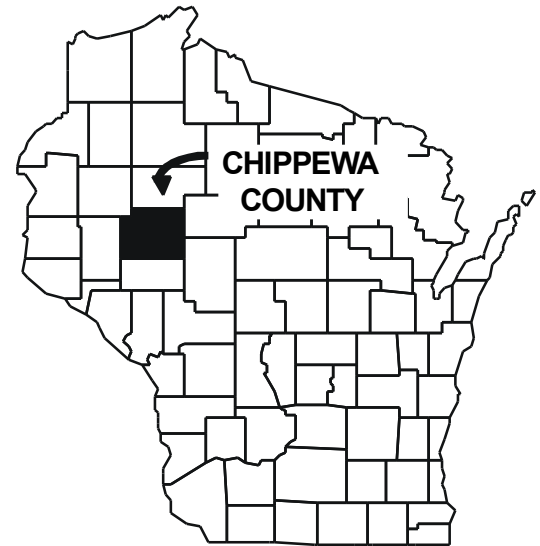


Chippewa County

ECONOMIC PROFILE

County Population Projections

| | 2010 | 2020 | 2025 | 2030 | 2035 | 2040 |
|-------------------|--------|--------|--------|--------|--------|--------|
| County Population | 62,415 | 64,175 | 67,975 | 69,400 | 70,275 | 70,600 |
| Percent Change | | 2.8 | 5.9 | 2.1 | 1.3 | .5 |
| Male | 32,404 | 33,274 | 35,530 | 36,275 | 36,705 | 36,770 |
| Female | 30,011 | 30,901 | 32,445 | 33,125 | 33,570 | 33,830 |
| Minority | 2,911 | 3,510 | NA | NA | NA | NA |
| Percent Minority | 4.7 | 5.5 | NA | NA | NA | NA |
| Age Under 5 | 4,117 | 3,627 | 4,010 | 3,990 | 3,930 | 3,900 |
| Age 5-9 | 4,024 | 4,149 | 4,390 | 4,380 | 4,310 | 4,210 |
| Age 10-14 | 4,045 | 4,044 | 4,490 | 4,590 | 4,550 | 4,440 |
| Age 15-19 | 3,914 | 3,582 | 4,490 | 4,320 | 4,400 | 4,350 |
| Age 20-24 | 3,335 | 3,242 | 3,240 | 3,610 | 3,470 | 3,520 |
| Age 25-34 | 7,883 | 7,792 | 7,580 | 7,580 | 8,040 | 8,210 |
| Age 35-44 | 8,098 | 8,265 | 8,960 | 8,660 | 8,240 | 8,090 |
| Age 45-54 | 9,965 | 8,513 | 7,940 | 8,680 | 9,050 | 8,670 |
| Age 55-59 | 4,427 | 4,438 | 4,050 | 3,730 | 3,970 | 4,480 |
| Age 60-64 | 3,672 | 5,107 | 4,660 | 3,970 | 3,670 | 3,940 |
| Age 65-74 | 4,664 | 6,749 | 8,310 | 8,640 | 7,960 | 7,100 |
| Age 75-84 | 2,966 | 3,007 | 4,370 | 5,500 | 6,370 | 6,740 |
| Age 85+ | 1,305 | 1,660 | 1,485 | 1,750 | 2,315 | 2,950 |



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2022

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 |
| Chippewa Falls | 12,270 | 12,749 | 12,925 | 13,661 | 14,366 | 3.9 | 1.4 | 5.7 | 5.2 |
| Lake Hallie | 0 | 0 | 0 | 6,448 | 7,224 | 0 | 0 | NA | 12.0 |
| Bloomer | 3,342 | 3,180 | 3,347 | 3,539 | 3,615 | -4.9 | 5.3 | 5.7 | 2.2 |
| Stanley+ | 2,095 | 2,011 | 1,878 | 3,608 | 3,476 | -4.0 | -5.6 | 92.1 | -3.7 |
| Cornell | 1,583 | 1,541 | 1,466 | 1,467 | 1,453 | -2.7 | -4.9 | 0.1 | -1.0 |
| Cadott | 1,247 | 1,328 | 1,345 | 1,437 | 1,449 | 6.5 | 1.3 | 6.8 | 0.8 |
| New Auburn++ | 466 | 485 | 562 | 548 | 553 | 4.1 | 15.9 | -2.5 | 0.9 |
| Boyd | 660 | 683 | 680 | 552 | 547 | 3.5 | -.4 | -18.8 | -0.9 |

+Includes portion in Clark County; ++Includes portion in Barron 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 |
| Chippewa County | \$44,108 | \$46,156 | \$47,507 | \$50,639 | 4.7 | 2.9 | 6.6 |
| 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).

