

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
AGENDA

DATE: Tuesday, January 19, 2021
TIME: 10:30 a.m. (or immediately following the County Board meeting)
LOCATION: Wood County Courthouse, Room 114

1. Call meeting to order.
2. Declaration of Quorum.
3. Public Comments (*brief comments/statement regarding committee business*)
4. Review Correspondence.
5. Extension
 - a. Situational Analysis Discussion
6. Schedule next regular committee meeting.
7. Agenda items for next meeting
8. Schedule any additional meetings if necessary
9. Adjourn

Join by phone

+1-408-418-9388 United States Toll
Meeting number (access code): 146 660 1951

Join by WebEx App or Web

<https://woodcountywi.webex.com/woodcountywi/j.php?MTID=md463283b0b0f5659309e55d42fb5996e>

Meeting number (access code): 146 660 1951
Meeting password: CEED0119

Situational Analysis Update

Wood County Update – Jan 2021



Extension
UNIVERSITY OF WISCONSIN-MADISON

Area 7 Situational Analysis

In 2018, Extension engaged in a statewide situational analysis, led locally within Areas, to determine current and emerging needs in our communities. Once completed, Extension educators, state teams and program leaders would develop strategies to address those needs systematically. Process for gathering data was multilayered:

- Conversations with County Board Chairs/Administrators/Committees
- Examine existing research, reports, assessments within the area (LIFE Report, etc)

What a couple of years can do

Since the time the team completed its work (August 2018), numerous events – both locally and nationally – have impacted our success in some areas as well as diverted resources (local and state) to other areas that were not pressing at that time. Examples = Broadband & Public Health

Area Priorities in 2018

Developmental Situational Analysis; UW Cooperative Extension: AREA 7
Quality of workforce (training for available jobs)
Incomes decreasing compared to cost of living (living wage)
Decline in water quality in both surface and groundwater
Mental Health Resources
Diversity of employment sectors/ Quality of jobs in part of Area 7
Lack of planned development to manage impacts of growth (natural resources, quality of life...)
Disconnect with the importance of forestry to Area 7
Access to Broadband
Alcohol and Substance Abuse/Drug epidemic
Need for Healthy Activity and Food Environments (bike paths, food systems)
Positive Health outcomes (preventative screenings, check-ups)
Lack of community resources (organizations and services??) ALICE populations
Access to farmland for small & medium farms (avg size 200-300ac)

Wood County's Situation

In 2018, here is what Wood County (through conversations with County Board members and County Administration) identified as high priorities

- What do you see as major needs in this county currently and moving forward?
 - **Ground Water, Workforce Development (Economic Development Emphasis), Technology (Broadband), Quality of Life (Recreation/Health & Wellness)**

What have we (Extension) done to address those issues?

- **Ground Water**
 - Hired Rachael Whitehair; Central Sands Groundwater Collaborative; Farmer Led Watershed Groups; Presentations/Support from UW-Madison (John Exo, etc)
- **Technology (Broadband)**
 - Assist on Broadband work in the recent months (Bug Tussle, etc).

- 
- **Workforce Development (Economic Development Emphasis)**
 - REDI Grant; Partnerships/Planning with Chamber of Commerce Groups and other community partners
 - **Quality of Life (Community Placemaking)**
 - SolSmart Designation; Youth Development Programming (4-H); Aging Mastery Program; Taking Care of You Program



So... What's the Situation now and moving forward?

What do you see as the major needs in Wood County currently and moving forward?



FINDINGS FROM 2018
SITUATIONAL ANALYSIS

Please contact your Area Extension Director or Jenna Klink (jenna.klink@ces.uwex.edu) with any questions or for more detail.

Process

In 2018, Extension embarked on a statewide Developmental Situational Analysis (DSA) to gain an updated understanding on existing and emerging issues and opportunities in the state that Extension programming could address.

1. In Part 1 of the DSA, 22 Area Work Groups, made up of colleagues, reviewed existing local data and resources and engaged county funding partners¹ (500+ sources reviewed), and then summarized findings into a Developmental Situational Analysis Report per Area.
2. Office of Program Support Services analyzed the 22 reports and developed this coding framework of issues (pages 2-3) that reflects the circumstances across the state as mentioned by Area Work Groups.
3. Current status and next steps: Extension’s Department of Agriculture & Natural Resources and Department of Youth Family & Community Development are forming work groups of colleagues, including specialists, who will review data at the statewide scale to build on this framework. The end goal of this process is to clearly prioritize issues for each of our Extension Institutes; this will aid us in communicating impacts, identifying strategic partnerships and interdisciplinary opportunities, supporting educators, and developing programs. Work groups and program leadership will incorporate statewide trends and data with the local input and data to inform the prioritization of Extension Institute issues/needs.

