



**MARATHON COUNTY  
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE  
AMENDED AGENDA**

Date & Time of Meeting: **Thursday, September 1, 2022, at 3:00 p.m.**

Meeting Location: **Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI** Committee

Members: Rick Seefeldt, Chair; Becky Buch, Vice-Chair; David Baker; Bobby Niemeyer; Tom Rosenberg; Kim Ungerer; Crystal Bushman

**Marathon County Mission Statement:** *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

**Committee Mission Statement:** *Provide the leadership for implementation of the Strategic Plan, monitoring outcomes, reviewing and recommending to the County Board all policies related to educational and economic development initiatives of Marathon County.*

*Persons wishing to attend the meeting by phone may call into the telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:*

**Phone #: 1-408-418-9388**

**Access Code: 146 235 4571**

When you enter the telephone conference, **PLEASE PUT YOUR PHONE ON MUTE!**

The meeting will also be broadcast on Public Access or at <https://tinyurl.com/MarathonCountyBoard>

- 1. Call Meeting to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment** *(Any person who wishes to address the committee during the "Public Comment" portion of meetings, must provide his or her name, address, and the topic he or she wishes to present to the Marathon County Clerk, or chair of the committee, no later than five minutes before the start of the meeting. All comments must be germane to the jurisdiction of the committee)*
- 4. Approval of the Minutes of the July 2022, Extension, Education & Economic Development Committee Meeting.**
- 5. Policy Issues Discussion and Potential Committee Determination:**
  - A. Continued discussion of recommendations to Executive Committee for updates to the strategies, objectives, and expected outcomes found in the 2019-2022 Strategic Plan
    1. New strategies to be added to the existing Objectives in the plan.
    2. Strategies to be prioritized within existing objectives.
    3. Strategies or objectives from the 2016 Comprehensive Plan to add to the Strategic Plan.
- 6. Operational Functions required by Statute, Ordinance, Resolution or Policy: None**
- 7. Educational Presentations and Committee Discussion**
  - A. Monthly Summary of the Marathon County Public Library
  - B. UW Extension August Report
  - C. MCDEVCO August Update
  - D. UW-Stevens Point Update
  - E. Update from Administrator on NACo conference discussion relative to accessible housing
  - F. Mandates and Statutes pertaining to County funding of the Marathon County Public Library**
- 8. Next Meeting Time, Location, Announcements and Agenda Items:**
  - A. Committee members are asked to bring ideas for future discussion
  - B. Next Scheduled Meeting Thursday, October 6, 2022, at 3:00 p.m.
- 9. Adjournment**

*\*Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 261-1500 or e-mail [countyclerk@co.marathon.wi.us](mailto:countyclerk@co.marathon.wi.us) one business day before the meeting*

**SIGNED** /s/ Rick Seefeldt  
Presiding Officer or Designee

EMAILED TO: Wausau Daily Herald, City Pages, and other Media Groups  
EMAILED BY: \_\_\_\_\_  
DATE & TIME: \_\_\_\_\_

NOTICE POSTED AT COURTHOUSE \_\_\_\_\_  
BY: \_\_\_\_\_  
DATE & TIME: \_\_\_\_\_



## EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE AGENDA WITH MINUTES

Date & Time of Meeting: **Thursday, August 4, 2022, at 3:00 p.m.**

Meeting Location: **Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI**

Committee Members:

Rick Seefeldt	Present
Becky Buch	Present (Webex)
David Baker	Present
Bobby Niemeyer	Present (Webex)
Tom Rosenberg	Present
Kim Ungerer	Present
Crystal Bushman	Present (Webex)

Staff Present: Lance Leonhard, Leah Giordano, Chris Holman, Michael Puerner, Kim Trueblood, Jason Hausler, Nicole Houdek

Others Present: Supervisor Maszk

1. **Call Meeting to Order**
2. **Pledge of Allegiance**
3. **Public Comment:** Erin Crawford from Aniwa, WI spoke on the library material complaint process.
4. **Approval of the Minutes of the July 7, 2022, Extension, Education & Economic Development Committee Meeting.**  
Motion by Rosenberg, Second by Ungerer to approve the minutes. Motion carried on a voice vote, unanimously.
5. **Policy Issues Discussion and Potential Committee Determination:**
  - A. Continued discussion of recommendations to Executive Committee for updates to the strategies, objectives, and expected outcomes found in the 2019-2022 Strategic Plan.
    1. New strategies to be added to the existing Objectives in the plan.
    2. Strategies to be prioritized within existing objectives.
    3. Strategies or objectives from the 2016 Comprehensive Plan to add to the Strategic Plan.
      - Supervisors discussed objective 8.7 regarding how to measure who has access to high-speed internet and the goal to have 85 percent of households have accessibility by the end of next year. Discussion was had and questions were answered.  
Motion by Baker, Second by Rosenberg to support Infrastructure changes to Objective 8.7. Motion passed on a voice vote, unanimously.
      - Supervisors discussed objective 10.6 to specify what the goals of the objective are and if changes need to be made. Discussion was had and questions were asked. Future discussion will be had on this objective after additional presentations.
      - Supervisors discussed objective 10.8. Supervisor Baker volunteered to improve the wording of the objective and follow up will be had.
      - Objective 10.10 will be revisited after Supervisors review changes and updates.
6. **Operational Functions required by Statute, Ordinance, Resolution or Policy: None**
7. **Educational Presentations and Committee Discussion**

- A. Update from Administrator on Budget Preparation process – Administrator Lance Leonard spoke about the budget building process. There are areas which are core duties and services that Marathon County must provide and some that are discretionary. Questions were asked and answered.
  - B. Report from UW Extension – Jason Hausler provided an update on programs, new staffing, and budgeting.
  - C. Monthly Summary of the Marathon County Public Library – Leah Giordano gave an update
  - D. Presentation Regarding Library Materials Complaint Process  
Corporation Counsel Michael Puerner provided a presentation regarding the complain process for the library where there is a link provided in the slides or there is a complaint process form that can be submitted.
- 8. Announcements:**
- a. Next meeting will be on September 1, 2022 at 3:00 p.m.
  - b. Fair is happening this week.
  - c. We are looking for the next Marathon County employee so encourage people you may know to apply online or there is a booth at the fair.
- 9. Adjournment**  
Motion by Rosenberg, Second by Baker to adjourn. Meeting was adjourned at 5:00 p.m.

Minutes prepared by Nicole Houdek, Administrative Specialist

## Proposed Updates to EEED Strategic Plans Objectives 10.8 and 10.10

10.8 – Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote the efficient movement of goods.

### Strategy A

Existing:

Support efforts to engage the public and private sectors to provide leadership for county economic development efforts:

Proposed: (Unchanged)

### Strategy B

Existing:

B. Engage local municipalities on how county infrastructure development can contribute to business and industrial park growth.

Proposed: (Unchanged)

### Strategy C (New)

Support efforts to develop a Kowalski road I39 interchange.

Outcome Measure 1:

Proposed Change to: (From Comp Plan, page 131-132)

Maintain a 5-8 year inventory of developable land within the municipal business and industrial parks.

Outcome Measure 2:

Proposed Change to:

By December 31, 2024, the number of private full-time and part-time employee positions in Marathon County will increase or be maintained.

New Proposed Outcome Measure 3:

By December 31, 2023, amend the Wausau MPO Long Range Transportation Plan to include the Kowalski Road Interchange.

10.10 – Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

#### Strategy A

Existing:

Respond to changing economic conditions and opportunities through periodic review and updating of economic development strategies, policies, investments, and programs:

Proposed: (Unchanged)

#### Strategy B

Existing:

Work with MCDEVCO to support a low-interest loan fund to finance new farmer startups and adoption of new technology by existing farmers:

Proposed: (Unchanged)

#### Strategy C

Existing:

Enhance awareness of MCDEVCO as the primary point of contact for business expansion and startup information.

Proposed: (Unchanged)

Outcome Measure 1:

Proposed Change to:

During 2023 and 2024, the average annual number of business startups in Marathon County will be maintained or increased.

Outcome Measure 2:

Proposed Change to:

By December 31, 2023, add one or more McDevco informational pages to the “Work” section of the Marathon County website.

