

Proposed Kowalski Road Interchange Economic Impact Analysis (EIA) 2021



October 2021

North Central Wisconsin
Regional Planning Commission

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Executive Summary

An economic impact analysis was completed by the North Central Wisconsin Regional Planning Commission to answer the question, what would be the economic impact of the proposed interchange at Kowalski Road and Interstate 39 in the Village of Kronenwetter?

As part of the analysis process, a variety of factors were examined including land use, real estate fair market values, and employment. A new interchange would provide easy access to over 450 acres of open land. Much of this has been vacant for years. Transportation access is critical to spur the highest and best use in the area. Real estate values within the metro area at existing interchanges are much higher than the values in the proposed Kowalski interchange area. New development would also bring jobs to the community. Considering land area available, anticipated new development, and jobs per acre a considerable number of jobs would be expected.

Based on the analysis, a positive economic impact is expected if the proposed interchange is built. Substantial commercial, industrial, and residential uses are expected to locate in the area, resulting in fair market value real estate valuation growth between \$72,200,000 and \$120,400,000 along with between 1,200 and 2,100 new jobs expected.

Overall, the proposed Kowalski Interchange would provide substantial economic growth potential for the village as well as better serving the village and surrounding area from a transportation standpoint.

In addition, a variety of demographic and market data was collected for a radius of 25 miles around the proposed interchange. Over 185,000 people comprising almost 79,000 households are within this area. Combined these households annually spend over \$4.8 billion on various consumer goods and services. Those consumer expenditures provide opportunities for businesses that might locate at the proposed Kowalski Interchange. Some of the other attached reports provide information on types of businesses, and the area labor force and workforce.

Chapter 1 Introduction & Purpose

The Village of Kronenwetter has long sought a second interchange at I-39/U.S. Highway 51 and Kowalski Road. Having an interchange at this location would be advantageous for the village as it would allow traffic better access to its business park, provide additional local circulation throughout the village, and encourage additional high value growth and development.

Two existing interchanges currently serve the village. One is located just to the north of the village at Cedar Creek in the Village of Rothchild and the other is at Maple Ridge Road on the southern border of the village near Mosinee. There are a total of eleven interchanges along Highway 39 that serve the entire urban area, ten of which were evaluated as part of this study, **see Map 1**.

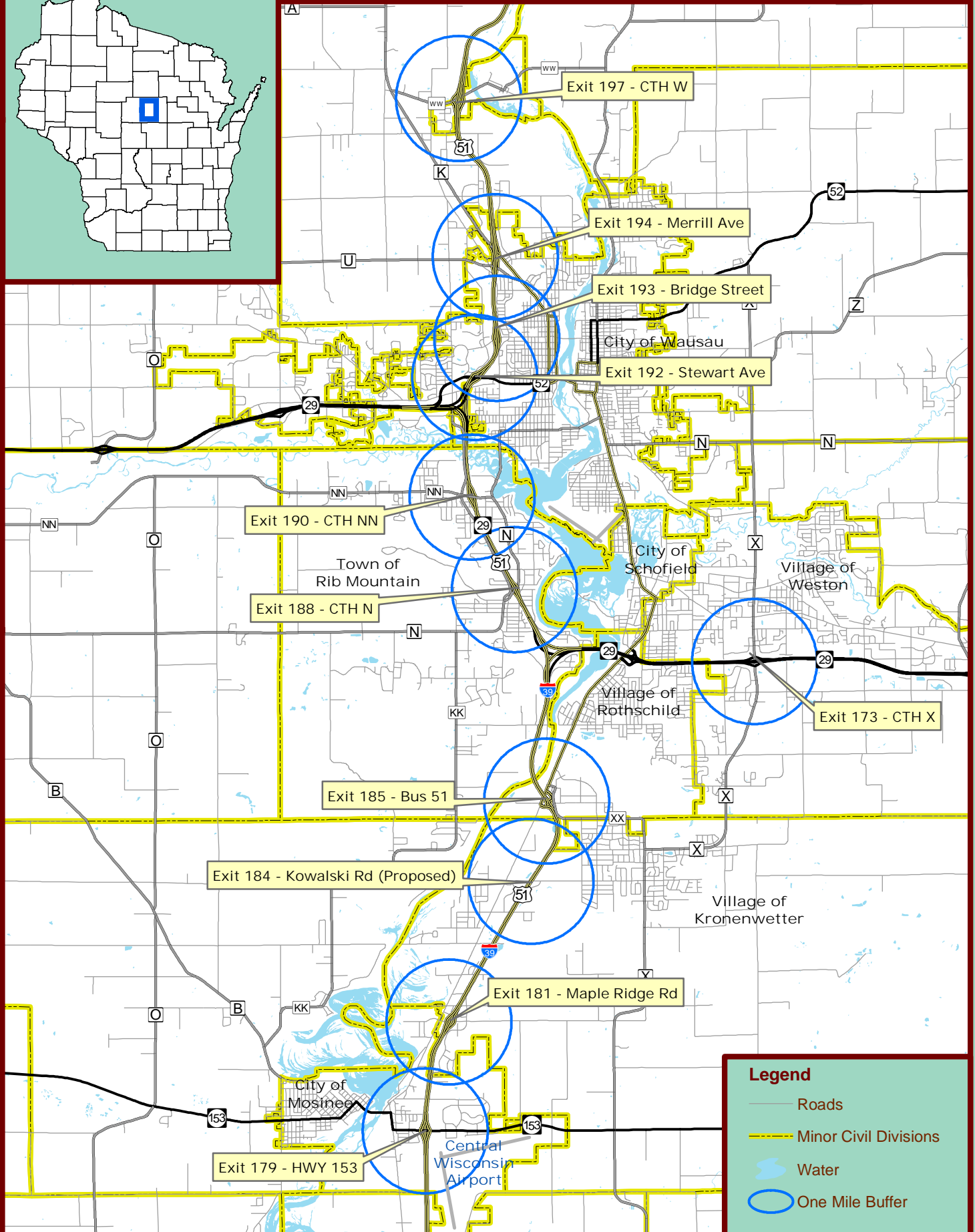
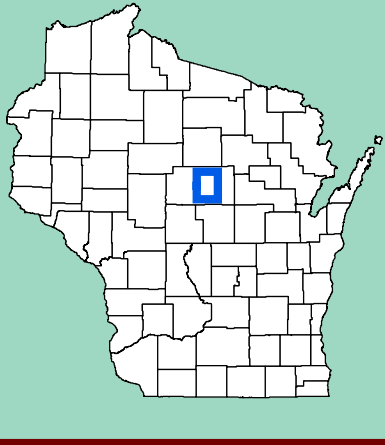
Over the last decade, there has been substantial study of a possible Kowalski Interchange. The process of establishing a new interchange is long and requires substantial information, as well as approval by a variety of agencies, including the Federal Highway Administration (FHWA).

Development of a new interchange on the Interstate Highway System begins with a formal request made to the FHWA by the State Department of Transportation, in this case, WisDOT. Although a request may be initiated by others, such as the Village of Kronenwetter, it must be submitted to WisDOT. A request for a new interchange requires an analysis of the planning, environmental, design, safety and operational consequences of the proposed access. WisDOT may decide that the proposed project does not satisfy requirements in terms of operations, safety, design, or environmental considerations. If WisDOT determines the proposed interchange can meet requirements, it submits the preliminary request for review and comment by the FHWA Division Office.

The request comes in the form of a standalone report such as an Interchange Justification Report which contains all the written documentation supporting the request. WisDOT is responsible for ensuring that the data collection and analysis is complete, correct, and appropriate for the proposed request. WisDOT must submit the request to the FHWA Division Office for review. From FHWA's perspective, the submission implies that WisDOT has reviewed the request, it is complete and correct, and the State recommends the proposed interchange be approved.

CORRIDOR MAP

M A P 1 K O W A L S K I R O A D I N T E R C H A N G E



Interchange approval by FHWA is a two-step process. The first step is a finding of operational and engineering acceptability in accordance with the policy requirements for access to the Interstate System. The second step is final FHWA approval. This approval constitutes a federal action which requires NEPA compliance. Ultimately, the project will also need to meet other federal planning, design, and engineering requirements as it is developed.

The Interchange Justification Report needs to address the appropriate issues and provide the information necessary for FHWA to make an informed decision considering the potential consequences of a new access point. Specifically, the report must address the policy requirements issued by the FHWA.

A number of efforts have been made over the years to get approval of a Kowalski Road interchange. The process did advance to an Interchange Justification Report in 2002. However, the FHWA determined that there were deficiencies in the 2002 request and, approval was never received.

There were two FHWA policy areas that the 2002 interchange proposal failed to meet. These were:

1. The need proposed for the interchange cannot be met by the existing system or reasonable improvements to it.
2. The proposed interchange does not have an adverse impact on operation and safety of the interstate highway.

FHWA policy indicates that it must be demonstrated that the need to be addressed by a proposed interchange cannot be adequately satisfied by existing interchanges to the Interstate, and/or local roads and streets in the corridor can neither provide the desired access, nor can they be reasonably improved (such as access control along surface streets, improving traffic control, modifying ramp terminals and intersections, adding turn bays or lengthening storage) to satisfactorily accommodate the design-year traffic demands. WisDOT and FHWA will ask the question(s): "Why is this project needed, and why can't that need be met more efficiently by other parts of the existing system?"

On behalf of the Village, the NCWRPC has analyzed the 2002 Kowalski Road Interchange Request in 2011 and again in 2019. In those reports, the NCWRPC recommended the following actions:

- Formally request that the DOT North Central Region begin early coordination, including consultation with FHWA, and meet with the Village to gain a better understanding of the current feasibility of a Kowalski Interchange.
- Request that DOT seek clarification from FHWA regarding the Policy on Access to the Interstate System and the content required for an Interchange Justification Report.
- Request that DOT identify criteria that would need to be satisfied as part of the NEPA process in order to get the project approved as well as other statutes and regulations applicable to the approval process.

These issues lead to the operational efficiency question which the Village is currently working to address. To further explore the question of project need, the Village has requested the NCWRPC to analyze the economic impact a new Kowalski Interchange would have on the area.

This proposed Kowalski Interchange would better serve the community and provide substantial economic growth potential. That economic growth potential is the basis of this report. Basically, answering the question, what is the economic impact of this proposed interchange? Land use, employment levels, housing units and real estate values are examined here. In addition, there is a variety of market information provided as an attachment.

Chapter 2 Review of Study Area

Any planning effort needs to start with some basic background information. This includes population, projections, land use, and valuation. We also reached out to the Wausau Area MPO for some of the modeling data related to the interchange.

Population

An increasing population places a greater demand on the transportation system. Knowing where the population is growing justifies additional transportation infrastructure and supports related development.

The population in the Wausau urban area has shown steady growth. In 2000 the population was 74,580, and by 2020 it was 83,559, with the greatest growth in the Weston and Kronenwetter areas. Both historic population data and population projections are shown below.

In 2020, 8,353 people lived in the Village of Kronenwetter, a 55.6 percent increase since 2000. In comparison, Marathon County experienced a 9.7 percent increase in population over the same time period. Population in the Village and County has steadily increased between 2000 and 2020, however population growth in the Village has significantly outpaced the County.

Table 1 displays total population for the Village, nearby municipalities, the County, and the State. The Village of Kronenwetter experienced the fastest population increase between 2000 and 2020 among the municipalities included in the analysis. Only the Village of Weston experienced growth comparable to Kronenwetter during this time period, while only the Town of Rib Mountain experienced a decrease in population.

