



# Rock County Profile



## Profile Introduction

The [Rock County Profile](#) is a composite of socioeconomic information about Rock County Wisconsin and the communities and organizations who partner to make Rock County an outstanding place to live and work.

You will find a variety of pertinent information in this document, including overviews of the competitive advantages Rock County offers, economic factors and major industries within the region, demographic data, and information on local plant closings and how it has affected Rock County and the region.

The profile is divided into the following sections:

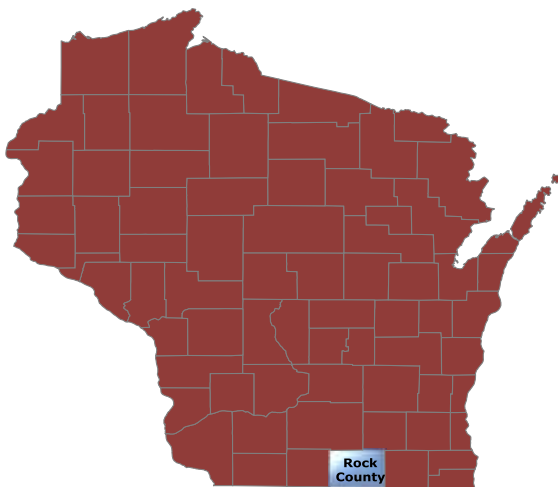
- Collaborative Organizations Responding to Dislocation (CORD)
- Overview of Rock County and a Profile of the Population
- An Overview of Rock County's Tax Structure, Industry & Core Competencies/Competitive Advantages
- A Look at the Quality of Life in Rock County
- A Profile of the Cities/Towns/Villages
- Transportation
- Rock County's Advantages & Tax Incentives
- A Look at the Local Cities/Towns & Villages
- Health and Human Services
- Education
- Unemployment Information/General Motors and Related Industries

This profile was produced by the Southwest Wisconsin Workforce Development Board (SWWDB) in cooperation with Collaborative Organizations Responding to Dislocations (CORD) and with the assistance of the EDA Community Economic Adjustment Program. If you have any questions, comments, or need further information, please contact:

Dr. Robert T. Borremans  
Executive Director  
Southwest Wisconsin Workforce Development Board  
Rock County Job Center  
1900 Center Avenue  
Janesville, WI 53546  
(P) 608.741.3563 (F) 608.741.3528  
Email: rborremans@swwdb.org

# TABLE OF CONTENTS

Profile Introduction . . . . .	2
Table of Contents . . . . .	3
Collaborative Organizations Responding to Dislocation (CORD) . . . . .	4
Overview of Rock County . . . . .	5
Profile of the Population . . . . .	6
Tax Structure . . . . .	7
Industry Sectors . . . . .	7
Unemployment . . . . .	9
Rock County Core Competencies and Competitive Advantages . . . . .	11
Quality of Life in Rock County . . . . .	13
Transportation . . . . .	14
Highlights of Local Cities . . . . .	15
Janesville . . . . .	15
Beloit . . . . .	16
Milton . . . . .	16
Edgerton . . . . .	17
Evansville . . . . .	17
Clinton . . . . .	18
Brodhead . . . . .	18
Orfordville . . . . .	19
Health and Human Services . . . . .	19
Education and Training . . . . .	20
Beloit College . . . . .	20
Blackhawk Technical College . . . . .	21
University of Wisconsin-Rock County . . . . .	21
Other Postsecondary Educational Opportunities . . . . .	21
Stateline Career and Technical Education Academy (SCTEA) . . . . .	21
Secondary Schools . . . . .	22
Appendix A-Auto Industry Displacement . . . . .	25
Appendix B-Unemployment Comparative Statistics . . . . .	26
Photo/Image Sources . . . . .	27



**Figure 1**—Rock County is located on Wisconsin’s southern border adjacent to Illinois.

## The Collaborative Organizations Responding to Dislocation

The Collaborative Organizations Responding to Dislocations or CORD, formed in November 2008 in order to address some of the current socioeconomic issues of the community, CORD's organizational membership and/or sponsors include:

- Blackhawk Technical College
- City of Beloit
- City of Edgerton
- City of Evansville
- City of Janesville
- City of Milton
- Community Action, Inc. of Rock & Walworth Counties
- Community Foundation of Southern WI
- County of Rock
- Greater Beloit Chamber of Commerce
- Greater Beloit Economic Development Corporation
- Rock County Job Center
- Southwest Wisconsin Workforce Development Board
- UAW Local 95
- United Way of North Rock County
- University of Wisconsin-Rock County
- University of Wisconsin-Whitewater-Center for Innovation & Business Development
- Village of Clinton
- Wisconsin Literacy, Inc.

CORD has worked with the Community Economic Adjustment Program (CEAP) under the direction of Larry Molnar, Associate Director, Institute for Research on Labor, Employment and the Economy at the University of Michigan to develop and provide a response for the unemployed. CEAP has worked with literally dozens of communities to help them develop strategic recovery plans, and they have stated: "In the CEAP program experience there have been few examples of community collaboration like the one occurring in Rock County as a result of the massive automotive manufacturing dislocations in the City of Janesville and the immediate surrounding area."

CORD's Mission Statement is: "Community organizations collaborating to address Rock County's evolving economic needs while assisting dislocated workers and their families."

CORD was formed to discuss ways to coordinate and organize our collective community resources to best serve dislocated workers and their families, and to respond to the economic distress in Rock County. The purpose is to identify those activities or services currently available, those that may be pending with the intent of identifying where gaps in service exist and how to improve coordination and collaboration between agencies to enhance service delivery for impacted workers and their families.

CORD acknowledges and thanks CEAP for their involvement and guidance in assisting CORD to develop its response.

## An Overview of Rock County

Situated in South Central Wisconsin, Rock County is located within the Midwestern Heartland (See Figure 1 to see the proximity of Rock County to Wisconsin). With a diversifying economy, appealing quality of life standards, and excellent natural amenities, Rock County is the ideal place to invest, live and work. To balance the interests of both business and the environment, Rock County's growth is a coordinated effort among stakeholders, representing various public and private sector interests. This cooperative approach protects Rock County's assets, while simultaneously maintaining a favorable business climate. These efforts have positioned Rock County as an affordable location, for both residential as well as business purposes. (Rock County Alliance, <http://www.rockcountyalliance.com>).

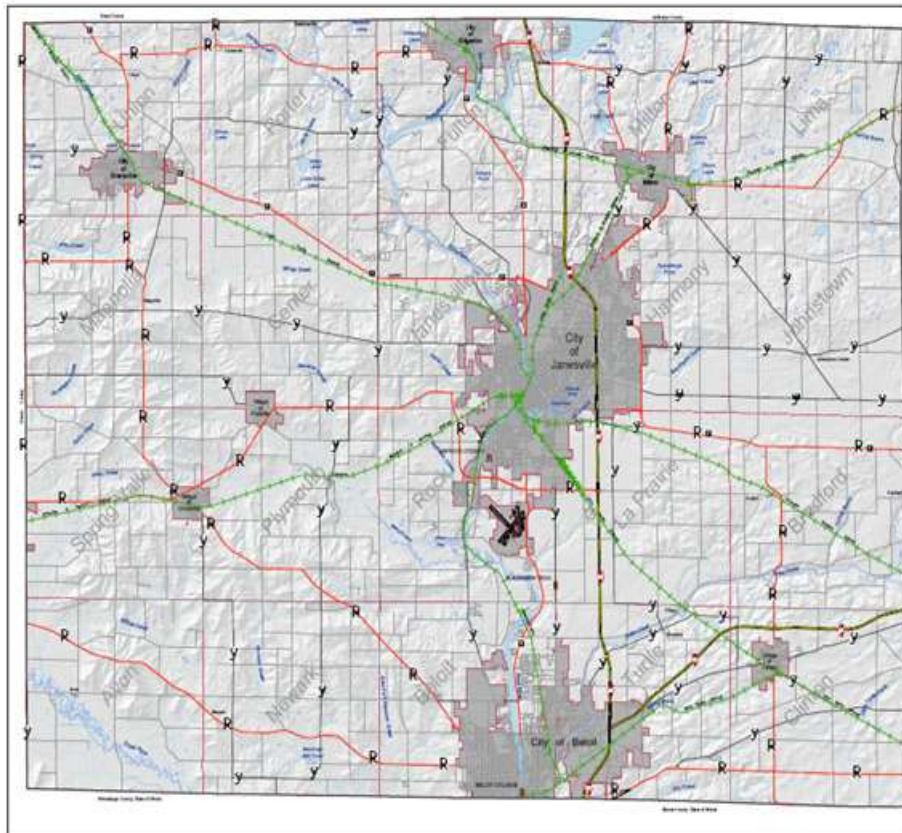


Figure 2 – Map of Rock County

Surrounded by smaller cities, towns and villages along with rolling farmland, prairies and wooded lots, Janesville (62,516 as of July 2008) and Beloit (35,775 as of 2006, est.) are the two major cities in Rock County. With about 160,000 residents in the county, Rock is the 9<sup>th</sup> largest in Wisconsin, based on 2006 census data (<http://www.us-places.com/wisconsin/population-by-county.htm>). The county's population growth is expected to be between 10-19.5% from now through 2030 (<http://www.dua.state.wi.us/docview.asp?docid=2114>). Figure 2 is a map of Rock County showing the major population communities.

