

Barron County

ECONOMIC PROFILE

County Population Projections

	2010	2020	2025	2030	2035	2040
County Population	45,870	45,182	49,605	50,640	50,490	49,545
Percent Change		-1.5	9.8	2.1	-0.3	-1.9
Male	22,814	22,751	25,235	25,930	25,920	25,435
Female	23,056	22,431	24,370	24,710	24,570	24,110
Minority	1,794	2,647	NA	NA	NA	NA
Percent Minority	3.9	5.9	NA	NA	NA	NA
Age Under 5	2,737	2,387	2,700	2,640	2,520	2,400
Age 5-9	2,762	2,661	2,980	2,930	2,790	2,620
Age 10-14	2,832	3,115	3,060	3,140	3,020	2,830
Age 15-19	2,888	2,480	2,950	2,990	3,000	2,840
Age 20-24	2,341	2,393	2,090	2,250	2,230	2,190
Age 25-34	5,133	4,889	4,600	4,490	4,640	4,670
Age 35-44	5,288	4,929	5,820	5,530	5,010	4,710
Age 45-54	7,162	5,430	5,450	5,970	6,110	5,590
Age 55-59	3,351	6,991	2,890	2,790	2,930	3,250
Age 60-64	3,028	3,612	3,700	3,010	2,930	3,140
Age 65-74	4,327	5,703	7,260	7,500	6,770	6,120
Age 75-84	2,759	3,044	4,500	5,360	5,960	6,110
Age 85+	1,262	1,160	1,605	2,040	2,580	3,075



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

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Source: 2010 Census; 2020 American Community Survey 5-Year Estimates; Wisconsin DOA Population Projections, 2013

Municipal Population

	1980	1990	2000	2010	2021	Percent Change			
						1980-90	1990-00	2000-10	2010-21
Rice Lake	7,691	7,998	8,312	8,419	8,884	4.0	3.9	1.3	5.2
Barron	2,595	2,986	3,248	3,423	3,313	15.1	8.8	5.4	-3.2
Cumberland	1,983	2,163	2,280	2,170	2,182	9.1	5.4	-4.8	0.6
Chetek	1,931	1,953	2,180	2,221	2,151	1.1	11.6	1.9	-3.2
Cameron	1,115	1,273	1,546	1,783	1,876	14.2	21.4	15.3	5.2
Turtle Lake+	762	817	1,065	1,050	1,040	7.2	30.4	-1.4	-1.0
Almena	526	625	720	677	651	18.8	15.2	-6.0	-3.8
Prairie Farm	387	494	508	473	459	27.6	2.8	-6.9	-3.0
Dallas	477	452	356	409	351	-5.2	-21.2	14.9	-14.2
Haugen	251	305	287	287	282	21.5	-5.9	0.0	-1.7

+Includes portion in Polk County

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2021 Estimates

Per Capita Personal Income

	2017	2018	2019	2020	Percent Change		
					2017-18	2018-19	2019-20
Barron County	\$46,722	\$49,452	\$50,166	\$53,179	5.8	1.4	6.0
Wisconsin	\$49,264	\$51,628	\$53,227	\$55,593	4.8	3.1	4.4
United States	\$52,118	\$54,606	\$56,490	\$59,510	4.8	3.5	5.3

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).

This Economic Profile is prepared by the West Central Wisconsin Regional Planning Commission

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

	Total		Total
Shelter	\$232,708	Contributions	\$35,267
Transportation	\$202,573	Education	\$29,782
Food and Beverages	\$164,024	Gifts	\$26,065
Health Care	\$97,057	Miscellaneous Expenses	\$20,876
Utilities	\$84,708	Personal Care	\$14,832
Entertainment	\$61,689	Personal Insurance	\$7,544
Household Operations	\$43,028	Tobacco	\$7,231
Household Furnishings	\$38,438	Reading	\$2,429
Apparel	\$38,097		

Source: Applied Geographic Solutions, 2021

Government Finances

2020	County	State
Full Equalized County Valuation (\$000)	\$4,716,701	\$613,136,908
Net Property Tax (\$000)	\$82,504	\$11,076,939
Full Value Tax Rate per \$1,000 Valuation	\$17.49	\$18.07
Per Capita Property Tax	\$1,773.45	\$1,892.01

