

# WISCONSIN'S BUSINESS CLIMATE

**Wisconsin's business climate is healthy and growing stronger.**

**Since 2003, Wisconsin's economy has created 179,000 jobs.**

**The State of Wisconsin has increased business start-ups, registering more than 32,701 in 2007.**



Governor Jim Doyle, Chairman

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- **Wisconsin** offers a number of tax incentives for corporations and other businesses to locate or expand their operations within the state. **Tax incentives available to businesses** include exemptions, credits, and other special corporate tax treatment. Businesses locating or expanding operations within development zones are eligible to claim development zone tax credits.
- **Corporate net income** is used as the measure or base for the franchise tax and both taxes are imposed at a **rate of 7.9%**. The 7.9% flat rate has not been changed since 1981.
- A 2007 **Public Policy Institute** study found that **Wisconsin's cost of doing business is 27th lowest** in the nation.
- **Wisconsin was one of only seven states** to make the 2007 **Corporation for Enterprise Development** Honor Roll, scoring an "A" for economic performance; a "B" for business vitality and a "B" for developmental capacity
- In 2007, Madison and Brookfield made **Fortune's "100 Best Places to Live and Launch"** list.
- In the *Inc. Magazine* "**Hottest Large Cities**" report, Milwaukee ranked as one of the highest. Looking back to Inc. Magazine's "**Top Cities for Doing Business in America**" list for 2005, Wisconsin had two cities in the Top 15. No other Midwest state has ranked as high. Green Bay was ranked (#1) and Madison (#2) for medium-sized cities and La Crosse ranked (#17) for small cities.
- *Entrepreneur Magazine's* 2006 study, "**Hot Cities for Entrepreneurs**" ranks two Wisconsin cities as tops: Green Bay is ranked (#2) among small cities and Kenosha (#12) among large cities.
- *Kiplinger's Personal Finance* magazine's 2006 list of "**50 Smart Places to Live**" ranks La Crosse (#16), Madison (#20) and Oshkosh (#45) in the U.S.
- The on-line biotechnology news source *FierceBiotech* ranks **Wisconsin as one of the top five regions in the world targeting biotech companies.**
- In the 2007 publication *Expansion Management*, **Wisconsin ranks among the highest in a number of Quality of Life** factors including:
  - Lowest Crime Rates – Top Ten**  
La Crosse (7)
  - Best Public Schools – Top Fifteen Small Metros**  
Appleton, Eau Claire, Fond du Lac, Green Bay, Wausau
  - Best Adult Education Opportunities – Top Ten**  
Madison (8)
  - 5-Star Quality of Life Metros**  
Appleton, Duluth, MN-WI, Eau Claire, Green Bay
- From 2000 to 2006, 17,061 more people moved into **Wisconsin** than left the state, making it the **only state in the upper Midwest to show a gain in population from domestic migration.**
- **Wisconsin exports increased by nearly 21 percent to a record \$19.1 billion in 2007**, as compared to a 14.7 percent national increase. Since 2003, Wisconsin exports have increased by approximately 60 percent.
- **Wisconsin technology exports jumped by 18 percent in 2006**, for a total of \$4.3 billion. Technology products account for 25 percent of total exports.