

Issues and Opportunities

Major Findings

- ❑ The population of the City of Sheboygan Falls in 2000 was 6,772, an increase of about 42% since 1970. This is a very high growth rate compared to nearby communities and the county and state.
- ❑ It is estimated by the Wisconsin Department of Administration that Sheboygan Falls's population was 7,501 in 2008, another 10% increase.
- ❑ The number of Sheboygan Falls residents who were collectively in their teens in 1990 declined by nine percent when they advanced in age to their twenties by 2000. This means the community is not retaining their children as they become adults, and may, along with other factors, suggest the capacity of business in the city is insufficient for persons entering the work force.
- ❑ The Wisconsin Department of Administration projects that the population of the City of Sheboygan Falls will increase at a consistently healthy pace from 2000 to 2025, to about 8,665 persons. This is a 28% increase, with growth evenly distributed over the time period. This percentage of growth is the highest in the greater Sheboygan area, and is also higher than in the county and state.
- ❑ The number of households in Sheboygan Falls is projected to increase by 34% between what was in 2000 and will be in 2025. This, again, is significantly higher than in nearby communities and the county and state. (The percentage increase in households is greater than that of the population because the average size of households is projected to steadily decrease. A declining number of persons per household means more housing units will be needed than if the average number of persons per household remained steady.)

Note: *The following Major Findings and the statistics found in this element associated with manufacturing are based on 1990 and 2000 census data, which no longer reflect current conditions due to the loss of some large manufacturing companies in the City of Sheboygan Falls since 2000 .*

- ❑ Manufacturing jobs accounted for 44% of all employed Sheboygan Falls residents in 2000. Jobs in the service industry accounted for thirty-one percent.
- ❑ Based on 2000 information, the City of Sheboygan Falls and Sheboygan County are unique in having employment in the manufacturing industry higher than in the service industry. In other cities and counties in Northeast Wisconsin, and in Wisconsin as a whole, the service industry has the highest proportion of employed residents.
- ❑ The manufacturing and service industries were by far the dominant employers in 2000. No other industry represented more than ten percent of employed Sheboygan Falls residents. Additionally, five out of nine industry categories declined in their proportion of all employed residents between 1990 and 2000. This means employment is becoming increasingly concentrated in fewer industries.
- ❑ The highest-paying jobs in Sheboygan County in 2000 were in the manufacturing industry. With its strength in manufacturing employment, this in large part explains why median incomes are higher in the county than throughout the state.

Recommendations

- ❑ The City of Sheboygan Falls should facilitate future growth by identifying growth areas and prepare to extend services to those areas at the request of developers.
- ❑ The City of Sheboygan Falls needs to encourage local industry to remain in the city, and do whatever it can to provide the best possible city services to these industries.

Goal and Objectives

Goal

- ❑ The City of Sheboygan Falls will strive to maintain a high quality of life and have the reputation as a safe place to raise a family or retire. The City will strive to attract businesses to the community, increase the tax base, and create more local jobs.

Objectives

1. **Emphasize Assets:** The City of Sheboygan Falls will promote itself as a tourist destination, utilizing the assets of the downtown, Sheboygan Falls parks, the Sheboygan River, and the Bull at Pinehurst Farms Golf Course.
2. **Marketing materials:** Develop marketing materials and advertise the community as a good place for persons of all ages to live, emphasizing local industry that has historically generated jobs, the vibrant downtown, park and recreation amenities, a low crime rate, and an excellent school system.
3. **Land Use Compatibility:** Protect existing residential neighborhoods from intrusion by incompatible or undesirable land use activities, unless such activities can be considered a benefit to the community.

Background Information

NOTE - The following Findings and Recommendations are based on an analysis of the data contained in Tables 100 through 116. These tables can be found at the end of the plan.

