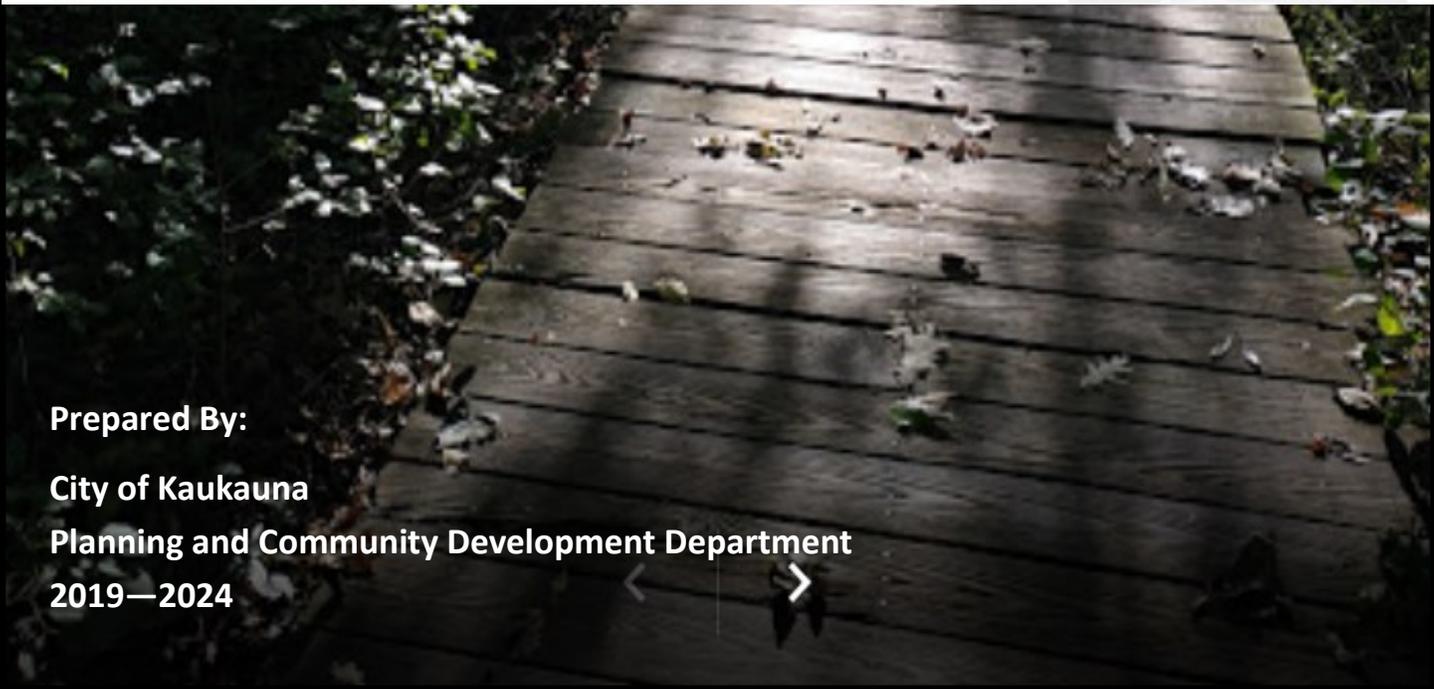




RECREATION AND OPEN SPACE MASTER PLAN

CITY OF KAUKAUNA, WISCONSIN



Prepared By:

City of Kaukauna

Planning and Community Development Department

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Chapter 6. Description of the Social Characteristics of the Planning Region

Population

The City of Kaukauna has a population of just over 16,000 (16,049 estimate as of 2018).ⁱ Since the time of the last United States Census data collection, the population of the City has grown by approximately 4%. Regionally, the greater Fox Cities continues to be a high growth region of the state. The Fox Cities metropolitan area has an estimated population of just over 300,000 (309,954) and has experienced annual growth at an average rate of 0.6%. Wisconsin's average rate of growth is 0.4%.ⁱⁱ

Projected Growth and Diversity

2010 Census data and 2040 projected population data indicate that the Fox Cities region will continue to grow in size, with a projected growth percentage of 21.8% in Outagamie County during that 30 year timeframe.ⁱⁱⁱ The Fox Cities metropolitan area and City of Kaukauna are not notably ethnic diverse, nor is diversity increasing on par with national averages (3.9% increase from 2006-2014) but diversity in the area has continued to increase in this time period (2.7% increase from 2006-2014).^{iv} The City of Kaukauna is estimated to be approximately 95.4% ethnically white at the time of the 2017 American Community Survey.

Kaukauna residents are percentage-wise represented within the following ethnic groups:^v

- White (caucasian, includes Hispanic/Latin-X population): 95.4% (*est. 15,499*)
- Two or more races: 2% (*est. 325*)
- American Indian or Alaska Native: 1.3% (*est. 211*)
- Asian: 0.1% (*est. 16*)

Population Age

While the population in the City of Kaukauna has continued to increase, populations across the state of Wisconsin continue to age. The median age in Outagamie County increased by 0.5 years between 2010-2014, and the current median age for Outagamie County as a whole is 37.7 years old.

