



1202 Northport Drive  
Madison, WI 53704  
608-242-6297  
[www.tobaccofreedanecounty.org](http://www.tobaccofreedanecounty.org)

---

FOR IMMEDIATE RELEASE

Contact:

Gary Poulson – Chair, Spokesperson – 608-698-0914  
TFDCC Staff – Ryan Sheahan – 608-242-6297

Madison, WI – March 1, 2006

## **Employment in Bars/Restaurants in Dane County Increased More Than Double the State Rate in 2005, says state data.**

Employment in Dane County / Madison bars and full-service restaurants increased at more than twice the rate of employment in the state for the first three months immediately following the Madison Smoke-Free Ordinance. Employment in the food and drink industry increased in the Madison area by 3.5% in 2005 while employment in the state increased by only 1.7%.

“This increase in employment in the Madison area stands in sharp contrast to the common complaints of a few bar-owners that the sky has fallen. We now know that no such thing has occurred and that. “the hospitality industry is alive and well in the City of Madison.

This data comes on the heels of a series of anecdotal reports including the sharp increase in alcohol licenses in Madison over the past year.. A total of 16 new Class B combination liquor licenses have been issued since the smoke-free ordinance took effect last July 1. That compares to 13 over the same six-month period in 2004. For all of 2005, 36 new liquor licenses were issued compared to 31 in 2004. This has been followed by a report last week that announced the planned construction of two large brew pubs in Madison.

“Other than the widely covered reports of “impending doom” in the tavern industry, the actual changes in the industry have been positive. Eating and drinking establishments in Madison and Dane County have been and continue to be the fastest growing business sector.” Employment in the industry in our area is now over 20,500. (Table 2)

The Tobacco Free Dane County Coalition collected data on employment from 2001-2005 from the Department of Workforce Development in the category of “Drinking Establishments and Full-Service Restaurants”. (Full-service restaurants typically have Class B Alcohol licenses and were newly covered by the Madison smoke-free ordinance.) While the reported data covers all of Dane County, the vast preponderance of employment in these establishments is within the City of Madison. According to the 2002

Census, nearly 61% of Dane County food and drinking establishments are located in the City of Madison. In addition, 68% of food and drink service employees work in Madison, and 69% of the 594 million in Dane County sales occur in the City.

“We are not going to claim that this increase in employment is due to the smoking ordinance. On the other hand, opponents should not rush in front of a TV camera every time their profits go down. The bottom line is that the ordinance has had the intended effect of making bars and restaurants free of deadly tobacco smoke.”

Data for the tables below are from the Department of Workforce Development’s Current Employment Statistics: 2001-2005. Madison area data captures employment data for all of Dane County.

###

**Table 1:**

Changes in Employment for July –September (third quarter) in Full-Service Restaurants and Taverns: Dane County /Madison Area and Wisconsin 2002-2005.

Year	Madison Area	Wisconsin
2002	2.7%	0.6%
2003	4.3%	2.1%
2004	6.0%	2.0%
2005	3.5%	1.7%

**Table 2:**

Drinking Establishments and Full-Service Restaurants	# Establishments	Average Monthly Employment	July	August	September
Dane County/ Madison 2005	949	20,551	20,469	20,530	20,654
Dane County/ Madison 2004	904	19,838	19,671	19,949	19,893
Dane County/ Madison 2003	873	18,641	18,409	18,602	18,911
Dane County/ Madison 2002	865	17,841	17,624	17,912	17,986
Dane County/ Madison 2001	835	17,352	17,258	17,424	17,374