F. ECONOMIC ACTIVITY AND EMPLOYMENT

MAJOR EMPLOYERS

The City of Sun Prairie has a number of major employers in the manufacturing and public administration industries. The top eight employers in the community employ from 275 to 650 employees. The top eight employers are as follows:

Major Employers	Employees
General Casualty Companies	650 full-time
Sun Prairie School District	525
GTE-North	503
Famous Footwear Distribution Center	350 full-time, 20 part-time
Royle Communications Group	310 full-time, 19 part-time
Goodyear Tire & Rubber Company	300
Wisconsin Cheeseman, Inc.	275 full-time, 750 seasonal
Wisconsin Porcelain Company	275

UNEMPLOYMENT RATE

The 1990 unemployment rate for the City of Sun Prairie was relatively low at 2.8%. This was below the Dane County unemployment rate of 3.2% and the rate for the State of Wisconsin, which was 5.2%. According to the *Dane County Workforce Profile* prepared by the Wisconsin Department of Workforce Development, July 1999, the unemployment rate for Dane County in 1997 was 1.7%. Since 1995, Dane County's unemployment rate has consistently been below 2%. In some months, Dane County had the lowest unemployment rate of any metropolitan area in the nation. The Department of Workforce Development attributes this low jobless rate to the growth of jobs outpacing the growth in working population. Jobs grew 14.8 percent between 1992 and 1997 while the labor force increased by 13.4 percent. This illustrates two important trends: an increase in the level of business activity and a slowdown in labor force growth which is expected to last well into the 21st Century.

LABOR FORCE BY OCCUPATIONAL GROUP

According to the 1990 Census, the labor force by occupation group in the City of Sun Prairie and Dane County were as follows:

Occupational Group	Sun Prairie	Dane County
Managerial/Professional	25.4%	32.1%
Technical	3.2%	5.9%

Occupational Group	Sun Prairie	Dane County
Sales	12.0%	10.9%
Administrative Support	22.9%	18.3%
Services	10.6%	13.0%
Farming/Fishing	0.7%	2.2%
Production/Craft/Repair	9.3%	7.7%
Transportation/Movers	3.5%	2.8%
Operators/Assemblers	12.4%	7.0%

DANE COUNTY EMPLOYMENT BY INDUSTRY

According to the Department of Workforce Development, the Dane County economy is dominated by educational institutions, led by the University of Wisconsin, and health care firms, mainly hospital facilities. The top 10 industry groups account for roughly half of all non-farm jobs in the county. This percentage is similar to most large counties in the state. Every industry group (except insurance carriers) has added a substantial amount of employment between 1992 and 1997. The largest growth has come from business services. While temporary agencies have contributed a large amount to this growth, start-up firms operating computer and data services have also generated expansive job growth. These firms provide such services as support services, computer programming, data preparation and processing services. They also offer integrated systems design consulting, packaged software, retrieval services, management services, maintenance and repair, and rental and leasing services.

Dane County Employment Change By Industry 1992 to 1997

Industry	1992	1997	Percent Change 1992-1997
Goods Producing	35,000	41,800	19.4%
Construction & Mining	9,600	12,350	29.2%
Manufacturing	25,400	29,400	15.8%
Durable	12,900	15,200	17.7%
Nondurable	12,500	14,200	13.8%
Service Producing	198,100	225,700	13.9%
Trans., Communications & Public Utilities	8,000	8,960	11.6%
Total Trade	50,800	57,900	14%
Wholesale	9,900	11,890	20.6%
Retail	41,000	46,000	12.4%
Finance, Insurance & Real Estate	20,500	21,210	3.7%
Service	53,800	67,700	25.9%
Government	65,000	69,900	7.5%

Source: Wisconsin Department of Workforce Development, 1999

Dane County's Largest Industries By Employers

Industry Group	March 1997 Employers	Employment	Numerical Change 1 Year	5 Year
Educational Services	80	29,174	-282	1,795
Health Services	411	22,901	1,316	3,770
Eating & Drinking Places	638	15,623	-360	1,009
Business Services	675	14,390	1,251	5,225
Insurance Carriers	82	10,910	106	-458
Social Services	284	9,952	189	3,394
Misc. Retail	457	8,522	167	1,732
Wholesale Trade-Durable Goods	530	6,866	-214	1,100
Special Trade Contractors	665	6,489	393	1,707
Engineering & Management Services	508	6,367	221	972

Source: Wisconsin Department of Workforce Development, 1999

PLACE OF WORK

According to the 1990 Census, approximately one third (34.5%) of the City of Sun Prairie's labor force worked within the city boundaries. This compares to 50.5% of Dane County residents who work in the community in which they live.

