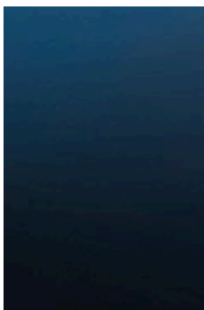
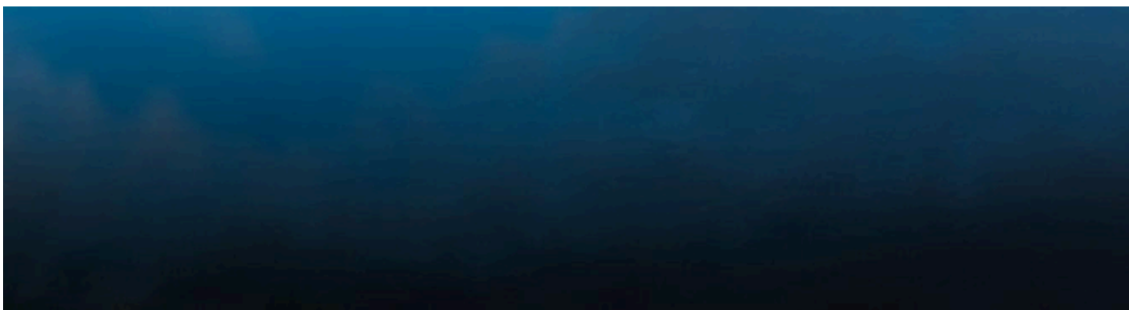
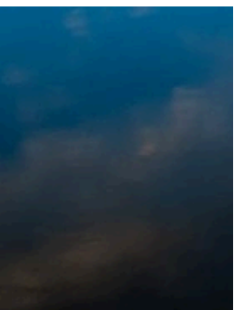
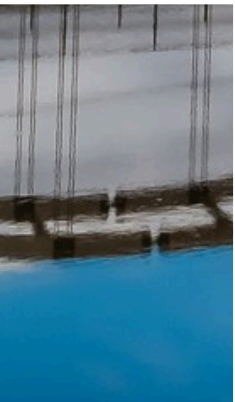