Reading the Results

- We have arranged the issues through key themes and sub-themes. The key themes are in bold font, below. Each key theme’s sub-themes are listed under that key theme.
- The language used below in describing these issues is typically not the exact wording used by Area Work Groups, but was derived and synthesized from Area Work Groups’ language. We acknowledge that the wording we chose has its limitations and multiple interpretations, and we see this as a starting point. We made a choice to frame each issue as a “need” which includes more negative language, rather than as an “opportunity,” which would be more positive framing. This is how most work groups described the issues.

¹ Every Area Extension Director (AED) made an effort to engage county funding partners through a Qualtrics survey, in-person or phone conversation, or during a facilitated process at a committee meeting unless they had very recently asked for similar input and therefore did not ask again, or if it proved difficult to get on committee meeting agendas. Examples of who was engaged include Board Chairs, Administrators, Executives, Administrative Coordinators, and Extension Committees.



<i>Issues as Key Themes</i>	<i>Number of Area Reports mentioning this issue (n=22)</i>
Workforce & Workplace Development	22
Workforce Shortage	21
Insufficient Wages/Low Income Rate	11
Farm Viability and Sustainability	21
Population Health	22
Limited Access to Health Necessities	18
Chronic and Ongoing Health Issues	17
Trauma	15
AODA & Mental Health	18
Environmental Health	2
Infrastructure	17
Transportation	13
Housing	13
Broadband	6
Environment & Stewardship	16
Natural Resource Economies	7
Poor Water Quality	14
Land Stewardship	8
Social Infrastructure & Systems	22
Life Skills	8
Violence and Aggression	7
Limited Capacity of Organizations	15
Ways to Interact, Cope, Adapt	14
Social Cohesion	15

Do not interpret the numbers below as “X issue only exists in Y number of areas.”

Interpret the numbers instead as “Y number of work groups wrote about X issue in their Summer 2018 report.”

For more detailed definitions of the themes, see the table on the following page.



<i>Issues as Key Themes</i>	<i>Definitions of Issues</i>
Workplace & Workforce Development	Work and working are not viable enough.
Workforce Shortage	There are not enough people to fill jobs.
Insufficient Wages/Low Income Rate	Jobs do not pay enough to make them financially feasible.
Farm Viability and Sustainability	Tight profit margins and a changing operational environment limit farms' fiscal viability.
Population Health	
Population Health	Our residents experience significant mental and physical health challenges related to access, trauma, behaviors, and exposures.
Limited Access to Health Necessities	Residents have limited access to health necessities.
Chronic and Ongoing Health Issues	Many residents do not have appropriate resources to prevent, manage, and heal chronic and ongoing health issues.
Trauma	Many residents suffer from the effects of traumatic experiences.
AODA & Mental Health	Residents suffer from high rates of alcohol and drug use/abuse and mental health conditions.
Environmental Health	Residents are exposed to dangerous environmental toxins via homes, water, and air.
Infrastructure	
Infrastructure	Our infrastructure does not serve Wisconsin residents enough.
Transportation	Transportation is too expensive, failing or unavailable.
Housing	The housing market does not serve all of the population enough.
Broadband	Access to high-speed internet is limited in some areas.
Environment & Stewardship	
Environment & Stewardship	Our environment needs protective management balanced with economic productivity.
Natural Resource Economies	Communities primarily supported with natural resource economies need to protect resources while providing for sustainable livelihoods.
Poor Water Quality	Water quality is poor and causing various health, environmental and economic problems.
Land Stewardship	Private forested lands lack management and farm land requires conservation practices.
Social Infrastructure & Systems	
Social Infrastructure & Systems	Our current social systems are not equitable to all residents, which can disadvantage individuals' and groups' abilities to lead full, productive lives.
Life Skills	Residents that have not had full access to education need the skills and content that help them navigate through social systems.
Violence and Aggression	Violence and the threat of violence sometimes causes and sometimes stems from distress in communities; this distress has or can become intergenerational and/or historical trauma.
Limited Capacity of Organizations	Organizations that provide public services lack the resources needed to provide adequate and equitable services to communities.
Ways to Interact, Cope, Adapt	People must individually navigate, interact with, cope with, and/or adapt to inequitable or otherwise difficult social systems and situations, and many require support in doing so.
Social Cohesion	Misperceptions and misunderstandings between groups can hinder efforts to collectively solve shared problems.

ALICE IN WOOD COUNTY

2018 Point-in-Time Data

Population: 73,055 • **Number of Households:** 32,274

Median Household Income: \$55,273 (state average: \$60,773)

Unemployment Rate: 2.6% (state average: 3.2%)

