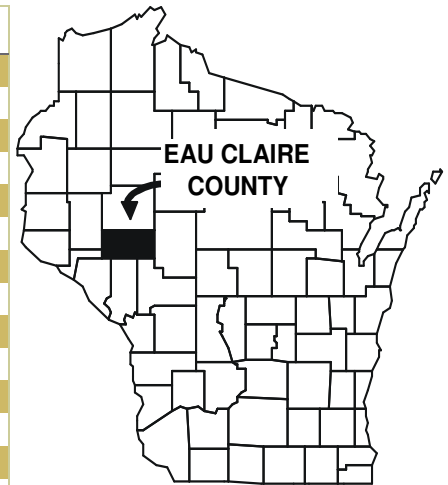


Eau Claire County

ECONOMIC PROFILE

County Population Projections

| | 2010 | 2015 | 2020 | 2025 | 2030 | 2035 | 2040 |
|------------------|--------|---------|---------|---------|---------|---------|---------|
| Co. Population | 98,736 | 101,255 | 104,095 | 106,750 | 109,005 | 110,400 | 111,610 |
| Percent Increase | | 2.6 | 2.8 | 2.6 | 2.1 | 1.3 | 1.1 |
| Male | 48,351 | 49,705 | 51,155 | 52,500 | 53,655 | 54,430 | 55,010 |
| Female | 50,385 | 51,550 | 52,940 | 54,250 | 55,350 | 55,970 | 56,600 |
| Minority | 6,790 | NA | NA | NA | NA | NA | NA |
| Percent Minority | 6.9 | NA | NA | NA | NA | NA | NA |
| Age Under 5 | 5,859 | 5,790 | 6,040 | 6,240 | 6,430 | 6,610 | 6,810 |
| Age 5-9 | 5,674 | 5,900 | 5,830 | 6,060 | 6,240 | 6,420 | 6,610 |
| Age 10-14 | 5,698 | 6,010 | 6,300 | 6,190 | 6,400 | 6,550 | 6,690 |
| Age 15-19 | 8,284 | 8,000 | 8,280 | 8,580 | 8,350 | 8,530 | 8,510 |
| Age 20-24 | 12,373 | 12,090 | 11,860 | 12,170 | 12,570 | 12,000 | 12,110 |
| Age 25-34 | 13,131 | 13,260 | 13,030 | 12,910 | 12,910 | 13,250 | 13,100 |
| Age 35-44 | 10,881 | 10,830 | 11,680 | 11,810 | 11,510 | 11,390 | 11,370 |
| Age 45-54 | 12,918 | 12,080 | 10,800 | 10,720 | 11,510 | 11,610 | 11,320 |
| Age 55-59 | 6,173 | 6,320 | 6,360 | 5,460 | 5,070 | 5,380 | 5,860 |
| Age 60-64 | 5,310 | 6,000 | 6,120 | 6,160 | 5,290 | 4,920 | 5,240 |
| Age 65-74 | 6,222 | 8,610 | 10,560 | 11,270 | 11,440 | 10,720 | 9,700 |
| Age 75-84 | 4,172 | 4,200 | 5,040 | 6,860 | 8,460 | 9,150 | 9,490 |
| Age 85+ | 2,041 | 2,165 | 2,195 | 2,320 | 2,825 | 3,870 | 4,800 |



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2018

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

Municipal Population

| | 1980 | 1990 | 2000 | 2010 | 2017 | Percent Change | | | |
|-------------|--------|--------|--------|--------|--------|----------------|---------|---------|---------|
| | | | | | | 1980-90 | 1990-00 | 2000-10 | 2010-17 |
| Eau Claire+ | 51,509 | 56,806 | 61,704 | 65,931 | 67,926 | 10.3 | 8.6 | 6.9 | 3.0 |
| Altoona | 4,393 | 5,889 | 6,698 | 6,706 | 7,420 | 34.1 | 13.7 | 0.1 | 10.6 |
| Augusta | 1,560 | 1,510 | 1,460 | 1,550 | 1,516 | -3.2 | -3.3 | 6.2 | -2.2 |
| Fall Creek | 1,148 | 1,080 | 1,236 | 1,315 | 1,287 | -5.9 | 14.4 | 6.4 | -2.1 |
| Fairchild | 577 | 504 | 564 | 550 | 545 | -12.7 | 11.9 | -2.5 | -0.9 |

