

For More Information Contact:

Dave Downs, WHBA President, 920.235.4663

Dr. Elliot Eisenberg, NAHB Economist, 202.266.8398

FOR IMMEDIATE RELEASE

Mike Mathy, WHBA Executive Officer, 920.235.2962

Study Shows Winnebago County Home Building Pays Its Way

Oshkosh – A new study that measures the costs and benefits of new residential construction illustrates that Winnebago County’s home building industry produces a wealth of new income and jobs for county residents and provides a surplus of tax revenue for local governments.

The study, conducted by the National Association of Home Builders (NAHB) Housing Policy Department, found that 100 single-family homes built in Winnebago County in 2005 will generate a cumulative \$10.2 million in government revenue compared to \$7.8 million in costs over 15 years.

“It’s no secret home building generates substantial local economic activity, including new income and jobs for residents, and additional revenue for local governments,” said Dr. Elliot Eisenberg, the NAHB economist who conducted the analysis. “This report provides concrete evidence that the home building industry is footing the bill for a lot of municipal services throughout Winnebago County.”

To compile his economic impact study, Eisenberg evaluated the impact of the construction industry in three phases: the construction phase, the ripple effect and the occupancy phase. The impact of the three phases were added up, and then compared to the cost of services such as education, fire, police, utilities, parks and recreation and roads that are required to support the new housing units.

During the construction phase, the building of 100 homes creates 191 jobs, generates \$309,000 in local taxes and \$9.5 million in local income in the first year. The ripple effect of those homes, which includes the wages and profits local area residents earn during the construction period that are spent on other local goods and services, results in 84 jobs, \$283,000 in local taxes and \$4 million in local income in the first year. The ongoing annual effect of those homes, which includes local jobs, income and taxes generated as a result of the home being occupied, is 69 jobs, \$663,000 in local taxes and \$3 million in local income per year.

“It is important for us to look closely at these numbers,” said Winnebago Home Builders Association President Dave Downs. “We’ve been saying for a long time that local home builders are doing their part to build the community, and these numbers show that we are a very important player in the overall economic health of the Winnebago County economy.”

(more)

The NAHB model used to determine the economic impact of the housing industry was first developed by NAHB in 1997 and has been applied to construction in more than 450 areas of the country. This study looks at the impact of building a representative sample of 100 homes across Winnebago County, including Oshkosh, Neenah and Omro and many others. Complete copies of the study are available by contacting the WHBA at (920) 235-2962.

The Winnebago Home Builders Association is a non-profit trade association representing more than 300 members who do business in Winnebago County. WHBA members include residential builders, remodelers and businesses related to the housing industry. Learn more at www.whba.net