Table 1: Population					
Minor Civil Division	2000	2010	2020	Net Change	% Change
V. Kronenwetter	5,369	7,210	8,353	2,984	55.6%
V. Weston	12,079	14,868	15,723	3,644	30.2%
V. Rothschild	4,970	5,269	5,567	597	12.0%
C. Wausau	38,426	39,106	39,994	1,568	4.1%
C. Mosinee	4,063	3,988	4,452	389	9.6%
T. Rib Mountain	7,556	6,825	7,313	-243	-3.2%
C. Schofield	2,117	2,169	2,157	40	1.9%
Marathon County	125,834	134,063	138,013	12,179	9.7%
Wisconsin	5,363,715	5,686,986	5,893,718	530,003	9.9%
<i>Source: U.S. Census</i>					

Population Projections

The Village of Kronenwetter’s population is projected to increase to 10,070 residents by the year 2040, a 20.6 percent increase from the total population in 2020. Projections in most of the surrounding area are anticipated to peak between 2035 and 2040, as shown in **Table 2**.

The village is projected to experience the second fastest increase (20.6%) in population between 2020 and 2040. The City of Wausau and Village of Rothschild are projected to experience modest growth during this time, while the Town of Rib Mountain and Cities of Mosinee and Schofield are projected to decrease in population during this time. This can likely be attributed the Village’s large amount of undeveloped land available for development.

Table 2: Population Projections				
Minor Civil Division	2025	2030	2035	2040
V. Kronenwetter	8,765	9,295	9,730	10,070
V. Weston	17,870	18,890	19,700	20,330
V. Rothschild	5,655	5,755	5,795	5,790
C. Wausau	41,100	41,490	41,450	41,070
C. Mosinee	4,225	4,270	4,270	4,235
T. Rib Mountain	7,145	7,190	7,165	7,080
C. Schofield	2,210	2,205	2,180	2,135
Urban Area Totals:	86,970	89,095	90,290	90,710
<i>Source: Wisconsin Department of Administration</i>				

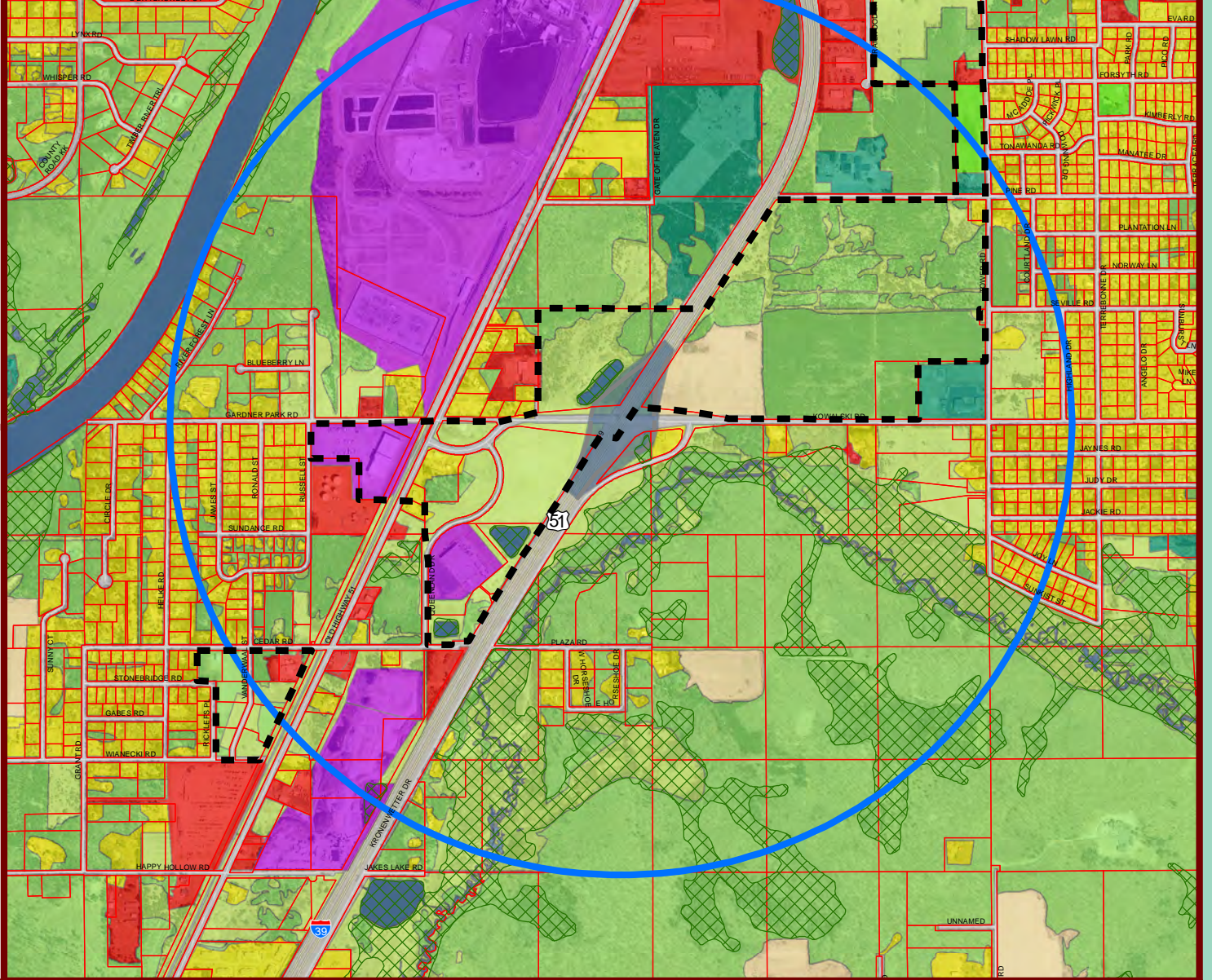
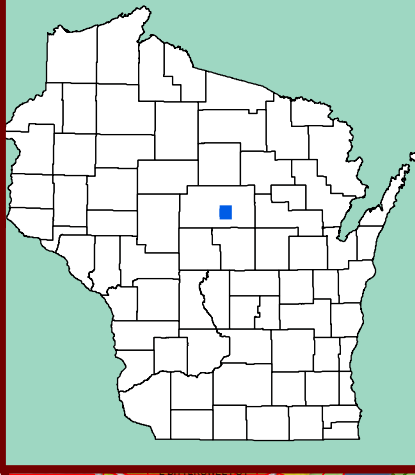
Interchange Analysis

To best understand the potential for development of the Kowalski Interchange we examined the surrounding land uses, traffic counts, soil suitability, and existing land use.

Traffic levels drive development. The higher the volume of traffic travelling past an area the higher types of development with the highest fair market values occurs. Examining development along the corridor reveals that some of the highest values per acre are concentrated in these areas. In 2020 over 34,000 vehicles past this area every day. See **Table 3**.

The study area is defined as a one-mile circle around the I-39 and Kowalski Road crossing. In all, there are 2,010 acres in the study area. Examining the comprehensive plan existing land use map identifies a variety of uses in the proposed interchange area. Woodlands and open lands are primary uses, with much of this being wetlands or poor areas for development. There are approximately 295 acres currently being classified as industrial and about 191 used for residential. See **Table 3** and **Map 2**.

EXISTING LAND USE



Legend

- Parcels
- TID Boundary
- One Mile Buffer
- Agriculture
- Commercial
- Governmental / Institutional
- Industrial
- Multi-Family
- Open Lands
- Outdoor Recreation
- Residential
- Transportation & Utilities
- Woodlands
- Water
- Wetlands

Table 3
Interstate 39 - Kowalski Road Proposed Interchange Analysis

Average Annual Daily Traffic Counts (AADT)	I-39	Kowalski Road
	North of Interchange	West of Interchange
	2018 – 39,000	2010 – No Data
	2019 – 39,600	2013 – No Data
	2020 – 34,100	2016 – No Data
	South of Interchange	East of Interchange
	2013 – 29,800	2013 – 2,600
	2016 – 32,700	2016 – 2,000
	2019 – 34,200	2019 – 2,600

Interstate 39 - Kowalski Road Proposed Interchange Land Use

	Current Land Use	Future Land Use
NE area by Interchange	Woodlands, Open Lands, and Agriculture	Industrial / Commercial (BP)
NW area by Interchange	Open Lands, Woodlands, Commercial (5%), Residential, and Governmental	Industrial / Commercial (BP)
SE area by Interchange	Open Lands, Woodlands, and Residential	Industrial / Commercial (BP)
SW area by Interchange	Open Lands	Industrial
Visibility from freeway	Good visibility of all four areas	
Environmentally Sensitive Areas	Floodplains located NE, SE, SW, and NW of proposed Interchange, Wetlands located SE and SW of proposed Interchange	
Soil Suitability for Dwelling w/ Basement	Areas NE and NW range from Not Limited to Somewhat Limited Area SW is Somewhat Limited Area SE ranges from Somewhat Limited to Very Limited	
Soil Suitability for Small Commercial Buildings	Areas NE, SW, and NW are Not Limited Area SE ranges from Not Limited to Very Limited	
Development Opportunities & Limitations	Opportunities: Surrounding land is mostly undeveloped. Limitations: Floodplains present in all directions, some residential building limitations are present, especially in SE Area.	

Source: NCRPC, WisDOT

Area Valuation

Current real estate and improvement data was reviewed to determine base value of the planning area. When looking a full mile from the interchange nearly 2,000 acres are accessible. Of that over 500 acres would be removed for environmental restraints and 1,000 acres is already developed – leaving about 450 acres for potential new development. From a valuation perspective, the 1,500 acres already developed has a Fair Market Valuation of \$62,318,400 or approximately \$40,128 per acre.

If an interchange was constructed a considerable amount of land would be more easily accessible for development.

The following scenarios present options for the use of those undeveloped acres.

Note that about 60 acres within this area are in the Village of Rothchild. All the rest is within the Village of Kronenwetter, however, about 465 acres of this area is located within one mile of the existing Cedar Creek Interchange. Much of this area is already developed, and the rest would be more easily served by a Kowalski Interchange.

Long Range Transportation Plan

As a formal Metropolitan Planning Area, the Wausau urban area is required by federal guidelines to prepare a long-range transportation plan every five years called a Long-Range Transportation Plan or LRTP. A LRTP reflects the vision and direction of local officials, relevant agencies, stakeholders, and the general public as it related to the transportation system. Marathon County is currently preparing a five-year Long-Range Transportation Plan (LRTP).

As part of that planning process, WisDOT maintains an active Travel Demand Model for the Wausau area. Recently, the Travel Demand Model was updated and utilized to evaluate a number of potential future transportation projects for the long-range plan, including a Kowalski Interchange.

Based on socioeconomic and land use data, the Travel Demand Model calculates the number of vehicle trips, where these trips are coming from and going to, and then chooses the routes these vehicle trips would take on the model's roadway network. The model is created using current base year data and calibrated with actual traffic counts to replicate existing traffic conditions. The model then develops projected traffic based on 2050 population, household, and employment projections within the metro-area.

The model uses a standard called Level of Service (LOS) which measures the performance of the roadway by incorporating not only the roadway design but also by calculating the projected travel delay as traffic moves along the system. This produces an indicator of the quality of traffic service related to speed, density, etc. in an easy-to-understand standard classification system using letters, from "A" (free-flowing traffic) through "F" (forced or breakdown flow).

Continued population growth will place a greater demand on the existing transportation system. Adding another interchange would increase capacity and help the system long-term. According to the LRTP model, at Kowalski and Tower there are over 1,800 vehicles per day using that intersection and by 2055 it is expected to increase to over 3,500. The model also examined impacts on that intersection with a proposed Kowalski Interchange, and the results indicate that over 8,600 vehicles would use that interchange. Reductions would occur at both Old 51 northbound and on County XX as vehicles use the new interchange.

Chapter 3 Assumptions & Scenarios

Assumptions

To determine economic impacts a variety of assumptions need to be made. The data needs for this planning study are market valuation of land uses, employment levels for both commercial and industrial uses, and development patterns. Note that this study does not review construction impacts since those are one-time short-term impacts. Below we detail the assumptions utilized for this study.

