

Clark County

ECONOMIC PROFILE

County Population Projections

	2010	2015	2020	2025	2030	2035	2040
County Population	34,690	35,580	37,255	39,005	40,750	42,230	42,980
Percent Change		2.6	4.7	4.7	4.5	3.6	1.8
Male	17,577	18,180	19,035	19,890	20,755	21,465	21,865
Female	17,113	17,400	18,220	19,115	19,995	20,765	21,115
Minority	1,352	NA	NA	NA	NA	NA	NA
Percent Minority	3.9	NA	NA	NA	NA	NA	NA
Age Under 5	2,913	3,010	3,160	3,240	3,350	3,410	3,400
Age 5-9	2,799	2,990	3,210	3,350	3,430	3,510	3,510
Age 10-14	2,772	2,830	3,120	3,340	3,480	3,550	3,560
Age 15-19	2,468	2,600	2,740	3,020	3,240	3,360	3,370
Age 20-24	1,816	1,790	1,900	2,010	2,220	2,370	2,410
Age 25-34	3,773	3,880	3,890	3,980	4,220	4,520	4,810
Age 35-44	3,891	3,730	3,960	4,200	4,200	4,270	4,400
Age 45-54	4,905	4,330	3,860	3,840	4,070	4,300	4,210
Age 55-59	2,208	2,470	2,360	1,960	1,940	1,960	2,160
Age 60-64	1,732	2,210	2,440	2,370	1,970	1,980	1,990
Age 65-74	2,556	2,980	3,710	4,390	4,580	4,150	3,820
Age 75-84	1,887	1,785	1,910	2,310	2,920	3,480	3,620
Age 85+	970	975	995	995	1,130	1,370	1,720



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2017

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

Municipal Population

	1980	1990	2000	2010	2016	1980-90	Percent Change		
							1990-00	2000-10	2010-16
Neillsville	2,780	2,680	2,731	2,463	2,431	-3.6	1.9	-9.8	-1.3
Abbotsford+	1,901	1,916	1,956	2,310	2,279	.8	2.1	18.1	-1.3
Colby+	1,496	1,532	1,616	1,852	1,831	2.4	5.5	14.6	-1.1
Thorp	1,635	1,657	1,536	1,621	1,629	1.4	-7.3	5.5	0.5
Loyal	1,252	1,205	1,308	1,261	1,255	-3.8	8.5	-3.6	-0.5
Greenwood	1,124	969	1,079	1,026	1,023	-13.8	11.4	-4.9	-0.3
Owen	998	895	936	940	936	-10.3	4.6	0.4	-0.4
Dorchester+	613	697	827	876	873	13.7	18.7	5.9	-0.3
Withee	509	503	508	487	482	-1.2	1.0	-4.1	-1.0
Granton	399	379	406	355	355	-5.0	7.1	-12.6	0.0
Unity+	418	452	368	343	339	8.1	-18.6	-6.8	-1.2
Curtiss	127	173	198	216	212	36.2	14.5	9.1	-1.9

+Includes portion in Marathon County

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2016 Estimates

Per Capita Personal Income

	2012	2013	2014	2015	Percent Change		
					2012-13	2013-14	2014-15
Clark County	\$33,691	\$34,025	\$36,966	\$36,538	0.9	8.6	-1.2
Wisconsin	\$42,536	\$42,722	\$44,406	\$45,914	0.4	3.9	3.4
United States	\$44,267	\$44,462	\$46,414	\$48,112	0.4	4.4	3.7

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

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

Consumer Expenditures by County (total \$ooo's)

	Total		Total
Shelter	\$125,338	Education	\$19,437
Transportation	\$117,651	Household Operations	\$16,074
Food and Beverages	\$91,555	Gifts	\$13,848
Health Care	\$51,155	Miscellaneous Expenses	\$9,117
Utilities	\$47,618	Personal Care	\$7,904
Entertainment	\$33,766	Tobacco	\$4,189
Contributions	\$24,057	Personal Insurance	\$4,175
Apparel	\$21,069	Reading	\$1,331
Household Furnishings	\$20,135		