# Proposed Kowalski Road Interchange Economic Impact Analysis (EIA) 2021







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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**.

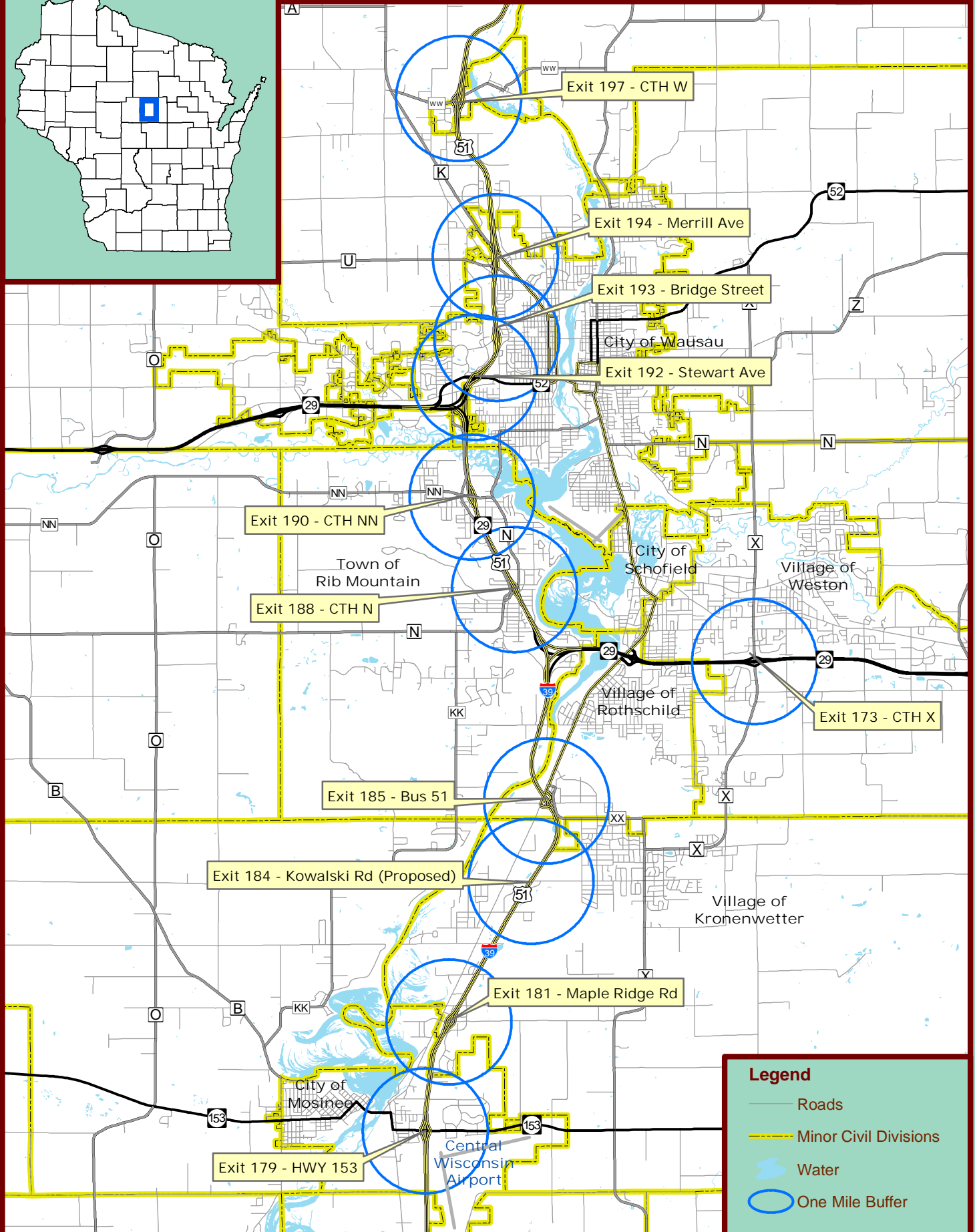
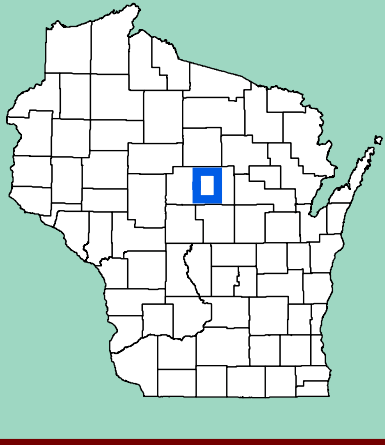
Over the last decade, there has been substantial study of a possible Kowalski Interchange. The process of establishing a new interchange is long and requires substantial information, as well as approval by a variety of agencies, including the Federal Highway Administration (FHWA).

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.

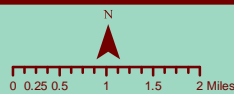
# CORRIDOR MAP

# 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



### Legend

- Roads
- - - Minor Civil Divisions
- Water
- One Mile Buffer



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**

<b>Minor Civil Division</b>	<b>2000</b>	<b>2010</b>	<b>2020</b>	<b>Net Change</b>	<b>% Change</b>
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%

*Source: U.S. Census*

### 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.



<b>Table 2: Population Projections</b>				
<b>Minor Civil Division</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2040</b>
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
<b>Urban Area Totals:</b>	<b>86,970</b>	<b>89,095</b>	<b>90,290</b>	<b>90,710</b>
<i>Source: Wisconsin Department of Administration</i>				

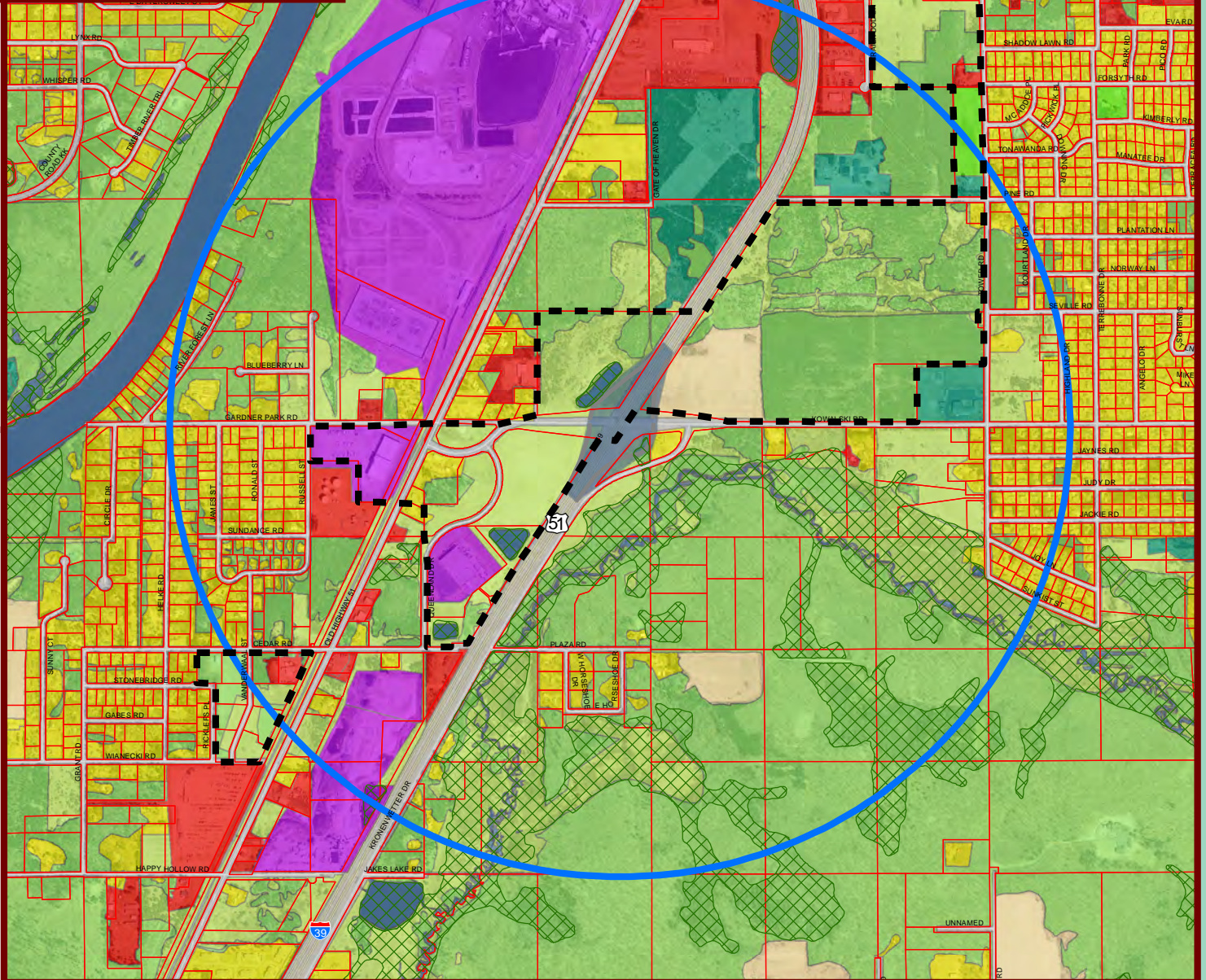
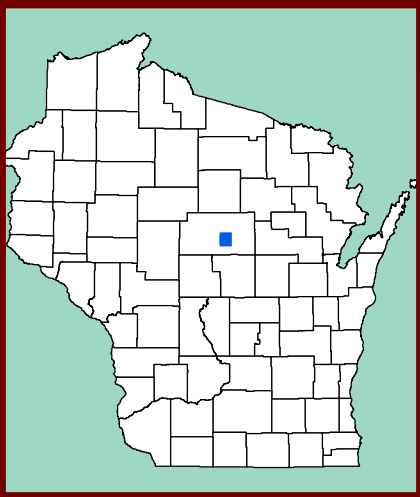
### Interchange Analysis

