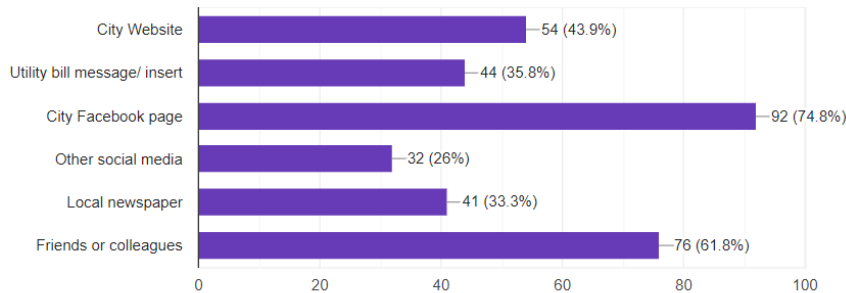
- a. Stakeholders were identified as residents of Janesville, owners of businesses in Janesville, and persons from surrounding cities whose children attend school in Janesville.
- b. Survey links were distributed electronically and paper copies were available upon request.
- c. 124 responses were received:
  - i. 122 online
  - ii. 2 paper

## II. Sources of Information

- a. The City of Janesville Facebook page and friends and colleagues were the top ways that respondents receive information about Janesville.

Which sources do you use to get information about Janesville?