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

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

| | Total | | Total |
|-----------------------|-----------|------------------------|----------|
| Shelter | \$327,516 | Contributions | \$50,035 |
| Transportation | \$287,500 | Education | \$42,803 |
| Food and Beverages | \$231,250 | Gifts | \$37,227 |
| Health Care | \$135,889 | Miscellaneous Expenses | \$29,493 |
| Utilities | \$118,126 | Personal Care | \$20,973 |
| Entertainment | \$87,712 | Personal Insurance | \$10,806 |
| Household Operations | \$60,819 | Tobacco | \$9,907 |
| Household Furnishings | \$54,641 | Reading | \$3,416 |
| Apparel | \$54,102 | | |

Source: Applied Geographic Solutions, 2021

Government Finances

| 2020 | County | State |
|---|-------------|---------------|
| Full Equalized County Valuation (\$000) | \$6,494,498 | \$613,136,908 |
| Net Property Tax (\$000) | \$95,875 | \$11,076,939 |
| Full Value Tax Rate per \$1,000 Valuation | \$14.76 | \$18.07 |
| Per Capita Property Tax | \$1,467.35 | \$1,892.01 |

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

Civilian Labor Force

| County Totals | 2016 | 2020 |
|----------------------------------|--------|--------|
| Employed | 31,887 | 30,930 |
| Unemployed | 1,376 | 2,048 |
| Total Labor Force | 33,263 | 32,978 |
| Average County Unemployment Rate | 4.1% | 6.2% |
| 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 | 28,626 |
| 2021 Estimated Housing Units | 29,430 |
| Owner Occupied Units | 19,078 |
| Renter Occupied Units | 6,966 |
| Persons/Owner Occupied Unit | 2.4 |
| Persons/Renter Occupied Unit | 2.1 |
| Median Value of Housing | \$180,000 |
| Median Monthly Gross Rent | \$844 |

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

Building Permits

| County Residential | 2016 | 2020 |
|--------------------|--------------|--------------|
| Single Family | 180 | 220 |
| Total Units | 238 | 309 |
| Value | \$45,921,526 | \$73,038,014 |

Source: Bureau of the Census

Representative Wage Rates

| Position | 2020 Hourly Rate | |
|---------------------------------------|------------------|---------|
| | Mean | Median |
| Bartenders | \$10.57 | \$9.28 |
| Bookkeeping/Accounting/Auditing | \$19.64 | \$19.18 |
| Cashiers | \$11.97 | \$11.70 |
| Computer Programmers | \$35.20 | \$34.00 |
| Electricians | \$31.26 | \$34.13 |
| Healthcare Social Workers | \$23.34 | \$23.09 |
| Licensed Practical/Vocational Nurse | \$22.12 | \$22.02 |
| Machinery Maintenance Workers | \$27.22 | \$27.91 |
| Nursing Assistants | \$13.80 | \$13.92 |
| Office Clerk, General | \$17.04 | \$16.65 |
| Order Clerks | \$16.87 | \$16.91 |
| Physical Therapists | \$46.23 | \$44.19 |
| Secretaries/Administrative Assistants | \$27.58 | \$27.97 |
| Truck Drivers-Heavy/Tractor Trailer | \$23.25 | \$22.26 |
| Waiter and Waitresses | \$10.96 | \$9.51 |
| Welder/Cutter/Solderer/Brazer | \$22.05 | \$20.92 |