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
- Agriculture
- Industrial
- Outdoor Recreation
- Woodlands
- TID Boundary
- Commercial
- Multi-Family
- Residential
- Water
- One Mile Buffer
- Governmental / Institutional
- Open Lands
- Transportation & Utilities
- 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
<b>NE area by Interchange</b>	Woodlands, Open Lands, and Agriculture	Industrial / Commercial (BP)
<b>NW area by Interchange</b>	Open Lands, Woodlands, Commercial (5%), Residential, and Governmental	Industrial / Commercial (BP)
<b>SE area by Interchange</b>	Open Lands, Woodlands, and Residential	Industrial / Commercial (BP)
<b>SW area by Interchange</b>	Open Lands	Industrial
<b>Visibility from freeway</b>	Good visibility of all four areas	
<b>Environmentally Sensitive Areas</b>	Floodplains located NE, SE, SW, and NW of proposed Interchange, Wetlands located SE and SW of proposed Interchange	
<b>Soil Suitability for Dwelling w/ Basement</b>	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	
<b>Soil Suitability for Small Commercial Buildings</b>	Areas NE, SW, and NW are Not Limited Area SE ranges from Not Limited to Very Limited	
<b>Development Opportunities &amp; Limitations</b>	Opportunities: Surrounding land is mostly undeveloped. Limitations: Floodplains present in all directions, some residential building limitations are present, especially in SE Area.	

Source: NCWRPC, 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:

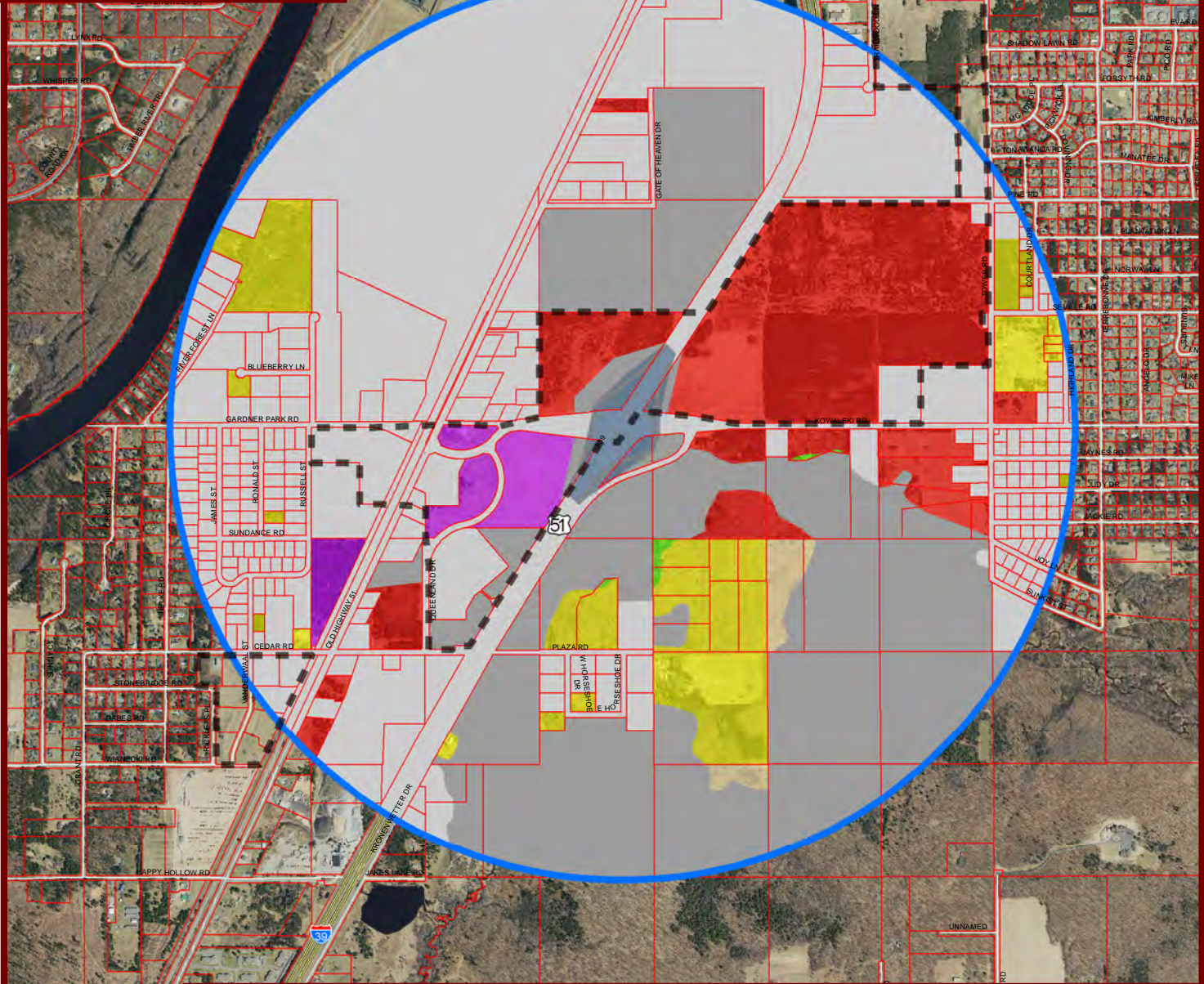
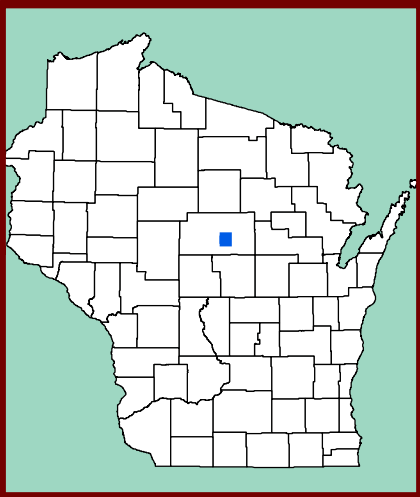
### **Scenario A -Comprehensive Plan**

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**

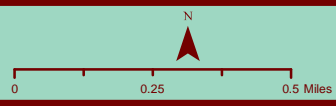
This scenario is based on the existing land use and a natural extension of those uses. Currently about 1,553 acres are developed or have development constraints. The balance or 457 acres at build out, would add 65 acres of industrial/manufacturing, 200 acres of residential and 192 acres of commercial.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

