

# WELCOME TO THE CITY OF LAKE GENEVA, WI



## Existing Conditions Report

January 2026



# About the Report

This report was produced as part of the visioning and strategic planning process for the City of Lake Geneva. The outcome of this process, running from October 2025 through April 2026, will be to produce the City's first ever Strategic Action Plan.

This Existing Conditions Report includes demographic, livability, economic, and tourism data and a comparison with a group of peer communities. Its purpose is to help inform the current strategic action plan development while building on Lake Geneva's current successes and incorporating new actions.

This report and the associated data analysis are available on the project portal:  
<https://lab2.future-iq.com/lake-geneva-sap/>



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# Key Findings



Lake Geneva's population grew from **7,685 (2010) to 8,443 (2023)**, with its sharpest increase during the pandemic period (**+4.85% in 2020**). However, this growth coincides with a pronounced aging trend. Residents aged **50+ now account for 46% of the population**, up from 34% in 2010. The **median age increased from 39 to 47.2 years** in just over a decade.



Lake Geneva remains the **most racially diverse** among its peer cities, with **85% White (Non-Hispanic)** residents compared to 90–95% elsewhere. The Hispanic/Latino population represents **10% of residents**, far above peers, but declined in absolute numbers (**1,323 → 874 residents** since 2010). Meanwhile, the Multi-Racial population more than quadrupled (**66 → 276 residents**).



Educational attainment improved sharply in the City, with residents holding a bachelor's degree or higher rising from **28.9% to 44.8%** since 2010. Yet labor force participation is just **62%**, the lowest among peer cities, and unemployment is the highest (**5.1%**). Only **24% of residents both live and work in Lake Geneva**, while **76% commute out daily**.



The City added approximately **860 housing units** between 2010 and 2023 (**4,225 → 5,086 units**). Despite this growth, affordability pressures have intensified. The **median home value reached \$323,000** and **median rent \$1,250**, the highest among peer cities. Housing values have risen faster than incomes, pushing the income-to-home-value ratio to **23%**, well above the state average (**18%**).



Median household income increased by over **\$25,000 since 2010**, reaching **\$73,199 in 2023**. Still, **32% of households earn under \$50,000**, and the poverty rate, though improved, remains the highest among peers at **12.7%**.



Tourism dominates the local economy, with **18.6% of jobs** in accommodation and food services, more than any peer city. After collapsing in 2020, **visitor spending rebounded to a record \$549 million in 2024**, while tourism employment exceeded pre-pandemic levels (**4,847 jobs vs. 4,655 in 2019**). Nearly **60% of visitor spending** is concentrated in lodging and food.



Lake Geneva's overall livability score (**56**) exceeds the U.S. median but trails leading peers. Broadband access is strong (**91.4% of residents connected**), with **1 in 10 residents lacking access**. Health access challenges persist, with **2,290 residents per primary care physician** and **10% food insecurity**.



# 0. INTRODUCTION

## Community Snapshot

Lake Geneva is a steadily growing but aging community, with the population increasing from **7,651 in 2010 to 8,443 in 2023** and a **median age of 47.2 years**. This aging impacts labor participation and service needs.

Household incomes are relatively strong, with a **median income of \$73,199**, and a **poverty rate of 12.7%**.

Housing indicators point to **affordability pressure**. The **median home value of \$323,000**, combined with a **homeownership rate of 50.5%**, suggests that homeownership may be increasingly difficult for younger households, service workers, and lower-income residents.

## Demographic and Socio-economic Summary

Population (2010)	7,651
Population (2023)	8,443
Median Age	47.2 Years
Employment Rate	50.4%
Labor Participation Rate	62%
Median Household Income	\$73,199
Median Home Value	\$323,000
Population Below Poverty Line	12.7%
Home Ownership Rate	50.5%
Major Occupations	Management, business, science and arts Sales and office occupations
Major Industries	Accommodation and Food Services Manufacturing Retail Trade

Sources: Decennial Census 2010 & 2020; American Community Survey (ACS 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.1 Population Dynamics

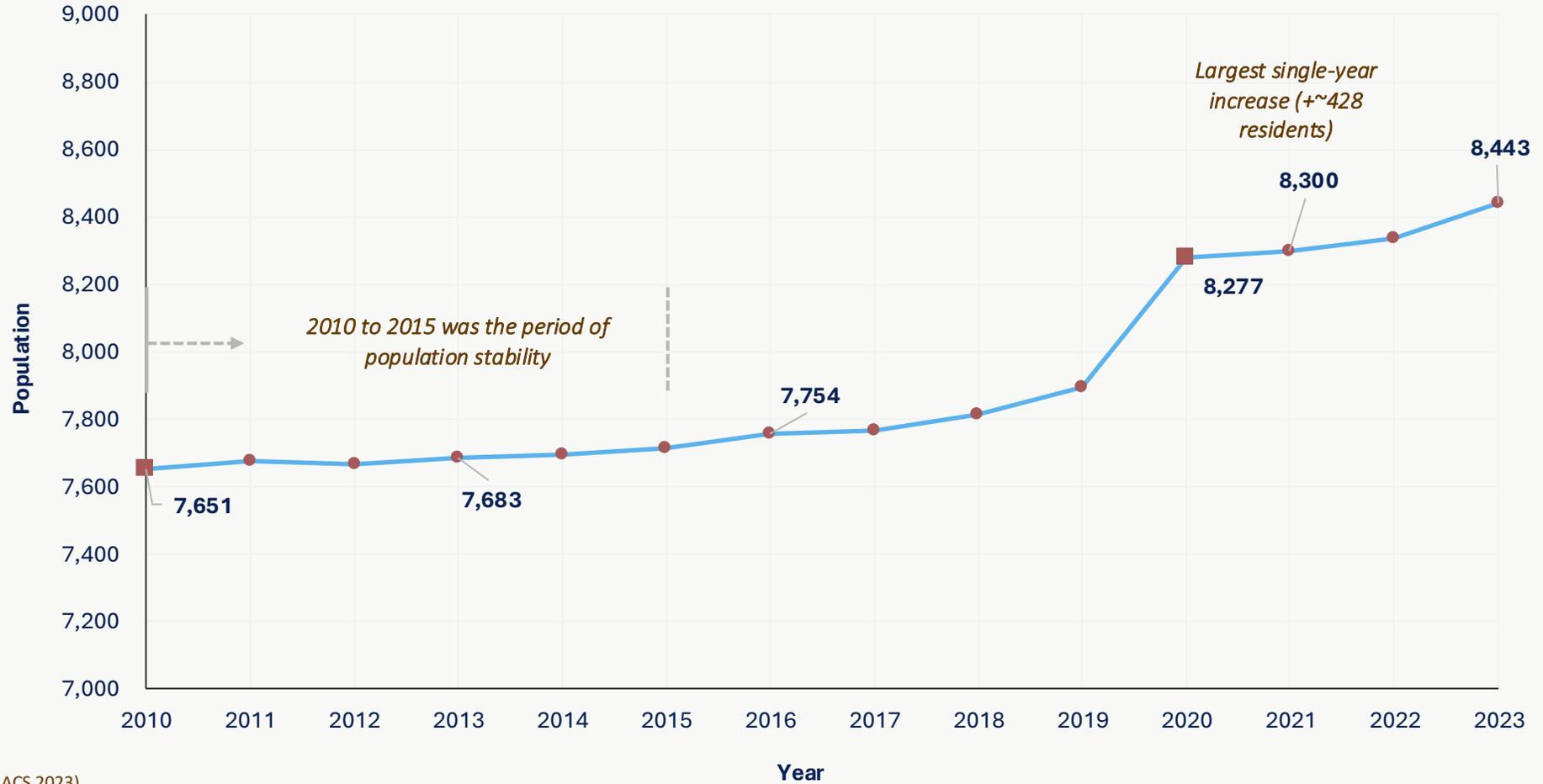
### Total Population

Lake Geneva's population has **increased steadily** since 2010, rising from **7,685** to **8,443** residents in 2023. Population levels were largely stable between 2010 and 2015, followed by gradual growth from 2016 to 2019.

The most **significant change** took place between **2020** and **2021**, when the City experienced a noticeable population increase.

## What key population trends have emerged in Lake Geneva since 2010?

Number of Residents in the City of Lake Geneva (2010 - 2023)



Sources: Decennial Census 2010 & 2020; American Community Survey (ACS 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.1 Population Dynamics

### Annual Population Change

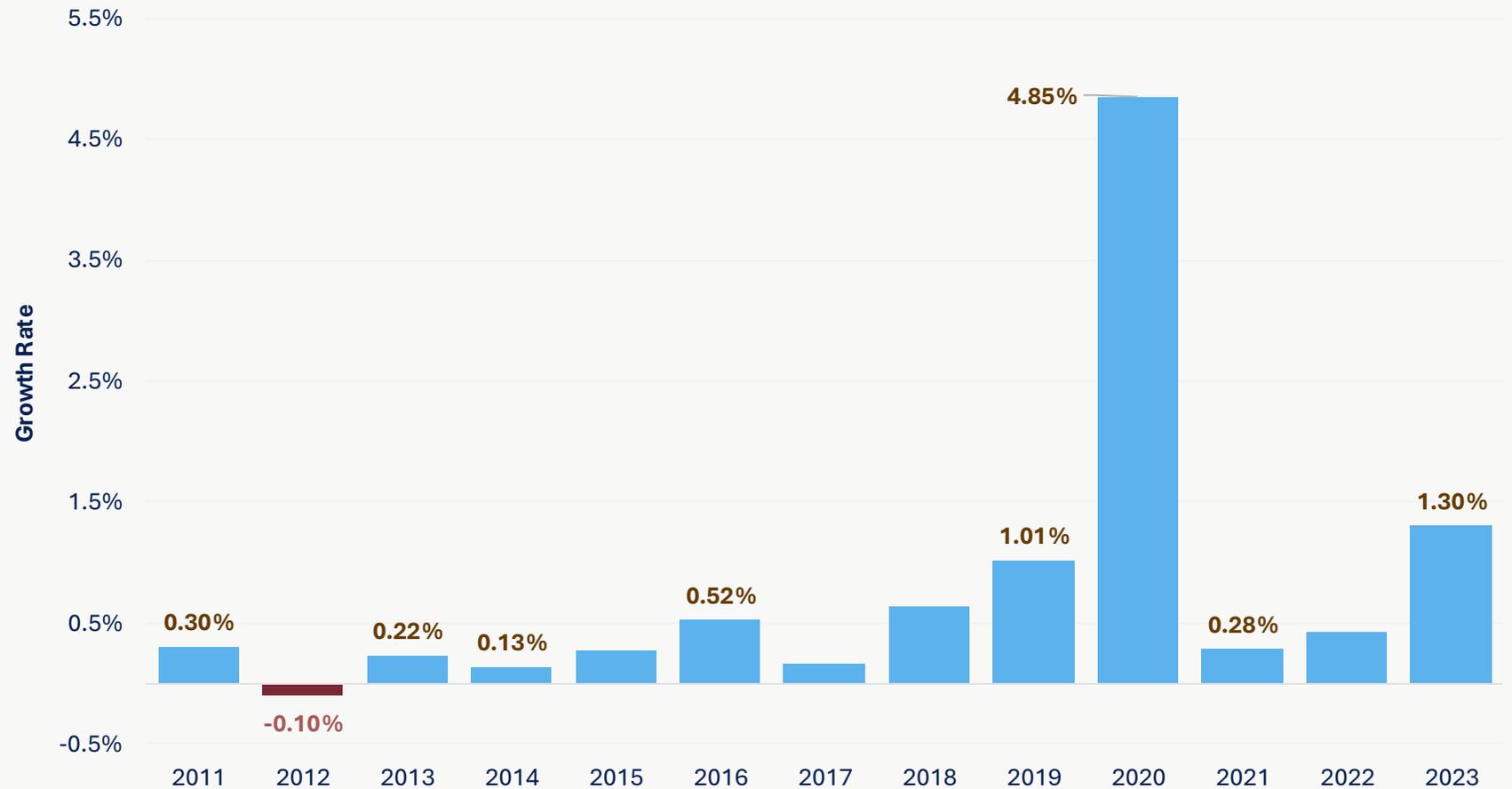
Lake Geneva has experienced steady and moderate population growth since 2011, with annual growth rates mostly below **0.3%** through 2015. Growth increased gradually between **2016 and 2019**, reaching just over **1.0%** in 2019.

An unusually large population increase occurred in **2020**, when the growth rate rose sharply to approximately **4.85%**, likely driven by pandemic-related relocation and remote work.

Rates declined afterwards and stabilized in 2022 (about 0.4%) and 2023 (about 1.3%).

# How has the population in the City of Lake Geneva changed over the years?

Annual Population Growth Rate in Lake Geneva (2010 – 2023)



Sources: Decennial Census 2010 & 2020; American Community Survey (ACS 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.1 Population Dynamics

### Population Comparison

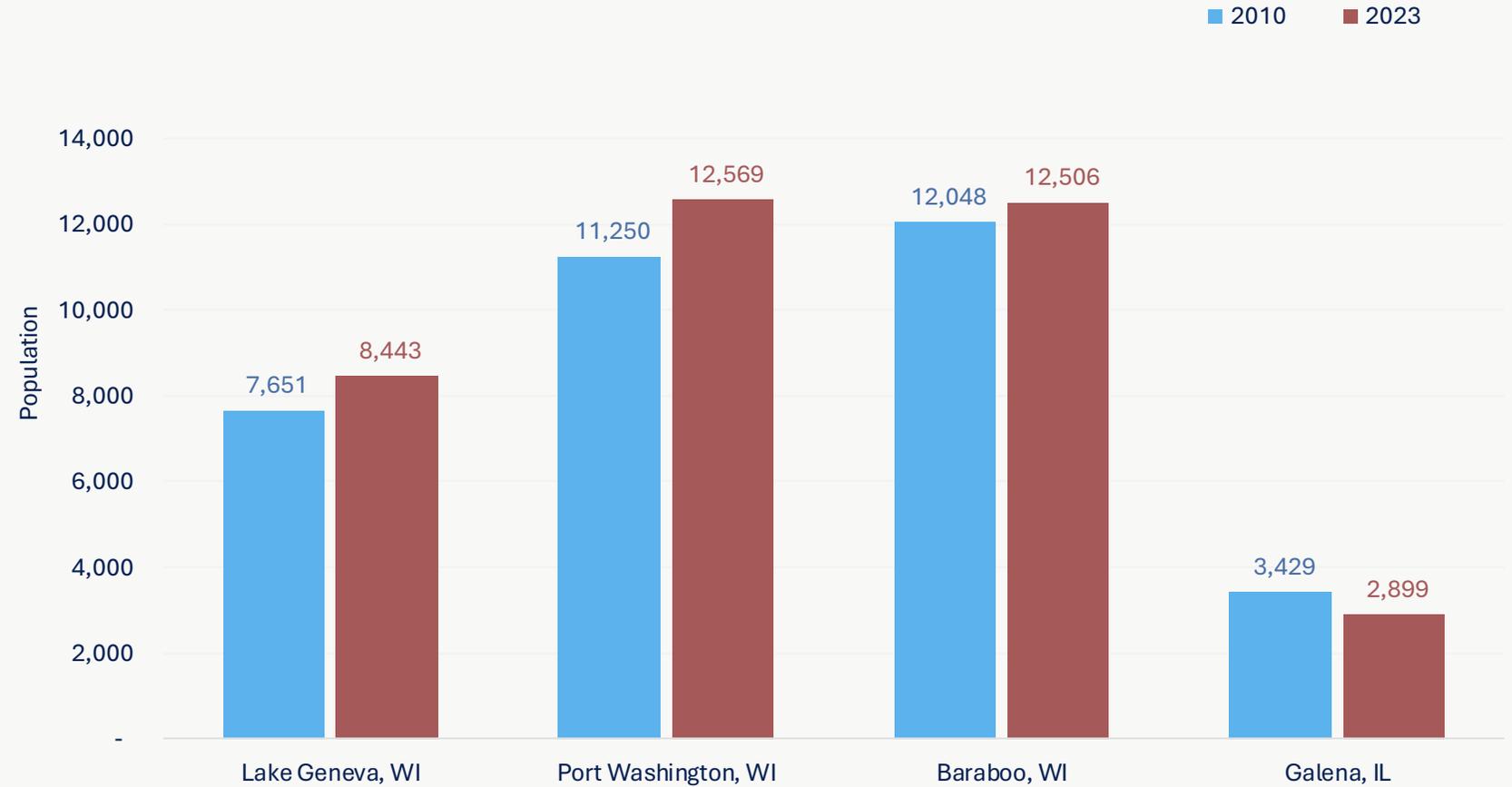
Lake Geneva's population increased from 7,651 in 2010 to 8,443 in 2023, remaining smaller than Port Washington (12,569) and Baraboo (12,506) but larger than Galena (2,899).

Growth in Lake Geneva has been moderate compared to its peers, with Port Washington experiencing the largest increase (11,250 to 12,569), while Baraboo's population remained largely stable over the same period.

Galena is the only peer city to experience population decline, from 3,429 in 2010 to 2,899 in 2023, highlighting a different demographic trend.

# How does the City of Lake Geneva's population compare to its peers?

Number of Residents in Lake Geneva and its Peer Cities (2010 vs. 2023)



Lake Geneva and Peer Cities

Sources: Decennial Census 2010 & 2020; American Community Survey (ACS 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.2 Racial & Ethnic Makeup

### Ethnic Makeup

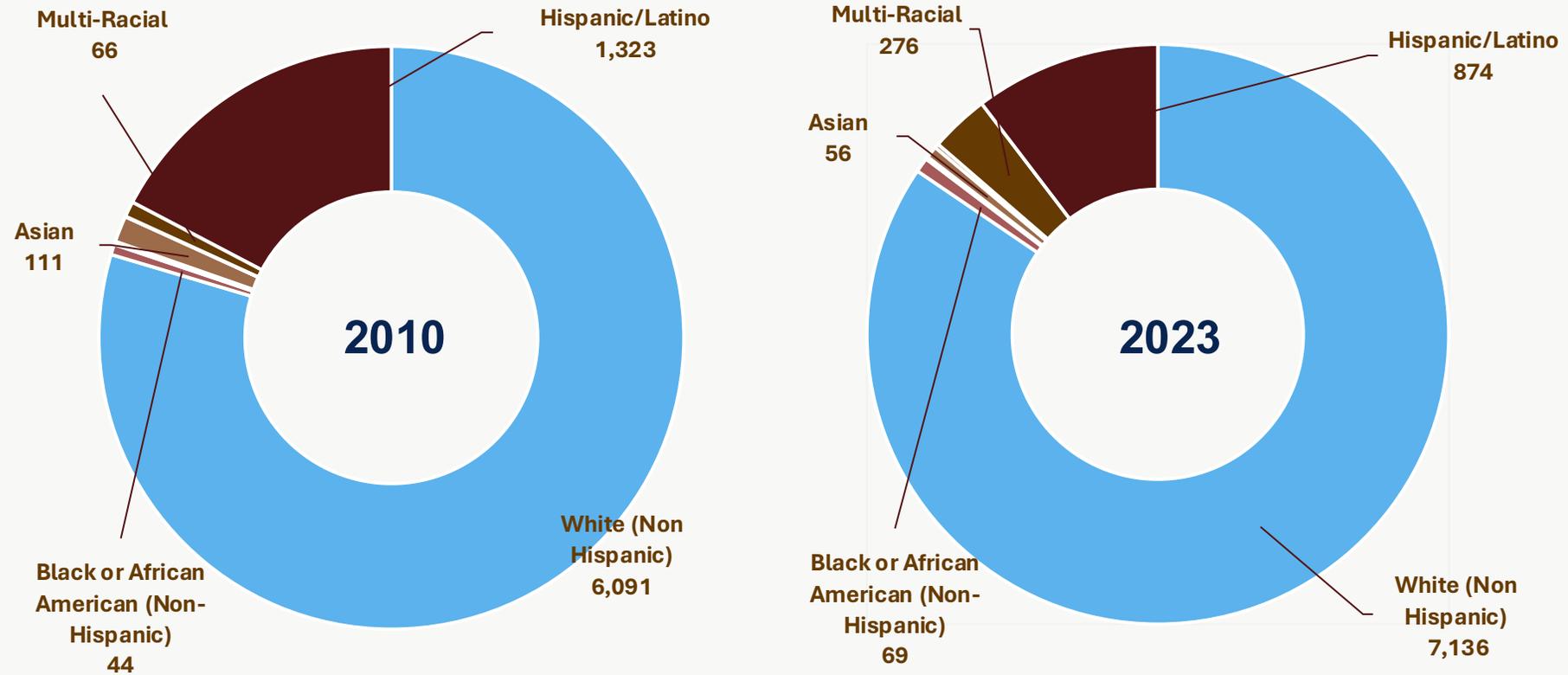
Lake Geneva's population has become more racially diverse since 2010, with the White (Non-Hispanic) population increasing from 6,091 to 7,136.

