

Clark County

ECONOMIC PROFILE

County Population

| | 2000 | 2010 | 2015 | 2020 | 2025 | 2030 |
|--------------------------|--------|--------|--------|--------|--------|--------|
| County Population | 33,557 | 35,547 | 36,834 | 38,231 | 39,600 | 40,833 |
| Percent Increase | | 5.9 | 3.6 | 3.8 | 3.6 | 3.1 |
| Male | 16,819 | 17,677 | 18,263 | 18,896 | 19,503 | 20,027 |
| Female | 15,779 | 17,870 | 18,571 | 19,335 | 20,097 | 20,806 |
| Minority | 653 | NA | NA | NA | NA | NA |
| Percent Minority | 1.9 | NA | NA | NA | NA | NA |
| Age Under 5 | 2,555 | 2,816 | 2,968 | 3,057 | 3,043 | 2,971 |
| Age 5-9 | 2,589 | 2,901 | 3,001 | 3,155 | 3,240 | 3,218 |
| Age 10-14 | 2,949 | 2,866 | 3,024 | 3,125 | 3,282 | 3,369 |
| Age 15-19 | 2,912 | 2,649 | 2,779 | 2,934 | 3,037 | 3,196 |
| Age 20-24 | 1,612 | 2,231 | 2,052 | 2,153 | 2,278 | 2,362 |
| Age 25-34 | 3,779 | 4,390 | 5,073 | 4,833 | 4,750 | 5,007 |
| Age 35-44 | 5,017 | 4,115 | 4,045 | 4,757 | 5,450 | 5,194 |
| Age 45-54 | 4,012 | 4,844 | 4,362 | 3,968 | 3,915 | 4,631 |
| Age 55-59 | 1,464 | 2,073 | 2,322 | 2,231 | 1,886 | 1,871 |
| Age 60-64 | 1,295 | 1,623 | 1,984 | 2,228 | 2,148 | 1,823 |
| Age 65-74 | 2,562 | 2,414 | 2,711 | 3,241 | 3,801 | 3,959 |
| Age 75-84 | 1,982 | 1,743 | 1,641 | 1,675 | 1,911 | 2,312 |
| Age 85+ | 829 | 882 | 872 | 874 | 859 | 920 |

Source: 2000 Census; Updated Wisconsin DOA Population Projections



PREPARED BY THE WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2011

Municipal Population

| | 1970 | 1980 | 1990 | 2000 | 2010 | Percent Change | | | |
|-------------|-------|-------|-------|-------|-------|----------------|---------|---------|---------|
| | | | | | | 1970-80 | 1980-90 | 1990-00 | 2000-10 |
| Neillsville | 2,750 | 2,780 | 2,680 | 2,731 | 2,602 | 1.1 | -3.6 | 1.9 | -4.7 |
| Abbotsford+ | 1,375 | 1,901 | 1,916 | 1,956 | 2,000 | 38.3 | .8 | 2.1 | 2.2 |
| Colby+ | 1,178 | 1,496 | 1,532 | 1,616 | 1,764 | 27.0 | 2.4 | 5.5 | 9.2 |
| Thorp | 1,469 | 1,635 | 1,657 | 1,536 | 1,538 | 11.3 | 1.4 | -7.3 | 0.1 |
| Loyal | 1,126 | 1,252 | 1,205 | 1,308 | 1,279 | 11.2 | -3.8 | 8.5 | -2.2 |
| Greenwood | 1,036 | 1,124 | 969 | 1,079 | 1,081 | 8.5 | -13.8 | 11.4 | 0.2 |
| Owen | 1,031 | 998 | 895 | 936 | 924 | -3.2 | -10.3 | 4.6 | -1.3 |
| Dorchester+ | 491 | 613 | 697 | 827 | 849 | 24.9 | 13.7 | 18.7 | 2.7 |
| Withee | 480 | 509 | 503 | 508 | 483 | 6.0 | -1.2 | 1.0 | -4.9 |
| Granton | 288 | 399 | 379 | 406 | 393 | 38.5 | -5.0 | 7.1 | -3.2 |
| Unity+ | 363 | 418 | 452 | 368 | 347 | 15.2 | 8.1 | -18.6 | -5.7 |
| Curtiss | 135 | 127 | 173 | 198 | 207 | -5.9 | 36.2 | 14.5 | 4.5 |

+Includes portion in Marathon County

Source: 1970, 1980, 1990, 2000 Census; Wisconsin DOA Population Estimates

Per Capita Personal Income

| | 2000 | 2006 | 2007 | 2008 | Percent Change | | |
|---------------|----------|----------|----------|----------|----------------|---------|---------|
| | | | | | 2000-06 | 2006-07 | 2007-08 |
| Clark County | \$20,472 | \$26,137 | \$28,136 | \$28,455 | 27.7 | 7.6 | 1.1 |
| Wisconsin | \$28,572 | \$35,644 | \$36,990 | \$37,770 | 24.8 | 3.8 | 2.1 |
| United States | \$29,847 | \$37,698 | \$39,392 | \$40,166 | 26.3 | 4.5 | 2.0 |

Total personal income includes income from three sources: net earnings; dividends, interest and rent; and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).

