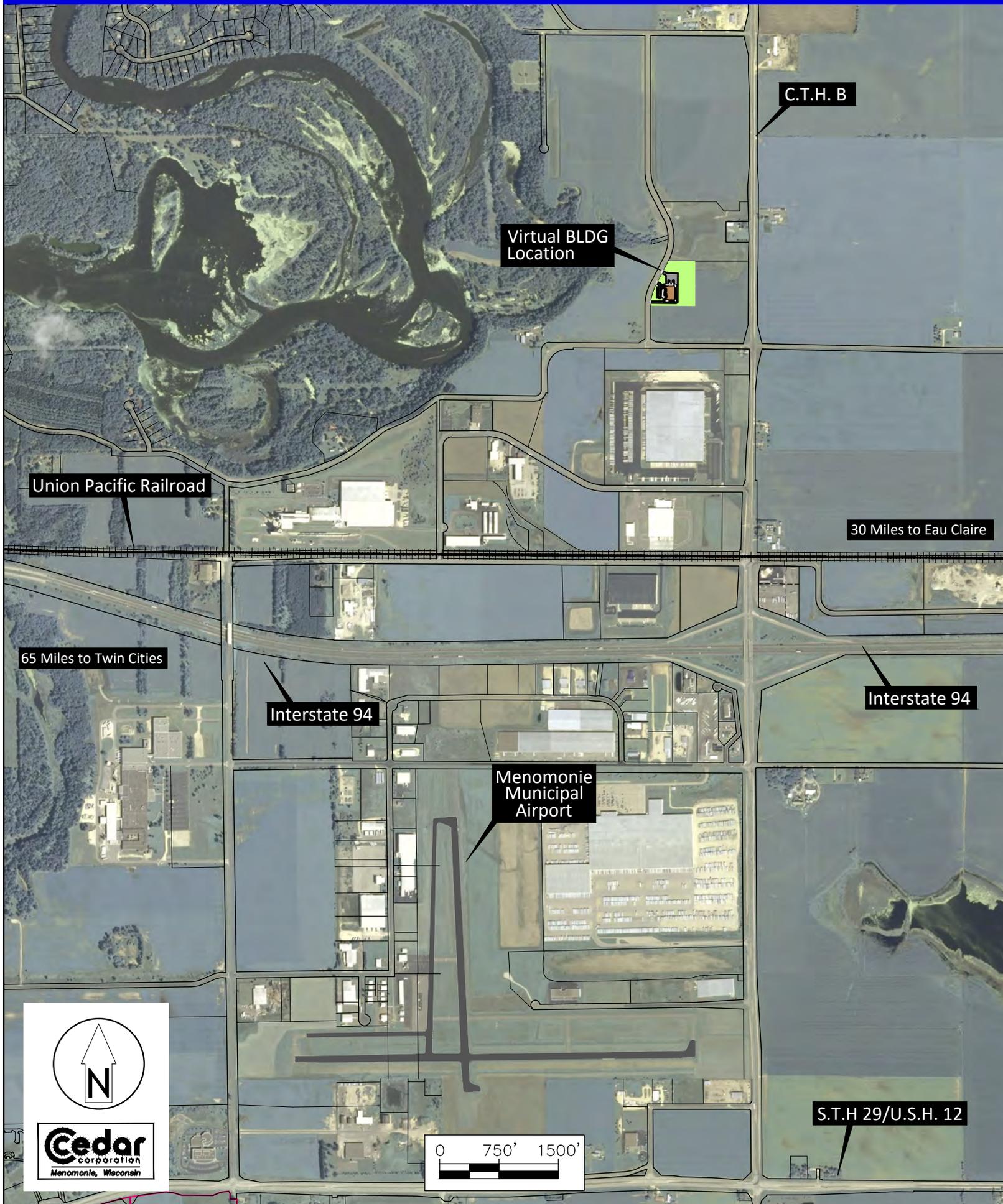


# Virtual Spec. Building City of Menomonie



C.T.H. B

Virtual BLDG  
Location

Union Pacific Railroad

30 Miles to Eau Claire

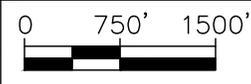
65 Miles to Twin Cities

Interstate 94

Interstate 94

Menomonie  
Municipal  
Airport

S.T.H 29/U.S.H. 12



# CITY OF MENOMONIE VIRTUAL SPEC BUILDING LAYOUT - 7± ACRES

POND

OUTLOT 1  
CSM 3598  
V. 17, P. 48

6.77 AC±

59th STREET NE

27,000 SQ. FT.  
PROPOSED BUILDING

3,400 SQ. FT.  
OFFICE

FUTURE BUILDING

FUTURE PARKING

SE-SE  
1  
CSM 3598  
V. 17, P. 48

650TH AVENUE

C.T.H. B

SW-SE

28  
CSM 2557  
V. 11, P. 97

CSM 900

SCALE:  
0 50 100 200



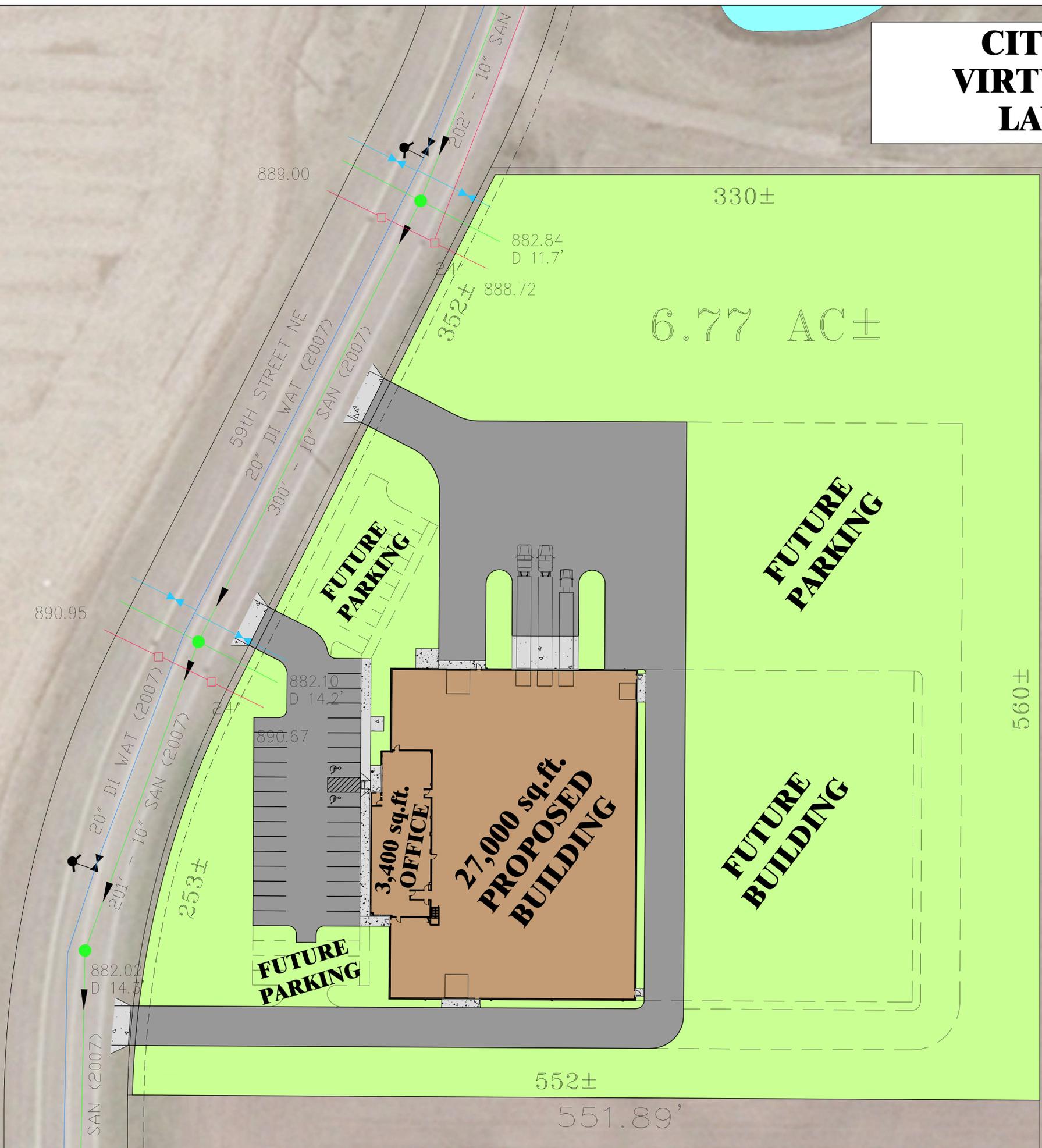








# CITY OF MENOMONIE VIRTUAL SPEC BUILDING LAYOUT - 7± ACRES



1007.78'

330±

889.00

882.84  
D 11.7'

888.72

352±

6.77 AC±

560±

SE - SE

253±

890.95

882.10  
D 14.2'

890.67

3,400 sq-ft.  
OFFICE

27,000 sq-ft.  
PROPOSED  
BUILDING

552±

551.89'

SCALE:  
0 15 30 60

## State Incentive:

### **Manufacturing and Agriculture Credit –**

Open to any manufacturing or Ag related business. his corporate income and franchise tax credit is calculated based on a specified percentage of the qualified production income that a claimant derives from property assessed as manufacturing or agricultural property in Wisconsin. The credit is phased in over four years, beginning at 1.875% of production income for the calendar year 2013 until it reaches the full credit, which is 7.5% of production income in 2016, which basically serves to offset tax rates otherwise applicable (Meaning starting in 2016 the tax rate is .04%). This program is administered by the Wisconsin Department of Revenue.

### **Wisconsin Economic Development Tax Credits**

The Economic Development Tax Credit program incents manufacturing projects involving substantial expansion of existing Wisconsin businesses or relocation of major business operations from other states to Wisconsin through refundable tax credits that can be earned through job creation and employee training based on up to ten percent of payroll of new positions.

Note to qualify and company at a minimum must meet the following criteria:

- pay at least \$10.88 hr. (150% above Federal Minimum Wage)
- the project can not start until approved by WEDC or assistance is forfeited – Start is defined as shovels in the ground

### **Industrial Revenue Bond**

An Industrial Revenue Bonds (IRB) can be used to finance new buildings at a below-market potentially fixed rate for construction and/or equipment financing. The maximum IRB is \$10 million with a maximum of 20 years for building only financing. New equipment can be financed using IRBs as well. However, the term allocated to equipment only IRBs can be no longer than 120% of the expected economic life of the equipment being financed. And, the equipment must be new manufacturing equipment. If an IRB finances both a building and equipment the term will be blended. Buildings and equipment financed by an IRB must be depreciated on a straight line basis. (Often, businesses will finance the building using an IRB, but finance their equipment conventionally so that the equipment can depreciated more quickly.)

## Local Incentive:

### **Tax Increment Financing**

The site falls within a Tax Increment District allowing the City of Menomonie the flexibility on how project sites are conveyed to new or expanding businesses. With each transaction a starting point is obtained by calculating the size of lot by the current asking price. Deductions are allowed for jobs created or retained, type of project, construction materials, finished market value of the building and impact on the community with the ultimate goal of reducing the purchase price. Additional TIF incentives could be offered to offset costs associated with work outside of the building shell and is based on the same factors as listed above.

### **Cost of doing business**

One of the greatest incentives is the overall reduction in the cost of doing business that companies face when operating in WI. Attached you will find a cost of doing comparison chart between Wisconsin and Minnesota (who else)



## BUSINESS COST COMPARISON

# Wisconsin VS Indiana, Illinois, Minnesota, Iowa, and Michigan

## CORPORATE INCOME TAX

### DESCRIPTION

Corporate tax is on the income or capital of some types of legal entities. Note: Some states have a tiered tax system. Wisconsin has a flat rate.