Welcome to

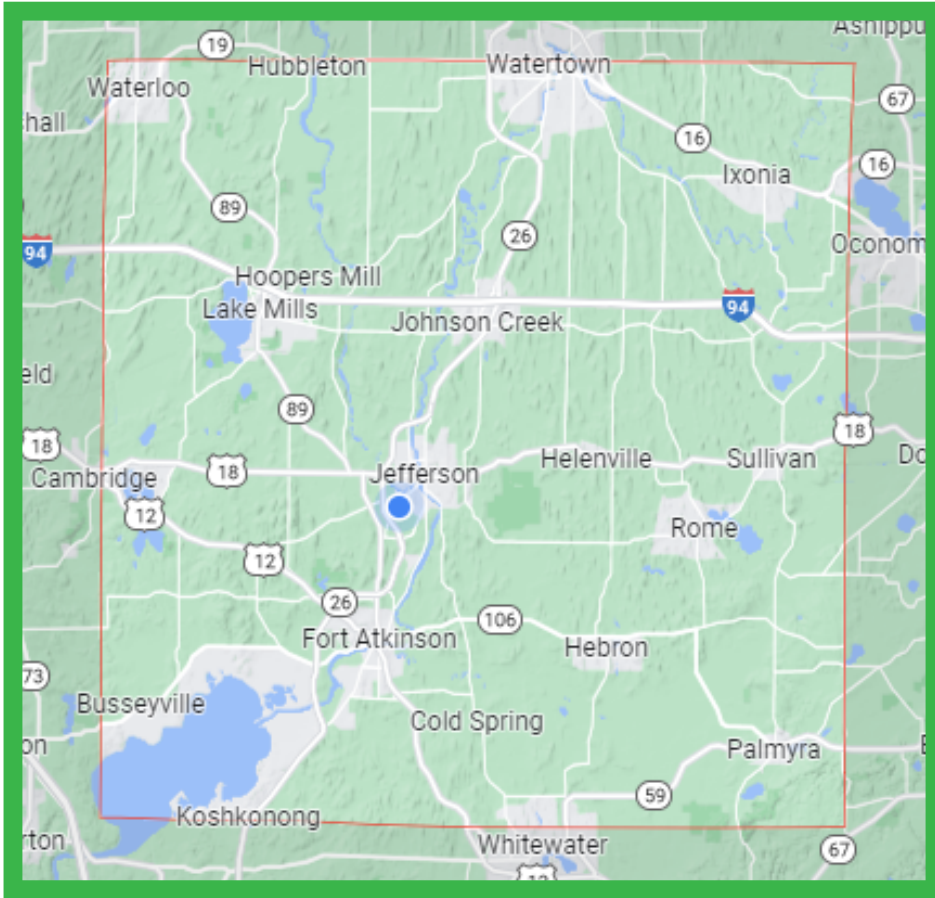
JEFFERSON COUNTY



ABOUT JEFFERSON COUNTY

Area 583 sq. mi

County Seat Jefferson



Palermo's Pizza expanded its operations into Jefferson County in 2023, producing an estimated 50 million frozen pizzas per year at the location.



Population: 86,210

Households: 34,388

Median Age: 41.1

Median Household Income: \$83,159

Source: ESRI 2024

Greater Jefferson County offers an ideal location. A population of more than 75,000,000 is reachable within a 500 mile radius, and includes major markets such as Minneapolis, Milwaukee and Chicago.



**JEFFERSON COUNTY'S
2% GROWTH RATE
BETWEEN 2020 -
2022 MAKES IT THE
5TH FASTEST
GROWING COUNTY
IN THE STATE.**

*2023 WI DWD Jefferson County
Workforce Profile*

JEFFERSON COUNTY WORKFORCE & INDUSTRY SNAPSHOT

TOP INDUSTRIES BY EMPLOYMENT

1. Manufacturing
2. Trade, Transportation & Utilities
3. Education & Health Services
4. Leisure & Hospitality
5. Professional & Business Services

JEFFERSON COUNTY LABOR BASIN

45 minute drive time

Population: 1,334,165

Labor force: 702,762

Households: 562,354

JEFFERSON COUNTY LABOR FORCE

Total Labor Force: 46,760

Unemployment Rate: 3.1%

June 2024

LABOR FORCE PARTICIPATION RATE ²⁰²²

66.8%

National Labor Force Participation Rate: 62.5%

State Labor Force Participation Rate: 65.4%

MANUFACTURING IN JEFFERSON COUNTY

Manufacturing is Jefferson County's top industry, and food and beverage manufacturing is the largest sector.

10,136

MANUFACTURING - AVERAGE MONTHLY EMPLOYMENT

2,621

FAB - AVERAGE MONTHLY EMPLOYMENT

KEY MANUFACTURING SECTORS

Food Manufacturing

Beverage Manufacturing

Machinery Manufacturing

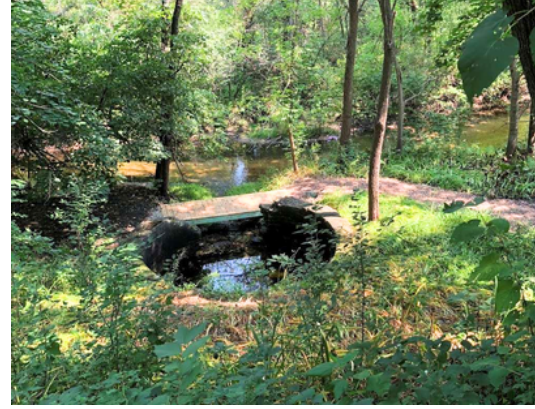
Plastics Product Manufacturing

Specialty Food Manufacturing

FAB Industry Machinery Manufacturing



Kikkoman Foods, Aztalan Bio and Nestle Purina PetCare announced investments of more than \$1.3 billion in 2024.



Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of Greater Jefferson County by providing businesses with services to locate, expand or develop here. We help businesses and developers navigate local, regional, state and federal resources, as well as act as a liaison with local municipal leaders and regulatory authorities. ThriveED also assists in strategic initiatives across Greater Jefferson County that are focused on workforce development, infrastructure and quality of life.

photos
top Row L-R: Watertown, Fort Atkinson, Lake Mills
Middle Row L-R: Whitewater, Johnson Creek, Palmyra
Bottom Row L-R: Cambridge, Jefferson, Waterloo

CONTACT US

920-674-8711

thriveED.org

Greater Jefferson County • WI
THRIVE
Economic Development • It's Happening Here