

ECONOMIC SNAPSHOT

Downtown Madison business

According to recent estimates, 9.5 percent of all retail businesses in the City of Madison are located within one-half mile of the center of Downtown. These retailers employ 4.9 percent of all retail employees in the city and generate 4.92 percent of all retail sales in Madison. In addition, slightly more than one-fifth of all lodging and food service establishments (21.5 percent) are located Downtown.

**DOWNTOWN MADISON
PERCENTAGE OF CITY OF MADISON TOTALS**
(Based on 2004 estimates)

	Establishments	Employees	Sales
Retail trade	9.5%	4.9%	4.2%
Finance & insurance	6.4%	11.7%	11.0%
Professional, scientific and technical services	24.5%	21.1%	26.9%
Lodging, food services	21.5%	24.4%	24.7%

SOURCES: *ESRI BIS
and Info USA*

— Bill Ryan and Ryan Ziegelbauer, UW-Extension
Center for Community Economic Development

CORRECTION: In last Sunday's economic snapshot, the figure for total private establishments for Madison was incorrect. It should be 1,129.