Understanding Economic Forces in West Central Wisconsin

Do you really know the economic drivers for your area? Or is your economic development plan based more on opinion than fact? Perhaps you lack the tools to adequately assess the opportunities your market area offers. Enter Economic Modeling Specialist International’s (EMSI) Analyst.

What is EMSI Analyst?

Through a partnership with the Wisconsin Economic Development Corporation (WEDC) and Momentum West, the West Central Wisconsin Regional Planning Commission (WCWRPC) can now make EMSI Analyst information available to eligible economic development organizations and municipalities in the region.

EMSI Analyst is a web-based resource that provides:

- Tools and data to understand employment and the local labor market. EMSI Analyst utilizes data from more than 90 federal, state, and private sources to provide comprehensive information on industries, occupations, and demographics – as well as things like occupational skills, education, training, and even the names and sizes of companies broken down by region. Data within Analyst is updated four times a year ensuring its timeliness.

- Research and reports to analyze education and the economy. Customized information can be provided to meet a wide variety of needs – from impact assessment and economic base analysis to location quotient studies and input/output research.

All information and analysis is available within user-specified geographic areas – at the state, county, Metropolitan Statistical Area (MSA), or zip code level. The information can be used to target high-impact business for recruitment or retention, craft revitalization plans for downtown areas, parlay the loss of jobs into successful business recruitment by showing the availability of skilled workers, or partner to shape career and tech education training around labor market demands. And much more!

How can you access EMSI Analyst?

To make a request for information, or to find out more, please email WCWRPC at emsi_analyst@wcwrpc.org; or contact any of the following staff members: Tobi LeMahieu at tlemahieu@wcwrpc.org, Lynn Nelson at lnelson@wcwrpc.org, or Chris Straight at chris@wcwrpc.org. Staff can also be reached by phone at 715-836-2918. Our EMSI Analyst services are intended to be responsive to your needs. Give us call to discuss them.