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2017 Estimates

Per Capita Personal Income

| | 2013 | 2014 | 2015 | 2016 | Percent Change | | |
|-------------------|----------|----------|----------|----------|----------------|---------|---------|
| | | | | | 2013-14 | 2014-15 | 2015-16 |
| Eau Claire County | \$40,634 | \$42,541 | \$43,319 | \$43,543 | 4.7 | 1.8 | 0.5 |
| Wisconsin | \$42,728 | \$44,296 | \$45,960 | \$46,762 | 3.7 | 3.8 | 1.7 |
| United States | \$44,493 | \$46,494 | \$48,451 | \$49,246 | 4.5 | 4.2 | 1.6 |

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 | \$459,216 | Household Operations | \$61,928 |
| Transportation | \$427,119 | Gifts | \$53,973 |
| Food and Beverages | \$330,064 | Miscellaneous Expenses | \$33,200 |
| Health Care | \$182,086 | Personal Care | \$29,025 |
| Utilities | \$170,197 | Tobacco | \$14,154 |
| Entertainment | \$124,696 | Reading | \$4,962 |
| Education | \$78,542 | Contributions | \$2,238 |
| Apparel | \$77,461 | Personal Insurance | \$386 |
| Household Furnishings | \$76,034 | | |

Source: Applied Geographic Solutions, 2017

Government Finances

| 2016 | County | State |
|---|-------------|---------------|
| Full Equalized County Valuation (\$000) | \$7,850,312 | \$505,124,328 |
| Net Property Tax (\$000) | \$156,814 | \$9,939,118 |
| Full Value Tax Rate per \$1,000 Valuation | \$19.98 | \$19.68 |
| Per Capita Property Tax | \$1,541.46 | \$1,721.02 |

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

Civilian Labor Force

| County Totals | 2012 | 2016 |
|----------------------------------|--------|--------|
| Employed | 54,878 | 56,639 |
| Unemployed | 3,378 | 2,066 |
| Total Labor Force | 58,256 | 58,705 |
| Average County Unemployment Rate | 5.8% | 3.5% |
| Average State Unemployment Rate | 7.0% | 4.1% |
| Average U.S. Unemployment Rate | 8.1% | 4.9% |

Source: Wisconsin Dept. of Workforce Development

Housing

| | County |
|------------------------------|-----------|
| Housing Units | 42,997 |
| 2017 Estimated Housing Units | 44,342 |
| Owner Occupied Units | 25,023 |
| Renter Occupied Units | 15,179 |
| Persons/Owner Occupied Unit | 2.7 |
| Persons/Renter Occupied Unit | 2.2 |
| Median Value of Housing | \$153,200 |
| Median Monthly Gross Rent | \$757 |

Source: 2012-2016 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2017

Representative Wage Rates

| Position | 2016 Hourly Rate | |
|---------------------------------------|------------------|---------|
| | Mean | Median |
| Bartenders | \$9.27 | \$8.92 |
| Bookkeeping/Accounting/Auditing | \$18.61 | \$17.99 |
| Cashiers | \$9.26 | \$9.02 |
| Computer Programmers | \$33.57 | \$31.85 |
| Electricians | \$29.88 | \$30.89 |
| Healthcare Social Workers | \$23.68 | \$25.28 |
| Licensed Practical/Vocational Nurse | \$20.69 | \$21.16 |
| Machinery Maintenance Workers | \$21.13 | \$21.42 |
| Nursing Assistants | \$13.22 | \$13.09 |
| Office Clerk, General | \$15.19 | \$14.66 |
| Physical Therapists | \$37.51 | \$36.92 |
| Secretaries/Administrative Assistants | \$23.65 | \$23.02 |
| Stock Clerk/Order Fillers | \$11.11 | \$10.22 |
| Truck Drivers-Heavy/Tractor Trailer | \$19.25 | \$18.48 |
| Waiter and Waitresses | \$9.29 | \$8.74 |
| Welder/Cutter/Solderer/Brazer | \$18.37 | \$18.13 |

Source: Bureau of Labor Statistics, May 2016

Building Permits

| County Residential | 2012 | 2016 |
|--------------------|--------------|--------------|
| Single Family | 160 | 211 |
| Total Units | 374 | 417 |
| Value | \$43,149,178 | \$81,943,476 |