The Hispanic/Latino population experienced the largest change, decreasing from 1,323 residents in 2010 to 874 in 2023, marking a notable shift in the City's non-White population profile.

Multi-Racial residents increased significantly, rising from 66 to 276, while smaller changes occurred among other groups, including an increase in the Black or African American population (44 to 69) and a decrease in the Asian population (111 to 56).

# How has the racial and ethnic makeup of Lake Geneva changed over the years?

Racial and Ethnic Makeup of Residents in Lake Geneva (2010 vs. 2023)



Sources: Decennial Census 2010 & 2020; American Community Survey (ACS 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.2 Racial & Ethnic Makeup

### Racial Comparison

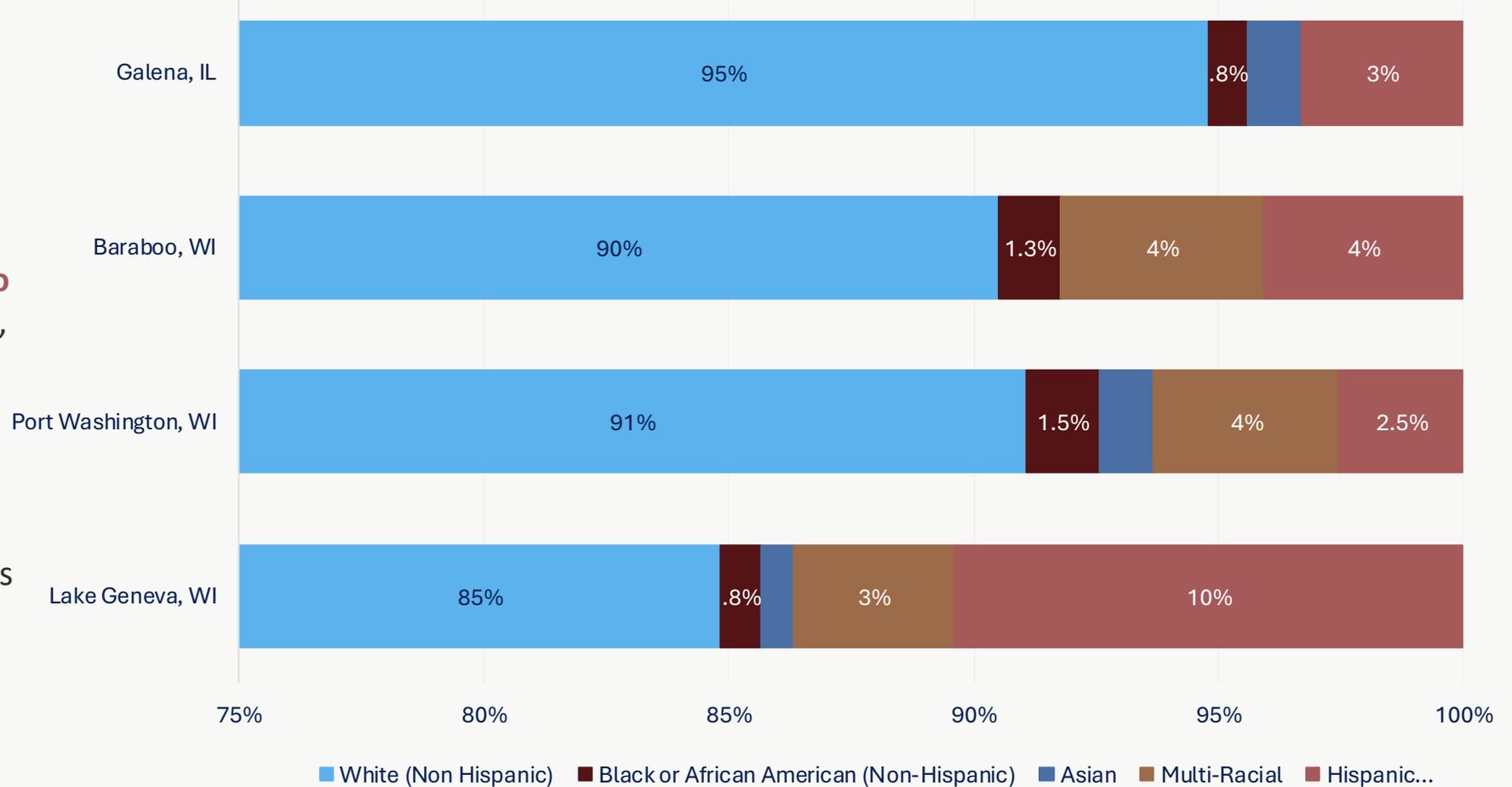
Lake Geneva is the most racially diverse among its peer cities, with 85% of residents identifying as White (Non-Hispanic), compared to 90% in Baraboo, 91% in Port Washington, and 95% in Galena.

The City has the highest Hispanic/Latino population share, at approximately 10%, which is significantly higher than Port Washington (2.5%), Baraboo (4%), and Galena (3%).

Other racial groups remain small across all peer cities, with Multi-Racial residents accounting for about 3% in Lake Geneva and Black or African American and Asian populations generally below 2%.

## How does the racial makeup of Lake Geneva compare to its peers?

Racial Distribution of Residents in Lake Geneva and its Peer Cities (2023)



Sources: Decennial Census 2010 & 2020; American Community Survey (ACS 2023)

# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.3 Age Structure

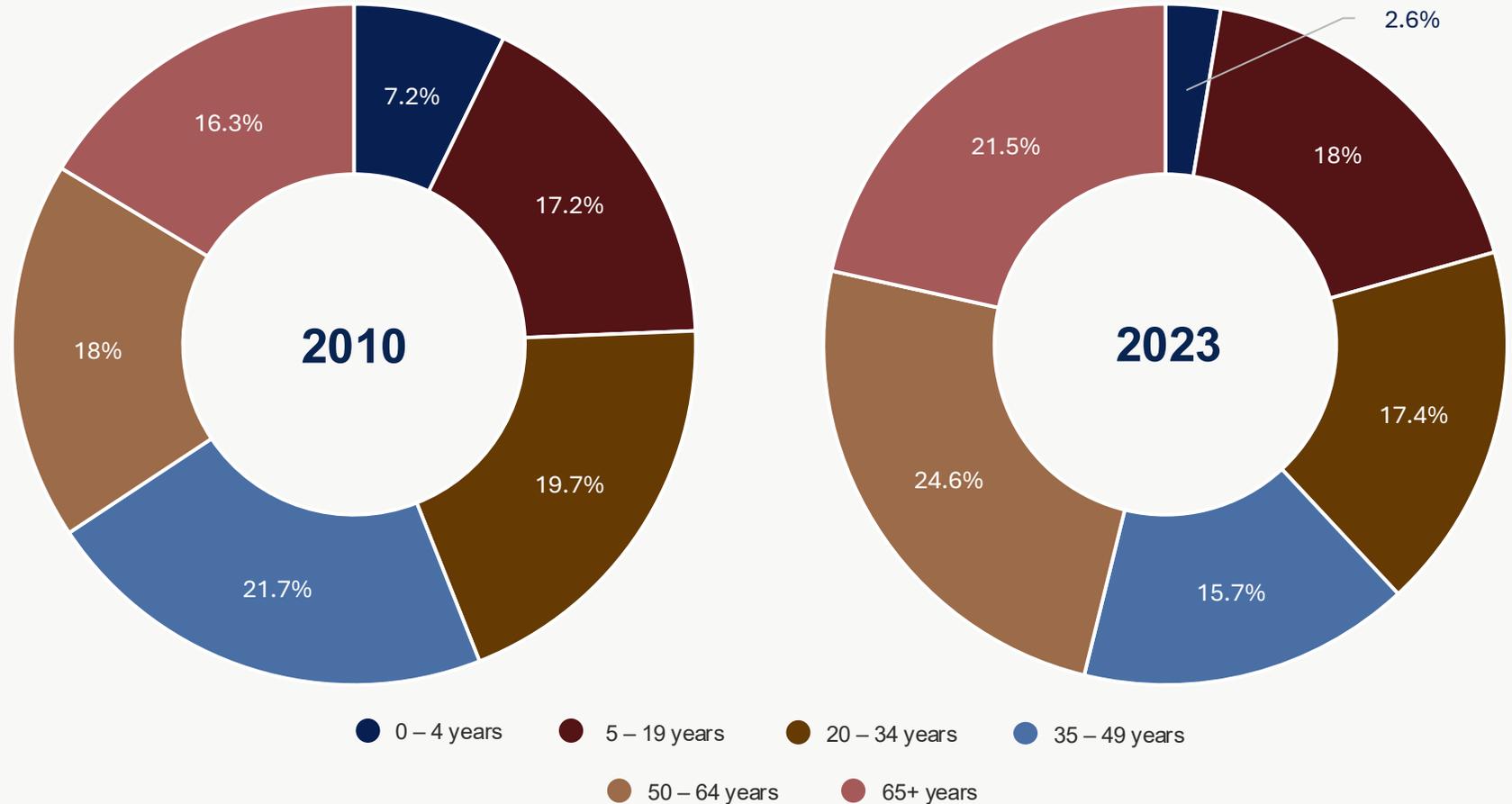
### Age Distribution

Lake Geneva's population is aging. Residents aged **50–64** increased from **18.0% to 24.6%**, and those **65+** grew from **16.3% to 21.5%**, meaning nearly half of residents are now age 50 or older.

At the same time, **children ages 0–4** declined from **7.2% to 2.6%**, and adults ages **35–49** years fell from **21.7% to 15.7%**, indicating fewer young families and working-age residents.

## How has the age of the population living in Lake Geneva changed over the years?

Age Range of Residents in the City of Lake Geneva (2010 vs. 2023)



Sources: American Community Survey (ACS 2010 & 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.3 Age Structure

### Median Age

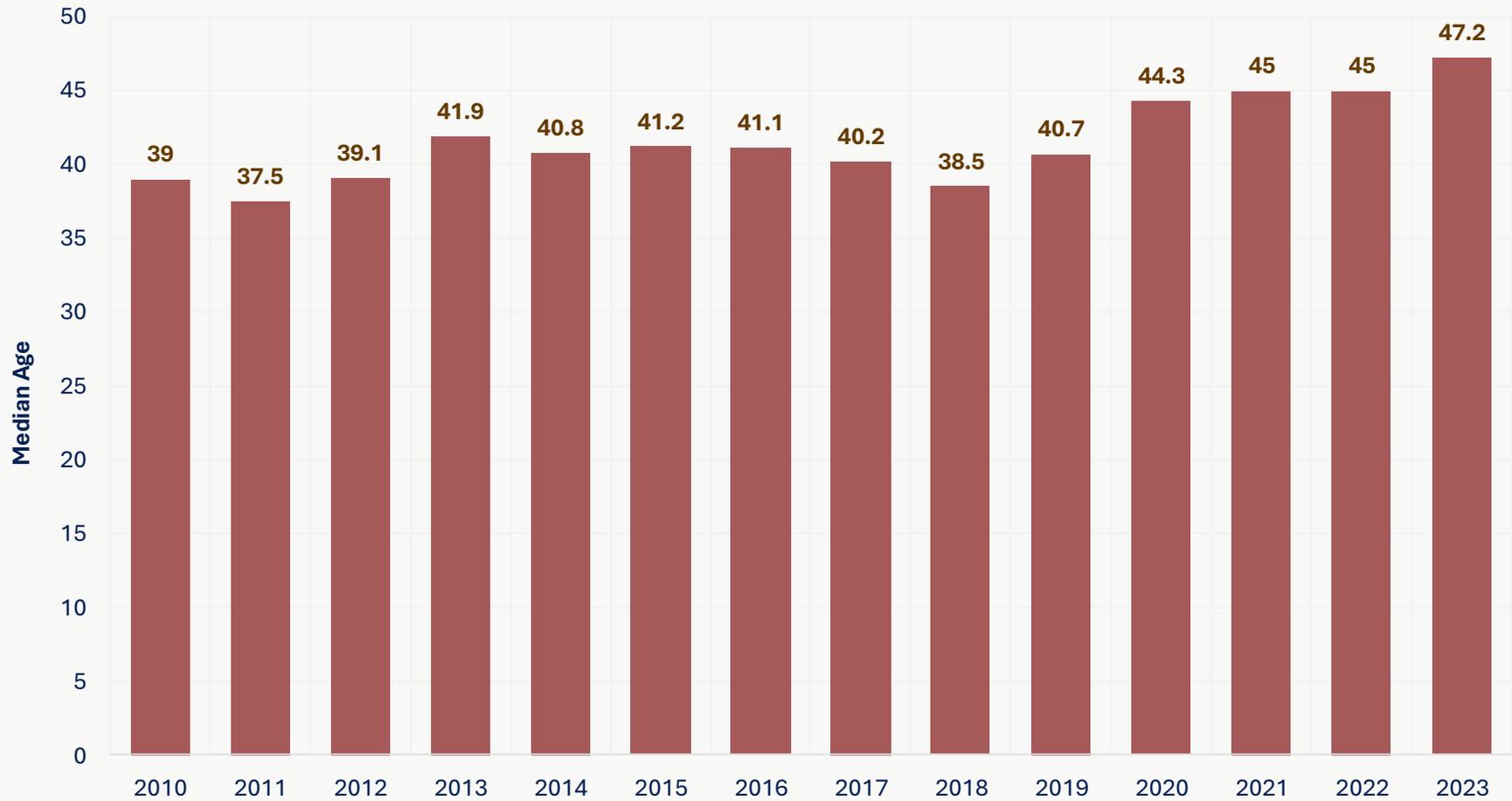
Lake Geneva’s median age rose from **39 years in 2010 to 47.2 years in 2023**, an increase of **over 8 years**.

The sharpest increase occurred after **2019**, when the median age climbed from **40.7 years in 2019 to 47.2 years in 2023**, indicating a growing share of older residents.

The data suggest the population changes are largely driven by growth in older age groups and fewer younger residents moving into or remaining in the City.

# How has the median age of Lake Geneva residents changed over the years?

Median Age Trend of Residents in the City of Lake Geneva (2010 - 2023)



Sources: American Community Survey (ACS 2010 - 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.3 Age Structure

### Age Dependency

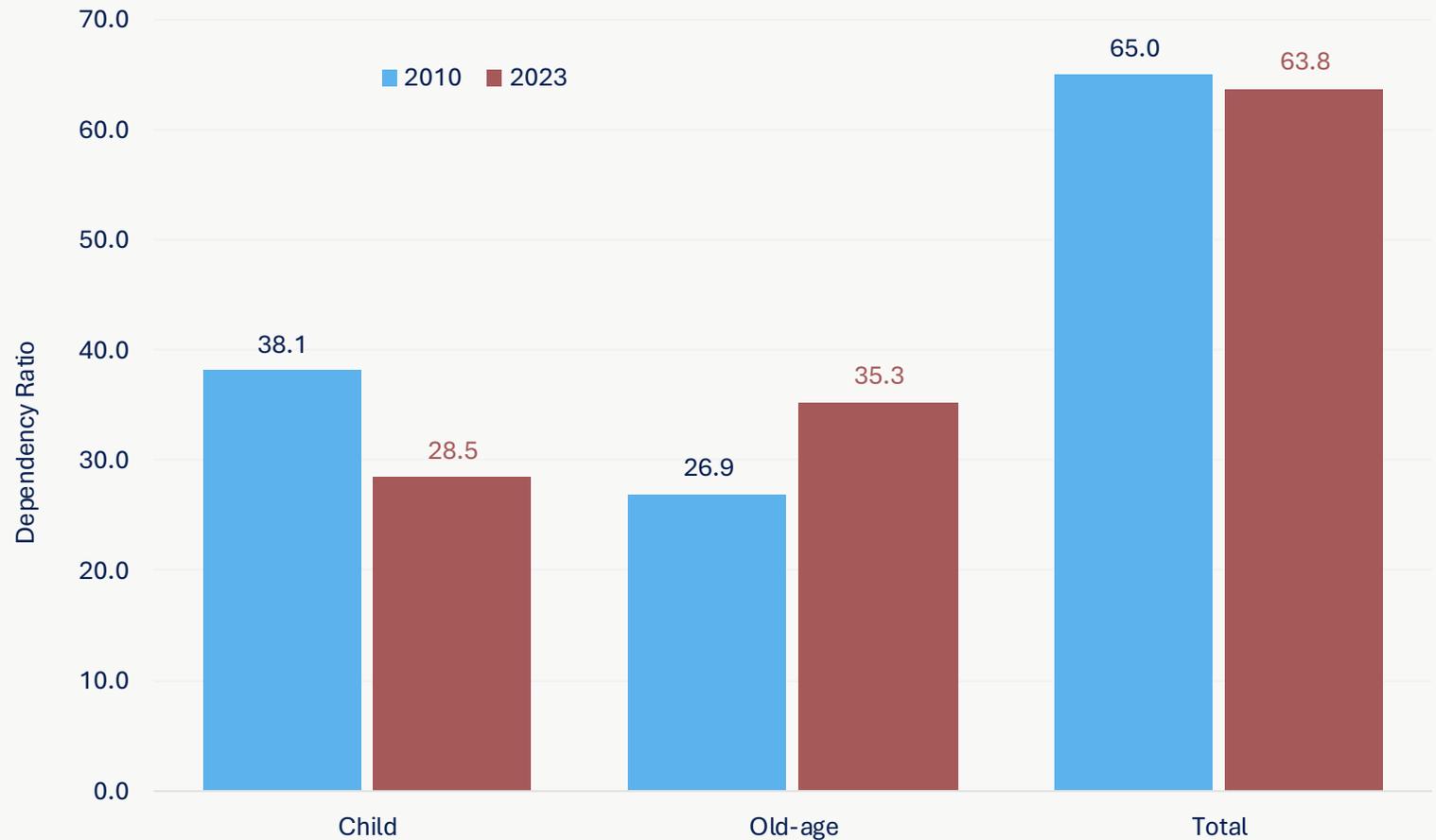
Lake Geneva's dependency profile has shifted toward older residents, with the child dependency ratio declining from **38.1 in 2010 to 28.5 in 2023**, while the old-age dependency ratio increased from **26.9 to 35.3**.