- Land Values

The study examines the land uses within one mile of the interchange. This is where most development occurs, and it usually does not overlap into areas served by other transportation facilities. Fair market value of potential “interchange” development at Kowalski, was determined by examining all nine of the existing interchanges in the Wausau Area along Highway 39, from Maine to Mosinee, and the interchange at Highway 29 and X in Weston.

Those interchanges were examined for two reasons. One to determine typical development patterns in the area and the second is to understand valuations of various uses. There was some overlap at interchanges 192, 193 and 194 because of the proximity. Therefore, those values were reduced by half for this study to remove double counting of valuation. There will also be some overlap between the interchange at 185 – Business 51 and the proposed Kowalski Interchange. That will be noted in the next chapter.

Based on GIS analysis, the average value of an interchange acre of manufacturing/industrial land is \$206,847, commercial land is \$331,300 and residential land is \$225,897. These values are used for the potential interchange.

- Employment

To determine employment levels based on land use, we utilized the Marathon County Comprehensive Plan. That plan identified 37,456 jobs in the commercial area and 22,265 jobs in the industrial area. Commercial includes the following categories: retail, health care, professional services, food & accommodations, information services and finance & insurance. Industrial includes the categories of manufacturing, wholesale trade and transportation. The plan also identifies

5,486 acres of commercial lands and 5,185 acres of industrial lands in the county. We then perform a calculation to determine employment per acre.

Commercial employment per acre equals, $37,456/5,486$, or 6.83 jobs per acre.

Industrial employment per acre equals, $22,265/5,185$, or 4.29 jobs per acre.

- Development Scenarios

Three different development scenarios are examined as part of this study, As discussed earlier, of the 2,000 acres in the area over 1,500 are already developed or undevelopable for various environmental restraints. Thus, the focus of each scenario is what happens with the available 450 acres of land.

Scenario A is developed using the adopted Village of Kronenwetter comprehensive plan, Scenario B is based on existing land uses and market trends, and Scenario C is a balanced approach.

Note that a diamond designed interchange is assumed for each scenario. It is estimated that in addition to current highway right of way an additional 20 acres would be required.

All three are discussed below:

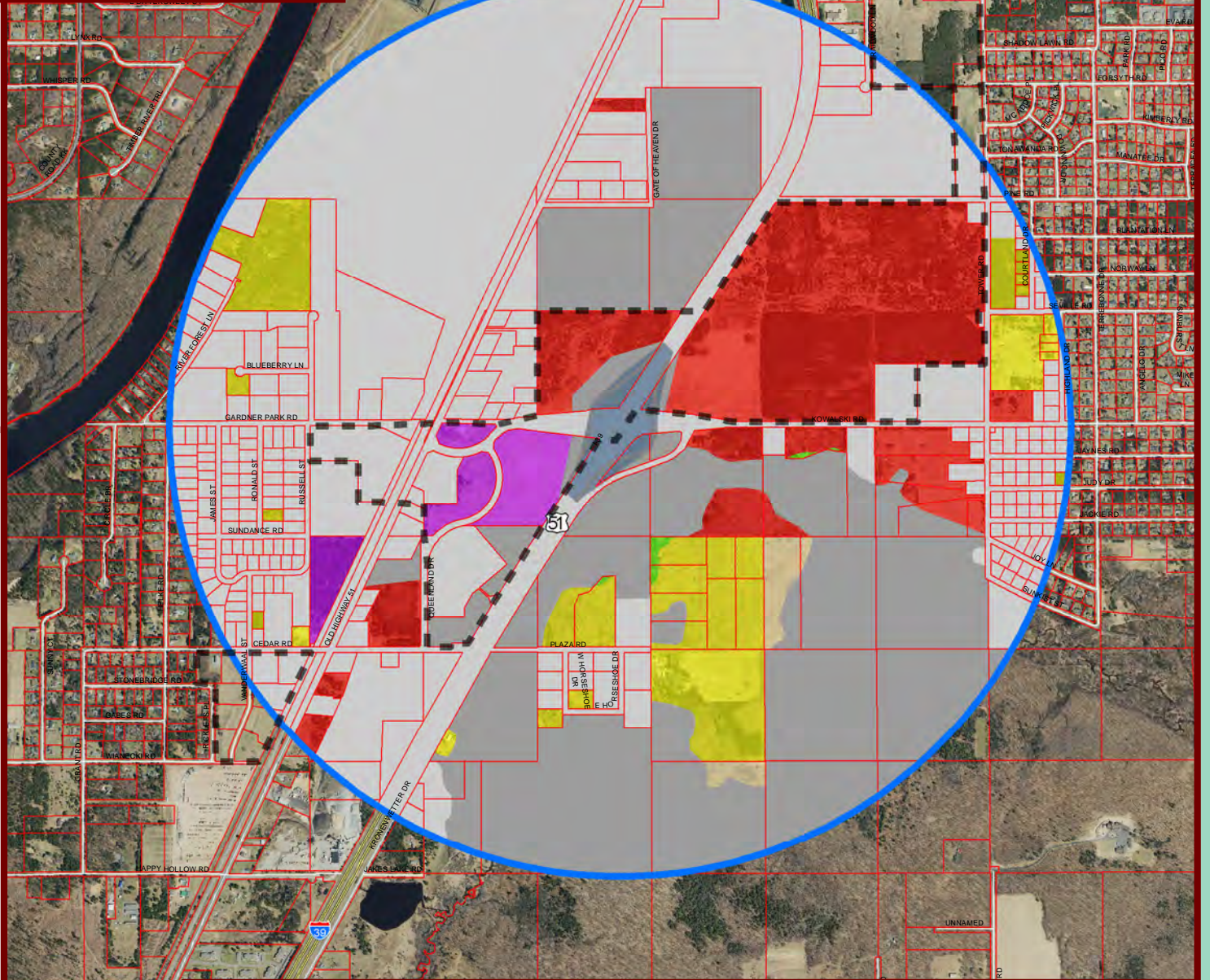
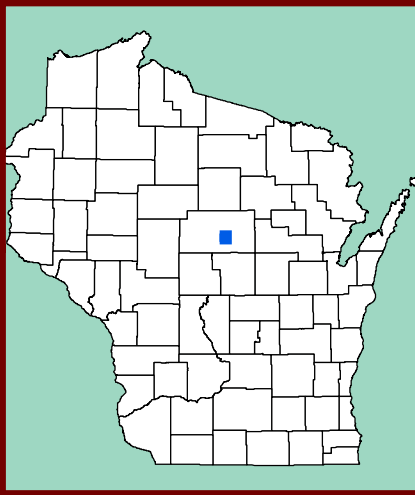
Scenario A -Comprehensive Plan

This scenario is based on the future land use identified in the village's comprehensive plan. Currently about 1,553 acres are developed or have development constraints. The balance or 457 acres at build out as identified in the plan, would add 167 acres of industrial/manufacturing, 153 acres of residential and 137 acres of commercial. See **MAP 3**.

Scenario B - Market Trends

This scenario is based on the existing land use and a natural extension of those uses. Currently about 1,553 acres are developed or have development constraints. The balance or 457 acres at build out, would add 65 acres of industrial/manufacturing, 200 acres of residential and 192 acres of commercial. See **MAP 4**.

SCENARIO A



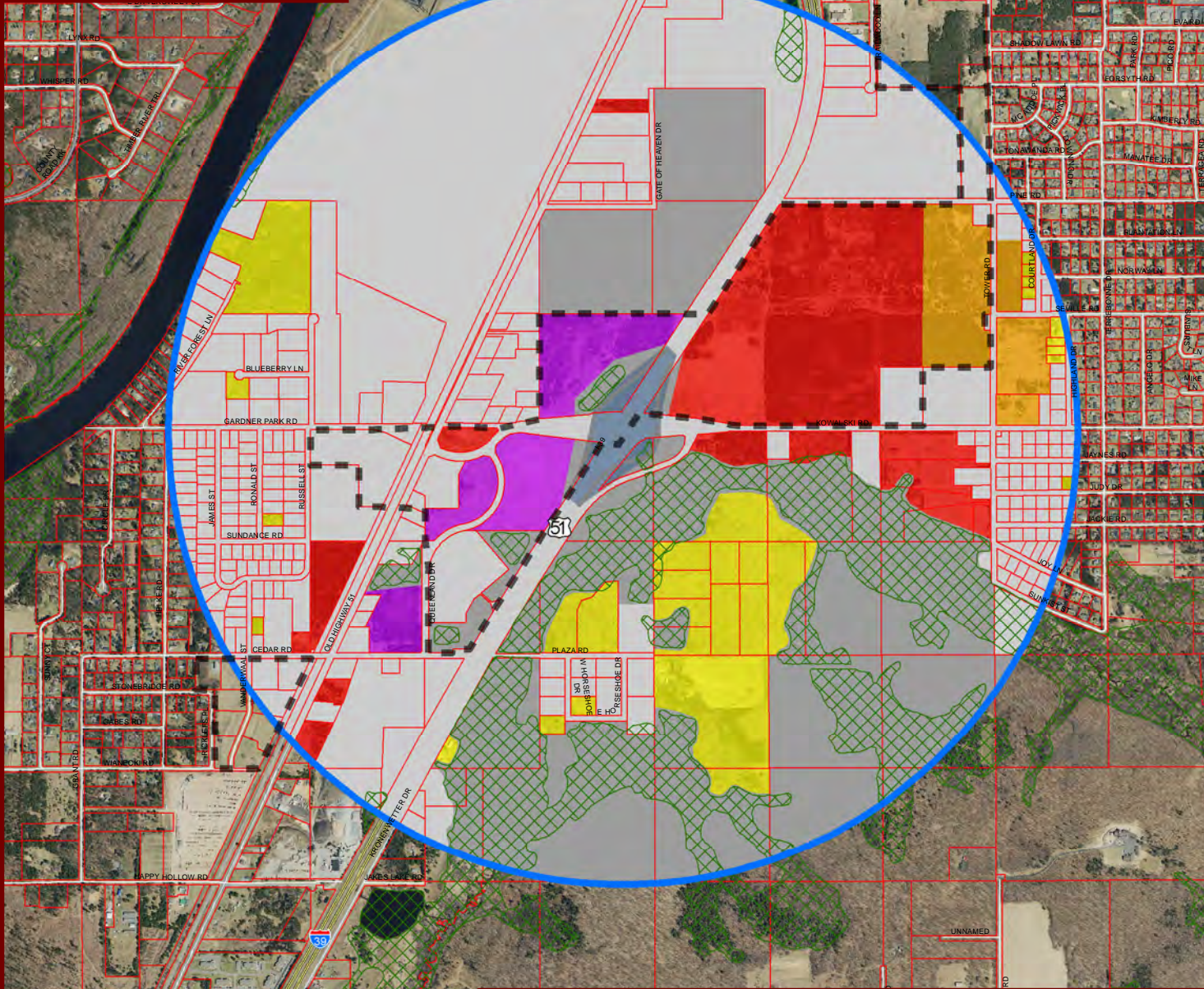
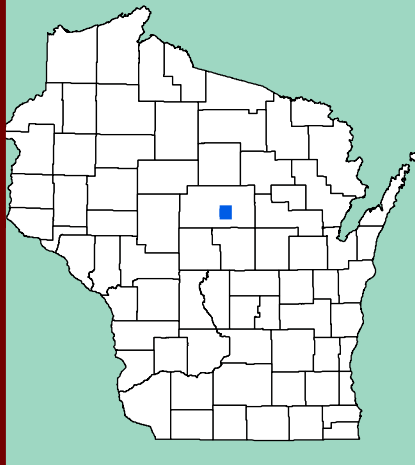
Legend

Parcels	Developed	Agriculture / Rural Residential	Industrial
TID Boundary	Development Restrictions	Commercial	Residential
One Mile Buffer		Governmental / Institutional	Wetlands