Source: Bureau of the Census

Employment by Industry

| | 2012-2016 5-Year Estimate | % of Total Employment |
|---|------------------------------|--------------------------|
| Agriculture/Forestry/Fishing/Hunting/Mining | 768 | 1.4 |
| Construction | 2,268 | 4.1 |
| Manufacturing | 6,193 | 11.2 |
| Wholesale Trade | 1,022 | 1.8 |
| Retail Trade | 9,734 | 17.6 |
| Transportation and Warehousing, and Utilities | 2,455 | 4.4 |
| Information | 781 | 1.4 |
| Finance and Insurance/Real Estate/Rental and Leasing | 3,755 | 6.8 |
| Services (Professional/Educational/Entertainment/Other) | 26,644 | 48.2 |
| Public Administration | 1,642 | 3.0 |
| TOTAL* | 55,262 | 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, 2012-2016 5-Year Estimates

Industry Employment Projections (West Central WI)

| | Estimated Employment* | | % Change |
|--|-----------------------|----------------|------------|
| | 2014 | 2024 | |
| Total, All Nonfarm Industries | 231,151 | 245,147 | 6.1 |
| Mining/Natural Resources | 10,581 | 10,959 | 3.6 |
| Manufacturing | 32,759 | 33,125 | 1.1 |
| Construction | 6,913 | 7,998 | 15.7 |
| Trade, Transportation and Utilities | 38,883 | 40,810 | 5.0 |
| Information | 1,799 | 1,543 | -14.2 |
| Financial Activities (finance/insurance/real estate/rental and leasing) | 7,113 | 7,436 | 4.5 |
| Professional and Business Services (professional/management/remediation) | 16,871 | 19,143 | 13.5 |
| Educational and Health Services (including State/Local Government) | 54,430 | 57,783 | 6.2 |
| Leisure and Hospitality | 18,961 | 20,746 | 9.4 |
| Other Services (except Government) | 9,591 | 10,432 | 8.8 |
| Government | 12,130 | 12,049 | -0.7 |
| Self-Employed and Unpaid Family Workers (all jobs) | 21,120 | 23,123 | 9.5 |

*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, November 2016

Largest Employers

| Employer | Industry Type | Employees |
|---------------------------------------|--|-----------|
| Mayo Clinic Health System-Eau Claire | General medical and surgical hospitals | 1,000+ |
| Marshfield Clinic | Offices of physicians (except mental health) | 1,000+ |
| Menard, Inc. | Home centers | 1,000+ |
| Menard, Inc. Distribution Center | Advertising material distribution services | 1,000+ |
| Nestle USA | Dry, condensed and evaporated dairy products | 1,000+ |
| Phillips-Medisize | Surgical and medical instrument manufacturing | 1,000+ |
| United Healthcare Community Plan | Direct health and medical insurance carriers | 1,000+ |
| Hutchinson Technology, Inc. | Totalizing fluid meters and counting devices | 1,000+ |
| Sacred Heart Hospital | General medical and surgical hospitals | 1,000+ |
| Cascades Tissue Group | Paper (except newsprint) mills | 250-499 |
| Chippewa Valley Technical College | Colleges, universities, and professional schools | 250-499 |
| Eau Claire Press Company | Newspaper publishers | 250-499 |
| IDEXX Laboratories, Inc. | Custom computer programming services | 250-499 |
| LE Phillips Career Development Center | All other business support services | 250-499 |
| Limo Cab | Taxi service | 250-499 |
| Midwest Manufacturing | Other millwork, including flooring | 250-499 |
| Target | Department stores | 250-499 |
| WalMart Supercenter | Department stores | 250-499 |
| Leader Telegram | Newspaper publishers | 250-499 |
| Festival Foods | Supermarkets and other grocery stores | 250-499 |

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

Recreational Highlights

| | | | |
|------------------------------|--------|----------------------------------|--------|
| Swimming Pools (1 outdoor) | 6 | Cross-Country Ski Trails (miles) | 32.4 |
| Beaches (public) | 5 | Hunting Areas (public acres) | 54,504 |
| Picnicking (tables/shelters) | 670/56 | Campgrounds/Site | 9/387 |
| Playgrounds | 69 | Mountain Bike Trails (miles) | 25 |
| Field Sports (courts/fields) | 99/191 | Hiking/Nature Trails (miles) | 19.4 |
| Golf Courses | 7 | Canoeing (miles) | 54.5 |
| Bicycling Trails (miles) | 31.5 | Ice Skating Rinks (outdoor) | 19 |
| Snowmobile Trails (miles) | 161 | Disc Golf Courses | 2 |
| ATV Trails/Routes (miles) | 30 | Dog Park | 1 |

Source: Eau Claire County Outdoor Recreation Plan, 2011-2015; Updated by Eau Claire County Parks & Forestry Dept.