The total dependency ratio remained relatively stable, decreasing slightly from **65.0 to 63.8**, masking a structural shift rather than a reduction in overall dependency.

*Youth dependency reflects the population under age 18 relative to the working-age population (18–64), while elderly dependency reflects the population aged 65 and over relative to the same working-age bracket.*

# How has the dependency burden in Lake Geneva changed over the years?

Age Dependency Ratio for the City of Lake Geneva (2010 vs. 2023)



Sources: American Community Survey (ACS 2010 & 2023)



1.3 Age Structure

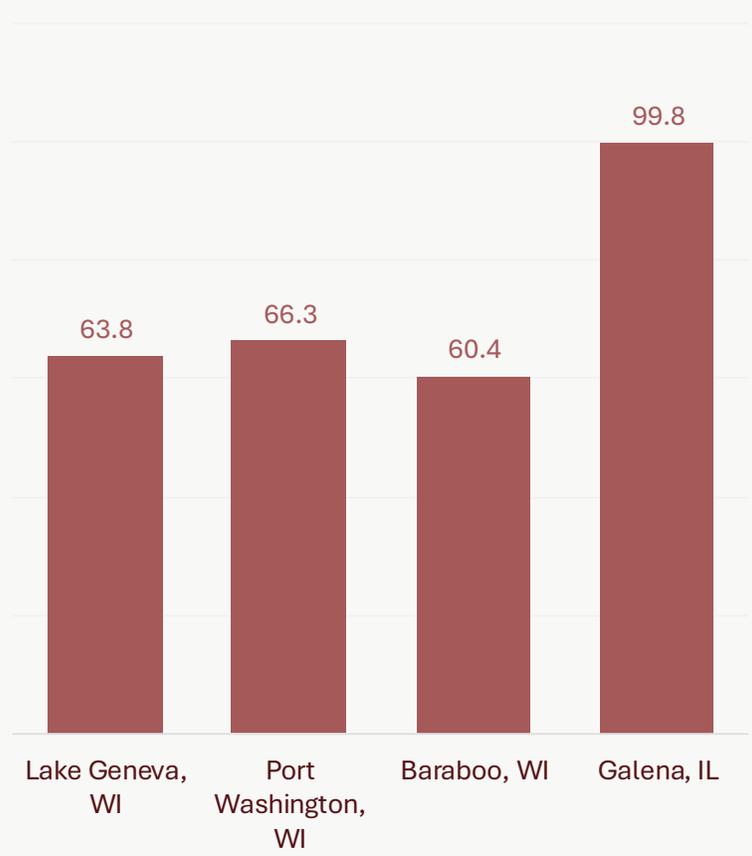
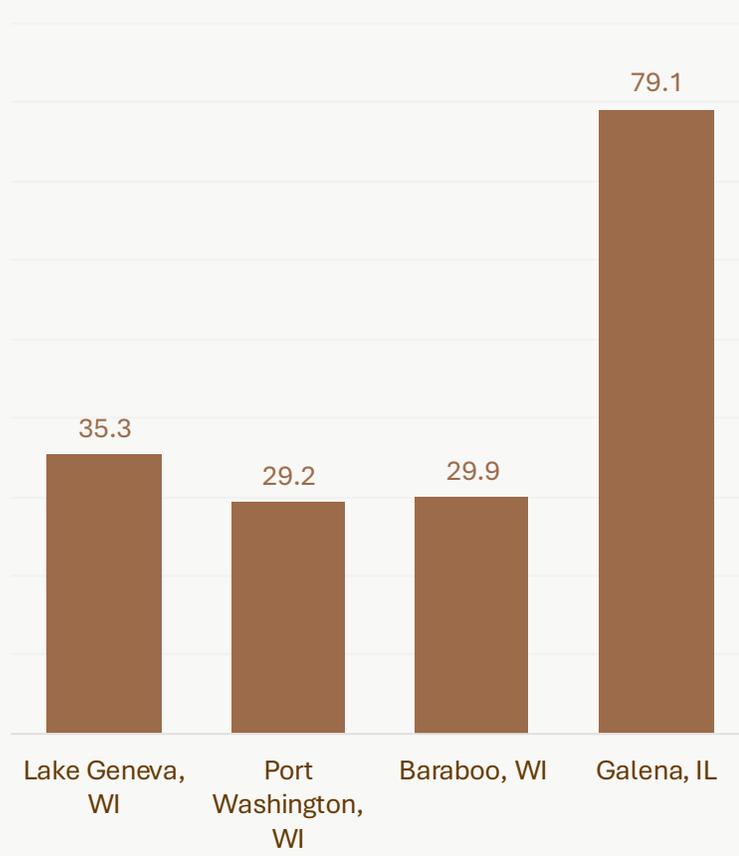
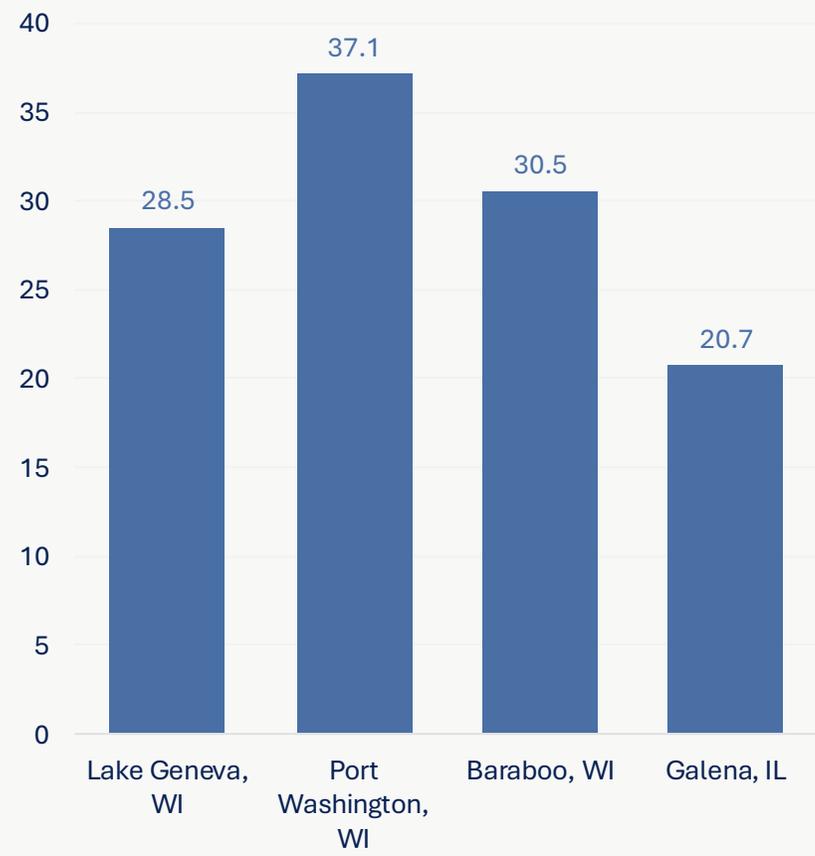
# How does the dependency burden in Lake Geneva compare to that of its peers?

Dependency Ratio Comparison

Child Dependency Ratio (2023)

Elderly Dependency Ratio (2023)

Total Age Dependency Ratio (2023)



Sources: American Community Survey (ACS 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.4 Age and Sex

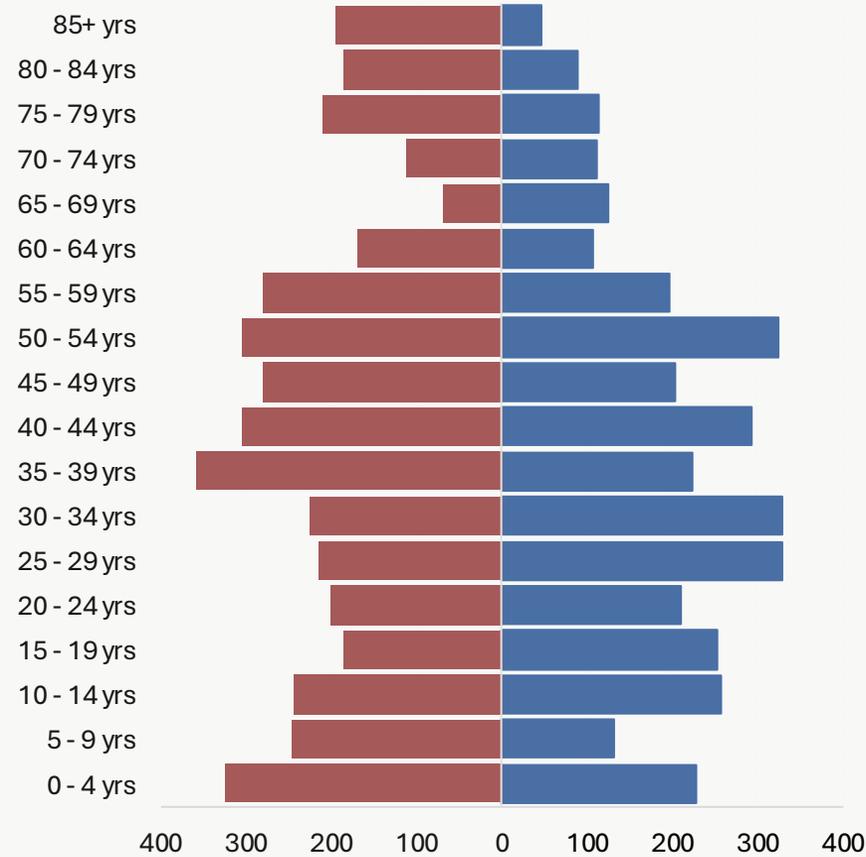
### Population Pyramid

# How have the age and sex of the population living in Lake Geneva changed over the years?

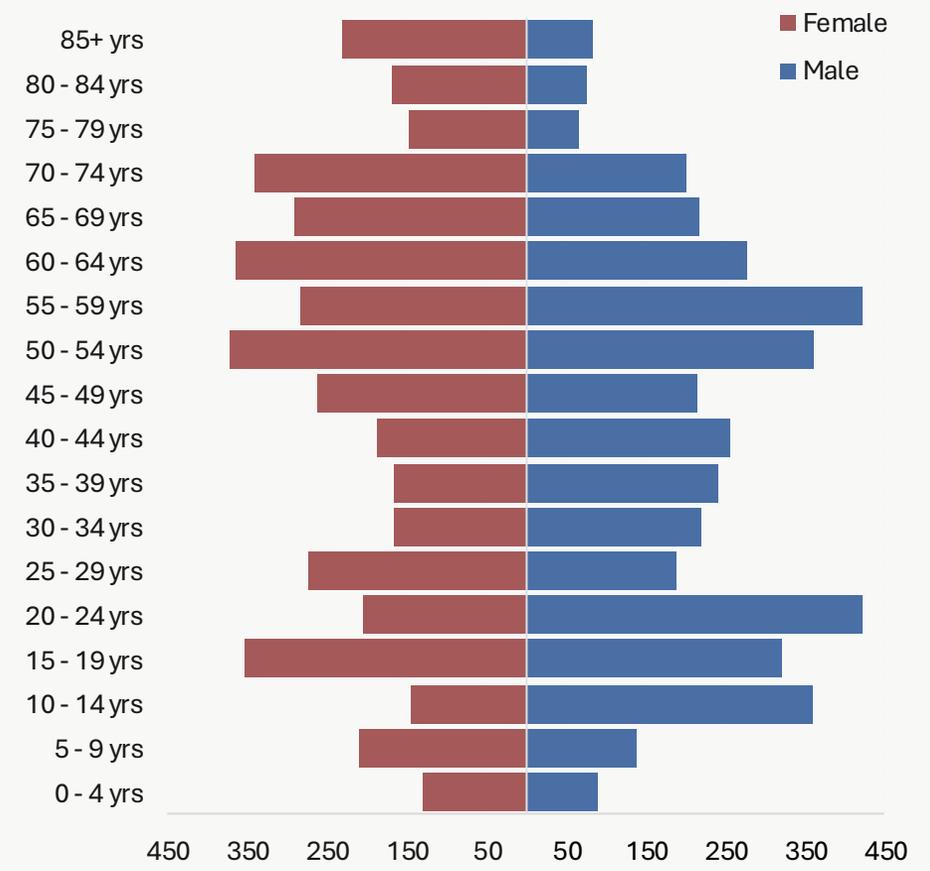
Lake Geneva's population has shifted toward older age groups, with noticeable growth among residents ages 50–74 and 65+, especially among women.

At the same time, the base of the population has narrowed, with fewer children and younger working-age adults than in 2010.

### Age & Sex Pyramid (2010)



### Age & Sex Pyramid (2023)



Sources: American Community Survey (ACS 2010 & 2023)



# 1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

## 1.5 Education

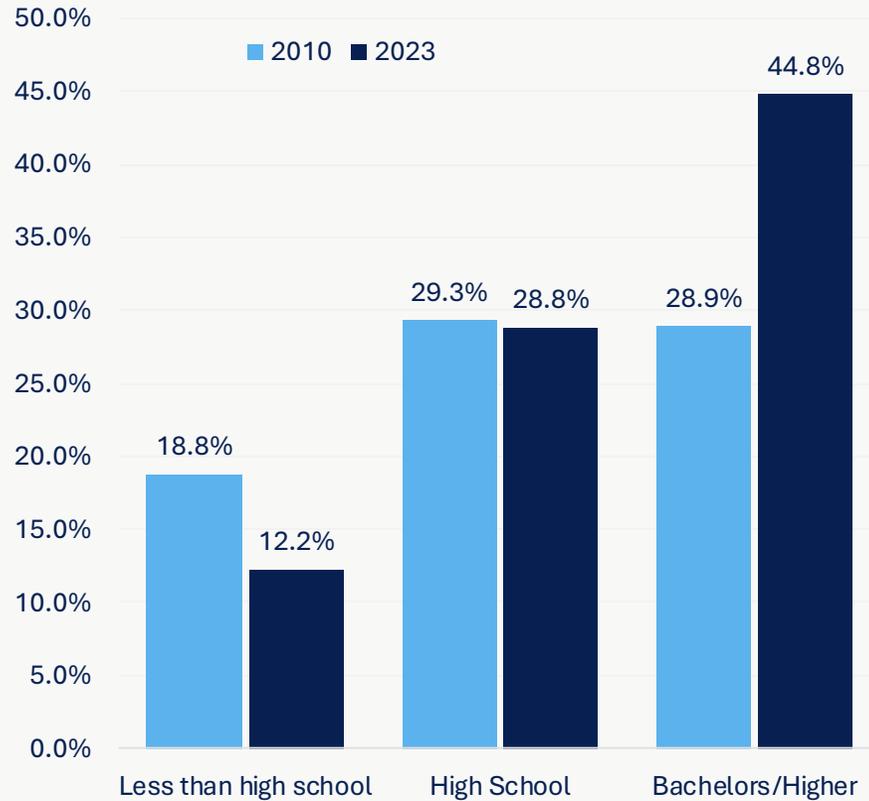
### Educational Attainment

# How has educational attainment changed in Lake Geneva over the years?

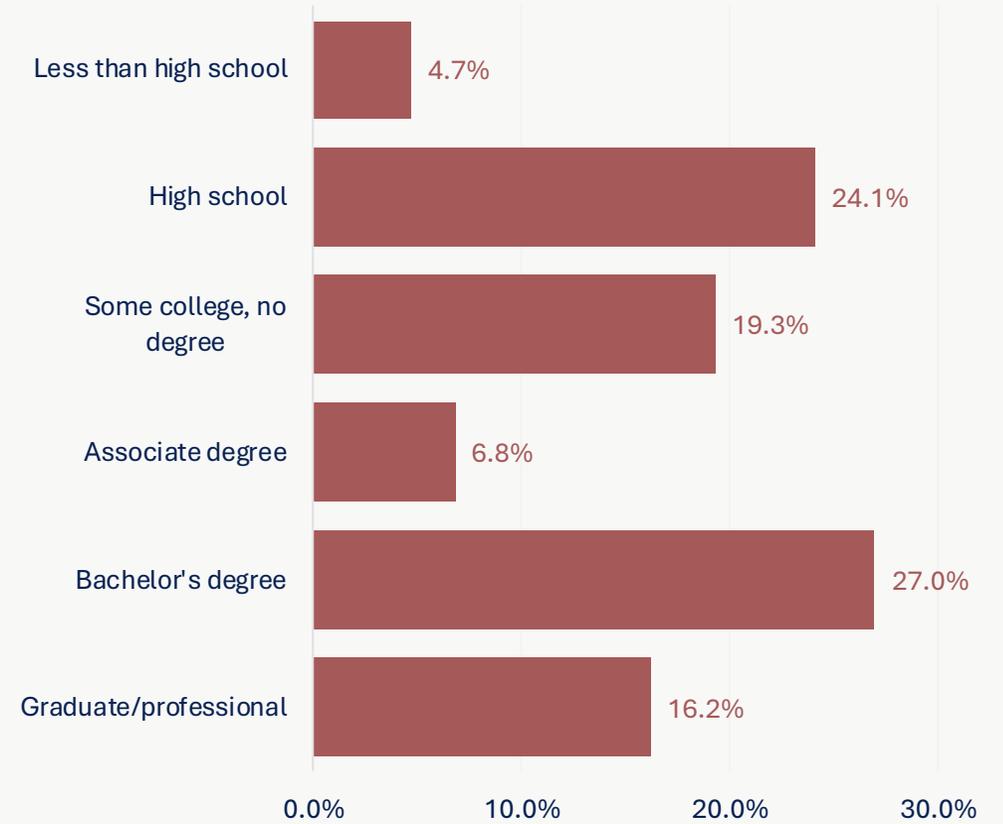
Educational attainment in Lake Geneva has improved significantly. The share of residents with a **bachelor's degree or higher increased from 28.9% to 44.8%**, while those with **less than a high school education declined from 18.8% to 12.2%**.

In 2023, more than **43% of adults hold at least a bachelor's degree**, reflecting a more highly educated population.