	2014 TOP RATE	TOP CAP	CORPTAXNOTES
WI	7.90%	\$0	MANUFACTURING AND AGRICULTURE TAX CREDIT MAY APPLY TO BUSINESSES OF THOSE INDUSTRIES AND OFFSET THE CORPORATE TAX RATE, TO A POSSIBLE 0.4% IN 2016 AND BEYOND.
IN	7.50%	\$0	.
IL	9.50%	\$0	ILLINOIS'S RATE INCLUDES TWO SEPARATE CORPORATE INCOME TAXES, ONE AT A 7% RATE AND ONE AT A 2.5% RATE.
MN	9.80%	\$0	.
IA	12.00%	\$250,000	.
MI	6.00%	\$0	.

### SOURCES

Tax Foundation

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# PERSONAL INCOME TAX

## DESCRIPTION

Income tax is imposed on net taxable income.

	PERSONAL EXEMPTIONS: SINGLE	PERSONAL EXEMPTIONS: MARRIED	PERSONAL EXEMPTIONS: DEPENDENTS
WI	\$700	\$1,400	\$700
IN	\$1,000	\$2,000	\$2,500
IL	\$2,000	\$4,000	\$2,000
MN	\$4,000	\$8,000	\$4,000
IA	\$40	\$80	\$40
MI	\$3,950	\$7,900	\$3,950

	FEDERAL INCOME TAX DEDUCTIBLE	INCOME TAX NOTES
WI	.	A, V
IN	.	.
IL	.	.
MN	.	A, M, D
IA	YES	A, C
MI	.	A

	LOWEST TAX RATE RANGE	HIGHEST TAX RATE RANGE
WI	4.40%	7.65%
IN	3.30%	3.30%
IL	3.75%	3.75%
MN	5.35%	9.85%
IA	0.36%	8.98%
MI	4.25%	4.25%

	NUMBER OF TAX BRACKETS	LOWEST INCOME BRACKET	HIGHEST INCOME BRACKET
WI	4	\$11,090	\$244,270
IN	1	----FLAT RATE----	.
IL	1	----FLAT RATE----	.
MN	4	\$25,070	\$154,951
IA	9	\$1,539	\$69,255
MI	1	----FLAT RATE----	.

## FOOTNOTES

a) 17 states have statutory provision for automatically adjusting to the rate of inflation the dollar values of the income tax brackets, standard deductions, and/or personal exemptions. Massachusetts, Michigan, and Nebraska index the personal exemption

## SOURCES

Tax Foundation

# SALES AND USE TAX

## DESCRIPTION

Sales Tax is paid for the sales of certain goods & services at the point of purchase. Use Tax is a type of excise tax levied by state governments.

	2014 STATE SALES & USE TAX RATE	2014 STATE SALES & USE TAX RATE RANK (HIGHEST TO LOWEST)
WI	5.00%	32
IN	7.00%	2
IL	6.25%	13
MN	6.88%	7
IA	6.00%	18
MI	6.00%	21

	MAXIMUM LOCAL SALES & USE TAX RATE	COMBINED STATE AND MAXIMUM LOCAL SALES & USE TAX RATE	2014 COMBINED STATE AND MAXIMUM L
WI	0.0175	6.75%	38
IN	0	7.00%	33
IL	0.0475	11.00%	7
MN	0.01	7.88%	27
IA	0.02	8.00%	21
MI	0	6.00%	43

## FOOTNOTES

(a) City, county, and municipal rates vary. These rates are weighted by population to compute an average local tax rate.

(b) Three states collect a separate, uniform "local" add-on sales tax: California (1%), Utah (1.25%), Virginia (1%). We include

## SOURCES

WI Department of Revenue, Sales Tax Institute, Tax Foundation; Sales Tax Clearinghouse, Tax Foundation calculations, state revenue department websites

# ENERGY AND UTILITIES

## DESCRIPTION

Cost for residential, commercial and industrial energy (electrical or natural gas) usage.

	RESIDENTIAL ELECTRICAL, 2016 (CENTS PER KILOWATTHOUR)	COMMERCIAL ELECTRICAL, 2016 (CENTS PER KILOWATTHOUR)	INDUSTRIAL ELECTRICAL
WI	10.59	9.140000000000001	7.04
IN	10.94	8.56	5.25
IL	10.53	9.41	6.54
MN	10.32	9.82	5.6
IA	12.57	10.25	7.45
MI	12.14	9.51	7.03

**NATURAL GAS RESIDENTIAL CONSUMERS, 2016 (DOLLARS PER THOUSAND CUBIC FEET) NATURAL GAS COMMERCIAL CONSUMERS, 2016 (DOLLARS**

<b>WI</b>	7.46	6.86
<b>IN</b>	5.95	5.26
<b>IL</b>	5.82	5.52
<b>MN</b>	7.05	6.53
<b>IA</b>	6.51	5.35
<b>MI</b>	7.25	6.5

**SOURCES**

U.S. Energy Information Administration

**LABOR**

**DESCRIPTION**

Variety of US Census Bureau & Bureau of Labor Statistics.

**POPULATION, 2015 ESTIMATE**

<b>WI</b>	5771337
<b>IN</b>	6619680
<b>IL</b>	12859995
<b>MN</b>	5489594
<b>IA</b>	3123899
<b>MI</b>	9922576

**BACHELOR'S DEGREE OR HIGHER, PERCENT OF PERSONS AGE 25+, 2010-2014**

<b>WI</b>	28.4%
<b>IN</b>	24.7%
<b>IL</b>	32.8%
<b>MN</b>	34.3%
<b>IA</b>	27.7%
<b>MI</b>	27.4%

**HIGH SCHOOL GRADUATE OR HIGHER, PERCENT OF PERSONS AGE 25+, 2010-2014**

<b>WI</b>	91.4%
<b>IN</b>	88.4%
<b>IL</b>	88.2%
<b>MN</b>	92.6%
<b>IA</b>	92.1%
<b>MI</b>	89.9%

MEAN TRAVEL TIME TO WORK (MINUTES), WORKERS AGE 16+, 2010-2014

WI	21.9
IN	23.3
IL	28.6
MN	23.4
IA	18.8
MI	24.3

MEMBERS OF UNIONS, TOTAL, 2015 (IN THOUSANDS) MEMBERS OF UNIONS, % OF EMPLOYED, 2015 REPRESENTED BY UNIONS, TOTAL, 2015 (IN TH

WI	223	8.30%	253
IN	283	10.00%	319
IL	847	15.20%	892
MN	363	14.20%	385
IA	138	9.60%	174
MI	621	15.20%	672

MEDIAN HOUSEHOLD INCOME, 2010-2014

WI	52,622
IN	49,446
IL	57,444
MN	61,481
IA	53,712
MI	49,847

RIGHT TO WORK STATE

WI	YES
IN	YES
IL	NO
MN	NO
IA	YES
MI	YES

SOURCES

U.S. Census Bureau, U.S. Bureau of Labor Statistics,

## PROPERTY TAX

DESCRIPTION

National Property tax comparison information on relative property tax burdens across the United States. Comparing effective property tax rates for a property with a worth of \$1,000,000 in rural and urban location.

	URBAN INDUSTRIAL PROPERTY TAXES (60% PERSONAL PROPERTY) \$1 MILLION-VALUED PROPERTY	URBAN INDUSTRIAL PROPERTY TAXES (60% P
WI	\$33,702	1.34%
IN	\$57,002	2.28%
IL	\$39,307	1.57%
MN	\$41,401	1.65%
IA	\$43,833	1.75%
MI	\$71,677	2.86%

	RURAL INDUSTRIAL PROPERTY TAXES (60% PERSONAL PROPERTY) \$1 MILLION-VALUED PROPERTY	RURAL INDUSTRIAL PROPERTY TAXES (60% PE
WI	\$26,883	1.07%
IN	\$54,900	2.19%
IL	\$23,263	0.93%
MN	\$39,356	1.57%
IA	\$34,937	1.39%
MI	\$47,089	1.88%

	BUSINESS INVENTORY TAX
WI	PARTIAL
IN	NO
IL	NO
MN	NO
IA	NO
MI	PARTIAL

## SOURCES

Tax Foundation, State Tax Guide, MN Taxpayers Assoc., "50 State Property Tax Comparison Study"

# UNEMPLOYMENT INSURANCE

## DESCRIPTION

State law determines individual state unemployment insurance tax rates.

	WAGES SUBJECT TO TAX, 2014	MINIMUM RATE, 2014	MAXIMUM RATE, 2014	NEW EMPLOYER RATE, 2014
WI	\$14,000	0.27%	9.80%	3.60%
IN	\$9,500	0.53%	7.90%	2.50%
IL	\$12,960	0.55%	8.95%	4.15%
MN	\$29,000	0.67%	10.81%	3.52%
IA	\$26,800	0.00%	8.50%	1.10%
MI	\$9,500	0.06%	10.30%	2.70%

## SOURCES

US Department of Labor, Employment and Training Administration, Sept 2012

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# WORKERS COMPENSATION

## DESCRIPTION

Form of insurance providing wage replacement and medical benefits to employees injured in the course of employment. Most employers are required to subscribe to insurance for workers' compensation, and an employer who does not may have financial penalties imposed.

	WORKERS' COMPENSATION PREMIUM RATE, INDEX RATE, 2014	WORKERS' COMPENSATION PREMIUM RATE, STATE RANKING 2014 (HIGHEST TO LEA
WI	1.92	23
IN	1.06	49
IL	2.35	7
MN	1.99	18
IA	1.88	24
MI	1.68	34



## SOURCES

2014 Oregon Workers' Compensation Premium Rate Ranking Summary,

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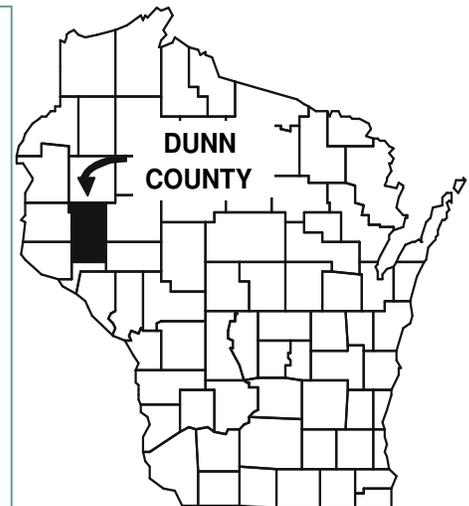


# Dunn County

## ECONOMIC PROFILE

### County Population Projections

	2010	2015	2020	2025	2030	2035	2040
County Population	43,857	45,500	46,440	47,415	47,970	48,200	48,485
Percent Change		3.9	2.1	2.1	1.2	0.5	0.6
Male	22,133	23,065	23,540	24,015	24,235	24,155	24,245
Female	21,724	22,435	22,900	23,400	23,735	24,045	24,240
Minority	2,312	NA	NA	NA	NA	NA	NA
Percent Minority	5.3	NA	NA	NA	NA	NA	NA
Age Under 5	2,422	2,370	2,370	2,390	2,410	2,450	2,480
Age 5-9	2,497	2,530	2,430	2,440	2,470	2,480	2,510
Age 10-14	2,566	2,780	2,810	2,700	2,690	2,690	2,680
Age 15-19	4,186	3,940	4,080	4,060	3,870	3,790	3,680
Age 20-24	5,997	5,900	5,790	5,970	5,940	5,550	5,370
Age 25-34	4,983	4,880	4,890	4,880	4,900	4,960	4,810
Age 35-44	4,947	4,880	4,630	4,450	4,440	4,430	4,450
Age 45-54	5,897	5,650	5,180	5,060	4,820	4,620	4,630
Age 55-59	2,699	3,100	3,080	2,670	2,640	2,590	2,480
Age 60-64	2,340	2,750	3,050	3,050	2,650	2,660	2,660
Age 65-74	2,754	4,010	4,900	5,530	5,860	5,590	5,430
Age 75-84	1,721	1,820	2,315	3,220	3,990	4,590	5,020
Age 85+	848	890	915	995	1,290	1,800	2,285



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2016

Source: 2010 Census; Wisconsin DOA Population Projections, December 2013

### Municipal Population

	1980	1990	2000	2010	2015	Percent Change			
						1980-90	1990-00	2000-10	2010-15
Menomonie	12,769	13,547	14,937	16,264	16,194	6.1	10.3	8.9	-0.4
Colfax	1,149	1,110	1,136	1,158	1,126	-3.4	2.3	1.9	-2.8
Boyceville	862	913	1,043	1,086	1,089	5.9	14.2	4.1	0.3
Elk Mound	737	765	785	878	875	3.8	2.6	11.8	-0.3
Knapp	419	419	421	463	462	0.0	.5	10.0	-0.2
Wheeler	231	348	317	348	347	50.6	-8.9	9.8	-0.3
Ridgeland	300	246	265	273	270	-18.0	7.7	3.0	-1.1
Downing	242	250	257	265	264	3.3	2.8	3.1	-0.4

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2015 Estimates

### Per Capita Personal Income

	2010	2011	2012	2013	Percent Change		
					2010-11	2011-12	2012-13
Dunn County	\$29,991	\$32,426	\$35,499	\$36,332	8.1	9.5	2.3
Wisconsin	\$38,225	\$39,575	\$42,121	\$43,244	3.5	6.4	2.7
United States	\$39,937	\$41,560	\$43,735	\$44,765	4.1	5.2	2.4

Total personal income includes income from three sources: net earnings; dividends, interest and rent; and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).