Source: Bureau of Labor Statistics, May 2020

Employment by Industry

| | 2016-2020 5-Year Estimate | % of Total Employment |
|---|------------------------------|--------------------------|
| Agriculture/Forestry/Fishing/Hunting/Mining | 1,095 | 3.4 |
| Construction | 2,630 | 8.2 |
| Manufacturing | 5,826 | 18.2 |
| Wholesale Trade | 853 | 2.7 |
| Retail Trade | 3,956 | 12.4 |
| Transportation and Warehousing, and Utilities | 1,656 | 5.2 |
| Information | 432 | 1.4 |
| Finance and Insurance/Real Estate/Rental and Leasing | 1,775 | 5.6 |
| Services (Professional/Educational/Entertainment/Other) | 12,510 | 39.1 |
| Public Administration | 1,223 | 3.8 |
| TOTAL* | 31,956 | 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 |
|--------------------------------------|---|-----------|
| TTM Technologies, Inc. | Bare printed circuit board manufacturing | 1,000+ |
| Stanley Correctional Institute | Legislative bodies | 250-499 |
| Cray, Inc. | Custom computer programming services | 250-499 |
| Mason Companies, Inc. | Footwear manufacturing | 250-499 |
| St. Joseph's Hospital HSHS | General medical and surgical hospitals | 250-499 |
| Wal-Mart Supercenter | Department stores | 250-499 |
| US Postal Service | Postal service | 100-249 |
| Chippewa Falls High School | Elementary and secondary schools | 100-249 |
| Associated Milk Producers, Inc. | Dairy product merchant wholesalers | 100-249 |
| ITW Deltar Fasteners | Bolt, nut, screw, rivet, and washer manufacturing | 100-249 |
| Great Northern Corp. | Paper bag and coated and treated paper manufacturing | 100-249 |
| Kuss Filtration, Inc. | Household appliance stores | 100-249 |
| Marshfield Clinic Health Systems | Freestanding ambulatory surgical and emergency centers | 100-249 |
| Blain's Farm and Fleet | Other motor vehicle parts manufacturing | 100-249 |
| Cadott Junior/Senior High School | Elementary and secondary schools | 100-249 |
| Maryland Square | Electronic shopping and mail-order houses | 100-249 |
| Mayo Clinic Health System | General medical & surgical hospitals | 100-249 |
| Nordson EDI | Special dies and tool, die set, job, and fixtures manufacturing | 100-249 |
| National Presto Industries, Inc. | Major household appliance manufacturing | 100-249 |
| Chippewa Falls Middle Schools-Public | Elementary and secondary schools | 100-249 |
| Spectrum Industries, Inc. | Institutional furniture manufacturing | 100-249 |
| Dove Healthcare—Wissota Health | Nursing care facilities | 100-249 |
| Wil-Kil Pest Control | Exterminating and pest control services | 100-249 |
| CESA 10 | Educational support services | 100-249 |
| County of Chippewa | Legislative bodies | 100-249 |

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

Recreational Highlights

| | | | | | |
|--------------------------------|-------|-------------------------------------|-----|----------------------------------|--------|
| Bodies of Water over 200 Acres | 10 | Camping Sites w/ Private Boat Docks | 26 | Cross-Country Ski Trails (miles) | 13 |
| Bodies of Water | 1,740 | Parks & Picnic Areas | 12 | ATV Trails (miles) | 15 |
| Trout Streams (miles) | 81 | Bicycle Trails (miles) | 40 | Horseback Riding Trails (miles) | 8.75 |
| Boat/Canoe Launches | 60+ | Hiking/Nature Trails (miles) | 58 | Golf Courses | 8 |
| Public Campground Sites | 275 | Snowmobile Trails (miles) | 351 | Hunting Area (public acres) | 40,000 |
| Private Campground Sites | 1,412 | | | | |

Chippewa County is rich in recreational resources offering an assortment of activities, including the 34,800 acre County Forest. In addition to all the fine land-related activities, such as the Ice Age Trail, Old Abe Trail and numerous scenic/rustic drives, the water resources are quite exceptional. Lake Wissota is the County's largest lake and is great for water skiing, sailing and year-round fishing. Like Lake Wissota, the Holcombe Flowage, another product of the Chippewa River, is also large enough for an assortment of water-related activities. The public parks in Chippewa County have excellent facilities for camping, picnicking and swimming. Wonderful nature and hiking trails wander through Brunet Island State Park, Wissota State Park, and Chippewa Falls' Irvine Park.

