

# 3.0

# COMMUNITY PROFILE

## Demographic Profile

The planning process for the Town of Sevastopol begins with a profile of the people who live, work and own property in the community. Specifically, this chapter examines the size, composition, and trends of the population. This demographic information is essential to understanding and forecasting the future population of the community as well as the need for development and community facilities and services since it is people who will demand better or maintained schools, roads, parks, jobs, and other public services.

### POPULATION TRENDS & PROJECTIONS

The Town of Sevastopol has experienced population gains over the last 2 decades as demonstrated in **Table 1**. This growth rate is comparable to those of the communities surrounding Sevastopol aside from the Town of Egg Harbor, which has grown by roughly 45% since 1980. As of 2000, the Town of Sevastopol represented 9.5% of Door County’s overall population.

The Town’s growth in population has been modest over the past 20 years, growing by 5.8%, or 147 people. This type of growth rate is to be expected of a rural community given its setting and land uses. State highways 57 and 42 do offer the potential for increased commercial and residential development along this corridor as these roads provide accessible development area for employment, shopping and entertainment centers. Some members of the community will view additional residential and other economic growth in the community as necessary and beneficial to the residents and the tax base, while others may see them as threats to the small Town character of Sevastopol. Finding a balance between the “preservationists” and “pro-growth” advocates is but one strong reason for the creation of this Comprehensive Plan.

### A Steady Growth Rate

The 2000 population of the Town of Sevastopol has grown by roughly 6% since the 1980 census. The community is expected to grow by 139 people to 2,806 from 2000-2025.

The primary purpose of this Plan is to provide a vision for the future of Sevastopol and a strategy to effectively prepare for residential and commercial development as well as opportunities the community will experience in the coming decades.

| TABLE 1<br>HISTORIC POPULATION AND GROWTH |           |           |           |               |                      |                    |
|---|-----------|-----------|-----------|---------------|----------------------|--------------------|
| Location                                  | 1980      | 1990      | 2000      | 2005 Estimate | Actual Chg 1980-2000 | % Change 1980-2000 |
| Town of Sevastopol                        | 2,520     | 2,552     | 2,667     | 2,751         | 147                  | 5.8%               |
| Town of Egg Harbor                        | 825       | 1,019     | 1,194     | 1,306         | 369                  | 44.7%              |
| Town of Sturgeon Bay                      | 863       | 853       | 865       | 877           | 2                    | 0.2%               |
| City of Sturgeon Bay                      | 8,847     | 9,176     | 9,437     | 9,670         | 590                  | 6.7%               |
| Town of Nasewaupsee                       | 1,899     | 1,798     | 1,873     | 1,888         | -26                  | -1.4%              |
| Town of Jacksonport                       | 707       | 689       | 738       | 761           | 31                   | 4.4%               |
| Sevastopol's Share of County Population   | 10.1%     | 9.9%      | 9.5%      | 9.5%          | -                    | -                  |
| Door County                               | 25,029    | 25,690    | 27,961    | 29,023        | 2,932                | 11.7%              |
| State of Wisconsin                        | 4,705,642 | 4,891,769 | 5,363,715 | 5,563,896     | 658,073              | 14.0%              |

SOURCE: Wisconsin Population 2030: A Report on Projected State, County and Municipal Populations and Households for the Period 2000-2030, Wisconsin Department of Administration, March 2004.

**Table 2** projects the population of Sevastopol through 2025. Comparisons to surrounding communities are presented for additional understanding of regional growth. Based on the information provided in **Table 2**, the Town population is expected to increase slightly over the next 20 years. This growth rate is similar to the Town of Jacksonport and Door County as a whole. The Towns of Sturgeon Bay and Nasewaupsee, as well as the City of Sturgeon Bay, are projected to decrease in population over the next 20 years. The one community expected to experience a significant increase in population is the Town of Egg Harbor, holding with the pattern of the last 25 years. It should be noted, however, that if Sevastopol experiences significant growth in home and condominium construction associated with second home and tourism expansion, the Town’s population projection could be underestimated.

| <b>TABLE 2<br/>POPULATION PROJECTIONS, 2005-2025</b> |             |             |             |             |             |                                |                                |
|--|-------------|-------------|-------------|-------------|-------------|--------------------------------|--------------------------------|
| <b>Location</b>                                      | <b>2005</b> | <b>2010</b> | <b>2015</b> | <b>2020</b> | <b>2025</b> | <b># Change,<br/>2005-2025</b> | <b>% Change,<br/>2005-2025</b> |
| Town of Sevastopol                                   | 2,751       | 2,838       | 2,873       | 2,873       | 2,806       | 55                             | 2.0%                           |
| Town of Egg Harbor                                   | 1,306       | 1,418       | 1,502       | 1,564       | 1,584       | 278                            | 21.3%                          |
| Town of Sturgeon Bay                                 | 877         | 889         | 886         | 873         | 841         | -36                            | -4.1%                          |
| City of Sturgeon Bay                                 | 9,670       | 9,912       | 9,978       | 9,925       | 9,644       | -26                            | -0.3%                          |
| Town of Nasewaupsee                                  | 1,888       | 1,905       | 1,888       | 1,852       | 1,775       | -113                           | -6.0%                          |
| Town of Jacksonport                                  | 761         | 786         | 795         | 796         | 777         | 16                             | 2.1%                           |
| Sevastopol Share of County Population                | 0.66%       | 0.66%       | 0.66%       | 0.69%       | 0.66%       | NA                             | NA                             |
| <b>Door County</b>                                   | 29,023      | 30,112      | 30,645      | 30,800      | 30,218      | 1,195                          | 4.1%                           |

SOURCE: *Wisconsin Population 2030: A Report on Projected State, County and Municipal Populations and Households for the Period 2000-2030*, Wisconsin Department of Administration, March 2004.