SCENARIO B

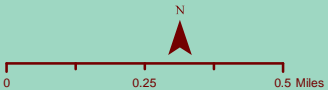
MAP 4

KOWALSKI ROAD INTERCHANGE



Legend

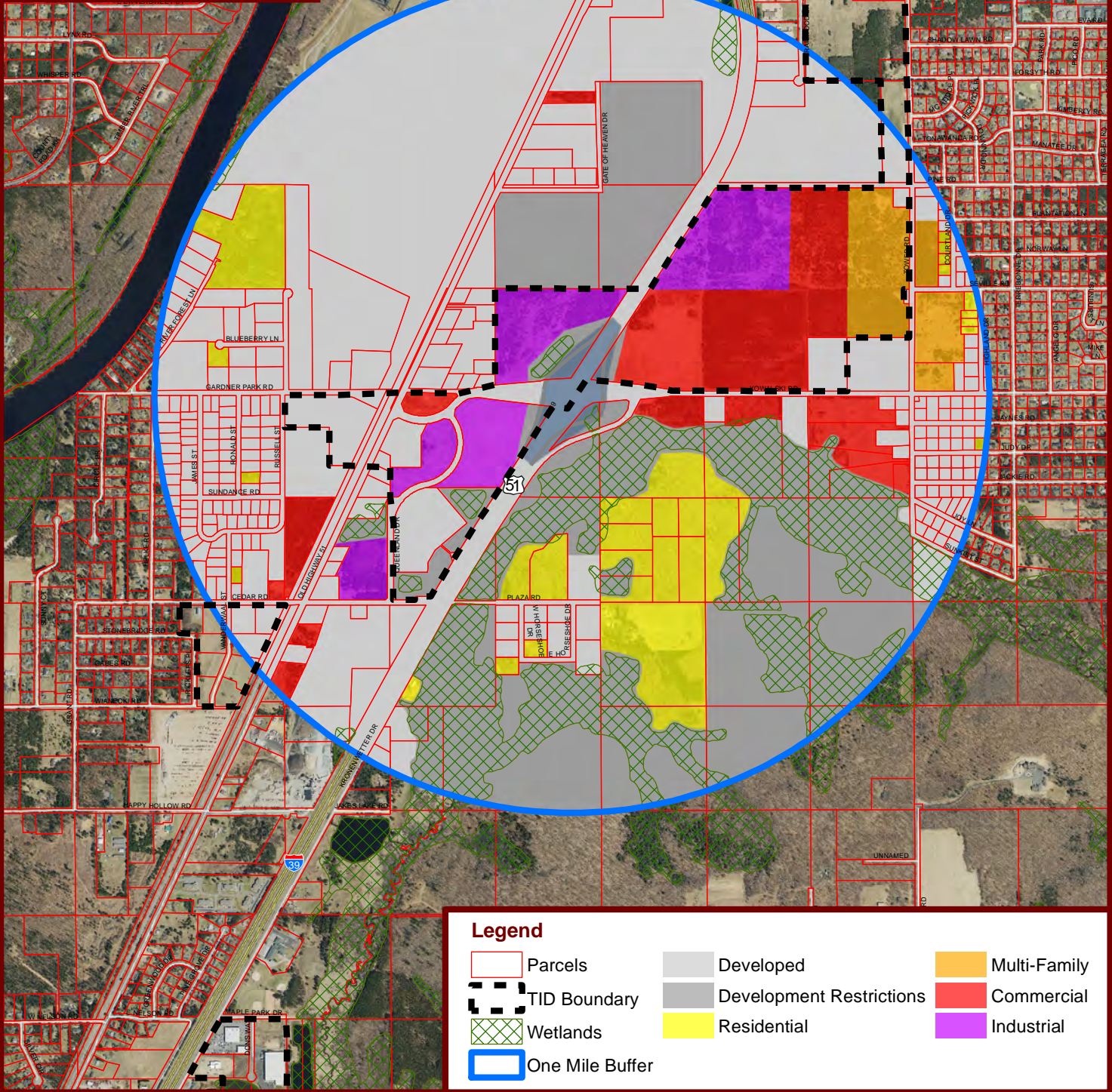
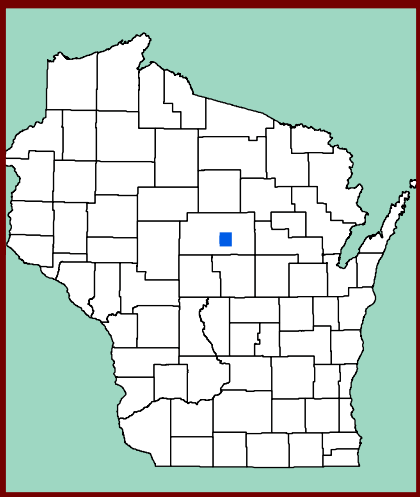
Parcels	Developed	Multi-Family
TID Boundary	Development Restrictions	Commercial
One Mile Buffer	Residential	Industrial
Wetlands		



Scenario C – Balanced Development

This scenario is based on an equal split or balancing of land uses. Currently about 1,553 acres are developed or have development constraints. The balance or 457 acres at build out, would add 152 acres of industrial/manufacturing, 153 acres of residential and 152 acres of commercial. See **MAP 5**.

SCENARIO C



Legend

Parcels	Developed	Multi-Family
TID Boundary	Development Restrictions	Commercial
Wetlands	Residential	Industrial
One Mile Buffer		

Chapter 4 Economic Analysis & Impacts

The tables on the following pages detail each of the three scenarios discussed earlier. Each table provides information on land use, acres, fair market values and job creation.

The tables first display land area already developed or undevelopable. Then it identifies acres for manufacturing/industrial, residential and commercial. Fair Market Value information and total values are then displayed. Job creation is also presented for both manufacturing/industrial and commercial uses. Finally, all is summed. Next, we remove the current value of existing development and assumed development of area at buildout at existing valuations. The result is the potential valuation change with a Kowalski Interchange.

Table 4 overviews the Comprehensive Plan scenario. About 1,553 acres are already developed in this area with a fair market value of \$62,318,400. Of the 457 acres of land for development this scenario follows the future land use plan and adds 167 acres for manufacturing/industrial uses, 153 acres for residential and 137 acres for commercial development.

These acres if built-out at current valuation – without the interchange – would be valued at about \$18,338,383. With the interchange and the higher intensity development, at buildout we would expect to see a valuation in today's dollars totaling \$96,308,407.

Table 4 - Scenario A Kowalski Interchange Economic Impacts				
Land Use	Acres	FM Value (1)	Total Value	Jobs (2)
Developed areas*	1,553		\$ 62,318,400	
Manufacturing/Industrial	167	\$ 206,847	\$ 34,543,449	716
Residential	153	\$ 226,897	\$ 34,715,241	
Commerical	137	\$ 331,300	\$ 45,388,100	936
Totals:	2,010		\$ 176,965,190	1,652
Current Area Valuation		\$ 62,318,400		
Buildout at exisitng rate**		\$ 18,338,383		
Potential Valuation Change		\$ 96,308,407	155%	
* Area currently developed and current FMV, includes undevelopable areas				
** Estimated value of the 457 acres at buildout of area based on existing values				
1. Fair Market Values are based on analysis of other area interchanges				
2. Employment is based on standard multipliers for Marathon County				

Table 5 overviews the Market Trends scenario. About 1,553 acres are already developed in this area with a fair market value of \$62,318,400. Of the 457 acres of land for development this scenario follows the existing land use patterns and adds 65 acres for manufacturing/industrial uses, 200 acres for residential and 192 acres for commercial development.

These acres if built-out at current valuation – without the interchange – would be valued at about \$18,338,383. With the interchange and the higher intensity development, at buildout we would expect to see a valuation in today’s dollars totaling \$104,095,672.

Table 5 - Scenario B				
Kowalski Interchange Economic Impacts				
Land Use	Acres	FM Value (1)	Total Value	Jobs (2)
Developed areas*	1,553		\$ 62,318,400	
Manufacturing/Industrial	65	\$ 206,847	\$ 13,445,055	279
Residential	200	\$ 226,897	\$ 45,379,400	
Commercial	192	\$ 331,300	\$ 63,609,600	1,311
Totals:	2,010		\$ 184,752,455	1,590
Current Area Valuation		\$ 62,318,400		
Buildout at existing rate**		\$ 18,338,383		
Potential Valuation Change		\$ 104,095,672	167%	
* Area currently developed and current FMV, includes undevelopable areas				
** Estimated value of the 457 acres at buildout of area based on existing values				
1. Fair Market Values are based on analysis of other area interchanges				
2. Employment is based on standard multipliers for Marathon County				

Table 6 overviews the Balanced Development scenario. About 1,553 acres are already developed in this area with a fair market value of \$62,318,400. Of the 457 acres of land for development this scenario follows the future land use plan and adds 152 acres for manufacturing/industrial uses, 153 acres for residential and 152 acres for commercial development.

These acres if built-out at current valuation – without the interchange – would be valued at about \$18,338,383. With the interchange and the higher intensity development, at buildout we would expect to see a valuation in today's dollars totaling \$98,175,202.

Table 6 - Scenario C				
Kowalski Interchange Economic Impacts				
Land Use	Acres	FM Value (1)	Total Value	Jobs (2)
Developed*	1,553		\$ 62,318,400	
Manufacturing/Industrial	152	\$ 206,847	\$ 31,440,744	652
Residential	153	\$ 226,897	\$ 34,715,241	
Commercial	152	\$ 331,300	\$ 50,357,600	1,038
Totals:	2,010		\$ 178,831,985	1,690
Current Area Valuation		\$ 62,318,400		
Buildout at existing rate**		\$ 18,338,383		
Potential Valuation Change		\$ 98,175,202	158%	
* Area currently developed and current FMV, includes undevelopable areas				
** Estimated value of the 457 acres at buildout of area based on existing values				
1. Fair Market Values are based on analysis of other area interchanges				
2. Employment is based on standard multipliers for Marathon County				

