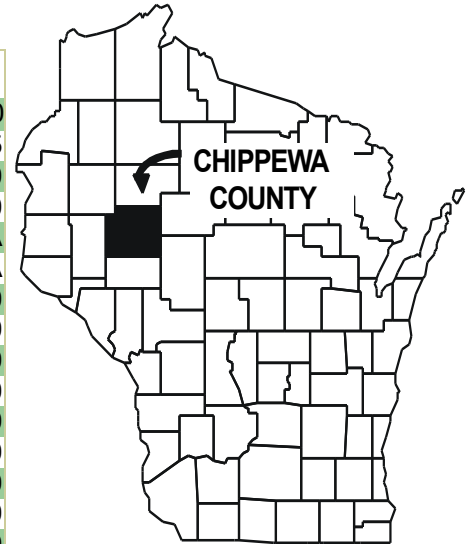


# Chippewa County

## ECONOMIC PROFILE

### County Population Projections

	2010	2015	2020	2025	2030	2035	2040
County Population	62,415	63,885	66,155	67,975	69,400	70,275	70,600
Percent Change		2.4	3.6	2.8	2.1	1.3	.5
Male	32,404	33,255	34,520	35,530	36,275	36,705	36,770
Female	30,011	30,630	31,635	32,445	33,125	33,570	33,830
Minority	2,911	NA	NA	NA	NA	NA	NA
Percent Minority	4.7	NA	NA	NA	NA	NA	NA
Age Under 5	4,117	3,870	3,990	4,010	3,990	3,930	3,900
Age 5-9	4,024	4,430	4,290	4,390	4,380	4,310	4,210
Age 10-14	4,045	4,150	4,660	4,490	4,590	4,550	4,440
Age 15-19	3,914	3,820	4,000	4,490	4,320	4,400	4,350
Age 20-24	3,335	3,200	3,110	3,240	3,610	3,470	3,520
Age 25-34	7,883	8,070	7,860	7,580	7,580	8,040	8,210
Age 35-44	8,098	7,850	8,570	8,960	8,660	8,240	8,090
Age 45-54	9,965	9,110	8,070	7,940	8,680	9,050	8,670
Age 55-59	4,427	4,850	4,780	4,050	3,730	3,970	4,480
Age 60-64	3,672	4,340	4,730	4,660	3,970	3,670	3,940
Age 65-74	4,664	5,880	7,340	8,310	8,640	7,960	7,100
Age 75-84	2,966	2,910	3,370	4,370	5,500	6,370	6,740
Age 85+	1,305	1,405	1,385	1,485	1,750	2,315	2,950



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2021

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

### Municipal Population

	1980	1990	2000	2010	2020	Percent Change			
						1980-90	1990-00	2000-10	2010-20
Chippewa Falls	12,270	12,749	12,925	13,661	14,405	3.9	1.4	5.7	5.4
Lake Hallie	0	0	0	6,448	7,121	0	0	NA	10.4
Stanley+	2,095	2,011	1,878	3,608	3,630	-4.0	-5.6	92.1	0.6
Bloomer	3,342	3,180	3,347	3,539	3,582	-4.9	5.3	5.7	1.2
Cornell	1,583	1,541	1,466	1,467	1,462	-2.7	-4.9	0.1	-0.3
Cadott	1,247	1,328	1,345	1,437	1,444	6.5	1.3	6.8	0.5
New Auburn++	466	485	562	548	548	4.1	15.9	-2.5	0.0
Boyd	660	683	680	552	540	3.5	-.4	-18.8	-2.2

+Includes portion in Clark County; ++Includes portion in Barron County

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

### Per Capita Personal Income

	2016	2017	2018	2019	Percent Change		
					2016-17	2017-18	2018-19
Chippewa County	\$42,154	\$44,108	\$46,156	\$47,507	4.6	4.7	2.9
Wisconsin	\$47,598	\$49,264	\$51,628	\$53,227	3.5	4.8	3.1
United States	\$50,015	\$52,118	\$54,606	\$56,490	4.2	4.8	3.5

