



## WEDA Fall 2009 Member Survey Short Summary (29% of members reporting)

- **Most Important (Ranked Most Often) Conference Topics (In Order):**
  - Business Retention and Expansion
  - Business Attraction
  - Entrepreneurial and Small Business Development
  - Economic Development Finance
  - Economic Development Marketing
  - Evaluation Techniques for Economic Development Projects and Programs
- **Educationally Members are:**
  - Somewhat interested in on demand fee based video seminars
  - Somewhat interested in one day seminars in a central location
  - Somewhat interested in seminars with other associations
  - Somewhat interested in 1-2 hour distance learning seminars
  - Split on further CEcD or NDC certification
- **Members are *Very Interested* in IEDC Educational Topics (in order):**
  - Economic Impact Analysis
  - Entrepreneurial & Small Business Development Strategies
  - Economic Development Marketing & Attraction
- **Most Important Policy Issues to Members (In Rank Order Listed in all Categories):**
  - Business Financing (includes loan, grant and tax credit programs)
  - State Tax & Regulatory Reform (i.e., positive business climate)
  - Entrepreneurship
  - Energy (includes availability, generation, reliability, renewable, conservation, etc.)
  - TIF
  - Regionalism (includes governmental and quasi-governmental cooperation)
- The majority of WEDA members think Wisconsin counties should be allowed a financing mechanism for economic development purposes (almost 4 to 1).
- **WEDA Member Services Report:**
  - Over half of the reporting members read every edition of the WEDAWire and Political Tidbits and almost half do so with the News Clips.
  - Over 84% of those reporting use the WEDA website at least occasionally.
  - Consequently, 74% of the members were satisfied or highly satisfied with WEDA's efforts.

### WEDA Member Characteristics

- Two-thirds of all responses came from southern half of WI, one-third from northern half.
- Almost half of WEDA member respondents are either in Public/Private Economic Development Organizations or in Local Government. And, just under 10% are in Professional Services.
- These members represent an average population base of 277,000, with a median of over 50,000 and a mode of 30,000 people (smaller communities).
- Almost two-thirds of those reporting are managers, one-third staff.
- WEDA members are quite experienced; 39% have 20 or more years in ED.
- The most common employer benefits are (in order): health insurance (family), life insurance, dental insurance and 401K/deferred compensation.



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- Economic Development budgets per capita (population represented) are: average - \$8.13, median - \$3.28, mode - \$5.00, with a range of \$0.02 to \$250.00.
- Chamber/ED organizations get over 40% of their funding from non ED members. Local organizations get almost three-fourths of their funding from municipal government. Public/private organizations get about 40% of their funding from county governments.
- Except for inquires which have decreased just over 50%, all other economic development indicators have decreased by over three-fourths in the last 12 months.
- The economic outlook is O.K. (40%) and optimistic- very optimistic (37%).
- Respondents view local government and communities as most supportive, followed by state government, bankers and media.
- Respondents cited a weak economy, credit availability and tax issues most often as the important economic development problems in their communities.
- **Detailed Member Characteristics**

<b>Most Common (Mode) Salary Range by Organization Type</b>			
<b>Organization Type</b>	<b>Salary Range Mode</b>	<b>Total Organization Responses</b>	<b>Average Population Served</b>
Public/private ED	\$75,001 - \$100,000	29	86,080
Local	\$75,001 - \$100,000	28	80,638
Professional Services	\$100,000+	10	N/A*
Higher Education	\$75,001 - \$100,000	9	1,184,800
Utility	\$75,001 - \$100,000	8	N/A
state	\$75,001 - \$100,000	7	N/A
Chamber/ED	\$35,001-\$45,000	6	99,500
County	\$65,001-\$75,000	4	214,926
Real Estate	\$100,000+	4	N/A
RPC	\$75,001 - \$100,000	4	387,400

N/A\* - Not enough responses



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<b>Salary Range by Years of Economic Development Experience - Manager</b>			
<b>Years of Experience</b>	<b>Number of Respondents</b>	<b>Median Salary Range (middle of entries)</b>	<b>Mode Salary Range (most frequent)</b>
0-4 years	4	\$45,001 - \$55,000	N/A
5-9 years	13	\$65,001 - \$75,000	\$0 - \$35,000
10-14 years	11	\$45,001 - \$55,000	\$75,001 - \$100,000
15-19 years	12	\$65,001 - \$75,000	\$75,001 - \$100,000
20+ years	30	\$75,001 - \$100,000	\$100,000+

<b>Salary Range by Years of Economic Development Experience - Staff</b>			
<b>Years of Experience</b>	<b>Number of Respondents</b>	<b>Median Salary Range (middle of entries)</b>	<b>Mode Salary Range (most frequent)</b>
0-4 years	13	\$45,001 - \$55,000	\$35,001 - \$45,000
5-9 years	9	\$55,001 - \$65,000	\$75,001 - \$100,000
10-14 years	10	\$55,001 - \$65,000	\$55,001 - \$65,000
15-19 years	12	\$65,001 - \$75,000	\$75,001 - \$100,000
20+ years	10	\$65,001 - \$75,000	\$75,001 - \$100,000

Survey conducted and summarized by Wisconsin Economic Development Institute, Inc. (WEDI).