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

Civilian Labor Force

County Totals	2016	2020
Employed	23,203	22,413
Unemployed	1,074	1,460
Total Labor Force	24,277	23,873
Average County Unemployment Rate	4.4%	6.1%
Average State Unemployment Rate	3.9%	6.3%
Average U.S. Unemployment Rate	4.9%	8.1%

Source: Wisconsin Dept. of Workforce Development

Housing

	County
Housing Units	24,230
2021 Estimated Housing Units	24,733
Owner Occupied Units	14,464
Renter Occupied Units	4,595
Persons/Owner Occupied Unit	2.4
Persons/Renter Occupied Unit	2.2
Median Value of Housing	\$159,300
Median Monthly Gross Rent	\$742

Source: 2016-2020 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2021

Building Permits

County Residential	2016	2020
Single Family	93	116
Total Units	97	138
Value	\$20,609,447	\$27,277,601

Source: Bureau of the Census

Representative Wage Rates

Position	2020 Hourly Rate	
	Mean	Median
Bartenders	\$10.67	\$9.81
Bookkeeping/Accounting/Auditing	\$17.71	\$17.40
Cashiers	\$11.77	\$11.76
Computer Programmers	\$37.34	\$35.77
Electricians	\$25.75	\$25.69
Healthcare Social Workers	\$25.10	\$24.70
Licensed Practical/Vocational Nurse	\$22.67	\$22.75
Machinery Maintenance Workers	\$21.84	\$22.54
Nursing Assistants	\$15.55	\$15.39
Office Clerk, General	\$18.18	\$17.71
Order Clerks	\$15.94	\$16.26
Physical Therapists	\$40.17	\$40.58
Secretaries/Administrative Assistants	\$24.96	\$24.72
Truck Drivers-Heavy/Tractor Trailer	\$22.47	\$22.37
Waiter and Waitresses	\$9.03	\$8.87
Welder/Cutter/Solderer/Brazer	\$20.48	\$20.12

Source: Bureau of Labor Statistics, May 2020

Employment by Industry

	2016-2020 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,155	5.3
Construction	1,503	6.9
Manufacturing	4,409	20.1
Wholesale Trade	435	2.0
Retail Trade	2,692	12.3
Transportation and Warehousing, and Utilities	932	4.3
Information	198	0.9
Finance and Insurance/Real Estate/Rental and Leasing	955	4.4
Services (Professional/Educational/Entertainment/Other)	8,902	40.6
Public Administration	740	3.4
TOTAL*	21,921	100.0

* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.
Source: 2016-2020 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2018	2028	
Total, All Nonfarm Industries	222,885	235,100	5.5
Mining/Natural Resources	4,738	4,937	4.2
Manufacturing	36,716	37,701	2.7
Construction	8,499	9,935	16.9
Trade, Transportation and Utilities	40,223	42,442	5.5
Information	1,607	1,558	-3.0
Financial Activities (finance/insurance/real estate/rental and leasing)	7,112	7,360	3.5
Professional and Business Services (professional/management/remediation)	15,662	16,725	6.8
Educational and Health Services (including State/Local Government)	50,932	55,056	8.1
Leisure and Hospitality	21,133	22,930	8.5
Other Services (except Government)	8,380	8,629	3.0
Government	11,723	11,733	0.1
Self-Employed and Unpaid Family Workers (all jobs)	16,160	16,094	-0.4

*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, December 2020

Largest Employers

Employer	Industry Type	Employees
Turkey Store Company	Poultry Processing	1,000+
St. Croix Casino	Casinos, except casino hotels	1,000+
Mattson Spray Equipment	Painting & wall covering contractors	500-999
Mayo Clinic Health System	General medical and surgical hospitals	250-499
Johnson Refrigerated Truck	Automobile & other motor vehicle merchant wholesalers	250-499
McCain Foods USA, Inc.	Fruit and vegetable canning	250-499
Sanmina-SCI Corp.	Bare printed circuit board manufacturing	250-499
Seneca Food Corp.	All other miscellaneous food manufacturing	250-499
Wal-Mart Supercenter	Department stores	250-499
Henry Wisconsin	Iron foundries	250-499
Rice Lake Senior High School	Elementary and secondary schools	100-249
In Town Storage	Food product machinery manufacturing	100-249
Republic Services	All other professional, scientific, and technical services	100-249
Automated Building Components	Truss manufacturing	100-249
Blaine's Farm & Fleet	Farm supplies merchant wholesale	100-249
3M Company	Industrial supplies merchant wholesalers	100-249
American Excelsior Co.	Paper bag & coated and treated paper manufacturing	100-249
Heritage Lakeside	Nursing care facilities	100-249
Wisconsin Indianhead Technical College	Other technical and trade schools	100-249
Mastercraft Industries, Inc.	Wood kitchen cabinet and countertop manufacturing	100-249
Menards	Home centers	100-249
Parker Quick Coupling Division	Industrial supplies merchant wholesalers	100-249
Lake Country Dairy	Cheese manufacturing	100-249
Marketplace Foods	Supermarkets and other grocery (except convenience)	100-249
Birchwood Manufacturing Co.	Hardwood veneer and plywood manufacturing	100-249