# SCENARIO A



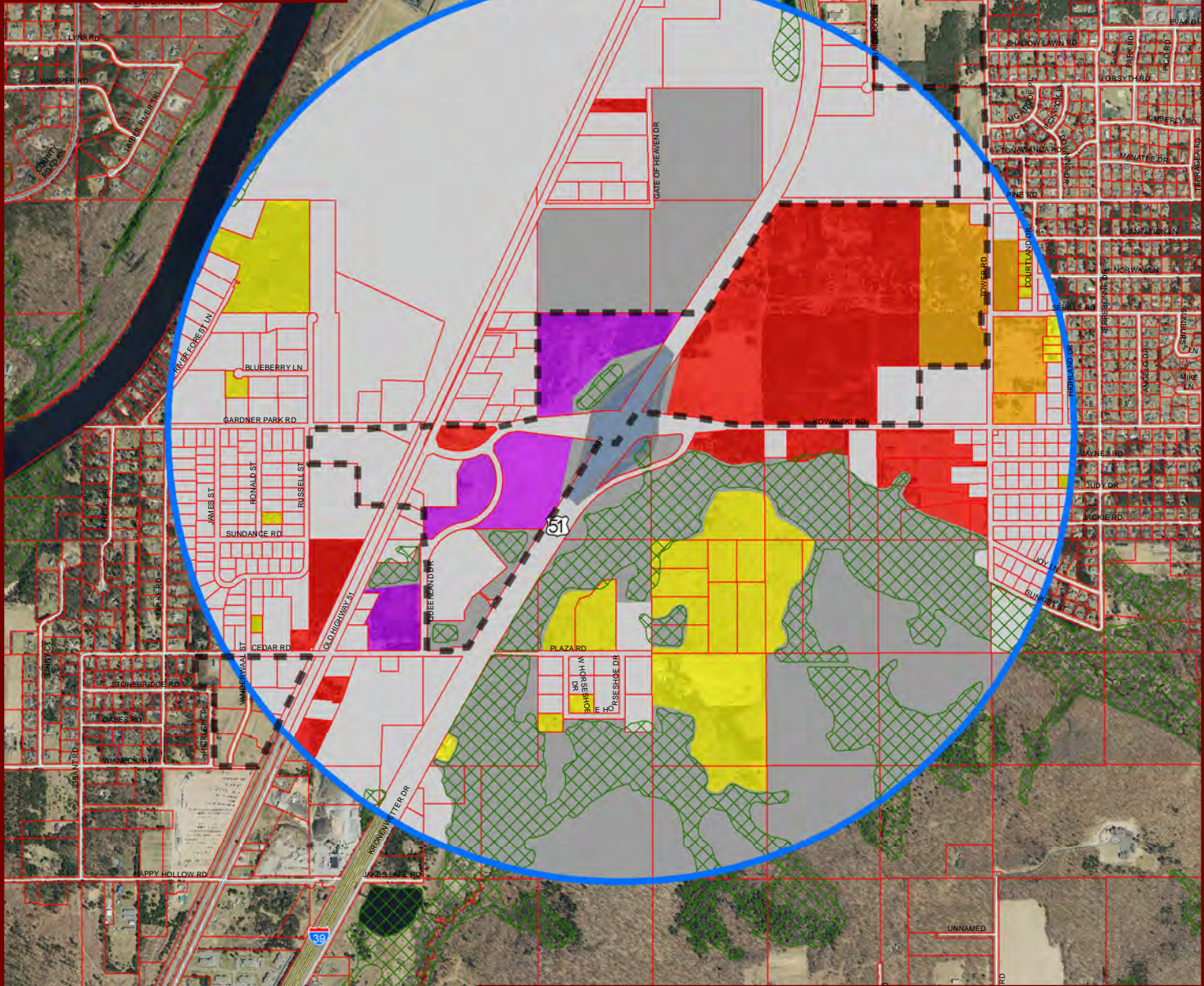
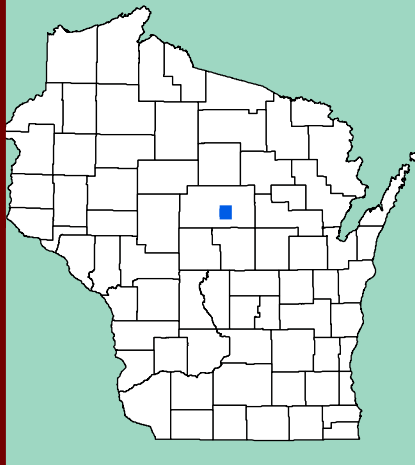
**Legend**

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





# SCENARIO B



**Legend**

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

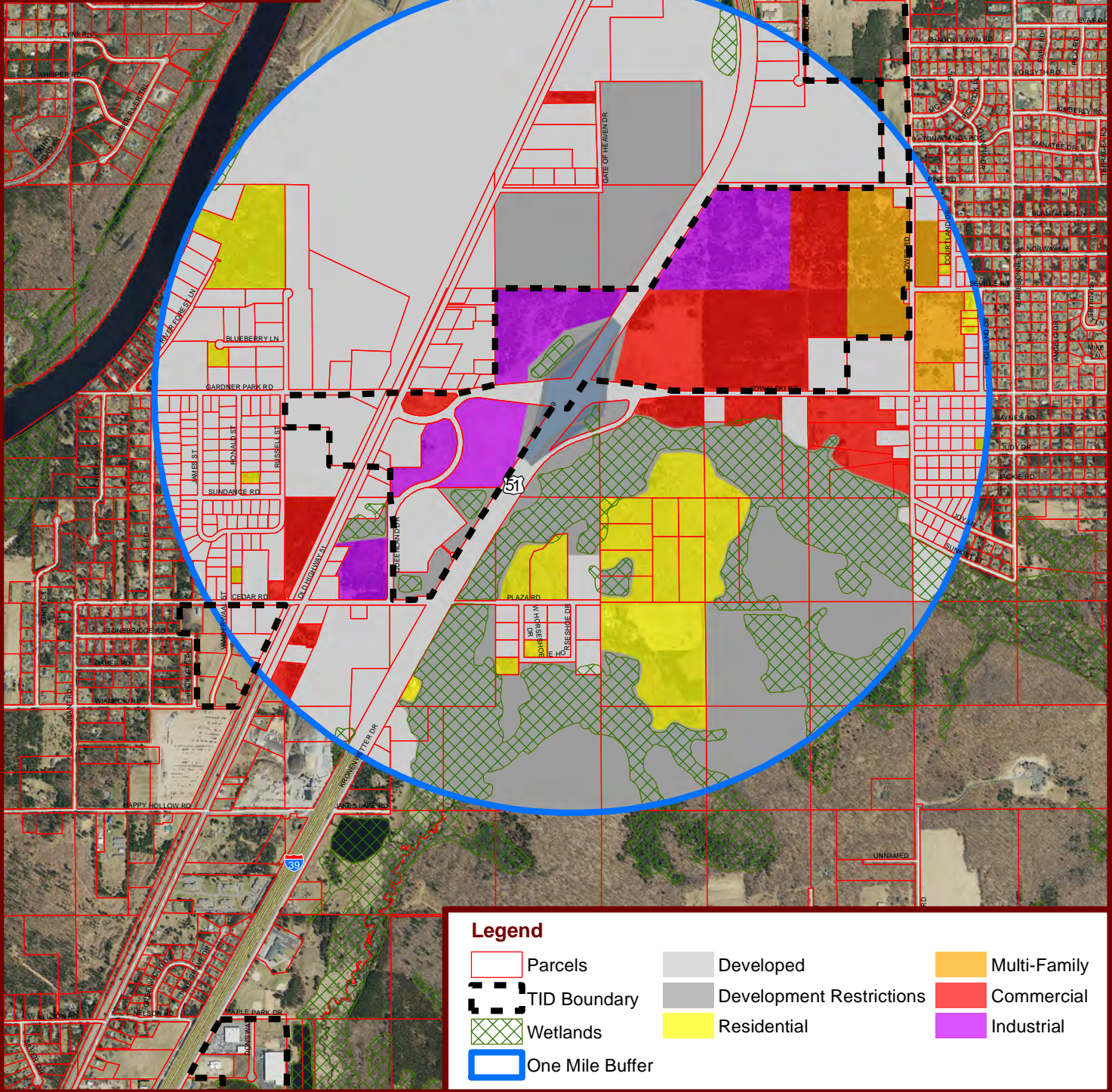
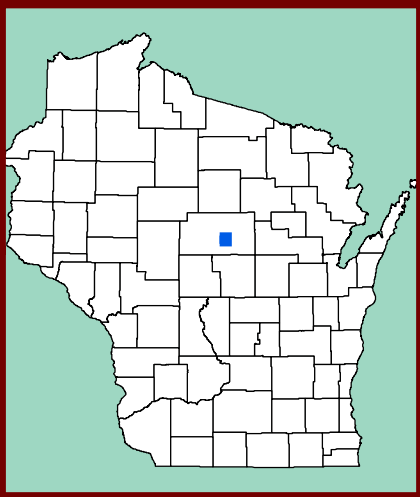
### ***Scenario C – Balanced Development***

