

Work

Community Strengths:

ECONOMIC DEVELOPMENT

Manufacturing continues to be a significant component of the employment sector while service producing jobs have shown a higher gain in employment.

LOW UNEMPLOYMENT

Oshkosh and Winnebago County are consistently lower in unemployment than the state.

TOURISM

Tourism continues to be a strong asset to the area. Major events, such as EAA AirVenture and Country USA, draw visitors from a wide area. Local events, such as Waterfest and Sawdust Days, are becoming increasingly regional in scope.

PUBLIC TRANSPORTATION

The Oshkosh Transit System provides safe service at a cost to riders that is lowest in the state.

Community Challenges:

HOUSEHOLD INCOME

Oshkosh and Winnebago County have a lower median household income and per capita personal income than the state average.

EMPLOYMENT OPPORTUNITIES

Both manufacturing and government employment has remained static over the past decade, thereby channeling persons entering the work force into the traditionally lower-paying service sector.

Median annual household income and per capita personal income in Winnebago County

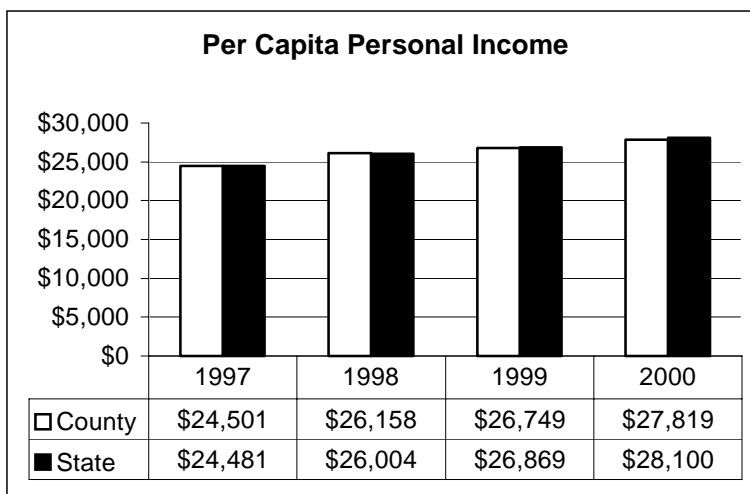
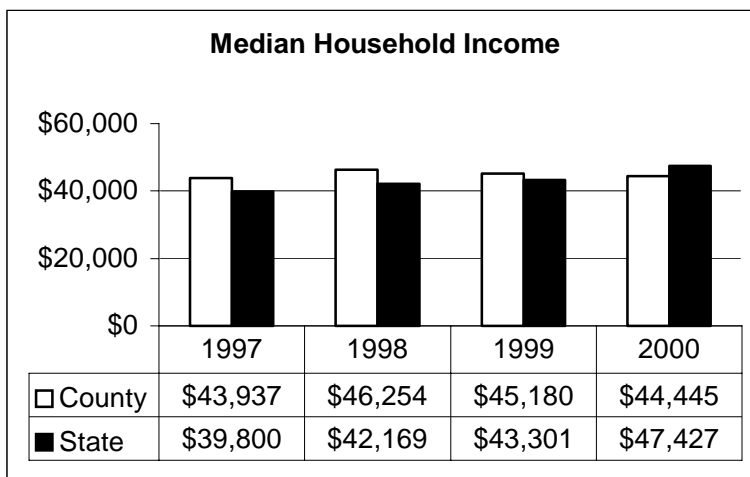
- In 2000, the median household income in Winnebago County was estimated by the US Census Bureau to be \$44,445, which is 6% lower than the state average.
- Winnebago County's per capita personal income for 2000 as provided by the US Census was 2% less than the state average. Per capita personal income is shown in current dollars.

Why Are We Concerned?

The amount of income a family has determines the amount of goods and services that can be purchased. Adequate income ensures the ability to buy food, housing, health care, education, and leisure activities, which increase the quality of life.

Income

Household income refers to the amount of total income earned by both family and non-family households. The median household income indicates that half of the households in the area received that amount



or more, while the other half of the households earned that amount or less.

Per capita personal income is the average amount of income each person in the area receives. It is calculated by taking the total personal income, including wages, interest, and dividends, of the residents of an area divided by the total population of that area.

The U.S. Census Bureau is the most reliable source of median household at the county level. Since the census is only conducted every ten years, projections are published periodically in between censuses.