Economic Impact Summary

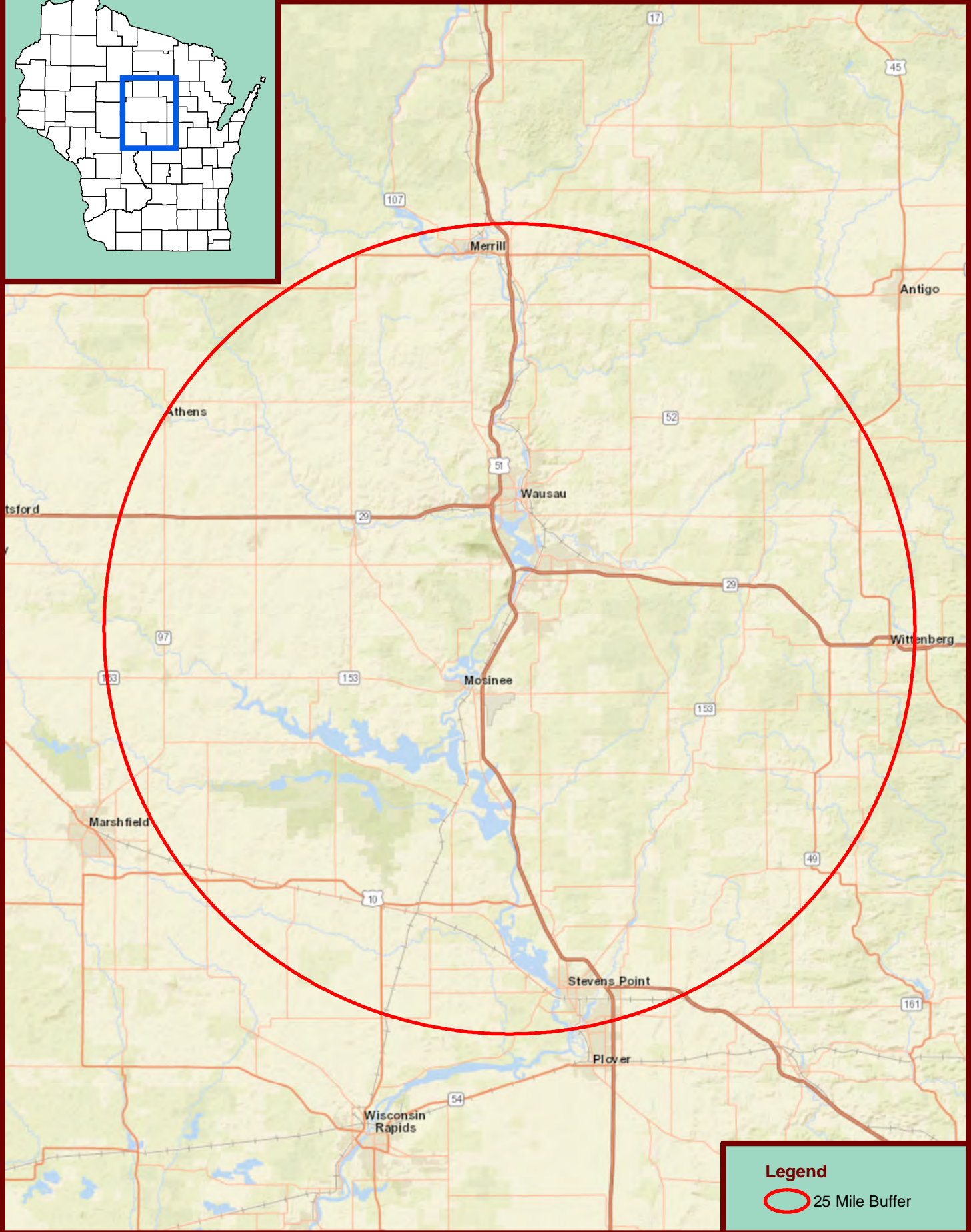
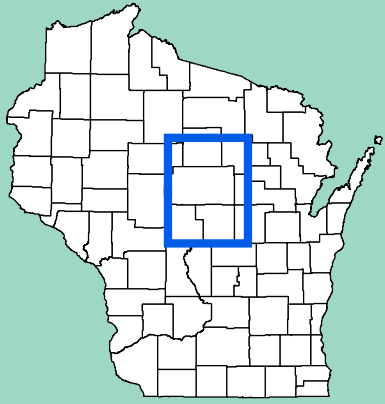
All three scenarios result in a positive economic impact and add jobs. Based on the analysis, if the Kowalski Interchange was constructed, there appears to be a potential fair market value within the one-mile radius of the interchange of between \$72,231,305 and \$130,119,590 along with the addition of between 1,193 and 2,113 jobs. **See Table 7.**

Table 7 - Comparison Kowalski Interchange Economic Impacts				
	Potential FMV	75%	100%	125%
Scenario A	\$ 96,308,407	\$ 72,231,305	\$ 96,308,407	\$ 120,385,509
Scenario B	\$ 104,095,672	\$ 78,071,754	\$ 104,095,672	\$ 130,119,590
Scenario C	\$ 98,175,202	\$ 73,631,402	\$ 98,175,202	\$ 122,719,003
	Jobs	75%	100%	125%
Scenario A	1,652	1,239	1,652	2,065
Scenario B	1,590	1,193	1,590	1,988
Scenario C	1,690	1,268	1,690	2,113

As with any study related to future impacts, they are based on historic trends. Some of these may not occur or may change. Market trends in the retail and commercial have been changing for a variety of reasons, including on-line sales and most recently the pandemic. Industrial and manufacturing expansions have slowed as the result of labor force scarcity. All of these and more may impact this project.

ATTACHMENT: MARKET DATA

25 MILE MARKET STUDY AREA




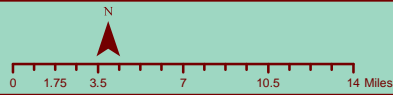
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Legend

 25 Mile Buffer





Demographic Report

25 miles radius around Lat: 44.844 Lng: -89.645

Population	2021	2026
	TOTAL	TOTAL
Population	188,201	189,044

Age Distribution	2021		2026	
	TOTAL	%	TOTAL	%
0-4	9,927	5.27	10,526	5.57
5-9	10,666	5.67	10,285	5.44
10-19	23,622	12.55	23,207	12.28
20-29	26,425	14.04	25,226	13.34
30-39	22,262	11.83	22,537	11.92
40-49	21,085	11.2	21,263	11.25
50-59	24,941	13.25	22,181	11.73
60-64	13,060	6.94	12,127	6.41
65+	36,213	19.24	41,692	22.05
Average Median Age	40.096	0.02	40.755	0.02

Sex	2021		2026	
	TOTAL	%	TOTAL	%
Male	94,319	50.12	94,518	50
Female	93,882	49.88	94,526	50

Ethnicity Distribution		2021		2026	
	TOTAL	%	TOTAL	%	
White (non-hispanic)	166,214	88.32	165,305	87.44	
Black (non-hispanic)	2,288	1.22	2,497	1.32	
American Indian (non-hispanic)	911	0.48	953	0.5	
Asian (non-hispanic)	10,024	5.33	11,063	5.85	
Pacific Islander (non-hispanic)	41	0.02	41	0.02	
Other (non-hispanic)	81	0.04	77	0.04	
Multirace (non-hispanic)	2,969	1.58	3,098	1.64	
Hispanic	5,699	3.03	6,021	3.18	

Race Distribution		2021		2026	
	TOTAL	%	TOTAL	%	
White	169,108	89.85	168,325	89.04	
Black	2,382	1.27	2,605	1.38	
American Indian	1,027	0.55	1,080	0.57	
Asian	10,157	5.4	11,239	5.95	
Pacific Islander	46	0.02	46	0.02	
Other	1,928	1.02	2,019	1.07	
Multirace	3,553	1.89	3,730	1.97	

Total Households		2021		2026	
	TOTAL	%	TOTAL	%	
Households	78,878	61.26	80,557	61.82	
Families	49,877	63.23	49,752	61.76	

Average Household Income		2021		2026	
	TOTAL		TOTAL		
Average Household Income		83,222.917		99,218.166	

Household Income Distribution	2021		2026	
	TOTAL	%	TOTAL	%
<\$10 K	3,152	4	2,625	3.26
\$10-\$20K	5,715	7.25	5,056	6.28
\$20-\$30K	6,927	8.78	5,620	6.98
\$30-\$40K	7,838	9.94	6,644	8.25
\$40-\$50K	6,404	8.12	6,558	8.14
\$50-\$60K	7,050	8.94	5,623	6.98
\$60-\$75K	8,939	11.33	8,879	11.02
\$75-\$100K	12,734	16.14	12,101	15.02
> \$100K	20,119	25.51	27,451	34.08

Labor Force Status	2021		2026	
	TOTAL	%	TOTAL	%
Labor Force	104,230	n/a	105,465	n/a
Employed	100,097	96.03	102,185	96.89
Unemployed	4,066	3.9	3,213	3.05
In Armed Forces	67	n/a	67	n/a
Not In Labor Force	50,043	n/a	50,052	n/a

Total Number of Housing	2021		2026	
	TOTAL	%	TOTAL	%
Total Dwellings	84,880	n/a	87,845	n/a
Owner-Occupied Dwellings	55,217	70	56,463	70.09
Renter-Occupied Dwellings	23,661	30	24,094	29.91
Housing Units Occupied	78,878	n/a	80,557	n/a

Education Attainment	2021		2026	
	TOTAL	%	TOTAL	%
< Grade 9	3,336	2.57	3,367	2.55
Grade 9-12	5,891	4.53	5,948	4.51
High School	43,947	33.81	44,553	33.8
Some College	23,866	18.36	24,193	18.35
Assoc Degree	16,614	12.78	16,799	12.75
Bach Degree	24,986	19.22	25,423	19.29
Grad Degree	11,331	8.72	11,524	8.74

Size of Household	2021		2026	
	TOTAL	%	TOTAL	%
1 Person	23,253	29.48	25,750	31.96
2 Person	30,001	38.03	30,524	37.89
3 Person	10,684	13.54	10,191	12.65
4 Person	9,117	11.56	8,639	10.72
5 Person	3,620	4.59	3,426	4.25
6+ Person	1,268	1.61	1,167	1.45

Data Source: Applied Geographic Solutions 2021



Consumer Expenditures Report

25 miles radius around Lat: 44.844 Lng: -89.645

Apparel	2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,136	n/a	\$2,440	n/a
Men's Apparel	\$394	\$31,140	\$451	\$36,410
Boys' Apparel	\$111	\$8,764	\$125	\$10,081
Women's Apparel	\$684	\$54,019	\$781	\$62,987
Girls' Apparel	\$125	\$9,867	\$141	\$11,390
Infants Apparel	\$88	\$7,001	\$99	\$7,976
Footwear	\$430	\$33,961	\$488	\$39,375
Apparel Services and Accessories	\$301	\$23,752	\$352	\$28,403

Entertainment	2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$3,452	n/a	\$3,960	n/a
Fees And Admissions	\$814	\$64,224	\$968	\$77,990
Video And Audio Equipment	\$1,241	\$97,899	\$1,384	\$111,565
Recreational Equipment And Supplies	\$1,397	\$110,222	\$1,607	\$129,501

Education	2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,720	n/a	\$2,045	n/a
Books And Supplies	\$223	\$17,591	\$265	\$21,364
Tuition	\$1,496	\$118,080	\$1,780	\$143,438

Food and Beverages		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$9,083	n/a	\$10,246	n/a	
Food At Home	\$4,788	\$377,682	\$5,335	\$429,774	
Food Away From Home	\$3,689	\$291,038	\$4,210	\$339,148	
Alcoholic Beverages	\$605	\$47,764	\$701	\$56,481	

Gifts		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$1,472	n/a	\$1,719	n/a	
Gifts Of Apparel	\$242	\$19,161	\$283	\$22,804	
Gifts Of Apparel Accessories	\$28	\$2,261	\$33	\$2,694	
Gifts Of Education	\$362	\$28,624	\$422	\$34,067	
Gifts Of Recreation	\$119	\$9,454	\$139	\$11,278	
Gifts Of Food And Beverages	\$121	\$9,603	\$141	\$11,420	
Gifts Of Household Furnishings And Equipment	\$230	\$18,169	\$269	\$21,676	
Gifts Of Household	\$61	\$4,841	\$71	\$5,747	
Gifts Of Transportation	\$138	\$10,936	\$163	\$13,159	
Gifts Elsewhere Unspecified	\$166	\$13,123	\$194	\$15,683	

Household Furnishings		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$2,149	n/a	\$2,464	n/a	
Household Textiles	\$127	\$10,031	\$144	\$11,609	
Furniture	\$548	\$43,277	\$634	\$51,090	
Floor Coverings	\$26	\$2,064	\$31	\$2,500	
Major Appliances	\$312	\$24,671	\$356	\$28,716	
Housewares And Small Appliances	\$1,134	\$89,484	\$1,298	\$104,598	

Shelter	2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$12,909	n/a	\$14,641	n/a
Mortgage Interest	\$3,796	\$299,496	\$4,429	\$356,858
Property Taxes	\$2,347	\$185,201	\$2,720	\$219,160
Miscellaneous Owned Dwelling Costs	\$1,701	\$134,226	\$1,952	\$157,249
Rental Costs	\$4,148	\$327,232	\$4,443	\$357,951
Other Lodging	\$914	\$72,139	\$1,095	\$88,270

Household Operations	2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,394	n/a	\$2,741	n/a
Babysitting And Elderly Care	\$178	\$14,060	\$211	\$17,067
Household Services	\$1,064	\$83,997	\$1,222	\$98,502
Alimony And Child Support	\$345	\$27,234	\$401	\$32,345
Household Supplies	\$805	\$63,553	\$905	\$72,948

Personal Care	2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$824	n/a	\$937	n/a
Hair Care	\$109	\$8,655	\$124	\$10,053
Electric Personal Care Appliances	\$11	\$913	\$13	\$1,060
Personal Care Services	\$376	\$29,726	\$428	\$34,528
Personal Care Products	\$326	\$25,746	\$371	\$29,905

