
Business Growth

Indicator	Direction	Comparables
a. Gross metropolitan product per capita	▲	▲
b. Number of business establishments	▽	▽
c. Value of manufactured exports	▲	▽
d. State & local government taxes	▽	▽
e. Corporate license & income taxes	▽	▲
f. Fortune 500 headquarters	▽	▲

Business Growth

Indicator A: Gross Metropolitan Product Per Capita

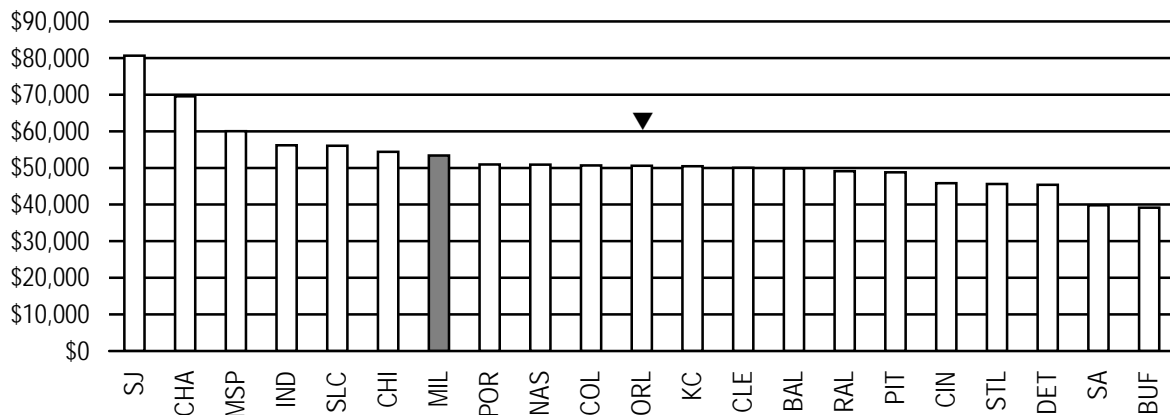
Ranked highest to lowest by 2008 per capita gross metropolitan product

Status:

- ▲ Metro Milwaukee's gross metropolitan product of \$82.7 billion in 2008 translates into a per capita figure of \$53,375, up 21.1% from 2003 and higher than the 17% rise in consumer prices nationally over this period.
- ▲ Milwaukee's per capita figure ranks higher than the median (\$50,611) posted for the comparables group.

Metro Area	GMP		% chg. 03 to 08	GMP		% chg. 03 to 08
	2003 (\$M)	2008 (\$M)		Per Capita 2003 (\$)	Per Capita 2008 (\$)	
San Jose	110,885	146,687	32.3%	64,230	80,633	25.5%
Charlotte	90,711	118,350	30.5%	63,173	69,544	10.1%
Minneapolis-St. Paul	154,475	193,947	25.6%	50,196	60,048	19.6%
Indianapolis	77,226	96,382	24.8%	48,294	56,184	16.3%
Salt Lake City	43,582	62,525	43.5%	42,865	56,041	30.7%
Chicago	419,436	520,672	24.1%	45,105	54,409	20.6%
Milwaukee	67,300	82,694	22.9%	44,090	53,375	21.1%
Portland	81,556	112,420	37.8%	40,069	50,927	27.1%
Nashville	59,559	78,944	32.5%	42,955	50,908	18.5%
Columbus	75,237	89,829	19.4%	44,843	50,662	13.0%
Orlando	73,806	103,985	40.9%	40,972	50,611	23.5%
Kansas City	81,786	101,001	23.5%	42,988	50,449	17.4%
Cleveland	89,715	104,425	16.4%	42,027	50,005	19.0%
Baltimore	104,351	133,012	27.5%	39,822	49,871	25.2%
Raleigh	37,955	53,464	40.9%	42,690	49,105	15.0%
Pittsburgh	92,037	114,707	24.6%	38,345	48,787	27.2%
Cincinnati	82,231	98,750	20.1%	39,811	45,821	15.1%
St. Louis	106,656	128,467	20.4%	38,873	45,609	17.3%
Detroit	193,589	200,856	3.8%	43,092	45,390	5.3%
San Antonio	57,823	80,896	39.9%	31,970	39,822	24.6%
Buffalo	36,220	44,030	21.6%	31,371	39,162	24.8%
Median	81,786	103,985	24.8%	42,865	50,611	19.6%

