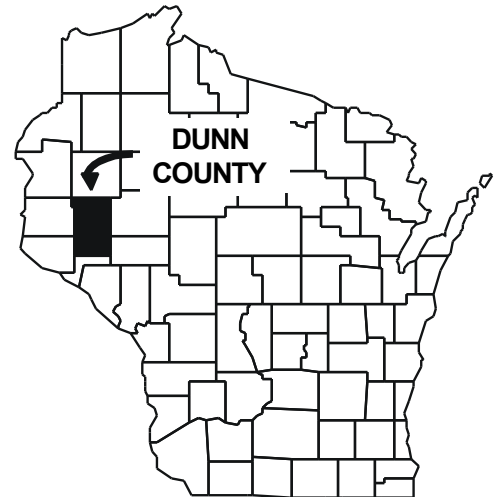


Dunn County

ECONOMIC PROFILE

County Population Projections

	2020	2022	2025	2030	2035	2040
County Population	45,440	45,221	47,415	47,970	48,200	48,485
Percent Change		- 0.48	4.63	1.16	0.48	0.59
Male	23,434	22,829	24,015	24,235	24,155	24,245
Female	22,006	22,392	23,400	23,735	24,045	24,240
Minority	4,242	3,344	NA	NA	NA	NA
Percent Minority	9.3	7.4	NA	NA	NA	NA
Age Under 5	2,322	2,199	2,390	2,410	2,450	2,480
Age 5-9	2,606	2,395	2,440	2,470	2,480	2,510
Age 10-14	2,770	2,612	2,700	2,690	2,690	2,680
Age 15-19	4,011	4,066	4,060	3,870	3,790	3,680
Age 20-24	5,292	5,959	5,970	5,940	5,550	5,370
Age 25-34	5,246	5,105	4,880	4,900	4,960	4,810
Age 35-44	5,105	5,152	4,450	4,440	4,430	4,450
Age 45-54	4,963	4,878	5,060	4,820	4,620	4,630
Age 55-59	2,862	2,920	2,670	2,640	2,590	2,480
Age 60-64	2,779	2,716	3,050	2,650	2,660	2,660
Age 65-74	4,577	4,282	5,530	5,860	5,590	5,430
Age 75-84	2,089	2,208	3,220	3,990	4,590	5,020
Age 85+	818	729	995	1,290	1,800	2,285



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

May, 2024

Source: 2020 Census; 2022 American Community Survey 5-Year Estimates; Wisconsin DOA Population Projections, 2013

Municipal Population

	1980	1990	2000	2010	2020	2023	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-23
Menomonie	12,769	13,547	14,937	16,264	16,843	16,480	6.1	10.3	8.9	3.6	- 2.2
Boyceville	862	913	1,043	1,086	1,100	1,089	5.9	14.2	4.1	1.3	- 1.0
Colfax	1,149	1,110	1,136	1,158	1,182	1,183	- 3.4	2.3	1.9	2.1	0.1
Downing	242	250	257	265	234	231	3.3	2.8	3.1	- 11.7	- 1.3
Elk Mound	737	765	785	878	985	973	3.8	2.6	11.8	12.2	- 1.2
Knapp	419	419	421	463	478	486	0.0	0.5	10.0	3.2	1.7
Ridgeland	300	246	265	273	258	259	- 18.0	7.7	3.0	- 5.5	0.4
Wheeler	231	348	317	348	326	326	50.6	- 8.9	9.8	- 6.3	0.0

Source: 1980, 1990, 2000, 2010 and 2020 Census and Wisconsin DOA 2023 Estimates

Per Capita Personal Income

	2019	2020	2021	2022	Percent Change		
					2019-20	2020-21	2021-22
Dunn County	\$41,238	\$44,574	\$49,794	\$49,324	8.1	11.7	- 0.9
Wisconsin	\$52,364	\$55,431	\$60,381	\$61,475	5.9	8.9	1.8
United States	\$55,539	\$59,159	\$64,410	\$65,476	6.5	8.9	1.7

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 (per household)

	Total		Total
Shelter	\$14,297	Contributions	\$2,198
Transportation	\$12,395	Education	\$1,985
Food and Beverages	\$10,001	Gifts	\$1,646
Health Care	\$5,782	Miscellaneous Expenses	\$1,278
Utilities	\$5,023	Personal Care	\$910
Entertainment	\$3,830	Personal Insurance	\$475
Household Operations	\$2,649	Tobacco	\$415
Household Furnishings	\$2,385	Reading	\$148
Apparel	\$2,374		

