

# ROCK READY INDEX

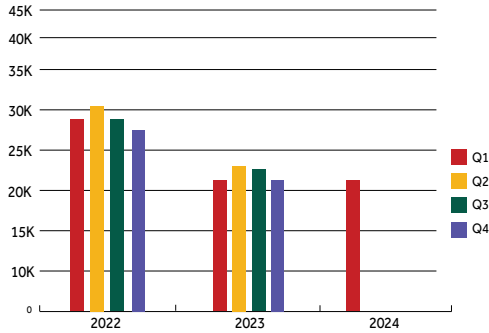


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q1 2024

## Workforce

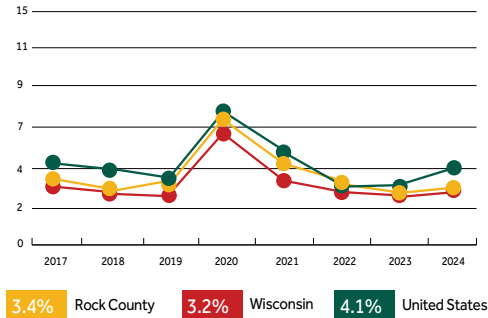
### Job Posting Activities



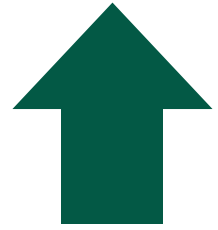
Data Source: SW WDB, EMSI

**Stable Demand Fuels Postings**

### Annual Unemployment



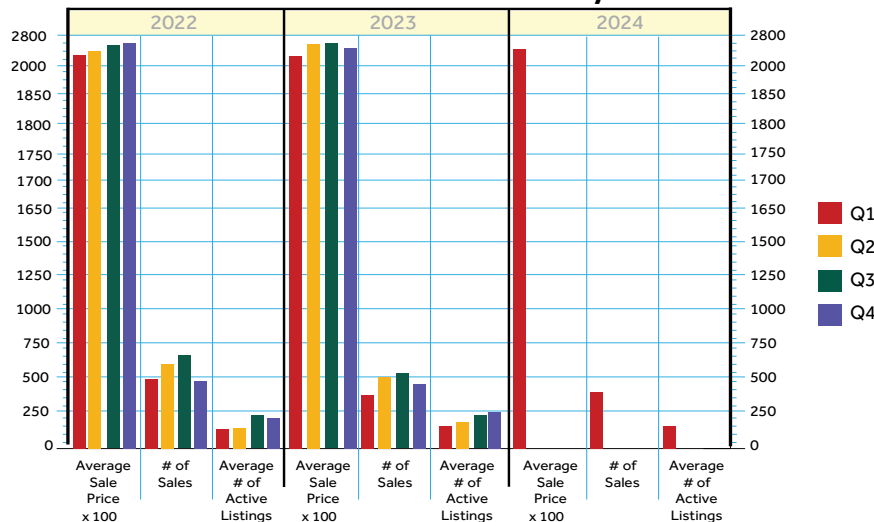
Data Source: Wisconsin Department of Workforce Development



**Rates Shift Upward**

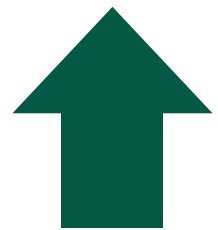
## Real Estate

### Residential Market Activity



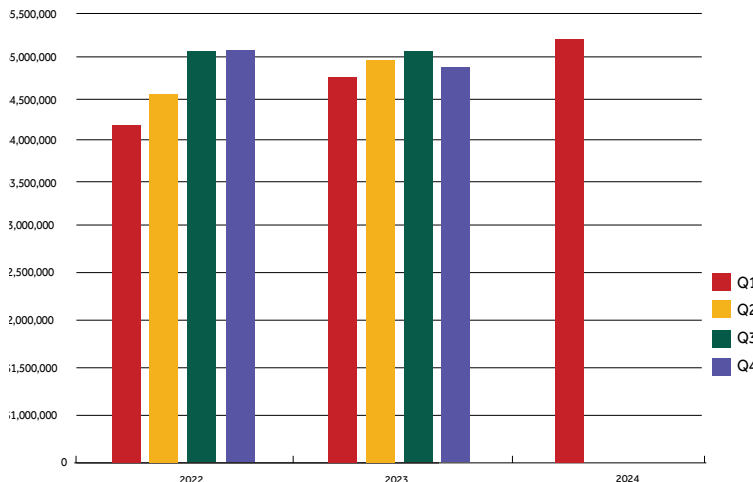
Data Source: South Central Wisconsin MLS Corporation