Source: Chippewa County Outdoor Recreation Plan, 2010-2015

Industrial Parks/Sites

| | Acres Available | Municipal Water | Municipal Sewer | Natural Gas | State Highway Access | Distance to Commercial Airport | Rail Service to Community | Rail Service In Park |
|-----------------------------------|-----------------|-----------------|-----------------|-------------|----------------------|--------------------------------|---------------------------|----------------------|
| Bloomer Ironhorse Industrial Park | 17 | Yes | Yes | Yes | USH 53 | 20 mi. | X | X |
| Boyd Industrial Park | 20 | Yes | Yes | Yes | STH 29 | 35 mi. | X | |
| Cadott Industrial Park | 6.5 | Yes | Yes | Yes | STH 29 | 25 mi. | X | |
| Cornell Airport Industrial Park | 30 | Yes | Yes | Yes | STH 64 | 30 mi. | | |
| DGS Business Park* | 5 | Yes | Yes | Yes | USH 53/STH 29 | 3 mi. | | |
| Lake Hallie Commercial Blvd. | 15 | Yes | No | Yes | USH 53/STH 29 | 3 mi. | | |
| Lake Wissota Business Park | 84 | Yes | Yes | Yes | USH 53/STH 29 | 7 mi. | X | X |
| New Auburn | 80+ | Yes | No | Yes | USH 53 | 25 mi. | X | X |
| Chippewa Crossing** | 55 | Yes | Yes | Yes | USH 53/STH 29 | 5 mi. | X | |
| Riverside Industrial Park** | 10 | Yes | Yes | Yes | USH 53/STH 29 | 5 mi. | X | |
| Stanley Industrial Park | 150 | Yes | No | Yes | STH 29 | 30 mi. | X | |
| Wheaton Business Park | 36 | Yes | No | Yes | STH 29 | 7 mi. | | |

*Located in Lake Hallie

**Located in Chippewa Falls

Source: Chippewa County Economic Development Corporation

Miscellaneous

HIGHWAYS—Chippewa County is served by a network of U.S. and State Highways. USH 53 and STHs 27, 40, 124, and 178 run north and south through the County. USH 53 and STH 29 are 4-lane highways. STH 64 and 29 run east and west. Many other county and town roads connect with these highways to link the cities, villages, and recreational areas in the County.

RAIL SERVICE—Chippewa County is served by three railroads — the Canadian National (CN), Wisconsin Northern (WN), and Union Pacific (UP). The CN runs east and west, serving the communities of Stanley, Cadott, and Chippewa Falls. WN runs north out of Chippewa Falls to serve Bloomer and New Auburn, and on to Cameron. UP runs a line between Chippewa Falls and Eau Claire.

AIR SERVICE—The Chippewa Valley Regional Airport on the north side of the City of Eau Claire is a scheduled commercial service facility meeting the following specifications: *Elevation:* 907; *Runways:* 8,000 ft. (concrete) and 5,000 ft. (concrete/asphalt); *Lights:* HIRL, MIRL; *NavAids:* ILS, FSS, REIL, NDS; and a navigational tower. United Airlines/SkyWest Airlines currently connects Eau Claire with O'Hare International Airport in Chicago with two daily flights.

BUS SERVICE—Chippewa County is served by MegaBus with an intercity bus route between the Twin Cities and Green Bay along STH 29, with stops in Chippewa Falls and Stanley.

EDUCATIONAL FACILITIES—The University of Wisconsin-Eau Claire offers over 40 major undergraduate programs in arts and science, nursing, teaching, and business administration and a School of Graduate Studies. The Chippewa Valley Technical College serves the technical training needs of the entire area with numerous associate degree and vocational educational programs. The Chippewa Valley Center of Lakeland University, located in Chippewa Falls, provides four-year college program degrees to working people in business administration, computer science, and accounting.