

CLARK COUNTY Economic Profile

October, 2006



PREPARED BY THE WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

COUNTY POPULATION

	1990	2000	2005	2010	2015	2020
County Population	31,647	33,557	34,307	35,258	36,496	37,811
Percent Increase		6.0	2.2	2.8	3.5	3.6
Male	15,868	16,819	17,141	17,571	18,167	18,782
Female	15,779	16,738	17,166	17,687	18,329	19,029
Minority	274	653	NA	NA	NA	NA
Percent Minority	.87	1.9	NA	NA	NA	NA
Age Under 5	2,429	2,555	2,638	2,695	2,854	2,983
Age 5-9	2,885	2,589	2,764	2,817	2,862	3,001
Age 10-14	2,767	2,949	2,728	2,885	2,942	2,985
Age 15-19	2,261	2,912	2,856	2,647	2,801	2,853
Age 20-24	1,602	1,612	2,252	2,215	2,055	2,171
Age 25-34	4,418	3,779	3,700	4,369	5,065	4,854
Age 35-44	4,060	5,017	4,513	4,099	4,042	4,762
Age 45-54	2,952	4,012	4,675	4,836	4,363	3,971
Age 55-59	1,393	1,464	1,684	2,064	2,324	2,228
Age 60-64	1,420	1,295	1,398	1,615	1,984	2,236
Age 65-74	2,793	2,562	2,389	2,391	2,698	3,234
Age 75-84	2,002	1,982	1,827	1,723	1,624	1,658
Age 85+	665	829	883	902	1,182	875

Source: 1990 and 2000 Census; Wisconsin DOA Population Projections

MUNICIPAL POPULATION

	1970	1980	1990	2000	2006	Percent Change			
						1970-80	1980-90	1990-00	2000-06
Neillsville	2,750	2,780	2,680	2,731	2,669	1.1	-3.6	1.9	-2.3
Abbotsford+	1,375	1,901	1,916	1,956	1,984	38.3	.8	2.1	1.4
Thorp	1,469	1,635	1,657	1,536	1,563	11.3	1.4	-7.3	1.8
Colby+	1,178	1,496	1,532	1,616	1,719	27.0	2.4	5.5	6.4
Loyal	1,126	1,252	1,205	1,308	1,292	11.2	-3.8	8.5	-1.2
Greenwood	1,036	1,124	969	1,079	1,074	8.5	-13.8	11.4	-0.5
Owen	1,031	998	895	936	926	-3.2	-10.3	4.6	-1.1
Dorchester+	491	613	697	827	850	24.9	13.7	18.7	2.8
Withee	480	509	503	508	501	6.0	-1.2	1.0	-1.4
Granton	288	399	379	406	394	38.5	-5.0	7.1	-3.0
Unity+	363	418	452	368	352	15.2	8.1	-18.6	-4.3
Curtiss	135	127	173	198	212	-5.9	36.2	14.5	7.1

+Includes portion in Marathon County

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

EFFECTIVE BUYING INCOME

Income Range - 2004	Percent of Households	
	County	State
\$0 - \$19,999	27.3	19.6
\$20,000 - \$34,999	29.0	23.5
\$35,000 - \$49,999	23.2	22.9
\$50,000 and Over	20.5	34.0
Median Household Income	\$31,238	\$38,991

Effective buying income (EBI) is total money income minus personal & real estate taxes. (Money income includes income from: wages, self-employment, interest, dividends, rent, retirement, unemployment, disability, public assistance, alimony, child support, and other periodic payments)

Note: The 2004 EBI figure is not directly comparable with years prior to 1995 because of changes in what is included.