Gross Metropolitan Product Per Capita - 2008



Business Growth

Indicator B: Number of Business Establishments Per 100,000 Population

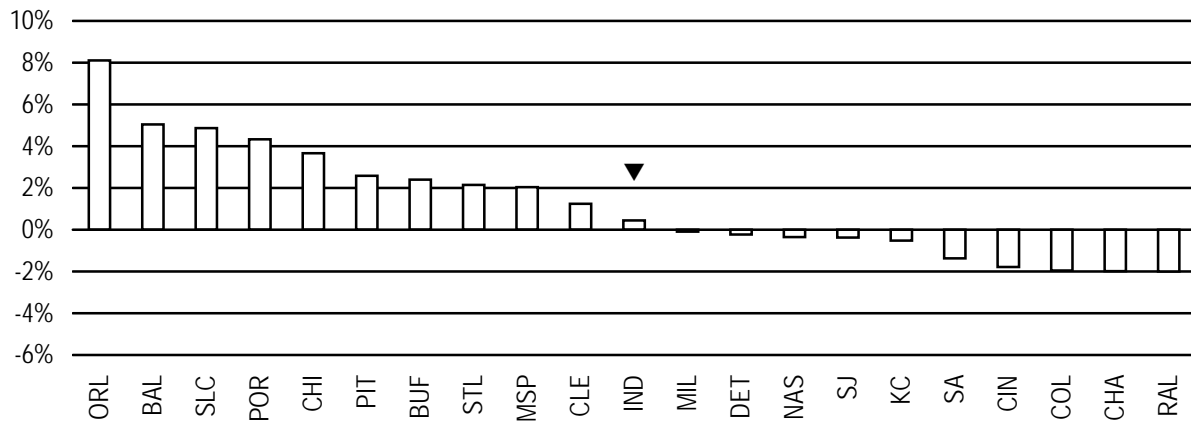
Ranked high to low by percent change in the number of business establishments per 100,000 population from 2002 to 2007

Status:

- ▽ Number of business establishments per 100,000 population fell modestly over the 2002 to 2007 period.
- ▽ Metro Milwaukee's decline fell short of the 0.4% increase marking the median point of the group of comparable metros.

Comparable Metro	2002 Rate	2007 Rate	% chg.
Orlando	2,690.4	2,908.6	8.1%
Baltimore	2,450.4	2,573.9	5.0%
Salt Lake City	2,877.9	3,018.0	4.9%
Portland	2,855.1	2,978.7	4.3%
Chicago	2,487.2	2,578.3	3.7%
Pittsburgh	2,525.1	2,590.3	2.6%
Buffalo	2,352.0	2,408.4	2.4%
St. Louis	2,535.0	2,589.5	2.1%
Minneapolis-St. Paul	2,877.6	2,936.4	2.0%
Cleveland	2,633.0	2,665.6	1.2%
Indianapolis	2,599.0	2,610.6	0.4%
Milwaukee	2,615.1	2,612.6	-0.1%
Detroit	2,355.7	2,350.3	-0.2%
Nashville	2,560.8	2,551.7	-0.4%
San Jose	2,619.8	2,609.9	-0.4%
Kansas City	2,676.2	2,662.3	-0.5%
San Antonio	2,075.7	2,047.2	-1.4%
Cincinnati	2,329.6	2,288.0	-1.8%
Columbus	2,390.0	2,343.2	-2.0%
Charlotte	2,839.9	2,783.6	-2.0%
Raleigh	2,861.1	2,803.9	-2.0%
Median	2,599.0	2,609.9	0.4%