Source: Applied Geographic Solutions, 2016

Government Finances

2015	County	State
Full Equalized County Valuation (\$000)	\$1,911,308	\$490,602,544
Net Property Tax (\$000)	\$40,823	\$9,767,155
Full Value Tax Rate per \$1,000 Valuation	\$21.36	\$19.91
Per Capita Property Tax	\$1,170.79	\$1,697.65

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

Civilian Labor Force

County Totals	2011	2015
Employed	15,865	16,709
Unemployed	1,455	772
Total Labor Force	17,320	17,481
Average County Unemployment Rate	8.4%	4.4%
Average State Unemployment Rate	7.8%	4.6%
Average U.S. Unemployment Rate	8.9%	5.3%

Source: Wisconsin Dept. of Workforce Development

Housing

	County
Housing Units	15,053
2016 Estimated Housing Units	15,275
Owner Occupied Units	9,866
Renter Occupied Units	2,931
Persons/Owner Occupied Unit	2.8
Persons/Renter Occupied Unit	2.3
Median Value of Housing	\$113,100
Median Monthly Gross Rent	\$586

Source: 2011-2015 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2016

Representative Wage Rates

Position	2015 Hourly Rate	
	Mean	Median
Bartenders	\$8.83	\$8.73
Bookkeeping/Accounting/Auditing	\$16.47	\$16.09
Cashiers	\$9.09	\$8.87
Computer Programmers	\$32.10	\$30.10
Electricians	\$26.71	\$26.75
Healthcare Social Workers	\$23.16	\$22.73
Licensed Practical/Vocational Nurse	\$19.20	\$18.97
Machinery Maintenance Workers	\$21.06	\$20.43
Nursing Assistants	\$13.07	\$13.04
Office Clerk, General	\$14.51	\$14.29
Physical Therapists	\$35.99	\$36.25
Secretaries/Administrative Assistants	\$21.76	\$21.25
Stock Clerk/Order Fillers	\$11.70	\$10.21
Truck Drivers-Heavy/Tractor Trailer	\$20.05	\$18.46
Waiter and Waitresses	\$8.58	\$8.57
Welder/Cutter/Solderer/Brazer	\$18.46	\$18.24

Source: Bureau of Labor Statistics, May 2015

Building Permits

County Residential	2010	2015
Single Family	32	26
Total Units	34	26
Value	\$4,633,912	\$3,804,166

Source: Bureau of the Census

Employment by Industry

	2011-2015 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	2,218	14.2
Construction	1,019	6.5
Manufacturing	3,686	23.7
Wholesale Trade	357	2.3
Retail Trade	1,511	9.7
Transportation and Warehousing, and Utilities	742	4.8
Information	101	0.6
Finance and Insurance/Real Estate/Rental and Leasing	421	2.7
Services (Professional/Educational/Entertainment/Other)	5,097	32.7
Public Administration	427	2.7
TOTAL*	15,579	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, 2011-2015 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2012	2022	
Total, All Nonfarm Industries	179,507	197,498	10.0
Mining/Natural Resources	2,217	2,082	-6.1
Manufacturing	31,604	31,062	-1.7
Construction	6,251	7,672	22.7
Trade, Transportation and Utilities	36,849	39,788	8.0
Information	1,730	1,697	-1.9
Financial Activities (finance/insurance/real estate/rental and leasing)	7,060	7,668	8.6
Professional and Business Services (professional/management/remediation)	15,691	19,602	24.9
Educational and Health Services (including State/Local Government)	33,232	39,322	18.3
Leisure and Hospitality	18,240	20,248	11.0
Other Services (except Government)	4,779	5,031	10.9
Government	12,122	12,750	5.2
Self-Employed and Unpaid Family Workers (all jobs)	9,732	10,306	5.9