**POPULATION DENSITY**

The Town of Sevastopol covers approximately 90.6 square miles. The population per square mile is just over 30 persons. As people continue to move into the Town and current residents wish to build new homes within the community, additional areas will be developed for residential and commercial uses. It is anticipated that the majority of the new residential development will come in the form of single-family homes, with a significant percentage of those homes being “second” or vacation homes owned by people with a permanent residence outside of the Town.

**POPULATION CHARACTERISTICS**

Population figures and growth rates do not provide detailed insight about the actual characteristics of the population. To learn more about the people of the Town of Sevastopol, information about the race, gender, and age of the population must be examined.

In 2000, there were 1,348 males and 1,319 females living in the Town of Sevastopol, nearly a 50-50 split. The overwhelming majority (98.1%) of the residents reported their race as white in the 2000 U.S. Census. This information is consistent with the data from the 1990 census.

The median age of a Town of Sevastopol resident in 2000 was 43.3. This is similar to the surrounding communities and the County as a whole. The median age of Door County was 42.9, City of Sturgeon Bay 40.3, and Towns of Egg Harbor 42.6, Sturgeon Bay 43.8, Nasewaupée 43.3, and Jacksonport 43.4. The State of Wisconsin, on the other hand, has a median age significantly younger than that of the Door County region at 36.0 years. Or, stated conversely, Sevastopol’s population is older than residents of the rest of the state.

**Table 3** takes a look at the age distribution of Sevastopol residents and the changes between 1990 and 2000. The greatest increase was residents between the ages of 45 and 64. This age group is most likely to have already raised the majority of their children, which may explain the drop in the younger age groups, especially those aged 5 to 18. When looking at the growth in the age group 45 to 64, it should be noted that these residents will be retiring in the near future and over the next 20 years. This aging will likely continue to drive up the median age of residents of Sevastopol. Accordingly, consideration of the needs of the aging population is an important aspect of this Plan.

| <b>TABLE 3<br/>TOWN OF SEVASTOPOL AGE DISTRIBUTION</b> |                    |                      |                    |                      |                            |                |
|--|--------------------|----------------------|--------------------|----------------------|----------------------------|----------------|
| <b>Age</b>   | <b>Year 1990</b>   |                      | <b>Year 2000</b>   |                      | <b>Change 1990 to 2000</b> |                |
|  | <b># Residents</b> | <b>%Distribution</b> | <b># Residents</b> | <b>%Distribution</b> | <b># Residents</b>         | <b>%Change</b> |
| <b>Under 5</b>   | 185                | 7.2%                 | 105                | 3.9%                 | -80                        | -43.2%         |
| <b>5-18</b>  | 554                | 21.7%                | 549                | 20.6%                | -5                         | -0.9%          |
| <b>19-24</b>   | 152                | 6.0%                 | 85                 | 3.2%                 | -67                        | -44.1%         |
| <b>25-44</b>   | 766                | 30.0%                | 678                | 25.4%                | -88                        | -11.5%         |
| <b>45-64</b>   | 521                | 20.4%                | 794                | 29.8%                | 273                        | 52.4%          |
| <b>65+</b>   | 374                | 14.7%                | 456                | 17.1%                | 82                         | 21.9%          |
| <b>Total</b>   | 2,552              | 100%                 | 2,667              | 100%                 | --                         | --             |

SOURCE: 1990 & 2000 U.S. Census

### **GENERAL HOUSEHOLD TRENDS**

A “household” can best be described as a person or group of people living together in a single dwelling unit. This could include a family, a single person, or a group of unrelated individuals sharing a house or an apartment, but excluding those persons living in group quarters. National and state trends have all moved towards an increase in the number of households, along with a decrease in the average number of persons per household. The main reasons for this decrease in household size include:

- A decrease in birth rate;
- People waiting longer to get married;
- An increased divorce rate; and,
- An increase in the average life span thereby resulting in more elderly people living either alone or with another family member.

The Town of Sevastopol fits this trend. The number of persons per household in Sevastopol is slightly decreasing (see **Table 4**). This is significant since a decreased household size means that more housing units will be needed to support the population – even if the overall population remains the same. Specifically, the Town has experienced an increase of 150 households since 1990. However, during this same period the number of persons per housing unit has decreased. In 1990, there were 2.76 persons per household in the Town of Sevastopol, compared to 2.48 persons per household in 2000. Door County also experienced an increase in the number of households between 1990 and 2000 and a decrease in the

number of persons per household. Projections done by the Wisconsin Department of Administration show this trend continuing through 2025.