Change in Educational Attainment (2010 vs. 2023)



Educational Attainment of Lake Geneva Residents 25 years and older (2023)



Sources: American Community Survey (ACS 2010 & 2023)



## 2. HOUSING, MOBILITY & LIVABILITY

### 2.1 Housing Stock and Affordability

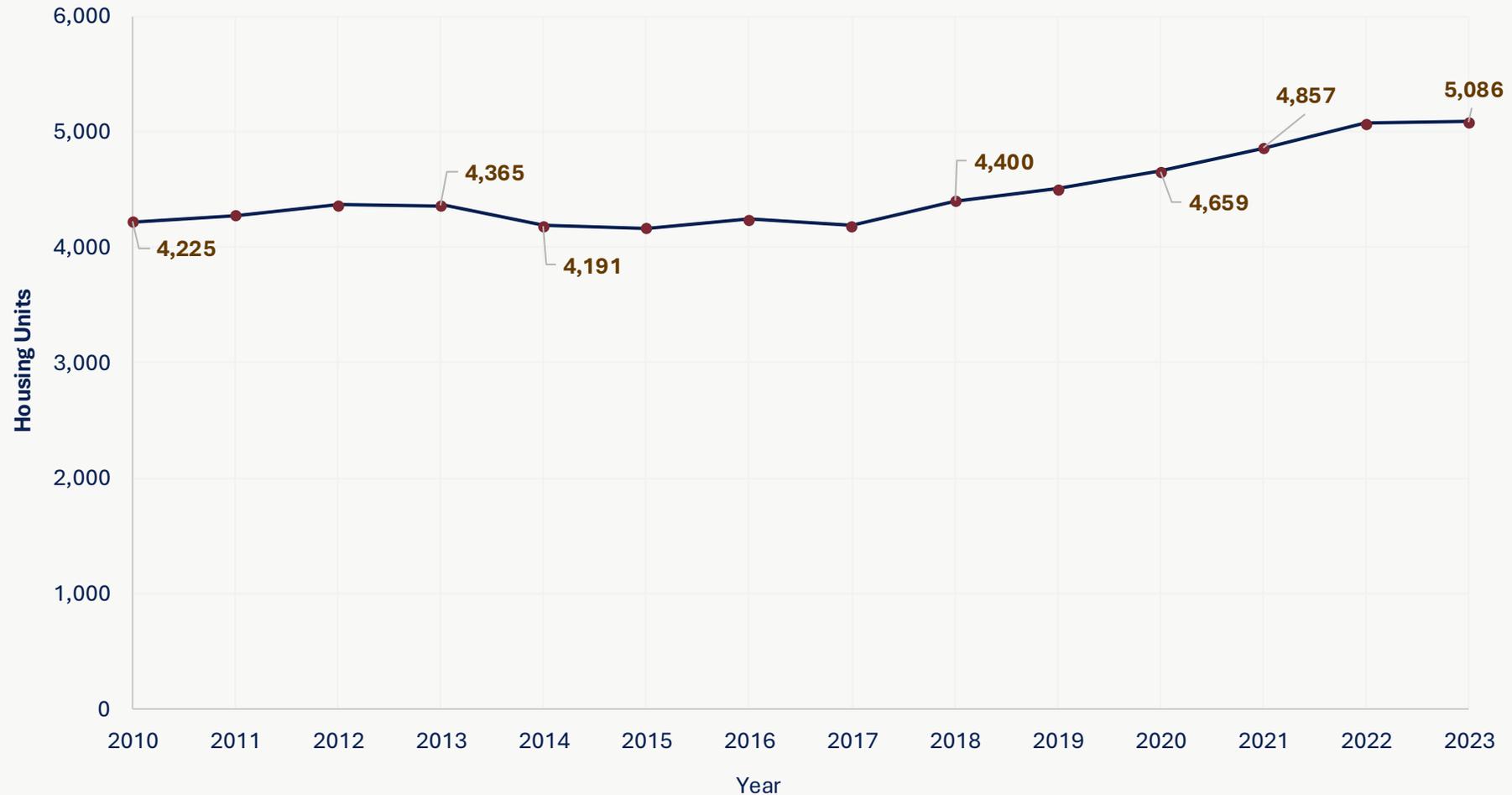
#### Housing Units & Growth

Lake Geneva's housing stock increased steadily but gradually, rising from approximately **4,225 units in 2010 to 5,086 units in 2023**, a net gain of about **860 housing units**.

This was followed by a **temporary decline between 2013 and 2015**, when housing units decreased to about **4,191**. Housing growth resumed after **2016** and strengthened in subsequent years. From **2018 to 2023**, housing units increased from roughly **4,400 to 5,086**, with the most notable growth occurring **after 2019**.

Overall, Lake Geneva added approximately **860 housing units between 2010 and 2023**.

## How has the number of housing units in Lake Geneva changed since 2010?



Sources: American Community Survey (ACS 2010 - 2023)



## 2. HOUSING, MOBILITY & LIVABILITY

### 2.1 Housing Stock and Affordability

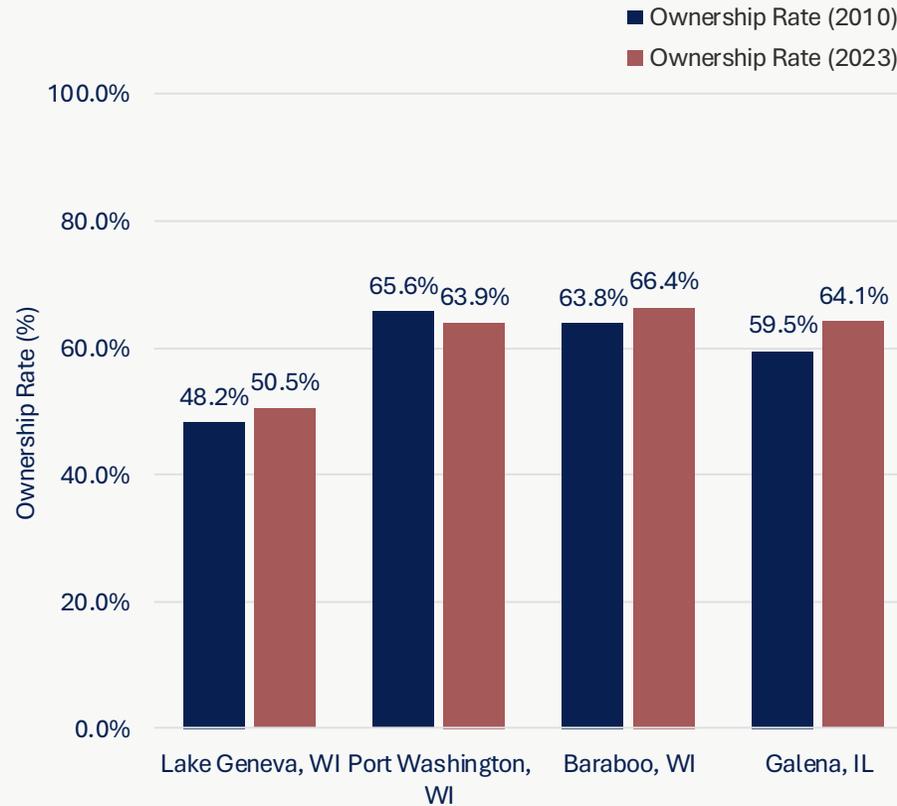
#### Housing Tenure

Homeownership in Lake Geneva increased slightly from **48.2% to 50.5%**, while rental occupancy declined from **51.8% to 49.5%**.

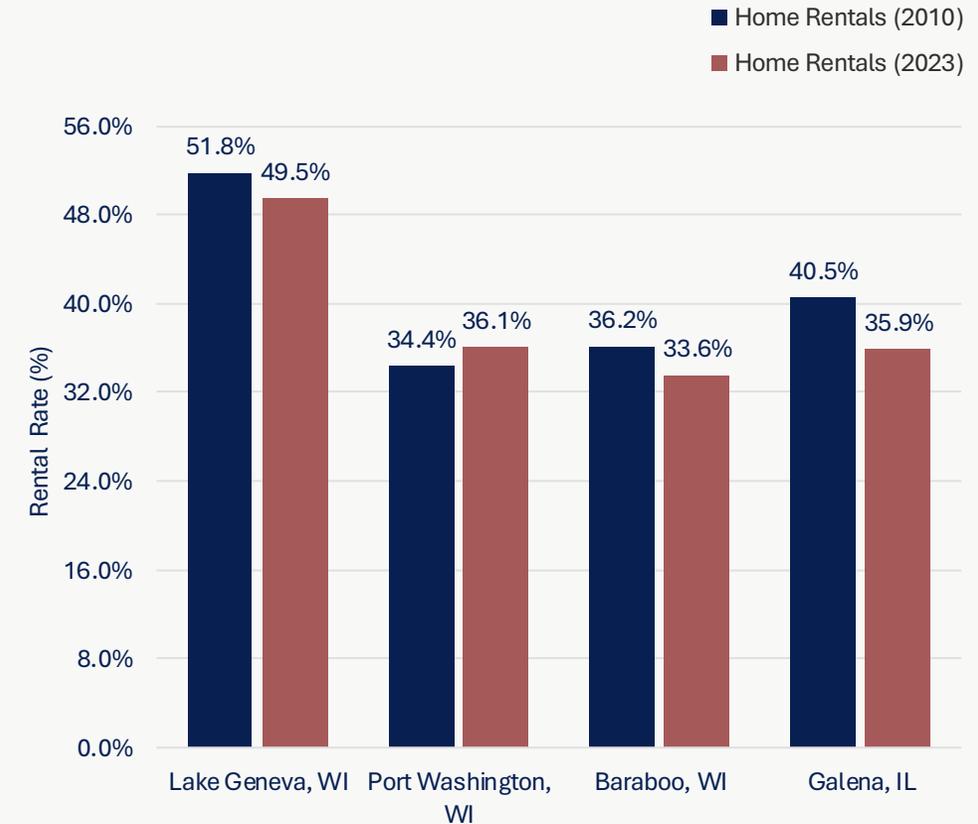
Despite this shift, Lake Geneva remains more renter-oriented than peer cities, reflecting its tourism-based economy.

## How has home ownership shifted in the city of Lake Geneva from 2010 to 2023?

### Home Ownership Rates (2010 vs. 2023)



### Home Rental Rates (2010 vs. 2023)



Sources: American Community Survey (ACS 2010 & 2023)



## 2. HOUSING, MOBILITY & LIVABILITY

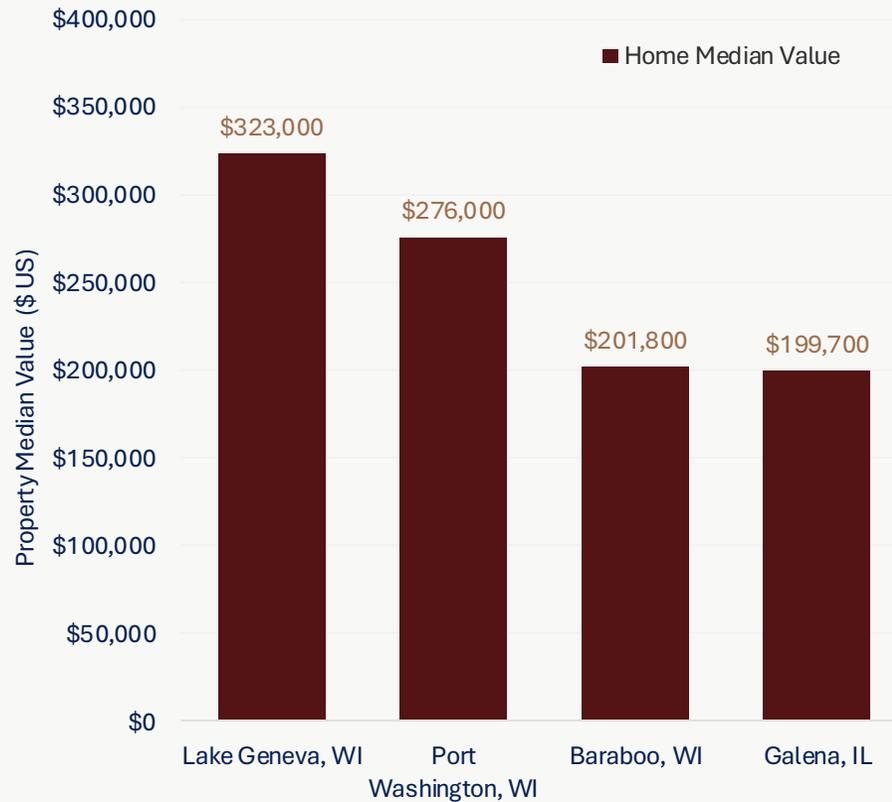
### 2.1 Housing Stock and Affordability

#### Property and Rent Value

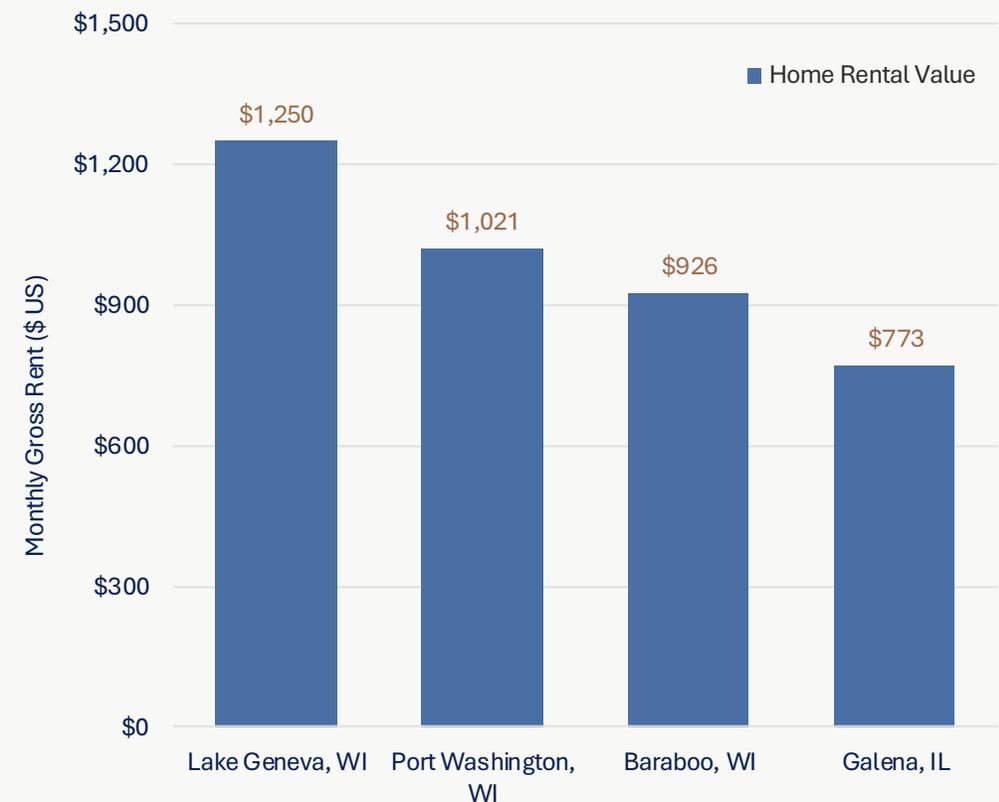
Lake Geneva has the highest housing costs among its peers, with a **median home value of \$323,000** and **median monthly rent of \$1,250**, well above Port Washington, Baraboo, and Galena.

## How do property values and rent in the City of Lake Geneva compare to its peers?

### Property Median Value (2023)



### Property Gross Monthly Rental Rates (2023)



Sources: American Community Survey (ACS 2023)

## 2. HOUSING, MOBILITY & LIVABILITY

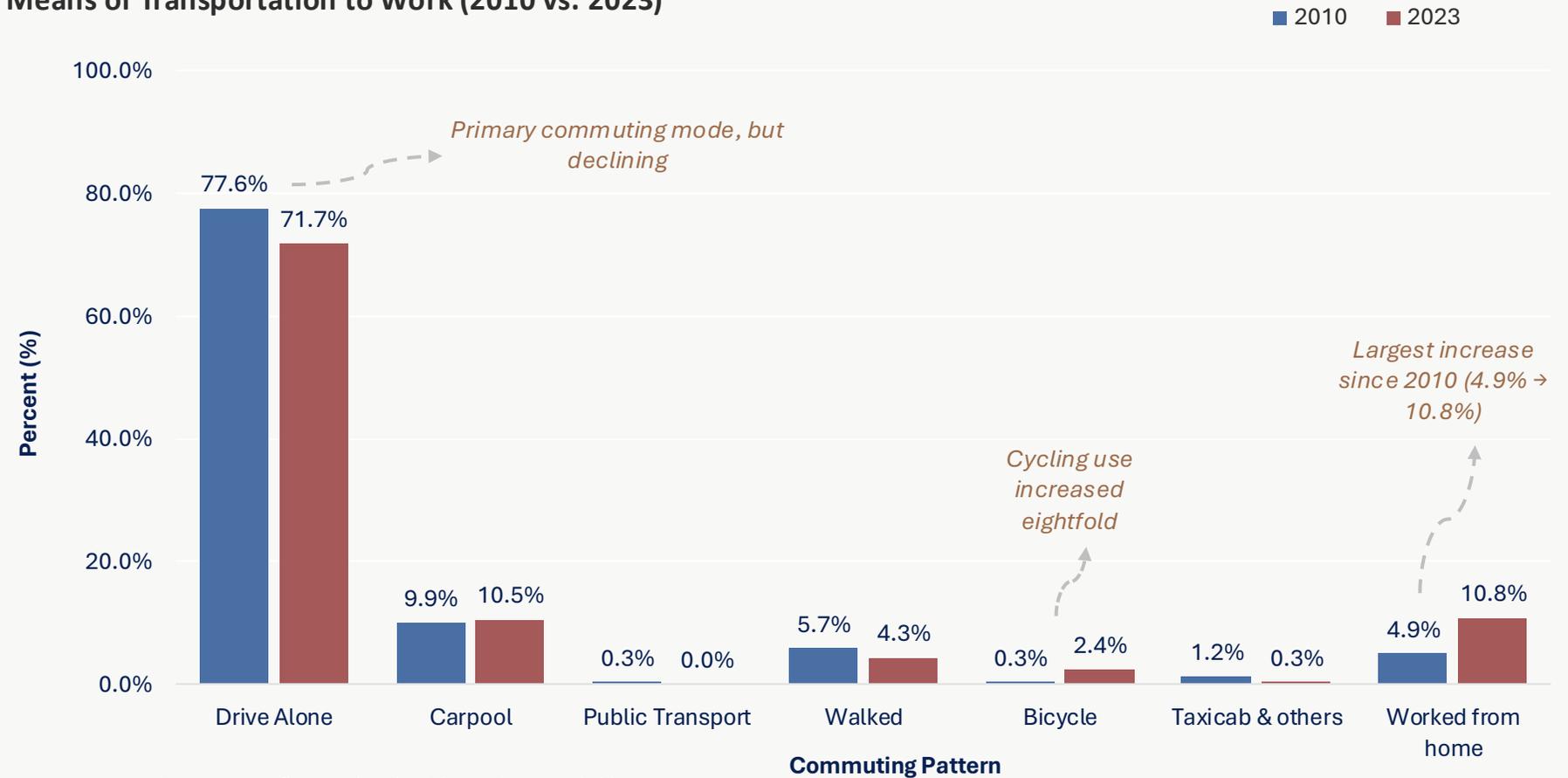
### 2.2 Commuting & Workforce Mobility

#### Commuting to Work

Driving alone remains the primary commuting method in Lake Geneva, declining from **77.6% to 71.7%**. The most significant change is the rise in **working from home**, which increased from **4.9% to 10.8%**, while bicycling grew from **0.3% to 2.4%**. Public transportation use remains negligible, reinforcing the City's car-dependent commuting pattern.

