

ECONOMIC SNAPSHOT

Downtowns: More than just retail

Retail is the heart of most downtowns, yet central business districts in most Wisconsin communities contain a variety of businesses. Below are the total number of establishments in five key business categories located within one-half mile of the center of downtown. Only the numbers of establishments — not their relative size — are included.

	Madison	Green Bay	La Crosse	Eau Claire	Janesville
Retail	132	74	98	54	59
Finance and insurance	32	58	53	30	42
Prof., sci., tech. services	304	106	95	66	77
Health care	71	60	41	47	53
Lodging/food services	139	57	56	28	22
Total private establishments	2,689	556	574	433	470

SOURCES: ESRI, BIS, Info USA

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