The majority of Rock County's residents live in a north/south corridor within a 40-mile radius of larger cities such as Madison and Rockford, with both Milwaukee and Chicago located within a 100-mile radius (See Figure 3). Interstate 90/39 runs through this corridor, along with U.S. Highway 51. In addition, Interstate Highway 43 connects Beloit directly to Milwaukee. Other main roads serving Rock County include State Highways 11, 14, 26 and 59.

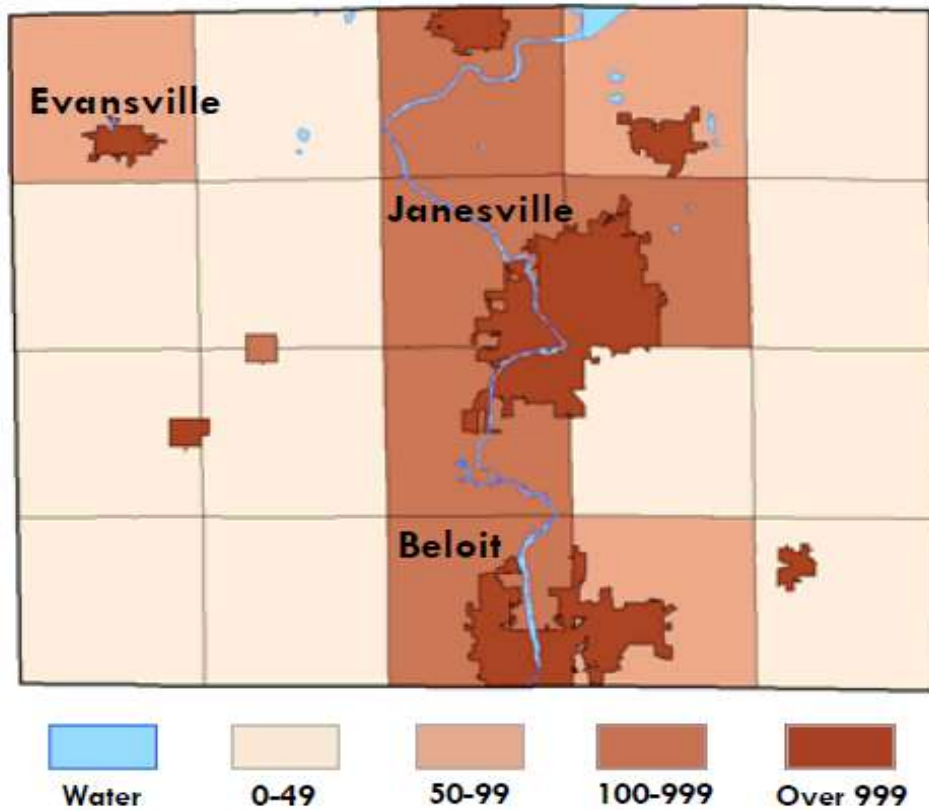


Figure 3 – Map of Rock County showing population density in 2005.

## Profile of the Population

The majority of Rock County’s residents are in the 18-64 year-old range—almost 58%. Slightly more than 13% of the population is 65 or older, while less than 25% range in age from 18-64, with not quite 7% under the age of five. See Figure 4.

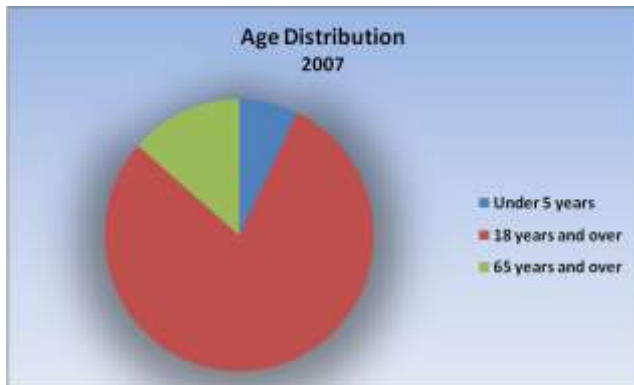


Figure 4 – Age distribution of Rock County population in 2007.

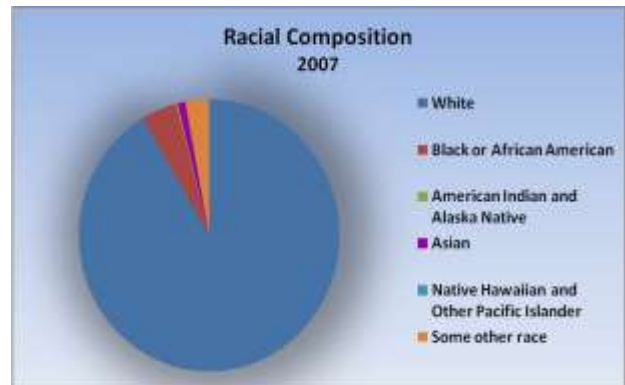


Figure 5 - Racial composition of Rock County population in 2007.

The majority of Rock County’s residents are white—almost 87%. Slightly more than 6% are of Hispanic or Latino descent, almost 4.5% are African-American, while 1% is of Asian descent, with the remainder—all less than 1%--being of American Indian, native Hawaiian or some other racial descent.

Rock County’s residents are highly educated. Of the over-24 population, only 3.3% have less than a 9<sup>th</sup> grade education while less than 10% completed grades 9-12 without a diploma (a total of 13.1% with no high school diploma). Over 38% completed high school and did not continue on to further education, while over 20% have some college credits but no degree. Over 28% have earned an associate, bachelor’s or graduate/professional degree. The percentage of persons aged 25 and older who are high school graduates is 87%. Over 19% have a bachelor’s degree or higher.

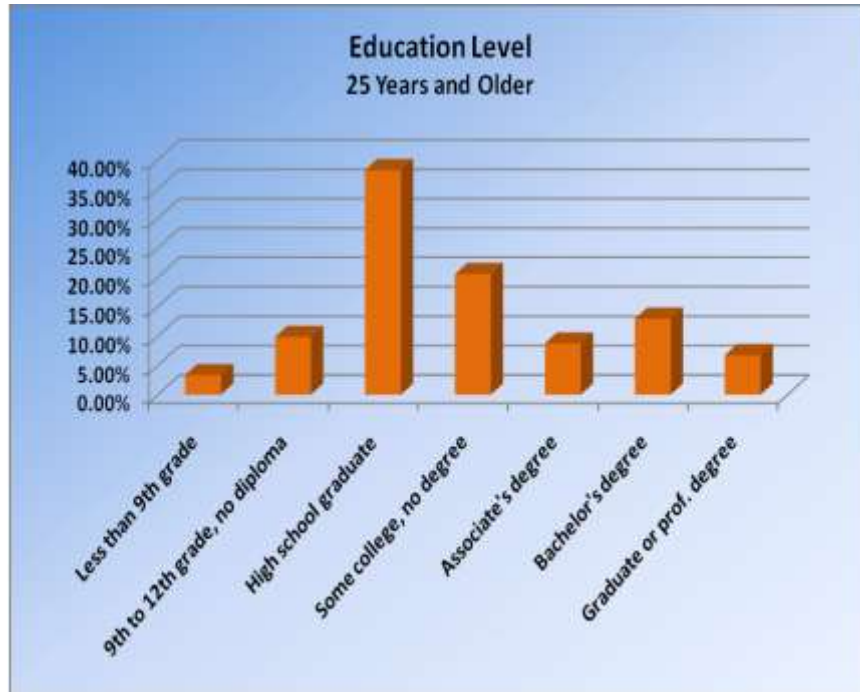


Figure 6 – Education level of Rock County residents.

## Tax Structure

Wisconsin’s state and local tax burden is one of the highest in the country. The Tax Foundation estimates that the average combined state and local income tax in Wisconsin is 10.2%, ranking it the 9th highest in the nation. Wisconsin’s business tax climate is also ranked a 38 with 50 being the highest rank. Of its neighbors, Minnesota is ranked 41st, Iowa ranked 44th, while Illinois is ranked 23rd and Michigan is 20th. Wisconsin’s state and local tax burden have been historically high. The Tax Foundation’s business tax climate index is based on a comparison between states on five components: individual income taxes; sales taxes; unemployment insurance taxes; and taxes on property, including residential and commercial property. It should be noted however, that the relationship between high taxes and employment is not straightforward. Wisconsin has had a relatively high tax burden, but has not had major issues with unemployment historically speaking. For example, even as recently as October 2008, the state ranks a low 15th in unemployment rates.