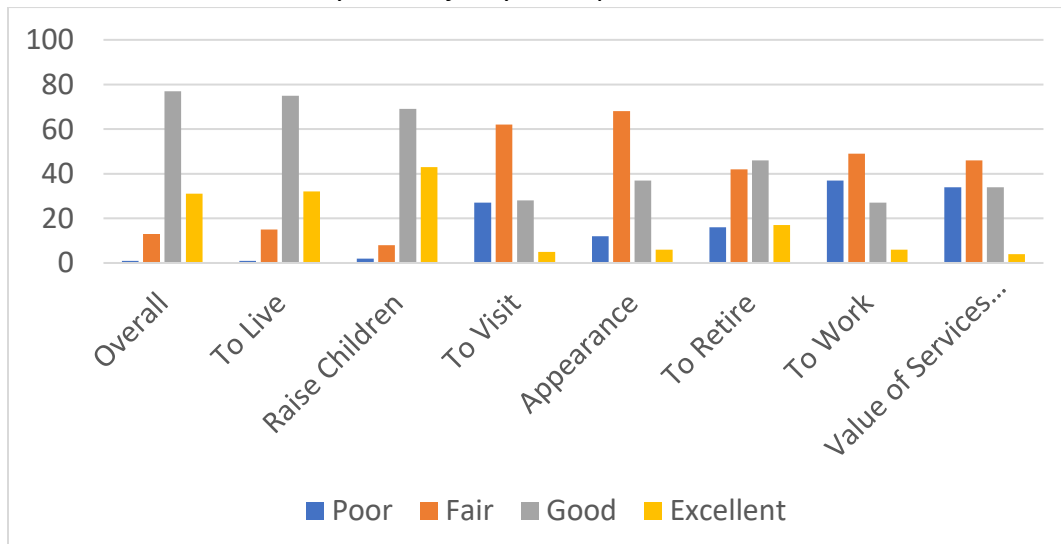
123 responses



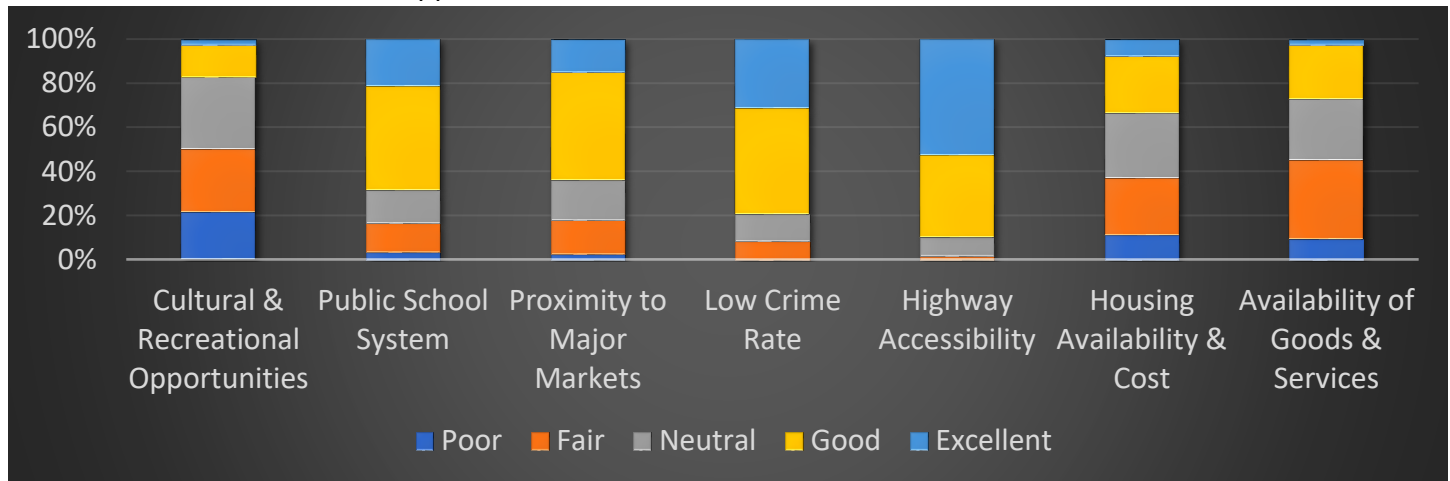
## III. Quality of Life

Respondents were asked to rate eight quality of life factors on a scale from Poor to Excellent.

- i. Janesville as a place to raise children received the highest ratings, with 91.8% of respondents saying “Good” or “Excellent”
- ii. Janesville overall and as a place to live closely followed this trend with 88.5 and 87%, respectively.
- iii. Value of services for taxes paid, Janesville as a place to visit and to work were rated “Fair” or “Poor” by the majority of respondents.