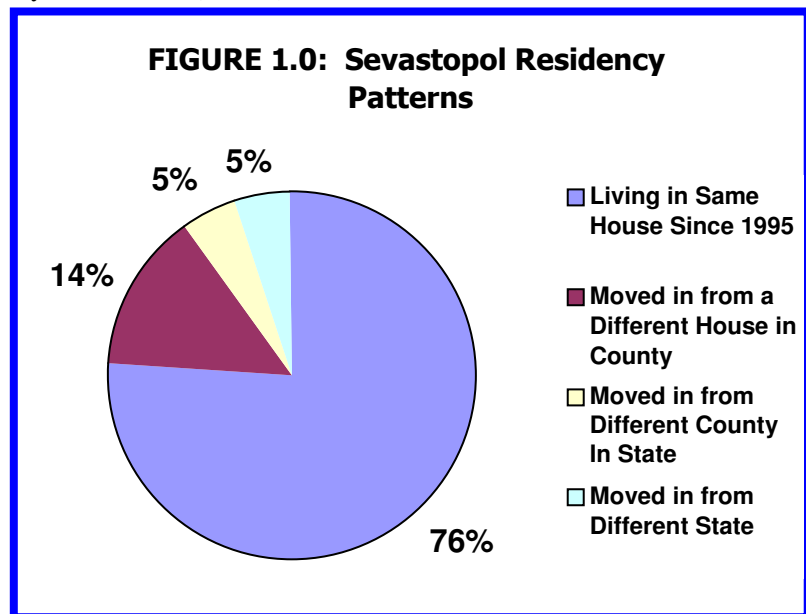
| <b>TABLE 4<br/>HOUSEHOLD PROJECTIONS, 2005-2025</b> |               |               |               |               |               |               |
|---|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Location</b>                                     | <b>2000</b>   | <b>2005</b>   | <b>2010</b>   | <b>2015</b>   | <b>2020</b>   | <b>2025</b>   |
| <b>Total Number of Households</b>                   |               |               |               |               |               |               |
| <b>Town of Sevastopol</b>                           | <b>1,076</b>  | <b>1,145</b>  | <b>1,227</b>  | <b>1,284</b>  | <b>1,320</b>  | <b>1,318</b>  |
| Town of Egg Harbor                                  | 491           | 554           | 625           | 684           | 733           | 758           |
| Town of Sturgeon Bay                                | 356           | 373           | 392           | 404           | 409           | 403           |
| City of Sturgeon Bay                                | 4,048         | 4,269         | 4,543         | 4,723         | 4,819         | 4,757         |
| Town of Nasewaupsee                                 | 778           | 809           | 848           | 869           | 876           | 858           |
| Town of Jacksonport                                 | 304           | 324           | 347           | 362           | 373           | 372           |
| <b>Door County</b>                                  | <b>11,828</b> | <b>12,664</b> | <b>13,648</b> | <b>14,356</b> | <b>14,832</b> | <b>14,838</b> |
| <b>Persons Per Household</b>                        |               |               |               |               |               |               |
| <b>Town of Sevastopol</b>                           | <b>2.48</b>   | <b>2.41</b>   | <b>2.31</b>   | <b>2.24</b>   | <b>2.17</b>   | <b>2.13</b>   |
| Town of Egg Harbor                                  | 2.43          | 2.36          | 2.26          | 2.19          | 2.13          | 2.09          |
| Town of Sturgeon Bay                                | 2.43          | 2.36          | 2.26          | 2.19          | 2.13          | 2.09          |
| City of Sturgeon Bay                                | 2.26          | 2.19          | 2.10          | 2.04          | 1.98          | 1.94          |
| Town of Nasewaupsee                                 | 2.41          | 2.34          | 2.24          | 2.17          | 2.11          | 2.07          |
| Town of Jacksonport                                 | 2.43          | 2.36          | 2.26          | 2.19          | 2.13          | 2.09          |
| <b>Door County</b>                                  | <b>2.33</b>   | <b>2.26</b>   | <b>2.17</b>   | <b>2.10</b>   | <b>2.04</b>   | <b>2.00</b>   |

SOURCE: 2000 U.S. Census and Demographic Service Center, Wisconsin Dept. of Administration

According to the 2000 U.S. Census, there were 1,076 households (941 owner occupied; 135 renter occupied) in the Town of Sevastopol. The vast majority of households (76.7%) are family households (families). Of these family households the most common type was married couple family households (68.5%). Most of the married couple households (23.6%) did not have children under 18 years old. There are also a significant number of non-family households (19.7%) in the Town.

**WHERE ARE RESIDENTS COMING FROM?**

Figure 1.0 provides a breakdown of residency patterns between 1995 and 2000. Of the people residing in the Town in 2000, 76% lived in the same residence they occupied in 1995. Fourteen percent either changed residences in Sevastopol, or moved from another community in Door County. The remainder of the population moved into Sevastopol from a different county in the state or another state.



SOURCE: U.S. Census Bureau, Census 2000

## Economic Profile

Economic conditions have a direct impact on the supply, demand and costs for housing, infrastructure, and services within a community. Because of this, it is necessary to examine the economic situation in the Town to predict additional housing, infrastructure, and service needs. The following section profiles the local economic environment by examining various economic indicators, including per capita income, poverty rate, and unemployment rate.

To understand and appreciate the local economic picture in Sevastopol, it is necessary to look beyond the Town and examine characteristics of Door County. These comparisons provide significantly more information about the local economic situation than would a simple look at conditions only in the Town. Furthermore, these comparisons put economic characteristics into perspective. No community economy is separate from the regional economy around it. Given that, an understanding of the regional economy is very important, as strong fluctuations will impact the Town of Sevastopol.

The remaining portion of this chapter concentrates on Door County. The information presented is based on 1990 U.S. Census, 1992 U.S. Economic Census, 1997 U.S. Economic Census, 2000 U.S. Census and other relevant sources. Specific information available for the Town of Sevastopol is incorporated where available and appropriate.