Source: US Dept. of Commerce, Bureau of Economic Analysis

## Consumer Expenditures by County (total \$ooo's)

	Total		Total
Shelter	\$167,123	Education	\$26,681
Transportation	\$157,726	Household Operations	\$21,544
Food and Beverages	\$122,027	Gifts	\$18,705
Health Care	\$67,939	Miscellaneous Expenses	\$12,253
Utilities	\$63,480	Personal Care	\$10,585
Entertainment	\$45,102	Personal Insurance	\$5,583
Apparel	\$28,056	Tobacco	\$5,499
Contributions	\$31,716	Reading	\$1,793
Household Furnishings	\$27,146		

Source: Applied Geographic Solutions, 2015

## Government Finances

2014	County	State
Full Equalized County Valuation (\$000)	\$2,672,054	\$479,023,957
Net Property Tax (\$000)	\$60,548	\$9,636,290
Full Value Tax Rate per \$1,000 Valuation	\$22.66	\$20.12
Per Capita Property Tax	\$1,378.69	\$1,680.85

Source: *Town, Village and City Taxes*, Wisconsin Dept. of Revenue

## Civilian Labor Force

County Totals	2010	2014
Employed	21,409	22,360
Unemployed	1,834	1,254
Total Labor Force	23,243	23,614
Average County Unemployment Rate	7.9%	5.3%
Average State Unemployment Rate	8.7%	5.5%
Average U.S. Unemployment Rate	9.6%	6.2%

Source: Wisconsin Department of Workforce Development

## Housing

	County
Housing Units	17,937
2015 Estimated Housing Units	18,341
Owner Occupied Units	11,041
Renter Occupied Units	5,181
Persons/Owner Occupied Unit	2.6
Persons/Renter Occupied Unit	2.3
Median Value of Housing	\$156,200
Median Monthly Gross Rent	\$703

Source: 2009-2013 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2015

## Building Permits

County Residential	2009	2014
Single Family	47	59
Total Units	67	61
Value	\$9,160,783	\$10,742,967

Source: Bureau of the Census

## Representative Wage Rates

Position	2014 Hourly Rate	
	Mean	Median
Bartenders	\$8.69	\$8.70
Bookkeeping/Accounting/Auditing	\$15.94	\$15.41
Cashiers	\$9.47	\$9.08
Computer Programmers	\$26.98	\$26.47
Electricians	\$25.17	\$22.89
Healthcare Social Workers	\$21.98	\$21.82
Licensed Practical/Vocational Nurse	\$18.46	\$18.22
Machinery Maintenance Workers	\$20.45	\$19.95
Nursing Assistants	\$12.69	\$12.56
Office Clerk, General	\$14.42	\$13.92
Physical Therapists	\$39.38	\$39.48
Secretaries/Administrative Assistants	\$20.74	\$18.78
Stock Clerk/Order Fillers	\$11.57	\$9.88
Truck Drivers-Heavy/Tractor Trailer	\$18.70	\$18.06
Waiter and Waitresses	\$8.47	\$8.50
Welder/Cutter/Solderer/Brazer	\$17.82	\$17.83

Source: Bureau of Labor Statistics

## Employment by Industry

	2011-2013 3-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,115	5.1
Construction	1,154	5.2
Manufacturing	3,782	17.2
Wholesale Trade	408	1.9
Retail Trade	2,902	13.2
Transportation and Warehousing, and Utilities	767	3.5
Information	212	1.0
Finance and Insurance/Real Estate/Rental and Leasing	970	4.4
Services (Professional/Educational/Entertainment/Other)	10,070	45.8
Public Administration	611	2.8
<b>Total+</b>	<b>21,991</b>	<b>100.0</b>

+ Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.  
Source: American Community Survey, 2011-2013 3-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2012	2022	
<b>Total, All Nonfarm Industries</b>	<b>179,507</b>	<b>197,498</b>	<b>10.0</b>
Mining/Natural Resources	2,217	2,082	-6.1
Manufacturing	31,604	31,062	-1.7
Construction	6,251	7,672	22.7
Trade, Transportation and Utilities	36,849	39,788	8.0
Information	1,730	1,697	-1.9
Financial Activities (finance/insurance/real estate/rental and leasing)	7,060	7,668	8.6
Professional and Business Services (professional/management/remediation)	15,691	19,602	24.9
Educational and Health Services (including State/Local Government)	33,232	39,322	18.3
Leisure and Hospitality	18,240	20,248	11.0
Other Services (except Government)	4,779	5,301	10.9
Government	12,122	12,750	5.2
Self-Employed and Unpaid Family Workers (all jobs)	9,732	10,306	5.9

\*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.  
Source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, September 2015

## Largest Employers

Employer	Industry Type	Employees
3M Company	Coated and laminated paper manufacturing	1,000+
WalMart Distribution Center	All other durable goods merchant wholesalers	1,000+
Mayo Clinic Health System-Red Cedar	General medical and surgical hospitals	1,000+
ConAgra Foods, Inc.	Frozen Specialty & all other miscellaneous food mfg.	1,000+
Andersen Menomonie, Inc.	Other building material dealers	250-499
CEVA Logistics	Freight transportation arrangement	250-499
BASF Construction Chemicals	Other miscellaneous chemical products manufacturing	100-249
Cardinal Glass Industries, Inc.	Flat glass manufacturing	100-249
Colfax School District	Elementary and secondary schools	100-249
Dunn County Health Care Center	Nursing care facilities (skilled nursing)	100-249
Ebay Enterprises	Elect shopping	100-249
Lakeland Cooperative	Other similar organizations promoting members' interests	100-249
Lammer's Food Fest	Supermarkets and other grocery stores	100-249
Marketplace Foods Menomonie, Inc.	Supermarkets and other grocery stores	100-249
Menomonie High School	Elementary and secondary schools	100-249
Menomonie Middle School	Elementary and secondary schools	100-249
Phillips-Medisize	Surgical and medical instrument manufacturing	100-249
University of Wisconsin-Stout	Colleges and universities	100-249
UW-Stout University Dining Services	Caterers	100-249
WalMart Supercenter	Department stores (except discount department stores)	100-249
Westconsin Credit Union	Credit unions	100-249
Tiffany Creek High School	Elementary and secondary schools	50-99

Source: Wisconsin DWD; Major employers were extracted from the America's Labor Market Information System Employer Database, 2014

## Recreational Highlights

Water Acres as Percent of Land Area	1.2	Bicycle Trail (miles)	35
Indoor Swimming Pools	2	Snowmobile Trails (miles)	230
Fishing Lakes/Rivers	5	Cross-Country Ski Trails (miles)	24
Trout Streams (miles)	160	Golf Courses (9/18 hole)	2/2
Canoe Trails (miles)	75	Parks and Picnic Areas	45
Boat Launches	23	Hunting Areas (public acres)	8,700
Camping Sites	214	Shooting Ranges	3
Hiking & Nature Trails (miles)	35		

Source: *Dunn County Outdoor Recreation Plan, 2004-2008, Updated by Dunn County Facilities & Parks Division*

Dunn County has a variety of recreational resources ranging from hunting and fishing to golfing and picnicking. The County is characterized by rolling hills and numerous fishing streams. The Red Cedar River is known for its many fishing, canoeing, and camping opportunities. Trout fishing is also popular in Dunn County with the DNR continually stocking many of its streams, including Big Elk, Wilson, Muddy, Knight, and Gilbert Creeks. A groomed and well-marked snowmobile route runs the length of the County. Hoffman Hills Park has recently been developed into a cross-country ski area. Of state significance is the Red Cedar Trail which runs parallel to the Red Cedar River from Menomonie to the Dunnville Wildlife Area.

## Industrial Parks/Sites

	Acres Available	Acres Served by Utilities				State Hwy. Access	Community Airport	Rail Service to Community	Rail Service In Park
		Municipal Water	Municipal Sewer	Natural Gas					
Boyceville	250	10	10	10	X	X	X		
Colfax	10	10	10	10	X		X	X	
Knapp	6	6	6	0	X		X		
Menomonie	350	350	350	350	X	X	X	X	
Stout Technology Park (Menomonie)	162	162	162	162	X	X	X		

Source: *Dunn County Economic Development Corporation*

## Miscellaneous

**HIGHWAYS**—Dunn County is served by a network of Interstate, U.S. and State Highways. Interstate 94 runs east and west through the County. USH 12 and STH 64, 170, 29, 85 and 72 also run east and west. STH 40, 25, and 79 provide for north-south travel. Many other county and local roads connect with these highways to link the cities, villages, and recreational areas in the County.

**RAIL SERVICE**—Dunn County is served by two railroads -- Canadian National (CN) and the Union Pacific (UP). The CN serves the Dunn County communities of Boyceville, Colfax, and Wheeler from the east. The UP connects West Central Wisconsin with Minneapolis-St. Paul and Chicago. This rail line serves the Dunn County communities of Elk Mound, Knapp, and Menomonie. Significant increases in rail traffic have occurred on both of these lines, largely due to the burgeoning frac sand mining industry.

**AIR SERVICE**—Dunn County has two publicly-owned airports. A transport/corporate airport with a 5,000 foot runway and a 3,400 foot runway is located in Menomonie and a basic utility-B airport with a 3,300 foot runway is located near Boyceville. Dunn County also has access to air carrier/air cargo airports in both Eau Claire and Minneapolis-St. Paul.

**BUS SERVICE**—Greyhound and Jefferson Lines provide intercity bus service between the Twin Cities and Madison and Milwaukee, and Twin Cities and Green Bay, respectively. Buses stop at the UW-Stout student center in Menomonie. The Dunn County Transit Commission provides fixed route services within Menomonie, as well as some rural transit services.

**EDUCATIONAL FACILITIES**—The Chippewa Valley Technical College, located in the Cities of Eau Claire, Chippewa Falls, and Menomonie, serves the technical training needs of Dunn County. Associate degree and vocational education programs are offered in the areas of agriculture, services, allied health, nursing, business, marketing, trade and industry, general education, as well as apprenticeship trade. Three nearby University of Wisconsin campuses provide excellent educational services. UW-Stout, located in Menomonie, is nationally known for its programs in industry, vocational, and home economics education.