The United States Census reports the following age cohorts as 2018 estimates. Kaukauna residents are percentage-wise represented within the following age cohorts:

- Persons under 5 years old: 5.8% (*est. 942*)
- Persons under 18 years old: 23.5% (*est. 3,818*)
- Persons over 65 years old: 13.1% (*est. 2,128*)

The Bureau of Labor Statistics presents more rich age cohort data for 2019, breaking down population segments into 5-10 year segments.^{vi} Kaukauna's population can be further segmented as follows (displayed visually below):

- Persons age 0-4 years old: 1,120
- Persons age 5-9 years old: 1,064
- Persons age 10-19 years old: 1,930
- Persons age 20-29 years old: 2,208
- Persons age 30-39 years old: 2,241

- Persons age 40-49 years old: 1,827
- Persons age 50-59 years old: 2,220
- Persons age 60-64 years old: 958
- Persons 65 or older: 2,604

Kaukauna's Economy

Kaukauna's economy is inextricably tied to the greater Fox Cities regional economy, due to its close and commutable proximity to the Green Bay and Appleton metropolitan areas. Excellent regional and local infrastructure ensures that labor force participants flow between employment centers in the Fox Cities.

Some basic indicators for the City of Kaukauna's economy:

- Kaukauna consists of 501 business establishments.^{vii}
- Kaukauna's labor force consists of 6,964 members. The Bureau of Labor Statistics defines labor force participants as individuals above the age of 16 who worked at least one hour for pay in the last 7 days, or individuals who are temporarily not working due to vacation, health problems, maternity/paternity leave, or spent time actively seeking another job.^{viii}
- The majority of Kaukauna's population has a high school diploma, and 37.57% hold a college degree.^{ix}

The Science of Calculating Unemployment Data

- In assessing the unemployment levels of a municipality, metropolitan statistical area, county or state, it is important to know that there are different definitions of what it means to be technically unemployed. Terms to know include U3 unemployment, U6 real unemployment, and natural rate of unemployment.
- The unemployment rate for the Appleton metropolitan statistical area at the end of February 2019 was 2.9%.^x This is the U3 unemployment rate, which is shared nationally by the Bureau of Labor Statistics in monthly jobs reports.
- It is worth noting that U3 unemployment figures do not paint a full portrait of a local economy's health as these figures do not account for individuals who are defined as being underutilized, those who are working part-time but desire to work full-time, and those who have stopped seeking new work opportunities (discouraged workers).^{xi}
- The 'real unemployment rate' (as defined by the Bureau of Labor Statistics) is the U6 figure, which accounts for the populations noted above. This number as most recently available through Q1 of 2019 is available at the state level. In line with local averages, Wisconsin had a 2.9% U3 unemployment rate and a 5.7% U6 real unemployment rate.^{xii}
- The Federal Reserve has identified the national, natural rate of unemployment as of the end of Q1 of 2019 as 4.6%.^{xiii} Sometimes the natural rate of unemployment is referred to as "full employment", meaning that when unemployment meets that figure or dips below it that the economic system is viewed as fully employed. Fully employed does not mean, to clarify, that there is zero unemployment.
- When an economic system dips below the natural rate of unemployment / full employment for an extended period of time – it can create a challenging system for businesses as they have an

extremely limited pool of talent from which they can hire and the hiring atmosphere becomes competitive.

- The very small pool of employees seeking new work creates a serious challenge for businesses in the Fox Cities region and has been identified by state and national leaders as an economic challenge of serious significance.^{xiv}

Industry Clusters and Major Employers

- The top professions for Kaukauna's populations are Production Workers (14.76%), Office and Administrative Support (13.6%) and Construction and Extraction (11.14%). 51% of all employees are in what can be considered blue collar industries.
- The industry sector that employs the most individuals in Kaukauna is the manufacturing cluster, which employs approximately 1/3 of Kaukauna's labor force (2,414 employees).
- The largest employer in the City of Kaukauna is Ahlstrom-Munksjo, which had been known by former organizational names Expera Specialty Solutions and Thilmany. The current ownership structure is based in Finland, but has its primary Wisconsin presence in Kaukauna. Ahlstrom-Munksjo employs 1,200, or roughly 17.23% of the City's labor force. Other large employment categories include construction (employs 757), metals fabrication (employs 753), and elementary and secondary schools (employs 450).
- Kaukauna has a strong small business presence – 56.49% of all businesses in Kaukauna have between 1-4 employees.^{xv}