### LABOR FORCE

The labor force is the sum of a) employed and b) unemployed persons who are 16 years of age and older and actively seeking work. **Table 5** tracks the rate of employment and unemployment in Door County over the last several years. Although recovering, the increasing percentage of unemployed in the area reflects the national economic downturn that began in 2000.

#### Are You In The Labor Force?

The labor force is the sum of a) employed and b) unemployed persons who are 16 years of age and older, who are willingly and actively seeking work. Institutionalized populations are not included in the labor force.

The term used to describe the relationship between the labor force and population is “participation rate.” Door County has a participation rate that is in line with that of the State of Wisconsin, but higher than the United States as a whole. Door County’s labor force participation rate is 69.7%; the United States’ rate is 65.4%; the overall State of Wisconsin rate is 70.8%; and, Sevastopol’s participation rate is 67.1%.

| TABLE 5<br>CIVILIAN LABOR FORCE DATA FOR DOOR COUNTY |        |        |        |        |        |        |
|--|--------|--------|--------|--------|--------|--------|
|  | 2000   | 2001   | 2002   | 2003   | 2004   | 2005   |
| 1 Employed   | 15,873 | 16,351 | 16,404 | 15,794 | 15,766 | 16,004 |
| 2 Unemployed   | 637    | 788    | 874    | 1,244  | 1,010  | 915    |
| 3 Labor Force  | 16,510 | 17,139 | 17,278 | 17,038 | 16,776 | 16,919 |
| Unemployment Rate                                    | 3.9%   | 4.6%   | 5.1%   | 7.3%   | 6.0%   | 5.4%   |

SOURCE: WIDWD, Local Area Unemployment Statistics Program, 2005

Participation rates are the result of both economic and demographic conditions of an area. Steady job growth in Door County has resulted in levels of unemployment that are comparable to those found in the U.S. or Wisconsin. The solid participation rates in Door County and Sevastopol are an indication that the County has a diverse mix of employment opportunities and a population willing to work the jobs.

**MAJOR EMPLOYERS**

Door County workers prefer to work within the County. Only 13% of all employed County residents work outside of the County. Brown County is the destination for almost half (47%) of these commuters. The other large destination for commuting Door County residents is Kewaunee County. About 28% (430) of the commuters head there to work. Most of these workers hold professional and management, and sales and office occupations, although many also work in production, transportation, and material moving occupations. Such destinations include Green Bay’s healthcare, insurance, and paper industries.

**Table 6** provides a detailed breakdown of commuting patterns in Door County. The main commuter routes through the County are State Highways 57 and 42. These highways travel through the middle of the County and offer easy accessibility from Town roads. Most of the residents who are commuting out of the County are driving to Brown and Kewaunee Counties.

| <b>TABLE 6<br/>DOOR COUNTY COMMUTING PATTERNS: RESIDENTS THAT...</b> |                                      |  |   |
|--|--------------------------------------|--|---|
|  | <b>Travel to Door County from...</b> | <b>Live in Door County and commute to work in...</b> | <b>Net Gain (to Door County from other County) or Loss (from Door County to other County)</b> |
| <b>Door</b>  | -                                    | 12,058   | -   |
| Kewaunee   | 548                                  | 430  | 118   |
| Brown  | 294                                  | 728  | -434  |
| Milwaukee  | 24                                   | 31   | -7  |
| Outagamie  | 21                                   | 43   | -22   |
| Dane   | 21                                   | 15   | 6   |
| Dupage Co., IL   | 18                                   | -  | 18  |
| Manitowoc  | 17                                   | 38   | -21   |
| Winnebago  | 14                                   | -  | 14  |
| Oconto   | 12                                   | 17   | -5  |
| Waupaca  | 10                                   | -  | 10  |
| Other Out-of-State   | 0                                    | 84 <sup>1</sup>                                      | -84   |
| Elsewhere  | 43                                   | 155  | -112  |

SOURCE: WI DWD, Bureau of Workforce Information. Wisconsin Commuting Patterns, 2000.

The Town of Sevastopol has a small amount of commercial and industrial development (refer to *Existing Land Use* map in **Chapter 9**). The reasons for limited non-residential development include:

- ❑ Lack of available infrastructure services (i.e. no water and sewer);
- ❑ A widespread population base; and,
- ❑ The Town’s close proximity to the City of Sturgeon Bay.

However, the potential for additional Town development does exist. The Town would like to maintain its rural, largely undeveloped character. Accordingly, the Town does not want to see a great deal of development along the State Highways 57 and 42 corridors. The Town encourages business development in the hamlets of Valmy and Institute, and south of the Town in Sturgeon Bay.

<sup>1</sup> Other out-of-state locations and their figures include: Cook Co., IL (42); St. Louis Co., MO (21); Lake Co., IL (11); and Kankakee Co., IL (10).

According to the 2000 U.S. Census, Town residents were employed in the following occupations:

- ❑ Management, professional and related (30.3%);
- ❑ Sales and office (24.4%);
- ❑ Production, transportation and material moving (18.2%);
- ❑ Construction, extraction and maintenance (12.4%);
- ❑ Service (12.0%); and,
- ❑ Farming, fishing and forestry (2.6%).