# Economy Overview

Dunn County, WI

Emsi Q2 2016 Data Set

August 2016

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street  
Eau Claire, Wisconsin 54703-3606  
715.836.2918

# Parameters

## Regions

Code	Description
55033	Dunn County, WI

## Timeframe

2001 - 2015

## Datarun

2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

## Economy Overview



Population (2015)	44,487
Jobs (2015)	19,040
Average Earnings (2016)	\$46,179
COL Adjusted Average Earnings (2016)	\$47,546
Unemployed (2/2016)	1,015
Completions (2014)	1,932
GRP (2014)	\$1,569,628,359
Exports (2014)	\$2,683,430,847
Imports (2014)	\$2,817,231,656

# Population

**44,645**

2016 Population  
0.8% of State

**1.7%**

Population Growth for the Last 5 Years  
State Growth 1.5%

Age Group	2016 Population	% of Population	
Under 5 years	2,287	5.1%	
5 to 9 years	2,496	5.6%	
10 to 14 years	2,512	5.6%	
15 to 19 years	3,912	8.8%	
20 to 24 years	5,842	13.1%	
25 to 29 years	2,581	5.8%	
30 to 34 years	2,526	5.7%	
35 to 39 years	2,363	5.3%	
40 to 44 years	2,412	5.4%	
45 to 49 years	2,393	5.4%	
50 to 54 years	2,794	6.3%	
55 to 59 years	2,875	6.4%	
60 to 64 years	2,664	6.0%	
65 to 69 years	2,362	5.3%	
70 to 74 years	1,691	3.8%	
75 to 79 years	1,106	2.5%	
80 to 84 years	800	1.8%	
85 years and over	1,031	2.3%	

## Jobs by Industry

19,521

Total Jobs (2016)

52.2%

Male  
(National: 51.4%)

47.8%

Female  
(National: 48.6%)

NAICS	Industry	2016 Jobs
11	Crop and Animal Production	854 
21	Mining, Quarrying, and Oil and Gas Extraction	30
22	Utilities	58
23	Construction	904 
31	Manufacturing	2,886 
42	Wholesale Trade	686 
44	Retail Trade	1,867 
48	Transportation and Warehousing	1,571 
51	Information	60
52	Finance and Insurance	446 
53	Real Estate and Rental and Leasing	146
54	Professional, Scientific, and Technical Services	624 
55	Management of Companies and Enterprises	31
56	Administrative and Support and Waste Management and Remediation Services	886 
61	Educational Services	21
62	Health Care and Social Assistance	2,589 
71	Arts, Entertainment, and Recreation	202
72	Accommodation and Food Services	1,334 
81	Other Services (except Public Administration)	629 
90	Government	3,698 
99	Unclassified Industry	0

## Average Earnings by Industry

# \$45,923

Avg. Earnings (2015)  
75% of Nation Avg.

NAICS	Industry	Avg. Earnings (2015)	
11	Crop and Animal Production	\$35,041	
21	Mining, Quarrying, and Oil and Gas Extraction	\$82,460	
22	Utilities	\$110,373	
23	Construction	\$52,833	
31	Manufacturing	\$67,862	
42	Wholesale Trade	\$51,296	
44	Retail Trade	\$28,713	
48	Transportation and Warehousing	\$54,946	
51	Information	\$60,297	
52	Finance and Insurance	\$53,403	
53	Real Estate and Rental and Leasing	\$35,255	
54	Professional, Scientific, and Technical Services	\$51,622	
55	Management of Companies and Enterprises	\$60,853	
56	Administrative and Support and Waste Management and Remediation Services	\$24,801	
61	Educational Services	\$21,131	
62	Health Care and Social Assistance	\$41,451	
71	Arts, Entertainment, and Recreation	\$12,861	
72	Accommodation and Food Services	\$13,717	
81	Other Services (except Public Administration)	\$21,555	
90	Government	\$56,652	
99	Unclassified Industry	\$0	

## Cost of Living Adjusted Average Earnings

# \$47,282

Adjusted Avg. Earnings (2015)

78% of Nation Avg.

NAICS	Industry	Adjusted Avg. Earnings (2015)	
11	Crop and Animal Production	\$36,079	
21	Mining, Quarrying, and Oil and Gas Extraction	\$84,901	
22	Utilities	\$113,641	
23	Construction	\$54,397	
31	Manufacturing	\$69,871	
42	Wholesale Trade	\$52,815	
44	Retail Trade	\$29,563	
48	Transportation and Warehousing	\$56,573	
51	Information	\$62,083	
52	Finance and Insurance	\$54,984	
53	Real Estate and Rental and Leasing	\$36,298	
54	Professional, Scientific, and Technical Services	\$53,151	
55	Management of Companies and Enterprises	\$62,655	
56	Administrative and Support and Waste Management and Remediation Services	\$25,535	
61	Educational Services	\$21,757	
62	Health Care and Social Assistance	\$42,678	
71	Arts, Entertainment, and Recreation	\$13,242	
72	Accommodation and Food Services	\$14,123	
81	Other Services (except Public Administration)	\$22,193	
90	Government	\$58,329	
99	Unclassified Industry	\$0	

# Unemployment by Industry

## 1,015

Total Unemployment (2/2016)

NAICS	Industry	Unemployed (2/2016)	% of Regional Unemployment	
11	Crop and Animal Production	18	2%	
21	Mining, Quarrying, and Oil and Gas Extraction	12	1%	
22	Utilities	3	0%	
23	Construction	184	18%	
31	Manufacturing	131	13%	
42	Wholesale Trade	17	2%	
44	Retail Trade	80	8%	
48	Transportation and Warehousing	96	9%	
51	Information	1	0%	
52	Finance and Insurance	10	1%	
53	Real Estate and Rental and Leasing	5	0%	
54	Professional, Scientific, and Technical Services	15	1%	
55	Management of Companies and Enterprises	0	0%	
56	Administrative and Support and Waste Management and Remediation Services	82	8%	
61	Educational Services	0	0%	
62	Health Care and Social Assistance	43	4%	
71	Arts, Entertainment, and Recreation	19	2%	
72	Accommodation and Food Services	72	7%	
81	Other Services (except Public Administration)	12	1%	
90	Government	85	8%	
99	No Previous Work Experience/Unspecified	131	13%	

## Top Program Completions

CIP	Program	Completions (2014)	
52	Business, management, marketing, and related support services	625	
13	Education	240	
51	Health professions and related programs	161	
15	Engineering technologies and engineering-related fields	153	
19	Family and consumer sciences/human sciences	150	
50	Visual and performing arts	140	
11	Computer and information sciences and support services	107	
42	Psychology	93	
14	Engineering	84	
41	Science technologies/technicians	41	

## Gross Regional Product (GRP)

\$948,827,222	\$515,352,737	\$105,448,400	\$1,569,628,359
Earnings (2014)	Property Income (2014)	Taxes on Production (2014)	Total GRP (2014)

NAICS	Industry	GRP (2014)	% of Total	
11	Crop and Animal Production	\$150,017,556.60	10%	<div style="width: 10%;"></div>
21	Mining, Quarrying, and Oil and Gas Extraction	\$13,224,519.73	1%	<div style="width: 1%;"></div>
22	Utilities	\$21,066,086.30	1%	<div style="width: 1%;"></div>
23	Construction	\$64,069,774.79	4%	<div style="width: 4%;"></div>
31	Manufacturing	\$319,941,985.00	20%	<div style="width: 20%;"></div>
42	Wholesale Trade	\$73,911,355.17	5%	<div style="width: 5%;"></div>
44	Retail Trade	\$84,709,606.93	5%	<div style="width: 5%;"></div>
48	Transportation and Warehousing	\$106,036,047.91	7%	<div style="width: 7%;"></div>
51	Information	\$14,013,268.39	1%	<div style="width: 1%;"></div>
52	Finance and Insurance	\$59,684,237.96	4%	<div style="width: 4%;"></div>
53	Real Estate and Rental and Leasing	\$19,821,130.59	1%	<div style="width: 1%;"></div>
54	Professional, Scientific, and Technical Services	\$39,803,074.37	3%	<div style="width: 3%;"></div>
55	Management of Companies and Enterprises	\$2,260,498.79	0%	<div style="width: 0%;"></div>
56	Administrative and Support and Waste Management and Remediation Services	\$29,730,848.14	2%	<div style="width: 2%;"></div>
61	Educational Services	\$825,786.45	0%	<div style="width: 0%;"></div>
62	Health Care and Social Assistance	\$117,431,000.78	7%	<div style="width: 7%;"></div>
71	Arts, Entertainment, and Recreation	\$5,942,344.98	0%	<div style="width: 0%;"></div>
72	Accommodation and Food Services	\$26,369,889.98	2%	<div style="width: 2%;"></div>
81	Other Services (except Public Administration)	\$18,087,620.06	1%	<div style="width: 1%;"></div>
90	Government	\$223,269,614.37	14%	<div style="width: 14%;"></div>
	Other Non-Industries	\$179,412,111.79	11%	<div style="width: 11%;"></div>

## Region Exports

# \$2,683,430,847.13

Exports (2014)  
85% of Supply

NAICS	Industry	Exports (2014)	
11	Crop and Animal Production	\$346,730,392.39	
21	Mining, Quarrying, and Oil and Gas Extraction	\$17,466,321.95	
22	Utilities	\$23,639,316.17	
23	Construction	\$83,138,504.34	
31	Manufacturing	\$1,102,202,337.59	
42	Wholesale Trade	\$98,137,352.70	
44	Retail Trade	\$103,993,290.64	
48	Transportation and Warehousing	\$178,274,119.45	
51	Information	\$17,697,792.86	
52	Finance and Insurance	\$71,437,587.03	
53	Real Estate and Rental and Leasing	\$28,998,735.95	
54	Professional, Scientific, and Technical Services	\$58,332,155.39	
55	Management of Companies and Enterprises	\$3,552,041.68	
56	Administrative and Support and Waste Management and Remediation Services	\$35,181,598.70	
61	Educational Services	\$630,508.84	
62	Health Care and Social Assistance	\$173,469,315.30	
71	Arts, Entertainment, and Recreation	\$7,529,556.13	
72	Accommodation and Food Services	\$34,580,839.70	
81	Other Services (except Public Administration)	\$23,170,979.30	
90	Government	\$275,268,101.02	

## Region Imports

**\$2,817,231,655.6**

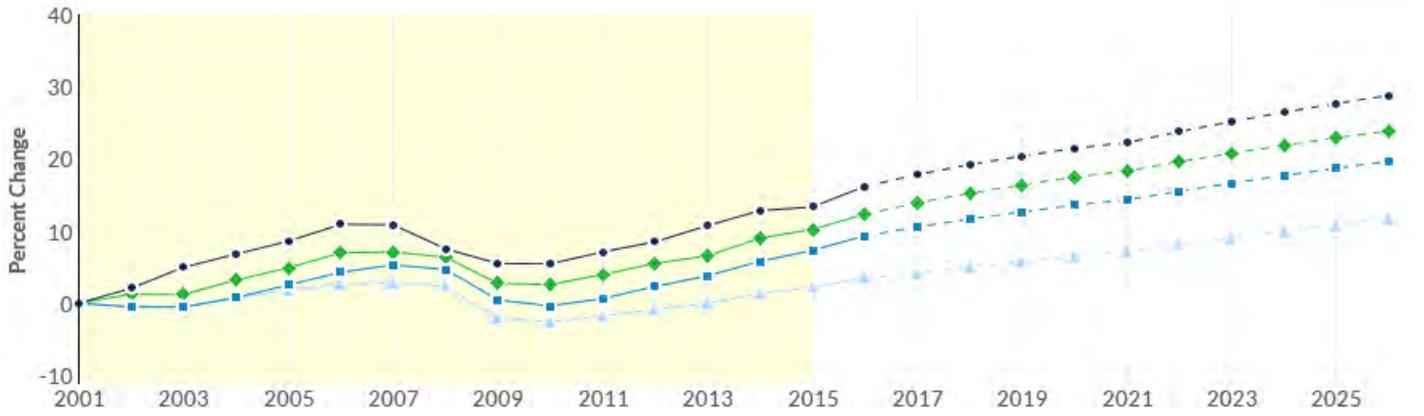
Imports (2014)  
86% of Demand

**\$461,422,290.1**

Locally Produced & Consumed (2014)  
14% of Demand

NAICS	Industry	Imports (2014)	
11	Crop and Animal Production	\$201,320,431.90	
21	Mining, Quarrying, and Oil and Gas Extraction	\$30,876,077.02	
22	Utilities	\$39,155,430.97	
23	Construction	\$90,101,668.41	
31	Manufacturing	\$691,228,519.50	
42	Wholesale Trade	\$172,912,231.97	
44	Retail Trade	\$113,390,200.16	
48	Transportation and Warehousing	\$101,376,860.92	
51	Information	\$95,364,115.85	
52	Finance and Insurance	\$156,324,160.11	
53	Real Estate and Rental and Leasing	\$95,625,216.89	
54	Professional, Scientific, and Technical Services	\$115,395,468.95	
55	Management of Companies and Enterprises	\$62,016,067.63	
56	Administrative and Support and Waste Management and Remediation Services	\$49,770,530.72	
61	Educational Services	\$30,031,383.03	
62	Health Care and Social Assistance	\$162,400,843.50	
71	Arts, Entertainment, and Recreation	\$20,362,914.23	
72	Accommodation and Food Services	\$61,200,180.24	
81	Other Services (except Public Administration)	\$43,377,019.72	
90	Government	\$485,002,333.86	