**A New Q1 Pricing Milestone**



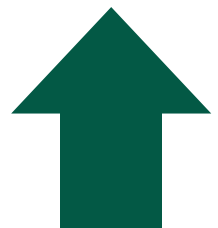
## Sales Activity

### Rock County Sales & Use Tax Collections



Data Source: Wisconsin Department of Revenue

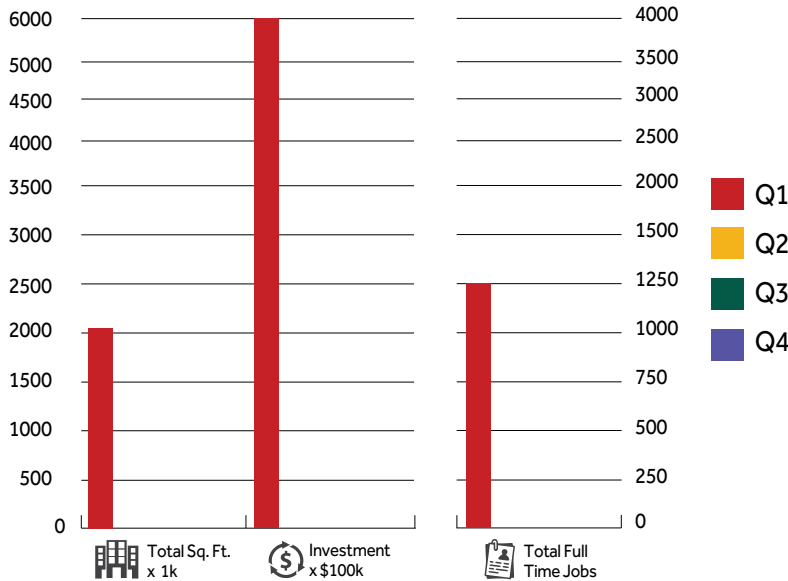
**Historic Collections Level**



This information was collected from primary and secondary data sources deemed reliable. Please note that this information is subject to change without notice.

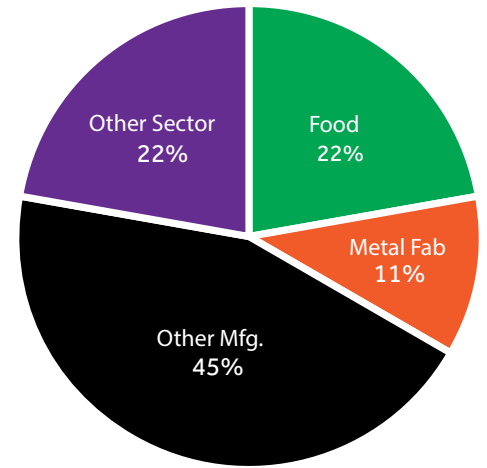
## Economic Development Pipeline

### Real Estate, Investment & Employment Impacts



Source: RCDA ED Project Tracker, which provides an aggregate snapshot of the industrial/warehousing and select commercial development opportunities expressing an interest in SC WI, the Janesville-Beloit MSA and/or the Stateline area.

### Industry Sectors



### Activities Fuled by Skittish Investor Sentiments

## Project Profile



### Significant Infill & Adaptive Reuse Project Advances in the Janesville-Beloit MSA

After nearly seven years of researching, planning, designing and fundraising the Woodman's Sports and Convention Center (WSSC) took a giant step forward during the first quarter of the new year - as demolition activities began at the vacant and former Sears department store, located at Uptown Janesville. This transformative, \$46+ million dollar, public/private investment is slated to be operational summer 2025.

With approximately 140,000 square feet of mixed-used space, the WSSC will be positioned to become recognized as one of the premiere athletic, hospitality, recreational and sporting venues in Southern Wisconsin. In addition to being the new home ice for the Janesville Jets - a Tier II junior ice hockey team in the North American Hockey League - the WSSC will also serve as an important Milton Avenue development catalyst. Specifically, news of the project has already sparked vertical commercial, hospitality

and multi-family development interests from investors seeking to leverage strategic on-and-offsite Uptown Janesville locations.

The WSSC will generate a significant economic impact, as preliminary projections indicate the one-time construction impact of \$74.8 Million will parlay into an annual impact of more than \$23 Million. Speaking of construction, Janesville-based and fifth generation, full-service construction firm JP Cullen is serving as the WSSC general contractor.

Inside the WSSC, the Jets' 1,500 seat spectator area will be known as the Mercyhealth Arena. Meanwhile, the WSSC's 25,800 SF convention/flex and multi-use space has been named the Robert & Delores Kennedy Conference Center. For additional WSSC information, visit [www.woodmanscenter.com](http://www.woodmanscenter.com).