Utilities	2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$4,619	n/a	\$5,126	n/a
Natural Gas	\$479	\$37,802	\$536	\$43,210
Electricity	\$1,721	\$135,773	\$1,897	\$152,859
Fuel Oil And Other Fuels	\$144	\$11,413	\$163	\$13,151
Telephone Service	\$1,617	\$127,615	\$1,798	\$144,849
Other Utilities	\$655	\$51,738	\$731	\$58,908

Reading		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$134	n/a	\$153	n/a	
Newspapers	\$49	\$3,899	\$56	\$4,554	
Magazines	\$16	\$1,298	\$18	\$1,516	
Books	\$68	\$5,398	\$78	\$6,305	
Tobacco		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$386	n/a	\$415	n/a	
Cigarettes	\$338	\$26,699	\$363	\$29,262	
Other Tobacco Products	\$48	\$3,810	\$51	\$4,176	
Transportation		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$11,269	n/a	\$12,753	n/a	
New Vehicle Purchase	\$2,139	\$168,720	\$2,481	\$199,902	
Used Vehicle Purchase	\$2,238	\$176,599	\$2,494	\$200,928	
Motorcycles (New And Used)	\$65	\$5,163	\$73	\$5,957	
Vehicle Finance Charges	\$266	\$21,002	\$300	\$24,188	
Gasoline And Oil	\$2,708	\$213,622	\$3,010	\$242,531	
Vehicle Repair And Maintenance	\$1,049	\$82,754	\$1,189	\$95,800	
Vehicle Insurance	\$1,287	\$101,533	\$1,434	\$115,532	
Public Transportation	\$761	\$60,064	\$899	\$72,453	
Other Transportation Costs	\$753	\$59,434	\$870	\$70,117	
Health Care		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$5,307	n/a	\$5,958	n/a	
Health Care Insurance	\$3,558	\$280,664	\$3,985	\$321,092	
Health Care Services	\$1,005	\$79,304	\$1,140	\$91,905	
Health Care Supplies And Equipment	\$743	\$58,679	\$831	\$66,992	

Miscellaneous Expenses		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$1,159	n/a	\$1,324	n/a	
Legal And Accounting	\$269	\$21,254	\$307	\$24,784	
Funeral And Cemetery	\$91	\$7,188	\$104	\$8,381	
Finance Charges Excluding Mortgage And Vehicle	\$473	\$37,347	\$540	\$43,549	
Other Miscellaneous Expenses	\$325	\$25,710	\$372	\$29,980	

Personal Insurance		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$425	n/a	\$495	n/a	

Contributions		2021		2026	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$1,974	n/a	\$2,298	n/a	

Retail Potential

	\$ PER HOUSEHOLD	TOTAL \$000'S
Other Health and Personal Care Stores	\$60	\$4,748
Gasoline Stations with Convenience Stores	\$0	n/a
Gasoline Stations without Convenience Stores	\$3,142	\$247,872
Men's Clothing Stores	\$45	\$3,626
Women's Clothing Stores	\$199	\$15,764
Childrens' and Infant's Clothing Stores	\$85	\$6,755
Family Clothing Stores	\$532	\$42,041
Clothing Accessory Stores	\$42	\$3,370
Other Apparel Stores	\$65	\$5,129
Shoe Stores	\$218	\$17,238
Jewelry Stores	\$101	\$8,007
Luggage Stores	\$8	\$652
Sporting Goods Stores	\$267	\$21,100
Hobby, Toy, and Game Stores	\$78	\$6,158
Sewing and Needlecraft Stores	\$24	\$1,908
Musical Instrument Stores	\$22	\$1,752
Book Stores	\$96	\$7,572
Record,Tape,and CD Stores	\$0	n/a
Department Stores	\$1,074	\$84,735
Warehouse Superstores	\$2,688	\$212,066
Other General Merchandise Stores	\$407	\$32,167
Florists	\$20	\$1,582
Office and Stationary Stores	\$56	\$4,423
Gift and Souvenir Stores	\$67	\$5,358
Used Merchandise Stores	\$39	\$3,079
Pet and Pet Supply Stores	\$231	\$18,224
Art Dealers	\$18	\$1,454
Mobile Home Dealers	\$33	\$2,682
Other Miscellaneous Retail Stores	\$101	\$8,030
Mail Order and Catalog Stores	\$1,590	\$125,448
Vending Machines	\$43	\$3,461
Fuel Dealers	\$158	\$12,522
Other Direct Selling Establishments	\$122	\$9,630

	\$ PER HOUSEHOLD	TOTAL \$000'S
Hotels and Other Travel Accommodations	\$202	\$15,964
RV Parks	\$1	\$151
Rooming and Boarding Houses	\$1	\$116
Full Service Restaurants	\$2,152	\$169,768
Limited Service Restaurants	\$999	\$78,870
Special Food Services and Catering	\$319	\$25,206
Drinking Places	\$91	\$7,227

Data Source: Applied Geographic Solutions 2021



WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Business Report

25 miles radius around Lat: 44.844 Lng: -89.645

INDUSTRIES	TOTAL	%	SALES	EMPLOYEES
Accommodation and Food Services	542	5.72%	\$375,524,000	7,706
Administrative and Support and Waste Management and Remediation Services	203	2.14%	\$223,646,000	2,249
Agriculture, Forestry, Fishing and Hunting	112	1.18%	\$55,784,000	479
Arts, Sports, Entertainment, and Recreation	163	1.72%	\$84,242,000	1,764
Banking, Finance and Insurance	907	9.57%	\$999,794,000	9,273
Construction	526	5.55%	\$650,437,000	3,517
Education	202	2.13%	\$4,531,000	7,982
Health Care and Social Services	2,299	24.26%	\$1,441,814,000	18,083
Holding Companies and Managing Offices	9	0.09%	\$4,088,000	120
Information	118	1.24%	\$263,788,000	1,934
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	87	0.92%	\$1,543,440,000	5,811
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	177	1.87%	\$745,393,000	5,774
Manufacturing - Processed Food, Textiles, Clothing	56	0.59%	\$380,911,000	1,916
Mineral, Oil and Gas Extraction	7	0.07%	\$20,313,000	52
Other Services - Repair, Personal Care, Laundry, Religious, etc.	958	10.11%	\$265,144,000	6,711
Professional, Scientific, and Technical Services	574	6.06%	\$407,681,000	4,482
Public Administration	440	4.64%	\$392,000	6,710
Real Estate and Rentals	306	3.23%	\$173,615,000	1,397

INDUSTRIES	TOTAL	%	SALES	EMPLOYEES
Retail: Hobby, Media, General Merchandise	338	3.57%	\$468,382,000	3,639
Retail: Home, Food, Automobiles, Personal Care	653	6.89%	\$2,205,979,000	8,856
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	37	0.39%	\$6,908,000	560
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	170	1.79%	\$292,510,000	2,011
Unclassified	327	3.45%	\$228,000	269
Utility Services: Power, Gas, Steam, Water, and Sewage	13	0.14%	\$43,615,000	120
Wholesalers	254	2.68%	\$5,914,480,000	4,628



WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Workforce (EMSI)

25 miles radius around Lat: 44.844 Lng: -89.645

	MEDIAN ANNUAL WAGE	MEDIAN HOURLY WAGE	TOTAL JOBS
Management Occupations	\$79,844.63	\$38.39	7,588
Business and Financial Operations Occupations	\$59,061.70	\$28.39	7,640
Computer and Mathematical Occupations	\$71,249.12	\$34.25	3,425
Architecture and Engineering Occupations	\$67,232.35	\$32.32	2,150
Life, Physical, and Social Science Occupations	\$54,475.71	\$26.19	886
Community and Social Service Occupations	\$45,734.65	\$21.99	2,194
Legal Occupations	\$61,347.37	\$29.49	614
Education, Training, and Library Occupations	\$45,726.07	\$21.98	6,848
Arts, Design, Entertainment, Sports, and Media Occupations	\$37,270.57	\$17.92	1,700
Healthcare Practitioners and Technical Occupations	\$64,303.05	\$30.92	10,571
Healthcare Support Occupations	\$29,815.49	\$14.33	6,898
Protective Service Occupations	\$41,356.04	\$19.88	1,846
Food Preparation and Serving Related Occupations	\$21,576.08	\$10.37	9,418
Building and Grounds Cleaning and Maintenance Occupations	\$27,053.62	\$13.01	3,903
Personal Care and Service Occupations	\$24,789.18	\$11.92	3,072
Sales and Related Occupations	\$30,487.68	\$14.66	13,422
Office and Administrative Support Occupations	\$36,588.18	\$17.59	18,811
Farming, Fishing, and Forestry Occupations	\$32,360.07	\$15.56	2,026

	MEDIAN ANNUAL WAGE	MEDIAN HOURLY WAGE	TOTAL JOBS
First-Line Supervisors of Farming, Fishing, and Forestry Workers	\$51,261.62	\$24.65	85
Agricultural Inspectors	\$46,866.86	\$22.53	14
Animal Breeders	\$887,420.15	\$426.66	0
Graders and Sorters, Agricultural Products	\$31,973.32	\$15.37	87
Miscellaneous Agricultural Workers	\$31,853.33	\$15.31	1,630
Forest and Conservation Workers	\$25,374.35	\$12.20	22
Logging Workers	\$35,631.96	\$17.13	167
Construction and Extraction Occupations	\$47,299.48	\$22.74	5,622
First-Line Supervisors of Construction Trades and Extraction Workers	\$63,151.87	\$30.36	434
Boilermakers	\$39,379.40	\$18.93	7
Brickmasons, Blockmasons, and Stonemasons	\$55,402.89	\$26.63	58
Carpenters	\$41,402.05	\$19.91	884
Carpet, Floor, and Tile Installers and Finishers	\$41,529.12	\$19.97	119
Cement Masons, Concrete Finishers, and Terrazzo Workers	\$47,785.81	\$22.97	267
Construction Laborers	\$38,403.43	\$18.46	1,018
Construction Equipment Operators	\$60,663.68	\$29.17	390
Drywall Installers, Ceiling Tile Installers, and Tapers	\$38,593.81	\$18.55	57
Electricians	\$63,318.75	\$30.44	683
Glaziers	\$42,469.30	\$20.42	51
Insulation Workers	\$52,043.55	\$25.02	35
Painters and Paperhangers	\$39,258.22	\$18.87	248
Pipelayers, Plumbers, Pipefitters, and Steamfitters	\$61,581.56	\$29.61	309
Plasterers and Stucco Masons	\$41,374.96	\$19.89	8
Reinforcing Iron and Rebar Workers	\$66,370.29	\$31.91	11
Roofers	\$41,752.99	\$20.08	138
Sheet Metal Workers	\$57,921.41	\$27.85	143
Structural Iron and Steel Workers	\$57,956.63	\$27.86	37
Solar Photovoltaic Installers	\$1,653,949.67	\$795.15	0
Helpers, Construction Trades	\$32,292.30	\$15.53	105
Construction and Building Inspectors	\$56,182.36	\$27.01	41
Elevator Installers and Repairers	\$2,639,719.89	\$1,269.09	0
Fence Erectors	\$33,887.61	\$16.29	23
Hazardous Materials Removal Workers	\$64,231.27	\$30.88	21
Highway Maintenance Workers	\$41,786.00	\$20.09	350
Rail-Track Laying and Maintenance Equipment Operators	\$57,494.77	\$27.64	16
Septic Tank Servicers and Sewer Pipe Cleaners	\$42,724.84	\$20.54	44
Miscellaneous Construction and Related Workers	\$36,901.42	\$17.74	11

