ROCK READY INDEX

QUARTERLY ECONOMIC DEVELOPMENT DASHBOARD FOR ROCK COUNTY, WISCONSIN

THE BREAKDOWN

The Janesville-Beloit MSA economy carried its year-end momentum into the new year, as Q1 set new records for home prices and sales tax collections. While unemployment remained stable, job postings dropped. Despite mixed economic news from the national level, the area's development pipeline remained strong with sizable manufacturing-related activities expressing an interest in planting their flags within the extended region. Speaking of manufacturing, the redevelopment of a 90+ year old industrial asset in northern Rock County is this quarter's featured project. For a closer look at the Rock County economy, continue reading the full Q1 Rock Ready Index below.

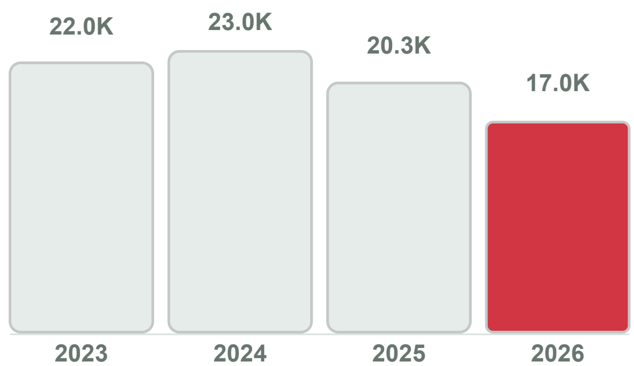
JOB POSTINGS	UNEMPLOYMENT	AVERAGE HOME PRICE	SALES TAX	PIPELINE CAPEX
17,012	**4.4%**	**$304K**	**$5.52M**	**$575M**
Lowest Q1 since 2019	Minor Uptick	Q1 Record	Q1 Record	2.95 SF / 1,297 Jobs
16.2% ↓ YoY	0.4% ↑ YoY	6.3% ↑ YoY	1.6% ↑ YoY	100% Mfg Sector

Workforce

WORKFORCE INDICATORS

Regional Postings Reflect a Frozen Job Market

16.2% ↓ vs YoY; 24% ↓ vs 5-Yr. AVG



NOTE: Figures are quarterly averages
Source: SW WI WBD, Lightcast

Unemployment

Rates Inched Slightly Upward vs. YoY and 5 Yr. AVG

	Q1	YoY	5-Yr. AVG
Rock County	4.4%	0.4% ↑	0.7% ↑
Wisconsin	4.1%	0.4% ↑	0.7% ↑
United Stated	4.5%	0.1% ↑	0.4% ↑

NOTE: Rates are quarterly, non-seasonally adjusted, averages
Source: Wisconsin Department of Workforce Development

Real Estate

HOUSING INDICATORS

Prices Climb to New Q1 Level

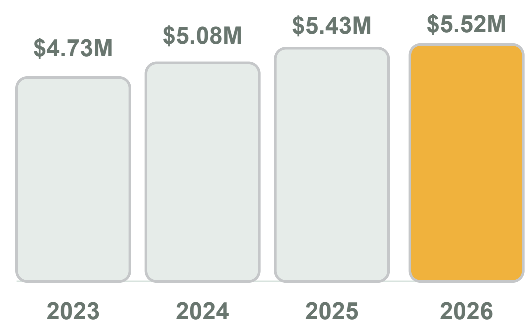
	Q1	YoY	5-Yr. AVG
AVG Sale Price	$304,439	6.3% ↑	15.1% ↑
Total # of Home Sales	374	0.3% ↓	0.2% ↑
AVG # of Listings @ End of Qtr.	261	26.5% ↑	39.5% ↑

Source: SC WI MLS Corporation

Sales Activity

SALES & USE TAX INDICATORS

Q1 Record; 33.5% ↑ vs 5-Yr. AVG



NOTE: Figures are quarterly averages
Source: Wisconsin Department of Revenue

ED PIPELINE SUMMARY

Traditional and emerging manufacturing projects led the Q1 pipeline, sustaining a 5-year trend where the sector captured 77% of the total Q1 activity level. Securing these highly competitive projects requires locations to prove their value: communities must showcase clear fiscal advantages; the existence of functional and robust local partnerships; right-sized infrastructure and real estate assets; and an agile, consistent and accelerated approval process.

Economic Development Pipeline

PIPELINE INDICATORS

Mixed Signals, as Tepid Investors Drive Down Volume and Investment Sizes

2.95M
SQUARE FEET
67.7% ↓ YoY; 9.5% ↓ vs. 5-Yr. AVG

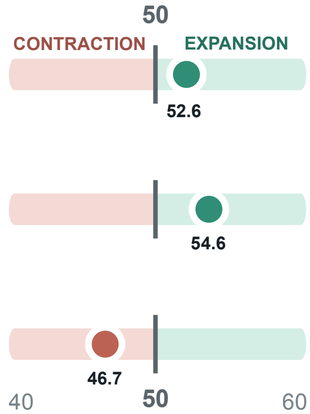
1,297
POTENTIAL JOBS
59.5% ↓ YoY; 4.2% ↓ vs. 5-Yr. AVG

$575.2M
CAPITAL INVESTMENT
80.9% ↓ YoY; 46.7% ↓ vs. 5-Yrs. AVG

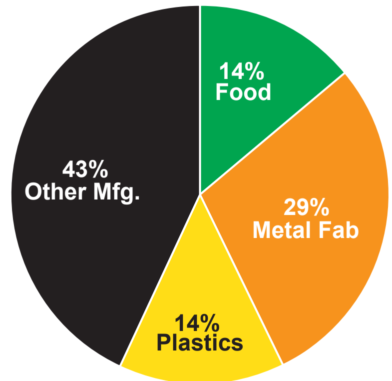
Mfg PMI
+1.4 YoY

Services PMI
+2.3 YoY

ABI
+2.6 YoY



100% Manufacturing Sector



NOTE: Pipeline figures are countywide totals. The PMI and ABI data represents national (quarterly) averages. PMI and ABI dices ≥ 50 signals economic expansion; ≤ 50 signals contraction. Sources: Rock Couty Economic Development Agency, ISM Purchasing Managers Index, Architectural Billing Index

Project Profile

PROFILE / EDGERTON

From footwear to homeware: the redevelopment of 407 N. Main Street

A 90-year arc of public-private partnership is turning a former shoe factory site into new market-rate housing.

Four-unit building / east and west elevations

Conceptual renderings: Angus-Young Architects/Engineers

AN INDUSTRIAL LEGACY REPOSITIONED

More than 90 years ago, a public-private partnership brought Nunn Bush Shoe Co. to Edgerton. The 55,000-square-foot plant operated at 407 N. Main Street until 1986, followed by 35+ years of vacancy, disinvestment, difficult soils, environmental constraints and multiple redevelopment concepts.

The City ultimately acquired the property and partnered with Backyard Properties of Rock County LLC. The plan: six buildings and 34 market-rate townhome-style units, with phase-one occupancy targeted for fall 2026 and the balance in spring 2027. About $750,000 in additional governmental funding has been leveraged for redevelopment costs.

34 / 6
units / buildings

$10.7M+
developer commitment

$1.5M
PAYGO TIF assistance

F26 / S27
phased occupancy

TRENDS TO WATCH

01 WORKFORCE
Postings & WBCML Activities

02 HOUSING
Sales & Days on Market

03 SALES ACTIVITY
Summer Spends

04 PIPELINE
Volume & Size