Source: Wisconsin DWD; Major employers were extracted from Data Axle, 2020

Recreational Highlights

An all season trails brochure is available at: www.northwestwisconsin.com

County-Owned Parks	16	Snowmobile Trails (miles)	310
Downhill Skiing Facilities	1	Cross-Country Ski Trails (miles)	20
Fishing Lakes (50+ acres)	49	ATV Trails (miles)	79
Canoe Trails (miles)	50	Golf Courses	8
Horseback Riding Trails (miles)	6	Rustic Roads (miles)	16
Camping Sites (public/private)	1,300	Shooting Ranges (public)	2

Barron County has abundant recreational facilities and resources ranging from hunting and fishing to snowmobiling and hiking. The County offers excellent public and private camping facilities among the many lakes, streams, and County forests. The many lakes of Barron County are known for outdoor activities, including fishing, camping, and pleasure boating. County forest land is in abundance around many of the County's lakes and offers sightseers a variety of wildlife. Barron County offers excellent canoeing and boating, especially along the Red Cedar River. The Blue Hills, located in the northeastern part of the county, are especially beautiful in autumn to hikers, cyclists, and motorists alike.

Source: *Barron County Outdoor Recreation Plan, 2019-2024*

Industrial Parks/Sites

The following is a list of industrial and business parks in Barron County.

- Almena Industrial Park—Almena
- Barron Industrial Park—Barron
- Chetek Industrial Park—Chetek
- Cumberland Industrial Park—Cumberland
- Rice Lake Business Park—Rice Lake
- Cedar Side Business Park—Rice Lake
- Rice Lake Industrial Park—Rice Lake
- Prairie Farm Industrial Park—Prairie Farm
- Turtle Lake Industrial Park—Turtle Lake

For more information, contact the Barron County Economic Development Corporation:

Dave Armstrong, Executive Director
 Barron County Economic Development Corporation
 1-800-529-4148
bcedc@co.barron.wi.us



Miscellaneous

HIGHWAYS—Barron County is served by a network of U.S. and State Highways. U.S. Highways 53 and 63, and State Highway 25, run north and south through the County. U.S. Highway 53 is a four-lane highway. U.S. Highway 8 and State Highway 48 run east and west.

RAIL SERVICE—Barron County is served by Canadian National (CN). The CN serves the communities of Almena, Barron, Cameron, and Rice Lake. The CN connects with the Wisconsin Northern (WN) rail line runs south through Chetek to Chippewa Falls to provide shippers with nationwide access. CN has reactivated a 40-mile stretch of long-inactive line between Ladysmith and Poskin, to serve the Superior Silica Sand Corporation processing plant west of Barron, however, the transport of sand has declined significantly due to a downturn in demand for Wisconsin's sand for fracking.

AIR SERVICE—Barron County has four publicly-owned airports. Two medium general aviation airports are located near Cumberland and Chetek. A small general aviation airport is located near Barron. All of these facilities have paved runways over 3,400 feet in length, except Barron which has a 2,000 foot turf runway. The Rice Lake Airport is a large general aviation facility and is located to the west of Cameron. The Rice Lake Airport has a 6,700 foot runway and a 3,500 foot runway, both asphalt, and maintains a fixed base operator providing fuel and mechanic services. Air taxi and daily air freight services are also available.

EDUCATIONAL FACILITIES—Most training needs among local businesses are met by the Wisconsin Indianhead Technical College located in Rice Lake. Associate degree and vocational education programs are offered in the areas of agriculture; service and health; business management; trade and industry; and general education, as well as apprenticeship trades. UW-Barron County is a two-year university center in Rice Lake providing college-level curriculum for area residents.