	MEDIAN ANNUAL WAGE	MEDIAN HOURLY WAGE	TOTAL JOBS
Derrick, Rotary Drill, and Service Unit Operators, Oil, Gas, and Mining	\$22,364.88	\$10.75	3
Earth Drillers, Except Oil and Gas	\$43,516.40	\$20.92	43
Mining Machine Operators	\$30,108.25	\$14.47	5
Rock Splitters, Quarry	\$18,582.58	\$8.94	6
Roustabouts, Oil and Gas	\$19,299.34	\$9.28	1
Helpers--Extraction Workers	\$36,833.73	\$17.71	1
Miscellaneous Extraction Workers	\$41,206.85	\$19.81	10
Installation, Maintenance, and Repair Occupations	\$47,253.04	\$22.72	6,179
Production Occupations	\$39,950.05	\$19.21	19,416
First-Line Supervisors of Production and Operating Workers	\$59,389.78	\$28.55	1,401
Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	\$1,552,529.53	\$746.41	0
Electrical, Electronics, and Electromechanical Assemblers	\$31,419.36	\$15.11	370
Engine and Other Machine Assemblers	\$41,876.48	\$20.13	61
Structural Metal Fabricators and Fitters	\$48,307.39	\$23.23	595
Miscellaneous Assemblers and Fabricators	\$35,807.54	\$17.22	2,725
Bakers	\$28,324.81	\$13.62	137
Butchers and Other Meat, Poultry, and Fish Processing Workers	\$32,768.30	\$15.76	477
Miscellaneous Food Processing Workers	\$36,572.14	\$17.58	1,275
Forming Machine Setters, Operators, and Tenders, Metal and Plastic	\$40,462.98	\$19.45	329
Machine Tool Cutting Setters, Operators, and Tenders, Metal and Plastic	\$37,796.92	\$18.17	1,029
Machinists	\$40,776.08	\$19.60	624
Metal Furnace Operators, Tenders, Pourers, and Casters	\$39,281.91	\$18.89	15
Model Makers and Patternmakers, Metal and Plastic	\$45,452.16	\$21.85	1
Molders and Molding Machine Setters, Operators, and Tenders, Metal and Plastic	\$35,010.18	\$16.83	189
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$37,135.26	\$17.85	83
Tool and Die Makers	\$57,200.68	\$27.50	115
Welding, Soldering, and Brazing Workers	\$45,852.55	\$22.05	1,227
Miscellaneous Metal Workers and Plastic Workers	\$30,418.48	\$14.63	167
Printing Workers	\$38,444.76	\$18.48	544
Laundry and Dry-Cleaning Workers	\$25,141.38	\$12.09	152
Pressers, Textile, Garment, and Related Materials	\$28,834.41	\$13.86	23
Sewing Machine Operators	\$29,669.13	\$14.26	140
Shoe and Leather Workers	\$31,846.11	\$15.31	3
Tailors, Dressmakers, and Sewers	\$27,061.18	\$13.01	19
Textile Machine Setters, Operators, and Tenders	\$34,159.71	\$16.42	3

	MEDIAN ANNUAL WAGE	MEDIAN HOURLY WAGE	TOTAL JOBS
Miscellaneous Textile, Apparel, and Furnishings Workers	\$36,104.76	\$17.36	38
Cabinetmakers and Bench Carpenters	\$30,808.90	\$14.81	155
Furniture Finishers	\$33,769.27	\$16.23	50
Model Makers and Patternmakers, Wood	\$757,509.29	\$364.18	0
Woodworking Machine Setters, Operators, and Tenders	\$35,306.97	\$16.97	807
Miscellaneous Woodworkers	\$33,808.37	\$16.25	41
Power Plant Operators, Distributors, and Dispatchers	\$108,814.07	\$52.31	110
Stationary Engineers and Boiler Operators	\$59,276.89	\$28.50	11
Water and Wastewater Treatment Plant and System Operators	\$55,517.91	\$26.69	107
Miscellaneous Plant and System Operators	\$53,540.12	\$25.74	79
Chemical Processing Machine Setters, Operators, and Tenders	\$47,403.79	\$22.79	214
Crushing, Grinding, Polishing, Mixing, and Blending Workers	\$42,563.67	\$20.46	428
Cutting Workers	\$42,982.42	\$20.66	229
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	\$37,772.89	\$18.16	136
Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	\$39,300.00	\$18.89	47
Inspectors, Testers, Sorters, Samplers, and Weighers	\$42,117.91	\$20.25	929
Jewelers and Precious Stone and Metal Workers	\$34,857.35	\$16.76	21
Medical, Dental, and Ophthalmic Laboratory Technicians	\$28,758.47	\$13.83	82
Packaging and Filling Machine Operators and Tenders	\$36,262.32	\$17.43	1,276
Painting Workers	\$39,089.62	\$18.79	460
Semiconductor Processors	\$28,325.57	\$13.62	9
Photographic Process Workers and Processing Machine Operators	\$18,029.69	\$8.67	18
Miscellaneous Production Workers	\$45,145.04	\$21.70	1,685
Transportation and Material Moving Occupations	\$37,140.85	\$17.86	15,852
First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	\$55,940.97	\$26.90	502
Aircraft Pilots and Flight Engineers	\$112,651.23	\$54.16	32
Air Traffic Controllers and Airfield Operations Specialists	\$78,015.54	\$37.51	3
Flight Attendants	\$62,102.46	\$29.86	3
Ambulance Drivers and Attendants, Except Emergency Medical Technicians	\$29,723.83	\$14.29	17
Driver/Sales Workers and Truck Drivers	\$43,958.47	\$21.13	6,934
Miscellaneous Motor Vehicle Operators	\$35,547.91	\$17.09	23
Locomotive Engineers and Operators	\$68,133.65	\$32.76	52
Railroad Brake, Signal, and Switch Operators	\$57,584.03	\$27.69	16
Railroad Conductors and Yardmasters	\$59,485.30	\$28.60	58

	MEDIAN ANNUAL WAGE	MEDIAN HOURLY WAGE	TOTAL JOBS
Subway and Streetcar Operators	\$64,829.56	\$31.17	7
Miscellaneous Rail Transportation Workers	\$1,323,206.01	\$636.12	0
Sailors and Marine Oilers	\$51,859.17	\$24.93	4
Ship and Boat Captains and Operators	\$44,748.78	\$21.52	4
Ship Engineers	\$68,384.16	\$32.88	1
Bridge and Lock Tenders	\$1,449,169.96	\$696.76	0
Parking Lot Attendants	\$24,765.40	\$11.91	51
Automotive and Watercraft Service Attendants	\$28,083.34	\$13.50	126
Traffic Technicians	\$1,394,852.84	\$670.72	0
Transportation Inspectors	\$96,818.63	\$46.55	8
Transportation Attendants, Except Flight Attendants	\$20,512.32	\$9.86	3
Miscellaneous Transportation Workers	\$35,102.84	\$16.88	10
Conveyor Operators and Tenders	\$33,336.96	\$16.03	51
Crane and Tower Operators	\$44,154.64	\$21.23	72
Dredge, Excavating, and Loading Machine Operators	\$1,805,056.57	\$867.77	0
Hoist and Winch Operators	\$56,836.11	\$27.33	1
Industrial Truck and Tractor Operators	\$39,240.66	\$18.87	801
Laborers and Material Movers, Hand	\$30,181.29	\$14.51	6,089
Pumping Station Operators	\$58,725.94	\$28.23	2
Refuse and Recyclable Material Collectors	\$25,129.92	\$12.08	136
Tank Car, Truck, and Ship Loaders	\$60,876.78	\$29.27	3
Miscellaneous Material Moving Workers	\$29,096.14	\$13.99	92
Military-only occupations	\$47,932.27	\$23.05	363
Military-only occupations	\$47,932.27	\$23.05	363



Labor Force Report

25 miles radius around Lat: 44.844 Lng: -89.645

Total Establishments	
	TOTAL
Total Establishments	5,904

Total Establishments by Size		
	TOTAL	%
1-4 Employees	3,293	55.78
5-9 Employees	1,035	17.53
10-19 Employees	775	13.13
20-49 Employees	425	7.2
50-99 Employees	201	3.4
100-249 Employees	117	1.98
250-499 Employees	18	0.3
500-999 Employees	9	0.15
1000+ Employees	31	0.53

Total Businesses by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	89	1.51
Agricultural Services	59	1
Coal and Ore Mining	1	0.02
Oil and Gas	1	0.02
General Construction	71	1.2
Heavy Construction	280	4.74
Food Manufacturing	14	0.24
Tobacco Manufacturing	2	0.03
Textile Mills	1	0.02
Apparel and Textile Manufacturing	8	0.14
Lumber and Wood Production	37	0.63
Furniture Manufacturing	7	0.12
Paper Manufacturing	11	0.19
Printing and Publishing	42	0.71
Chemicals	12	0.2
Petroleum Refining	3	0.05
Rubber and Plastics	5	0.08
Leather Manufacturing	0	n/a
Stone, Glass, and Concrete	21	0.36
Metals Fabrication	44	0.75
Machinery and Equipment Manufacturing	77	1.3
Transportation	186	3.15
Travel Services	12	0.2
Transport Services	36	0.61
Communications	55	0.93
Utilities	27	0.46
Durables Wholesale	170	2.88
Non Durables Wholesale	72	1.22
Building Materials, Hardware and Garden	84	1.42
General Merchandise Stores	27	0.46
Food Markets	48	0.81
Convenience Stores	43	0.73
Other Food Stores	64	1.08

	TOTAL	%
Auto Dealers and Gas Stations	151	2.56
Clothing Stores	50	0.85
Furniture Stores	21	0.36
Home Furnishings	20	0.34
Electronics and Computer Stores	20	0.34
Music Stores	8	0.14
Restaurants	193	3.27
Other Food Service	126	2.13
Bars	128	2.17
Drug Stores	21	0.36
Liquor Stores	8	0.14
Specialty Stores	230	3.9
Catalog and Direct Sales	33	0.56
Banks and Financial Institutions	208	3.52
Insurance Carriers	2	0.03
Insurance Agents and Brokers	177	3
Real Estate	186	3.15
Hotels and Lodging	49	0.83
Dry Cleaning and Laundry	23	0.39
Beauty and Barber Shops	137	2.32
Other Personal Service	59	1
Advertising	53	0.9
Computer Services	43	0.73
Other Business Services	247	4.18
Auto Repair/Services	203	3.44
Miscellaneous Repair Services	70	1.19
Motion Pictures	15	0.25
Entertainment and Recreation Services	155	2.63
Health and Medical Services	379	6.42
Hospitals	151	2.56
Legal Services	106	1.8
Primary and Secondary Education	120	2.03
Colleges and Universities	26	0.44
Social Services	157	2.66

	TOTAL	%
Child Care Services	32	0.54
Museums and Zoos	12	0.2
Membership Organizations	364	6.17
Professional Services	171	2.9
Government	110	1.86
Unclassified Establishments	0	n/a

Total Businesses by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	93	1.58
Agricultural Services	6	0.1
Coal and Ore Mining	1	0.02
Oil and Gas	1	0.02
General Construction	320	5.42
Heavy Construction	40	0.68
Food Manufacturing	31	0.53
Beverage and Tobacco Products	7	0.12
Textile Mills	1	0.02
Textile Products	7	0.12
Apparel Manufacturing	1	0.02
Leather Manufacturing	0	n/a
Wood Products	24	0.41
Paper Manufacturing	11	0.19
Printing and Publishing	30	0.51
Chemicals	12	0.2
Petroleum and Coal Products	3	0.05
Rubber and Plastics	6	0.1
Stone, Glass, and Concrete	21	0.36
Primary Metal Manufacturing	6	0.1
Metals Fabrication	52	0.88
Machinery and Equipment Manufacturing	20	0.34
Computers and Electronics	4	0.07
Electrical Equipment and Appliances	4	0.07
Transportation Equipment	6	0.1
Furniture Manufacturing	15	0.25
Miscellaneous Manufacturing	32	0.54
Communications	37	0.63
Utilities	7	0.12
Durables Wholesale	172	2.91
Non Durables Wholesale	72	1.22
Electronic Markets and Brokers	0	n/a
Motor Vehicle and Parts Dealers	111	1.88