Percent Change in Business Establishments per 100,000 Population - 2002 to 2007



Business Growth

Indicator C: Value of Merchandise Exports

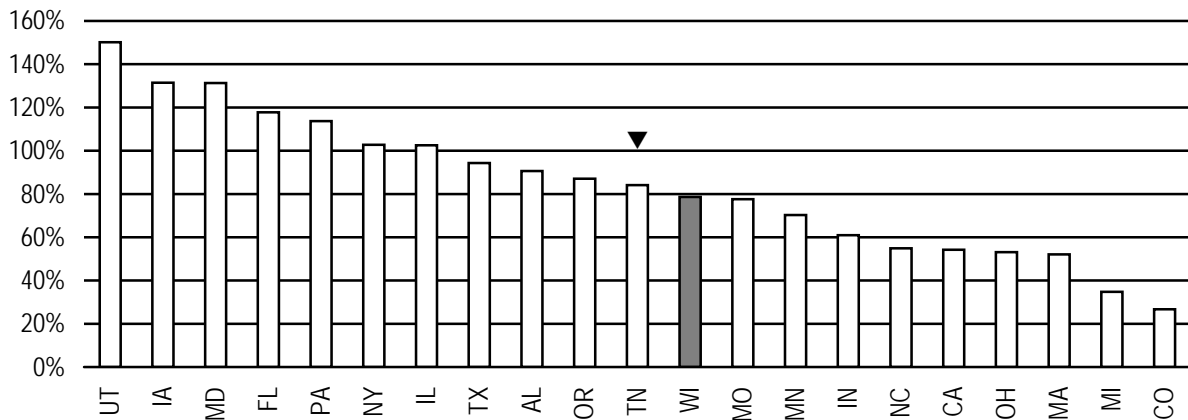
Ranked highest to lowest by percent change, 2003 to 2008

Status:

- ▲ Merchandise exports for Wisconsin rose 78.6% in the most recent five year period, higher than inflation.
- ▽ Wisconsin's export increase trailed the median point of 84.1%.

Comparable State	2003	2008	Percent chg.
Utah	\$4,119,285,455	\$10,305,992,531	150.2%
Iowa	5,238,375,195	12,124,631,240	131.5%
Maryland	4,921,318,480	11,383,050,502	131.3%
Florida	24,905,128,219	54,238,239,529	117.8%
Pennsylvania	16,216,151,066	34,648,502,042	113.7%
New York	40,144,340,162	81,385,735,231	102.7%
Illinois	26,502,617,666	53,677,477,963	102.5%
Texas	98,920,252,232	192,221,780,916	94.3%
Alabama	8,330,487,175	15,879,048,527	90.6%
Oregon	10,346,729,222	19,352,130,713	87.0%
Tennessee	12,624,432,608	23,237,724,782	84.1%
Wisconsin	11,514,766,757	20,569,621,721	78.6%
Missouri	7,238,314,625	12,852,324,415	77.6%
Minnesota	11,267,387,761	19,186,171,449	70.3%
Indiana	16,468,042,792	26,502,291,510	60.9%
North Carolina	16,201,665,310	25,090,543,442	54.9%
California	93,906,331,503	144,805,748,349	54.2%
Ohio	29,797,555,361	45,627,982,845	53.1%
Massachusetts	18,651,769,233	28,369,195,305	52.1%
Michigan	33,488,995,528	45,135,506,345	34.8%
Colorado	6,086,901,774	7,712,606,567	26.7%
Median			84.1%