By industry, most (20.5%) of the Town’s workers were employed in manufacturing trades (288 persons) in 2000. Below are the remaining industry types reported by residents:

- ❑ 210 residents were employed in education, health and social service industries (15.0%);
- ❑ 170 residents were working in construction related industries (12.1%);
- ❑ 155 were employed in arts, entertainment, recreation, accommodation and food service related industries (11.0%);
- ❑ 120 were employed in the retail trade (8.5%);
- ❑ 102 residents were working in agriculture, forestry, fishing, hunting and mining industries (7.3%);
- ❑ 97 were employed in finance, insurance, real estate, and rental and leasing industries (6.9%);
- ❑ 67 residents were working in professional, scientific, management, administration, and waste management service related industries (4.8%);
- ❑ 61 were employed in other services (besides public administration) (4.3%);
- ❑ 45 were working in transportation and warehousing, and utilities related industries (3.2%);
- ❑ 34 residents were employed in public administration industries (2.4%);
- ❑ 32 residents were working in wholesale trade industries (2.3%); and,
- ❑ 23 were employed in information related industries (1.6%).

**Tables 7 and 8** highlight the top 10 industry groups and employers in Door County. There were roughly 1,127 employers in the county in 2000. Four of the top ten employers are government industries. Only 3 of the ten largest industry groups are in manufacturing which somewhat contradicts the fact that manufacturing is the leading employer of Town residents. Of these, two are in shipbuilding and the other in commercial and service machinery manufacturing. Other large employers include commercial banking and civic and social organizations, as well as discount department stores.

| TABLE 7<br>TOP 10 INDUSTRY GROUPS IN DOOR COUNTY    |           |            |
|---|-----------|------------|
| Industry Group                                      | Employers | Employment |
| Food Services and Drinking Places                   | 96        | 1,164      |
| Transportation Equipment Manufacturing              | *         | *          |
| Educational Services                                | 10        | 810        |
| Accommodation                                       | 67        | 551        |
| Executive, Legislative, and Gen. Gov.               | 16        | 537        |
| Machinery Manufacturing                             | 5         | 494        |
| Specialty Trade Contractors                         | 77        | 462        |
| Hospitals   | *         | *          |
| Fabricated Metal Product Manufacturing              | 11        | 442        |
| Membership Organizations & Assoc.                   | 31        | 381        |
| * Data withheld to protect employer confidentiality |           |            |

SOURCE: Door County Workforce Profile, December 2005. Employment figures from 2005.

| TABLE 8<br>TOP 10 EMPLOYERS IN DOOR COUNTY |   |         |
|--|---|---------|
| Industry Group                             | Product or Service                        | Size    |
| Manitowoc Marine Group LLC                 | Ship build & repair                       | 250-499 |
| Door County Memorial Hospital              | General medical & surgical hospitals      | 250-499 |
| County of Door                             | Executive & Legislative offices           | 250-499 |
| Hatco Corp                                 | Other commercial & service machinery mfg. | 250-499 |
| School District of Sturgeon Bay            | Elementary & secondary schools            | 250-499 |
| Southern Door Public School                | Elementary & secondary schools            | 100-249 |
| Door County Young Men's Christian          | Civic & social organizations              | 100-249 |
| Baylake Bank                               | Commercial banking                        | 100-249 |
| Palmer Johnson Yachts LLC                  | Boat building                             | 100-249 |
| Wal-Mart Associates Inc.                   | Discount department stores                | 100-249 |

SOURCE: Door County Workforce Profile, December 2005

### INCOME & WAGES

Income is another factor that provides an indication of the economic vitality of an area (see **Tables 9, 10, and 11**). Household income includes the income of all persons 16 years and older in the household, whether they are related or not. Family income is the summation of the income of the householder and all members of the family that are 16 years old or older. **Table 10** provides a snapshot comparison for Sevastopol. These figures show a favorable comparison for the Town.

There are many different breakdowns of income:

- ❑ **Median household income** is the middle point of household incomes reported in a community (households include families, married couple households, and individual households).
- ❑ **Per capita income** is total income divided by the total number of residents, including children and other groups of individuals who do not actually earn income.
- ❑ **Median family income** is the middle income reported by families in the 2000 U.S. Census.

**MEDIAN INCOME  
v. AVERAGE INCOME**

The U.S. Census Bureau data related to income is reported as a "median" figure. This represents the middle point of all incomes reported. It is not the same as an average or mean income. For example, if 4 people reported their income at \$40,000 and 1 person reported their income at \$100,000, the median income for these 5 people would be \$40,000. In the same scenario, the average income would be \$52,000, which does not accurately depict where the majority (4 people vs. only 1) reported their income.

The U.S. Census does not provide an average income figure. Moreover, it is not possible to calculate an average without access to every individual census form from Sevastopol where an income was reported. The U.S. Census Bureau privacy policies prohibit this level of access. It is anticipated that Sevastopol's average income figures would be higher than the median income.

| TABLE 9<br>INCOME TRENDS |                  |             |           |                         |
|--------------------------|------------------|-------------|-----------|-------------------------|
|                          |                  | Door County | Wisconsin | Percent of State Income |
| 1990                     | Median Household | \$26,259    | \$29,442  | 89.2 %                  |
|                          | Median Family    | \$30,913    | \$35,082  | 88.1 %                  |
|                          | Per Capita       | \$12,458    | \$13,276  | 93.8 %                  |
| 2000                     | Median Household | \$38,812    | \$43,791  | 88.6 %                  |
|                          | Median Family    | \$48,460    | \$52,911  | 91.6 %                  |
|                          | Per Capita       | \$21,356    | \$21,271  | 100.4 %                 |