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

Retail Trade

| | 2009 County Retail Trade (\$000) | As a % of Total County Retail Trade | 2009 State Retail Trade (\$000) | As a % of Total State Retail Trade |
|---|--|---|---------------------------------------|--|
| Total Retail Trade | \$291,337 | | \$80,608,894 | |
| Food & Beverage Stores | \$22,936 | 7.9 | \$10,085,475 | 12.5 |
| Food Services & Drinking Establishments | \$17,546 | 6.0 | \$7,583,538 | 9.4 |
| General Merchandise | \$11,570 | 4.0 | \$10,987,218 | 13.6 |
| Furniture, Home Furnishings, Electronics & Appliances | \$1,074 | 0.4 | \$1,274,342 | 1.6 |
| Motor Vehicles & Parts Dealers | \$42,308 | 14.5 | \$11,322,022 | 14.0 |

Source: This information is reprinted from the 2009 Survey of Buying Power published by Sales & Marketing Management. Copyright 2009 by Nielsen Claritas, Inc., a part of the Nielsen Company, and/or infoUSA, Inc. (as applicable). This product contains proprietary and confidential property of Nielsen Claritas, Inc. and/or infoUSA, Inc. (as applicable). Unauthorized use, including copying the product, is expressly prohibited.

Government Finances

| 2009 | County | State |
|---|-------------|---------------|
| Full Equalized County Valuation (\$000) | \$1,849,952 | \$511,911,983 |
| Net Property Tax (\$000) | \$36,225 | \$9,358,273 |
| Full Value Tax Rate per \$1,000 Valuation | \$19.58 | \$18.28 |
| Per Capita Property Tax | \$1,037.96 | \$1,645.25 |

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

Civilian Labor Force

| County Totals | 2004 | 2009 |
|----------------------------------|--------|--------|
| Employed | 16,645 | 16,073 |
| Unemployed | 996 | 1,663 |
| Total Labor Force | 17,641 | 17,736 |
| Average County Unemployment Rate | 5.6% | 9.4% |
| Average State Unemployment Rate | 5.0% | 8.5% |
| Average U.S. Unemployment Rate | 5.5% | 9.3% |

Source: Wisconsin Dept. of Workforce Development

Housing

| | County |
|------------------------------|-----------|
| Housing Units | 14,512 |
| 2010 Housing Unit Estimate* | 14,720 |
| Owner Occupied Units | 10,209 |
| Renter Occupied Units | 2,492 |
| Persons/Owner Occupied Unit | 2.7 |
| Persons/Renter Occupied Unit | 2.1 |
| Median Value of Housing | \$108,600 |
| Median Monthly Gross Rent | \$516 |

Source: 2005-2009 American Community Survey 5-Year Estimates and *Wisconsin DOA Housing Estimates

Representative Wage Rates

| | 2009 Hourly Rate | |
|---------------------------------------|------------------|---------|
| Position | Mean | Median |
| Assemblers, Team | \$14.57 | \$13.97 |
| Bookkeeping/Accounting/Auditing | \$14.30 | \$14.28 |
| Clerk, Shipping/Receiving/Traffic | \$14.19 | \$13.83 |
| Electrician | \$23.85 | \$23.72 |
| Maintenance & Repair Worker | \$18.87 | \$18.09 |
| Nursing Aide/Orderly/Attendant | \$10.95 | \$10.69 |
| Office Clerk, General | \$12.48 | \$12.35 |
| Packers & Packagers, Hand | \$10.20 | \$8.72 |
| Secretaries/Administrative Assistants | \$13.88 | \$13.43 |
| Stock Clerk/Order Fillers | \$10.48 | \$9.97 |
| Tool & Die Maker | \$20.50 | \$20.26 |
| Welder/Cutter/Solderer/Brazer | \$16.16 | \$15.12 |

