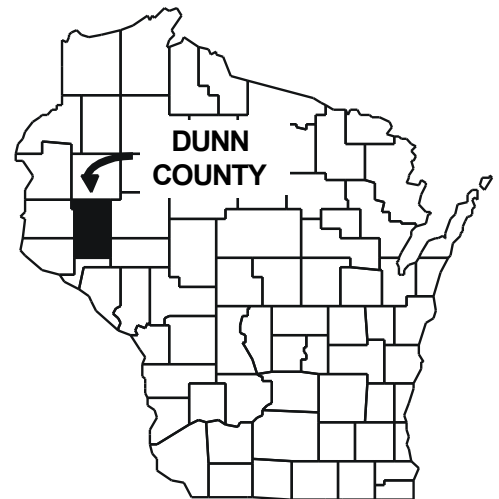


# Dunn County

## ECONOMIC PROFILE

### County Population Projections

	2010	2021	2025	2030	2035	2040
County Population	43,857	45,254	47,415	47,970	48,200	48,485
Percent Change		3.2	4.8	1.2	0.5	0.6
Male	22,133	22,822	24,015	24,235	24,155	24,245
Female	21,724	22,432	23,400	23,735	24,045	24,240
Minority	2,312	3,184	NA	NA	NA	NA
Percent Minority	5.3	7.0	NA	NA	NA	NA
Age Under 5	2,422	2,276	2,390	2,410	2,450	2,480
Age 5-9	2,497	2,559	2,440	2,470	2,480	2,510
Age 10-14	2,566	2,524	2,700	2,690	2,690	2,680
Age 15-19	4,186	4,217	4,060	3,870	3,790	3,680
Age 20-24	5,997	5,870	5,970	5,940	5,550	5,370
Age 25-34	4,983	5,028	4,880	4,900	4,960	4,810
Age 35-44	4,947	5,085	4,450	4,440	4,430	4,450
Age 45-54	5,897	5,005	5,060	4,820	4,620	4,630
Age 55-59	2,699	3,092	2,670	2,640	2,590	2,480
Age 60-64	2,340	2,600	3,050	2,650	2,660	2,660
Age 65-74	2,754	4,200	5,530	5,860	5,590	5,430
Age 75-84	1,721	1,982	3,220	3,990	4,590	5,020
Age 85+	848	816	995	1,290	1,800	2,285



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2023

Source: 2010 Census; 2021 American Community Survey 5-Year Estimates;  
Wisconsin DOA Population Projections, 2013

### Municipal Population

	1980	1990	2000	2010	2020	2022	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-22
Menomonie	12,769	13,547	14,937	16,264	16,843	16,616	6.1	10.3	8.9	3.6	-1.4
Colfax	1,149	1,110	1,136	1,158	1,182	1,191	-3.4	2.3	1.9	2.1	0.8
Boyceville	862	913	1,043	1,086	1,100	1,096	5.9	14.2	4.1	1.3	-0.4
Elk Mound	737	765	785	878	985	982	3.8	2.6	11.8	12.2	-0.3
Knapp	419	419	421	463	478	485	0.0	.5	10.0	3.2	1.5
Wheeler	231	348	317	348	326	329	50.6	-8.9	9.8	-6.3	0.9
Ridgeland	300	246	265	273	258	258	-18.0	7.7	3.0	-5.5	0.0
Downing	242	250	257	265	234	233	3.3	2.8	3.1	-11.7	-0.4

Source: 1980, 1990, 2000, 2010 and 2020 Census and Wisconsin DOA 2022 Estimates

### Per Capita Personal Income

	2018	2019	2020	2021	Percent Change		
					2018-19	2019-20	2020-21
Dunn County	\$39,962	\$41,558	\$44,970	\$47,673	4.0	8.2	6.0
Wisconsin	\$50,908	\$52,893	\$55,941	\$59,626	3.9	5.8	6.6
United States	\$53,786	\$56,250	\$59,765	\$64,143	4.6	6.2	7.3

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).