#### IV. Resident and Worker Support Factors

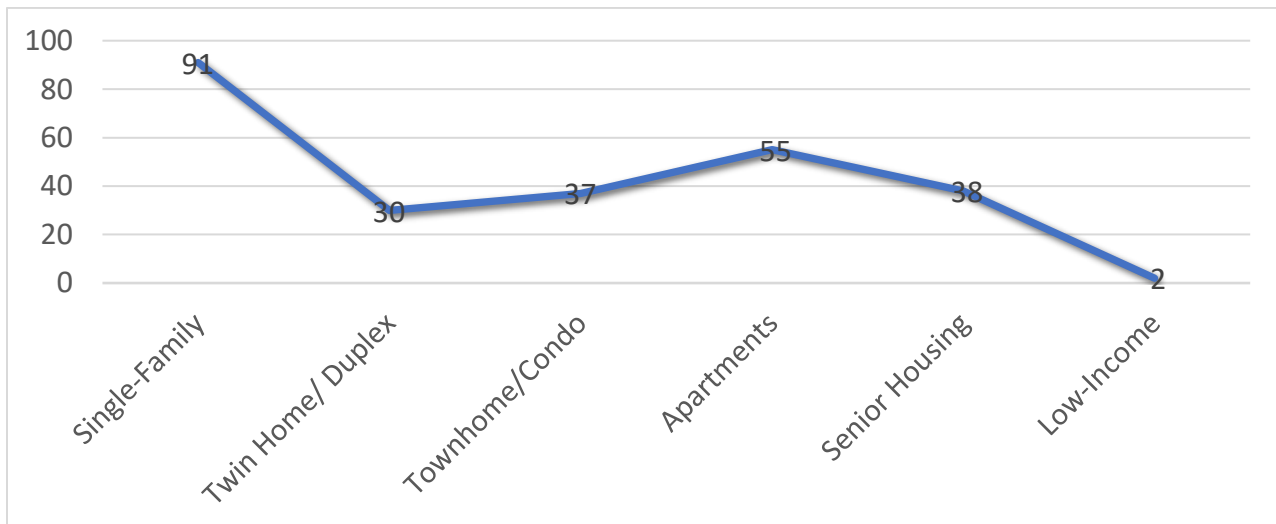


- Half of respondents believe that Janesville lacks cultural and recreational opportunities.
- More than half rate Janesville's highway accessibility as excellent.
- JWP, low crime rate, and market proximity were also rated favorably by a majority of respondents.
- The lowest performers were housing availability and cost and goods and services available.

#### V. Housing

##### a. Needs

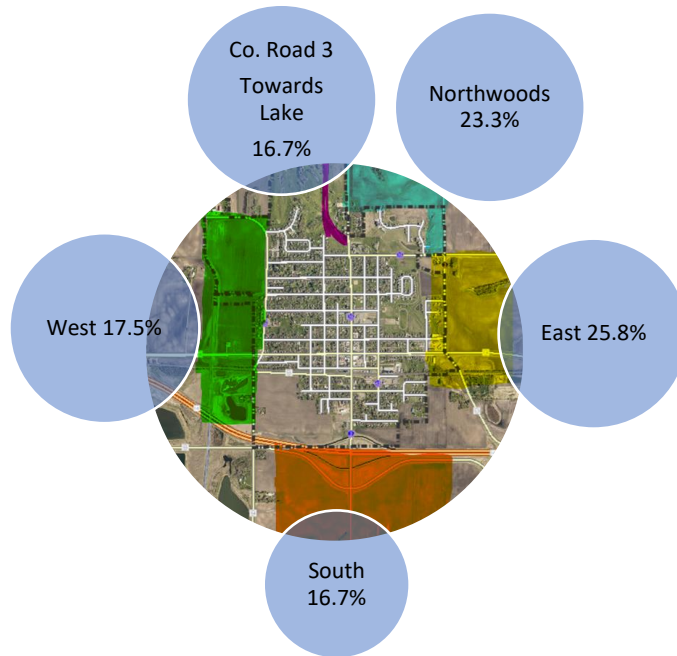
- 74% Single-Family homes
- 45% Apartments
- 31% Senior Housing
- 30% Townhomes/Condos
- 24% Twin Home/ Duplex
- 2% Low-Income Housing



b. Growth Areas

i. Two of the five option areas have been platted for additional residential growth:

1. West: Pearson Acres, currently in city limits
2. North: Northwoods, outside of current city limits.



VI. Goods & Services

## Goods & Services

- 65% purchase less than one quarter of goods and services in Janesville.
- 26% purchase between one quarter and one-half.
- 9% purchase more than half of their goods and services in Janesville.

Reasons Goods & Services Purchased Outside of Janesville



- VII. Community Development
  - a. Desired Commercial Enterprises
    - i. Full-Service/Family Restaurants
    - ii. Grocery Store
    - iii. Recreational Activities
    - iv. Entertainment Establishments
    - v. Retail and Boutique Stores
    - vi. Convenience Stores
  - b. Characteristics Identified as Important for New Businesses
    - i. 84.4%: Provides local goods and services that add to Janesville amenities
    - ii. 55.7%: Is a destination business that will attract people to Janesville
    - iii. 54.9%: Creates good jobs (pays a living wage, offers benefits)
    - iv. 18.9%: Is committed to environmentally sustainable practices.
- VIII. Areas of Concern for EDA Focus
  - a. Downtown Revitalization: Reduce Vacancy, Grow Businesses
    - i. The Vacancy Ordinance should help with this
  - b. Commercial Development: Bring restaurants and shops to town
  - c. Farmer's Market & Pop-Up Shops
    - i. Council and staff have already taken steps toward this by making changes to City Code and the fee schedule
  - d. Biking & Walking Trails
    - i. Additional sidewalks will be installed as part of the Safe Routes to School program.
  - e. Community Center
  - f. Housing Incentives
    - i. We currently offer two housing incentive programs:
      - 1. New Home Purchaser Rebate
      - 2. Housing Tax Abatement Program
  - g. Hwy 14 Interchange: Industrial Development
  - h. Enhancements to Lakeview Park
  - i. Business Incubator
  - j. City Park Amphitheater
    - i. A portion of necessary funds have been committed to this project; shortfall for current design is roughly \$30,000
- IX. Community Events and Suggestions
  - a. 83.6% of respondents support hosting festivals and events in Janesville.
    - i. The top 3:
      - 1. Food Truck Market
      - 2. Farmer's Market
      - 3. Music in the Park
  - b. Additional community event suggestions received:
    - i. Holiday events for families and children
    - ii. Family-friendly events
    - iii. More for kids
    - iv. Monthly food truck and band night in summer
    - v. Splash park