Population Characteristics

Population Change (Table 100)

- ❑ The population of the City of Sheboygan Falls in 2000 was 6,772, an increase of 2,001 persons since 1970. This is an overall increase of about forty-two percent.
- ❑ This is a very high growth rate; twice that of Wisconsin in the same time period, two-and-a-half times more than Sheboygan County, and four times the Village of Kohler's rate of increase. The City of Sheboygan grew only five percent from 1970 to 2000.
- ❑ Sheboygan Falls's growth was a consistent ten percent in the two decades from 1970 to 1990. Between 1990 and 2000 the city's population grew sixteen percent.
- ❑ It is estimated by the Wisconsin Department of Administration that Sheboygan Falls's population was 7,472 in 2007, another 10% increase. This is faster – by about the same proportions - than all the above-mentioned jurisdictions except, again, Sheboygan, which decreased by an estimated 192 persons.

Population Race (Table 101)

- ❑ The City of Sheboygan Falls was more than 97% White in 2000. This compares to all of Sheboygan County at about 95% White, and Wisconsin at 87%.

Population Age and Median Age (Table 102)

- ❑ In general, the residents of the City of Sheboygan Falls in 2000 were quite a bit above average in age compared to the county and state. The median age in Sheboygan Falls was 38.6, compared to 36.8 in Sheboygan County and 36.0 throughout Wisconsin.
- ❑ Twenty-six percent of Sheboygan Falls residents were younger than twenty in 2000. This compares to about 28.5% in Sheboygan County and Wisconsin.
- ❑ The proportion of Sheboygan Falls residents in the middle years, thirty to sixty, was similar to the county and state, at about forty-two percent.
- ❑ The compensation, then, for the lack of youth and teens was in the age brackets from sixty and above, where more than 20% of Sheboygan Falls residents in 2000 were over the age of 60, while only about 17.5% county and state residents were in that age category
- ❑ In a statistically perfect world, the number of persons in each age category in 1990 would be the same in the next higher age group in 2000, plus the percentage of population growth of the entire community. In other words, if there were 100 people in their **teens** in 1990, and the city's population grew by 16% from 1990 to 2000, there would be 116 people in their **twenties** in 2000. In actual fact, however, in Sheboygan Falls the change between these two age groups experienced a *decline* of 69 persons, or a 9% decrease. This means the community is not retaining their children as they become adults, and may, along with other factors, suggest the capacity of business in the city is insufficient for persons entering the work force.
- ❑ Conversely, the number of people in their thirties in 2000 who were in their twenties in 1990 increased by twenty-one percent.
- ❑ Census data stops its consistent ten-year span for each age group after the 70-79 age group. It is impossible, therefore, to make firm conclusions about the elderly population, but the increases in population as one age group advances to the next are almost all less than the community's sixteen percent population growth from 1990 to 2000. This suggests that the number of people who became over the age of 80 between 1990 and 2000 was higher than the community's growth rate, which supports the above-average median age mentioned in the first bullet point.

Population Projections

Population Projections (Table 103)

- ❑ The Wisconsin Department of Administration projects that the population of the City of Sheboygan Falls will increase at a consistently healthy pace from 2000 to 2025, to about 8,665 persons. This is a 28% increase, with growth evenly distributed over the time period.
- ❑ In comparison, Kohler, Sheboygan County, and Wisconsin are predicted to grow by fifteen to seventeen percent between 2000 and 2025. The City of Sheboygan's projected population growth is only 3.5% in the same twenty-five year period.

Household Projections

Household Projections (Table 104)

- ❑ The number of households in the City of Sheboygan Falls is projected by the State to increase by more than 350 between 2000 and 2025. This is a 34% increase, which, again, is

significantly higher than increases in Kohler, Sheboygan County, and Wisconsin, and much higher than in Sheboygan.

- ❑ The increase in the number of households is higher than the increase in population because the average size of households is projected to decrease from 2.47 persons per household in 2000 to 2.36 in 2025. A declining number of persons per household means more housing units will be needed than if the average number of persons per household had remained as it was.
- ❑ This figure is expected to also decline throughout the state and nation as, among other factors, the divorce rate remains high and couples are waiting longer to have their first child.