## Industry Sectors

Manufacturing has been the driver of the Rock County economy for many years. Led by transportation equipment production, manufacturing represented almost 26 percent (25.85%) of the Rock County workforce in 2001. However, between 2001 and 2007, the manufacturing sector declined by 3,178 jobs. Still manufacturing, particularly transportation equipment manufacturing has remained important to Rock County. In 2007, transportation equipment manufacturers reported 4,241 jobs. Transportation equipment

manufacturing provided \$301 million of the manufacturing sector's \$751 million payroll. The subsector's average wage (\$70,996) was much higher than the manufacturing sector's average wage (\$54,523). So, the loss of transportation equipment manufacturing jobs in 2008 has had a major and devastating impact of the County's economy.



*Automated transportation equipment production line.*

While durable goods manufacturing and heavy industry have been the leading industry sector, non-farm employment has actually been fairly well-diversified. The trade, transportation, and utilities sector generated more employment (16,428 jobs) in Rock County than any other sector in 2007. Comparing 2002 to 2007, this sector's employment rose 11.5 percent and its average wage rose 16.0 percent. This sector's retail trade segment reported 9,152 jobs with an average wage of \$23,737, while the utilities segment reported 348 jobs with an average wage of \$69,114.

The next-highest employment segment is the education and health sector with 9,093 jobs. This sector represents a growing portion of the workforce with over 15 percent of the jobs in Rock County. Service industries, particularly those related to finance, government, leisure and hospitality, along with professional and business services are also growing and are major employment sectors in the region.

Rock County Employment by Sector							
	2001	2002	2003	2004	2005	2006	2007
Total, all industries	57,810	56,847	56,903	57,574	58,601	59,731	59,160
Natural Resources & Mining	379	386	423	436	480	509	519
Construction	3,010	2,818	2,885	3,142	3,194	3,060	3,039
Manufacturing	16,875	15,749	15,280	14,593	14,481	14,691	13,771
Trade, Trans. & Utilities	14,478	14,449	14,604	15,089	15,606	15,818	16,142
Information	1,304	1,182	1,151	1,125	1,224	1,236	1,252
Financial Activities	1,719	1,766	1,820	1,789	1,820	1,838	1,824
Professional & Business Services	4,720	4,789	4,717	5,056	5,054	5,547	5,240
Education & Health Services	7,723	8,010	8,241	8,344	8,553	8,830	9,093
Leisure & Hospitality	5,873	5,926	6,040	6,156	6,266	6,286	6,411
Other Services	1,730	1,756	1,722	1,842	1,923	1,917	1,871
Unclassified	NA	15	20	2	NA	NA	NA
Percent of Rock County Employment by Sector							
Natural Resources & Mining	0.66%	0.68%	0.74%	0.76%	0.82%	0.85%	0.88%
Construction	5.21%	4.96%	5.07%	5.46%	5.45%	5.12%	5.14%
Manufacturing	29.19%	27.70%	26.85%	25.35%	24.71%	24.60%	23.28%
Trade, Trans. & Utilities	25.04%	25.42%	25.66%	26.21%	26.63%	26.48%	27.29%
Information	2.26%	2.08%	2.02%	1.95%	2.09%	2.07%	2.12%
Financial Activities	2.97%	3.11%	3.20%	3.11%	3.11%	3.08%	3.08%
Professional & Business Services	8.16%	8.42%	8.29%	8.78%	8.62%	9.29%	8.86%
Education & Health Services	13.36%	14.09%	14.48%	14.49%	14.60%	14.78%	15.37%
Leisure & Hospitality	10.16%	10.42%	10.61%	10.69%	10.69%	10.52%	10.84%
Other Services	2.99%	3.09%	3.03%	3.20%	3.28%	3.21%	3.16%
Unclassified	NA	0.03%	0.04%	0.00%	NA	NA	NA

**Figure 7** - Rock County employment by industry sector.

## Unemployment

Historically, Wisconsin has had lower unemployment rates than the nation as a whole. However, these averages have converged in the recent past. In 2007, the Wisconsin unemployment rate actually exceeded the national average, at 4.9% and 4.6% respectively. Rock County had lower unemployment rates than the

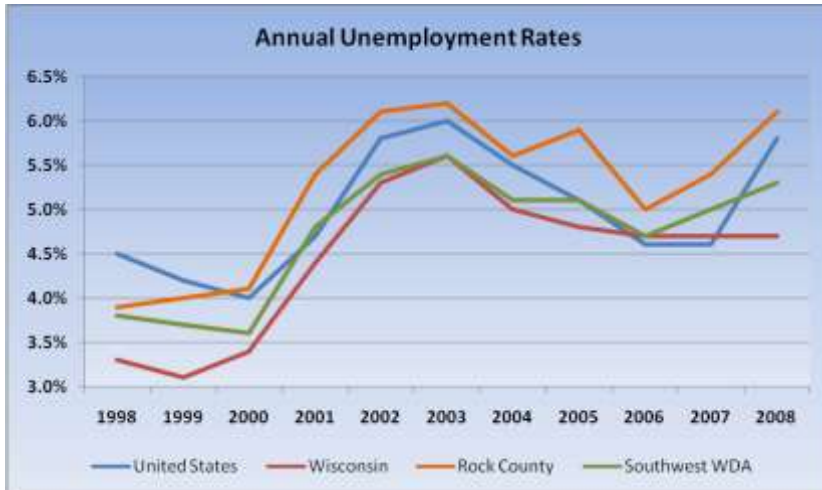


Figure 8 – Annual unemployment rate comparison

national average, but also had higher averages than Wisconsin. Rock County's unemployment rate increased from 3.9% in 1998, peaked at 6.2% in 2003, and then decreased slightly, only to rise again to 5.6% by 2007. Across much of the country, 2008 was a year of rising unemployment. The United States, Wisconsin, and Rock County began the year with similar unemployment rates: 5.4%, 5.5%, and 6% respectively. As the year continued, Wisconsin's unemployment rate decreased overall. In September, Wisconsin's unemployment rate was 4.7%, compared to the national rate of 5.8%, and Rock County's was at 6.1%. The Bureau of Labor and Statistics reported that seasonally adjusted unemployment rates in December 2008 were: Indiana at 8.2%, Illinois 7.6%, Michigan 10.6%, and Ohio 7.8%. Wisconsin's seasonally adjusted rate was a much lower 6.2%. Therefore, Wisconsin as a whole did not feel the major socioeconomic damage that many of its fellow Midwestern states have weathered thus far.

However, Rock County has been particularly affected by General Motors financial troubles and those of its suppliers. The *Janesville Gazette* stated that federal data released in July 2008 showed that payrolls in the

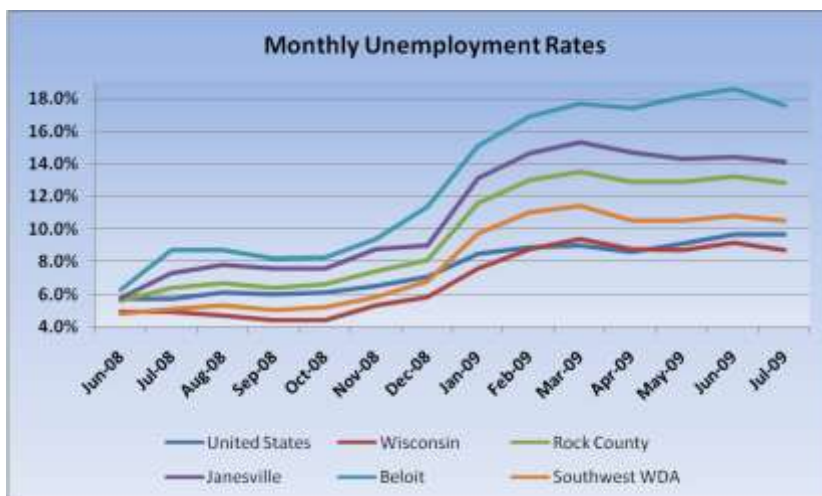


Figure 9 – Monthly unemployment rate comparison.

Janesville area had decreased by 3.1%. The city is ranked in the top 10 of 310 metropolitan cities with regard to rate of job loss. In September, 2008, the Janesville MSA was the only metropolitan area in Wisconsin to exceed the national unemployment rate. By November, the *Janesville Gazette* placed the number of displaced workers due to mass layoffs at 5,400 in Rock County, a ten year record high. In December, the situation continued to deteriorate as GM permanently shuttered the Janesville Assembly Plant on December 23, 2008, thereby dislocating an additional 1,250 manufacturing workers. Beloit, with 11.4%, had the highest unemployment rate in Wisconsin in December, 2008. Janesville had the third highest unemployment rate in the state at 9.0%.