## Regional Trends



Region	2001 Jobs	2015 Jobs	Change	% Change
● Region	16,798	19,040	2,242	13.3%
■ United States	144,723,586	155,324,531	10,600,945	7.3%
▲ Wisconsin	2,997,360	3,065,105	67,745	2.3%
◆ Momentum West	198,817	219,159	20,342	10.2%

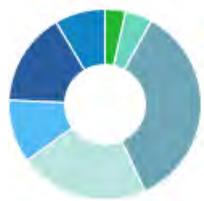
## Growing & Declining Occupations

Occupation	Change in Jobs (2001-2015)
Personal Care Aides	355
Office Clerks, General	114
Registered Nurses	109
Retail Salespersons	-64
Heavy and Tractor-Trailer Truck Drivers	-84
Waiters and Waitresses	-98

## Growing & Declining Industries

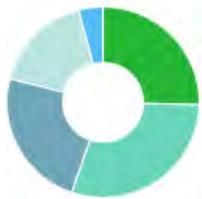
Industry	Change in Jobs (2001-2015)
Residential Intellectual and Developmental Disability Facilities	481
Temporary Help Services	393
Warehouse Clubs and Supercenters	361
Full-Service Restaurants	-229
General Warehousing and Storage	-359
Assisted Living Facilities for the Elderly	-393

## 2015 Educational Attainment



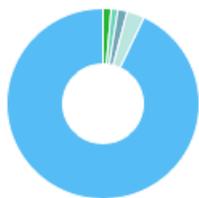
Education Level	2015 Population	2015 Percent
Less Than 9th Grade	952	3.5%
9th Grade to 12th Grade	1,244	4.5%
High School Diploma	9,622	35.2%
Some College	5,972	21.8%
Associate's Degree	2,931	10.7%
Bachelor's Degree	4,322	15.8%
Graduate Degree and Higher	2,326	8.5%

## 2015 Age Cohort Demographics



Age Cohort	2015 Population	2015 Percent
Under 20 years	11,316	25.4%
20 to 39 years	13,262	29.8%
40 to 59 years	10,556	23.7%
60 to 79 years	7,525	16.9%
80 years and over	1,828	4.1%

## 2015 Race/Ethnicity Demographics



Race/Ethnicity	2015 Population	2015 Percent
All Other Race/Ethnicities	611	1.4%
Two or More Races, Non-Hispanic	501	1.1%
White, Hispanic	696	1.6%
Asian, Non-Hispanic	1,315	3.0%
White, Non-Hispanic	41,364	93.0%

## Top Regional Businesses

Business Name	Business Size
Walmart Distribution Ctr	Large (250+)
Con Agra Foods Inc	Large (250+)
Mayo Clinic Health System	Large (250+)
3m Co	Large (250+)
Andersen Corp	Large (250+)

Source: Infogroup Business-Level Data

*DISCLAIMER: Business Data by Infogroup is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data.*

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Cost of Living Data

Emsi cost of living data is based on the Cost of Living Index published quarterly by the Council for Community and Economic Research (C2ER).

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

## Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

## Educational Attainment Data

Emsi's educational attainment numbers are based on Emsi's demographic data and the American Community Survey. By combining these sources, Emsi interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

## Infogroup Business-Level Data

Data for individual businesses is provided by Infogroup, which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

## State Data Sources

This report uses state data from the following agencies: Alabama Department of Industrial Relations; Alaska Department of Labor and Workforce Development; Arizona Department of Administration, Office of Employment and Population Statistics; Arkansas Department of Workforce Services; California Labor Market Information Department; Colorado Department of Labor and Employment; Connecticut did not provide us with a data source; Delaware Office of Occupational and Labor Market Information, Delaware Wages 2004; District of Columbia Department of Employment Services; Florida Department of Economic Opportunity; Georgia Department of Labor, Workforce Information and Analysis, Occupational Information Services Unit; Hawaii Department of Labor and Industrial Relations, Research and Statistics Office; Idaho Department of Labor; Illinois Department of Employment Security, Employment Projections; Indiana Department of Workforce Development; Iowa Workforce Development; Kansas Department of Labor, Labor Market Information Services, Kansas Wage Survey; Kentucky Office of Employment and Training; Louisiana Department of Labor; Maine did not provide us with a data source; Maryland Department of Labor, Licensing and Regulation, Office of Labor Market Analysis and Information; Massachusetts Executive Office of Labor and Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Mississippi Department of Employment Security; Missouri Department of Economic Development; Montana Department of Labor and Industry, Research and Analysis Bureau; Nebraska Workforce Development; Nevada Department of Employment, Training and Rehabilitation, Information Development and Processing Division, Research and Analysis Bureau; New Hampshire Department of Employment Security; New Jersey Department of Labor and Workforce Development; New Mexico Department of Labor, Bureau of Economic Research and Analysis; New York Department of Labor, Division of Research and Statistics; North Carolina Department of Commerce, Labor and Economic Analysis Division; North Dakota Job Service, Labor Market Information Center; Ohio Department of Job and Family Services, Labor Market Information Division; Oklahoma Employment Security Commission; Oregon Employment Department, Oregon Labor Market Information System; Pennsylvania Department of Labor and Industry, Center for Workforce Information and Analysis; Rhode Island did not provide us with a data source; South Carolina Employment Security Commission, Labor Market Information Department; South Dakota Department of Labor, Labor Market Information Division; Tennessee Department of Labor and Workforce Development, Research and Statistics Division; Texas Workforce Commission; Utah Department of Workforce Services; Vermont did not provide us with a data source; Virginia Employment Commission, Economic Information Services; Washington State Employment Security Department, Labor Market and Economic Analysis Branch; West Virginia Bureau of Employment Programs, Research Information & Analysis Division; Wisconsin Department of Workforce Development, Bureau of Workforce Information; Wyoming Department of Employment, Research and Planning

# Community Profile

## City of Menomonie Dunn County, Wisconsin

### DEMOGRAPHICS

#### POPULATION

	2010	2015*
City of Menomonie	16,264	16,194
Dunn County	43,857	44,295
State of Wisconsin	5,686,986	5,753,250

Source: U.S. Census \*Estimate

#### HOUSING

##### Number of Housing Units 2010-2014

City of Menomonie	6,244
Dunn County	18,014
State of Wisconsin	2,635,602

Source: U.S. Census, 2010-2014 American Community Survey 5-Year Estimates

##### 2010-2014 Median Value of: Owner-Occ. Units Gross Rent

City of Menomonie	\$139,400	\$716
Dunn County	\$154,900	\$732
State of Wisconsin	\$165,900	\$772

Source: U.S. Census, 2010-14 American Community Survey 5-Year Estimates

#### ECONOMY

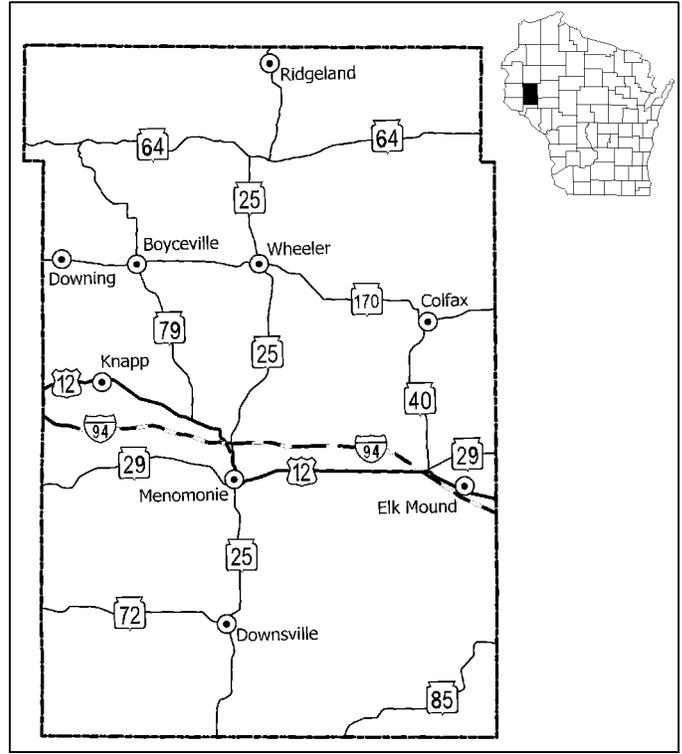
##### COUNTY EMPLOYMENT BY INDUSTRY - 2011-2013

Industry	Employees
Agriculture/Forestry/Fishing/Hunting/Mining	1,115
Construction	1,154
Manufacturing	3,782
Transportation and Warehousing, and Utilities	767
Information	212
Wholesale Trade	408
Retail Trade	2,902
Finance/Insurance/Real Estate/Rental/Leasing	970
Services	10,070
Public Administration	611
<b>TOTAL EMPLOYMENT</b>	<b>21,991</b>

Source: U.S. Census, 2011-13 American Community Survey 3-Year Estimates

##### EMPLOYMENT TRENDS

	2010	2014
Dunn Co. Labor Force	23,243	23,614
Dunn Co. Employed	21,409	22,360
Dunn Co. Unemployed	1,834	1,254
Dunn Co. Unemployment Rate	7.9%	5.3%
Wisconsin Unemployment Rate	8.7%	5.5%
U.S. Unemployment Rate	9.6%	6.2%



#### ECONOMY con't

##### 2014 WAGES

Occupation	Mean	Median
Bartenders	\$8.69	\$8.70
Bookkeeping/Accting/Audit Clerk	15.94	15.41
Cashiers	9.47	9.08
Nursing Assistants	12.69	12.56
Office Clerk, General	14.42	13.92
Physical Therapists	39.38	39.48
Secretary/Administrative Assistant	20.74	18.78
Stock Clerk/Order Fillers	11.57	9.88
Truck Drivers, Heavy/Tractor Trailer	18.70	18.06
Welder/Cutter/Solderer/Brazer	17.82	17.83

Source: Bureau of Labor Statistics, May 2014

##### INCOME (PER CAPITA)

	2012	2013	2014
Dunn County	\$33,660	\$33,830	\$35,640
State of Wisconsin	\$42,463	\$42,737	\$44,186
United States	\$44,266	\$44,438	\$46,049

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis

## INFRASTRUCTURE

### TRANSPORTATION

#### MAJOR HIGHWAYS

Highway Type	Name	Distance to Nearest
State Highways	25, 29	0 miles
U.S. Highways	12	0 miles
Interstate Highways	I-94	0 miles

#### RAIL SERVICE

Provider(s)	Union Pacific
-------------	---------------

#### AIR SERVICE

##### Local Air Service

Nearest Local Airport	Menomonie Municipal-Score Field
Airport Classification	Transport/Corporate
Miles to Airport	0

##### Scheduled Air Service

Nearest Airport	Chippewa Valley Reg. Airport
Miles to Airport	25
Airline Service(s)	United

### UTILITIES

<b>Electric Provider</b>	Xcel Energy
<b>Natural Gas Provider</b>	Xcel Energy
<b>Telecomm Provider</b>	AT & T
Fiber Optics	Yes
<b>Water Provider</b>	Municipal
Rated Capacity	4,300 GPM
Actual Capacity	4,300 GPM
Water Pressure	50 psi to 120 psi
Ground Storage Capacity	176,000 gallons
Elevated Storage Capacity	1,950,000 gallons
<b>Waste Water Provider</b>	Municipal
Monthly Design Flow	2,880,000 GPD
Monthly Average Daily Flow	1,820,000 GPD
Year Facility Constructed	1997

## REAL ESTATE AND TAXATION

### REAL ESTATE EQUALIZED VALUES\*

	2013	2014	2015
City of Menomonie	\$831	\$853	\$899
Dunn County	\$2,533	\$2,586	\$2,708
State of Wisconsin	\$455,740	\$466,816	\$479,024

\* NOTE: Equalized values expressed in millions of dollars.