## How have the commuting methods residents use to work changed since 2010?

Means of Transportation to Work (2010 vs. 2023)



Note: Percentages reflect employed residents 16 years and older

Sources: American Community Survey (ACS 2010 & 2023)

## 2. HOUSING, MOBILITY & LIVABILITY

### 2.2 Commuting & Workforce Mobility

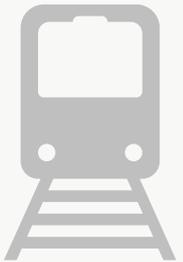
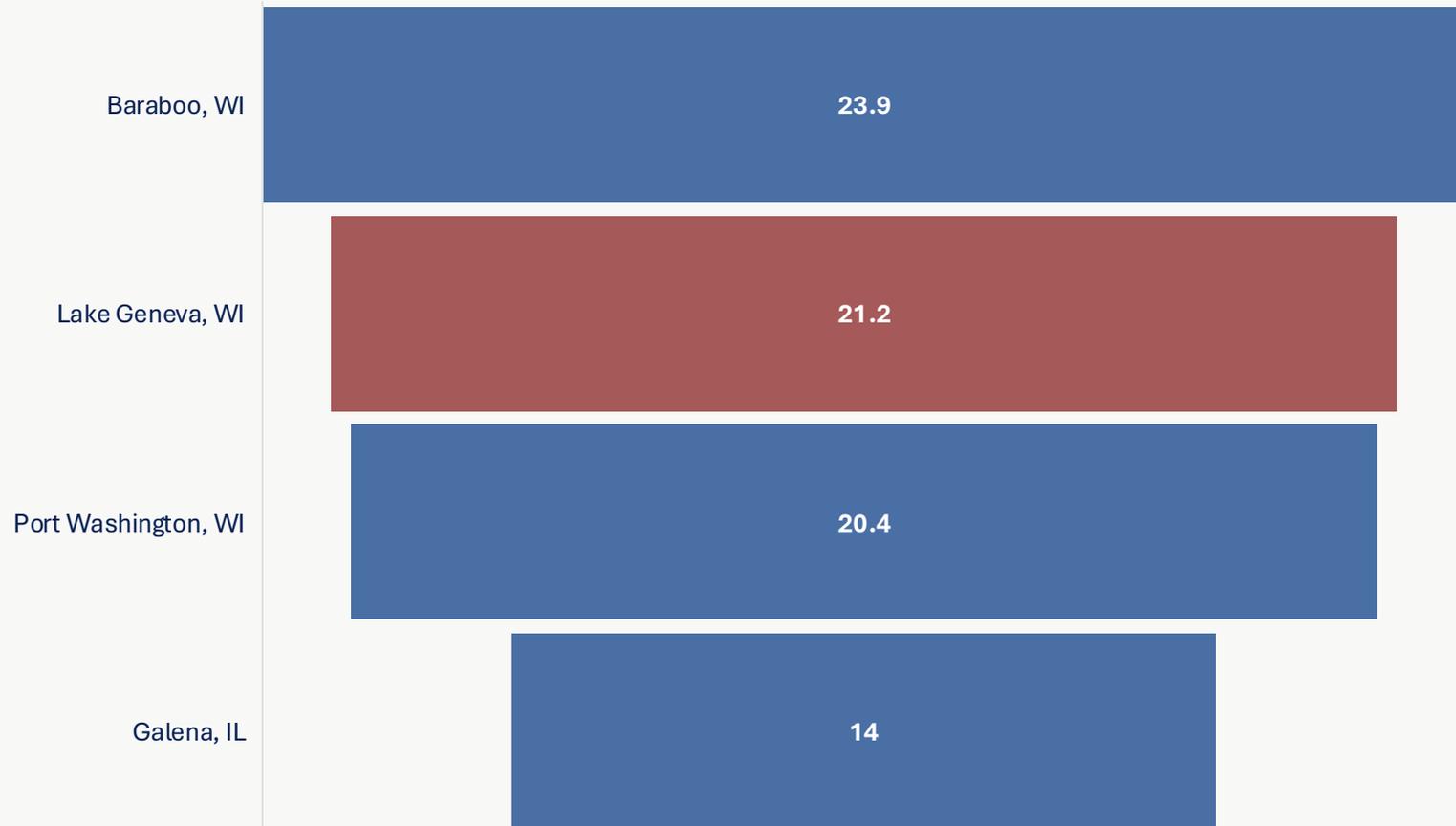
#### ☐ Mean Travel Time to Work

Lake Geneva’s average commute time is **21.2 minutes**, placing it in the middle of its peer communities. Commute times are shorter than Baraboo (**23.9 minutes**) but longer than Port Washington (**20.4 minutes**) and Galena (**14.0 minutes**).

Overall, Lake Geneva’s commute time reflects a **balanced position**, not among the longest in the region, but still long enough to signal daily reliance on automobile travel and employment beyond immediate residential areas.

## How long (in minutes) does it take in Lake Geneva and its peer cities to commute to work?

Comparison of Average Commute Time in Minutes (2023)



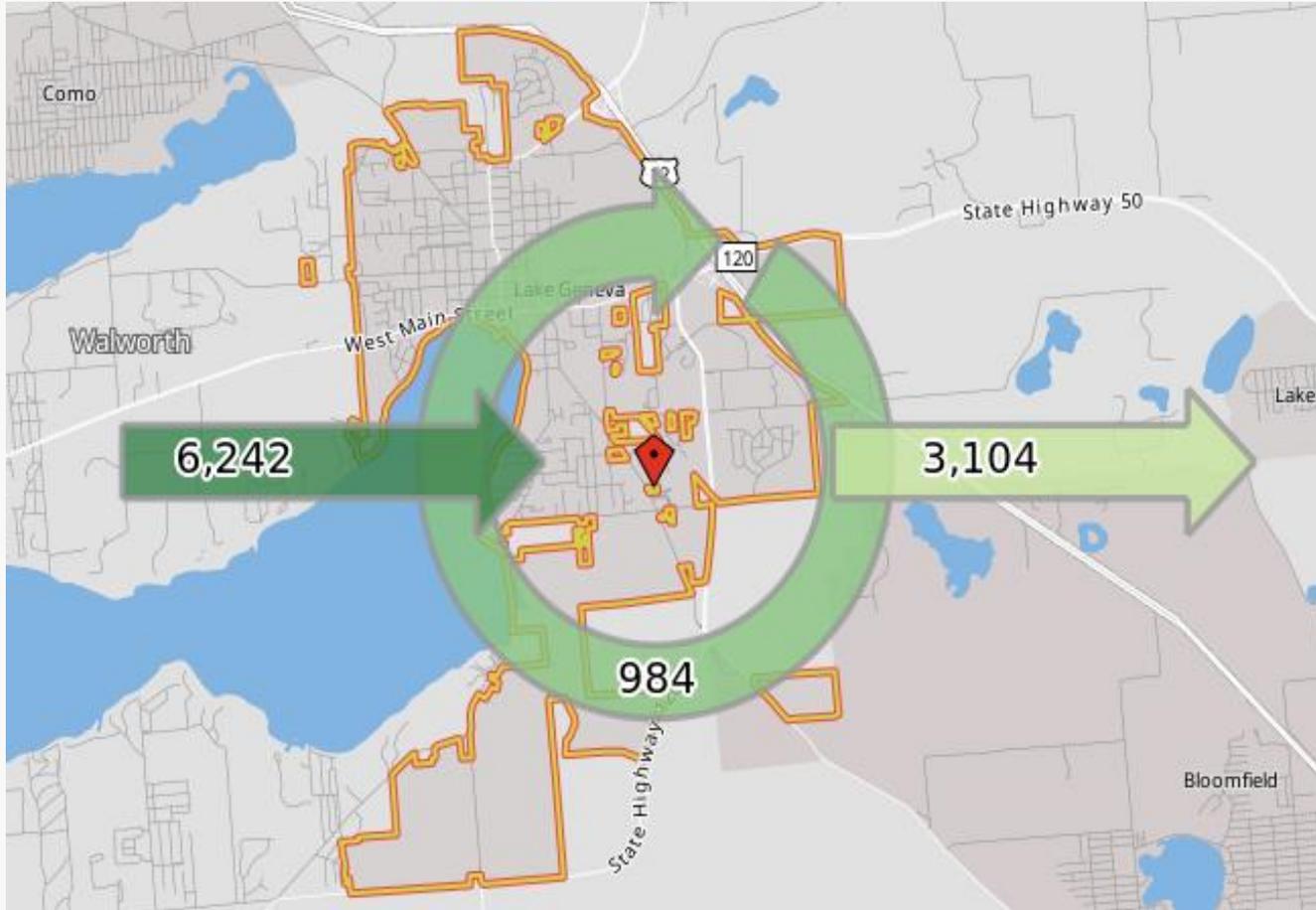
Sources: American Community Survey (ACS 2023)

## 2. HOUSING, MOBILITY & LIVABILITY

### 2.2 Commuting & Workforce Mobility

#### Commuting In and Out of Lake Geneva

# Commuting Pattern for Workers (In & Out of the City of Lake Geneva)



75.9% of Lake Geneva residents work outside the City. Each day, **3,104 residents** leave the City for their jobs, while only **6,242 people come in**, creating a net gain of 3,138 workers. Just **984 residents** both live and work here, which is about 24.1% of all local jobs.

This imbalance shows that many outsiders get jobs in Lake Geneva City probably due to its tourism orientation.

#### Inflow/Outflow of Jobs (All Jobs, 2023)

	Count	Share
Employed in Lake Geneva	7,226	-
Employed in Lake Geneva but Living Outside	6,242	86.4%
Employed and Living in Lake Geneva	984	13.6%
Living in Lake Geneva	4,088	-
Living in Lake Geneva but Employed Outside	3,104	75.9%
Living and Employed in Lake Geneva	984	24.1%

Note: The above data reflects 2023 insights for all job types.  
Source: On the Map, US Census Bureau



## 2. HOUSING, MOBILITY & LIVABILITY

# The AARP Livability Index

### 2.3 Livability Indicators

#### Housing

AARP’s housing indicators evaluate **physical accessibility** (zero-step entrances), **diversity** (multi-family share), **affordability** (monthly costs, cost-burden), and **support** (subsidized units per 10k) while also crediting state and local policies.

#### Engagement

The AARP Livability Index’s engagement metrics cover broadband availability, civic-organization density, voting rates, social involvement, and cultural venue access, while policy credits strong voter-participation laws, and local human rights or LGBTQ+ non-discrimination protections.

#### Opportunity

AARP’s opportunity indicators gauge economic equity (Gini), job availability (jobs per worker), education (high school graduation rates), and age diversity; they credit fiscal and labor measures like AAA bond ratings, local minimum wages above the federal floor, and expanded FMLA benefits.

#### Environment

AARP’s environment indicators **assess drinking-water safety** (health-based violation rates), **air quality** (annual unhealthy days, near-roadway exposure), and industrial pollution toxicity using EPA risk-screening data.

#### Neighborhood

AARP’s neighborhood indicators assess **access to essential destinations** (grocery stores, markets, parks, libraries within half a mile; jobs reachable via 45-minute transit or auto commute), **mixed-use vibrancy** (destination diversity, activity density), **personal safety** (crime rate), **neighborhood health** (vacancy rate), and credit transit-oriented development policies.

#### Transportation

AARP’s transportation indicators assess transit frequency, ADA-accessible vehicles and stations, walkability, traffic congestion, household transport costs, speed limits, and fatal crash rates to gauge convenience, affordability, and safety. They also credit state and local policies: Complete Streets, human-services coordination, and volunteer-driver protections that foster inclusive, efficient mobility at neighborhood and metro scales.

#### Health

The AARP Livability Index’s health indicators integrate individual behaviors, access, quality, adult smoking and obesity rates; county-level access to exercise opportunities; primary care availability; preventable hospitalization rates; Medicare hospital patient satisfaction; and credits state and local smoke-free laws.



## 2. HOUSING, MOBILITY & LIVABILITY

### 2.3 Livability Indicators

#### Livability

Lake Geneva’s overall livability score (56) is above the U.S. median (50) but trails top peers such as Port Washington (63) and Baraboo (61). The City performs well in transportation, health, and civic engagement, but environment (45) is a clear weakness and opportunity (57) lags leading peers. Targeted improvements in environmental sustainability and economic opportunity would strengthen Lake Geneva’s competitive position.

## Benchmarking Lake Geneva’s Livability

	Lake Geneva, WI	Baraboo City, WI	Galena City, IL	Port Washington, WI	Median US County
<b>Overall</b>	56	61	57	63	50
 <b>Housing</b> Metrics and initiatives that promote affordability, availability, and accessibility.	59	63	69	54	56
 <b>Neighborhood</b> Metrics and initiatives that focus on destinations, safety, and mixed-use development.	53	51	55	62	36
 <b>Transportation</b> Metrics and initiatives concerning convenience, safety, and options.	59	57	60	53	44
 <b>Environment</b> Metrics and initiatives regarding air and water quality, energy efficiency, and hazard mitigation planning.	45	57	59	59	57
 <b>Health</b> Metrics and initiatives that promote healthy behaviors, like exercise and smoking cessation.	56	53	54	67	44
 <b>Engagement</b> Metrics and initiatives such as cultural engagement, voting rights, and human rights.	59	67	63	74	48
 <b>Opportunity</b> Metrics and initiatives regarding job availability, government creditworthiness, and graduation rates.	57	77	41	73	52

Sources: AARP Livability Index, 2025



## 2. HOUSING, MOBILITY & LIVABILITY

### 2.3 Livability Indicators

#### Public Services - Schools

School Districts for Counties (City, school district, # of schools)			
1	Lake Geneva, WI	Lake Geneva Schools (J1 & Geneva-Genoa)	7
2	Baraboo City, WI	Baraboo School District	9
3	Galena City, IL	Galena Unit School District 120	3
4	Port Washington, WI	Port Washington-Saukville School District	5

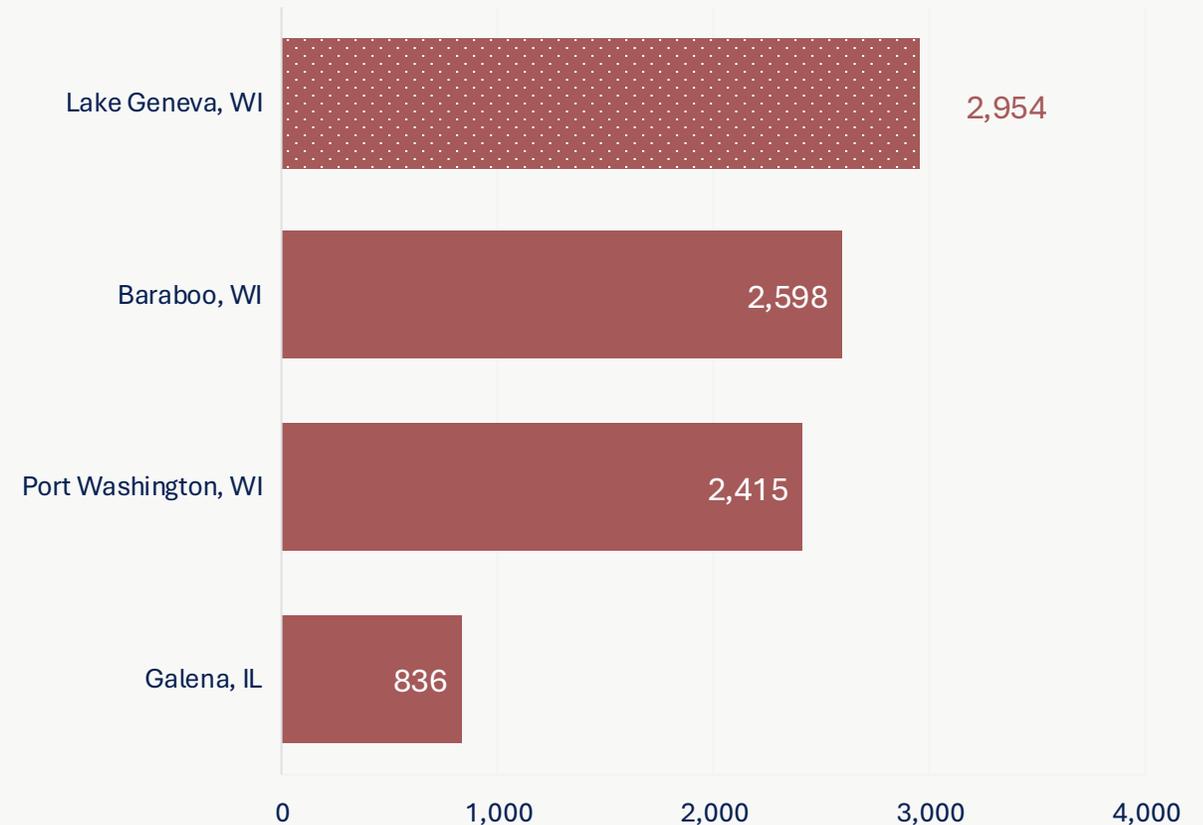
Lake Geneva’s school district serves the **largest student population among peer cities (2,954 students)** with **7 schools**, and approximately **71% of those students live within City limits**.

Lake Geneva supports its residents through a **relatively large and complex school district structure** compared to its peer cities. Galena stands out as an outlier, with a **very small number of school-age children living in the City (138)** despite a district enrolment of **836**, indicating a district that primarily serves a broader rural area rather than the City population.

Sources: ACS 5-Year Estimates Data Profiles; NCES (2023–2024) Academic Session; Niche K12 School Ratings & Statistics

## How does the school infrastructure in Lake Geneva compare to its peer cities?

# of School Children in the School District



The number of schools reflects the **entire school district**, which serves multiple cities, not just the schools physically located within city limits. Children are signified as persons between ages 5 to 18 years.