Percent Change in Merchandise Exports - 2003 to 2008



Business Growth

Indicator D: State & Local Taxes As a Percent of Personal Income

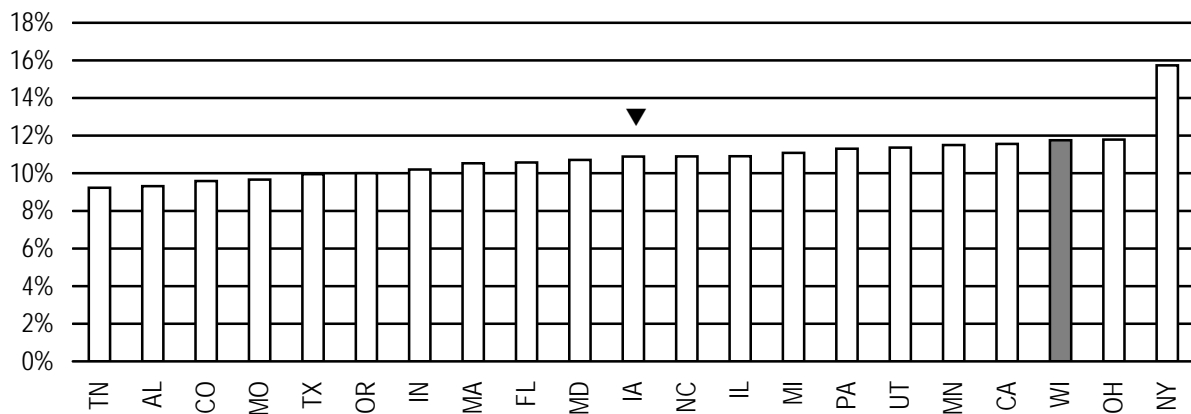
Ranked lowest to highest by 2006/07 state & local taxes as percent of personal income

Status:

- ▽ State & local taxes as a percent of personal income rose 0.32 percentage points over the 01/02 to 06/07 period
- ▽ At 11.75% Wisconsin's tax percentage ranks higher than the 10.88% median level for comparables.

Comparable State	2001/02	2006/07	Percentage Point Chg.
Tennessee	8.19%	9.23%	1.04
Alabama	8.68%	9.32%	0.64
Colorado	8.88%	9.59%	0.70
Missouri	9.36%	9.66%	0.30
Texas	9.48%	9.95%	0.47
Oregon	8.86%	10.00%	1.14
Indiana	9.89%	10.20%	0.31
Massachusetts	9.44%	10.53%	1.09
Florida	9.21%	10.57%	1.36
Maryland	10.19%	10.71%	0.51
Iowa	10.19%	10.88%	0.69
North Carolina	9.70%	10.90%	1.20
Illinois	10.03%	10.90%	0.87
Michigan	10.23%	11.08%	0.85
Pennsylvania	9.98%	11.30%	1.33
Utah	10.30%	11.36%	1.06
Minnesota	11.11%	11.50%	0.39
California	10.30%	11.56%	1.26
Wisconsin	11.43%	11.75%	0.32
Ohio	10.84%	11.79%	0.95
New York	13.13%	15.74%	2.60
Median	9.98%	10.88%	0.87