SOURCE: U.S. Census 1990-2000

| <b>TABLE 10</b>                          |                               |                                     |                                  |
|--|-------------------------------|-------------------------------------|----------------------------------|
| <b>SEVASTOPOL 2000 INCOME COMPARISON</b> |                               |                                     |                                  |
|  | <b>2000 Per Capita Income</b> | <b>2000 Median Household Income</b> | <b>2000 Median Family Income</b> |
| Wisconsin                                | \$21,271                      | \$43,791                            | \$52,911                         |
| Door Co                                  | \$21,356                      | \$38,812                            | \$48,460                         |
| <b>Town of Sevastopol</b>                | \$24,150                      | \$47,227                            | \$52,125                         |

SOURCE: U.S. Census 2000.

| <b>TABLE 11</b>                             |                    |                  |  |
|---|--------------------|------------------|--|
| <b>AVERAGE ANNUAL WAGE BY INDUSTRY 2005</b> |                    |                  |  |
|   | <b>Door County</b> | <b>Wisconsin</b> | <b>Door County as Percent of State Average</b> |
| All Industries*                             | \$24,236           | \$34,749         | 69.7%  |
| Agriculture, Natural Resources              | \$20,128           | \$27,399         | 73.5%  |
| Construction                                | \$33,378           | \$41,258         | 80.9%  |
| Manufacturing                               | \$34,475           | \$44,145         | 78.1%  |
| Trade, Trans., Utilities                    | \$21,506           | \$30,088         | 71.5%  |
| Information                                 | *                  | \$41,759         | NA   |
| Financial Activities                        | \$27,066           | \$45,103         | 60.0%  |
| Professional & Business Services            | \$29,932           | \$39,580         | 75.6%  |
| Education & Health                          | \$31,942           | \$36,408         | 87.7%  |
| Leisure & Hospitality                       | \$12,906           | \$12,295         | 105.0%   |
| Other Services                              | \$14,612           | \$20,207         | 72.3%  |
| Public Administration                       | \$23,841           | \$36,347         | 65.6%  |

\*Information wages were suppressed to maintain confidentiality  
 SOURCE: Wis. Dept. of Workforce Development, 2005.

Average annual wages by industry are shown in **Table 11**. Wages paid by employers in Door County are, on average, lower than the state by industry in every category aside from leisure and hospitality. Within Door County there are fourteen towns. **Table 12** compares the relative income position of the Town of Sevastopol to the other towns within the county. Based on 1990 U.S. Census data, the Town of Sevastopol ranked 1<sup>st</sup> in per capita income compared to the other thirteen towns. By 2000, the Town of Sevastopol’s rank had slipped to 3<sup>rd</sup> behind Gibraltar and Union.

| <b>TABLE 12</b>                              |                                     |                  |                                     |   |                  |
|--|-------------------------------------|------------------|-------------------------------------|---|------------------|
| <b>INCOME CHARACTERISTICS, 1990 and 2000</b> |                                     |                  |                                     |   |                  |
| <b>Town Name</b>                             | <b>1990 Median Household Income</b> | <b>1990 Rank</b> | <b>2000 Median Household Income</b> | <b>Difference Between 1990 &amp; 2000</b> | <b>2000 Rank</b> |
| Baileys Harbor                               | \$25,809                            | 11               | \$41,350                            | \$15,541                                  | 12               |
| Brussels                                     | \$22,500                            | 12               | \$42,212                            | \$19,712                                  | 11               |
| Clay Banks                                   | \$30,938                            | 2                | \$42,708                            | \$11,770                                  | 8                |
| Egg Harbor                                   | \$26,853                            | 9                | \$43,098                            | \$16,245                                  | 7                |
| Forestville                                  | \$27,500                            | 6                | \$46,818                            | \$19,318                                  | 4                |
| Gardner                                      | \$22,357                            | 13               | \$39,063                            | \$16,706                                  | 13               |
| Gibraltar                                    | \$27,875                            | 5                | \$47,604                            | \$19,729                                  | 1                |
| Jacksonport                                  | \$30,221                            | 4                | \$42,404                            | \$12,183                                  | 10               |
| Liberty Grove                                | \$26,957                            | 8                | \$43,472                            | \$16,515                                  | 5                |
| Nasewaupee                                   | \$26,434                            | 10               | \$43,292                            | \$16,858                                  | 6                |
| <b>Sevastopol</b>                            | <b>\$32,188</b>                     | <b>1</b>         | <b>\$47,227</b>                     | <b>\$15,039</b>                           | <b>3</b>         |
| Sturgeon Bay                                 | \$27,188                            | 7                | \$42,434                            | \$15,246                                  | 9                |
| Union  | \$30,781                            | 3                | \$47,604                            | \$16,823                                  | 1                |
| Washington                                   | \$21,204                            | 14               | \$31,146                            | \$9,942                                   | 14               |

SOURCE: 1990 and 2000 U.S. Census

## **POVERTY STATUS**

According to the 2000 U.S. Census:

- 195 individuals living in Sevastopol were living below the poverty line in 1999;
- 28 of these individuals were age 65 or over and 77 were under the age of 18; and,
- 49 families were living below the poverty line in the Town of Sevastopol in 1999.

In total, 7.3% of the Town's population was living in poverty in 1999. This figure is roughly 1% higher than the statistic for Door County in 1999 at 6.3%.

Poverty guidelines are a base-level figure. They do not take into consideration the variation of local costs of housing, transportation, goods and services. To illustrate, although the poverty level for a family of four in Chicago is the same as that of a family of 4 in Sevastopol, the cost-of-living differences between the 2 communities would indicate a greater ability to "make ends meet" in the rural community in Door County.

**EDUCATIONAL ATTAINMENT**

A good indicator of the quality of life in a community is the educational attainment of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. **Table 13** reveals that Sevastopol has a high level of educational attainment.