- vi. Music by the lake
- vii. Dog park at Lakeview
- viii. Car show

X. Business Owner Input\*  
 a. Business Performance Factors\*

Factor	High	Better than Average	Average	Needs Improvement	Poor
Availability of Skilled Labor (92)	4	13	56	15	2
Available Buildings (93)	2	10	37	33	9
Tax Rate (91)	3	4	32	26	21
State Business Incentives (86)	2	3	41	22	4
Local Business Incentives (87)	2	8	35	21	9
Labor Costs (87)	3	11	48	13	3
Construction/Occupancy Costs (86)	2	10	41	16	3

➤ If you own a business in Janesville, do you plan to expand within the next five years?

- No: 17
- Maybe: 12
- Yes: 2

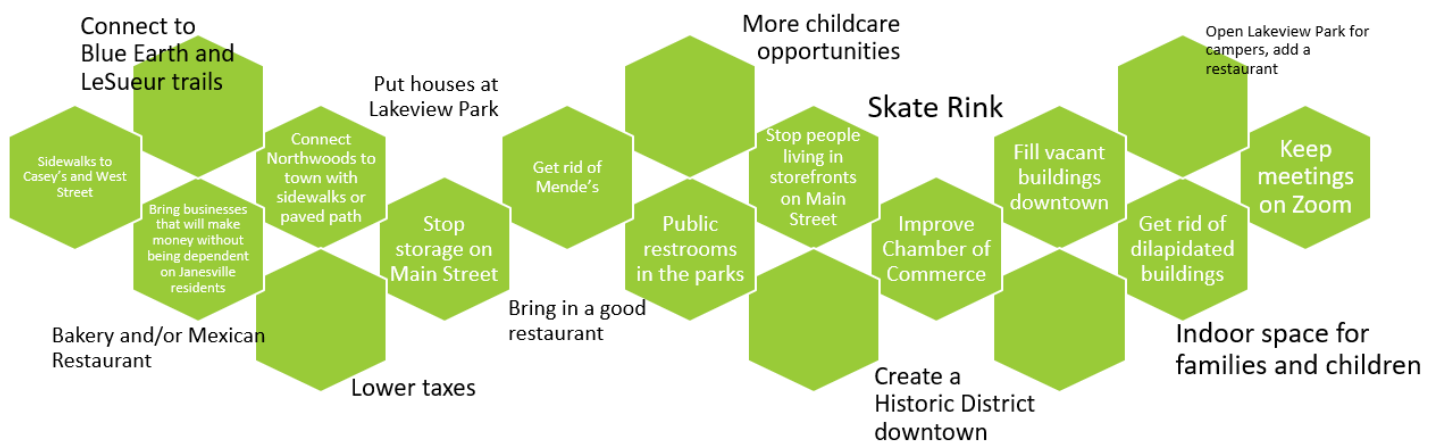
➤ If you plan on expanding your business, will you expand in Janesville?

- Yes: 13
- No: 9



\*All respondents were able to answer these questions. The number next to each factor is the number of responses.