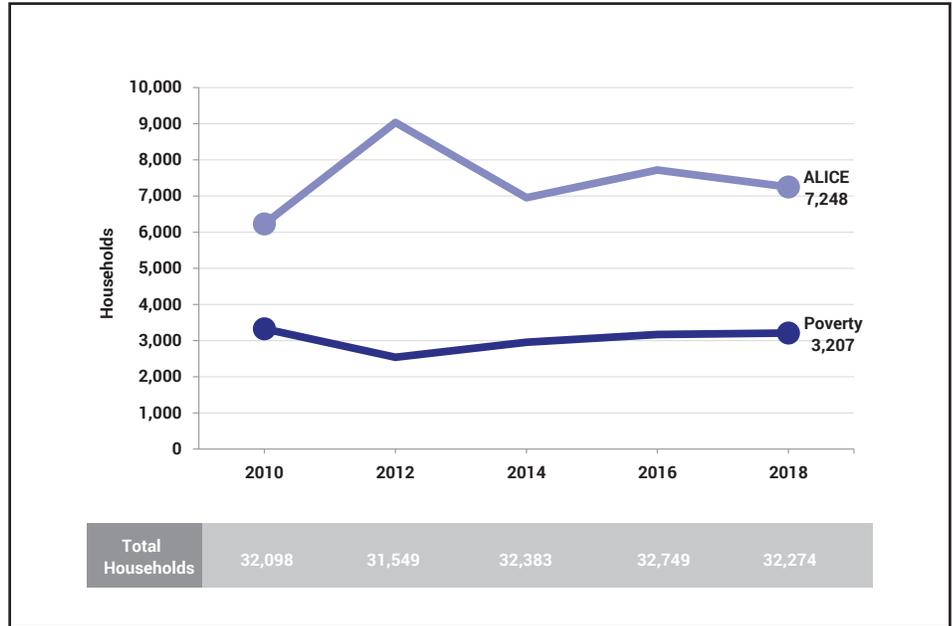
ALICE Households: 22% (state average: 23%) • **Households in Poverty:** 10% (state average: 11%)

Sources: ALICE Threshold, 2018; American Community Survey, 2018

How has the number of ALICE households changed over time?

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). While conditions improved for some households from 2010 to 2018, many continued to struggle, especially as wages failed to keep pace with the cost of household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan).

Households by Income, Wood County, 2010 to 2018

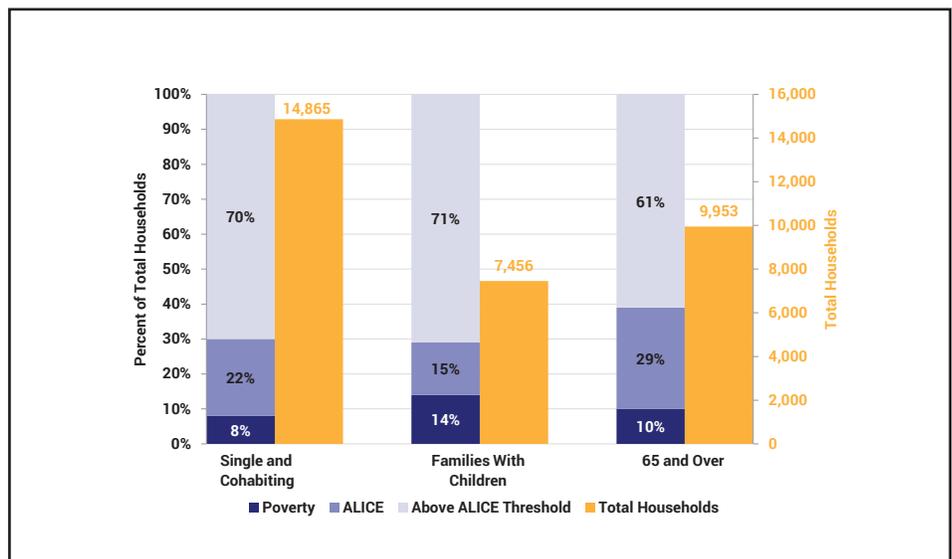


Sources: ALICE Threshold, 2010-2018; American Community Survey, 2010-2018

What types of households are struggling?

In the past few decades, there have been major shifts in household composition. The share of American adults who have never been married is at a historic high, as is the number of senior households. There is also a growing number of people who live alone or with roommates, and an increasing share of grown children who live with their parents. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

Household Income by Household Type, Wood County, 2018



Sources: ALICE Threshold, 2018; American Community Survey, 2018

Why do so many households struggle?

The cost of household basics outpaces wages...

The Household Survival Budget reflects the bare minimum cost to live and work in the modern economy and includes housing, child care, food, transportation, health care, technology (a smartphone plan), and taxes. It does not include savings for emergencies or future goals like college or retirement. In 2018, household costs were well above the Federal Poverty Level of \$12,140 for a single adult and \$25,100 for a family of four.