## 2. HOUSING, MOBILITY & LIVABILITY

### 2.3 Livability Indicators

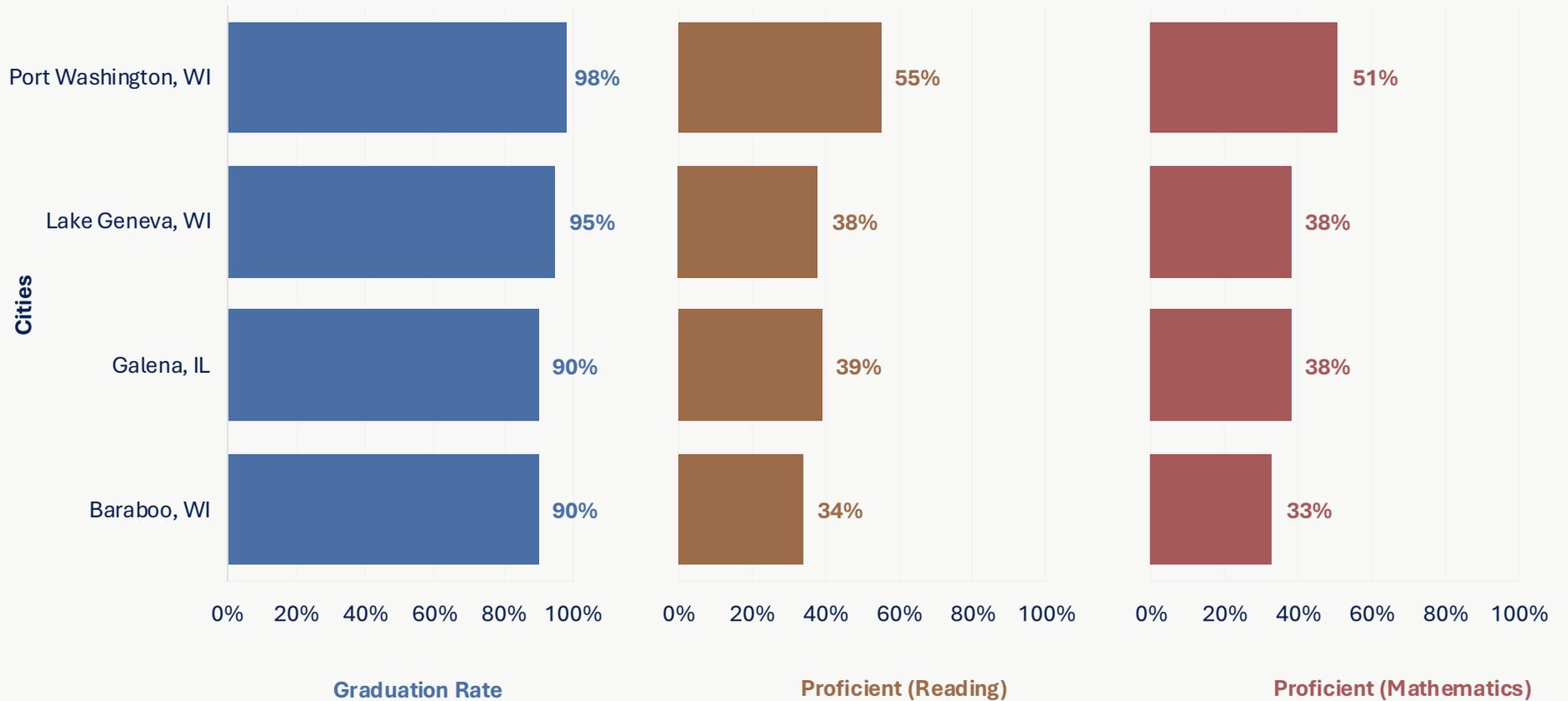
#### Public Services - Schools

Lake Geneva's school district demonstrates strong student completion, with a **95% graduation rate**, higher than Galena and Baraboo, but slightly below Port Washington (**98%**).

Academic proficiency outcomes lag behind graduation success, with only **38% of students proficient in reading and 38% in mathematics**, compared to **55% and 51%** respectively in Port Washington.

## Comparison of school district performance in Lake Geneva to its peer cities

Comparison of School District Performance (2025)



Sources: NCES (2023 – 2024) Academic Session; Niche K12 School Ratings & Statistics



## 2. HOUSING, MOBILITY & LIVABILITY

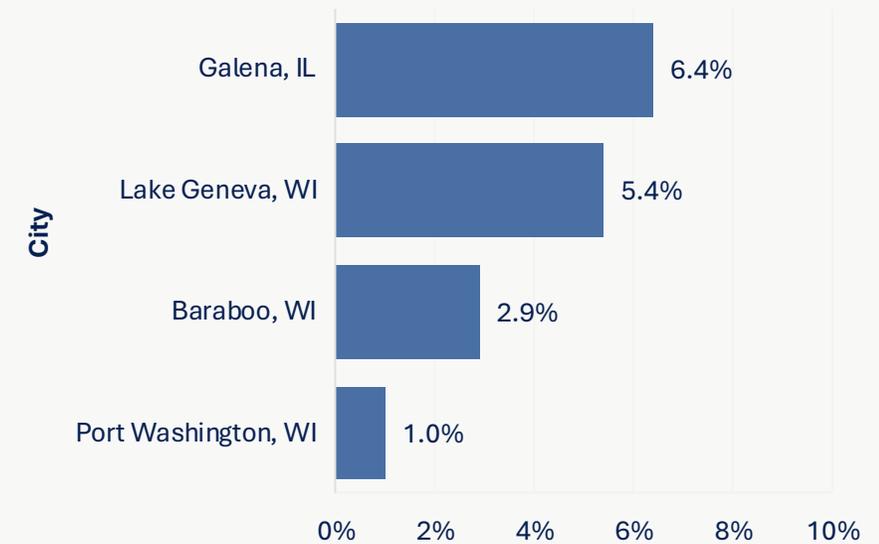
### 2.3 Livability Indicators

#### Public Services - Health

## How does access to healthcare in Lake Geneva compare to its peer cities?

	Lake Geneva, WI (Walworth County)	Baraboo, WI (Ozaukee County)	Galena, IL (Sauk County)	Port Washington, WI (Jo Daviess County)
 <b>Life Expectancy</b> (Average number of years people are expected to live)	79.1	77.7	80.9	81.5
 <b>Adult Obesity</b> (Percentage of the adult population (age 18 and older) that reports a body mass index (BMI) greater than or equal to 30 kg/m2)	33%	40%	34%	34%
 <b>Doctor-to-Patient Ratio</b> (Ratio of population to primary care physicians)	2290:1	1000:1	2180:1	650:1
 <b>Food Insecure</b> (Percentage of population who lack adequate access to food)	10%	10%	11%	8%
 <b>Limited Access to Healthy Food</b> (Percentage of population who are low-income and do not live close to a grocery store.)	10%	3%	4%	5%
 <b>Food Environment Index</b> (Index of factors that contribute to a healthy food environment, from 0 (worst) to 10 (best))	8.3	9	8.7	9.2

Percentage of residents that are uninsured (2023)



Lake Geneva shows **moderate overall health outcomes** but faces clear access challenges, particularly limited primary care availability (**2,290 residents per doctor**), coupled with notable food access gaps (**10% food insecurity**) and a **higher uninsured rate (5.4%)** compared to some peer cities.

Sources: County Health Rankings and Roadmaps (2023)



## 2. HOUSING, MOBILITY & LIVABILITY

### 2.3 Livability Indicators

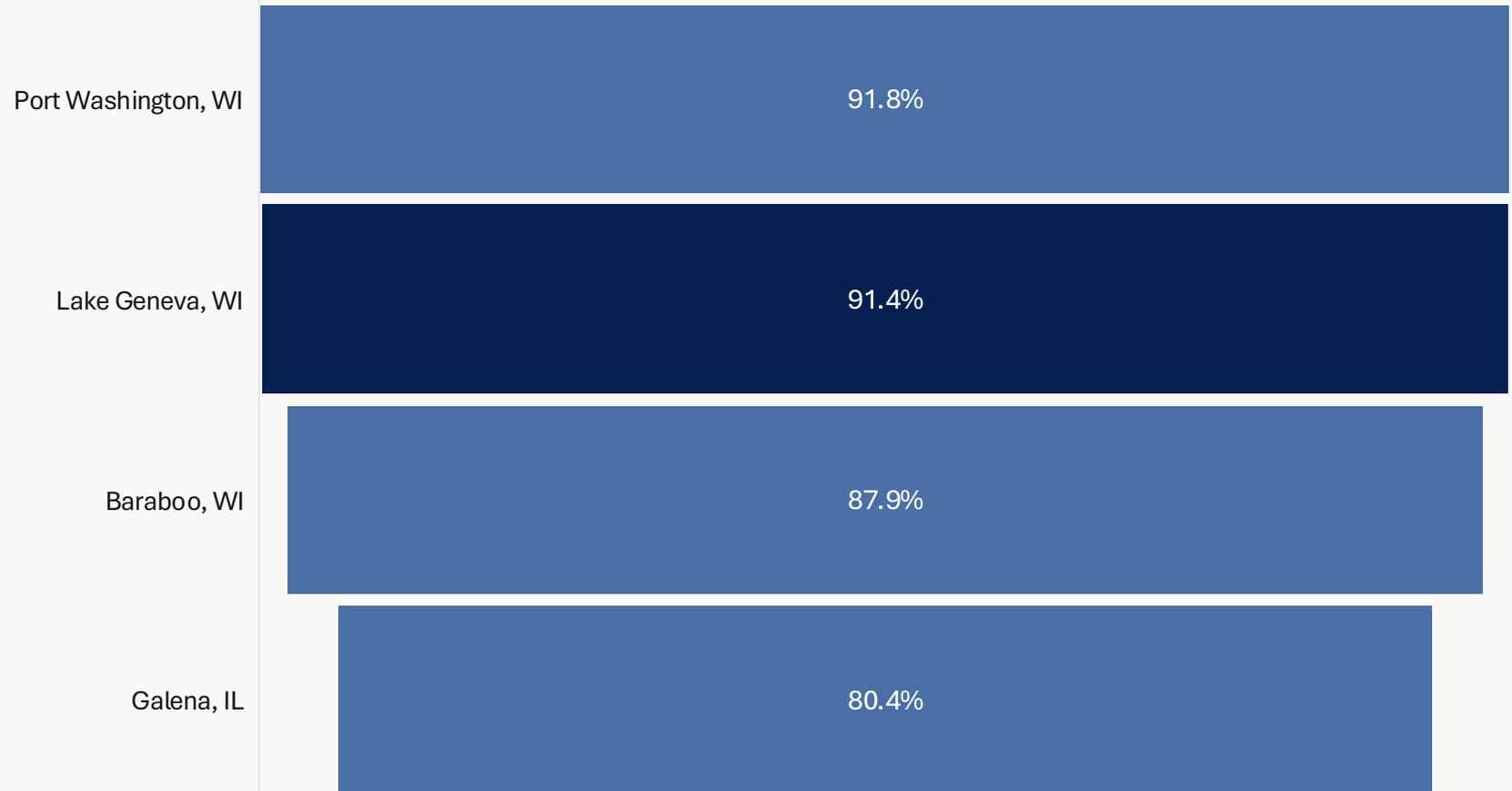
#### Broadband Access

In 2023, **91.4%** of Lake Geneva residents have broadband access, second only to Port Washington. This places the city just below **Port Washington (91.8%)**, but well above **Baraboo (87.9%)** and **Galena (80.4%)**.

This indicates strong digital infrastructure, though nearly **1 in 10 residents** still lack connectivity, highlighting an opportunity to close remaining access gaps.

## Proportion of residents in Lake Geneva and its peer cities with internet broadband access

Comparison of Access to Internet Broadband (2023)



Sources: American Community Survey (ACS 2023)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

#### 3.1 Employment by Industry

##### Industry Composition

Since 2012, Lake Geneva’s economy has shifted toward service-based industries, with **Accommodation and Food Services employment increasing from 584 to 798 workers (+214)** and **Health Care and Social Assistance growing from 280 to 390 workers (+110)**, alongside rising establishments in **Construction (58 to 74)**.

In contrast, **Retail Trade employment declined from 675 to 546 (-129)** and **Professional, Scientific, and Technical Services fell from 238 to 95 (-143)**.

## Change in business composition by industry in the City of Lake Geneva

	Business Establishments (CBP <sup>1</sup> Data)		Workforce composition (ACS <sup>2</sup> Data)	
	2012	2023	2012	2023
Agriculture, forestry, fishing and hunting	3	-	32	27
Construction	58	74	122	198
Manufacturing	29	30	714	715
Wholesale trade	27	27	29	201
Retail trade	110	115	675	546
Transportation and warehousing	12	20	66	110
Information	11	18	28	97
Finance and insurance	28	36	75	121
Real estate and rental and leasing	29	41	46	68
Professional, scientific, and technical services	47	58	238	95
Administrative and support and waste management and remediation services	37	43	125	86
Educational services	8	8	300	362
Health care and social assistance	54	58	280	390
Arts, entertainment, and recreation	18	19	107	100
Accommodation and food services	79	96	584	798
Other services (except public administration)	56	73	124	269

Sources: 1 = County Business Patterns (CBP) ; 2= American Community Survey (ACS)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

#### 3.1 Employment by Industry

##### ☐ Tourism-Related Sectors

Lake Geneva is the most tourism-dependent city among its peers, with **18.6% of all workers (798 jobs)** employed in Accommodation and Food Services, well above Baraboo (**11.2%**), Galena (**15.6%**), and Port Washington (**4.5%**).

Visitor-driven retail is a significant employment base, accounting for **12.8% of jobs (546 workers)**, comparable to peer cities.

Tourism employment is concentrated in hospitality rather than attractions or transport, as Arts, Entertainment, and Recreation (**2.3%**) and Transportation (**2.4%**) employ relatively fewer workers.

## Share of Workers in Tourism-Related Industries in the City of Lake Geneva and its peer cities

Core Tourism-related sectors (Areas driven by visitor spending)	Lake Geneva, WI	Baraboo City, WI	Galena City, IL	Port Washington, WI
<b>Accommodation and food services</b> (Hotels, motels, resorts, Guesthouses, hostels, short-term rentals. Restaurants, cafes, bars, Catering services)	18.6% (798)	11.2% (744)	15.6% (270)	4.5% (295)
<b>Arts, entertainment, and recreation</b> (Museums, galleries, Cultural and heritage attractions, Amusement and recreation facilities, Sports, leisure, and entertainment venues )	2.3% (100)	3.5% (235)	0.9% (15)	1.9% (128)
<b>Retail Trade</b> (Souvenir shops, Local boutiques, Visitor retail spending (clothing, gifts, food)	12.8% (546)	12.3% (817)	13.5% (233)	10.8% (711)
<b>Transportation</b> (Local passenger transportation, Taxis, shuttles, sightseeing transport, Boat tours, ferries, cruises Intercity passenger transport)	2.4% (101)	4.2% (283)	1.3% (23)	4.1% (273)



Selected industries represent core tourism-related sectors commonly used in local economic analysis. Employment figures are based on ACS resident workforce data and are reported at aggregated industry levels for place geographies, limiting further disaggregation (e.g., passenger vs. freight transportation) and including both visitor- and resident-serving activity in retail.

Sources: American Community Survey (ACS 2023)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

#### 3.2 Labor Force Characteristics

##### ❑ Labor Force Participation

Lake Geneva faces relatively weaker labor market conditions than its peer cities, with the **highest unemployment rate (5.1%)** and the **lowest labor force participation rate (62%)**, compared to participation rates above **66%** elsewhere.

At the same time, its workforce is largely **white-collar (64.6% or 2,764 workers)**, indicating a potential mismatch between available skills and local employment opportunities, particularly in service- and tourism-driven sectors.

 The labor force is the total number of people of working age who are either employed or actively looking for a job. It does **not** include people who aren't seeking work, such as full-time students or retirees.

## What is the makeup of the labor force of Lake Geneva and its peer cities?

Unemployment Rate		Labor Participation Rate	
Galena City, IL	0.9%	Port Washington City, WI	67.7%
Port Washington City, WI	1.9%	Galena City, IL	67.1%
Baraboo City, WI	3.4%	Baraboo City, WI	66.7%
Lake Geneva City, WI	5.1%	Lake Geneva City, WI	62%

Occupation Type (Lake Geneva Only)	Employed	Share
White Collar	2,764	64.6%
Blue Collar	931	21.7%
Services	586	13.7%

Sources: American Community Survey (ACS 2023)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

#### 3.2 Labor Force Characteristics

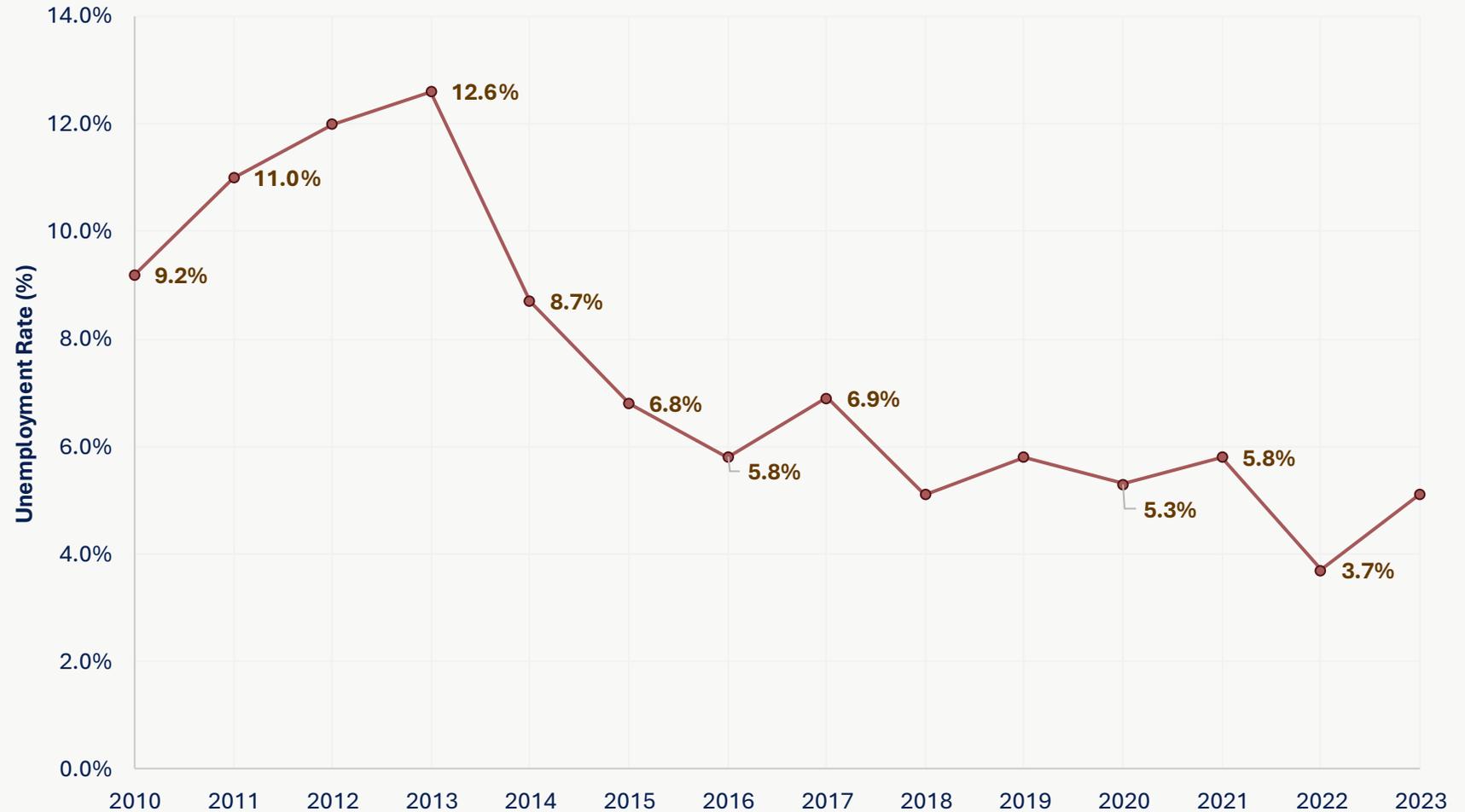
##### Unemployment Trends

Unemployment fell significantly over the long term, declining from a peak of **12.6% in 2013** to a historic low of **3.7% in 2022**, reflecting strong post-recession labor market recovery.

Since 2016, unemployment has remained relatively low but volatile, generally ranging between **5.0% and 6.9%**, indicating a more stable yet sensitive local labor market.

Overall, while long-term unemployment has improved substantially since 2013, **recent fluctuations point to structural challenges**.