Work Location	Sun Prairie	Dane County
City of Sun Prairie	34.5%	50.5%
Outside the City of Sun Prairie	65.5%	49.5%

TRANSPORTATION METHOD TO WORK

1990 Census data indicates that most Sun Prairie residents drive their own vehicle to work (79.4%). A fair number of residents use carpooling as their primary transportation to work (13.4%). Other methods of transportation remain a minor factor.

Method of Transportation	Sun Prairie	Dane County
Drive Alone	79.4%	68.7%
Carpool	13.4%	12.5%
Public Transportation	0.2%	4.6%
Non-motor Transportation	3.8%	10.2%
Other Means	0.5%	0.4%
Work at Home	2.7%	3.6%

TRAVEL TIME TO WORK

According to the 1990 Census, the average travel time to work for residents of Sun Prairie, Fitchburg, Middleton, and Dane County was as follows:

Average Travel Time	Sun Prairie	Fitchburg	Middleton	Dane County
Less than 10 minutes	24.4%	13.3%	21.6%	18.3%
10 to 19 minutes	25.4%	48.0%	41.0%	37.9%
20 to 29 minutes	25.2%	22.6%	24.0%	23.1%
30 to 39 minutes	15.3%	8.1%	7.4%	11.0%
40 to 59 minutes	3.8%	3.4%	2.2%	3.8%
1 hour or more	3.2%	2.7%	1.6%	2.3%
Work at home	2.7%	1.9%	2.2%	3.6%

G. NATURAL RESOURCE FEATURES

GEOLOGY AND SOILS

Geology

Dane County has a varied and unique geologic and physiographic setting. In the center of Dane County is the Yahara River Valley, which encompasses some of the City of Sun Prairie and the surrounding area. In this area, deep glacial deposits dammed up large valleys and formed a chain of large lakes and wetlands. This physiographic area is primarily glacial ground moraine with extensive areas of peat and marsh deposits.

The eastern part of Dane County is known as the drumlin and marsh physiographic area, which includes most of the City of Sun Prairie. The deposits found in this area include general glacial deposits with extensive areas of marsh deposits. This area consists of many small drumlin hills interspersed with shallow glacial deposits with poorly defined drainage.

Soils

The general soils associations in the City of Sun Prairie include the Dodge-St. Charles-McHenry, Plano-Ringwood-Griswold, and Batavia-Houghton-Dresden Associations.

The Dodge-St. Charles-McHenry soils are generally found in the eastern, southern, and central portions of the City. This association has a varied landscape, which is mostly sloping to sloping with some areas on benches and in depressions. The Dodge, St. Charles and McHenry soils are gently sloping to mostly sloping and well drained to moderately well drained. The Sable soils in this association are nearly level and poorly drained. Most of the soils in this association have moderate permeability and a high available water capacity. Most of them also have slight to moderate limitations for urban uses and farming.

The Plano-Ringwood-Griswold soils are generally found on the City's north and west sides. This association consists mainly of gently sloping areas on glacial uplands. Plano soils are gently sloping and nearly level and moderately well drained to well drained. Ringwood soils are gently sloping to sloping and well drained. Griswold soils range from gently sloping to moderately steep and are well drained. These soils have slight to moderate limitations for urban uses, although, some of the soils in this association have severe limitations due to seasonal flooding and saturated soils.