Household Survival Budget, Wood County, 2018		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$464	\$689
Child Care	\$-	\$1,308
Food	\$260	\$788
Transportation	\$326	\$795
Health Care	\$214	\$699
Technology	55	\$75
Miscellaneous	\$155	\$508
Taxes	\$232	\$729
Monthly Total	\$1,706	\$5,591
ANNUAL TOTAL	\$20,472	\$67,092
Hourly Wage*	\$10.24	\$33.55

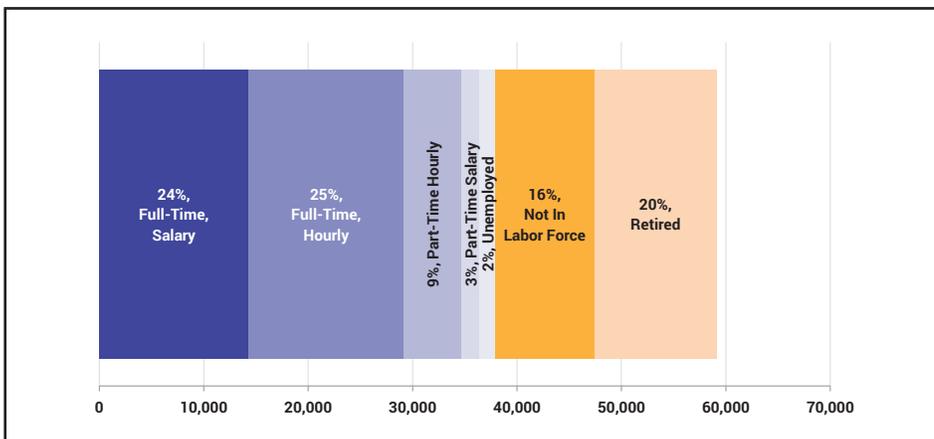
* Wage working full-time required to support this budget

For ALICE Survival Budget Sources, see the 2020 Methodology Overview available at [UnitedForALICE.org/Methodology](https://www.unitedforalice.org/methodology)

..and the labor landscape is challenging for ALICE workers

A breakdown of the labor force shows a small portion of adults (16 years and older) who were unemployed and a large number who were working in 2018. However, a significant portion of full- and part-time workers were paid by the hour; these workers were more likely to have fluctuations in income and less likely to receive benefits. There was also a high number of workers outside of the labor force (people who are not employed and not looking for work), which helped keep wages low: When more workers are available, employers have less incentive to raise wages to attract employees.

Labor Status, Population 16 and Over, Wood County, 2018



Note: Data for full- and part-time jobs is only available at the national level; these national rates (51% of full-time workers and 75% of part-time workers paid hourly) have been applied to the total county workforce to calculate the breakdown shown in this figure. Full-time represents a minimum of 35 hours per week at one or more jobs for 48 weeks per year.

Sources: American Community Survey, 2018; Federal Reserve Bank of St. Louis, 2018

Wood County, 2018		
Town	Total HH	% ALICE & Poverty
Arpin	342	26%
Arpin Village	140	45%
Auburndale	308	24%
Auburndale Village	302	35%
Biron Village	414	40%
Cameron	205	30%
Cary	186	30%
Dexter	145	27%
Grand Rapids	3,230	21%
Hansen	285	27%
Hewitt Village	353	11%
Lincoln	658	12%
Marshfield	314	23%
Marshfield City	8,377	38%
Milladore	278	32%
Milladore Village	131	36%
Nekoosa City	1,040	41%
Pittsville City	383	41%
Port Edwards	514	31%
Port Edwards Village	716	36%
Richfield	570	20%
Rock	298	19%
Rudolph	464	22%
Rudolph Village	208	27%
Saratoga	2,235	26%
Seneca	452	15%
Sherry	308	26%
Sigel	443	21%
Vesper Village	289	34%
Wisconsin Rapids City	8,131	46%
Wood	309	31%

Note: Municipal-level data on this page is for County Subdivisions. Municipal-level data relies on 5-year averages and is not available for the smallest towns. As a result, totals will not match county-level numbers.

VITAL SIGNS

**COMMUNICATING THE ECONOMIC & SOCIAL HEALTH
OF THE MARSHFIELD AREA COMMUNITY**

JUNE 2019



Photo by American Images, Marshfield, WI

INTRODUCTION

Vital Signs is produced by a partnership between Marshfield Area United Way and the Marshfield Area Community Foundation in Marshfield, WI. This project represents our joint interest in and commitment to understanding our community's well-being across a series of civic, economic and social indicators. The report is an annual consolidated snapshot identifying the trends and issues affecting the quality of life in our community – progress we should be proud of and challenges that need to be addressed.

Seventh Edition

When possible, data in the report spans a decade from

2008 - 2017



Marshfield Area United Way

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POPULATION

Population for the area was estimated by using the Marshfield School District as the examined area. Since peaking in 2012, the population trend for area has shown a slight decline going from 27,764 to 27,373 in 2016, and remaining flat in 2017.

In 2010 (a census year), Wood County population was estimated at its highest over the ten year period at 74,793. Similar to the population trend of the examined area of the Marshfield School District, Wood County population estimates showed a slight decline in 2011 and has remained flat over the past several years, as well. The current estimated population for Wood County is 74,514.