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	\$323,982	Contributions	\$49,208
Transportation	\$284,064	Education	\$41,850
Food and Beverages	\$228,754	Gifts	\$36,330
Health Care	\$134,716	Miscellaneous Expenses	\$29,158
Utilities	\$117,384	Personal Care	\$20,719
Entertainment	\$86,472	Personal Insurance	\$10,621
Household Operations	\$60,032	Tobacco	\$9,919
Household Furnishings	\$53,881	Reading	\$3,375
Apparel	\$53,360		

Source: *Applied Geographic Solutions, 2020*

## Government Finances

2019	County	State
Full Equalized County Valuation (\$000)	\$6,046,130	\$580,872,723
Net Property Tax (\$000)	\$92,004	\$10,678,244
Full Value Tax Rate per \$1,000 Valuation	\$15.22	\$18.38
Per Capita Property Tax	\$1,410.04	\$1,828.64

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

## Civilian Labor Force

County Totals	2015	2019
Employed	31,586	31,909
Unemployed	1,563	1,272
Total Labor Force	33,149	33,181
Average County Unemployment Rate	4.7%	3.8%
Average State Unemployment Rate	4.5%	3.3%
Average U.S. Unemployment Rate	5.3%	3.7%

Source: *Wisconsin Dept. of Workforce Development*

## Housing

	County
Housing Units	28,385
2020 Estimated Housing Units	29,121
Owner Occupied Units	18,717
Renter Occupied Units	6,884
Persons/Owner Occupied Unit	2.5
Persons/Renter Occupied Unit	2.2
Median Value of Housing	\$167,400
Median Monthly Gross Rent	\$821

Source: *2015-2019 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2020*

## Building Permits

County Residential	2015	2019
Single Family	181	210
Total Units	267	292
Value	\$43,752,665	\$57,361,981

Source: *Bureau of the Census*

## Representative Wage Rates

Position	2019 Hourly Rate	
	Mean	Median
Bartenders	\$10.40	\$9.12
Bookkeeping/Accounting/Auditing	\$19.00	\$18.35
Cashiers	\$11.34	\$11.11
Computer Programmers	\$36.57	\$38.39
Electricians	\$30.67	\$44.09
Healthcare Social Workers	\$22.94	\$22.80
Licensed Practical/Vocational Nurse	\$21.44	\$21.41
Machinery Maintenance Workers	\$24.61	\$25.08
Nursing Assistants	\$13.76	\$13.68
Office Clerk, General	\$16.89	\$16.41
Order Clerks	\$17.29	\$17.53
Physical Therapists	\$46.90	\$44.72
Secretaries/Administrative Assistants	\$26.68	\$26.73
Truck Drivers-Heavy/Tractor Trailer	\$21.62	\$19.97
Waiter and Waitresses	\$10.67	\$9.26
Welder/Cutter/Solderer/Brazer	\$21.18	\$19.83

Source: *Bureau of Labor Statistics, May 2019*

# Employment by Industry

	2015-2019 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,199	3.8
Construction	2,247	7.1
Manufacturing	6,288	19.7
Wholesale Trade	813	2.6
Retail Trade	3,931	12.3
Transportation and Warehousing, and Utilities	1,773	5.6
Information	392	1.2
Finance and Insurance/Real Estate/Rental and Leasing	1,738	5.5
Services (Professional/Educational/Entertainment/Other)	12,122	38.1
Public Administration	1,344	4.2
<b>TOTAL*</b>	<b>31,847</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: 2015-2019 American Community Survey 5-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2018	2028	
<b>Total, All Nonfarm Industries</b>	<b>222,885</b>	<b>235,100</b>	<b>5.5</b>
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
Northern Wisconsin Center	Legislative bodies	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
GVS 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	Continuing care retirement communities	100-249
Wil-Kil Pest Control	Exterminating and pest control services	100-249
CESA 10	Educational support services	100-249

Source: Wisconsin DWD; Major employers were extracted from Infogroup National Database

## 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 is located on the southern edge of Chippewa County, within the city limits of Eau Claire. It provides two trips per day scheduled passenger service to Chicago O'Hare on United Airlines/Sky West airline. A municipal airport is located in Cornell, with a 2,420 foot asphalt runway, used for private general aviation purposes.

**BUS SERVICE**—Chippewa County is served by Jefferson Lines 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.