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

MAP 5

KOWALSKI ROAD INTERCHANGE



### Legend

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

## 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.

<b>Table 4 - Scenario A Kowalski Interchange Economic Impacts</b>				
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.

<b>Table 5 - Scenario B</b>				
<b>Kowalski Interchange Economic Impacts</b>				
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
<b>Totals:</b>	<b>2,010</b>		<b>\$ 184,752,455</b>	<b>1,590</b>
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.

<b>Table 6 - Scenario C</b>				
<b>Kowalski Interchange Economic Impacts</b>				
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.**

<b>Table 7 - Comparison Kowalski Interchange Economic Impacts</b>				
	Potential FMV	75%	100%	125%
Scenario A	\$ 96,308,407	<b>\$ 72,231,305</b>	\$ 96,308,407	\$ 120,385,509
Scenario B	\$ 104,095,672	\$ 78,071,754	\$ 104,095,672	<b>\$ 130,119,590</b>
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	<b>1,193</b>	1,590	1,988
Scenario C	1,690	1,268	1,690	<b>2,113</b>

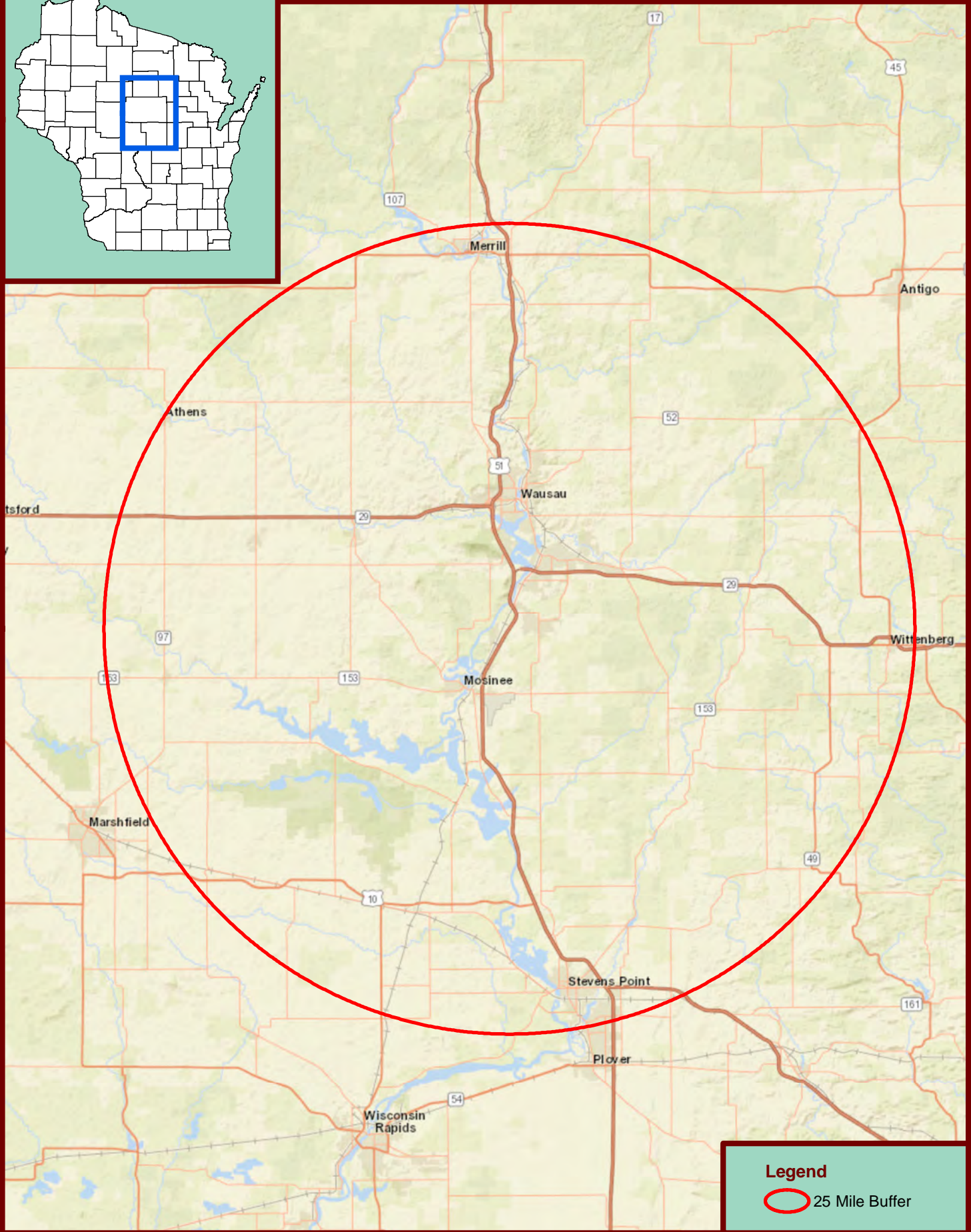
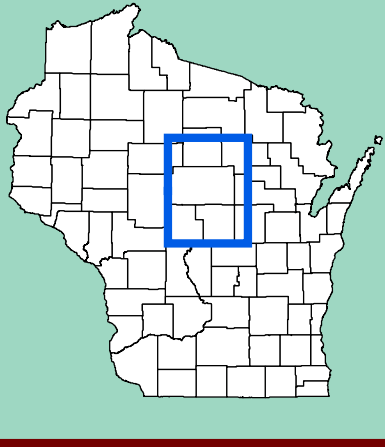
As with any study related to future impacts, they are based on historic trends. Some of these may not occur or may change. Market trends in the retail and commercial have been changing for a variety of reasons, including on-line sales and most recently the pandemic. Industrial and manufacturing expansions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



**ATTACHMENT: MARKET DATA**


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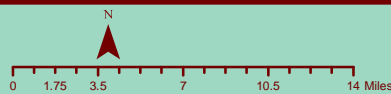
# 25 MILE MARKET STUDY AREA



KOWALSKI ROAD INTERCHANGE

### 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	%
<b>1 Person</b>	<b>23,253</b>	<b>29.48</b>	<b>25,750</b>	<b>31.96</b>
<b>2 Person</b>	<b>30,001</b>	<b>38.03</b>	<b>30,524</b>	<b>37.89</b>
<b>3 Person</b>	<b>10,684</b>	<b>13.54</b>	<b>10,191</b>	<b>12.65</b>
<b>4 Person</b>	<b>9,117</b>	<b>11.56</b>	<b>8,639</b>	<b>10.72</b>
<b>5 Person</b>	<b>3,620</b>	<b>4.59</b>	<b>3,426</b>	<b>4.25</b>
<b>6+ Person</b>	<b>1,268</b>	<b>1.61</b>	<b>1,167</b>	<b>1.45</b>