Marshfield Area School District Population Trend



Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE) Program

Wood County Population Trend



Source: Wisconsin Department of Health Services WISH (Wisconsin Interactive Statistics on Health) Query System

Age of Population

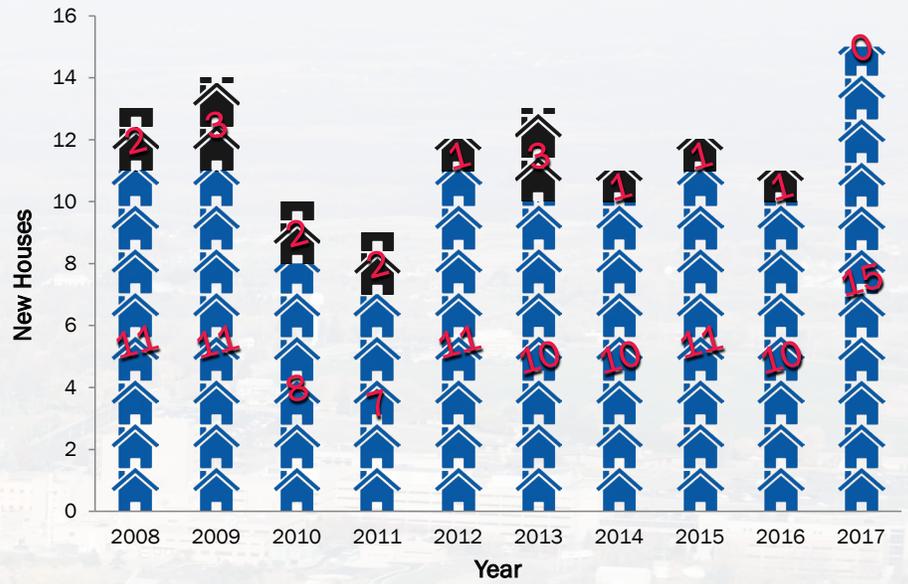
School District of Marshfield Examined Area

SELECTED AGE CATEGORIES	2017	2016	2015	2014	2013	2012	2011	2010	2009
5 to 14 years	12.5%	12.4%	12.6%	12.1%	11.8%	11.4%	10.8%	11.9%	11.5%
15 to 17 years	3.8%	4.1%	3.9%	4.1%	4.0%	4.0%	3.9%	3.8%	3.5%
18 to 24 years	7.7%	8.3%	8.4%	8.3%	8.3%	8.4%	9.5%	9.6%	9.6%
15 to 44 years	34.5%	35.2%	34.8%	35.4%	35.8%	36.3%	37.6%	38.1%	37.8%
60 years and over	25.6%	24.6%	24.7%	24.0%	24.0%	23.4%	22.7%	21.4%	22.2%
65 years and over	18.2%	17.4%	17.8%	17.6%	17.4%	17.2%	16.7%	15.7%	16.6%
75 years and over	7.8%	8.0%	8.5%	8.8%	8.9%	9.2%	9.0%	8.8%	9.3%

NEW HOME CONSTRUCTION

2017 was the best year in the past decade for new single family homes at 15. Before then, the number of new single family homes had remained rather stagnant at either ten or eleven new single family home projects, with a slight dip in 2010 and 2011. The construction on new two-family homes hasn't changed much over the past decade either, averaging 1.6 new construction projects per year.

City of Marshfield New Home Starts



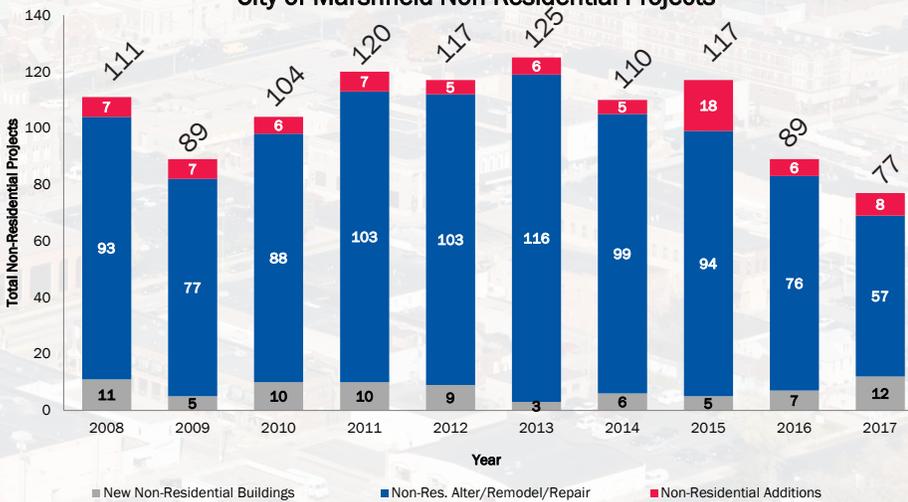
◆ New Single Family Homes ◆ New Two Family Homes

Source: Marshfield Economic Development Annual Report

NON-RESIDENTIAL PROJECTS

The total number of non-residential construction projects in Marshfield has oscillated over the past decade. Non-residential construction projects consist of: new non-residential buildings, non-residential alterations/remodel/repair, and non-residential additions. Non-residential alterations, remodels, and repairs have historically accounted for the majority of the non-residential construction projects. In recent years, new non-residential building projects have trended downward. The year 2015 saw its greatest amount of non-residential additions. Since then, it has gone back to its average of 6-8 per year.