Source: U.S. Census Bureau, Wisconsin Dept. of Revenue

Employment Growth

Net employment growth in Winnebago County

Non-farm Wage and Salary Employment						
	1997	1998	1999	2000	2001	5 year Percent Change
Total	86,634	91,361	93,077	95,286	93,391	9.70%
<i>Goods Producing</i>	35,082	37,542	37,694	37,805	37,105	7.70%
Construction & Mining	3,577	3,657	4,009	4,228	3,874	12.10%
Manufacturing	31,505	33,885	33,685	33,577	33,231	7.20%
Durable	11,625	11,645	11,806	11,905	11,435	0.80%
Non-durable	19,880	22,240	21,878	21,673	21,796	10.90%
<i>Service Producing</i>	51,553	53,820	55,383	57,481	56,286	11%
Transportation, Communications, & Utilities	3,094	3,437	3,605	3,920	3,718	25.30%
Total Trade	15,003	15,212	16,069	16,929	16,582	12.80%
Wholesale	2,713	2,903	3,158	3,278	3,272	30.50%
Retail	12,290	12,308	12,911	13,651	13,310	9.20%
Finance, Insurance, and Real Estate	2,645	2,732	2,830	2,603	2,790	5%
Services & Misc.	19,433	20,704	20,977	21,968	21,578	12.80%
Total Government	11,378	11,735	11,902	12,061	11,618	3.30%

- In 2001, there were 93,391 people employed in non-farm jobs in Winnebago County. Since 1996, net non-farm employment growth in Winnebago County has increased by 9.7% with the addition of 8,224 jobs.
- Wholesale trade in Winnebago County had the largest increase in the last five years with 30.5%. Transportation, Communications and Utilities had the second largest increase with 25.3%.

Why Are We Concerned?

Having enough available jobs ensures residents the opportunity to work and support themselves and their families. A community that provides an adequate number of jobs to sustain its population will have a better quality of life.

Net Job Growth

The change in the number of people employed in a community from year to year

is net employment growth. A sign of a growing and thriving community is one that consistently creates new jobs in existing and newly established businesses.

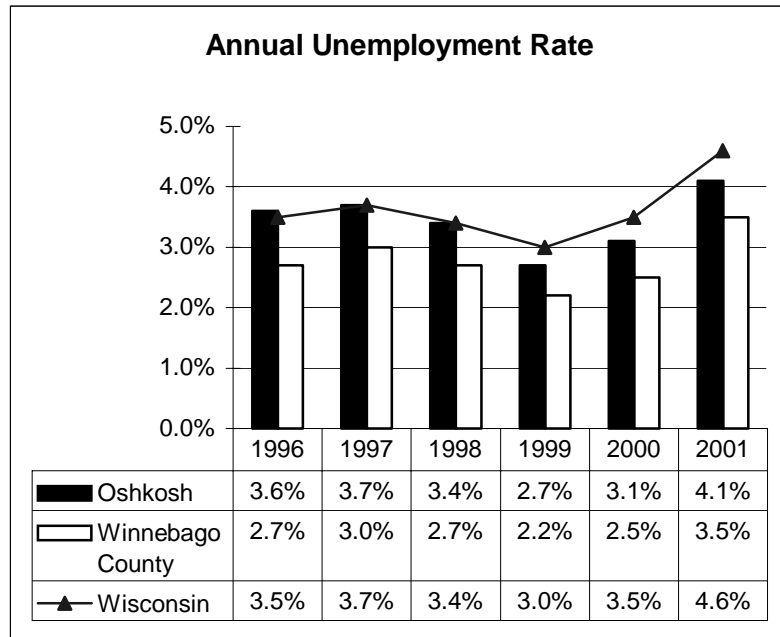
Source: Wisconsin Department of Workforce Development
<http://www.dwd.state.wi.us>

Average annual unemployment rate

- Generally the unemployment rate for the city of Oshkosh is slightly lower than the state average.
- Unemployment rates for both Winnebago County and the city of Oshkosh declined from 1997 – 1999. The rates for 2001 reveal an increase.
- Unemployment measures the percent of the population that is unemployed and actively seeking work. Those who do not choose to become part of the labor force do not influence the unemployment rates.

Why Are We Concerned?

Unemployment has many financial and emotional impacts on those who are out of work and their families. Low unemployment rates result in less stress on individuals, families, and the entire community, which raises the quality of life.



Unemployment

Each month the Federal government estimates the number of people who are jobless but looking for work.

When a family member is out of work, the whole family unit is impacted. Paying bills often becomes a challenge and emotions such as anger and depression often develop. A scale used to rate disruptive life events developed by the University of Washington School of Medicine documented just how stressful losing a job can be. On a scale of 0 to 100, with 100 serving as the most stressful event, being fired from a job ranks number 47.

Many factors contribute to the

unemployment rate. Government policies and ideology, a shortage of raw materials, natural disasters, and changes in the balance of supply and demand are all factors that impact the number of people who are out of work.