## What key unemployment trends have emerged in Lake Geneva since 2010?



Sources: American Community Survey (ACS 2023)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

#### 3.3 Income and Economic Well-being

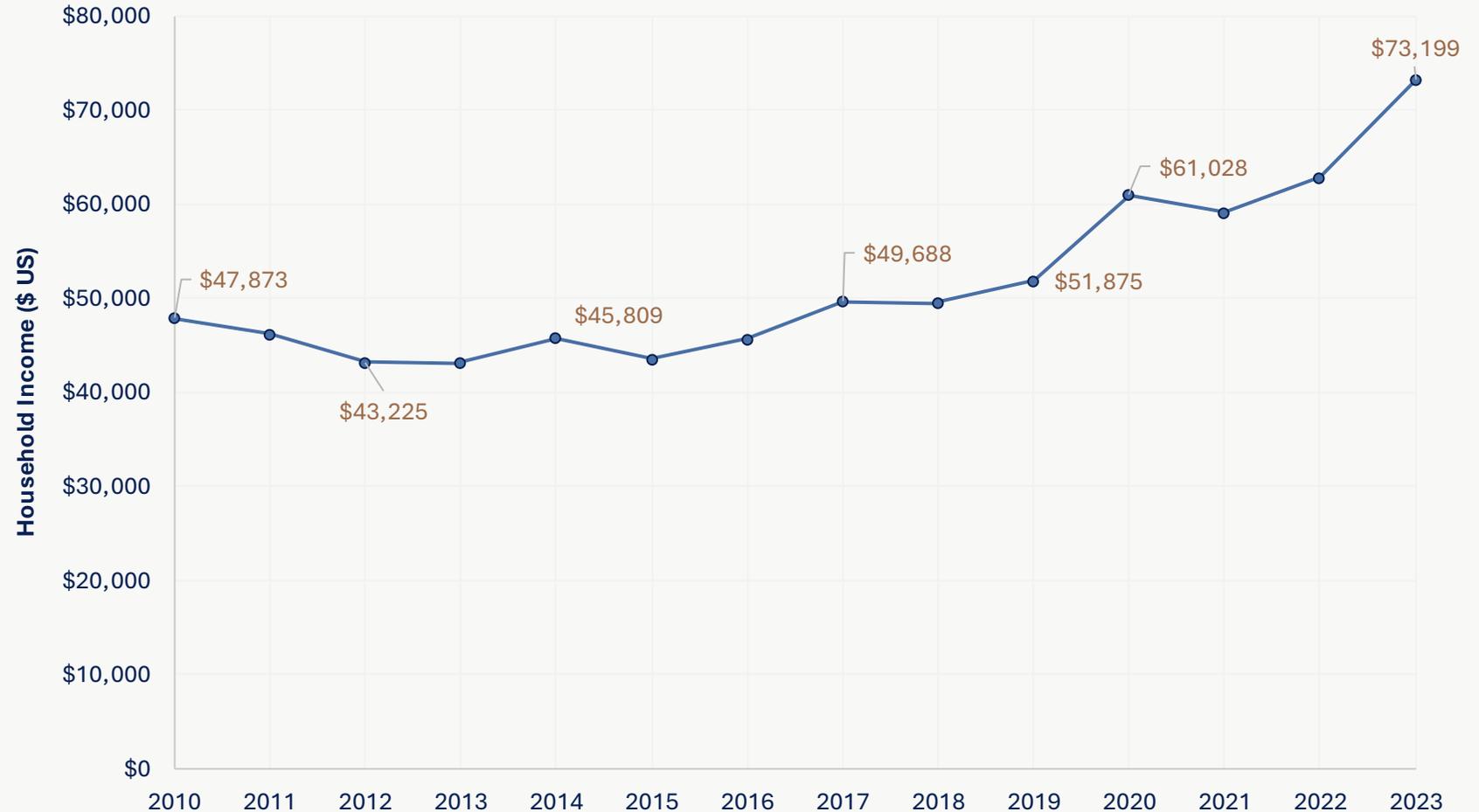
##### Median Household Income

Household income declined in the early 2010s, then rebounded strongly, falling from **\$47,873** in 2010 to a low of **\$43,225** in 2012–2013, before beginning a sustained recovery after 2015.

Income growth accelerated after 2018, rising from **\$49,688** in 2017 to **\$61,028** in 2020.

By 2023, median household income reached a record high of **\$73,199**, an increase of over **\$25,000** since 2010, signalling improved economic prosperity.

## What key household income trends have emerged in Lake Geneva since 2010?



Sources: American Community Survey (ACS 2023)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

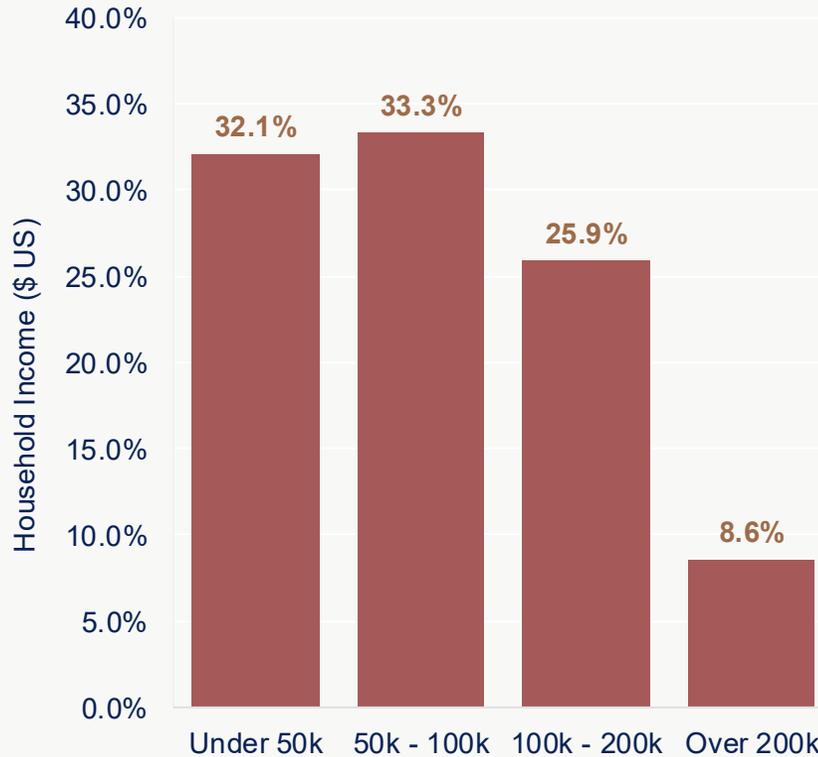
#### 3.3 Income and Economic Well-being

##### Median Household Income

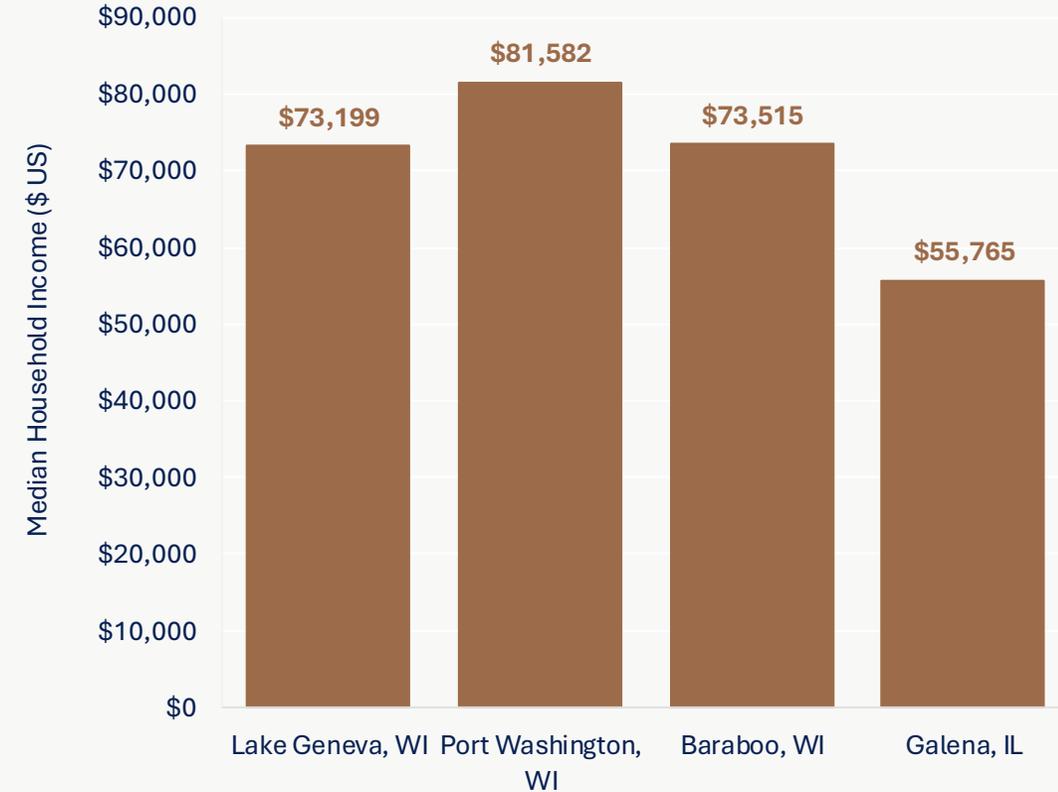
Lake Geneva shows a solid and **growing income base**, with nearly **60% of households earning \$50,000 or more** and a median household income of **\$73,199** that is comparable to peer cities; however, the presence of **32.1% of households earning under \$50,000** underscores the need to balance economic growth with affordability and inclusive prosperity.

## Distribution of household income in Lake Geneva and its peer cities

Distribution of household income (2023)



Comparison of median household income (2023)



Sources: American Community Survey (ACS 2023)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

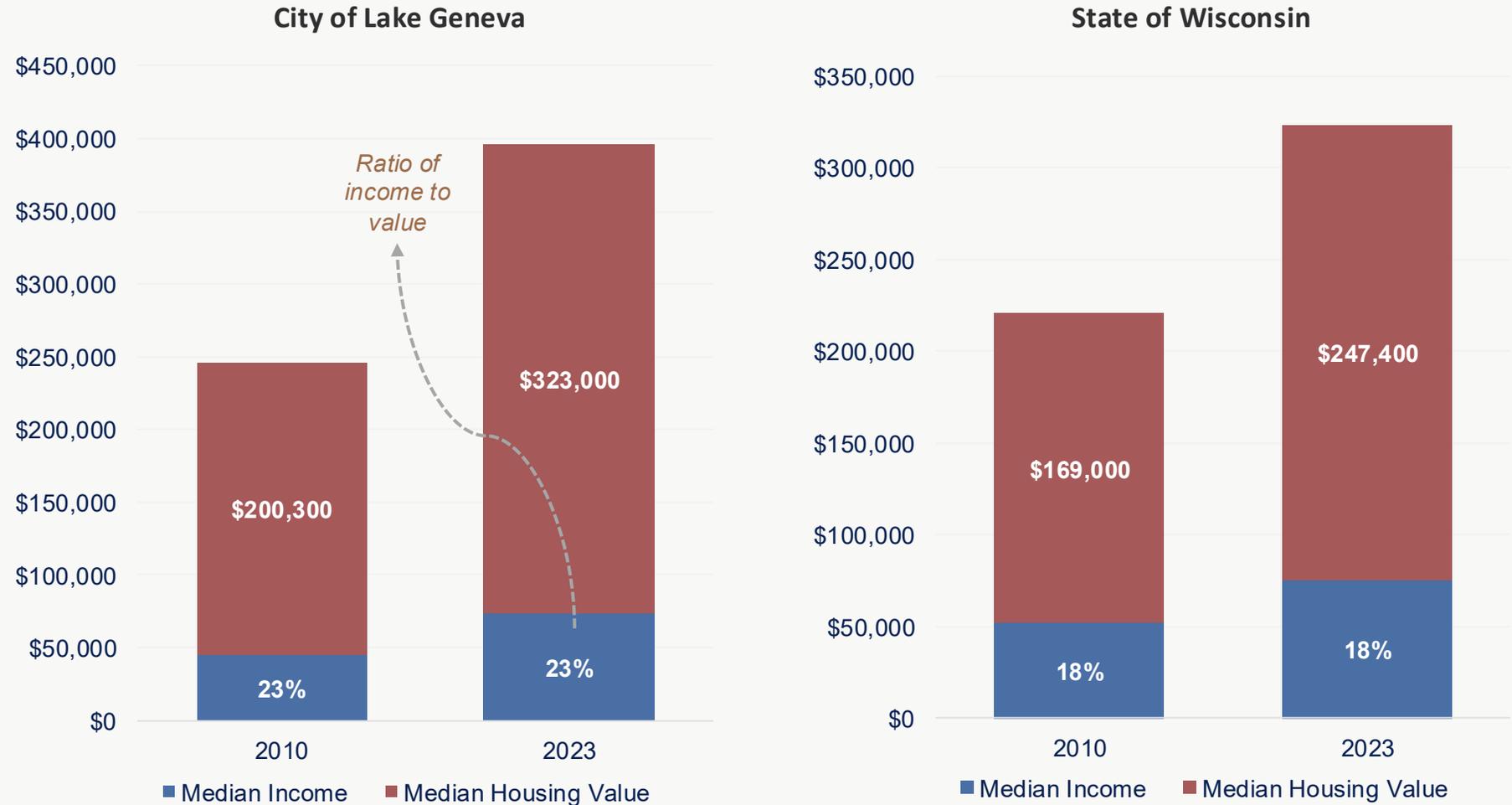
#### 3.3 Income and Economic Well-being

##### Household Value to Income Ratio

**Housing affordability pressures in Lake Geneva have intensified**, as median home values rose from **\$200,300 in 2010 to \$323,000 in 2023**, outpacing median income growth from **about \$45,000 to \$73,000**.

**Lake Geneva faces greater affordability challenges than the state overall**, with an income-to-home-value ratio of **about 23%** in 2023 compared to **18% statewide**, reflecting higher housing costs relative to income.

## Ratio of Median Income to Property Value for Lake Geneva and Wisconsin (2010 vs. 2023)



Sources: American Community Survey (ACS 2010 & 2023)



### 3. ECONOMIC STRUCTURE & LABOR MARKET

#### 3.3 Income and Economic Well-being

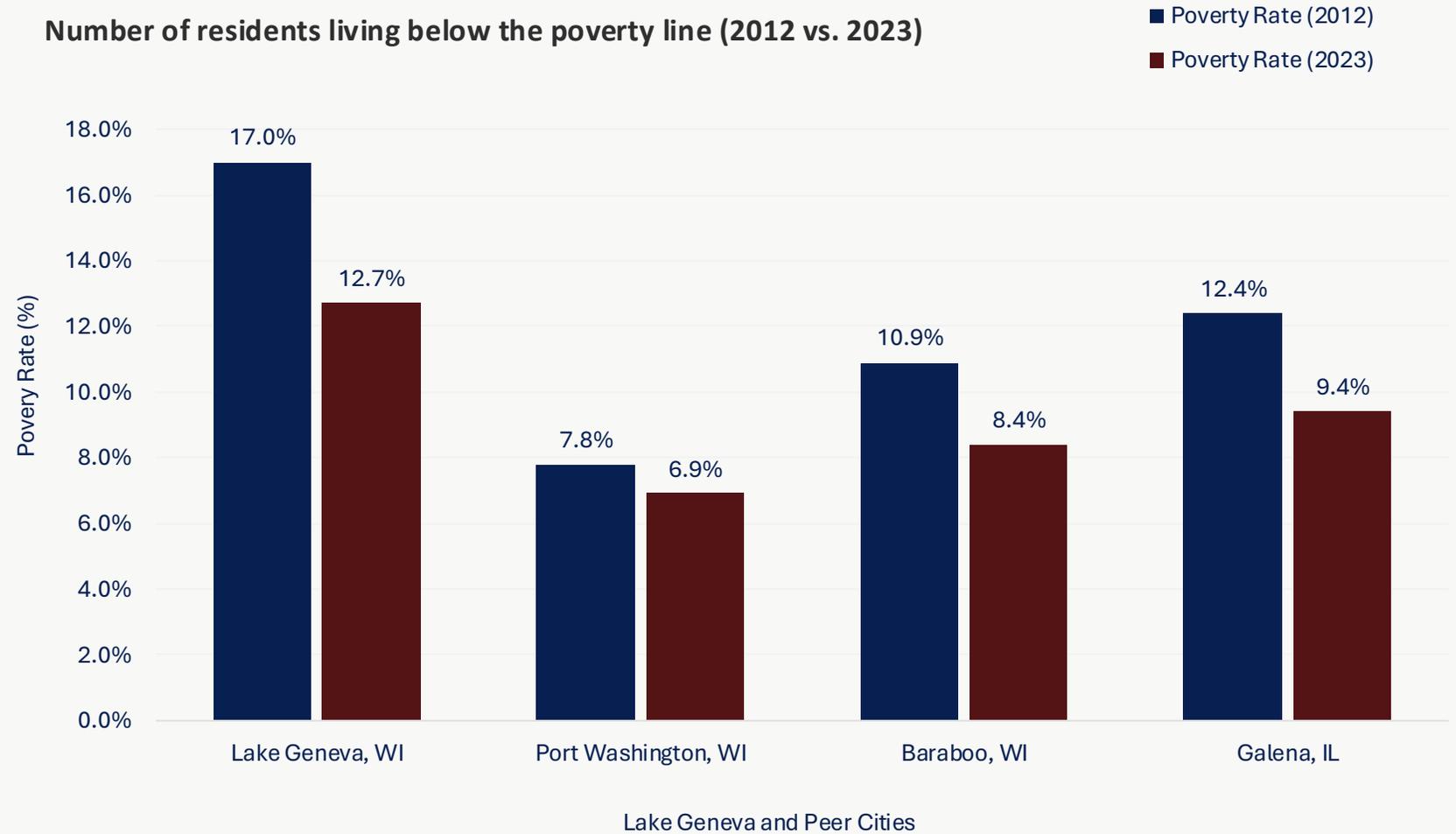
##### Poverty Rate

Poverty rates declined across all peer cities between 2012 and 2023, indicating overall improvement in economic conditions; in Lake Geneva, the rate fell from **17.0% to 12.7%** (a **4.3 percentage-point reduction**).

Despite this progress, Lake Geneva continues to have the highest poverty rate among its peers in 2023, compared with 6.9% in Port Washington, 8.4% in Baraboo, and 9.4% in Galena.

## How does the poverty rate in the city of Lake Geneva's compares to its peers?

Number of residents living below the poverty line (2012 vs. 2023)



Sources: American Community Survey (ACS 2010 & 2023)



## 4. TOURISM SYSTEM & VISITOR ECONOMY

### 4.1 Scale & Growth of Tourism

#### Direct Visitor Spending

Annual visitor spending fell sharply in 2020 (\$304M) but recovered steadily, reaching **\$549M in 2024**, a **30% increase since 2021** and the highest level on record.

**Q3 consistently drives the largest share of spending**, peaking at **\$203M in Q3 2024**, highlighting Lake Geneva's reliance on summer tourism activity.