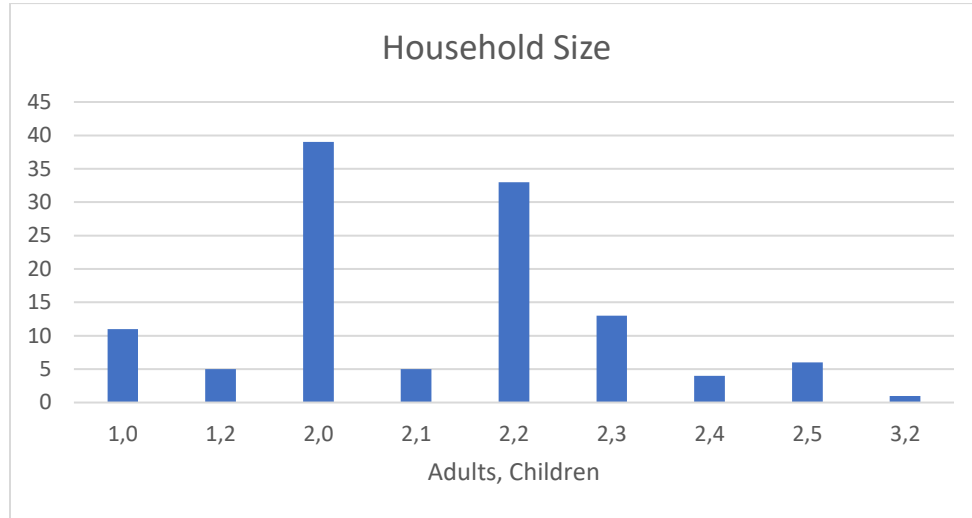
XI. Additional Suggestions for EDA



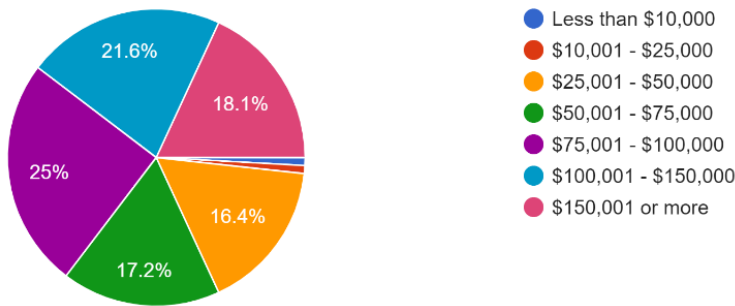
XII. Demographic Profile of Respondents

- a. Location
  - i. 81% (98) reside in Janesville city limits

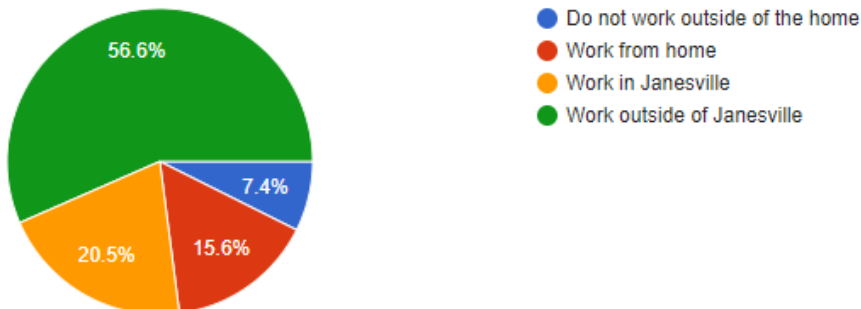
- ii. 15 live outside of city limits but have children attending school in Janesville
  - iii. 8 own a business or property in city limits and live elsewhere
- b. Age
- i. 64% ages 25 to 44
  - ii. 12% each 55 to 64 and 65+
- c. Household Information
- i. Size



- ii. Ownership
  1. 90.2% of respondents own their place of residence
  2. 9.8% rent
- iii. Income \*116 of 124 answered this question



d. Work Status & Commuter Characteristics



43.3% commute to Mankato; 35% do not commute or are retired. 6.7% commute to Waseca. 2.4% commute to the Twin Cities, 3.2% travel for work.