## TAXATION-2014

### Local Property Taxes

Effective Full Value Rate (per \$1,000)	\$25.14
Machinery, Equip and Inventory Tax	Exempt
Real and Personal Property Full Value	\$906,972,500

### County Taxes

Sales Tax	0.5%
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### State Taxes

Sales Tax	5.0%
Corporate Income Tax	7.9%
Personal Income Tax	4.4 - 7.65%
Capital Gains Tax	60% exemption

## INSTITUTIONS

### EDUCATION

#### Vocational/Technical

Nearest VoTech	CVTC
Location of VoTech	Menomonie
Miles to VoTech	0

#### University

Nearest University	UW-Stout - Menomonie
Miles to University	0

### HEALTH CARE

#### Hospital

Nearest Hospital	Myrtle Werth Medical Cen.
Miles to Hospital	0

## CONTACTS

### LOCAL CONTACT

Lowell Prange, Administrator  
City of Menomonie  
800 Wilson Avenue  
Menomonie, WI 54751  
715-232-2187

### COUNTY CONTACT

Eric S. Turner, Director  
Dunn County EDC  
800 Wilson Ave., Suite 219  
Menomonie, WI 54751  
715-232-4009

### REGIONAL CONTACT

#### WEST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

800 Wisconsin Street, Mail Box 9  
Eau Claire, WI 54703-3606  
Phone: 715-836-2918  
Fax: 715-836-2886  
EMail: [wccwrpc@wccwrpc.org](mailto:wccwrpc@wccwrpc.org)  
Internet: <http://www.wccwrpc.org>



Updated January, 2016

# Economy Overview

Momentum West  
(10 Counties)

Emsi Q2 2016 Data Set

August 2016

**West Central Wisconsin Regional Planning Commission**



800 Wisconsin Street  
Eau Claire, Wisconsin 54703-3606  
715.836.2918

# Parameters

## Regions

Code	Description
55005	Barron County, WI
55017	Chippewa County, WI
55019	Clark County, WI
55033	Dunn County, WI
55035	Eau Claire County, WI
55091	Pepin County, WI
55093	Pierce County, WI
55095	Polk County, WI
55107	Rusk County, WI
55109	St. Croix County, WI

## Timeframe

2001 - 2015

## Datarun

2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

## Economy Overview

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Population (2015)	483,944
Jobs (2015)	219,159
Average Earnings (2016)	\$45,699
COL Adjusted Average Earnings (2016)	\$46,080
Unemployed (2/2016)	11,595
Completions (2014)	7,844
GRP (2014)	\$18,185,714,900
Exports (2014)	\$26,390,133,506
Imports (2014)	\$28,015,443,120

---

# Population

<b>485,610</b> <b>2016 Population</b> 8.4% of State	<b>1.4%</b> <b>Population Growth for the Last 5 Years</b> State Growth 1.5%
---	---

Age Group	2016 Population	% of Population	
Under 5 years	28,804	5.9%	
5 to 9 years	30,929	6.4%	
10 to 14 years	31,389	6.5%	
15 to 19 years	33,719	6.9%	
20 to 24 years	37,710	7.8%	
25 to 29 years	27,538	5.7%	
30 to 34 years	29,832	6.1%	
35 to 39 years	28,164	5.8%	
40 to 44 years	28,536	5.9%	
45 to 49 years	29,305	6.0%	
50 to 54 years	34,053	7.0%	
55 to 59 years	35,260	7.3%	
60 to 64 years	31,645	6.5%	
65 to 69 years	26,283	5.4%	
70 to 74 years	19,112	3.9%	
75 to 79 years	13,312	2.7%	
80 to 84 years	9,538	2.0%	
85 years and over	10,482	2.2%	

## Jobs by Industry

223,343 Total Jobs (2016)		51.1% Male (National: 51.4%)	48.9% Female (National: 48.6%)
NAICS	Industry	2016 Jobs	
11	Crop and Animal Production	5,934	
21	Mining, Quarrying, and Oil and Gas Extraction	761	
22	Utilities	503	
23	Construction	11,449	
31	Manufacturing	36,521	
42	Wholesale Trade	6,798	
44	Retail Trade	25,948	
48	Transportation and Warehousing	9,267	
51	Information	1,805	
52	Finance and Insurance	5,966	
53	Real Estate and Rental and Leasing	1,679	
54	Professional, Scientific, and Technical Services	6,798	
55	Management of Companies and Enterprises	3,320	
56	Administrative and Support and Waste Management and Remediation Services	9,228	
61	Educational Services	1,737	
62	Health Care and Social Assistance	32,602	
71	Arts, Entertainment, and Recreation	2,938	
72	Accommodation and Food Services	17,567	
81	Other Services (except Public Administration)	9,183	
90	Government	33,336	
99	Unclassified Industry	<10	

## Average Earnings by Industry

**\$45,693**

Avg. Earnings (2015)

75% of Nation Avg.

NAICS	Industry	Avg. Earnings (2015)	
11	Crop and Animal Production	\$32,106	
21	Mining, Quarrying, and Oil and Gas Extraction	\$79,819	
22	Utilities	\$93,863	
23	Construction	\$48,858	
31	Manufacturing	\$56,906	
42	Wholesale Trade	\$58,785	
44	Retail Trade	\$30,429	
48	Transportation and Warehousing	\$50,167	
51	Information	\$50,807	
52	Finance and Insurance	\$60,149	
53	Real Estate and Rental and Leasing	\$34,012	
54	Professional, Scientific, and Technical Services	\$55,425	
55	Management of Companies and Enterprises	\$83,075	
56	Administrative and Support and Waste Management and Remediation Services	\$29,654	
61	Educational Services	\$25,959	
62	Health Care and Social Assistance	\$52,772	
71	Arts, Entertainment, and Recreation	\$14,827	
72	Accommodation and Food Services	\$14,767	
81	Other Services (except Public Administration)	\$22,023	
90	Government	\$56,947	
99	Unclassified Industry	\$84,703	

## Cost of Living Adjusted Average Earnings

**\$46,074**

Adjusted Avg. Earnings (2015)

76% of Nation Avg.

NAICS	Industry	Adjusted Avg. Earnings (2015)	
11	Crop and Animal Production	\$32,374	
21	Mining, Quarrying, and Oil and Gas Extraction	\$80,484	
22	Utilities	\$94,645	
23	Construction	\$49,265	
31	Manufacturing	\$57,380	
42	Wholesale Trade	\$59,275	
44	Retail Trade	\$30,683	
48	Transportation and Warehousing	\$50,585	
51	Information	\$51,231	
52	Finance and Insurance	\$60,651	
53	Real Estate and Rental and Leasing	\$34,295	
54	Professional, Scientific, and Technical Services	\$55,886	
55	Management of Companies and Enterprises	\$83,768	
56	Administrative and Support and Waste Management and Remediation Services	\$29,901	
61	Educational Services	\$26,175	
62	Health Care and Social Assistance	\$53,212	
71	Arts, Entertainment, and Recreation	\$14,950	
72	Accommodation and Food Services	\$14,890	
81	Other Services (except Public Administration)	\$22,207	
90	Government	\$57,422	
99	Unclassified Industry	\$85,409	

# Unemployment by Industry

**11,595**

**Total Unemployment (2/2016)**

NAICS	Industry	Unemployed (2/2016)	% of Regional Unemployment	
11	Crop and Animal Production	137	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	352	3%	
22	Utilities	34	0%	
23	Construction	2,189	19%	
31	Manufacturing	1,739	15%	
42	Wholesale Trade	165	1%	
44	Retail Trade	1,075	9%	
48	Transportation and Warehousing	508	4%	
51	Information	36	0%	
52	Finance and Insurance	119	1%	
53	Real Estate and Rental and Leasing	48	0%	
54	Professional, Scientific, and Technical Services	151	1%	
55	Management of Companies and Enterprises	20	0%	
56	Administrative and Support and Waste Management and Remediation Services	825	7%	
61	Educational Services	28	0%	
62	Health Care and Social Assistance	504	4%	
71	Arts, Entertainment, and Recreation	258	2%	
72	Accommodation and Food Services	889	8%	
81	Other Services (except Public Administration)	196	2%	
90	Government	839	7%	
99	No Previous Work Experience/Unspecified	1,483	13%	



## Top Program Completions

CIP	Program	Completions (2014)	
51	Health professions and related programs	1,644	
52	Business, management, marketing, and related support services	1,639	
13	Education	709	
42	Psychology	376	
50	Visual and performing arts	292	
11	Computer and information sciences and support services	267	
09	Communication, journalism, and related programs	254	
26	Biological and biomedical sciences	241	
45	Social sciences	226	
01	Agriculture, agriculture operations, and related sciences	212	

## Gross Regional Product (GRP)

<b>\$11,145,343,451</b>	<b>\$5,723,105,317</b>	<b>\$1,317,266,131</b>	<b>\$18,185,714,900</b>
Earnings (2014)	Property Income (2014)	Taxes on Production (2014)	Total GRP (2014)

NAICS	Industry	GRP (2014)	% of Total
11	Crop and Animal Production	\$1,253,906,421.88	7% 
21	Mining, Quarrying, and Oil and Gas Extraction	\$283,544,952.66	2% 
22	Utilities	\$171,179,464.06	1% 
23	Construction	\$786,903,224.28	4% 
31	Manufacturing	\$3,336,749,726.77	18% 
42	Wholesale Trade	\$924,488,478.56	5% 
44	Retail Trade	\$1,232,009,900.81	7% 
48	Transportation and Warehousing	\$627,492,676.59	3% 
51	Information	\$250,378,640.21	1% 
52	Finance and Insurance	\$911,751,102.53	5% 
53	Real Estate and Rental and Leasing	\$343,203,596.03	2% 
54	Professional, Scientific, and Technical Services	\$511,539,134.82	3% 
55	Management of Companies and Enterprises	\$281,433,095.65	2% 
56	Administrative and Support and Waste Management and Remediation	\$403,953,396.88	2% 

NAICS	Industry	GRP (2014)	% of Total
	Services		
61	Educational Services	\$52,218,436.38	0%
62	Health Care and Social Assistance	\$1,856,386,822.24	10% 
71	Arts, Entertainment, and Recreation	\$77,342,646.74	0%
72	Accommodation and Food Services	\$398,713,838.53	2% 
81	Other Services (except Public Administration)	\$294,187,197.39	2% 
90	Government	\$2,087,530,133.54	11% 
	Other Non-Industries	\$2,100,802,013.23	12% 

## Region Exports

**\$26,390,133,505.94**

Exports (2014)

