



WEDA 2011 Member Survey Short Summary

- **Most Important (Rank First) Conference Topics (In Order):**
 - Business Retention and Expansion
 - Economic Development Finance
 - Business Attraction
 - Entrepreneurial and Small Business Development
 - State Business Incentives and Services
 - Economic Development Marketing
- **Members are very and somewhat interested in:**
 - WEDA Seminars with other State/Regional Economic Development Associations
 - One Day Regional Seminars in a central location (i.e., Stevens Point or Wausau)
 - On demand fee based video seminars accessed through WEDA's web site on project specific development efforts or member development topics
 - 1 - 2 hour distance learning seminars
- A large number of WEDA members are also interested in taking a **wide variety of IEDC courses.**
- **Most Important Policy Issues (In Rank Order):**
 - Other (mix of telecommunication and regulatory reform specifics)
 - Regulatory Reform (i.e., positive business climate)
 - Workforce Development (includes incumbent and new hire training programs) (second most total responses)
 - Funded Programs (i.e., Common pool funding of all state programs and new initiatives) (most total responses)
 - Flexible Programming (i.e., Expanded eligibility with added allocation for existing state programs)
 - TIF
- **89% of members** visit the WEDA website, using mostly: Calendars/Conferences, Member Directory or Publications/Resources and Legislation.
- Consequently, 70% of the members were **satisfied or highly satisfied with WEDA's efforts.**
- WEDA members are experienced; over 35% have 20+ years in ED. But the 10-14 year group is growing.
- Roughly half of Wisconsin WEDA members are either in Public/Private Economic Development Organizations or in Local Government.
- The populations served by these members average just over 148,000 people.
- Two thirds of the member respondents are managers and the other third is staff.
- Salary information is given in the tables at the end of the summary.
- The most common employer benefits are (in order): life insurance, family health insurance, dental insurance and 401K/deferred compensation.
- Economic development budgets average 64% of total budgets and most commonly are in the \$100 - \$150,000 range.
- ED annual budgets average \$4.18 per capita (service area) but range from \$0.04 to \$22.73/capita.



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- 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 45% of their funding from county governments.
- Two-thirds or more of the respondents have seen a decrease in all economic development activities, except general inquiries, in the last 12 months.
- While not overly optimistic or pessimistic, respondents view the outlook as “Optimistic or Just OK” for the next year.
- Respondents view local government and state government as most supportive and media as least supportive.
- Respondents cited a weak economy, credit availability and workforce issues most often as important economic development problems in their communities.
- Survey respondents were from every three digit zip code area except Racine.

Salary Range by Years of Economic Development Experience - Manager

Years of Experience	Number of Respondents	Median Salary Range (middle of entries)	Mode Salary Range (most frequent)
0-4 years	5	\$65,001 - \$75,000	N/A*
5-9 years	9	\$75,001 - \$100,000	\$75,001 - \$100,000
10-14 years	25	\$75,001 - \$100,000	\$75,001 - \$100,000
15-19 years	12	\$65,001 - \$75,000	\$75,001 - \$100,000
20+ years	26	\$75,001 - \$100,000	\$75,001 - \$100,000

N/A* - Not enough responses

Salary Range by Years of Economic Development Experience - Staff

Years of Experience	Number of Respondents	Median Salary Range (middle of entries)	Mode Salary Range (most frequent)
0-4 years	2	\$35,001 - \$45,000	\$35,001 - \$45,000
5-9 years	11	\$55,001 - \$65,000	\$55,001 - \$65,000
10-14 years	7	\$55,001 - \$65,000	\$55,001 - \$65,000
15-19 years	7	\$65,001 - \$75,000	\$65,001 - \$75,000
20+ years	13	\$75,001 - \$100,000	\$75,001 - \$100,000