Income and Consumer Trends

- Households in Kaukauna have a median income that is slightly higher than state (+4%) and national (+3%) averages, but slightly lower than in other Outagamie County municipalities (-3%). The median household income for Kaukauna households was \$65,779.
- Households in Kaukauna average total expenditures of \$59,062 (89.7% expenditure to income ratio).
- Percentage of income spent on shelter is often used as an economic signifier for economic security. Kaukauna households average \$12,429 on shelter (rent, mortgage) in a yearly timeframe – which equates to approximately 19% of household income. 30% is used as a threshold figure of affordability, households who – by choice or by inventory and accessibility constraints – dedicate more than 30% of their income toward shelter expenses are identified as living in housing that is not affordable.
- While new housing stock has continued to expand year over year in the Fox Cities, including in Kaukauna – the region has an identified housing shortage.^{xvi} There is a particular gap in affordable or starter home categories – homes that offer mortgages that do not exceed the 30% of monthly income figure. The housing stock has created a hyper-competitive environment for homebuyers.

Economic Goals

- The economic goals from a municipal perspective are centralized within a few key themes:
 - Strengthen and expand infrastructure network.
 - Continue to expand new industrial and professional growth along I-41 corridor.
 - Revitalize downtown commercial area.

- Continue to expand housing in community to meet area need.
- The City of Kaukauna continues to upgrade municipal infrastructure, including sidewalks, City streets, bridges, and addressing stormwater utilities to meet the ever-shifting weather patterns associated with climate change.^{xvii}
- Kaukauna’s industrial park network has been and continues to be a high value density development corridor along Interstate 41. The City announced in 2018 the development of a major Aurora BayCare clinic and ambulatory surgical center, as an anchor tenant in the professional business park.^{xviii}
- Kaukauna’s historic downtown district has seen major municipal investment in sidewalks and street reconstruction, but shifting consumer demands and the increasing presence of e-commerce have posed a challenge for attracting a strong retail base to the downtown area. This problem is not localized to Kaukauna, and is occurring nationwide.
- In an area that could potentially empower downtown redevelopment, the City of Kaukauna’s Community Development Block Grant-funded Revolving Loan Fund was de-federalized in early 2019 through state action. This de-federalization lifts strict lending criteria opens up new possibilities for the Redevelopment Authority to explore new lending opportunities and to potentially acquire and redevelop buildings. The Redevelopment Authority is currently working with a professional consultant to assess the needs of the local business community and reconfigure the loan program to meet those needs and the goals of downtown revitalization.
- Lastly, and as iterated before, housing development and addressing the housing stock shortage is a key need in the greater Fox Cities corridor. Kaukauna is working simultaneously on new greenfield residential development on the northern and southern edges of the municipality. Additionally, the City of Kaukauna partnered with The Donory, LLC for a creative infill development project on the former St. Aloysius school and church site. The demolition of an abandoned and blighted property will create new residential growth in an established neighborhood in a mix of single family and two-family homes.

In summary, the City of Kaukauna is experiencing many of the same challenges that communities across the state of Wisconsin and country are facing. The City and its businesses are reconciling with challenges such as meeting worker needs for businesses, providing affordable housing for residents and targeting reinvestments in downtown commercial corridors.

ⁱ Wisconsin Department of Administration, 2018 Municipal Population Estimates as of 1/1/2018. Accessed online on December 1, 2018.

ⁱⁱ Source: Fox Cities Regional Partnership data.

ⁱⁱⁱ Source: Fox Cities LIFE Study data.

^{iv} Source: Fox Cities LIFE Study data.

^v Source: Bureau of Labor Statistics, via The New North.

^{vi} Source: Bureau of Labor Statistics, via The New North.

^{vii} Source: Bureau of Labor Statistics, via The New North.

^{viii} Source: Bureau of Labor Statistics Glossary.

^{ix} Source: Bureau of Labor Statistics, via The New North.

^x Source: Wisconsin Department of Workforce Development, *Labor force and employment estimates*, March 2019.

^{xi} Source: Bureau of Labor Statistics, *Alternative measures of labor utilization in Wisconsin*, March 2018.

^{xii} Source: Bureau of Labor Statistics, *Alternative measures of labor utilization for states, second quarter of 2018 through first quarter of 2019 averages*, April 26, 2019.

^{xiii} Source: Federal Reserve Bank of St. Louis Economic Research, *Natural rate of unemployment (long-term)*

^{xiv} Source: Post Crescent, *Inability to fill jobs a key economic challenge in Fox Cities, says U.S. Rep. Mike Gallagher, State Rep. Amanda Stuck*, May 29, 2018.

^{xv} Source: Bureau of Labor Statistics, via The New North.

^{xvi} Source: Post Crescent, *First-time home buyers struggle in tight housing market*, September 21, 2018.

^{xvii} Source: United States Environmental Protection Agency, *What climate change means for Wisconsin*, August 2016.

^{xviii} Source: Aurora BayCare press release, *Aurora BayCare announces new clinic, ambulatory surgery center, and urgent care near Interstate 41 in Kaukauna*, December 4, 2018.