Income Characteristics

Median Income (Table 105)

- ❑ The median income for *households* in the City of Sheboygan Falls (households include unrelated persons) was a comparatively high \$47,205 in 1999. Median income in Sheboygan County was \$46,237, and \$43,791 in Wisconsin.
- ❑ The median income for *families* in Sheboygan Falls in 2000 was \$47,718. This, however, is significantly lower than in the county and state.
- ❑ The increase in median income for Sheboygan Falls households between 1989 and 1999, 48%, was similar to Wisconsin. The increase in household income in the county was only 20% because median household income in 1990 was much higher in the county than it was in Wisconsin or Sheboygan Falls.
- ❑ Median income for families increased from \$34,040 to \$47,718 in 1999, a 40% increase. The City's increase is much lower than the county's or state's.
- ❑ Inflation alone would have required a median family income of \$45,800 in 1999 to equal the \$34,040 figure in 1989, so, at \$47,718, the rise in income of Sheboygan Falls families exceeded the rate of inflation by about sixteen percent.

Household Income (Table 106)

- ❑ The comparatively high average household income is further detailed in Table 106. Thirty-three percent of Sheboygan Falls residents in 2000 earned less than \$35,000. This compares to more than 36% in Sheboygan County and 44% in Wisconsin.
- ❑ There is a strong moderate to upper middle class in Sheboygan Falls, where more than 60% of Sheboygan Falls households earned between \$35,000 and \$100,000 in 1999, compared to 57% in the county and 52% in the state.
- ❑ Sheboygan Falls had only 7% of its population earning more than \$100,000 in 1999, though that was twice the percentage in 1989. Eight percent of the county's population, and 9.4% of the state's, earned more than \$100,000 in 1999.

Per Capita Income (Table 107)

- ❑ Similarly, per capita income in Sheboygan Falls in 2000 (\$22,456) was higher than in Sheboygan County and Wisconsin.
- ❑ Per capita income in Sheboygan Falls rose 59% between 1989 and 1999, a nearly identical percentage as in the county and state.

Poverty Status (Table 108)

- ❑ Predictably, given the higher than average incomes, the proportion of both persons and families in Sheboygan Falls in 1999 that were (officially) living in poverty – 2.7% of individuals, 2.6% of families – was much lower than in the county and state.
- ❑ Poverty levels declined between 1989 and 1999 in all three jurisdictions.

Employment Characteristics

The following employment characteristics should be considered with the knowledge that most of the data is from the 2000 U.S. Census. Being nine years hence, and after and within a volatile economic climate, some characteristics may have changed dramatically. This, of course, can render the information and subsequent analysis of some areas of information inaccurate or misleading.

Labor Force (Table 109)

- ❑ The unemployment rates in Sheboygan County and Wisconsin have a similar history from 1990 to 2006. Both dipped significantly from 1990 to 2000 (20% in Wisconsin, 40% in Sheboygan County) then returned to near or above their 1990 level by 2006.
- ❑ The unemployment rate in 2006 in the county was 4.0%, and 4.7% in Wisconsin.

Employment of Residents by Type of Industry (Table 110)

- ❑ The number of employed City of Sheboygan Falls residents (irrespective of their place of employment) rose from 3,181 in 1990 to 3,714 in 2000, a 17% increase. Employment in both Sheboygan County and Wisconsin increased by about fourteen percent in the same time period.
- ❑ The number of Sheboygan Falls residents employed in the manufacturing industry increased by 1,634. Manufacturing jobs accounted for 44% of all employed residents in 2000, and there is a large gap between it and the service industry, which is second at thirty-one percent.
- ❑ The number of residents employed in manufacturing increased by more than 5% from 1990 to 2000, but their proportion of all employed residents declined from forty-nine percent. The proportion of residents in the service industry increased from 22.5% to 31%.
- ❑ These two industries, then, were by far the dominant employers. No other industry represented more than ten percent of employed Sheboygan Falls residents in 2000.
- ❑ Other significant increases in the number of employed residents occurred in the construction and government service industries. Employment of residents in the construction industry increased from 3.6% of all employed residents to more than six percent.
- ❑ Five out of nine industry categories declined in their proportion of all employed residents between 1990 and 2000. This means employment is becoming increasingly concentrated in fewer industries.
- ❑ In Sheboygan County, manufacturing-related employment was 38% of all jobs held by residents in 2000. This is the same as the percentage in 1990. Employment in the service industry rose by the same eight percentage points as in Sheboygan Falls, to 33% of employed residents.
- ❑ In Wisconsin, service-related employment had the highest percentage of employed residents at 40% of all jobs in 2000. Manufacturing was second with only twenty-two percent.
- ❑ Sheboygan Falls and Sheboygan County are unique in having employment in manufacturing higher than in service in 2000. In addition to Wisconsin - and by an average of almost thirteen percentage points over manufacturing - the service industry has the highest proportion of employed residents in each of Fond du Lac, Winnebago, and Outagamie Counties, and the Cities of Oshkosh and Appleton.