74% of Supply

NAICS	Industry	Exports (2014)	
11	Crop and Animal Production	\$2,666,208,010.77	
21	Mining, Quarrying, and Oil and Gas Extraction	\$397,789,668.12	
22	Utilities	\$135,510,594.81	
23	Construction	\$729,871,612.63	
31	Manufacturing	\$10,432,444,637.41	
42	Wholesale Trade	\$1,085,526,285.58	
44	Retail Trade	\$1,236,914,687.30	
48	Transportation and Warehousing	\$1,049,691,846.82	
51	Information	\$172,186,494.92	
52	Finance and Insurance	\$837,066,596.11	
53	Real Estate and Rental and Leasing	\$334,893,957.29	
54	Professional, Scientific, and Technical Services	\$390,804,483.65	
55	Management of Companies and Enterprises	\$440,091,986.06	
56	Administrative and Support and Waste Management and Remediation Services	\$367,064,639.50	
61	Educational Services	\$40,636,152.64	
62	Health Care and Social Assistance	\$2,158,165,497.68	

NAICS	Industry	Exports (2014)
71	Arts, Entertainment, and Recreation	\$70,533,299.19 
72	Accommodation and Food Services	\$357,983,672.18 
81	Other Services (except Public Administration)	\$272,976,916.80 
90	Government	\$3,213,772,466.48 

## Region Imports

**\$28,015,443,120.3**

**Imports (2014)**

74% of Demand

**\$9,774,093,471.4**

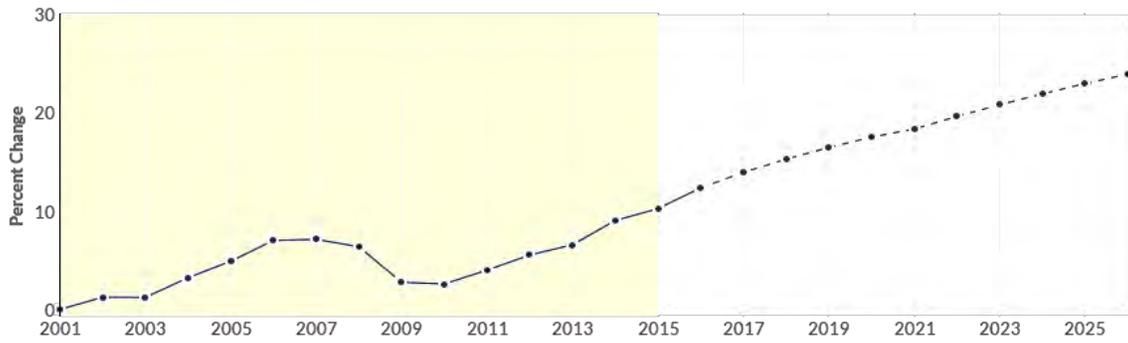
**Locally Produced & Consumed (2014)**

26% of Demand

NAICS	Industry	Imports (2014)	
11	Crop and Animal Production	\$1,944,374,371.73	
21	Mining, Quarrying, and Oil and Gas Extraction	\$340,553,677.83	
22	Utilities	\$349,490,539.17	
23	Construction	\$789,483,485.67	
31	Manufacturing	\$6,878,965,688.05	
42	Wholesale Trade	\$1,706,116,952.00	
44	Retail Trade	\$920,764,889.25	
48	Transportation and Warehousing	\$896,390,134.81	
51	Information	\$1,026,920,281.85	
52	Finance and Insurance	\$1,578,228,246.17	
53	Real Estate and Rental and Leasing	\$939,431,824.60	
54	Professional, Scientific, and Technical Services	\$1,251,599,884.68	
55	Management of Companies and Enterprises	\$638,493,493.90	
56	Administrative and Support and Waste Management and Remediation Services	\$459,032,606.56	
61	Educational Services	\$316,828,693.62	
62	Health Care and Social Assistance	\$1,270,089,889.98	

NAICS	Industry	Imports (2014)	
71	Arts, Entertainment, and Recreation	\$221,842,069. 76	
72	Accommodation and Food Services	\$523,160,627. 35	
81	Other Services (except Public Administration)	\$348,317,336. 94	
90	Government	\$5,615,358,42 6.38	

# Regional Trends



	Region	2001 Jobs	2015 Jobs	Change	% Change
●	Region	198,817	219,159	20,342	10.2%
●	Momentum West	198,817	219,159	20,342	10.2%

## Growing & Declining Occupations

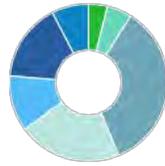
Occupation	Change in Jobs (2001-2015)	
Personal Care Aides	3,028	
Registered Nurses	1,452	
Combined Food Preparation and Serving Workers, Including Fast Food	1,088	
Farmers, Ranchers, and Other Agricultural Managers	-445	
Cashiers	-576	
Retail Salespersons	-707	

## Growing & Declining Industries

Industry	Change in Jobs (2001-2015)	
General Medical and Surgical Hospitals	2,366	
Temporary Help Services	2,354	
Corporate, Subsidiary, and Regional Managing Offices	1,984	
Supermarkets and Other Grocery (except Convenience) Stores	-912	
Printed Circuit Assembly (Electronic Assembly) Manufacturing	-975	
Home Centers	-1,760	

## 2015 Educational Attainment

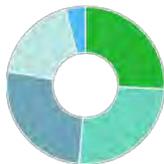
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	Education Level	2015 Population	2015 Percent
●	Less Than 9th Grade	12,402	3.9% 
●	9th Grade to 12th Grade	16,338	5.1% 
●	High School Diploma	111,724	34.8% 
●	Some College	67,670	21.1% 
●	Associate's Degree	36,896	11.5% 
●	Bachelor's Degree	51,570	16.1% 
●	Graduate Degree and Higher	24,297	7.6% 

## 2015 Age Cohort Demographics

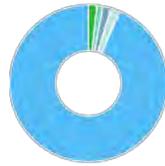
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	Age Cohort	2015 Population	2015 Percent
●	Under 20 years	124,731	25.8% 
●	20 to 39 years	123,333	25.5% 
●	40 to 59 years	128,550	26.6% 
●	60 to 79 years	87,327	18.0% 
●	80 years and over	20,003	4.1% 

## 2015 Race/Ethnicity Demographics

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	Race/Ethnicity	2015 Population	2015 Percent
●	All Other Race/Ethnicities	8,371	1.7% 
●	Two or More Races, Non-Hispanic	5,909	1.2% 
●	Asian, Non-Hispanic	8,195	1.7% 
●	White, Hispanic	9,200	1.9% 
●	White, Non-Hispanic	452,268	93.5% 

## Top Regional Businesses

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Business Name	Business Size
Menard Inc	Large (250+)
Mayo Clinic Health System	Large (250+)
Phillips-medysize	Large (250+)
Menard Inc Distribution Ctr	Large (250+)
Turkey Store Co The Mntnc Shop	Large (250+)

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Cost of Living Data

Emsi cost of living data is based on the Cost of Living Index published quarterly by the Council for Community and Economic Research (C2ER).

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

## Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

## Educational Attainment Data

Emsi's educational attainment numbers are based on Emsi's demographic data and the American Community Survey. By combining these sources, Emsi interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

## Infogroup Business-Level Data

Data for individual businesses is provided by Infogroup, which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

## State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

# Economy Overview

Wisconsin

Emsi Q2 2016 Data Set

August 2016

## West Central Wisconsin Regional Planning Commission



800 Wisconsin Street  
Eau Claire, Wisconsin 54703-3606  
715.836.2918

# Parameters

## Regions

Code	Description
55	Wisconsin

## Timeframe

2001 - 2015

## Datarun

2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

## Economy Overview



Population (2015)	5,778,942
Jobs (2015)	3,065,105
Average Earnings (2016)	\$54,502
COL Adjusted Average Earnings (2016)	\$52,881
Unemployed (2/2016)	131,789
Completions (2014)	89,251
GRP (2014)	\$284,203,126,679
Exports (2014)	\$327,770,119,234
Imports (2014)	\$295,736,348,089

# Population

**5,797,196**

2016 Population  
1.8% of National

**1.5%**

Population Growth for the Last 5 Years  
National Growth 3.8%

Age Group	2016 Population	% of Population	
Under 5 years	350,149	6.0%	
5 to 9 years	359,672	6.2%	
10 to 14 years	369,356	6.4%	
15 to 19 years	377,968	6.5%	
20 to 24 years	396,146	6.8%	
25 to 29 years	362,685	6.3%	
30 to 34 years	376,693	6.5%	
35 to 39 years	348,526	6.0%	
40 to 44 years	343,807	5.9%	
45 to 49 years	362,336	6.3%	
50 to 54 years	416,554	7.2%	
55 to 59 years	427,381	7.4%	
60 to 64 years	379,812	6.6%	
65 to 69 years	305,148	5.3%	
70 to 74 years	221,453	3.8%	
75 to 79 years	157,859	2.7%	
80 to 84 years	115,307	2.0%	
85 years and over	126,342	2.2%	

## Jobs by Industry

**3,101,608**

Total Jobs (2016)

**50.8%**

Male  
(National: 51.4%)

**49.2%**

Female  
(National: 48.6%)

NAICS	Industry	2016 Jobs
11	Crop and Animal Production	55,803 
21	Mining, Quarrying, and Oil and Gas Extraction	3,513 
22	Utilities	10,661 
23	Construction	146,516 
31	Manufacturing	472,956 
42	Wholesale Trade	126,105 
44	Retail Trade	317,130 
48	Transportation and Warehousing	104,682 
51	Information	49,622 
52	Finance and Insurance	126,826 
53	Real Estate and Rental and Leasing	31,212 
54	Professional, Scientific, and Technical Services	120,194 
55	Management of Companies and Enterprises	65,603 
56	Administrative and Support and Waste Management and Remediation Services	151,902 
61	Educational Services	62,769 
62	Health Care and Social Assistance	401,523 
71	Arts, Entertainment, and Recreation	42,805 
72	Accommodation and Food Services	235,704 
81	Other Services (except Public Administration)	144,667 
90	Government	414,366 
99	Unclassified Industry	17,051 

## Average Earnings by Industry

**\$54,306**

Avg. Earnings (2015)  
89% of Nation Avg.

NAICS	Industry	Avg. Earnings (2015)	
11	Crop and Animal Production	\$32,712	
21	Mining, Quarrying, and Oil and Gas Extraction	\$77,022	
22	Utilities	\$129,930	
23	Construction	\$60,070	
31	Manufacturing	\$68,977	
42	Wholesale Trade	\$72,334	
44	Retail Trade	\$30,969	
48	Transportation and Warehousing	\$51,831	
51	Information	\$82,590	
52	Finance and Insurance	\$83,188	
53	Real Estate and Rental and Leasing	\$42,610	
54	Professional, Scientific, and Technical Services	\$75,277	
55	Management of Companies and Enterprises	\$114,464	
56	Administrative and Support and Waste Management and Remediation Services	\$34,073	
61	Educational Services	\$40,140	
62	Health Care and Social Assistance	\$54,147	
71	Arts, Entertainment, and Recreation	\$29,793	
72	Accommodation and Food Services	\$17,056	
81	Other Services (except Public Administration)	\$25,733	
90	Government	\$66,840	
99	Unclassified Industry	\$49,823	

## Cost of Living Adjusted Average Earnings

# \$52,691

Adjusted Avg. Earnings (2015)

86% of Nation Avg.