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RETAIL TRADE

	2004 County Retail Trade (\$000)	As a % of Total County Retail Trade	2004 State Retail Trade (\$000)	As a % of Total State Retail Trade
Total Retail Trade	\$287,959		\$85,418,481	
Food & Beverage Stores	\$29,819	10.4	\$10,133,884	11.9
Food Services & Drinking Establishments	\$21,420	7.3	\$6,871,143	8.0
General Merchandise	\$8,363	2.9	\$11,531,138	13.5
Furniture, Home Furnishings, Electronics & Appliances	\$12,366	4.3	\$3,883,688	4.5
Motor Vehicles & Parts Dealers	\$67,567	23.5	\$17,687,054	20.7

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GOVERNMENT FINANCES

2005	County	State
Full Equalized County Valuation (\$000)	\$1,497,559	\$427,933,562
Net Property Tax (\$000)	\$31,096	\$7,857,432
Full Value Tax Rate per \$1,000 Valuation	\$20.76	\$18.63
Per Capita Property Tax	\$902.55	\$1,407.95

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

CIVILIAN LABOR FORCE

County Totals	2000	2005
Employed	16,847	16,757
Unemployed	739	986
Total Labor Force	17,586	17,743
Average County Unemployment Rate	4.2%	5.6%
Average State Unemployment Rate	3.4%	4.7%
Average U.S. Unemployment Rate	4.0%	5.1%

Source: Wisconsin Dept. of Workforce Development and Bureau of Labor Statistics

HOUSING

2000-County

Housing Units	13,531
2005 Housing Unit Estimate	14,305
Owner Occupied Units	9,781
Renter Occupied Units	2,266
Persons/Owner Occupied Unit	2.86
Persons/Renter Occupied Unit	2.20
Median Value of Housing	\$64,700
Median Monthly Cash Rent	\$366

Source: 2000 Census and Wisconsin DOA Housing Estimates

REPRESENTATIVE WAGE RATES

Position	2005 Hourly Rate	
	Mean	Median
Assemblers, Electrical/Electronic	\$13.44	\$12.23
Bookkeeping/Accounting/Auditing	\$11.64	\$10.53
Clerk, Shipping/Receiving/Traffic	\$12.84	\$12.17
Electrician	\$19.38	\$19.32
Maintenance & Repair Worker	\$17.03	\$16.54
Nursing Aide/Orderly/Attendant	\$10.49	\$10.39
Office Clerk, General	\$10.77	\$10.78
Packers & Packagers, Hand	\$8.89	\$8.68
Secretary	\$11.75	\$11.72
Stock Clerk/Order Fillers	\$9.04	\$8.29
Tool & Die Maker	\$19.01	\$18.35
Welder/Cutter/Solderer/Brazer	\$16.82	\$17.20

Source: 2005 Wage Survey
Wisconsin Dept. of Workforce Development

BUILDING PERMITS

County Residential	2000	2005
Single Family	82	93
Total Units	110	96
Value	\$10,876,736	\$11,417,159

Source: Bureau of the Census

EMPLOYMENT BY INDUSTRY*

	2004	2005	% Change	% of 2005 Total Employment
Agriculture (derived from 2000 Census)	2,561	2,561	NA	20.3
Construction, Natural Resources & Mining	846	893	5.6	7.1
Manufacturing	2,809	2,922	4.0	23.2
Trade, Transportation and Utilities	2,016	2,058	2.1	16.3
Financial Activities	264	273	3.4	2.2
Educational and Health Services	1,655	1,810	9.4	14.4
Information Services	88	94	10.2	0.7
Professional & Business Services	144	150	4.2	1.2
Leisure & Hospitality Services	703	668	-5.0	5.3
Other Services	176	173	-1.7	1.4
Public Administration	977	987	-4.2	7.8
Total+	12,239	12,589	2.9	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: Wisconsin Dept. of Workforce Development

TOP TEN INDUSTRY GROUPS*

	March 2004		March 2005	
	Employers	Employees	Employers	Employees
Educational Services	**	**	10	981
Executive, Legislative & General Government	45	908	46	945
Food Manufacturing	18	872	17	917
Machinery Manufacturing	10	704	9	770
Food Services and Drinking Places	44	539	42	524
Wood Product Manufacturing	10	403	11	286
Hospitals	**	**	**	**
Specialty Trade Contractors	59	295	57	322
Animal Production	21	276	24	294
Food and Beverage Stores	13	288	13	273

**Data suppressed to maintain confidentiality

Source: Wisconsin Dept. of Workforce Development

*NOTE: In 2003, the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). Because NAICS is so different, comparisons to years prior to 2002 are difficult and are not made here. There are new industry classifications in NAICS that simply did not exist in SIC.