City of Marshfield Non-Residential Projects



Source: Marshfield Economic Development Annual Report

HOME VALUE

The average sale price of a single family home in Marshfield was at its lowest in 2012 when the average sale price fell to a low of \$111,870. The next year the average sale price rebounded back up \$10,000 to \$121,868. The average sale price of a home has continued to climb every year to its current value of \$147,203.

Average Sale Price of Single Family Homes in Marshfield



Source: City of Marshfield Assesor Residential Sales Data

FORECLOSURES

As would be suspected, during the Great Recession, the number of foreclosures in Wood County increased dramatically. Since peaking at 266 foreclosures in 2009, foreclosures in Wood County have steadily declined. In 2017, there were 103. An increase over 2016 foreclosures. For the past eight years, Marshfield has consistently accounted for approximately 30% of the foreclosures in the county.

Foreclosures in Wood County

Year	Total Wood County Foreclosures	Marshfield Foreclosures	Other Wood County Foreclosures
2008	207	44	163
2009	266	67	199
2010	246	70	176
2011	228	58	170
2012	206	50	156
2013	163	41	122
2014	127	34	93
2015	121	34	87
2016	87	27	60
2017	103	33	70

Source: Wisconsin Circuit Court Access System

EDUCATIONAL ATTAINMENT

Educational attainment for the population of people 25 years or older in the city of Marshfield has remained rather consistent over the past six years. On average, 10% of this age population does not have a high school diploma (though 2017 saw a 2% decrease), 33% have a high school level education, and 27% of this age population have a bachelor's, graduate, or professional degree. A further breakdown of this and a comparison against surrounding communities can be seen below:

- | | | |
|---|---|---|
| <p>2009
13.1% No High School Diploma
34.2% High School level education
26% Bachelor's degree or higher</p> | <p>2012
10.7% No High School Diploma
32.6% High School level education
26.8% Bachelor's degree or higher</p> | <p>2015
10.2% No High School Diploma
33.1% High School level education
26.6% Bachelor's degree or higher</p> |
| <p>2010
11.2% No High School Diploma
32.9% High School level education
26.7% Bachelor's degree or higher</p> | <p>2013
11.2% No High School Diploma
32.4% High School level education
26.4% Bachelor's degree or higher</p> | <p>2016
8.9% No High School Diploma
33.2% High School level education
27.0% Bachelor's degree or higher</p> |
| <p>2011
10.7% No High School Diploma
32.6% High School level education
26% Bachelor's degree or higher</p> | <p>2014
10.1% No High School Diploma
31.1% High School level education
26.9% Bachelor's degree or higher</p> | <p>2017
7.9% No High School Diploma
33.2% High School level education
29.7% Bachelor's degree or higher</p> |

Educational Attainment, Population 25 Years and Older

2017	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	2.8%	5.5%	31.3%	20.9%	10.5%	19.2%	9.9%
Marshfield	3.1%	4.8%	33.2%	18.5%	10.6%	15.8%	13.9%
Wisconsin Rapids	2.5%	5.3%	39.9%	22.0%	13.9%	11.2%	5.1%
Stevens Point	2.4%	3.9%	25.9%	21.8%	8.1%	24.3%	13.8%
Wausau	4.6%	5.1%	31.7%	19.0%	12.9%	17.9%	8.9%
2016	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.0%	5.7%	31.7%	21.0%	10.3%	18.7%	9.6%
Marshfield	3.9%	5.0%	33.2%	17.8%	11.2%	16.6%	12.4%
Wisconsin Rapids	2.8%	4.2%	41.7%	23.5%	11.8%	11.5%	4.4%
Stevens Point	2.5%	3.7%	27.6%	21.9%	7.9%	23.1%	13.4%
Wausau	5.0%	5.8%	32.5%	18.7%	12.6%	16.5%	9.0%
2015	Less than 9th Grade	Some high school, No diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate/Professional Degree
Wisconsin	3.1%	5.8%	32.0%	21.1%	10.1%	18.4%	9.4%
Marshfield	4.5%	5.7%	33.1%	19.3%	10.9%	16.1%	10.5%
Wisconsin Rapids	2.7%	4.5%	40.2%	24.1%	12.7%	11.5%	4.3%
Stevens Point	2.7%	3.9%	27.3%	22.0%	8.3%	22.0%	13.9%
Wausau	5.0%	5.9%	32.1%	19.4%	11.5%	16.8%	9.4%