**GENERAL ECONOMIC FORECASTS<sup>2</sup>**

| <b>TABLE 13<br/>EDUCATIONAL ATTAINMENT FOR POPULATION AGE 25 &amp; OLDER</b> |   |   |
|--|---|---|
| <b>Community</b>   | <b>Percent Who Have Completed High School or Higher Education</b> | <b>Percent Who Have Completed a Bachelor's Degree or Higher</b> |
| <b>Town of Sevastopol</b>  | <b>91.0%</b>  | <b>22.7%</b>  |
| Town of Egg Harbor   | 86.6%   | 21.2%   |
| Town of Sturgeon Bay   | 89.3%   | 18.3%   |
| City of Sturgeon Bay   | 86.0%   | 17.1%   |
| Town of Nasewaupsee  | 86.1%   | 16.9%   |
| Town of Jacksonport  | 88.2%   | 24.3%   |
| <b>Door County</b>   | <b>87.8%</b>  | <b>21.4%</b>  |
| Wisconsin  | 85.0%   | 22.5%   |
| United States  | 80.4%   | 24.4%   |

Source: U.S. Census Bureau

Door County has demonstrated a hardy local economy with employment rates that were comparable with state and national figures. The economy supports a variety of manufacturing and service industries, including shipbuilding, healthcare, and a strong tourism market (ranking 7<sup>th</sup> in the State bringing in about \$400 million per year<sup>3</sup>). Low-interest loan rates have encouraged housing construction and commercial development in select areas.

Demographic factors are a driving force in long-term economic projections. The growth rate of the population and changes in its composition have considerable impacts on the labor force, the unemployment rate, housing demand, and other spending categories. The population projection used in the U.S. economic forecast is based on the U.S. Census Bureau's "middle" projection for the U.S. population. This projection is based upon specific assumptions about immigration, emigration, fertility, and mortality rates. The national fertility rate (the average number of births per woman upon completion of childbearing) is expected to rise from its current level of 2.0 to about 2.2 in 2025. Life expectancy for men and women will rise steadily from 74.1 and 79.8 years in 1999 to 77.6 and 83.6 years in 2025, respectively. Net immigration (including undocumented immigration) is estimated to fall from 960,000 persons in 1999 to 918,000 in 2025.

The age distribution of the population is another important part of the long-term economic outlook. As “baby boomers” (those born in 1945 – 1964) begin to retire, the share of the U.S. population aged 65 and over will jump from 13% in 2010 to nearly 19% by 2025, pushing outlay expenses for Social Security, Medicare, and Medicaid significantly higher. Furthermore, the growth rate of the working-age population will slow by more than that of the overall population.

The State of Wisconsin total population growth is expected to average 0.4% annually from 2001 to 2025. This rate is slightly below the 0.6% average from 1975-2000. Compared to the U.S. projected growth of 0.8% over the same period, Wisconsin is expected to continue the long-term trend of slower population growth than the nation as a whole. The adult population (those over the age of 17) in Wisconsin grew at an average annual rate of 1% over the past 25 years, but is expected to grow by only 0.5% per year from 2001 to 2025. Also in line with U.S. demographic trends, the aging population in Wisconsin (those 65 and

<sup>2</sup> Much of the information used to develop this section was from the Wisconsin Department of Revenue Long-Term Economic Forecast, 2001.

<sup>3</sup> Bay Lake Regional Planning Commission 2030 Regional Comprehensive Plan, p.7-8, 2005.

over) is projected to grow at an average annual rate of 2% for the next 25 years, including 3% per year after 2010. This age group grew at an annual rate of 1.3% per year from 1975 to 2000 in Wisconsin.

An important element of the population projection that is very problematic for growth of the Wisconsin economy and the local economy in Door County is the prospect for a decline in the working age population after 2011. Statewide, the population aged 16 to 64 is projected to grow at an annual rate of 0.6% from 2000 to 2011, but will then decline at an annual rate of 0.4% from 2012 to 2025. The working age population grew at an annual rate of 0.9% from 1974 to 1999. The growth of the working age population has an immense effect on the growth of the labor force and employment.

As a result of the demographic shifts that will play out as “baby boomers” age and reach retirement, labor-force growth is expected to slow sharply over the next 20 years. First, increases in female participation will taper off, mostly because the participation rates for many female age groups are approaching those of males. Also, over time, a growing share of the population will reach retirement age, when the participation rate falls to about 12%. As a result, the Wisconsin labor force is expected to expand by 1.3% per year between 2000 and 2005, 0.8% per year from 2005 to 2014, and by only 0.4% per year from 2015 to 2025. Overall labor-force participation is expected to fall as the population increasingly moves into age groups with lower participation rates.

The overall dependency ratio (the ratio of those not in the labor force to those who are) will continue to decline for most of the next quarter-century, falling from 1.00 in 1989 to 0.91 by 2010, before rising to 1.01 by 2025. This ratio peaked at 1.65 in 1962, just after the peak of the baby boom. Clearly, the working population will *not* have to support proportionately more non-workers in the next 25 years than it has in the past. However, this assessment does not account for workers who support elderly parents and other retired workers.

There will be a change in the mix of non-workers, however, especially towards 2025. While the share of the population aged 65 and over has risen dramatically over the last 2 decades, the ratio of the number of elderly to the number of workers has so far remained stable. There were 24.4 persons aged 65 and over for every 100 persons in the labor force in 1971, versus 24.8 in 2000. This ratio should currently be about 24.3 (2006), but then jump to 27.9 in 2014 and to 37.6 by 2025, by which time most baby boomers will be of retirement age.