NAICS	Industry	Adjusted Avg. Earnings (2015)	
11	Crop and Animal Production	\$31,740	
21	Mining, Quarrying, and Oil and Gas Extraction	\$74,732	
22	Utilities	\$126,066	
23	Construction	\$58,284	
31	Manufacturing	\$66,926	
42	Wholesale Trade	\$70,183	
44	Retail Trade	\$30,048	
48	Transportation and Warehousing	\$50,290	
51	Information	\$80,134	
52	Finance and Insurance	\$80,715	
53	Real Estate and Rental and Leasing	\$41,343	
54	Professional, Scientific, and Technical Services	\$73,039	
55	Management of Companies and Enterprises	\$111,060	
56	Administrative and Support and Waste Management and Remediation Services	\$33,060	
61	Educational Services	\$38,946	
62	Health Care and Social Assistance	\$52,537	
71	Arts, Entertainment, and Recreation	\$28,907	
72	Accommodation and Food Services	\$16,549	
81	Other Services (except Public Administration)	\$24,967	
90	Government	\$64,852	
99	Unclassified Industry	\$48,341	

## Unemployment by Industry

# 131,789

Total Unemployment (2/2016)

NAICS	Industry	Unemployed (2/2016)	% of Regional Unemployment
11	Crop and Animal Production	1,199	1% 
21	Mining, Quarrying, and Oil and Gas Extraction	1,225	1% 
22	Utilities	547	0%
23	Construction	26,352	20% 
31	Manufacturing	18,527	14% 
42	Wholesale Trade	2,542	2% 
44	Retail Trade	11,336	9% 
48	Transportation and Warehousing	5,471	4% 
51	Information	815	1% 
52	Finance and Insurance	2,094	2% 
53	Real Estate and Rental and Leasing	1,014	1% 
54	Professional, Scientific, and Technical Services	2,252	2% 
55	Management of Companies and Enterprises	396	0%
56	Administrative and Support and Waste Management and Remediation Services	12,439	9% 
61	Educational Services	1,185	1% 
62	Health Care and Social Assistance	5,690	4% 
71	Arts, Entertainment, and Recreation	3,429	3% 
72	Accommodation and Food Services	10,250	8% 
81	Other Services (except Public Administration)	2,808	2% 
90	Government	7,807	6% 
99	No Previous Work Experience/Unspecified	14,410	11% 

## Top Program Completions

CIP	Program	Completions (2014)	
51	Health professions and related programs	22,484	
52	Business, management, marketing, and related support services	14,669	
13	Education	5,765	
45	Social sciences	3,587	
26	Biological and biomedical sciences	3,262	
11	Computer and information sciences and support services	2,840	
14	Engineering	2,804	
24	Liberal arts and sciences, general studies and humanities	2,765	
43	Homeland security, law enforcement, firefighting and related protective services	2,679	
42	Psychology	2,556	

## Gross Regional Product (GRP)

\$173,534,834,093	\$89,615,643,543	\$21,052,649,042	\$28,812,306,812
Earnings (2014)	Property Income (2014)	Taxes on Production (2014)	Other (2014)

NAICS	Industry	GRP (2014)	% of Total	
11	Crop and Animal Production	\$7,261,994,720.28	3%	<div style="width: 3%;"></div>
21	Mining, Quarrying, and Oil and Gas Extraction	\$1,620,026,562.57	1%	<div style="width: 1%;"></div>
22	Utilities	\$5,014,673,384.43	2%	<div style="width: 2%;"></div>
23	Construction	\$11,635,079,558.48	4%	<div style="width: 4%;"></div>
31	Manufacturing	\$57,148,762,603.65	20%	<div style="width: 20%;"></div>
42	Wholesale Trade	\$18,415,642,877.91	6%	<div style="width: 6%;"></div>
44	Retail Trade	\$15,393,275,668.24	5%	<div style="width: 5%;"></div>
48	Transportation and Warehousing	\$7,034,099,736.28	2%	<div style="width: 2%;"></div>
51	Information	\$8,926,107,660.40	3%	<div style="width: 3%;"></div>
52	Finance and Insurance	\$22,121,314,414.50	8%	<div style="width: 8%;"></div>
53	Real Estate and Rental and Leasing	\$6,536,248,085.43	2%	<div style="width: 2%;"></div>
54	Professional, Scientific, and Technical Services	\$11,063,306,957.99	4%	<div style="width: 4%;"></div>
55	Management of Companies and Enterprises	\$7,655,312,773.86	3%	<div style="width: 3%;"></div>
56	Administrative and Support and Waste Management and Remediation Services	\$6,948,284,726.92	2%	<div style="width: 2%;"></div>
61	Educational Services	\$2,727,847,750.13	1%	<div style="width: 1%;"></div>
62	Health Care and Social Assistance	\$23,066,157,533.17	8%	<div style="width: 8%;"></div>
71	Arts, Entertainment, and Recreation	\$2,104,629,036.53	1%	<div style="width: 1%;"></div>
72	Accommodation and Food Services	\$6,011,738,821.88	2%	<div style="width: 2%;"></div>
81	Other Services (except Public Administration)	\$4,830,637,523.72	2%	<div style="width: 2%;"></div>
90	Government	\$30,815,461,841.49	11%	<div style="width: 11%;"></div>
	Other Non-Industries	\$27,872,524,440.75	10%	<div style="width: 10%;"></div>

## Region Exports

# \$327,770,119,234.02

Exports (2014)  
58% of Supply

NAICS	Industry	Exports (2014)	
11	Crop and Animal Production	\$13,502,370,560.07	■
21	Mining, Quarrying, and Oil and Gas Extraction	\$1,902,582,609.87	■
22	Utilities	\$3,149,488,614.29	■
23	Construction	\$6,208,782,509.91	■
31	Manufacturing	\$141,246,174,808.47	■
42	Wholesale Trade	\$15,426,929,201.46	■
44	Retail Trade	\$8,816,182,074.91	■
48	Transportation and Warehousing	\$8,047,129,761.02	■
51	Information	\$6,264,909,426.07	■
52	Finance and Insurance	\$13,893,612,349.12	■
53	Real Estate and Rental and Leasing	\$3,037,145,778.79	■
54	Professional, Scientific, and Technical Services	\$3,896,029,245.88	■
55	Management of Companies and Enterprises	\$8,727,984,248.03	■
56	Administrative and Support and Waste Management and Remediation Services	\$3,502,766,323.68	■
61	Educational Services	\$1,416,979,647.38	■
62	Health Care and Social Assistance	\$14,653,806,181.54	■
71	Arts, Entertainment, and Recreation	\$1,258,893,500.25	■
72	Accommodation and Food Services	\$2,383,710,605.73	■
81	Other Services (except Public Administration)	\$2,326,081,116.95	■
90	Government	\$68,108,560,670.58	■

## Region Imports

**\$295,736,348,089.2**

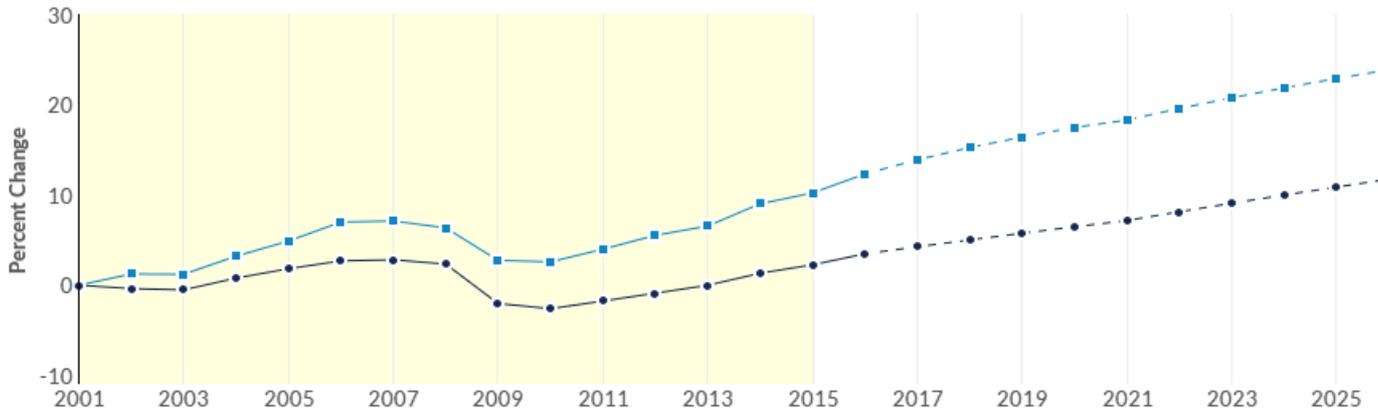
Imports (2014)  
53% of Demand

**\$266,775,083,148.5**

Locally Produced & Consumed (2014)  
47% of Demand

NAICS	Industry	Imports (2014)	
11	Crop and Animal Production	\$16,283,477,729.09	
21	Mining, Quarrying, and Oil and Gas Extraction	\$4,603,593,724.03	
22	Utilities	\$3,082,029,890.61	
23	Construction	\$5,535,988,575.99	
31	Manufacturing	\$78,207,149,384.48	
42	Wholesale Trade	\$16,460,423,672.23	
44	Retail Trade	\$8,704,680,836.79	
48	Transportation and Warehousing	\$9,537,220,514.20	
51	Information	\$11,329,626,773.15	
52	Finance and Insurance	\$14,614,141,499.36	
53	Real Estate and Rental and Leasing	\$9,874,143,847.15	
54	Professional, Scientific, and Technical Services	\$13,016,196,866.07	
55	Management of Companies and Enterprises	\$6,597,569,438.38	
56	Administrative and Support and Waste Management and Remediation Services	\$4,733,465,656.83	
61	Educational Services	\$2,394,391,504.25	
62	Health Care and Social Assistance	\$10,053,555,083.68	
71	Arts, Entertainment, and Recreation	\$2,368,817,527.46	
72	Accommodation and Food Services	\$5,277,890,190.43	
81	Other Services (except Public Administration)	\$2,983,735,810.77	
90	Government	\$70,078,249,564.30	

## Regional Trends



Region	2001 Jobs	2015 Jobs	Change	% Change
● Region	2,997,360	3,065,105	67,745	2.3%
■ Momentum West	198,817	219,159	20,342	10.2%

## Growing & Declining Occupations

Occupation	Change in Jobs (2001-2015)
Personal Care Aides	34,035
Combined Food Preparation and Serving Workers, Including Fast Food	9,068
Registered Nurses	8,553
Paper Goods Machine Setters, Operators, and Tenders	-3,813
Retail Salespersons	-6,247
Team Assemblers	-8,066

## Growing & Declining Industries

Industry	Change in Jobs (2001-2015)	
Corporate, Subsidiary, and Regional Managing Offices	33,783	
Services for the Elderly and Persons with Disabilities	25,284	
Temporary Help Services	16,701	
Department Stores (except Discount Department Stores)	-8,809	
Discount Department Stores	-11,771	
Paper (except Newsprint) Mills	-14,502	

## 2015 Educational Attainment



Education Level	2015 Population	2015 Percent	
Less Than 9th Grade	147,110	3.8%	
9th Grade to 12th Grade	236,810	6.0%	
High School Diploma	1,274,689	32.5%	
Some College	824,827	21.0%	
Associate's Degree	378,967	9.7%	
Bachelor's Degree	698,985	17.8%	
Graduate Degree and Higher	358,129	9.1%	

## 2015 Age Cohort Demographics



Age Cohort	2015 Population	2015 Percent
Under 20 years	1,456,945	25.2%
20 to 39 years	1,482,204	25.6%
40 to 59 years	1,568,757	27.1%
60 to 79 years	1,029,539	17.8%
80 years and over	241,497	4.2%

## 2015 Race/Ethnicity Demographics



Race/Ethnicity	2015 Population	2015 Percent
All Other Race/Ethnicities	193,118	3.3%
Asian, Non-Hispanic	153,983	2.7%
White, Hispanic	333,034	5.8%
Black, Non-Hispanic	365,262	6.3%
White, Non-Hispanic	4,733,546	81.9%

## Top Regional Businesses

Business Name	Business Size
Waukesha Memorial Hospital	Large (250+)
University Of Wi-madison	Large (250+)
Menard Inc	Large (250+)
Epic Systems Corp	Large (250+)
Theda Care Inc	Large (250+)

Source: Infogroup Business-Level Data

*DISCLAIMER: Business Data by Infogroup is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data.*

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Cost of Living Data

Emsi cost of living data is based on the Cost of Living Index published quarterly by the Council for Community and Economic Research (C2ER).

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

## Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

## Educational Attainment Data

Emsi's educational attainment numbers are based on Emsi's demographic data and the American Community Survey. By combining these sources, Emsi interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

## Infogroup Business-Level Data

Data for individual businesses is provided by Infogroup, which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

## State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information