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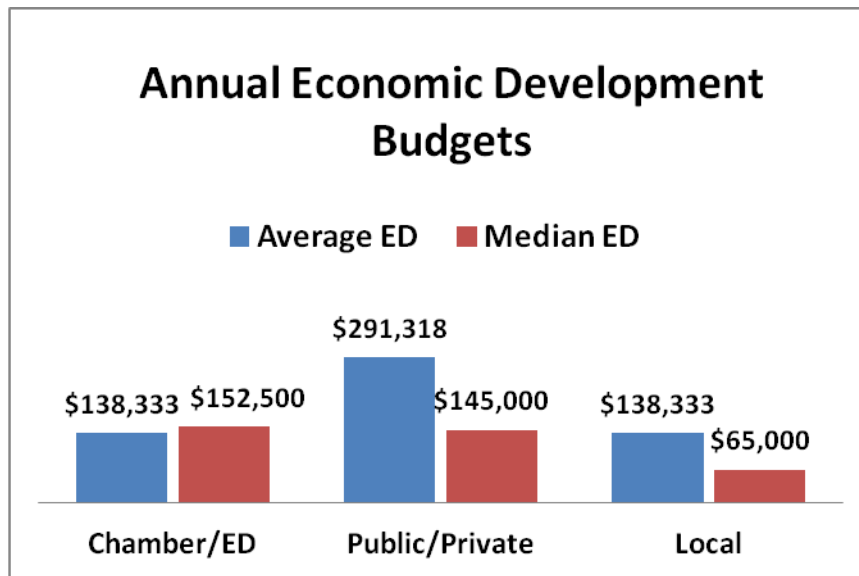
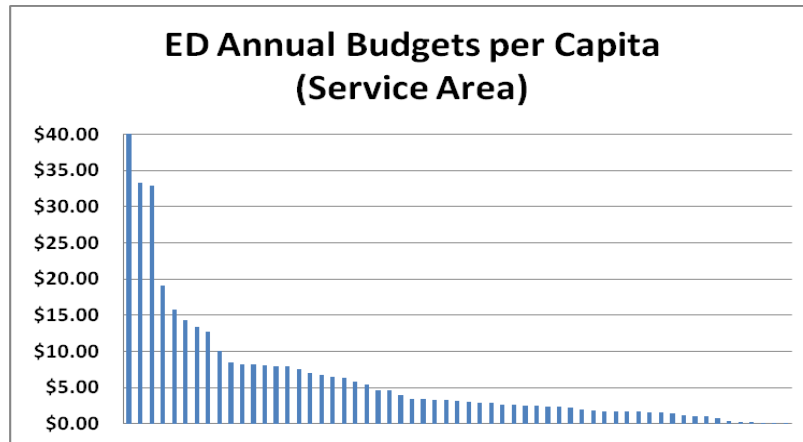
Most Common (Mode) Salary Range by Organization Type - Manager			
Organization Type	Salary Range Median	Total Organization Responses	Average Population Served
Public/private ED	\$65,001 - \$75,000	23	162,078
Local	\$75,001 - \$100,000	18	29,208
Higher Education	\$100,000+	7	N/A*
Professional Services	\$75,001 - \$100,000	6	N/A*
Chamber/ED	\$75,001 - \$100,000	4	102,500
Utility	\$75,001 - \$100,000	3	N/A*
County	\$75,001 - \$100,000	3	86,667
RE	\$100,000+	2	N/A*
Regional ED Org	\$75,001 - \$100,000	2	N/A*

N/A* - Not enough responses

Most Common (Mode) Salary Range by Organization Type - Staff			
Organization Type	Salary Range Median	Total Organization Responses	Average Population Served
Local	\$45,001 - \$55,000	12	28,331
Public/private ED	\$55,001 - \$65,000	9	1,408,207
State	\$45,001 - \$55,000	6	5,000,000
Professional Services	\$65,001 - \$75,000	5	N/A*
Higher Education	\$55,001 - \$65,000	3	N/A*
Utility	\$75,001 - \$100,000	3	N/A*
Chamber/ED	N/A*	2	85,000
County	\$55,001 - \$65,000	2	78,000



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