Source: Applied Geographic Solutions, 2023

Government Finances

2022	County	State
Full Equalized County Valuation (\$000)	\$4,285,200	\$745,161,539
Net Property Tax (\$000)	\$65,412	\$11,565,661
Full Value Tax Rate per \$1,000 Valuation	\$16.45	\$16.78
Per Capita Property Tax	\$1,439.09	\$1,944.08

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

Civilian Labor Force

County Totals	2018	2023
Employed	23,669	23,449
Unemployed	738	780
Total Labor Force	24,407	24,229
Average County Unemployment Rate	3.0%	3.2%
Average State Unemployment Rate	3.0%	2.9%
Average U.S. Unemployment Rate	3.9%	3.7%

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

Housing

	County
Housing Units	18,729
2022 Estimated Housing Units	19,051
Owner Occupied Units	11,448
Renter Occupied Units	5,809
Persons/Owner Occupied Unit	2.6
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$212,000
Median Monthly Gross Rent	\$908

Source: 2022 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2023

Building Permits

County Residential	2018	2022
Single Family	100	113
Total Units	104	133
Value	\$22,127,441	\$36,320,176

Source: Bureau of the Census

Representative Wage Rates

Position	2022 Hourly Rate	
	Mean	Median
Bartenders	12.52	10.93
Bookkeeping/Accounting/Auditing	20.72	21.05
Cashiers	13.21	13.52
Computer Programmers	44.04	45.26
Electricians	30.49	29.93
Healthcare Social Workers	26.10	26.68
Licensed Practical/Vocational Nurse	25.38	25.00
Machinery Maintenance Workers	29.25	29.80
Nursing Assistants	17.43	17.60
Office Clerk, General	18.60	18.09
Physical Therapists	45.07	45.42
Secretaries/Administrative Assistants	27.58	27.72
Tellers	18.25	17.98
Truck Drivers-Heavy/Tractor Trailer	24.02	23.20
Waiter and Waitresses	15.05	14.00
Welder/Cutter/Solderer/Brazer	23.90	22.44

Source: Bureau of Labor Statistics, May 2022

Employment by Industry

	2022 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	803	5.1
Construction	1,628	10.4
Manufacturing	4,433	28.3
Wholesale Trade	602	3.8
Retail Trade	3,288	21.0
Transportation and Warehousing, and Utilities	1,722	11.0
Information	133	0.9
Finance and Insurance/Real Estate/Rental and Leasing	1,095	7.0
Services (Professional/Educational/Entertainment/Other)	1,431	9.1
Public Administration	507	3.2
TOTAL*	15,642	100

*Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.
Source: 2022 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2020	2030	
Total, All Nonfarm Industries	213,421	230,292	7.9
Mining/Natural Resources	4,326	4,533	4.8
Manufacturing	35,504	38,105	7.3
Construction	8,416	9,225	9.6
Trade, Transportation and Utilities	39,650	44,118	11.3
Information	1,319	1,182	-10.4
Financial Activities (finance/insurance/real estate/rental and leasing)	7,058	7,819	10.8
Professional and Business Services (professional/management/remediation)	14,655	17,037	16.3
Educational and Health Services (including State/Local Government)	48,327	49,678	2.8
Leisure and Hospitality	17,494	19,966	14.1
Other Services (except Government)	7,530	8,485	12.7
Government	11,834	12,327	4.2
Self-Employed and Unpaid Family Workers (all jobs)	17,308	17,817	2.9

*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, December 2021

Largest Employers

Employer	Industry Type	Employees
Conagra Brands Inc	Food Products (whls)	500-999
Phillips-Medisize LLC	Hospital Equipment & Supplies-Mfrs	500-999
University of Wi-Stout-Dining	University-College Dept/Facility/Office	500-999
3M Co	Manufacturers-Agents & Representatives	500-999
Walmart Distribution Ctr	Distribution Centers (whls)	500-999
Mayo Clinic Health Syst-Red	Hospitals	250-499
CEVA Logistics	Logistics Consulting Services	250-499
Westconsin Credit Union	Credit Unions	250-499
Andersen Corp	Windows	250-499
Colfax High School	Schools	100-249
Marketplace Foods Groc Store	Grocers-Retail	100-249
Menomonie High School	Schools	100-249
Fleet Farm	Farm Supplies (whls)	100-249
Menomonie Middle School	Schools	100-249
Aurora	Apartments	100-249
University Catering	Food Service Management	100-249
Walmart Supercenter	Department Stores	100-249
University-Wi-Stout Clg-Sci	University-College Dept/Facility/Office	100-249
Aca LLC	Tree Service	100-249
Neighbors of Dunn County	Convalescent Homes	100-249
Cardinal FG Co	Glass-Tempered	100-249
UW-Stout University Dining Svc	Caterers	100-249
American Lutheran Homes Inc	Convalescent Homes	50-99
Colfax Health & Rehab Ctr	Retirement Communities & Homes	50-99
Colfax Elementary School	Schools	50-99

Source: Wisconsin DWD; Major employers were extracted from Data Axle 2022

Recreational Highlights

Dunn County has a variety of recreational resources ranging from hunting and fishing to camping and biking. The County is characterized by rolling hills and open farmlands. The Red Cedar River is known for its many fishing, canoeing, and camping opportunities. A groomed and well-marked snowmobile route runs throughout the County. ATV/UTV activities also utilize a network of trails throughout Dunn County.