The Wisconsin Department of Workforce Development's Affirmative Action Program data for 2000-2001 shows the unemployment rate for women in the county was 2.2 percent while the unemployment rate for minorities was 5.0 percent.

Local Area Unemployment Statistics are available from the Wisconsin Workforce Development website.

Source: www.dwd.state.wi.us, Wisconsin Dept. of Workforce Development

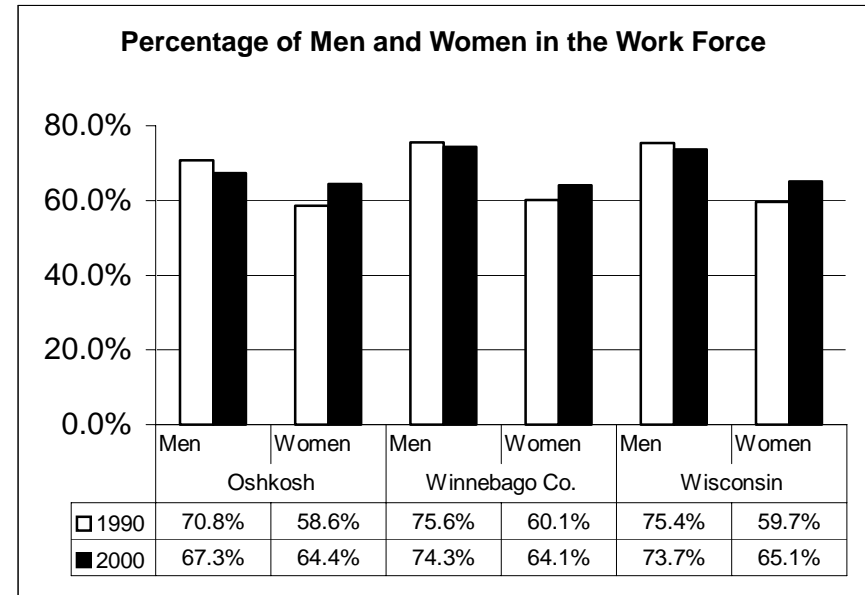
Women in the Work Force

The increasing role of women in the workplace

- Wisconsin's labor force participation for females is the highest in the U.S. The national average is 50.3%
- Non-Traditional Occupations (NTO) describe any occupation in which women comprise 25% or less of total employment
- In 2000, Winnebago County ranked just lower than the state in percentage of women in the labor force

Why Are We Concerned?

Women are an increasingly vital component of the labor force. The percentage of women working is increasing while the percentage of men participating in the labor force is decreasing.



National statistics

73% of all employed women work at non-professional jobs.

2/3 of minimum wage workers are women.

Women in non-traditional occupations typically earn 20%-30% more than women in traditional jobs.

Women earn \$.76 for every dollar earned by men. This ratio has narrowed from \$.60 to the dollar in 1960.

Over 25% of households with children under 18 are headed by females.

Local statistics

In 1997, women owned 20.3% of all firms in Winnebago County.

In 1997, women owned 23% of all firms in Oshkosh.

In 1997, women-owned firms accounted for 2.8% of sales and receipts in Winnebago County.

In 1997, women-owned firms accounted for 3.2% of sales and receipts in Oshkosh.

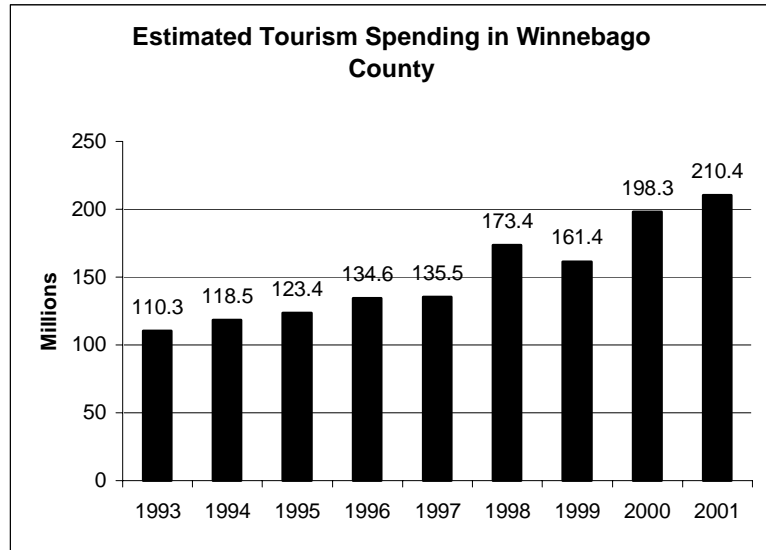
*Source: Wisconsin Dept. of Commerce
US Census Bureau
Wisconsin Department of Workforce Development*

Estimated tourism spending in Winnebago County

- Estimated spending by tourists increased by 91% between 1993 and 2001, which was just lower than the state's increase.
- Tourism expenditures in Winnebago County in 2001 resulted in 8,052 full-time job equivalents.
- In 2001, Winnebago County ranked 9th highest (6.11%) in the percent of increase on tourism spending of the 72 Wisconsin counties. The state had a 2.99% increase in 2001.