The Batavia-Houghton-Dresden soils are found along Token Creek and Koshkonong Creek. This association has a landscape that consists of outwash plains with depressions and old lake basins. Batavia soils are nearly level to sloping and well drained. Houghton soils are nearly level, poorly drained, deep muck soils and the Dresden soils are gently sloping to steep on benches of outwash plains. Where these soils are well drained and gently sloping to sloping, they have slight to moderate limitations for most urban uses.

The following soils based maps prepared by the Sun Prairie Planning Department and the Dane County Land Conservation Department illustrate soil classification, soil productivity, soil moisture, and soil suitability based on the soil types found in the City of Sun Prairie and the surrounding area.

The *Prime Farmland Map* illustrates the soils in Sun Prairie and the surrounding area that are classified as prime farmland. According to the Natural Resource Conservation Service, prime farmland is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops. The land must also be available for these uses (cropland, pastureland, forestland, and other land, but not water or urban built-up land). Prime farmland has the soil quality, growing season, and moisture supply needed to economically produce sustained high yields of crops when treated and managed, including water management, according to acceptable farming methods.

The *Agricultural Land Evaluation Map* illustrates soil groups ranging from those soils best suited for agricultural use to those least suited for agricultural use. The agricultural groups are based on the Land Evaluation Site Assessment rating system from "Land Evaluation and Site Assessment: A Guidebook for Rating Agricultural Lands, Second Edition," published by the Soil and Water Conservation Society (1996). Group I is comprised of the best soils for agricultural use. The numeric ratings for Dane County soils were based on prime soils (10%), corn and alfalfa productivity (45%), and land capability class (45%).

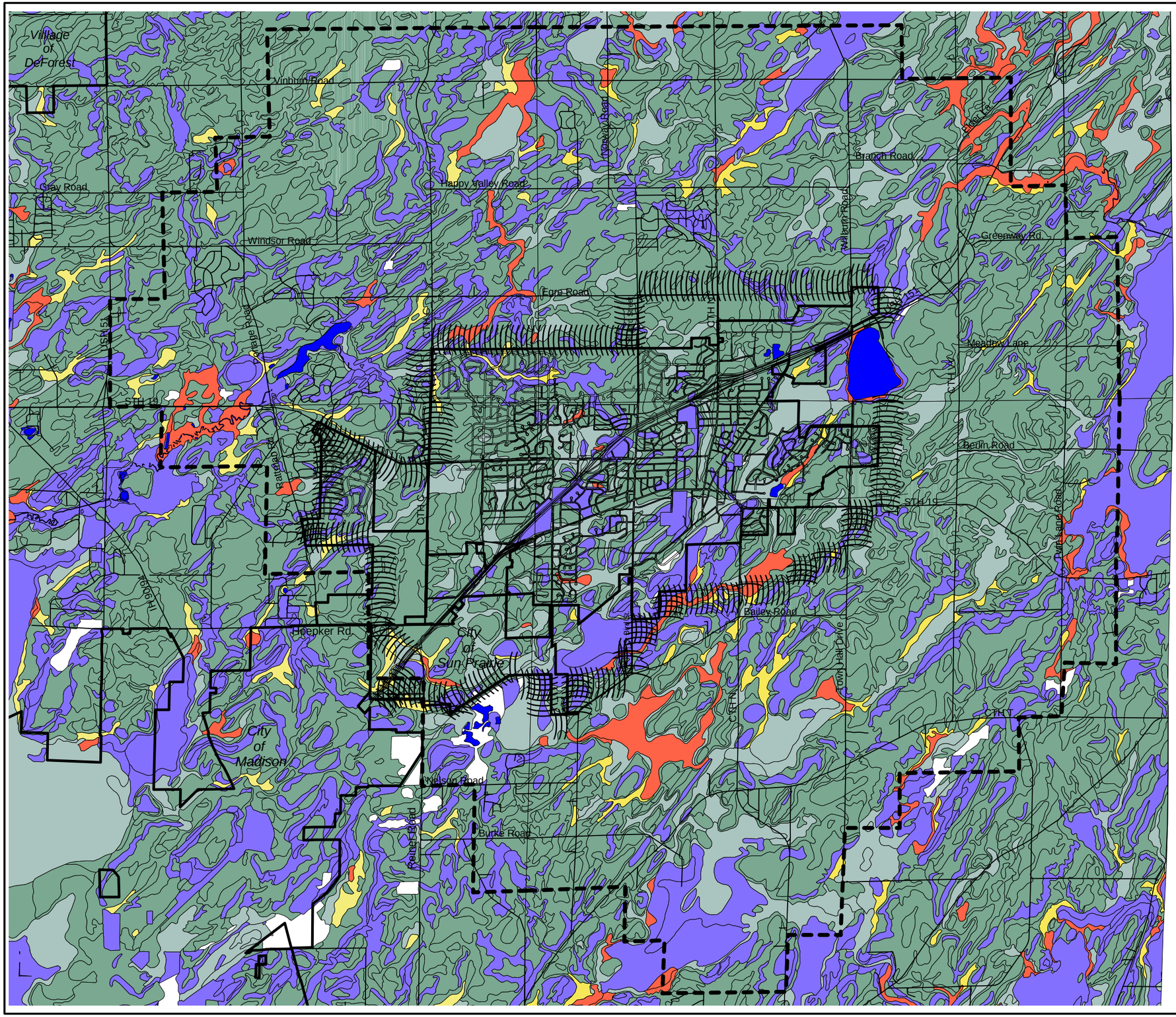
The *Soil Potential Ratings for Dwellings with Basements Map* depicts the soil's suitability to support dwellings with basements. The soil potential rating is based on Natural Resources Conservation Service data. Soil potential ratings are based on soil performance, cost of measures to overcome soil limitations, and limitations that remain after corrective measures have been applied. The soils are grouped into five soil potential classes. Soils with very high potential have slight limitations. Soils with very low potential have severe limitations for the use. These ratings are to be used to assist at arriving at wise land use decisions.