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

## Consumer Expenditures by County (per household)

	Total		Total
Shelter	\$12,307	Contributions	\$1,857
Transportation	\$10,734	Education	\$1,640
Food and Beverages	\$8,660	Gifts	\$1,384
Health Care	\$5,037	Miscellaneous Expenses	\$1,099
Utilities	\$4,405	Personal Care	\$784
Entertainment	\$3,278	Personal Insurance	\$401
Household Operations	\$2,268	Tobacco	\$372
Household Furnishings	\$2,041	Reading	\$127
Apparel	\$2,033		

Source: Applied Geographic Solutions, 2022

## Government Finances

2021	County	State
Full Equalized County Valuation (\$000)	\$3,836,605	\$654,820,376
Net Property Tax (\$000)	\$67,744	\$11,267,775
Full Value Tax Rate per \$1,000 Valuation	\$18.99	\$18.64
Per Capita Property Tax	\$1,532.05	\$1,909.32

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

## Civilian Labor Force

County Totals	2017	2021
Employed	23,728	23,412
Unemployed	795	862
Total Labor Force	24,523	24,274
Average County Unemployment Rate	3.2%	3.6%
Average State Unemployment Rate	3.3%	3.8%
Average U.S. Unemployment Rate	4.4%	5.3%

Source: Wisconsin Department of Workforce Development

## Housing

	County
Housing Units	18,639
2022 Estimated Housing Units	18,916
Owner Occupied Units	11,282
Renter Occupied Units	5,995
Persons/Owner Occupied Unit	2.6
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$180,600
Median Monthly Gross Rent	\$850

Source: 2021 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2022

## Representative Wage Rates

Position	2021 Hourly Rate	
	Mean	Median
Bartenders	\$10.59	\$10.70
Bookkeeping/Accounting/Auditing	\$19.74	\$18.45
Cashiers	\$12.26	\$13.23
Computer Programmers	\$39.60	\$38.37
Electricians	\$27.17	\$28.29
Healthcare Social Workers	\$25.32	\$23.91
Licensed Practical/Vocational Nurse	\$23.47	\$22.45
Machinery Maintenance Workers	\$27.44	\$28.57
Nursing Assistants	\$16.04	\$16.56
Office Clerk, General	\$17.73	\$17.60
Physical Therapists	\$43.04	\$45.96
Secretaries/Administrative Assistants	\$28.38	\$28.87
Tellers	\$15.70	\$14.26
Truck Drivers-Heavy/Tractor Trailer	\$23.56	\$23.01
Waiter and Waitresses	\$11.39	\$8.66
Welder/Cutter/Solderer/Brazer	\$22.74	\$22.72

Source: Bureau of Labor Statistics, May 2021

## Building Permits

County Residential	2017	2021
Single Family	91	88
Total Units	93	96
Value	\$16,974,851	\$26,502,666

Source: Bureau of the Census

## Employment by Industry

	2021 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	840	3.5
Construction	1,620	6.7
Manufacturing	4,204	17.5
Wholesale Trade	720	3.0
Retail Trade	3,260	13.6
Transportation and Warehousing, and Utilities	1,684	7.0
Information	131	0.5
Finance and Insurance/Real Estate/Rental and Leasing	1,061	4.4
Services (Professional/Educational/Entertainment/Other)	10,022	41.7
Public Administration	466	1.9
<b>TOTAL*</b>	<b>24,008</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: 2021 American Community Survey 5-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2020	2030	
<b>Total, All Nonfarm Industries</b>	<b>213,421</b>	<b>230,292</b>	<b>7.9</b>
Mining/Natural Resources	4,326	4,533	4.8
Manufacturing	35,504	38,105	7.3
Construction	8,416	9,225	9.6
Trade, Transportation and Utilities	39,650	44,118	11.3
Information	1,319	1,182	-10.4
Financial Activities (finance/insurance/real estate/rental and leasing)	7,058	7,819	10.8
Professional and Business Services (professional/management/remediation)	14,655	17,037	16.3
Educational and Health Services (including State/Local Government)	48,327	49,678	2.8
Leisure and Hospitality	17,494	19,966	14.1
Other Services (except Government)	7,530	8,485	12.7
Government	11,834	12,327	4.2
Self-Employed and Unpaid Family Workers (all jobs)	17,308	17,817	2.9