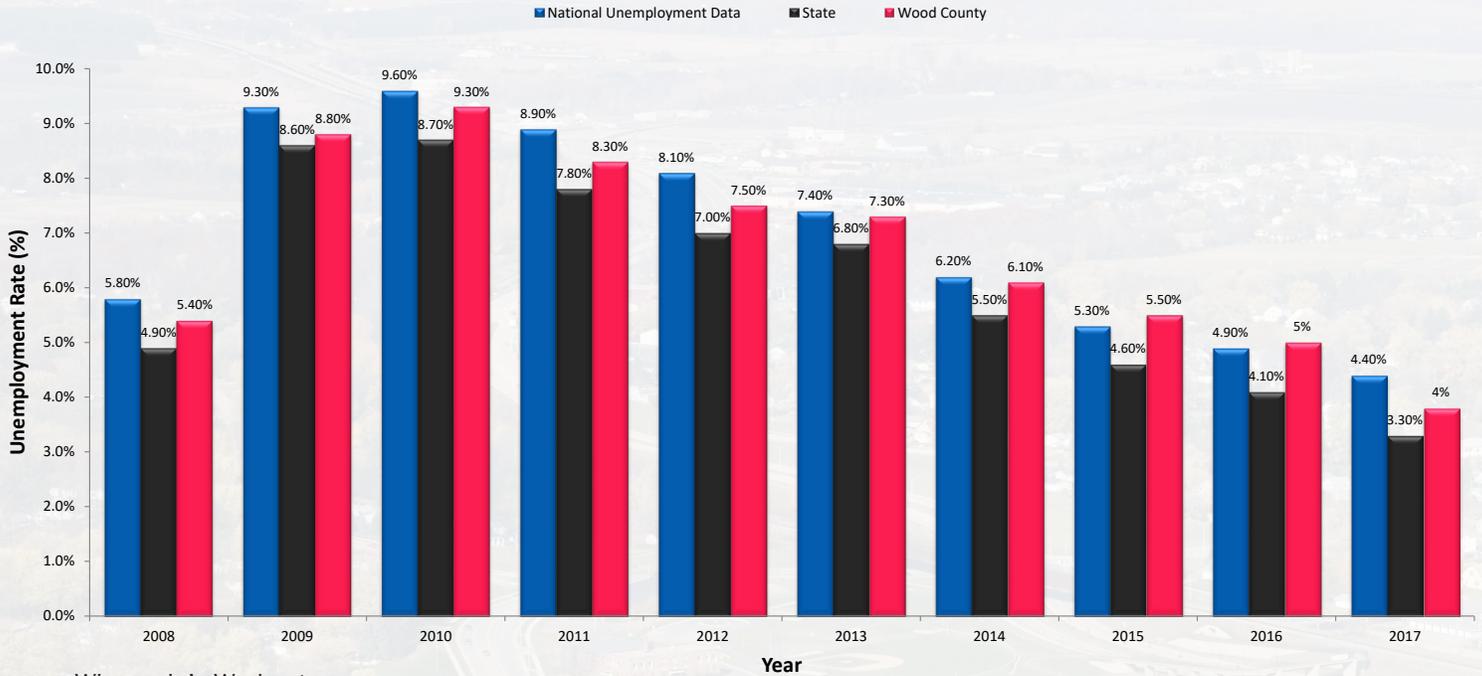
Please note: Data included is for city limits of each municipality listed.

Source: U.S. Census Bureau, American Community Survey

UNEMPLOYMENT

The unemployment rate at all levels (national, state and county) have all declined every single year since 2010. Wood County's unemployment rate nearly doubled from 2008 to 2010, peaking at 9.3%. Since then the rate has declined to its lowest rate in 10 years at 4% (in 2017).

Annual Unemployment Rate



Source: Wisconsin's Worknet.

INCOME—LIVING WAGE CALCULATION WOOD COUNTY

Living Wage Calculation for Wood County, Wisconsin

	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children	2 Adults (1 Working Part Time) 1 Child*	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Hourly Wages													
Living Wage	\$10.69	\$23.66	\$28.32	\$34.93	\$17.54	\$20.89	\$23.53	\$25.80	\$25.18	\$8.77	\$13.01	\$15.54	\$17.88
Poverty Wage	\$5.84	\$7.91	\$9.99	\$12.07	\$7.91	\$9.99	\$12.07	\$14.14		\$3.96	\$5.00	\$6.03	\$7.07
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25		\$7.25	\$7.25	\$7.25	\$7.25
Annual Expenses													
Food	\$3,058	\$4,508	\$6,786	\$9,001	\$5,607	\$6,979	\$9,012	\$10,972		\$5,607	\$6,979	\$9,012	\$10,972
Child Care	\$0	\$8,888	\$13,055	\$17,223	\$0	\$0	\$0	\$0		\$0	\$8,888	\$13,055	\$17,223
Medical	\$2,384	\$5,924	\$5,581	\$5,663	\$5,175	\$5,581	\$5,663	\$5,382		\$5,175	\$5,581	\$5,663	\$5,382
Housing	\$5,568	\$8,268	\$8,268	\$10,728	\$6,216	\$8,268	\$8,268	\$10,728		\$6,216	\$8,268	\$8,268	\$10,728
Transportation	\$4,866	\$8,867	\$10,426	\$12,063	\$8,867	\$10,426	\$12,063	\$11,925		\$8,867	\$10,426	\$12,063	\$11,925
Other	\$2,785	\$4,633	\$5,030	\$5,855	\$4,633	\$5,030	\$5,855	\$5,729		\$4,633	\$5,030	\$5,855	\$5,729
Required annual income after taxes	\$18,661	\$41,088	\$49,147	\$60,533	\$30,498	\$36,284	\$40,860	\$44,737		\$30,498	\$45,172	\$53,915	\$61,960
Annual taxes	\$3,569	\$8,129	\$9,759	\$12,115	\$5,984	\$7,158	\$8,083	\$8,921		\$5,984	\$8,955	\$10,723	\$12,403
Required annual income before taxes	\$22,231	\$49,217	\$58,905	\$72,647	\$36,482	\$43,442	\$48,943	\$53,658		\$36,482	\$54,127	\$64,638	\$74,363