Source: 2009 Wage Survey
Wisconsin Dept. of Workforce Development

Building Permits

| County Residential | 2004 | 2009 |
|--------------------|--------------|-------------|
| Single Family | 129 | 42 |
| Total Units | 133 | 42 |
| Value | \$15,040,273 | \$6,210,787 |

Source: Bureau of the Census

Employment by Industry

| | 2005-2009 5-Year Estimate | % of Total Employment |
|--|------------------------------|--------------------------|
| Agriculture/Forestry/Fishing/Hunting/Mining | 2,012 | 13.0 |
| Construction | 1,022 | 6.6 |
| Manufacturing | 3,669 | 23.6 |
| Wholesale Trade | 397 | 2.6 |
| Retail Trade | 1,627 | 10.5 |
| Transportation and Warehousing, and Utilities | 791 | 5.1 |
| Information | 179 | 1.2 |
| Finance and Insurance/Real Estate/Rental and Leasing | 482 | 3.1 |
| Services | 4,894 | 31.5 |
| Public Administration | 458 | 2.9 |
| Total+ | 15,531 | 100.0 |

+ Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.
Source: American Community Survey, 2005-2009 5-Year Estimates

Industry Employment Projections (West Central)

| | Estimated Employment* | | |
|---|-----------------------|----------------|------------|
| | 2006 | 2016 | % Change |
| Total, All Nonfarm Industries | 178,630 | 192,050 | 7.5 |
| Construction/Mining/Natural Resources | 8,270 | 9,060 | 9.6 |
| Manufacturing | 33,590 | 33,010 | -1.7 |
| Food Manufacturing | 5,410 | 5,310 | -1.8 |
| Machinery Manufacturing | 4,000 | 3,770 | -5.8 |
| Computer and Electronic Product Manufacturing | 3,800 | 3,070 | -19.2 |
| Trade | 29,910 | 30,400 | 1.6 |
| Transportation and Utilities (including US Postal) | 8,570 | 9,670 | 12.8 |
| Financial Activities | 7,430 | 8,180 | 10.1 |
| Education and Health Services (including State/Local Government) | 38,900 | 44,520 | 14.4 |
| Educational Services (including State/Local Government) | 16,240 | 16,930 | 4.2 |
| Hospitals (including State/Local Government) | 7,710 | 9,140 | 18.5 |
| Leisure and Hospitality | 17,840 | 19,850 | 1.3 |
| Information/Professional Services/Other Services | 22,210 | 24,080 | 13.5 |
| Government (excluding US Postal, State/Local Education and Hospitals) | 12,910 | 13,270 | 2.8 |

*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed or unpaid family workers.
Source: Wisconsin Dept. of Workforce Development

Top 25 Largest Employers

| Employer | Industry Type | Employees |
|------------------------------------|---|-----------|
| County of Clark | Executive & legislative offices, combined | 500-999 |
| Grassland Dairy Products, Inc. | Creamery butter manufacturing | 250-499 |
| Memorial Hospital, Inc. | General medical and surgical hospitals | 250-499 |
| Abbyland Pork Pack, Inc. | Animal, except poultry, slaughtering | 100-249 |
| Cummins Filtration | All other misc. general purpose machinery manufacturing | 100-249 |
| School District of Neillsville | Elementary and secondary schools | 100-249 |
| Roehl Refrigerated Transport, LLC | General freight trucking, long-distance, truckload | 100-249 |
| Colby Public Schools | Elementary and secondary schools | 100-249 |
| Weather Shield Mfg., Inc. | All other plastics product manufacturing | 100-249 |
| Our Lady of Victory Hospital, Inc. | General medical and surgical hospitals | 100-249 |
| Kerry, Inc. | Spice and extract manufacturing | 100-249 |
| Colonial House Health Resort | Nursing care facilities | 100-249 |
| Wisconsin Bench | Institutional furniture manufacturing | 100-249 |
| Packaging Corp of America | Corrugated and solid fiber box manufacturing | 100-249 |
| Lynn Dairy, Inc. | Cheese manufacturing | 100-249 |
| Abby Vans, Inc. | Charter bus industry | 100-249 |
| Liberty Homes, Inc. | Manufactured home, mobile home, manufacturing | 50-99 |
| School District of Abbotsford | Elementary and secondary schools | 50-99 |
| Heartland Coop Services | Nursery, garden, and farm supply stores | 50-99 |
| Haas Sons, Inc. | Highway, street, and bridge construction | 50-99 |
| Thorp Public School | Elementary and secondary schools | 50-99 |
| Meyer Mfg. Corp. | Farm machinery and equipment manufacturing | 50-99 |
| School District of Owen-Withee | Elementary and secondary schools | 50-99 |
| City of Neillsville | Executive and legislative offices, combined | 50-99 |
| School District of Greenwood | Elementary and secondary schools | 50-99 |