LARGEST MANUFACTURERS

Firm	Location	Product	Employees
Fleet Guard, Inc.	Neillsville	Filters and Mufflers	500-999
Grassland Dairy Products, Inc.	Greenwood	Dairy Products	250-499
Abbyland Pork Pack, Inc.	Curtiss	Hot Pork Boned Products	100-249
Weather Shield Mfg., Inc.	Greenwood	Vinyl Windows	100-249
Leeson Electric	Neillsville	Electric Motors	100-249
Weyerhaeuser Co.	Dorchester	Millwork & Kiln Dried Lumber	100-249
Kerry, Inc.	Owen	Spices and Extracts	100-249
Liberty Homes	Dorchester	Manufactured and Modular Homes	100-249
Packaging Corp. of America	Colby	Corrugated & Solid Fiber Boxes	100-249
Lynn Dairy, Inc.	Granton	Cheese	50-99
Parrett Mfg. Co.	Dorchester	Wood Windows and Doors	50-99
Benchmark Components, Inc.	Thorp	Institutional Furniture	50-99
Meyer Manufacturing Corp.	Dorchester	Farm Machinery and Equipment	50-99
LaGrander's Hillside Dairy	Stanley	Cheese	50-99
Thorp Equipment, Inc.	Thorp	Fabricated Metal Products	50-99
All Metal Stamping, Inc.	Abbotsford	Hardware Manufacturing	50-99
Decorator Industries, Inc.	Abbotsford	Curtain and Drapery Mills	50-99
Land O'Lakes, Inc.	Greenwood	Cheese	50-99
Lynn Proteins, Inc.	Granton	Dry, Condensed & Evaporated Dairy Products	20-49
Creative Automation, Inc.	Abbotsford	Sawmill & Woodworking Machinery Mfg.	20-49
North Hendren Coop Dairy	Willard	Cheese	20-49
TP Printing Co., Inc.	Neillsville	Newspaper Publishers	20-49
Midwest Aluminum, Inc.	Withee	Aluminum Extruded Product Manufacturing	20-49
Birchwood Lumber & Veneer	Thorp	Hardwood Veneer and Plywood	20-49
Loos Machine Shop, Inc.	Colby	Machine Shop	20-49
Barr Interprises, Inc.	Greenwood	Dog and Cat Food	20-49

Source: Wisconsin Dept. of Workforce Development

RECREATIONAL HIGHLIGHTS

Water Acres as Percent of Land Area	.5	Hiking Trails-multi use (miles)	130
Swimming Areas	5	Snowmobile Trails (miles)	373
Fishing Lakes	6	ATV Trails (miles)	184
Canoe Trails (miles)	120	Downhill Skiing Sites	1
Boat Launches	11	Cross-Country Ski Trails (miles)	39
Camping Sites	569	Golf Courses	2
Parks and Picnic Areas	54	Hunting Areas (public acres)	133,000

Source: Clark County Outdoor Recreation Plan - 1999; Updated by Clark County Forestry & Parks Department

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. Fifty-four (54) miles of the Black River alone is suitable for canoeing. The County also has exceptional winter recreational opportunities; boasting 373 miles of snowmobile trails, plus downhill and cross-country skiing opportunities. Parks with camping and swimming facilities are also Clark County recreational attractions.

INDUSTRIAL PARKS/SITES

	Acres Available	Acres Served by Utilities			State Hwy. Access	Community Airport	Rail Service to Community	Rail Service In Park
		Municipal Water	Municipal Sewer	Natural Gas				
Abbotsford	18	18	18	18	X		X	
Colby	17	17	17	17	X		X	
Curtiss	40	40	40	40	X			
Dorchester	30	30	30	30	X		X	
Loyal	45	2	2	2	X			
Neillsville	16	16	16	16	X	X		
Owen	22	22	22	22	X		X	
Thorp	39	39	39	39	X		X	
Withee	4	4	4	4	X		X	

Source: Clark County Economic Development Corporation

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 take an east-west route through the County. Highway 29 is a 4-lane 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, Dorchester, Owen, Thorp, 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 trade. 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.