Hoffman Hills Recreation Area provides cross-country skiing, hiking, walking, and snowshoe opportunities. Of state significance is the Red Cedar Trail which runs parallel to the Red Cedar River from Menomonie to the Dunnville Wildlife Area. This trail is part of the larger Chippewa Valley Trail System, which continues south to the City of Durand or north to the City of Eau Claire. Disc golf is also a popular activity, with five courses located in the County. The Lambs Creek Disc Golf Course was nationally ranked as the 6th best 9-hole course in the country. The County has three public shooting ranges that meet a variety of community needs such as training areas for military and local law enforcement agencies, hunter education, and numerous events sponsored by Sportsman's Clubs.

For more information: Dunn County: <https://www.co.dunn.wi.us/parks>

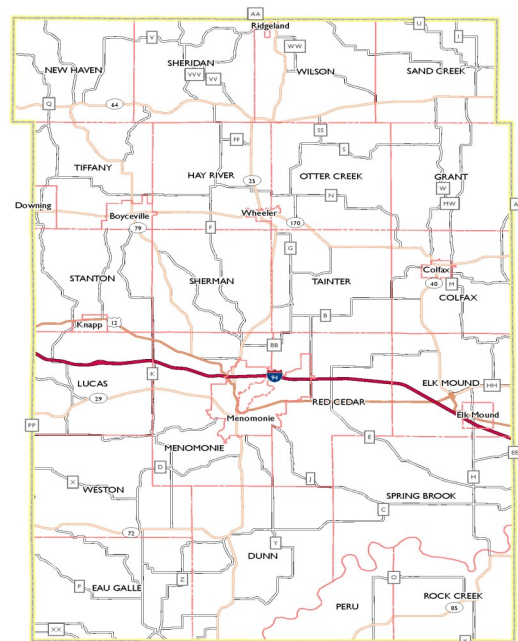
Source: *Dunn County Outdoor Recreation Plan, 2016-2020*

Industrial Parks/Sites

The following is a list of industrial and business parks in Dunn County.

- Boyceville Industrial Park—Boyceville
 - Colfax Industrial Park—Colfax
 - Knapp Industrial Park—Knapp
 - Menomonie Industrial Park—Menomonie
 - Stout Technology and Business Park—Menomonie
- For more information, contact the Dunn County Economic Development Corporation:

Bob Bossany, Executive Director
Dunn County Economic Development Corporation
715-232-4009
director@dunnedc.com



Miscellaneous

HIGHWAYS—Dunn County is served by a network of Interstate, U.S. and State Highways. Interstate 94 runs east and west through the County. USH 12 and STH 64, 170, 29, 85 and 72 also run east and west. STH 40, 25, and 79 provide for north-south travel. Many other county and local roads connect with these highways to link the cities, villages, and recreational areas in the County.

RAIL SERVICE—Dunn County is served by two railroads -- Canadian National (CN) and the Union Pacific (UP). The CN serves the Dunn County communities of Boyceville, Colfax, and Wheeler from the east. The UP connects West Central Wisconsin with Minneapolis-St. Paul and Chicago. This rail line serves the Dunn County communities of Elk Mound, Knapp, and Menomonie.

AIR SERVICE—Dunn County has two publicly-owned airports. A medium general aviation airport with a 5,000 foot runway and a 3,400 foot runway is located in Menomonie and a small general aviation airport with a 3,300 foot runway is located near Boyceville. Dunn County also has access to air commercial service airports in both Eau Claire and Minneapolis-St. Paul.

BUS SERVICE—Greyhound and MegaBus provide intercity bus service between the Twin Cities and Madison and Milwaukee, and Twin Cities and Green Bay, respectively. The Dunn County Transit Commission provides fixed route services within Menomonie, as well as some rural transit services.

EDUCATIONAL FACILITIES—The Chippewa Valley Technical College, located in the Cities of Eau Claire, Chippewa Falls, and Menomonie, serves the technical training needs of Dunn County. 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. Three nearby University of Wisconsin campuses provide excellent educational services. UW-Stout, located in Menomonie, is nationally known for its programs in industry, technology, and art and design.