The unemployment problems have continued into 2009. June unemployment figures released by the Wisconsin Department of Workforce Development reported that Rock County had the second highest rate

(13.2%) among the state's 72 counties. The Janesville MSA had an unemployment rate at 13.2% which is almost 3 percentage points higher than the next closest area which is Racine. Among Wisconsin's largest cities, the City of Beloit continued to have the highest unemployment rate at 18.6%, with Janesville coming in at third highest with 14.4%.

(Source: June 2009 Local Unemployment Rates Announced by Wisconsin DWD  
[http://dwd.wisconsin.gov/dwd/newsreleases/2009/unemployment/0609\\_local\\_lmi.pdf](http://dwd.wisconsin.gov/dwd/newsreleases/2009/unemployment/0609_local_lmi.pdf))



*Democratic presidential candidate Senator Barack Obama greets employees during a tour of the General Motors assembly plant.*



*Respot Robots Weld*



*General Motors assembly plant in Janesville, Wisconsin.*



*Main entrance to General Motors assembly plant in Janesville.*



*Last vehicle rolls off General Motors' oldest plant in Janesville*

## Rock County Core Competencies and Competitive Advantages

One of Rock County's strengths is the variety of organizations committed to the economic development of the region. Each community as well as county government has an organization responsible for planning and economic development. These organizations have formed the Rock County Development Alliance to work cooperatively to improve the business climate of the region and provide training and opportunities for workers. The Rock County Job Center and Blackhawk Technical College are active members of the Alliance. Among the many industries in which Rock County has special strengths and resources, the following are noteworthy: Advanced and Green Manufacturing, Food Processing and Technology, Health Care, Logistics, Plastics, and Value-Added Agriculture.

Furthermore, the Wisconsin state government is committed to assisting communities facing economic readjustments. The government has many programs designed to support economic development. The Customized Labor Training Program (CLT) available through the Rock County Job Center assists companies that are investing in new technologies or manufacturing processes by providing up to 50% of the cost of training employees on the new technologies. The primary goal of the CLT is to help Wisconsin manufacturers maintain a workforce that is on the cutting edge of technological innovation. The Job Center also provides occupational skills training, on-the-job training and other services directly to employers with training needs.



*Students attending Blackhawk Technical College learn 'hands-on' occupational skills.*

A plethora of resources are available to assist individuals and businesses. Among them, the **Youth Apprenticeship Program** provides hands on learning at a work site for high school students in conjunction with classroom instruction. The **Wisconsin Angel Network** provides the early stage financing of entrepreneurs, while the new **E-Hub** program, offered under the auspices of the CORD Steering Committee, helps to build communities of entrepreneurs. The **Wisconsin Enterprise Development Zone** provides tax incentives to new or expanding businesses whose project will affect distressed areas suffering from some of the following: high unemployment, low incomes, declining population, declining property values, plant closings or layoffs, or a large number of people on public assistance. If a small firm has aspirations to participate in international trade shows, the **Wisconsin Trade Project Program** will provide up to \$5,000 in reimbursements to a business for costs associated with attending the trade show. Also, Wisconsin has fantastic tax incentives for businesses that re-invest capital gains back into their business. The **Job Center** also provides occupational skills training, on-the-job training, and other services directly to employers with training needs.

However, whether you're seeking financial assistance or complex technical assistance, the Rock County Development Alliance is your one-stop business resource. The Alliance has well-established relations with local, state, and federal agencies. This tenure and team approach enables the Alliance to deliver a proven track record as it relates to facilitating development projects, minimizing costs, streamlining local/state regulations, and packaging value-added assistance. Generally, the Wisconsin Department of Commerce is the most direct source for business development programs, offering financial and technical assistance to communities and businesses alike. Commerce's assistance is usually based upon the ability of a project to demonstrate feasibility, through employment creation/retention and capital investment documentation. Since these programs support rather than compete with offerings from other providers, multiple funds are often 'packaged.' Among the various resources the Rock County Development Alliance can provide or access are the following:

- Entrepreneurial and Small Business Assistance
- Workforce Training Assistance
- Income Tax Credits
- Tax Increment Financing
- Infrastructure Programs
- Capital Lending Programs



*Offering over 700,000 square feet of space right next to Interstate-90, the former Logistical Services, Inc. (LSI) building can be subdivided for business use.*

Virtually all of the communities in Rock County have taken the initiative to make their cities/villages attractive places for business to invest. For example, both Janesville and Beloit have tax increment financing systems for the development of future industrial sites. Janesville has the ability to issue industrial development revenue bonds. It has also implemented a downtown Business Improvement District. With the plant closures of General Motors and ThyssenKrupp, as well as the closures of Lear Corp. and LSI, early five million square feet of industrial space is on the market in the City of Janesville. Many of the industrial spaces can be subdivided to accommodate multiple ventures. The available space could be utilized as an incentive to attract future business to Janesville. An example of this type of arrangement already exists in an industrial manufacturing park located on Beloit Avenue, which occupies 3.3 acres and 67,680 square feet. This facility can accommodate a variety of industrial business practices including manufacturing, distribution, and/or storage, and it also has the benefit of accessibility due to its close proximity to Interstate 90. Numerous incentives are offered for business development (see the paragraph below which starts ‘Beloit also offers...’).

Due to the recent plant closures, there is also a large trained and skilled workforce looking for employment. The workers have a variety of skills including advanced LEAN manufacturing and engineering experience. The various county workforce development agencies mentioned previously will attempt to further supplement these workers’ skill sets to make them more attractive to a diverse range of industries as the region continues to diversify the local economy.



*The Beloit Ironworks is what now remains from what was the world’s largest manufacturer of paper-making machines. The American Industrial Arts Gallery, with 9,000 square feet of display area, has salvaged original hardwood papermaking patterns and other items and turned them into unique art pieces.*

Beloit also offers Direct Developer Incentives for projects that generate new increment (property taxes) and create and/or retain jobs, as do most Rock County cities/villages . Providing that the development or business is located within an existing and open TIF district, the City may also provide industrial quality streets, utility services, and other infrastructure improvements. Other opportunities and services include the possibility of TEA grants from the State of Wisconsin to help finance transportation related to infrastructure improvements, assistance in obtaining State Forgivable Loans, Capital Ideas Technology Zone assistance, Industrial Revenue Bonds, SBA Financing, the City of Beloit Revolving Loan Fund (Beloit only), Multi Bank Loan Pool (Beloit only), Customized Labor Training (CLT), Business Employees Skills Training (BEST), Dislocated Worker Training Program, Wisconsin Permit Primer

assistance, and Barrier-Free Development Process (the City of Beloit will ‘fast-track’ all review processes within its control).

Virtually all of the smaller cities and villages in Rock County have developed industrial parks and locations where business development can occur. Each offers a set of attractive incentives and benefits for those businesses looking to locate or expand.

Wisconsin’s technical colleges are known for having a positive contribution to the State’s economy. Two programs in particular focus on community economic development. The **Advanced Manufacturing Solutions Initiative** is designed to address attraction, growth, and development of manufacturing in the state. The **Workforce Advancement Training Grants** promote increased investment in the development of incumbent workers and expand technical college training services to help business/industry meet their training needs.

Another major competitive advantage of Rock County is the 84,000 person labor force within the county. With the exceptional transportation availability, Rock County businesses also have access to cross-border commuters. There is a high applicant-to-job opening ratio which allows firms to choose highly qualified employees. Rock County serves as the location of five major employers, which employ over 1,000 each. The Mercy Health System employs 2,635, Janesville School District employs 1,515, Rock County government employs 1,189, Beloit School District employs 1,199, and Beloit Memorial Hospital employs 1,108. Also, Rock County has eight different K-12 school districts and six higher education institutions.

## Quality of Life in Rock County

Janesville is located just 28 miles from Madison, the state capital of Wisconsin. Beloit is located approximately the same distance from Rockford, IL. This proximity offers a number of advantages, including a close market for goods and services produced in Rock County, a variety of educational institutions for families within Rock County, and an exciting region with exceptional culture and night life for families and young people to enjoy.



*Nine-hole as well as par-three golf courses are among Rock County’s 16 that provide challenges to persons of all levels or proficiency.*

opportunities by operating 17 county parks that comprise approximately 1,200 acres. Acres of parkland and open space dot the landscape. In fact, Janesville’s slogan is “City of Parks.” Additionally, there are numerous trails throughout the county that residents and tourists can use for biking, hiking, and horseback riding. From the Ice Age Trail to various river walks, bikeways and nature trails, there are over 250 miles of identified trails that weave throughout the county. Whether you’re riding a bicycle, walking or jogging, or cruising on a pair of roller blades, there are multiple trails that appeal to beginners as well as seasoned ‘path veterans’ alike. The county also contains a number of rustic roads which capture

Rock County offers diverse activities and experiences. From historic buildings to shopping, from nature trails to festivals, there is something for everyone. Rock County provides numerous recreational



*The Janesville (as well as Beloit) Farmers Market offer fresh produce, meats, handicrafts, and other locally-produced items each weekend during the summer.*

panoramic or picturesque views. Residents of Rock County are also eligible for special discounts on park fees. During the winter months, Rock County maintains extensive snowmobile trails throughout the county, which also makes Rock County a popular winter tourist destination.