All quarters show positive gains since 2021, with the strongest recent growth in **Q1 (+7.9%)** and **Q3 (+5.6%)**.

# What is the yearly and seasonal trend of direct visitor spending in Lake Geneva

Total Visitor Spending by Year in the City of Lake Geneva (\$M)



Lake Geneva Quarterly Direct Visitor Spending, 2019-2024 (\$ millions)

	Q1	Q2	Q3	Q4
2019	\$75.1	\$99.5	\$158.4	\$88.4
2020	\$62.7	\$51.1	\$128.1	\$62.5
2021	\$72.1	\$110.9	\$172.4	\$95.4
2022	\$84.3	\$122.2	\$185.9	\$110.2
2023	\$90.4	\$128.2	\$191.8	\$116.9
2024	\$97.6	\$130.4	\$202.5	\$118.4
% Change	7.9%	1.7%	5.6%	1.3%

Sources: Tourism Economics – Economic Impact of Visitors to Lake Geneva 2024



## 4. TOURISM SYSTEM & VISITOR ECONOMY

### 4.1 Scale & Growth of Tourism

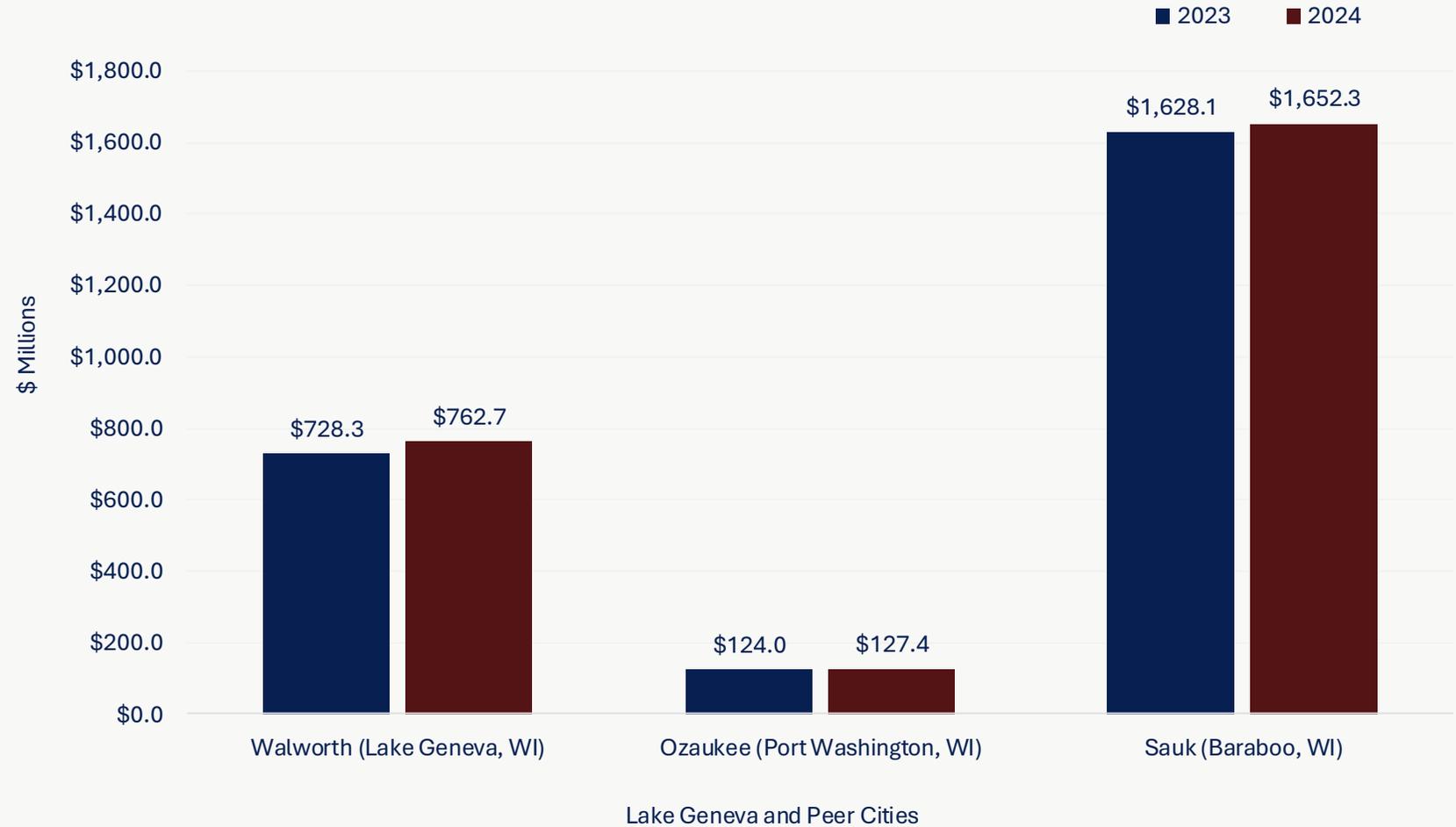
#### Comparison of Direct Visitor Spending

Lake Geneva and Walworth County continue to show strong tourism performance, with direct visitor spending rising from **\$728.3M in 2023 to \$762.7M in 2024**, reflecting sustained visitor demand.

All peer counties experienced growth, but at very different scales. Ozaukee County increased modestly from **\$124.0M to \$127.4M**, while Sauk County remained the dominant tourism market, growing from **\$1.63B to \$1.65B**.

Lake Geneva remains competitive as a destination but operates at a smaller scale than major peer markets.

## Direct Visitor Spending in Lake Geneva and its peer communities



Sources: Tourism Economics – Wisconsin Tourism County Economic Impact 2024



## 4. TOURISM SYSTEM & VISITOR ECONOMY

### 4.1 Scale & Growth of Tourism

#### Direct Economic Impact

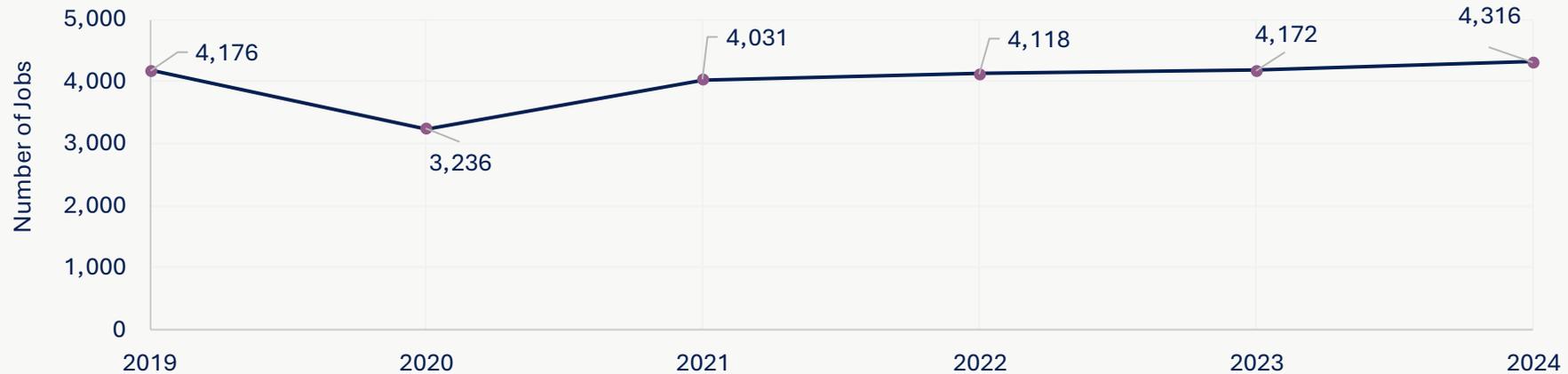
Tourism employment in Lake Geneva rebounded strongly after the 2020 downturn, rising from **3,734 jobs in 2020 to 4,847 jobs in 2024**, exceeding pre-pandemic levels of **4,655 jobs in 2019**.

Personal income generated by tourism followed a similar recovery path, increasing from **\$115.2 million in 2020 to \$183.6 million in 2024**, a gain of nearly **60%** over four years.

Since 2021, both jobs and income show steady year-over-year growth.

# Trend of Direct Economic Impact of Tourism on Employment and Personal Income in Lake Geneva

### Economic Impact of Tourism in Lake Geneva in terms of Employment



### Economic Impact of Tourism in Lake Geneva in terms of Personal Income



Sources: Tourism Economics – Economic Impact of Visitors to Lake Geneva 2024



## 4. TOURISM SYSTEM & VISITOR ECONOMY

### 4.1 Scale & Growth of Tourism

#### ☐ Total Economic Impact

Tourism employment in Lake Geneva declined sharply in 2020, falling from **4,655 jobs in 2019 to 3,734 jobs**, reflecting the immediate impact of the COVID-19 pandemic on visitor activity.

Since 2021, employment has recovered steadily and surpassed pre-pandemic levels, reaching **4,847 jobs in 2024**, which is about **4% higher than 2019**.

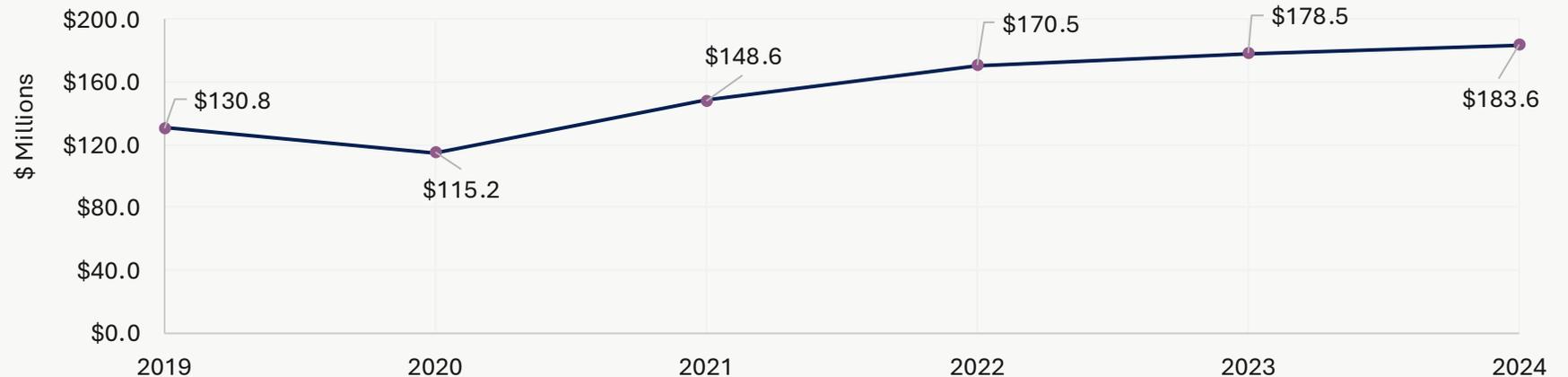
Personal income generated by tourism followed a similar trajectory, dropping to **\$115.2 million in 2020** before rising to **\$183.6 million in 2024**, the highest level in the period.

# Trend of Total Economic Impact of Tourism on Employment and Personal Income in Lake Geneva

### Economic Impact of Tourism in Lake Geneva in terms of Employment



### Economic Impact of Tourism in Lake Geneva in terms of Personal Income



Sources: Tourism Economics – Economic Impact of Visitors to Lake Geneva 2024



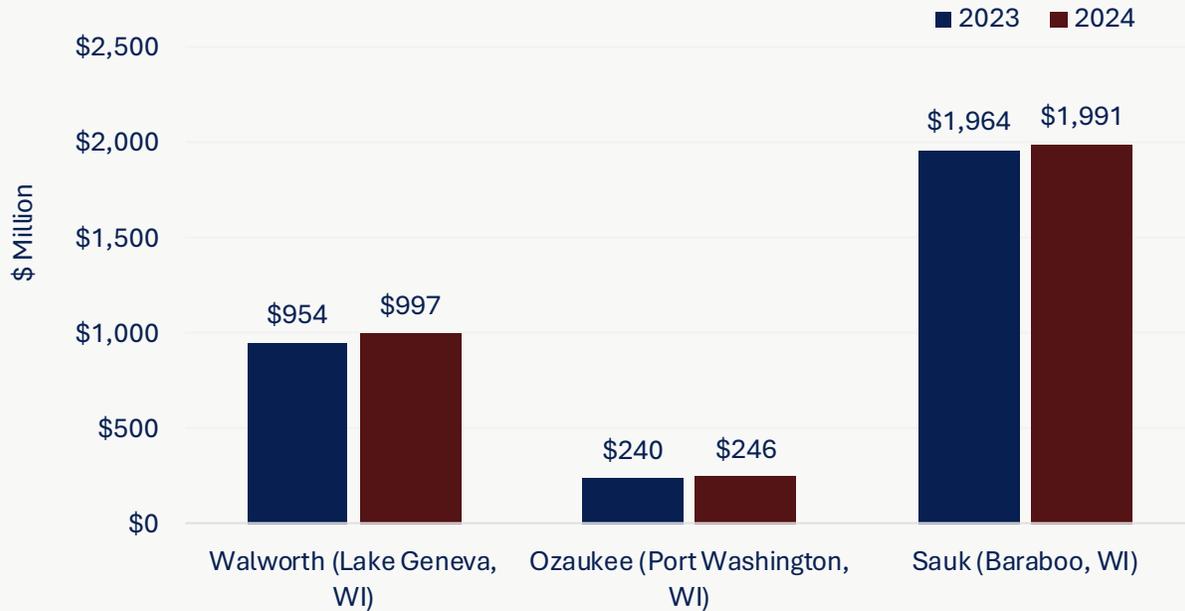
## 4. TOURISM SYSTEM & VISITOR ECONOMY

### 4.1 Scale & Growth of Tourism

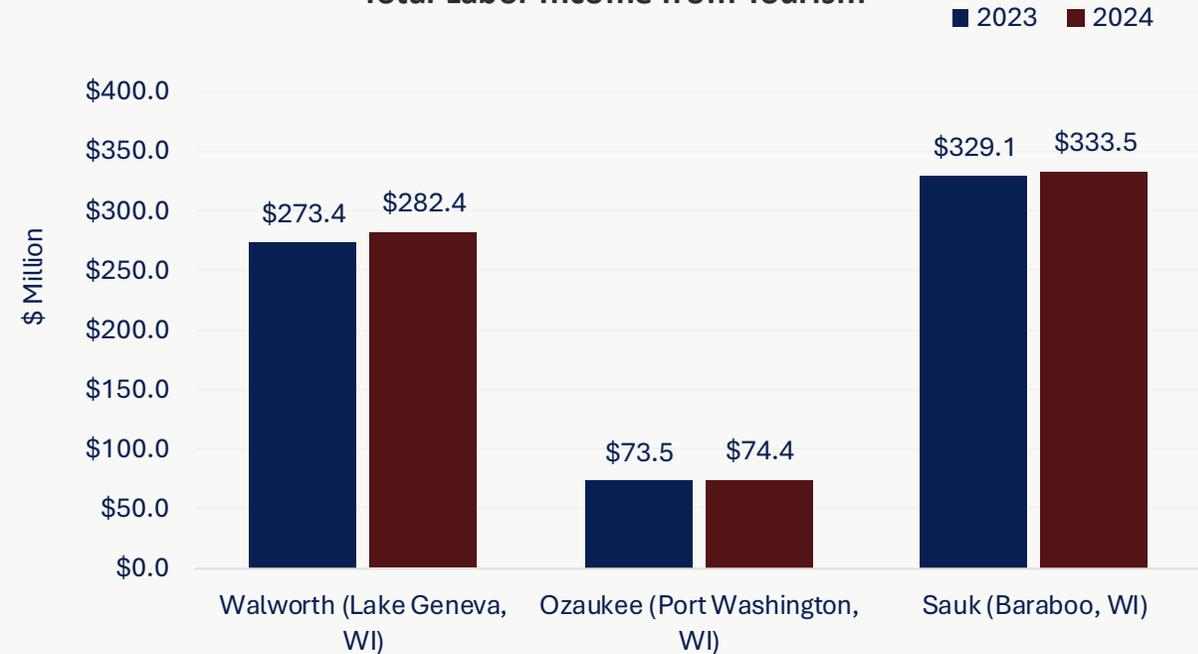
#### Comparison of Economic Impact

# How does total economic impact and labor income from tourism differ for Lake Geneva and its peer cities?

### Total Economic Impact of Tourism



### Total Labor Income from Tourism



Sauk County (Baraboo) leads peer regions with the largest tourism economy, growing from **\$1.96B to \$1.99B** in total impact and reaching **\$333.5M** in labor income in 2024, while Walworth County (Lake Geneva) shows strong and steady growth from **\$954M to \$997M** in total impact and **\$273.4M to \$282.4M** in labor income. Ozaukee County (Port Washington) remains much smaller in scale, with total impact below **\$250M** and labor income under **\$75M**, highlighting clear differences in tourism intensity across peer communities.

Sources: Tourism Economics – Wisconsin Tourism County Economic Impact 2024



## 4. TOURISM SYSTEM & VISITOR ECONOMY

### 4.2 Tourism Business Ecosystem

#### Key Tourism Sub-sectors

2024 Direct visitor spending in Lake Geneva is driven primarily by **lodging (\$205.1M, 37.4%)** and **food and beverage (\$121.9M, 22.2%)**, which together account for nearly **60% of total tourism spending in 2024**, highlighting the City's strong overnight and hospitality-based tourism economy.

Steady growth across **retail (\$97.7M)**, **recreation and entertainment (\$80.2M)**, and **transportation (\$44.0M)** since 2020 indicates a broadening visitor experience, suggesting opportunities to further extend visitor stays and increase spending beyond lodging.

## Direct Visitor Spending for key tourism sub-sectors in the City of Lake Geneva



	2019	2020	2021	2022	2023	2024
<b>Total Visitor Spending</b>	<b>\$421.4</b>	<b>\$304.4</b>	<b>\$450.7</b>	<b>\$502.6</b>	<b>\$527.3</b>	<b>\$548.9</b>
Lodging	\$150.1	\$98.1	\$169.6	\$194.1	\$200.3	\$205.1
Food and Beverage	\$94.4	\$68.0	\$98.0	\$107.4	\$115.6	\$121.9
Retail	\$84.2	\$69.6	\$86.6	\$89.8	\$94.3	\$97.7
Rec/Entertainment	\$62.7	\$43.5	\$61.1	\$70.3	\$74.8	\$80.2
Transportation	\$30.0	\$25.2	\$35.4	\$41.0	\$42.3	\$44.0

Sources: Tourism Economics – Economic Impact of Visitors to Lake Geneva 2024



## 4. TOURISM SYSTEM & VISITOR ECONOMY

### 4.2 Tourism Business Ecosystem

#### Business Sales

Tourism-related business sales in Lake Geneva dropped sharply in 2020 but have since recovered strongly, growing from **\$417.5 million in 2020 to \$700.9 million in 2024**, an increase of about **68%**.

By **2022**, sales had already surpassed pre-pandemic levels, and by **2024** they were **27% higher than in 2019**, showing that visitor spending is now stronger than it was before COVID-19, not just recovering.

## Economic Impact of Tourism on Business Sales in the City of Lake Geneva



Sources: Tourism Economics – Economic Impact of Visitors to Lake Geneva 2024