	TOTAL	%
Furniture and Home Furnishings	34	0.58
Electronics and Appliances	30	0.51
Building Materials, Hardware and Garden	84	1.42
Food and Beverage Stores	136	2.3
Health and Personal Care Stores	58	0.98
Gasoline Stations	40	0.68
Clothing and Clothing Accessories	54	0.91
Sporting Goods/Hobby/Book/Music Stores	68	1.15
General Merchandise Stores	19	0.32
Miscellaneous Store Retailers	136	2.3
Nonstore Retailers	34	0.58
Warehousing/Storage, Postal/Courier Service	47	0.8
Publishing	13	0.22
Software Publishers	1	0.02
Motion Pictures and Video	3	0.05
Movie Theaters	4	0.07
Broadcasting	18	0.3
Data Processing/Hosting	6	0.1
Other Information Services	13	0.22
Banking	207	3.51
Insurance Carriers	178	3.01
Real Estate	165	2.79
Rental and Leasing	51	0.86
Legal Services	116	1.96
Accounting	49	0.83
Agricultural and Engineering	59	1
Specialized Design	33	0.56
Computer Systems Design	29	0.49
Management/Scientific/Technical Consulting	80	1.36
Scientific Research and Development	7	0.12
Advertising and Public Relations	63	1.07
Other Professional/Scientific/Technical Services	46	0.78
Company and Enterprise Management	5	0.08
Administrative and Support	210	3.56

	TOTAL	%
Waste Management and Remediation	27	0.46
Elementary and Secondary Schools	120	2.03
Colleges and Universities	26	0.44
Business Schools, Computer and Management Training	0	n/a
Technical and Trade Schools	2	0.03
Educational Services	37	0.63
Physician Offices	97	1.64
Dental Offices	107	1.81
Other Health Practitioners	123	2.08
Outpatient Care	68	1.15
Medical and Diagnostic Laboratories	10	0.17
Home Health Care Services	23	0.39
Ambulatory Services	44	0.75
General Medical and Surgical Hospitals	24	0.41
Psychiatric and Substance Abuse Hospitals	3	0.05
Other Hospitals	1	0.02
Nursing and Residential Care	54	0.91
Individual and Family Services	89	1.51
Community Relief Services	7	0.12
Vocational Rehabilitation	6	0.1
Child Care Services	32	0.54
Performing Arts	21	0.36
Spectator Sports	22	0.37
Performing Arts/Sports Promoters	2	0.03
Agents and Managers	0	n/a
Independent Artists/Writers/Performers	2	0.03
Museums, Zoos, Historical Sites	12	0.2
Amusement, Gambling, and Recreation	39	0.66
Fitness Centers	57	0.97
Accomodations	49	0.83
Food Services and Drinking Places	449	7.61
Repair and Maintenance Services	235	3.98
Personal Care Services	177	3
Death Care Services	20	0.34

	TOTAL	%
Religious/Civic/Professional Organizations	387	6.55
Public Administration	110	1.86

Total Employees by Occupation

	TOTAL	%
Executive, Managers, and Administrators	9,462	9.03
Protective Services	1,452	1.39
Farming, Forestry, and Fishing	338	0.32
Business and Financial Operations	5,252	5.01
Computer and mathematical occupations	2,790	2.66
Architecture and engineering	1,610	1.54
Life/Physical/Social Science occupations	812	0.77
Community and Social Services	1,929	1.84
Legal	709	0.68
Education/Training/Library	5,578	5.32
Health Diagnosing and Treating Practitioners	7,465	7.12
Health Technologists/Technicians	3,101	2.96
Healthcare support	3,891	3.71
Food Preparation/Serving	5,515	5.26
Building and Grounds maintenance	2,530	2.41
Personal care and service	1,322	1.26
Sales	11,154	10.64
Office and Administrative support	14,073	13.43
Construction and Extraction	5,398	5.15
Installation/Maintenance and Repair workers	3,985	3.8
Production Workers	7,145	6.82
Transportation Workers	3,603	3.44
Material Moving	4,038	3.85

Total Employees

	TOTAL
Total Employees	104,816

Total Employees by Major SIC

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	1,074	1.02
Mining (SIC 10-14)	22	0.02
Construction (SIC 15-17)	7,356	7.02
Manufacturing (SIC 20-39)	11,751	11.21
Transportation and Communications (SIC 40-49)	7,390	7.05
Wholesale Trade (SIC 50-51)	5,190	4.95
Retail Trade (SIC 52-59)	17,032	16.25
Finance, Insurance And Real Estate (SIC 60-69)	8,366	7.98
Services (SIC 70-89)	42,897	40.93
Public Administration (SIC 90-98)	3,738	3.57
Unclassified (SIC 99)	0	n/a

Total Employees by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	642	0.61
Agricultural Services	432	0.41
Coal and Ore Mining	16	0.02
Oil and Gas	6	0.01
General Construction	695	0.66
Heavy Construction	6,661	6.35
Food Manufacturing	249	0.24
Tobacco Manufacturing	11	0.01
Textile Mills	1	0
Apparel and Textile Manufacturing	38	0.04
Lumber and Wood Production	524	0.5
Furniture Manufacturing	223	0.21
Paper Manufacturing	3,210	3.06
Printing and Publishing	759	0.72
Chemicals	334	0.32
Petroleum Refining	24	0.02
Rubber and Plastics	60	0.06
Leather Manufacturing	0	n/a
Stone, Glass, and Concrete	1,274	1.22
Metals Fabrication	3,365	3.21
Machinery and Equipment Manufacturing	1,679	1.6
Transportation	2,847	2.72
Travel Services	293	0.28
Transport Services	572	0.55
Communications	3,377	3.22
Utilities	301	0.29
Durables Wholesale	3,366	3.21
Non Durables Wholesale	1,824	1.74
Building Materials, Hardware and Garden	1,339	1.28
General Merchandise Stores	1,176	1.12
Food Markets	1,447	1.38
Convenience Stores	570	0.54
Other Food Stores	763	0.73

	TOTAL	%
Auto Dealers and Gas Stations	1,803	1.72
Clothing Stores	509	0.49
Furniture Stores	287	0.27
Home Furnishings	117	0.11
Electronics and Computer Stores	305	0.29
Music Stores	30	0.03
Restaurants	2,833	2.7
Other Food Service	2,048	1.95
Bars	751	0.72
Drug Stores	809	0.77
Liquor Stores	26	0.02
Specialty Stores	1,824	1.74
Catalog and Direct Sales	395	0.38
Banks and Financial Institutions	2,649	2.53
Insurance Carriers	60	0.06
Insurance Agents and Brokers	4,799	4.58
Real Estate	858	0.82
Hotels and Lodging	719	0.69
Dry Cleaning and Laundry	95	0.09
Beauty and Barber Shops	399	0.38
Other Personal Service	158	0.15
Advertising	213	0.2
Computer Services	632	0.6
Other Business Services	1,565	1.49
Auto Repair/Services	931	0.89
Miscellaneous Repair Services	787	0.75
Motion Pictures	140	0.13
Entertainment and Recreation Services	918	0.88
Health and Medical Services	8,753	8.35
Hospitals	11,317	10.8
Legal Services	546	0.52
Primary and Secondary Education	6,322	6.03
Colleges and Universities	1,542	1.47
Social Services	1,715	1.64

	TOTAL	%
Child Care Services	535	0.51
Museums and Zoos	72	0.07
Membership Organizations	2,116	2.02
Professional Services	3,071	2.93
Government	3,738	3.57
Unclassified Establishments	0	n/a

Total Employees by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	631	0.6
Agricultural Services	89	0.08
Coal and Ore Mining	16	0.02
Oil and Gas	6	0.01
General Construction	6,853	6.54
Heavy Construction	496	0.47
Food Manufacturing	253	0.24
Beverage and Tobacco Products	198	0.19
Textile Mills	1	0
Textile Products	59	0.06
Apparel Manufacturing	1	0
Leather Manufacturing	0	n/a
Wood Products	440	0.42
Paper Manufacturing	3,210	3.06
Printing and Publishing	510	0.49
Chemicals	334	0.32
Petroleum and Coal Products	24	0.02
Rubber and Plastics	74	0.07
Stone, Glass, and Concrete	1,274	1.22
Primary Metal Manufacturing	521	0.5
Metals Fabrication	3,266	3.12
Machinery and Equipment Manufacturing	429	0.41
Computers and Electronics	34	0.03
Electrical Equipment and Appliances	403	0.38
Transportation Equipment	52	0.05
Furniture Manufacturing	286	0.27
Miscellaneous Manufacturing	308	0.29
Communications	3,010	2.87
Utilities	79	0.08
Durables Wholesale	3,380	3.22
Non Durables Wholesale	1,824	1.74
Electronic Markets and Brokers	0	n/a
Motor Vehicle and Parts Dealers	1,468	1.4

	TOTAL	%
Furniture and Home Furnishings	364	0.35
Electronics and Appliances	350	0.33
Building Materials, Hardware and Garden	1,339	1.28
Food and Beverage Stores	2,591	2.47
Health and Personal Care Stores	1,149	1.1
Gasoline Stations	335	0.32
Clothing and Clothing Accessories	539	0.51
Sporting Goods/Hobby/Book/Music Stores	591	0.56
General Merchandise Stores	330	0.31
Miscellaneous Store Retailers	1,748	1.67
Nonstore Retailers	402	0.38
Warehousing/Storage, Postal/Courier Service	931	0.89
Publishing	252	0.24
Software Publishers	1	0
Motion Pictures and Video	3	0
Movie Theaters	71	0.07
Broadcasting	367	0.35
Data Processing/Hosting	30	0.03
Other Information Services	158	0.15
Banking	2,653	2.53
Insurance Carriers	4,849	4.63
Real Estate	760	0.73
Rental and Leasing	318	0.3
Legal Services	592	0.56
Accounting	283	0.27
Agricultural and Engineering	630	0.6
Specialized Design	151	0.14
Computer Systems Design	587	0.56
Management/Scientific/Technical Consulting	682	0.65
Scientific Research and Development	51	0.05
Advertising and Public Relations	286	0.27
Other Professional/Scientific/Technical Services	180	0.17
Company and Enterprise Management	14	0.01
Administrative and Support	3,265	3.11

	TOTAL	%
Waste Management and Remediation	402	0.38
Elementary and Secondary Schools	6,322	6.03
Colleges and Universities	1,542	1.47
Business Schools, Computer and Management Training	0	n/a
Technical and Trade Schools	12	0.01
Educational Services	230	0.22
Physician Offices	4,684	4.47
Dental Offices	658	0.63
Other Health Practitioners	591	0.56
Outpatient Care	2,987	2.85
Medical and Diagnostic Laboratories	75	0.07
Home Health Care Services	293	0.28
Ambulatory Services	471	0.45
General Medical and Surgical Hospitals	8,001	7.63
Psychiatric and Substance Abuse Hospitals	933	0.89
Other Hospitals	8	0.01
Nursing and Residential Care	1,864	1.78
Individual and Family Services	833	0.79
Community Relief Services	100	0.1
Vocational Rehabilitation	153	0.15
Child Care Services	535	0.51
Performing Arts	52	0.05
Spectator Sports	102	0.1
Performing Arts/Sports Promoters	7	0.01
Agents and Managers	0	n/a
Independent Artists/Writers/Performers	3	0
Museums, Zoos, Historical Sites	72	0.07
Amusement, Gambling, and Recreation	383	0.37
Fitness Centers	384	0.37
Accomodations	719	0.69
Food Services and Drinking Places	5,634	5.38
Repair and Maintenance Services	1,474	1.41
Personal Care Services	556	0.53
Death Care Services	71	0.07

	TOTAL	%
Religious/Civic/Professional Organizations	2,192	2.09

Data Source: Applied Geographic Solutions 2021