*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, September 2015

Largest Employers

Employer	Industry Type	Employees
Cummins Filtration	All other misc. general purpose machinery manufacturing	250-499
Grassland Dairy Products, Inc.	Creamery butter manufacturing	250-499
Memorial Medical Center	General medical and surgical hospitals	250-499
Abbyland Pork Pack, Inc.	Animal, except poultry, slaughtering	100-249
County of Clark	Legislative bodies	100-249
Clark County Health Care Center	Offices of specialty therapists	100-249
Colby School District	Elementary and secondary schools	100-249
Colonial Center	Vocational rehabilitation services	100-249
Figi's Company, Inc.	Gift novelty and souvenir stores	100-249
Haas Sons, Inc.	Highway, street, and bridge construction	100-249
Kerry, Inc.	Dry condensed & evaporated dairy products	100-249
Lynn Dairy, Inc.	All other specialty food stores	100-249
Meyer Mfg. Corp.	Farm machinery and equipment manufacturing	100-249
OEM Fabricators, Inc.	Miscellaneous fabricated metal product manufacturing	100-249
WE Energies	Natural gas distribution	100-249
Wisconsin Bench	Institutional furniture manufacturing	100-249
Greenwood School District	Elementary and secondary schools	50-99
Hansen's IGA Food Center	Supermarkets and other grocery stores	50-99
Northwest Hardwoods	Lumber/plywood/illwork & wood panel merchant wholesalers	50-99
Loyal Public Schools	Elementary and secondary schools	50-99
Oakbrook Health & Rehabilitation	Nursing care facilities (skilled nursing)	50-99
Owen-Withee School District	Elementary and secondary schools	50-99
Parrett Windows	Wood window and door manufacturing	50-99
Thorp Elementary School	Elementary and secondary schools	50-99

Source: Wisconsin DWD; Major employers were extracted from the America's Labor Market Information System Employer Database

Recreational Highlights

Water Acres as Percent of Land Area	.5	Hiking Trails-Multi use (miles)	141
Swimming Areas	5	Snowmobile Trails (miles)	270
Fishing Lakes	6	ATV Trails (miles)	193
Canoe Trails (miles)	120	Off Road Motorcycling (miles)	17
Boat Launches	10	Downhill Skiing/Tubing Sites	1
Camping Sites	563	Cross-Country Ski Trails (miles)	24.5
Parks and Picnic Areas	10	Golf Courses	2
		County Forest (public acres)	134,250

Source: Clark County Outdoor Recreation Plan, 2009-2013; Updated by Clark County Forestry & Parks Dept.

Clark County maintains facilities for many types of outdoor recreation. Over 134,250 acres of County forest are available for wildlife viewing, trapping, and hunting. The Clark County forest supplies the habitat for a wide variety of wildlife species such as white-tailed deer, turkeys, black bear, wolves, grouse, bald eagles, and Karner Blue butterflies. Clark County also has rivers and streams offering excellent canoeing opportunities. The County has exceptional motorized and silent sport recreational opportunities; boasting 370+ miles of snowmobile trails, ATV/UTV trails, off-road motorcycling, mountain biking, horseback riding trails, hiking, and downhill and cross-country skiing opportunities. Parks are also abundant in Clark County, providing many choices for camping, picnicking, and swimming just to name a few.

Industrial Parks/Sites

	Acres Served by Utilities				State Hwy. Access	Community Airport	Rail Service to Community	Rail Service In Park
	Acres Available	Municipal Water	Municipal Sewer	Natural Gas				
Abbotsford	18	18	18	18	X		X	
Colby	17	17	17	17	X		X	
Curtiss	41	41	41	41	X			
Dorchester	114	114	114	114	X		X	
Greenwood	51	51	51	51	X			
Loyal	11	45	45	45	X			
Neillsville	53	54	54	54	X	X		
Owen	167	71	71	71	X		X	
Stanley	157	178	178	178	X		X	X
Thorp	35	35	35	35	X		X	X
Withee	80	80	80	80	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 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 include 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.

BUS SERVICE—Jefferson Lines provides intercity bus service between the Twin cities and Green Bay along the STH 29 corridor. Stops within Clark County include Abbotsford and Stanley.

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.