



Generating the Future

Understanding the Economic and Fiscal Impact of Madison Metropolitan School District



**MADISON
PUBLIC SCHOOLS
FOUNDATION**

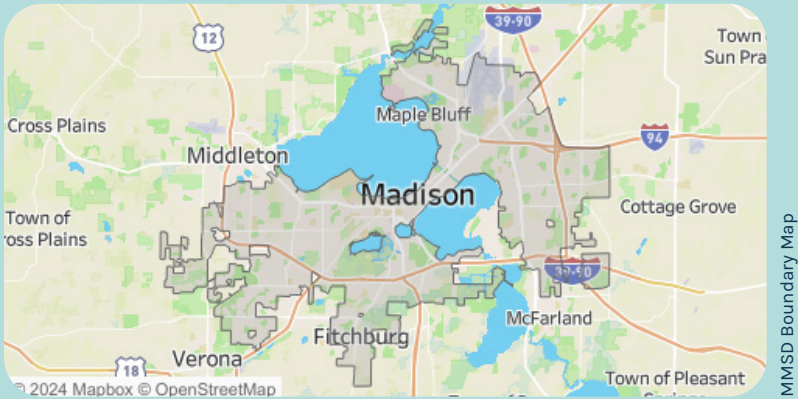
This study was commissioned by Schools Make Madison Advocates, the 501c4 affiliate of the Madison Public Schools Foundation, and conducted by the University of Wisconsin Whitewater's Fiscal and Economic Research Center.



ABOUT

The University of Wisconsin-Whitewater's Fiscal and Economic Research Center's (FERC) analysis utilized IMPLAN to give a quantitative assessment of the economic impacts. IMPLAN is an input-output method of measuring economic impact.

The Madison Metropolitan School District (MMSD) is the second largest school district in Wisconsin, with 5,605 staff serving over 25,000 students in 52 schools and special programs. The district covers approximately 74 square miles including all or part of the cities of Madison and Fitchburg, the villages of Maple Bluff and Shorewood Hills, and the towns of Blooming Grove, Burke and Madison.



Annual State and Local Tax Impact

\$25M

Impact
of MMSD
Operations

\$29M

Impact of
2020 Capital
Referenda

\$32M

Impact of the
2010-17 MMSD
graduates

MMSD Graduate Impact

The MMSD graduate impact is calculated based upon the **13,590 students** who graduated from MMSD between 2010 and 2017, currently between 25 and 34 years of age.





JOBS AND TOTAL ECONOMIC IMPACT



7,080

total jobs in Dane County

\$525M

Total Labor Income

\$765M

Total Output

4,650

total jobs created by
2020 Capital referenda

\$320M

Total Labor Income

\$479M

Total Output

2,725

total jobs created
by MMSD graduates

\$130M

Total Labor Income

\$410M

Total Output

Industry-specific Impact

Local Government & Education	5,680 jobs
Construction	2,300 jobs
Retail Trades	1,820 jobs
Healthcare	780 jobs
Restaurants	675 jobs
Business Services	610 jobs
Financial Services & Real Estate	535 jobs



MADISON PUBLIC SCHOOLS FOUNDATION

The Madison Public Schools Foundation was founded in 2001 as an independent, private non-profit organization. Our mission is solely focused on creating opportunities and building equity for Madison's public schools and students.

In our 20+ years of service, we have secured over \$37M in resources on behalf of our public schools. Our advocacy work has become a high priority as we actively educate and engage the community on fiscal policies and education funding. We continue to raise funds, deliver and grow our Adopt-a-School and Teacher Support Network programs, and provide fiscal management of 170 funds.

We led the successful 2020 Vote Yes 2 Invest \$350M referenda campaign, resulting in the new Southside Elementary School, a permanent home for Capital High School, and renovated high schools.



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SchoolsMakeMadison.org
608-210-6900

Fiscal and Economic Research Center

The University of Wisconsin-Whitewater Fiscal and Economic Research Center provides services for area businesses, not-for-profit organizations, and government entities, including economic analysis, Geographic Information Systems (GIS) analysis, market research, economic forecasting, business development, and much more.



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