*'President Abraham Lincoln' speaks to the crowd at the Tallman House in Janesville, as the 1<sup>st</sup> Brigade Band plays vintage Civil War instruments as a part of their annual concert celebrating Lincoln's connections with Janesville.*

Rock County also offers 16 golf courses to challenge players of all abilities. The many outdoor events, festivals, and shows, serve not only Rock County residents, but the surrounding region as well. The county also offers a wide variety of cultural activities. Every month of the year, there are county events including Concerts in the Park, sidewalk sales, Mother's Day Brunch, art fairs, farmers' markets, Rock County 4-H Fair, Southern Wisconsin Regional AirFest, 4th of July Celebrations, Civil War Day, and many more. The Milton House was a stop on the historic 'underground railroad' and Beckman Mill is a refurbished mill from the early 1900s. The Rock County Historical Society also offers rich cultural activities by preserving historical buildings, artifacts, and other historically significant landmarks from the county's development. The Historical Society also maintains and gives tours of the Lincoln Tallman House, the

Helen Jeffris Wood Museum, and the Francis Willard Historic Schoolhouse. Residents can become members of the Rock County Historical Society and enjoy discounted entry to exhibits and events.

## Transportation

Rock County maintains 1,300 miles of public roads and over 300 bridges. It also provides transit for the disabled, the elderly, and residents eligible for Medical Assistance by providing wheelchair-accessible vans. In addition, highway systems, including I-90, I-39 and state highways 59 and 11, link the cities within the county to surrounding popular destinations outside the county limits. Rock County is within one day's drive to over 25% of the United States' population. Also, the Southern Wisconsin Regional Airport handles over 100,000 annual flights.



*Formerly titled the Rock County Airport, it is located just south of Janesville.*

Finally, the Union Pacific, Canadian Pacific, and the Wisconsin & Southern Railroad Company (WSOR) operate rail systems throughout Rock County. Rail service has increased in recent years and track upgrades make the railways a powerful incentive for attracting new businesses to the region. In fact, WSOR connects with four



*The Wisconsin and Southern Railroad has its locomotive maintenance operation in Janesville. WSOR was named the 2009 Regional Railroad of the Year by Railway Age Magazine.*

western Class I railroads and they have accesses through Chicago to connect to two eastern Class I railroads. They also have access to harbor facilities in Prairie du Chien, WI and transload facilities are located throughout Wisconsin.

Janesville and Beloit also offer a wide variety of public transportation options. In addition to private cab companies, the Janesville Transit System (JTS) operates 20 busses and one paratransit van. The Beloit Transit System (BTS) also operates six days a week and offers paratransit services. There are six intra-city routes between Beloit and Janesville six days a week, throughout the year, with convenient stops at strategic

locations such as UW-Rock County and Blackhawk Technical College. This Beloit-Janesville Express is a convenient way for those needing transportation to get to work or pleasure/recreational activities.

## Highlights of Local Cities

**Janesville** – For those who enjoy the outdoors, Janesville offers 2,310 acres of park and recreational areas within the city limits. Janesville is known as “Wisconsin’s Park Place,” providing tourists and residents with opportunities for golf, tennis, swimming, and hiking. Residents of Janesville can take advantage of these amenities by joining city-organized adult sporting leagues, explore the city’s ever-expanding bike trail system, and by frequenting the city’s arboretums and gardens. Janesville has demonstrated its commitment to ecological preservation by instituting a greenbelt conservation system to protect its green spaces and wildlife. Janesville offers an outdoor snow adventure on trails and sledding hills in the winter or a place for picnics and nature walks in the summer. The community has many organized health facilities. Janesville also has its Paw Prints Park and other friendly pet amenities.



*Traxler Park, located on the Rock River, Janesville*

Janesville also offers plenty of entertainment, food, and culture. The city offers residents and visitors holiday traditions including Holiday Tours at the historic Lincoln Tallman House, which was constructed in the 1850s and is considered to be among the top 10 structures built during the Civil War. In addition to the Holiday Light Show at Rotary Gardens, a 15-acre botanical garden that has a variety of international themes and specialty



*The Beloit-Janesville Symphony Orchestra performs this concert at the Eaton Chapel on the Beloit College campus.*



*Rotary Gardens is a 20-acre, non-profit botanic garden featuring themed-gardens. Some themes are international (Japanese, Scottish, French Formal, Italian, etc.) while others are less-formal such as fern and moss, prairie, shade and woodland.*

gardens, including a 20-foot sculpture at the entrance of the garden, Janesville also hosts an annual Sugar, Spice & Ice Festival, where families can experience old-fashioned holiday fun with a Kids Tent, Carriage and Hay Wagon Rides, Holiday Light Parade, and Santa visits. The Armory, built in 1930 and used during World War II by the 192<sup>nd</sup> Tank Battalion and listed on the National Register of Historic Places, offers both excellent theatre and cuisine. Janesville is also home to the Janesville Jets, a member of the North American Hockey League, an organization founded in 1975 as the Junior Hockey League (Junior A League), affiliated with USA Hockey.

Janesville has many shopping opportunities with the Janesville Mall, Pine Tree Plaza, and an assortment of antique and consignment shops. For a unique blend of architecture and theater, the Janesville Performing Arts

Center has exceptional acoustics which are demonstrated by a wide variety of theater productions. The Center features natural acoustics, an ornate stage, and 637 seats. The Beloit-Janesville Symphony offers up to six outstanding concerts each year. The United Arts Alliance (UAA) is a group that promotes, markets and supports the myriad organizations and individuals, including performing arts such as theatre and musical performances along with the graphical arts and historical venues. Both Janesville and Rock County as a whole are proud of its rich historical background, diverse cultural opportunities, and beautiful array of parks.

**Beloit** – With a population of slightly more than 37,000, Beloit offers an amazing number of opportunities to individuals and businesses. Covering 17 square miles, Beloit is home to 88 industrial firms, 850 retail establishments, several corporate headquarters, and a single-A baseball team (the Beloit Snappers) affiliated with the Minnesota Twins.



*Beloit Snapper Evan Bigley races to first base following a base hit in a home game at Pohlman Field. The Snappers are a single-A affiliate of the*

Beloit’s Memorial Hospital serves a regional population along with several other health care providers, including the Beloit Clinic and Mercy Health System. Beloit is the birthplace of noted racecar driver Danica Patrick, and is home to a number of notable locations, some associated with Beloit College, such as the Wright Museum of Art, the Pettibone World Affairs Center, the William H. Grinnell Memorial Hall, Logan Museum, and more. Other notable sites include the Angel Museum, the Beckman Mill, the Hanchett-Bartlett Homestead, and the Welty Environmental Center. The Beloit International Film Festival offers scores of some of the world’s finest independent films, along with other special events. Riverfest is an annual summer music festival held as part of the July 4<sup>th</sup> celebration.

With access to Interstate Highways I-43 and I-39/90 near the 450-acre Gateway Business Park on Beloit’s east side, connections with larger metropolitan areas is most convenient. The park provides sites from two to 200 acres.



*The Milton House Museum is the first grout building in the U.S., and a stop on the underground railroad with a unique tunnel to hide slaves.*

Rock County is also the home to many smaller communities that have much to offer. Following are several of them:

**Milton** – With a population of about 5,500, Milton offers a number of parks and recreational venues for residents’ enjoyment. With the slogan *History in Progress*, Milton features a number of advantages to those who are looking for a progressive, friendly atmosphere. Among them are:

- *The Gathering Place Senior Center*, offering full-service senior activities
- *Milton House Museum*, linked to the stopping/transfer point on the ‘underground railroad’
- Ice Age Trail, which runs through Milton
- The former *Milton College Campus/Main Hall (1844-1982)*, which features an antique mall and headquarters for the Milton Area Chamber of Commerce, Industry, and Tourism (MACCIT)
- *Crossroads Business Park*, which features fully-improved commercial and industrial sites.

Milton is conducive to both industry and agriculture. Milton’s central proximity to major markets, railroad access, and a productive workforce

make it an ideal location for economic success. Access to transportation is ideal, as Milton is only three miles from I-39/I-90 and has immediate access to state highways 26 and 59. Milton is only 1.5 hours from Chicago, 30 minutes from Madison, and one hour from Milwaukee.

Small town charm is what brings people to Milton. Passion for the community and genuine affection for life in Milton is what residents, visitors and businesses say keep them here. Campgrounds, lakes, unique locally-owned shops, historic attractions and beautiful farmland surround Milton. A good balance of business, shopping, and family recreation provide the quality of life that most residents only dream of having.