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	
<b>Total</b>	<b>\$9,083</b>	<b>n/a</b>	<b>\$10,246</b>	<b>n/a</b>	
<b>Food At Home</b>	<b>\$4,788</b>	<b>\$377,682</b>	<b>\$5,335</b>	<b>\$429,774</b>	
<b>Food Away From Home</b>	<b>\$3,689</b>	<b>\$291,038</b>	<b>\$4,210</b>	<b>\$339,148</b>	
<b>Alcoholic Beverages</b>	<b>\$605</b>	<b>\$47,764</b>	<b>\$701</b>	<b>\$56,481</b>	

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

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



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

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

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

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

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

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

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

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

**Retail Potential**

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

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

Data Source: Applied Geographic Solutions 2021



## **Business Report**

25 miles radius around Lat: 44.844 Lng: -89.645

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

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



# 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



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

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

	<b>MEDIAN ANNUAL WAGE</b>	<b>MEDIAN HOURLY WAGE</b>	<b>TOTAL JOBS</b>
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
<b>Transportation and Material Moving Occupations</b>	<b>\$37,140.85</b>	<b>\$17.86</b>	<b>15,852</b>
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

	<b>MEDIAN ANNUAL WAGE</b>	<b>MEDIAN HOURLY WAGE</b>	<b>TOTAL JOBS</b>
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
<b>Military-only occupations</b>	<b>\$47,932.27</b>	<b>\$23.05</b>	<b>363</b>
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**

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

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

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



**Total Businesses by NAICS**

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

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

**Total Employees by Establishment Type**

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

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

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



**Total Employees by NAICS**

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

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

	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	%
<b>Religious/Civic/Professional Organizations</b>	<b>2,192</b>	<b>2.09</b>

Data Source: Applied Geographic Solutions 2021



## Monthly Summary of the Marathon County Public Library for the Marathon County Extension, Education, and Economic Development Committee

September 2022

### 2022 Staff Development Day

Themes and speakers for Staff Development Day have been confirmed for September 16. The main presentation will be “The Challenging Patron Workshop: Library Security, Safety, and Service at the Moments of Truth”.

We will spend a good portion of our day with one of the nation’s leading experts on library safety and security. Dr. Steve Albrecht (pictured) has trained thousands of library employees on the do’s and don’ts of handling challenging, entitled, odd, or even threatening patrons who may want to disrupt the library. His program offers practical and realistic tools to make our facility a better, safer place to work. We will learn safe workplace behaviors, security measures, personal protection methods, and how to activate your “high-risk” customer service skills. A few topics that Steve covers in this fast and empowering program include: *The “New” Library Environment, Our List of Challenging Patrons, Opiate Users and Narcan, and Managing Homeless and Mentally Ill Patron Behavior Issues.*

In the afternoon, Dr. Steve will take a deeper dive into security scenarios with the staff, and we’ll also have time for team building exercises with Jamie Matczak from WVLS and learn some mindful connection meditative techniques from certified meditation and yoga instructor Mandy Wright.



## 2023 Marathon County Public Library Budget

Budget preparations are underway in anticipation of the of the annual budget meeting with County Administrator Leonhard and Finance Director Palmer which will take place on September 7th. The County Administrator is asking all departments to make efforts towards a 2% operational reduction and to evaluate services and staffing for cost savings to accommodate the anticipated personnel budget increases in light of the compensation study.

## MCPL Hosts Youth Poetry Contest

The Marathon County Public Library recently hosted a county-wide youth poetry contest. Students between the ages of 9 and 18 were asked to submit their best work, with submissions judged by Wausau Poet Laureate Dawn Anderson (pictured). Overall, MCPL received over 50 poems from more than 30 students!

The contest ran from January 1 through May 27, with the winners announced in mid-June. In the 9–12 year-old age category, “Spring is a Spring” by Macy Rentmeester was named the top entry. Second place went to “The Sea Emotions” by Paige Mathies and third place went to “Imagination” by Olive Rentmeester.

Winners in the 13–18 year-old age group were: in first place, “Monsters” by Emma Kutella; second place, “I Am” by Cayden Sapinski; and third place, “The Garden” by Mei Bean.

The top three poets in each age category had their poetry shared on MCPL’s website, and social media, and in the library’s print newsletter. The top two entries in the 9-12 age group also received a copy of the book *How to Eat a Poem*, while the top two poets in the 13-18 category received a one-year subscription to *Poets & Writers* magazine.

Of the experience, Anderson said: “Thank you for this privilege to read these wonderful poems where young people pour out their hearts, joys, struggles and creativity. It confirms my resolve that poetry is a wonderful way to process thoughts and feelings, and share wonders.”



## Staffing

New Library Services Manager Bio: Katelyn Sabelko was born and raised in Eau Claire, WI. She has a Bachelor's degree from UW-Eau Claire and a Master of Library and Information Studies from UW-Madison. Prior to taking the role of Library Services Manager, Katelyn worked as the Head of Public and Reference services at Briar Cliff University and as an adjunct college instructor. She is passionate about libraries, communities, and lifelong learning.

In other staffing news, interviews were held for the cataloging specialist position in light of Pat S.'s retirement, who worked at MCPL for over 48 years! Interviews were also held for the open 20 hour branch assistant position in Rothschild. Breanna L. was hired and will start orientation on August 8th. We are very excited to welcome her to the team! Robin has resigned her position as a branch assistant in Rothschild, with her last day being August 6th. Rothschild staff and patrons will miss seeing her every day, but are excited for her next adventure! This 30 hour position is posted and will close on August 7th.

## Youth Services

In July, youth services continued to be a busy place. The Summer Library Reading Club was in full effect with over 200 books given away and over 110 kids participating. We continued outreach to summer school programs with the Community Connections program. Randy Peterson visited the 400 Block and told the tale of "Henry and the Treasure Chest," which explored the joys of reading through songs, movement and adventure. We gave away 950 jeweled treasure chests county-wide. We rearranged our new shelves to make the space more open and inviting, and also to maximize our bookshelf space. Popular book displays included unicorns and other mythical creatures, summer foods and gardening, fireworks, and beach reads.

## Branches

Summer library program is in full swing! We have had many outdoor book clubs and story times at all locations, and many children are turning in book reviews and collecting their free books. Grab and Go craft kits continue to be popular at all locations. In July, we collectively handed out 366 treasure chest craft kits for kids and 158 salt scrub kits for adults. Mosinee also gave out 117 grab and go Ollivander wand kits in honor of Harry Potter's birthday, which also included extra supplies to make a mini Hedwig! This has been Mosinee's most popular activity since the pandemic started!

Children's entertainer Randy Peterson performed in Stratford on July 12. He put on a fantastic show called "Henry and the Treasure Chest" that combined storytelling, music, and audience interaction. He did a great job engaging the children and adults, and he was a wonderful advocate for libraries and reading. 47 people attended.

Hatley held a program called Bubble Science Paints on July 15th. 15 patrons enjoyed making bubble prints, bubble gak, and bubble snakes in the library greenspace.

In Stratford, a young patron asked to place a geocache at the library. Several visitors have already stopped by to hunt it down. The geocache is the first in a series in the area inspired by the patron's flock of chickens that have fun names. The one at the library is called "Frieda Lay PECKS a book."

Sarah hosted a meeting with Library Business Specialist Stephanie Martell and a contact of the Mosinee Historical Society Deb Nelles, to discuss historical items housed at the Mosinee Branch.

Laura, branch team lead, met with Ben K. about switching branch calendars from Google to Outlook, and also met with Katelyn S. during her orientation week to talk about branch services.

July was a month filled with many visitors! Alexander and Katelyn visited branch locations to meet staff and view the buildings, David from IT installed the firewalls and rackmounts at many branches, and Kate and Tara visited Athens and Edgar to assess the collections and help with rearranging and weeding.

*\*Thank you to Taylor, Laura, Dan, Elizabeth and WVLS for your updates and contributions.*





*We teach, learn, lead, and serve,  
connecting people with the University of Wisconsin, and engaging with  
them in transforming lives and communities.*

## 4-H – Positive Youth Development

Holly Luerksen, 4-H Program Educator

Jasmine Carbajal, 4-H Associate Educator

What a summer it has been! Many 4-H opportunities were provided to the youth and families of Marathon County. While the programs were provided by our 4-H staff they were offered our community members at large. Over 1000 youth were reached by attending one or more of the summer programs. Look at this partial list of summer programs.