State & Local Taxes as a Percent of Personal Income - 2006/07



Business Growth

Indicator E: State Corporate License & Income Tax Revenue Per Capita

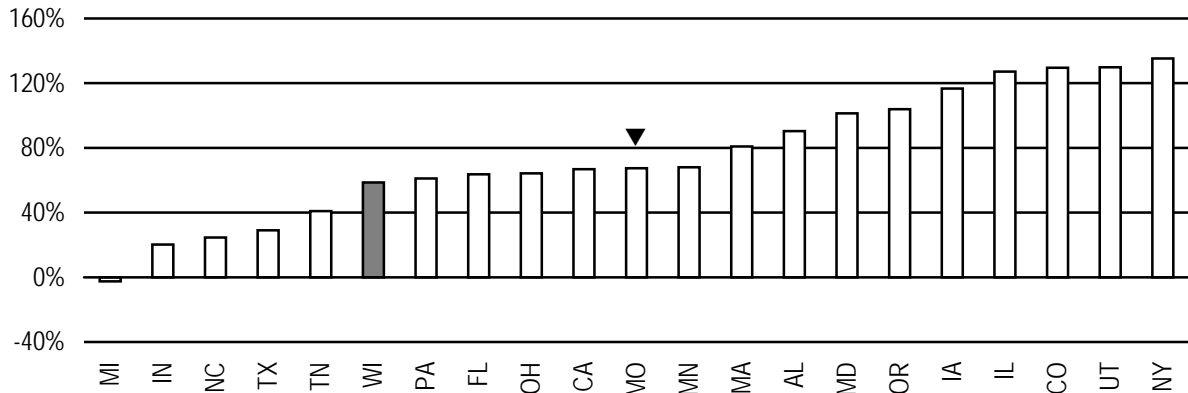
Rank lowest to highest by percent change over 2003 to 2008 period

Status:

- ▽ Per capita corporate license & income tax revenue in Wisconsin rose at a 58.6% rate over the 2003 to 2008 period, higher than price inflation.
- ▲ Wisconsin's increase ranked smaller than the 67.7% median rise posted for the comparables group.

Comparable State	2003	2008	Percent Chg.
Michigan	184.40	179.80	-2.5%
Indiana	118.96	143.08	20.3%
North Carolina	143.91	179.34	24.6%
Texas	141.88	183.03	29.0%
Tennessee	188.48	265.58	40.9%
Wisconsin	98.73	156.62	58.6%
Pennsylvania	149.86	241.38	61.1%
Florida	80.97	132.51	63.7%
Ohio	93.62	153.76	64.2%
California	194.19	324.04	66.9%
Missouri	47.77	79.96	67.4%
Minnesota	119.49	200.73	68.0%
Massachusetts	187.51	339.11	80.8%
Alabama	70.75	134.68	90.4%
Maryland	71.39	143.74	101.3%
Oregon	63.49	129.45	103.9%
Iowa	59.49	128.91	116.7%
Illinois	114.31	259.67	127.2%
Colorado	45.97	105.50	129.5%
Utah	63.34	145.54	129.8%
New York	111.40	262.08	135.2%
Median	105.07	155.19	67.4%

Percent Change in Corporate License & Income Tax Revenue Per Capita - 2003 to 2008



Business Growth

Indicator F: Fortune 500 Headquarters per 100,000 Population

Ranked highest to lowest by number of Fortune 500 headquarters per 100,000 Population, 2009

Status:

- ▽ The number of Fortune 500 headquarters in metro Milwaukee fell from eight in 2004 to the current seven.
- ▲ Metro Milwaukee ranks fourth highest among the comparables group in HQ's per 100,000 persons.

Comparable Metro	Fortune 500 Headquarters	Population	HQ's per 100,000 Population
San Jose	13	1,819,198	0.7146
Minneapolis-St. Paul	18	3,229,878	0.5573
Charlotte	8	1,701,799	0.4701
Milwaukee	7	1,549,308	0.4518
Cincinnati	9	2,155,137	0.4176
Cleveland	8	2,088,291	0.3831
Pittsburgh	8	2,351,192	0.3403
Detroit	15	4,425,110	0.3390
Columbus	6	1,773,120	0.3384
Chicago	29	9,569,624	0.3030
St. Louis	7	2,816,710	0.2485
San Antonio	5	2,031,445	0.2461
Nashville	3	1,550,733	0.1935
Indianapolis	3	1,715,459	0.1749
Kansas City	3	2,002,047	0.1498
Baltimore	3	2,667,117	0.1125
Orlando	2	2,054,574	0.0973
Raleigh	1	1,088,765	0.0918
Portland	2	2,207,462	0.0906
Salt Lake City	1	1,115,692	0.0896
Buffalo	0	1,124,309	0.0000
Median	6	2,031,445	0.2485

Fortune 500 Headquarters per 100,000 Population - 2009