**Edgerton** – Known as the ‘Tobacco Capital of the World’ at the turn of the century, Edgerton has grown and progressed into a thriving city of about 5,000. The city offers the Edgerton Business Park on its east side to those considering locating their businesses here, with the park being literally just seconds from highway I-90/I-39 for easy access. With its theme of “*Growing Business, Enriching Community*”, Edgerton also offers a number of parks and recreational programs, along with other special events/offerings throughout the year, including the following examples:

- *The Rock River Thresheree*, just south of town, featuring working antique farm machinery, steam trains, etc. over the Labor Day weekend.
- *Tobacco Heritage Days*, a celebration paying homage to the rich history of Edgerton’s formative and later years.
- *Sterling North Museum*, which offers many special events at the birthplace/museum of this author of famous books, such as 1963’s *Rascal*, *So Dear To My Heart*, *The Wolfing*, and 28 others, in which he transformed Edgerton into ‘Brailsford Junction.’



*Held each Labor Day weekend just south of Edgerton, the Rock River Thresheree offers an up-close look at antiques and early methods of farming and industry, including steam engines, pile driving, threshing, plowing, milling and much, much more!*

Many other special events are held throughout the year, such as Chilimania, several trivia events, Fall Fest, performances and concerts at the William Wartman-supported Performing Arts Center, and others. Edgerton also offers superb recreational opportunities on Lake Koshkonong, located just north of the city, including boating, fishing, and special events, throughout all four seasons!

Edgerton is located on the fast-growing I-90 corridor amid the rolling countryside of south central Wisconsin— a quick commute to Janesville and Madison. An excellent school system, varied business opportunities and diverse housing come together to make Edgerton an attractive place to work and live.

**Evansville** – The fastest-growing community in Rock County, Evansville’s theme is “*Treasures of the Past— Visions for the Future*”. With a population of approximately 5,000, Evansville is home to ‘the finest collection of 1840s to 1915 architecture of any small city in Wisconsin,’ according to the Wisconsin State Historical Society. Evansville hosts a number special events throughout the year at its performing arts center located in the high school, music and arts fests on Lake Leota within the city limits, and numerous other offerings. Located on the east edge of town is an industrial park which contains many of the city’s largest businesses, which include Varco-Pruden and Baker Manufacturing.

Evansville's commitment to a strong vision for the future is demonstrated by the industries, businesses, and agriculture that keep it moving forward. Midwest Research Institute's Profiles in Rural Economic Development showcased Evansville as one of 51 rural communities in the nation with successful rural area initiatives in economic development. Surrounded by farmland and countryside, peacefulness is felt as one drives its tree-lined streets. Settled in the 1840s, the town was originally referred to as "the Grove," because of the abundance of maple trees that covered the land.

This natural setting is still very evident throughout the city as the tall trees encompass the historic homes. Accordingly, Evansville was honored to be named a Tree City by the Arbor Day Foundation in 2002—the designation comes annually.



*The Eager Free Library in Evansville, which turned 100 years old in 2008, has been on the National Register of Historic Places since 1977.*

Offering a great location between nationally-acclaimed Madison and Janesville, Evansville is a unique and comforting place to call home. New housing on the east and west sides range from modest starter homes to more elaborate residences. A healthy economic mix of housing types makes for a well-balanced community for raising a family or enjoying retirement. Evansville is within easy commuting distance of both Madison and Janesville, and within 15 miles of I-90.

**Clinton** – The Village of Clinton, located in the southeastern portion of Rock County, lies within a mile of Interstate-43. A growing community with friendly people, Clinton offers excellent schools and hometown appeal, conveniently located within an hour and a half of Madison, Milwaukee, Rockford, and Chicago. With a population of approximately 2,000, the Pelishek Nature Trail runs through Clinton, plus Clinton is host to several community festivals such as a Taste of Clinton and Winter Wonderland. Clinton is also home to a number of small businesses plus several larger companies such as Gilbank Construction, Scot Forge, and the DeLong Company. Clinton also has an active public library, several parks and local newspaper, along with an excellent school system, which includes athletic teams and fine arts clubs.



*The historic Clinton Water Tower was erected in 1895.*

**Brodhead** – With a population of slightly more than 3,200, the city of Brodhead, located on the Rock/Green County border, allows you to: *revive...renew...live...breathe...do*. It offers numerous recreational opportunities as well as special events throughout the year. Some of these include:



*Both young and old are attracted to Brodhead's Historic Depot Museum located near the main downtown square.*

- The Sugar River Bike Trail
- Decatur Dairy
- Sugar River Raceway
- Ten Eyck Apple Orchard (with round barn)
- Sugar Maple Emu Farm
- Halfway Tree House (halfway between the Mississippi River and Lake Michigan)
- Historical Downtown/Depot Museum
- Covered Bridge Days
- Brodhead Airport (88 acres)
- Amish School fundraiser
- Tour Farms Day
- Twilight in the Park concerts
- Autumnfest
- Christmas Walk

Brodhead is a small community surrounded by many wonderful things—like an 18-hole golf course (Decatur Lake Country Club), 23-mile Sugar River State trail which provides for biking, hiking, cross country skiing, and snowmobiling, three full-service banks, a revitalized downtown area, numerous stores, a new high school (1996), remodeled middle school (1996) and remodeled elementary school (1990). There is also a new fire department building (1994), new City Hall (1999). The city has also experienced growth in the TIF district, adding two stable industrial businesses. Brodhead is conveniently located within a two hour drive of Chicago, 40 minutes of Madison, 90 minutes of Milwaukee, and one hour of Rockford.

**Orfordville/Footville**—Orfordville, with a population of 1,256 and its close neighbor Footville, with a population of almost 800, are both served by state highway 11, with Orfordville also having highway 213 intersecting near its newly-established industrial/business park. In fact, that park offers a unique incentive program designed by the village that can provide the land at no cost. Short-line rail service is also available in Orfordville for future development. Countryview Estates is the newest residential subdivision in the village.

## Health and Human Services

Rock County offers a wide range of human and social services, including religious institutions, community assistance, personal and family counseling, and job and economic relief programs. Private, public, and non-profit institutions at various levels of government all create a community with readily available assistance for



*The Rock County Job Center offers a wide range of education, employment, training, and supportive services available at one convenient location.*

seniors, the homeless, the unemployed, and others in need. Many of these organizations have worked collaboratively in the wake of local closures to identify and respond to emerging needs.

The Rock County Job Center has made the recent economic crisis tolerable for many workers, and the United States Department of Labor considers it one of the best job centers in the United States. The Job Center is a free service and is responsible for job seeking, training assistance, and assistance with paperwork and important documentation. Likewise, there are numerous supportive resources in Rock

County for individuals who have been hurt by the housing and financial crisis. For instance, the Consumer Credit Counseling Service of Beloit and Janesville works with creditors and debtors to structure a payment method that works for both parties. They also assist in financial and loan education. The Rock County Council on Aging assists seniors in maintaining an independent lifestyle, while ensuring that they are able to receive the necessary care and nutrition. Community organizations like the United Way, Salvation Army, and the Beloit and Janesville YMCA, Janesville YWCA and many others offer a wide range of recreational services, health services, child care, literacy, and legal assistance. United Way's First Call is Rock County's and the Stateline area's information and referral service connecting individuals to over 2,400 programs and services, including child care, food and clothing, housing, financial assistance, legal assistance, support groups, and similar information. The SWWDB has also produced a Community Resource Guide targeted to provide information on resources available to dislocated workers.



*The United Way of North Rock County improves lives by focusing on four impact areas: education, income, health, and family.*

Although some services have been underfunded as a result of the recent economic trouble and budget cuts, the institutions of Rock County are finding creative ways to ensure that the residents of the area are not left behind. For instance, Blackhawk Community Credit Union has frozen foreclosures for early 2009 and has decreased delinquencies significantly. The United Way and CORD is attempting to coordinate local financial institutions to assist struggling homeowners and individuals. Also, the federal government is providing Rock County with a \$123,583 Emergency Food and Shelter Program grant, which will be distributed by a local board of directors composed of community organizations. Finally, Wisconsin may be the recipient of more than \$3.2 billion as a result of the American Economic Recovery and Reinvestment Act. It is being speculated that some of this money, either directly or indirectly, will fund the local struggling social services.

## Education and Training

Rock County is the home several outstanding colleges and universities. Additionally, the County is also home to the [Wisconsin School for the Visually Handicapped](#) and 8 excellent K-12 school districts. Information about these academic institutions is contained in this section.

Rock County's workforce is supplemented by the thousands of students enrolled and/or completing bachelors, credit or technical degree programs from several local and regional continuing education institutions. Approximately 4,000 of those enrolled and/or graduating from such programs are Rock County residents. This additional labor pool creates an immediate source of permanent, as well as seasonal, employment.