The *Hydric Soils Map* depicts the non-hydric and hydric soils in Sun Prairie and the surrounding area. Hydric soil is a soil that formed under conditions of saturation, flooding, or ponding long enough

during the growing season to develop anaerobic conditions. Hydric soils are typically found in wetlands and low areas where saturation, flooding, or ponding occurs long enough to deplete the soil of oxygen. Hydric soils have severe limitations for urban development.

CITY OF SUN PRAIRIE MASTER PLAN 2020

Prime Farmland Soils Map



Legend

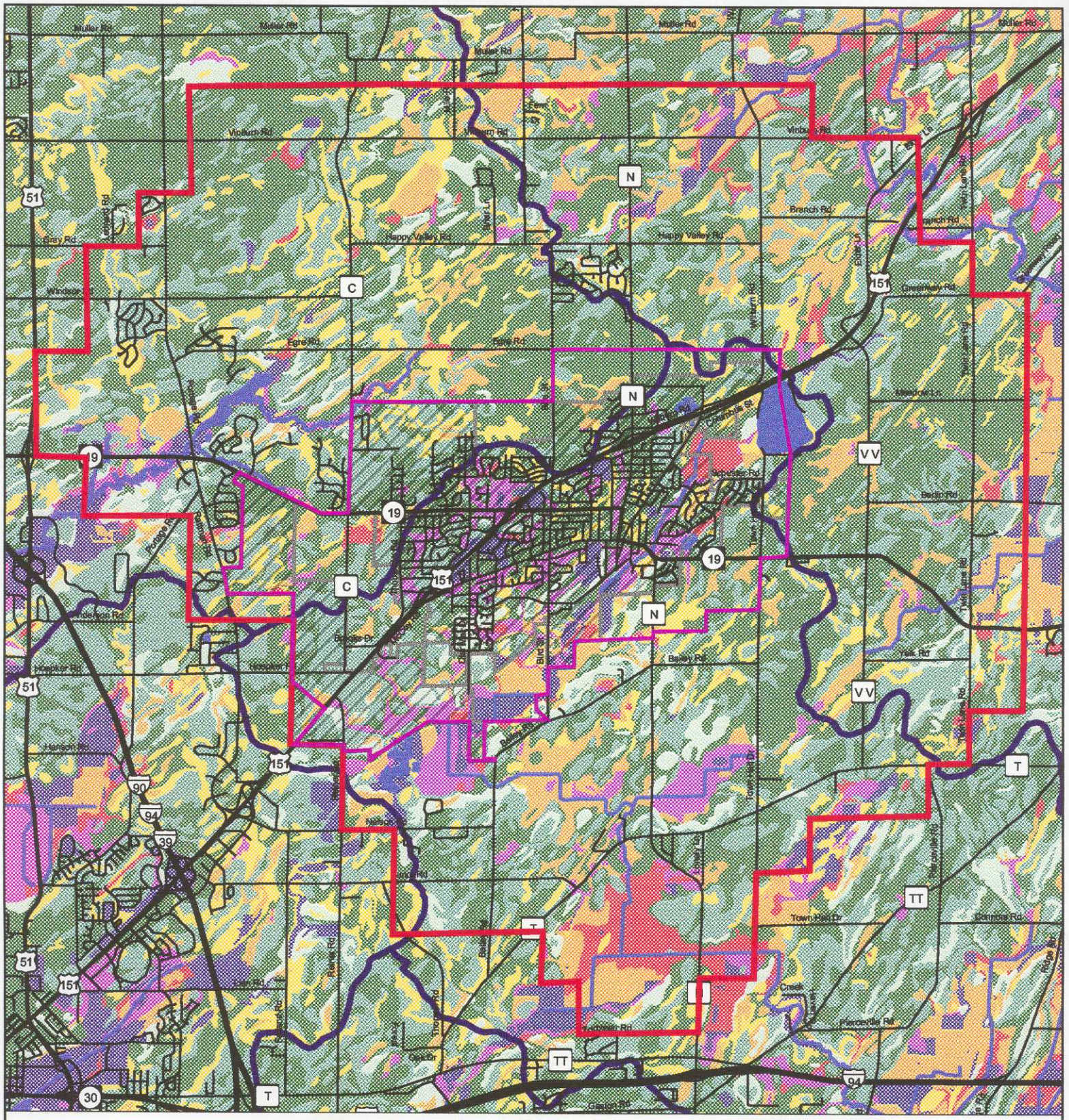
- Municipal Limit
- Sun Prairie Urban Service Area
- Sun Prairie Extraterritorial Jurisdiction Boundary
- Prime Farmland
- Only Drained Areas Are Prime Farmland
- Only Areas Protected from Flooding or Not Frequently Flooded During the Growing Season Are Prime Farmland
- Only Drained Areas Either Protected from Flooding or Not Frequently Flooded During the Growing Season Are Prime Farmland
- Not Prime Farmland

Source: Natural Resource Conservation Service Soils Data

100001000 Feet

N

5-17-00
Rev. 6-26-00
Rev. 9-18-00



Agricultural Land Evaluation, City of Sun Prairie Area

Explanation

- City of Sun Prairie Urban Service Area
- City of Sun Prairie Extraterritorial Jurisdiction (ETJ) Boundary
- City of Sun Prairie Municipal Limits
- Road
- Stream or ditch
- Watershed Boundary

Agricultural Groups (by soil)

- I (best)
- II
- III
- IV
- V
- VI
- VII
- VIII
- Lake or pond

0 0.5 1 1.5 Miles

Data Sources:
City of Sun Prairie boundary information from City of Sun Prairie data , 2-2000. Hydrography and road data from 1995 digital orthophoto. Soils data from Dane Co. digital soil survey. Watersheds from WDNR 1:24,000-scale data.

Agricultural Groups are based on the Land Evaluation Site Assessment rating system from "Land Evaluation and Site Assessment: A Guidebook for Rating Agricultural Lands, Second Edition", published by the Soil and Water Conservation Society (1996). Group I is comprised of the best soils for agricultural use.

The numeric ratings for Dane County soils were based on prime soils (10%), corn and alfalfa productivity (45%), and land capability class (45%). Non-drained conditions were assumed for very poorly drained and poorly drained soils except where farmed wetlands or prior converted cropland exist.

Map printed May 2000 by the Dane County Land Conservation Department.