

# Connecting Wisconsin

## Driving Wisconsin's Economy

US 41 is a 200-mile stretch of highway linking two large regional economies in Wisconsin — Southeastern Wisconsin and the Fox River Valley. This highway connects Green Bay, the Fox Valley, and northern Wisconsin to major urban areas in southern Wisconsin and the rest of the country. Needless to say, a highly functional US 41 is important to Wisconsin's economic future.

The highway was originally designed to handle only rural traffic volumes; however, higher volumes of urban and commercial traffic are now causing frequent congestion. This congestion decreases safety and mobility along the highway, causing unnecessary crashes and slowing economic development. To create a better economic future for Wisconsin, a massive improvement project for US 41 is underway in Brown and Winnebago Counties.

# Wisconsin depends on US 41

## The importance of US 41

US 41 and its surrounding areas are major players in our state's economy. Improving the roads will allow more people to travel the area, increasing economic activity.

Read some of the statistics below to see just how important US 41 really is to Wisconsin.



The two regional economies along US 41 represent 56% of the state's population, 57% of the state's total manufacturing facilities and 52% of the state's retail and wholesale businesses.



There are an estimated 3,349 manufacturing plants located in communities within one mile of US 41. Manufacturing facilities represent significantly higher private investments and higher-paying jobs for the region. These private investments and higher wages represent higher tax bases for communities along the highway.



The 863,697 jobs near the corridor are linked to over \$51 billion in annual output by industries in the state. This annual output means that a high level of economic activity is occurring along the US 41 corridor.



Approximately 37% of the state's industrial parks are located within one mile of the highway. Within these industrial parks, about 13,000 acres are available for future economic development projects.



Commodity flow surveys reveal that freight tonnage moved by trucks is the highest in the state in counties along US 41, proving that commerce in Wisconsin is heavily dependent upon US 41 for transportation.



There are approximately 13,199 retail businesses within one mile of US 41. This represents about 27% of all retail businesses in the state.



There are 863,697 total jobs near the corridor. Those jobs are, in turn, linked to another estimated 678,000 jobs in the rest of the state.



In addition to approximately 9,500 manufacturing jobs in the counties near the highway corridor, there are approximately 48,100 secondary jobs linked to other manufacturing sectors of the economy throughout the rest of the state. This includes indirect jobs caused by companies ordering supplies for the project, and induced jobs caused by project employees spending more money in surrounding areas.

# US 41 brings visitors

US 41 is one of the principal routes that brings tourists to destinations throughout northern Wisconsin. The highway runs through 12 counties, which accounts for over \$3.3 billion in tourism. That's roughly one-third of the tourism dollars generated in the state.

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## Encouraging economic growth

Construction efforts along US 41 will allow businesses of all sizes to flourish. The Wisconsin Department of Transportation encourages and supports small business owners and entrepreneurs that provide services and products in:

- Construction administration
- Earthwork and landscaping
- Traffic control and safety
- Pavement
- Structures — bridges, culverts and walls
- Landscaping
- Demolition

Interested parties can contact the US 41 Project Outreach Office, located at 100 Packerland Drive in Green Bay. The telephone number is (920) 492-5696. For additional information regarding the Disadvantaged Business Enterprise (DBE) program, visit our Web site at: [www.dot.wisconsin.gov/business](http://www.dot.wisconsin.gov/business) — (keyword: dbe).

## Want more information?



Online

[www.US41wisconsin.gov](http://www.US41wisconsin.gov)

[www.511wi.gov](http://www.511wi.gov)



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(920)492-4120

US 41 Project Hotline

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