In summary, the United States, Wisconsin and Door County are expected to post noticeably slower economic growth over the next 25 years than during the past quarter-century. The primary contributing factors for this slowdown are already in place: labor force growth constrained by demographic forces that cannot be quickly reversed and relatively moderate growth of the capital stock.

For the Town of Sevastopol, these indicators are important because they may impact the quality of life for residents living in the area. In addition, these key economic indicators provide a gauge for the Town’s ability to support additional residential and any commercial or industrial development that may occur over the next 20 years.

## **REGIONAL EMPLOYMENT FORECASTS**

To provide further analyses of employment forecasts for Sevastopol residents, an effort was made to review the economic development planning efforts of the Bay Lake Regional Planning Commission (BLRPC), as well as collect additional information from the Department of Revenue (DOR).

The Wisconsin Department of Revenue<sup>4</sup> projects employment growth for Metropolitan Statistical Areas (MSAs). The MSAs Door County residents are most likely to travel to for work in the future include the Green Bay, Appleton, and Oshkosh-Neenah MSAs. The DOR projects a growth of 2% per year for 2007-2010 for Green Bay, Appleton is expected to see an annual increase in manufacturing jobs of 0.7% for 2007-2009, and the Oshkosh-Neenah MSA is expected to experience steady growth during the 2007-2010 period including 0.7% in manufacturing and a robust 4.3% in the education and healthcare sectors.

BLRPC presents employment projections for the period 2002-2012 covering 10 northeast Wisconsin Counties, Door County being one of them. Their study concluded a projected 11.2% increase in employment within the region during the 10-year span. They expect unemployment to remain steady at about 4.5-5.5%, and for some occupations to experience labor shortages. Manufacturing is expected to continue to be the leading employer in the area, although the rate of increase in job creation will slow to less than 1%, a lingering result of the economic downturn beginning in 2000. The service sector is expected to add about 19,200 jobs during the 2002-2012 projection period. Growth will occur in professional and technical jobs as well as business and healthcare. Tourism should also experience growth. Some job loss, however, is expected in the paper sector.

### CHAMBER EMPLOYMENT FORECASTS

The Green Bay and Fox Cities Chambers of Commerce provide additional employment information for their respective markets. Again, this information is important to understanding employment forecasts impacting the Sevastopol community, as a significant number of residents of the Town commute to these areas to work.

The Green Bay Chamber of Commerce<sup>5</sup> does little actual employment forecasting but does monitor historic trends in employment. Over the last 5 years, employment trends have closely reflected the forecasts included in the BLRPC Regional Comprehensive Plan. Unemployment rates in the last 5 years have averaged 4.1%, peaking in 2002 at 5.3%, a manifestation of the economic downtown beginning in 2000. The job losses have mainly occurred in manufacturing. However, unemployment rates fell in 2003 (4.9%) and 2004 (4.3%). The unemployment rate for the entire period has been lower than the state and national averages over the same time span. The Green Bay Chamber, based on comments from its membership, is hopeful that the unemployment rates will continue to decline back toward the 2.6% level experienced in the late 1990s within the next several years.

The Fox Cities Chamber of Commerce conducts an annual survey<sup>6</sup> of its members in order to understand their staffing changes in the previous year and make predictions for the next. The most recent results from that survey reveal:

- ❑ In 2005, 53% of businesses predicted their staff size would increase during the coming year. According to the 2006 survey, 44% did indeed increase employment during 2004.
- ❑ With respect to the health of the Fox Cities' economy, 67.5% of businesses surveyed rated the economic vitality as good while 30% believe it to be average.
- ❑ In comparison to other U. S. Cities of similar size, 75% indicated the Fox Cities as a better place to conduct business.

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<sup>4</sup> SOURCE: Economic Outlook-Metropolitan Areas, Wisconsin Department of Revenue, 2006.

<sup>5</sup> SOURCE: Green Bay Area Chamber of Commerce, Advance Economic Development, 2006.

<sup>6</sup> SOURCE: Fox Cities Chamber of Commerce, 2006.

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- When asked about employment during the coming year, 49.5% of businesses expect to grow, with another 50% anticipating that they will remain the same.
- Expectations for employment growth in 2006 were less optimistic than the previous year. Of all businesses, 49.5% anticipated increased employment during the coming year compared to 53% the previous year. Fifty percent (50%) of this year's respondents believed staff levels will remain the same compared to 45% last year; two businesses expected a decrease. Manufacturing is the most optimistic with 64% of companies expecting an increase and zero companies forecasting a decline. The service category comes in second at 48%. Since manufacturing has lost more than 5,900 jobs in the local economy over the past five years, and over 90,000 jobs statewide, this is certainly good news for the area.

### **LOCAL EMPLOYMENT FORECAST**

Based on available data described in this section, the assessment of community strengths and weaknesses for attracting economic development (refer to **Chapter 8: Economic Development**), and the anticipated impact associated with the successful implementation of the Smart Growth Plan, employment forecasts for Sevastopol residents are for slow but consistent job growth. The recovering manufacturing economy will bode well for Sevastopol given that a large number of residents are employed in this particular sector. Historically, the percentage of unemployed Town residents has been comparable to that of Door County as a whole. This trend is expected to continue. It must be noted, though, that the share of Sevastopol residents out of the labor force (i.e. retired) will also increase steadily through 2025.