- College 4 Kids (UW Marathon County - Stevens Point Wausau Campus)
- Summer Camp (held at Northern Lakes Impact Center)
- Community Connections (Wausau School District Summer School)
- Herb Kohl Learning Journeys Washington DC Travel Experience
- County Wide Rabbit Project Workshops
- Fun In The Sun Pool Party
- Kids Summer Day Camp
- Marathon PPA Breakfast on the Farm
- Foodie Club
- Marathon County 4-H Day at the Wisconsin Woodchucks
- Kitchen Science (Marathon County Library - Stratford)
- Discover WI Travel Experience
- More Than Sprinkles Cookie Decorating Workshop
- Photography Mounting Workshop
- Good Thymes at the Fair Workshop
- Discover 4-H Activity Stations (WI Valley Fair)
- 4-H Camp Fire (WI Valley Fair)



Want to participate in upcoming 4-H programs like the 4-H Foodie Pop Ups, pet costume contest, National 4-H Week Activities, Fall Forum, camps, travel experiences? Stay tuned to our bi-weekly newsletters, Facebook page, and the Marathon County 4-H webpage for more information. Or contact our office at 715-261-1230.

- A bi-weekly email newsletter for 4-H families where they learn about local, state, and national program opportunities and project resources. This effort is designed to increase communication while efficiently utilizing resources.
- A day camp for youth in grades K-3, where they learned about pollinators, tie dying, recycling, and group work through hands-on activities that included art, nature, science, and physical activity. Day camp helps youth find their sparks, enhance relationships, and foster engagement.
- A two-part series ("Kitchen Science") where 3rd-5th graders explored and learned the scientific method with various hands-on science experiments using ingredients found in a kitchen.
- A promotional event for youth and families where they explored a local pool in their community and met new people. The goal was to introduce new families to 4-H to help increase enrollment for 2023.



- A series of weekly educational lessons where youth 3rd grade and older explored foods found at their local Farmers Market, purchased food to support a local business, and cooked the food while learning and enhancing skills like using a knife properly, measuring ingredients, and food safety.
- A workshop for young people in grades 3- 12 where they learned how to decorate cookies working with different types of frostings and where they were introduced to careers related to cake decorating. The goal of this program is to support youth in exploring career pathways and for youth to try new skills.
- A travel experience orientation meeting for 4-Hers (and their parents) attending the Discover Wisconsin experience where they learned about making connections with the advisors, understanding expectations, and sharing travel information. The goal of this effort is to ensure a safe and productive experience.
- A training (Youth for the Quality Care of Animals) for youth where they learn about best practices for animal well-being, food safety, and being a role model and advocate for animal agriculture. The goal of this program is to ensure a safe and quality food product for the consumers and enable youth to sell animals at the county market sale.

## Agriculture

Heather Schlessler, Dairy Agent

- Planning for an animal handling program for EMS personnel in collaboration with District 8 Farm Bureau. The goal of this effort is to train EMS personnel how to handle various livestock animals effectively, so that they do not get injured when responding to a call involving Livestock.
- Planning for a survey of QuickBooks users in collaboration with other educators that are part of the North Central Extension Risk Management Education grant. The goal of this effort is to identify what areas of training are needed in QuickBooks, so those producers can have a better financial understanding of their farming operations.
- Planning for an Artificial Insemination course for dairy and beef producers. The goal of this effort is to provide cattle producers with the skills they need to breed cattle so that they can breed their own cattle and are not dependent on breeding companies.
- Planning for bi-annual Midwest Manure Summit for farmers, managers, agronomists, engineers, nutrient management consultants, manure haulers, consultants, and other agri-business professionals. The goal of this effort is to teach individuals the latest, unbiased, university-based research on manure handling technologies, so that they can improve environmental sustainability and increase farm business viability.
- Planning the 2022 Autumn Emergency Livestock Transport Response (PELTR) hybrid courses to increase economic sustainability of a local area's emergency plan for roadside incidents involving livestock trailers.
- A demonstration exhibit at Wisconsin Farm Technology Days where farmers and other attendees learned about beef x dairy crossbred calves and paired housing systems for young calves. The goal of this effort is to encourage humane livestock management and increase the value of surplus calves from dairy farms.
- Planning for the Agriculture Education area at 2022 Wisconsin Farm Technology Days, an outdoor trade show for farmers and rural communities to increase knowledge of Extension Agriculture programs in crops and soils, dairy, farm management, livestock, and horticulture.



Extension

UNIVERSITY OF WISCONSIN-MADISON  
MARATHON COUNTY

# August 2022 Report

## FoodWise

Gaonou Thao, FoodWise Educator

- Monthly nutrition/food demo series for Hmong women participating in a domestic abuse support group where participants taste new foods and learn healthy ways to prepare them. The purpose of this program is to improve the quality of their families' diet and increase their ability to manage their food resources.
- Monthly nutrition/food demonstration for adults with limited incomes where participants learn to improve the quality of their families' diet and increase their ability to manage their food resources. The goal of the lessons is for participants to increase eating more fruits, vegetables and whole grains and increase their willingness to try or prepare new foods.

## Horticulture

Janell Wehr, Horticulture Educator

- Planning and revising an online course for consumer audiences (home gardeners) where participants learned fundamental knowledge of Wisconsin horticulture with an emphasis in Integrated Pest Management. The goal is to increase decision-making and problem-solving skills, improve the productivity / health of gardens and landscapes, and to implement gardening practices that have a positive impact on the environment.
- A therapeutic horticulture program (Gaining Ground Garden) for Marathon County residents with court mandated community service hours, where participants learned gardening skills to increase the use of positive self-management practices (self-care and wellbeing activities).
- A weekly therapeutic horticulture program (Green Team) for Marathon County Veterans, where participants learned gardening skills to increase the use of positive self-management practices (self-care and wellbeing activities).
- A social media outreach campaign for consumer gardeners in Wisconsin, where Facebook and Instagram users engaged with Extension resources, including the UW-Madison Extension Horticulture Topic Hub publications and YouTube videos. This effort is designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- Planning for a multi county educational program series for community gardeners. The goal of this effort is to increase gardeners' knowledge, promote best gardening practices and provide university based resources to community gardeners, which improves the health and productivity of their garden plots.
- A virtual and in-person weekly educational series (Extension Wellness) for Central WI residents where participants learn a variety of topics to improve overall well-being and health. The purpose of this series is to increase overall well-being and health of residents through programs on financial, nutrition, horticulture, and behavioral health education.



## Natural Resources

Kris Tiles, Regional Natural Resources Program Manager

- Implementation of the Wisconsin Tree Farm Field Day for WI woodland owners in collaboration with the Wisconsin Tree Farm committee, the WDNR, etc. The goal of this effort is to engage woodland owners in forest management so that WI woodlands will be conserved into the future.
- An Extension Forestry booth at Farm Tech Days for WI farmer woodland owners, where participants learned about agroforestry and were connected with their county service foresters.

## Upcoming Programs

- Extension Wellness Series – 2022  
<https://marathon.extension.wisc.edu/horticulture/therapeutic-horticulture/>
- Romaine Calm and Garden On  
<https://marathon.extension.wisc.edu/2022/02/16/learn-to-garden/>
- FoodWise Healthy Eating Series  
Please contact Gaonou Thao at [gaonou.thao@wisc.edu](mailto:gaonou.thao@wisc.edu)
- Marathon County 4-H Enrollment  
<https://marathon.extension.wisc.edu/4h/join-4-h/4honline-enrollment/>

Jason Hausler  
*Area Extension Director*

Janel Wehr  
*Horticulture Educator*

Kathy Johnson  
*Administrative  
Assistant*

Heather Schlessner  
*Dairy Agent*

Gaonou Thao  
*FoodWise Educator*

Holly Luerssen  
*4-H Program Educator*

Kris Tiles  
*NRI Program Manager*

Jasmine Carbajal  
*4-H Associate Educator*

## MCDEVCO, Inc. – August 2022 Report

### GAP FINANCING

MCDEVCO continues to work with businesses throughout Marathon County to provide *GAP* financing.