### **Beloit College**

Beloit College, a small liberal arts college in Rock County, is known for the huge impact it has on its students. Cited in "Colleges that Change Lives," Beloit emphasizes teaching. It has a student body of 1,300 students from 47 states and 38 countries. Beloit is well-known, despite its small size and relatively high acceptance rate. According to the school's website, it is among the top 20 liberal arts colleges in proportion of graduates obtaining doctoral degrees and among the top 30 undergraduate colleges in training scientists and leaders in international and business affairs. ([www.beloit.edu](http://www.beloit.edu))



## **Blackhawk Technical College**



Blackhawk Technical College's main campus is located midway between Beloit and Janesville. It also has four other centers or campuses in Rock and Green Counties. Blackhawk is dedicated to helping the residents of Rock County enhance their skills, knowledge and experience. The College offers Associate Degrees, Two-Year Technical Diplomas, One-year Technical Diplomas, Less Than One Year Diplomas, Certificates and Special Programs, as well as continuing education and business services. Blackhawk has an open enrollment policy. In

2005, it served approximately 14,000 students with an average student age of 28.7 years. ([www.blackhawk.edu](http://www.blackhawk.edu))

## **University of Wisconsin-Rock County**

University of Wisconsin-Rock County offers credit and non-credit courses, cultural opportunities for the community and Rattlers sports. One of 13 campuses that comprise the UW Colleges, UW-Rock County provides affordable access to higher education. Students can get a start on more than 250 majors, earn an Associate of Arts and Sciences degree from the campus that guarantees transfer to any of the UW System bachelor's degree-granting institution or they may complete a bachelor's degree right in Janesville through collaborative programs with four-year schools in such fields as engineering, nursing, liberal arts and information technology. The campus is located on 50 acres on Janesville's southwest side and serves more than 1,000 per semester. The campus buildings, which include two new buildings and extensive renovations to two others since 2007, are owned by Rock County. ([www.rock.uwc.edu](http://www.rock.uwc.edu))



## **Other Educational Opportunities**

There are a number of post-secondary educational institutions located within 50 miles of Rock County that offer quality educational programs and services. They include both private and public institutions. Among them are:

- Cardinal Stritch University
- Concordia University
- Gateway Technical College (Elkhorn Campus)
- Madison Area Technical College—MATC (both Madison & Fort Atkinson Campuses)
- University of Wisconsin-Whitewater
- University of Wisconsin-Madison
- Upper Iowa University

## **Stateline Career and Technical Education Academy (SCTEA)**

Driven by area business leaders in cooperation with a consortium of Rock County schools, SCTEA is designed for the express purpose of assisting school administrators in developing a more effective approach to career and technical education. SCTEA is built upon three primary objectives:

- Rigorous student academics delivered in the context of technical education
- Soft skills training requiring competing successfully for, as well as retaining, employment
- Technical skills taught by industry professionals at the highest possible level.

Secondary school districts participating include Beloit, Janesville, Evansville, Clinton, Parkview, Beloit Turner and South Beloit, IL. Post-secondary institutions participating include UW-Rock County, UW-Whitewater, and Blackhawk Technical College.

SCTEA's rigorous program structure and operations ensures that a meaningful context for student learning will be provided. The program is built upon strong partnerships with regional businesses which reflect current and projected needs of local businesses. It also prepares students for satisfying careers and/or to be successful in post-secondary programs. One of their goals is to develop and maintain one of the top ten Career and Technical Education programs in the country based on measurements such as:

- The percent of SCTEA students who have earned an industry-recognized certification in their field of study
- The percentage of SCTEA students who exceed overall regional performance on all standardized measures including graduation rates
- The percentage of SCTEA students who are successfully pursuing postsecondary education and training and/or have entered their chosen career path and/or the military
- The number of SCTEA programs that are meeting specific local workforce needs
- The number of SCTEA courses that qualify for credit transfer to accredited trade, technical and university programs.

Currently, seven major Occupational Advisory Committee (OAC) clusters have been identified as addressing the greatest need by these Stateline Area business and industry leaders. These clusters include manufacturing, business/finance, construction, healthcare, hospitality, pre-engineering, and automotive/transportation. Three out of approximately 30 different clusters, have curriculums already offered in the 2009-2010 school year. This holistic approach is designed to not only increase graduation rates, but also career planning activities.

### **Secondary Schools**

Rock County boasts eight public school districts within its boundaries, plus several parochial/denominational and charter schools. Recently-passed referenda have assisted several public schools to improve their facilities, including a more than \$70 million renovation and addition to Janesville's two public high schools.

A brief view of each of the school districts provides a brief 'sketch.' Information included regarding student test scores refers to the **Wisconsin Student Assessment System (WSAS)** scores at the 10<sup>th</sup> public school grade level as of November, 2008. Comparisons are made with the entire 10<sup>th</sup> grade level statewide. Note that the figures do not include parochial schools, home schooled children, etc. The percentages reflect those students who tested at an advanced or proficient level, with the other percentages reflecting either a basic or minimum proficiency level. Also note that these figures represent that school's students in the year 2008. A long-term summary would be necessary to provide a wide overview of student achievement on these particular tests. However, overall, these scores show that Rock County's secondary students are doing quite well compared to other state students, with positive progress being made by all of the schools.

- **Beloit schools**—serves over 7,000 students through 12 elementary, two middle schools and one high school. Beloit also includes three parochial schools plus one non-denominational Christian private school and one Pentecostal church school. While Beloit's WSAS scores are slightly below the state average, they have improved in all categories compared to their November, 2002 scores with the exception of math, which fell slightly, less than one percentage point. Reading scores increased almost eight percent, language arts by over two percent, science by seven percent, and social studies by almost seven percent.

- **Beloit Turner schools**—serves approximately 1,200 students in four schools. Unfortunately, Turner suffered from a highly intelligent 2003 class, which led to extremely high November 2002 WSAS scores. They currently (2008) fall slightly below the state averages in all categories except for math, where they exceed the state average by over one percent at 70.5 percent and the state goal (targeted at 58 percent) by over 12 percent for 2008.
- **Clinton schools**—serves 1,200 students in three schools. As a part of their master plan to increase student success and achievement, the Clinton School District is centering on increasing student achievement, specifically targeting math and literacy, including implementing a research-based balanced literacy approach to the elementary level while also increasing deeper thinking in math. The middle and high school staff are developing targeted goals to increase achievement. Impressively, the Clinton School District exceeds all state averages on the WSAS scores in each of the five categories.
- **Edgerton schools**—serves 1,878 students in four schools. A building program in 2000 provided for 500 district-networked computers plus a 600-seat state-of-the-art performing arts center, along with a three-court field house. In addition, major improvements were made in every building and 13 new classrooms were added. Of the 152 staff in the Edgerton School District, 81 have completed their masters degrees. The Edgerton School System exceeded state averages in all but one of the five WSAS categories, reading being the only exception at 71.1 percent (compared to the state average of 74.9 percent). However, they exceeded the state average in language arts (by 4.8 percent), math (by 1.1 percent), science (by 1.9 percent) and social studies (by 4.5 percent).
- **Evansville schools**—serves 1,643 students in four schools. Evansville’s graduating seniors have lofty plans and goals, as a 2008 survey conducted by *My Options* reveals that almost 80% of them plan on attending a Wisconsin college. Of that group, 32% indicate an interest in a private college with 26.5% interested in a technical college. Top career interest areas include health care, followed by education and accounting. The number of students interested in engineering, computer science, architecture and math all exceed state and national averages. The Evansville School District exceeded the state average in the WSAS scores in both reading and math, but were slightly below state average in language arts (by less than one percent), science (by 3.3 percent) and social studies (by 2.4 percent).
- **Footville/Orfordville Parkview schools**—serves 1,119 students in six schools. Parkview exceeds the state average of the WSAS scores in all but one category—language arts, but only by one-half percent. They exceed state averages in reading (by 5.3 percent), math (by 4.8 percent), science (by 3.5 percent) and social studies (by 2 percent).
- **Janesville schools**—serves 10,699 students in 18 schools, plus five charter schools. Janesville also includes four Roman Catholic schools, one non-denominational school, one non-sectarian school, one Lutheran school, one 7<sup>th</sup> Day Adventist school, plus Janesville is home to the Wisconsin School for the Visually Handicapped. The Janesville School District, which recently implemented a Chinese language program, exceeded the state average on the WSAS in all five categories. The largest gaps were in science and reading, where Janesville exceeded the state average by 3.5 percent in each category (Janesville at 75.3 percent to the state’s 71.8 percent in science and Janesville’s 78.4 percent to the state’s 74.9 percent in reading). Other ranges included language arts, with Janesville exceeding the state average by 1.4 percent, math by 1.2 percent, and reading by 3.5 percent.
- **Milton schools**—serves 2,941 students in seven schools. Milton’s averages on the WSAS scores were the highest in all of Rock County, averaging in the 80 percent range in all five categories. Compared to

state averages, Milton exceeded all by large margins, the closest being in social studies where Milton's 82.5 percent exceeded the state average of 75.8 percent by 6.7 percent. The percentage gaps in the other four were all double-digits, including 14.9 percent in science, 13.7 percent in reading, 12.9 percent in math, and 10.8 percent in language arts.