Why Are We Concerned?

Tourism is a major component of the economy for Winnebago County. Year-round events and attractions add to the quality of life for the residents and visitors alike. Lack of convention space is a deterrent to tourism growth.



Tourism

Tourism is vital to the economic growth of Wisconsin as one of its three major industries. The tourism industry contributes not only to the economy, but to the overall quality of life also.

The Oshkosh Convention and Visitors Bureau aggressively promotes our city and county as a destination for our major attractions as well as a bus tour destination for cultural and scenic tours. Lake Winnebago and the Fox River add to the scenic beauty of the area and are promoted as regional attractions.

MAJOR ANNUAL EVENTS

EAA AirVenture
Waterfest
Sawdust Days
Country USA
LifeFest
Ducks Unlimited Festival

MAJOR AREA ATTRACTIONS

Grand Opera House
Paine Art Center & Gardens
Oshkosh Public Museum
AirVenture Museum - EAA
University of Wisconsin
Oshkosh

POPULAR ACTIVITIES

Boating/ Water sports
Sailing
Fishing
Biking

Source: Wisconsin Dept. of Tourism
www.agency.travelwisconsin.com
Oshkosh Convention and Visitors Bureau

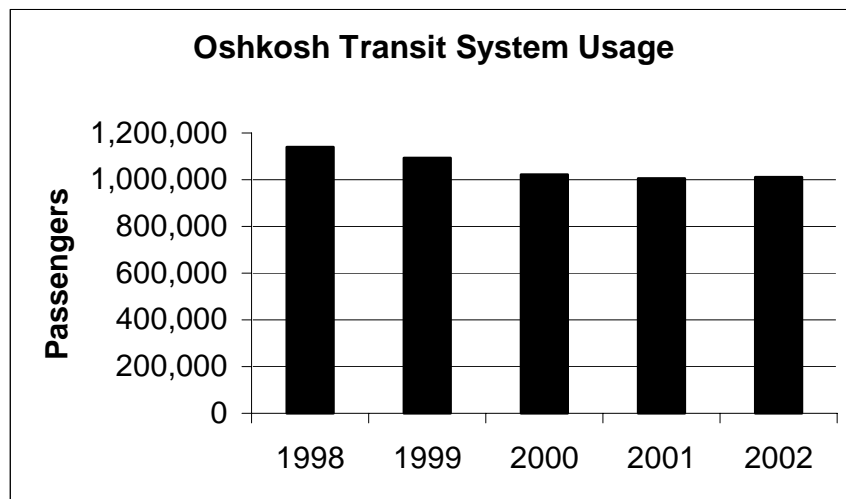
Public Transportation

Oshkosh Transit System (OTS) usage

- All OTS buses are wheelchair accessible. OTS also provides paratransit and contracted transit services within Oshkosh and Winnebago County.
- In 2000, 1.3% of Oshkosh citizens and .8% of Winnebago County residents used public transportation.

Why Are We Concerned?

Significant barriers to mobility persist for people with disabilities, low-income households and minorities. Many households can obtain a level of mobility only through public transportation. The availability of reasonably priced, reliable public transportation is crucial for many people to get to work, shop for necessities, visit family and friends, and maintain independence as a quality of life.



Oshkosh Transit System

The Oshkosh Transit System (OTS) provides bus service on eight regular fixed routes within the city of Oshkosh and one inter-city route to Neenah. Buses run every thirty minutes Monday through Saturday between 6:15 a.m. and 6:15 p.m. (except holidays). Additional services are provided on school days at peak hours, on Saturdays to the Prime Outlets Mall, and during the annual EAA AirVenture.

The OTS Mission Statement states, "The organization is dedicated to providing safe, low-cost public transportation that enhances the mobility of all citizens and insures access

to the varied resources in the community." The low cost is reflected in the regular cash fare of \$.50 and the monthly pass of \$12.50 being the lowest bus fares in the state and among the lowest in the nation.

OTS has developed extensive partnerships with Winnebago County, nonprofit agencies and private companies to provide a wide range of transit and paratransit services within Oshkosh and Winnebago County. The paratransit services consist of subsidized transportation for elderly, disabled and low-income individuals requiring transportation to work.

Source: www.census.gov
Oshkosh Transit System