Source: Wisconsin Dept. of Workforce Development, April 2010

Recreational Highlights

| | | | |
|-------------------------------------|-----|----------------------------------|---------|
| Water Acres as Percent of Land Area | .5 | Hiking Trails-multi use (miles) | 141 |
| Swimming Areas | 5 | Snowmobile Trails (miles) | 370 |
| Fishing Lakes | 6 | ATV Trails (miles) | 193 |
| Canoe Trails (miles) | 120 | Off Road Motorcycling (miles) | 17 |
| Boat Launches | 9 | Downhill Skiing/Tubing Sites | 1 |
| Camping Sites | 546 | Cross-Country Ski Trails (miles) | 24.5 |
| Parks and Picnic Areas | 13 | Golf Courses | 2 |
| | | Hunting Areas (public acres) | 133,000 |

Source: Clark County Outdoor Recreation Plan, 2009-2013

Clark County maintains facilities for many types of outdoor recreation. Almost 133,000 acres of County forest and many acres of private land are available for hunting. The Clark County forest supplies the habitat for a wide variety of wildlife species, from the white-tailed deer and Canada goose, to the black bear and the snowshoe hare. Clark County also has rivers and streams offering excellent canoeing opportunities. The County also has exceptional winter recreational opportunities; boasting 370+ miles of snowmobile trails, plus ATV, off road motorcycling, and downhill and cross-country skiing opportunities. Parks with camping and swimming facilities are also Clark County recreational attractions.

Industrial Parks/Sites

| | Acres Served by Utilities | | | | | Community Airport | Rail Service to Community | Rail Service In Park |
|-------------|---------------------------|-----------------|-----------------|-------------|-------------------|-------------------|---------------------------|----------------------|
| | Acres Available | Municipal Water | Municipal Sewer | Natural Gas | State Hwy. Access | | | |
| Abbotsford | 18 | 18 | 18 | 18 | X | | X | |
| Colby | 17 | 17 | 17 | 17 | X | | X | |
| Curtiss | 41 | 41 | 41 | 41 | X | | | |
| Dorchester | 8 | 8 | 8 | 8 | X | | X | X |
| Loyal | 45 | 45 | 45 | 45 | X | | | |
| Neillsville | 16 | 16 | 16 | 16 | X | X | | |
| Owen | 10 | 10 | 0 | 0 | X | | X | |
| Thorp | 39 | 39 | 39 | 39 | X | | X | X |
| Withee | 4 | 4 | 4 | 4 | X | | X | |

Source: Clark County Economic Development Corporation, 2010

Miscellaneous

HIGHWAYS Clark County is served by a network of U.S. and State Highways. STH 73 runs north and south through the mid-section of the County. STH 13 also runs north and south and forms the eastern border of the County. USH 10 and STH 95, 29, 73 and 98 provide east-west routes through the County. Highway 29 is a 4-lane facility from Interstate 94 to Green Bay. The County has excellent highway accessibility to the major neighboring urban areas of Eau Claire, Wausau, Marshfield, and Wisconsin Rapids.

RAIL SERVICE Clark County communities served by rail are Abbotsford, Colby, Owen, Unity and Withee. The Canadian National (CN) Railroad runs diagonally through the County, making connections from Superior to the Milwaukee and Chicago area. Two branchlines also run through Clark County; one from Owen westward connecting to New Richmond and into Minnesota, and the other from Spencer to Medford.

AIR SERVICE Clark County has one publicly-owned basic utility-B airport located in the City of Neillsville. Clark County has access to scheduled commercial air services in Marshfield, Eau Claire and at the Central Wisconsin airport near Mosinee.

EDUCATIONAL FACILITIES Clark County is served by several technical colleges: North Central District (Wausau) with a campus in Spencer; Mid-State District (Wisconsin Rapids) with a campus in Marshfield; and the Chippewa Valley Technical College (Eau Claire) with a center in Neillsville. Associate degree and vocational education programs are offered in the areas of agriculture, services, allied health, nursing, business, marketing, trade and industry, general education, as well as apprenticeship trades. Four-year universities in Eau Claire and Stevens Point, in addition to the two-year university branch facility in Marshfield, provide associate, bachelor and master degree programs to many Clark County residents.