The standardized test scores for the Rock County public school is shown in Figure 10.

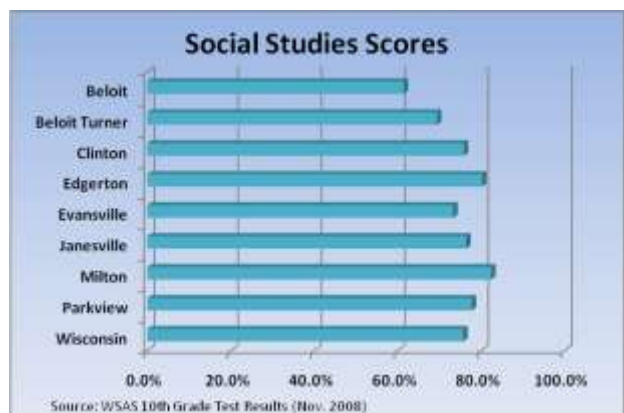
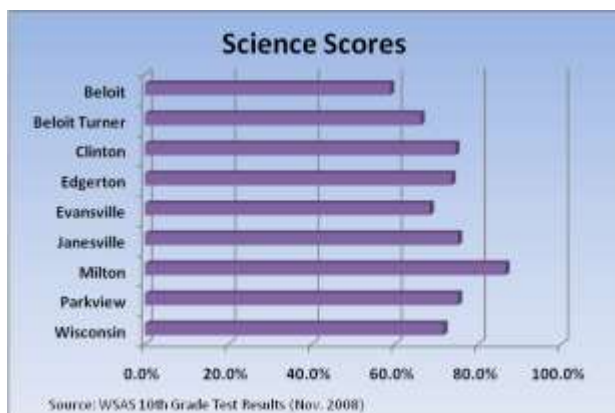
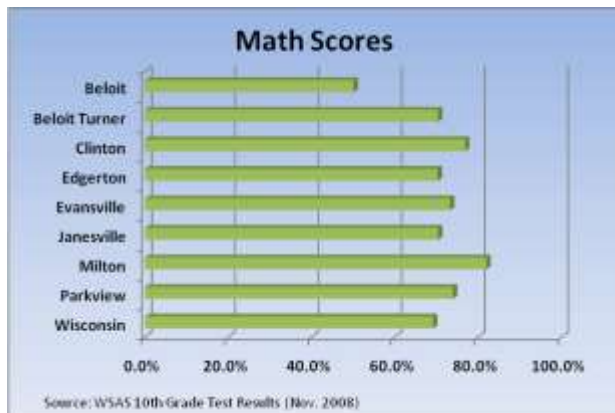


Figure 10 – Standardized test scores for Rock County public schools.

## Appendix A – Auto Industry Displacement

### GENERAL MOTORS ASSEMBLY PLANT

*Closed: December 23, 2008*

General Motors established itself in Janesville in 1918 by purchasing the Janesville Machine Co. and merging it with Samson Tractor Co. The Janesville plant exclusively produced tractors in the first years before manufacturing its first car in 1923. Car production grew at a quick pace soon after with GM's Fisher Body constructed next to the Samson plant.

The two GM plants continued to grow over the decades, with production ceasing for a year early in the Great Depression before reaching record levels of employment in 1937. The plant became a military supplier during World War II, producing vehicles, machines, and 16 million artillery shells. With some bumps along the road, operations in Janesville grew at an impressive rate. GM employment in Janesville peaked at 7,100 jobs in 1977, with workers producing a mix of cars and trucks.

Growth slowed in the 1980s, and GM began a series of restructuring decisions that moved production of smaller vehicles away from Janesville and focused Janesville production on medium-sized trucks and SUVs. Though this restructuring proved beneficial for Janesville during the 1990s, the drop in demand for large vehicles has brought a series of transfers and layoffs, culminating in the June 2008 announcement of plant closure.

GM announced on June 3, 2008 that the Janesville assembly plant would close by the end of 2010. This, in conjunction with ongoing layoffs beginning in 2006, means the loss of nearly 3,450 GM jobs in Janesville. GM suppliers Lear Corporation and LSI made immediate cuts in employment following the announcement, and both have now ceased all production in Janesville. Due to rising gas prices and a continuing drop in demand for the Chevrolet Suburbans, Tahoes, GMC Yukons, and Yukon XLS produced in Janesville, GM shuttered the facility on December 23, 2008, eliminating about 1,250 of the remaining employees. This closing comes a year earlier than expected. The GM assembly plant is located between Delavan Drive and Kellogg Avenue in Janesville and occupies over 4 million square feet of industrial space.

### AUTOMOTIVE SUPPLIERS AFFECTED BY AUTOMOTIVE INDUSTRY DOWNTURN

- |                                                    |                            |
|----------------------------------------------------|----------------------------|
| ● Allied Automotive (subsidiary of Allied Systems) | Closed: December 23, 2008  |
| ● Beloit Alcoa Plant                               | Closed: June, 2009         |
| ● Lear Corporation                                 | Closed: December 23, 2008  |
| ● Logistical Services, Inc. (LSI)                  | Closed: December 23, 2008  |
| ● ThyssenKrupp                                     | Closed: September 30, 2008 |
| ● United Industries                                | Layoff: July 1, 2008       |

## Appendix B – Unemployment Comparative Statistics

Unemployment Data by Year				
	United States	Wisconsin	Rock County	Southwest WDA
1998	4.5%	3.3%	3.9%	3.8%
1999	4.2%	3.1%	4.0%	3.7%
2000	4.0%	3.4%	4.1%	3.6%
2001	4.7%	4.4%	5.4%	4.8%
2002	5.8%	5.3%	6.1%	5.4%
2003	6.0%	5.6%	6.2%	5.6%
2004	5.5%	5.0%	5.6%	5.1%
2005	5.1%	4.8%	5.9%	5.1%
2006	4.6%	4.7%	5.0%	4.7%
2007	4.6%	4.7%	5.4%	5.0%
2008	5.8%	4.7%	6.1%	5.3%

Unemployment Data by Month						
	United States	Wisconsin	Rock County	Janesville	Beloit	Southwest WDA
Jun-08	5.7%	4.9%	5.6%	5.8%	6.3%	4.8%
Jul-08	5.7%	4.9%	6.4%	7.3%	8.7%	5.1%
Aug-08	6.1%	4.7%	6.7%	7.8%	8.7%	5.3%
Sep-08	6.0%	4.4%	6.4%	7.6%	8.2%	5.0%
Oct-08	6.1%	4.4%	6.6%	7.6%	8.3%	5.2%
Nov-08	6.5%	5.3%	7.4%	8.8%	9.4%	5.8%
Dec-08	7.1%	5.8%	8.1%	9.0%	11.4%	6.8%
Jan-09	8.5%	7.6%	11.6%	13.1%	15.1%	9.7%
Feb-09	8.9%	8.8%	13.0%	14.6%	16.9%	11.0%
Mar-09	9.0%	9.4%	13.5%	15.3%	17.7%	11.4%
Apr-09	8.6%	8.8%	12.9%	14.7%	17.4%	10.5%
May-09	9.1%	8.7%	12.9%	14.3%	18.1%	10.5%
Jun-09	9.7%	9.2%	13.2%	14.4%	18.6%	10.8%
Jul-09	9.7%	8.7%	12.8%	14.1%	17.6%	10.5%



## **PHOTO/IMAGE SOURCES**

All photos taken by Gregg Bosak unless noted otherwise (including, all cover photos, page 8, all page 10 photos not Bosak photos)

1. Page 11 Photo—left, courtesy of Blackhawk Technical College;
2. Page 13, lower left photo, Golf Course—[http://www.activerain.com/image\\_store/uploads/3/4/4.50](http://www.activerain.com/image_store/uploads/3/4/4.50)
3. Page 14 Photo—lower left—Southern Pacific Railroad, <https://www.wsorrailroad.com/gallery2007/calendar>
4. Page 15 Photos—left photo, courtesy of Beloit Janesville Symphony Orchestra
5. Page 16, upper right photo, courtesy of Beloit Snappers baseball, Marcus Jacobs, photographer
6. Page 20—lower right photo, courtesy of Beloit College;
7. Page 21, upper left photo courtesy of Blackhawk Technical College; middle right photo courtesy of UW-Rock County
8. Page 26, GM assembly line, courtesy of <http://cache.daylife.com/imageserve/062Zagy/3dW6AZ/610x.jpg>