Employment of Residents by Type of Occupation (Table 111)

When analyzing Table 111, it is important to note that between the 1990 and 2000 Censuses the categories for the types of occupations held by the residents of the city, county and state changed significantly. It is, therefore, virtually impossible to make comparisons between the two years. There are also fewer categories in 2000, which makes detailed analysis difficult.

- ❑ In 2000, thirty percent of employed residents of Sheboygan Falls and Sheboygan County had occupations in production, transportation and material moving. Another one-quarter had management, professional, and related occupations.
- ❑ As in employment by industry, this order is reversed in Wisconsin and, in further comparison, the City of Sheboygan Falls and Sheboygan County.
- ❑ Sales and office occupations were third highest, and those in service were fourth, in all these jurisdictions.

Industry of Employed Persons (Table 112)

- ❑ The dominance of manufacturing is also illustrated by the industry of employed persons (regardless of their place of residence) in Sheboygan County. Forty-four percent of county jobs in 2000 were in manufacturing. Employment in education and health services was a very distant second at fifteen percent.
- ❑ Employment in Wisconsin in 2000 was much more evenly distributed across the various industries. Manufacturing still had the highest proportion, but it only accounted for 22% of employment. The trade, transportation, and utility industry was a close second at 21%, followed by education and health services at eighteen percent.
- ❑ Employment in the public administration industry saw the largest change in the number of employees from 1990 to 2000, increasing by more than sixty percent. Employment in education and health services increased by thirty percent. Manufacturing remained strong, increasing by twenty-six percent. The only industry that had fewer employees in 2000 than in 1990 was financial services.
- ❑ The number of employees in Sheboygan County increased by 25% from 1990 to 2000. The number of jobs in Wisconsin increased by a similar percentage.

Employment Projections (Table 113)

- ❑ The Bay-Lake Regional Planning Commission has projected the number of employed persons within its region to increase from 307,450 to approximately 338,120 by 2014, an increase of ten percent.
- ❑ The trend in recent years has been toward jobs that require less skill and, consequently, pay less. This will likely continue into the future.

Average Weekly Wages (Table 114)

- ❑ The highest-paying jobs in Sheboygan County in 2000 were in the manufacturing industry. With its strength in manufacturing employment, this in large part explains why median incomes are higher in the county than throughout the state.
- ❑ Wages in the construction industry were second highest, followed by financial activities and professional and business services. Service jobs paid the lowest wages.
- ❑ This order is not significantly different than for all of Wisconsin, but wages in most industries average much higher throughout the state than they do in Sheboygan County.

Travel Time to Work (Table 115)

- ❑ In 2000, 64% of employed City of Sheboygan Falls residents drove less than fifteen minutes to get to work. This compared to 52% of county residents and 39% of state residents.
- ❑ Another 28% of employed Sheboygan Falls residents drove fifteen to thirty minutes to work, compared to more than 35% of workers in the county, and 38% across the state.
- ❑ This leaves only 10% who drove more than thirty minutes to get to their place of employment, compared to 16% in the county and 27% in the state.
- ❑ Sheboygan Falls residents were spending only slightly more time getting to work in 2000 than they did in 1990.

Education Characteristics

Educational Attainment (Table 116)

- ❑ Given the high percentage of employment in manufacturing, it is not surprising that the large majority of Sheboygan Falls residents in 2000 had at least a high school diploma and some post-high school education. Seventy-two percent of residents had this much education, compared to 67% of county residents and 63% across the state.
- ❑ Sheboygan Falls had a lower percentage of residents with less than a high school diploma, but also with at least four years of college or a college degree. Only 15% of residents of Sheboygan Falls in 2000 had a college degree, compared to 18% in the county and more than 22% in Wisconsin.