#### **MCDEVCO Economic Development Updates:**

- Bounce Back Grant Acknowledgment Letters Administered: 35
- Marketing Workshop Attendees: 12
- Successful Selling Attendees: 10
- Women's Read Attendees: 4
- UW Law Business Law Basics Attendees: 15
- POWTS
- *GAP* Loan Program

### COVID-19 GRANTS

MCDEVCO continues to administrate the Marathon County Microbusiness Grant.

- Total Grantees Awarded: 28
- Total Amount Disbursed to Marathon County Businesses: \$140,000.00
- MCDEVCO is still marketing, receiving and processing these applications.



**Marathon County  
Microbusiness  
GRANT**

Grant is designated for microbusinesses with five or less employees that were affected by COVID-19.

CLICK Here for more information or to apply.

Business must be located in Marathon County, WI - outside of the City of Wausau to apply.

### ENTREPRENEURIAL DEVELOPMENT

#### **2022 Educational Programming**

MCDEVCO has had great success with its 2022 Programming Calendar.

#### **PAST EVENTS:**

- **March 5, 2022:** HWCC Networking Event and Tour of EEC.
- **March 29, 2022:** DC Everest Youth Entrepreneur Field Trip of EEC and MCDEVCO.
- **May 12<sup>th</sup> and May 19<sup>th</sup>:** Marketing Workshop led by Elina Van Natta of Creative Shock Marketing.
- **June 1<sup>st</sup> and June 8, 2022:** Successful Selling in 2022 with Tim McKeough of Q Up Success.
- **June 28<sup>th</sup>:** MCDEVCO spoke with a group of upcoming graduates at the Wisconsin School of Cosmetology about starting businesses.
- **August 10<sup>th</sup>:** UW Madison Law in partnership with MCDEVCO hosted a Business Law Basics Event which consisted of a Q and A session as well as one on one mentoring with Supervising Attorney Jeffrey Glazer and two UW Madison Law Students.

## **UPCOMING EVENTS:**

- **August 23, 2022:** Mosinee Chamber of Commerce in partnership with MCDEVCO will be hosting an Information Session to highlight economic development resources available to businesses through MCDEVCO as well as at the Entrepreneurial & Education Center.
- **September 13<sup>th</sup> through December 19, 2022:** 16 Week *GEARS* Entrepreneurial Certificate Program.
- **October 14, 2022:** *Moving the Needle: Ideas to Action*. MCDEVCO will be hosting an event in response to Women's Small Business Month in partnership with Heidi Lewerenz of HL Strategies.

## **Municipalities**

MCDEVCO hosts Quarterly Municipality Meetings at the Entrepreneurial & Education Center. The last scheduled meeting was held on July 20, 2022.

## **EEC Management**

Occupancy Update:

- January 2021 Occupancy: 61%
- December 2021 Occupancy: 74%
- July 2022 Occupancy: 79%
- Office Space Available to Lease: 8
- Manufacturing Available to Lease: None

**Kim Weber**, Executive Director - MCDEVCO



# Wausau UW-Stevens Point

Report to the Extension, Education, and Economic Development Committee  
September 2022

1. **Volunteers Needed** – If anyone is interested in volunteering to work in our Union Café (7:30-10:00am) please contact Ozalle Toms [otoms@uwsp.edu](mailto:otoms@uwsp.edu) or 715-261-6269.
2. **Taste of Jamaica**- Taste of Jamaica is open Monday-Thursday (11am-2pm) and Friday (11am-7pm)
3. **Orientation and Advising** – We have completed our orientation sessions for fall 2022. About 90% of our newly admitted students attended orientation. Our advisors continue to meet with students as needed.
4. **First day of classes** – The first day of classes is September 6
5. **Welcome Back Day** – Our student welcome back day is scheduled for September 8. It will be held in Marathon Park.
6. **Day of Service**- In honor of Chancellor Gibson's Inauguration, all three campuses will participate in a day of service on Sept 22
7. **Central Wisconsin Book Festival** -UWSP at Wausau will host Sept 22  
<https://www.mcpl.us/cwbf/schedule>
8. **Marathon County Community Conversation on Childcare** will be held  
On Sept 28 (5-6:30pm) at the Center for Civic Engagement

Submitted by Ozalle Toms, Campus Executive

# COUNTY FUNDING OF PUBLIC LIBRARY SERVICES

Statutory Requirements and Considerations

**Mike Puerner**

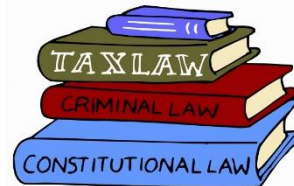
Corporation Counsel





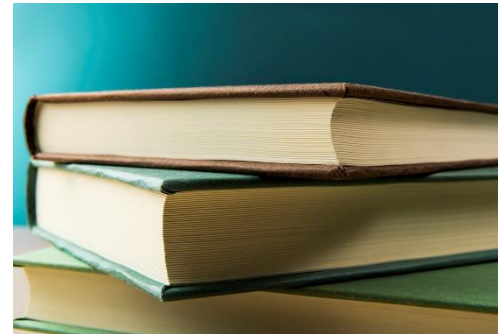
# Library Governance

- Libraries are governed by Chapter 43 of the Wisconsin Statutes
- There are four types of governance arrangements for public libraries in Wisconsin:
  - Municipal public libraries (governed by cities, villages, or towns – 43.52)
  - Joint public libraries (formed by combinations of municipalities – 43.53)
  - Consolidated county libraries (each library in County is a branch of main county library– 43.57)
  - Tribal library (governed by tribal council)



# Marathon County Public Library

- Marathon County operates a consolidated library system
- Marathon County Public Library is supported by:
  - County funds
  - State aid
  - Grant funds
  - Gifts and donations



# Funding for Library Systems - Generally

- Under Wisconsin law, counties are required to support libraries financially
- The method of funding required is dependent upon the type of library governance system in place
- Counties decide on the amount of annual appropriation for library services consistent with any statutory requirements
- Library boards have exclusive authority over expenditure of funds once appropriated

# Funding for Library Systems

- If a county does not have a consolidated county library system, the County is required to reimburse local and joint libraries within the County and in adjacent counties at an amount set by state statute
  - Amount of reimbursement to each library must be equal to at least 70% of the amount computed by multiplying the number of loans made to residents of the County who are not residents of a municipality that maintains a municipal or joint library system by the amount that results from dividing the total operational expenditures of the library during the calendar year for which the number of loans are reported
  - County is also required to reimburse other adjacent counties with consolidated library systems for at least 70% of the amount computed by multiplying the number of loans made to residents of the County by the amount that results from dividing the total operational expenditures of the adjacent county library by the total number of loans made by that library during the calendar year
  - Thus, the County's obligation is to reimburse other library systems for at least 70% of the cost of service to County residents who do not live in a municipality with its own library service
    - in Marathon County, no municipalities have library services

# Funding for Library Systems

- The 70% funding level for counties without a consolidated library system is a floor for funding.
- Counties may fund at any level at or above the 70% threshold.

# Funding for Library Systems

- Counties may levy a county-wide tax for library services
  - Residents of municipalities within the County are subject to this tax unless the municipality levies its own library tax, appropriates those levy amounts to a library fund, and files for and receives an exemption from the County
  - Municipalities only become exempt if they tax themselves for library services at a higher tax levy rate than the County



# Funding for Library Systems

- If a county does have a consolidated county library system, the County funds that system through its budget process. All amounts appropriated to the library system are then under the exclusive control of the library.
- The prior state law requirement that municipalities maintain funding for their libraries at an annual rate of not less than the average of the three prior years was repealed in 2011. This maintenance of effort provision no longer exists in state law.

# Funding for Library Systems

- In order to establish a consolidated library system, each county must demonstrate its ability to provide adequate funding to fund the library's plan of service (43.15(2))
- In order to receive and maintain eligibility for state aid, a library system must provide the following:
  - Technology and resource sharing planning
  - Routing of reference and interlibrary loan requests
  - Electronic delivery of information and physical deliver of library materials
  - Training for member library staff and trustees
  - Professional consultant services
  - Support for library users with special needs
  - Backup reference, information, and interlibrary loan services
  - Service agreements with adjacent library systems