\*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, December 2021

## Largest Employers

Employer	Industry Type	Employees
WalMart Distribution Center	Other miscellaneous durable goods merchant wholesalers	500-999
ConAgra Brands, Inc.	Packaged frozen food merchant wholesalers	500-999
Phillips-Medisize	Surgical and medical instrument manufacturing	500-999
3M	Other miscellaneous durable goods merchant wholesalers	500-999
UW-Stout University Dining Services	Caterers and other direct selling establishments	500-999
University of Wisconsin-Stout	Colleges, universities, and professional schools	250-499
Mayo Clinic Health System-Red Cedar	General medical and surgical hospitals	250-499
Andersen Corporation	Other building material dealers	250-499
Westconsin Credit Union	Credit unions	250-499
CEVA Logistics	Administrative management & general management consulting services	250-499
Cardinal Glass Industries, Inc.	Other building material dealers	100-249
Neighbors of Dunn County	Other social advocacy organizations	100-249
WalMart Supercenter	Department stores	100-249
Colfax High School	Elementary and secondary schools	100-249
Marketplace Foods Menomonie, Inc.	Supermarkets and other grocery stores (except convenience)	100-249
ACA LLC	Landscaping services	100-249
Menomonie High School	Elementary and secondary schools	100-249
Menomonie Middle School	Elementary and secondary schools	100-249
Mills Fleet Farm	Farm supplies merchant wholesalers	100-249
Aurora	Lessors of residential buildings and dwellings	100-249

Source: Wisconsin DWD; Major employers were extracted from Data Axle 2021

# Recreational Highlights

Dunn County has a variety of recreational resources ranging from hunting and fishing to camping and biking. The County is characterized by rolling hills and open farmlands. The Red Cedar River is known for its many fishing, canoeing, and camping opportunities. A groomed and well-marked snowmobile route runs throughout the County. ATV/UTV activities also utilize a network of trails throughout Dunn County.

Hoffman Hills Recreation Area provides cross-country skiing, hiking, walking, and snowshoe opportunities. Of state significance is the Red Cedar Trail which runs parallel to the Red Cedar River from Menomonie to the Dunnville Wildlife Area. This trail is part of the larger Chippewa Valley Trail System, which continues south to the City of Durand or north to the City of Eau Claire. Disc golf is also a popular activity, with five courses located in the County. The Lambs Creek Disc Golf Course was nationally ranked as the 6th best 9-hole course in the country. The County has three public shooting ranges that meet a variety of community needs such as training areas for military and local law enforcement agencies, hunter education, and numerous events sponsored by Sportsman's Clubs.

Wakanda Park, located in Menomonie, boasts the Wakanda Water Park, six ball diamonds, playgrounds, Dunn County Historical Society, Russell J. Rassbach Museum, and Menomonie Lions Club Game Park and Nature Trail. The villages in Dunn County also provide many recreational opportunities, including tennis courts, ballfields, trails, picnic areas, boat landings, playgrounds, and fairgrounds.

Source: *Dunn County Outdoor Recreation Plan, 2016-2020*

# Industrial Parks/Sites

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

- Boyceville Industrial Park—Boyceville
- Colfax Industrial Park—Colfax
- Knapp Industrial Park—Knapp
- Menomonie Industrial Park—Menomonie
- Stout Technology and Business Park—Menomonie

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

Bob Bossany, Executive Director  
Dunn County Economic Development Corporation  
715-232-4009  
director@dunnedc.om



# 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.

**AIR SERVICE**—Dunn County has two publicly-owned airports. A medium general aviation airport with a 5,000 foot runway and a 3,400 foot runway is located in Menomonie and a small general aviation airport with a 3,300 foot runway is located near Boyceville. Dunn County also has access to air commercial service airports in both Eau Claire and Minneapolis-St. Paul.

**BUS SERVICE**—Greyhound and MegaBus provide intercity bus service between the Twin Cities and Madison and Milwaukee, and Twin Cities and Green Bay, respectively. 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 trades. Three nearby University of Wisconsin campuses provide excellent educational services. UW-Stout, located in Menomonie, is nationally known for its programs in industry, technology, and art and design.