An asset to Eau Claire County, the 200+ acre Beaver Creek Reserve, an environmental education and interpretative center, encompasses the Eau Claire Youth Camp, Wise Nature Center, and Hobbs Observatory. The Chippewa River Recreation Trail winds along the Chippewa River and connects with the Red Cedar State Trail to provide a scenic recreational trail system of approximately 80 miles that, when fully completed, will connect Menomonie, Durand, Eau Claire, Chippewa Falls, and Cornell. Eau Claire County also has seven wonderful county parks that offer beaches, fishing, camping, boating, and much more.

Located in the center of the City of Eau Claire, the 132-acre Carson Park is surrounded by Half Moon Lake and features a sports stadium and athletic fields, lighted tennis courts, horseshoe courts, the Chippewa Valley Museum, and the Paul Bunyan Logging Camp and Interpretive Center. The City also operates a zero-depth outdoor swimming pool and 155 ft. water slide and organizes many softball, volleyball, basketball, soccer, gymnastics and other recreation leagues. The Chippewa and Eau Claire Rivers provide some of the most beautiful rural and urban areas for the enjoyment of its residents and visitors.

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 | | | | |
| Altoona | 6 | 6 | 6 | 6 | X | X | X | X |
| Augusta | 12 | 12 | 12 | 12 | X | | X | |
| Chippewa Valley* | 25 | 25 | 25 | 25 | X | X | X | X |
| Fall Creek Business Park | 20 | 0 | 0 | 0 | X | | | X |
| Gateway Northwest* | 639 | 639 | 639 | 639 | X | X | X | X |
| Gateway West* | 6 | 6 | 6 | 6 | X | X | X | |
| Sky Park* | 38 | 38 | 38 | 38 | X | X | X | |

*Located in City of Eau Claire

Source: Eau Claire Area Economic Development Corporation

Miscellaneous

HIGHWAYS—Eau Claire County is served by an extensive network of Interstate, U.S. and State Trunk Highways. I-94, USH 53 and access to STH 29 form the backbone of this 4-lane system, providing ready access in every direction. In addition, USH 12, STH 37, STH 93, STH 312 and STH 124 provide a high quality secondary road network connecting local communities to the Eau Claire Urban Area.

RAIL SERVICE—The Union Pacific Railroad serves Altoona, Augusta, Eau Claire, Fairchild and Fall Creek with a mainline connection between Minneapolis-St. Paul and Chicago.

AIR SERVICE—The Chippewa Valley Regional Airport on the north side of the City of Eau Claire is a scheduled commercial service facility meeting the following specifications: *Elevation:* 907; *Runways:* 8,000 ft. (concrete) and 5,000 ft. (concrete/asphalt); *Lights:* HIRL, MIRL; *NavAids:* ILS, FSS, REIL, NDS; and a navigational tower. United Airlines/SkyWest Airlines currently connects Eau Claire with O'Hare International Airport in Chicago with two daily flights.

BUS SERVICE—Greyhound intercity bus lines connect Eau Claire to major cities along I-94. Jefferson Lines provides additional service between the Twin Cities and Green Bay along the STH 29 corridor, with stops in downtown Eau Claire and UW-Eau Claire. The Eau Claire City Transit System operates 22 buses on thirteen routes in the cities of Eau Claire and Altoona. The buses operate from 6:00 am to 10:00 pm, Monday-Friday; 8:00 am to 6:00 pm on Saturdays.

EDUCATIONAL FACILITIES—The University of Wisconsin-Eau Claire offers over 40 major undergraduate programs in arts and science, nursing, teaching, and business administration, and also has a School of Graduate Studies. The Chippewa Valley Technical College serves the technical training needs of the entire area with numerous associate degree and vocational education programs.