*Documentation for families with an adult working part-time is available separately. Please visit livingwage.mit.edu for more information.

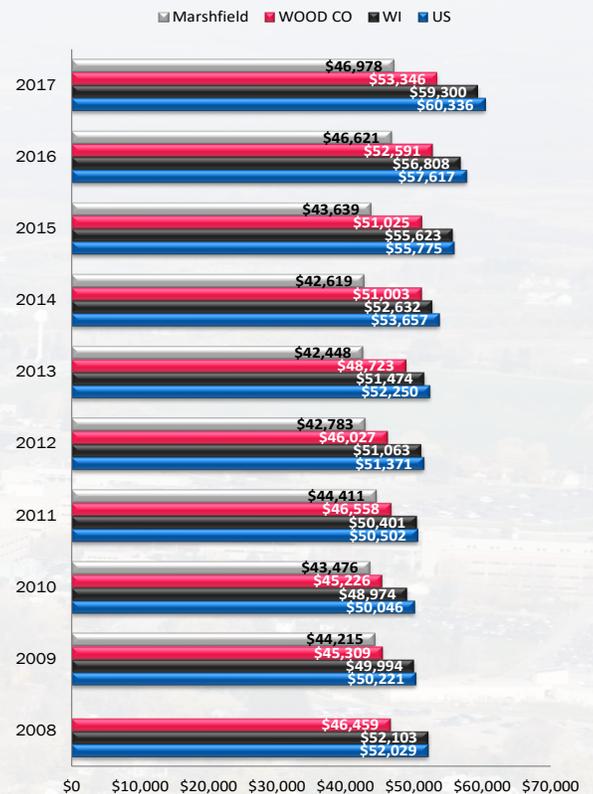
Source: Massachusetts Institute of Technology.

INCOME

The gap between median household income for the city of Marshfield compared to county, state, and national levels historically is significant. In 2015, the median household income in Marshfield was 21.5% lower than the state's, over a \$12,000 difference. 2016 showed some gains in the gap, but in 2017 the county and state income had greater gains than Marshfield. Also worth noting, below, is the median household income for surrounding townships and the age of the population for the City of Marshfield, which might help explain some of this gap.

vs. State of Wisconsin	vs. Wood County
2009 – ↓ 11.55%	2009 – ↓ 2.4%
2010 – ↓ 11.2%	2010 – ↓ 3.9%
2011 – ↓ 11.9%	2011 – ↓ 4.6%
2012 – ↓ 16.2%	2012 – ↓ 7%
2013 – ↓ 17.5%	2013 – ↓ 12.8%
2014 – ↓ 19%	2014 – ↓ 16.4%
2015 – ↓ 21.5%	2015 – ↓ 14.5%
2016 – ↓ 17.9%	2016 – ↓ 11.4%
2017 – ↓ 20.8%	2017 – ↓ 11.9%

Median Household Income



MEDIAN HOUSEHOLD INCOME - CITY OF MARSHFIELD COMPARED TO SURROUNDING TOWNSHIPS

City of Marshfield, Wood County	Lincoln Township, Wood County	Cameron Township, Wood County	Rock Township, Wood County
2010—\$43,476	2010—\$58,625	2010—\$52,045	2010—\$78,523
2011—\$44,411	2011—\$60,978	2011—\$54,167	2011—\$75,536
2012—\$42,783	2012—\$65,536	2012—\$54,028	2012—\$68,906
2013—\$42,448	2013—\$72,721	2013—\$54,931	2013—\$70,982
2014—\$42,619	2014—\$80,000	2014—\$60,682	2014—\$75,000
2015—\$43,639	2015—\$82,031	2015—\$68,393	2015—\$70,833
2016—\$46,621	2016—\$83,894	2016—\$67,813	2016—\$70,000
2017—\$46,978	2017—\$83,786	2017—\$65,893	2017—\$73,542

AGE OF POPULATION

City of Marshfield									
SELECTED AGE CATEGORIES	2017	2016	2015	2014	2013	2012	2011	2010	2009
5 to 14 years	11.5%	11.5%	11.7%	11.4%	10.9%	10.6%	9.6%	10.9%	10.1%
15 to 17 years	3.4%	3.5%	3.3%	3.6%	3.5%	3.5%	3.5%	3.2%	2.8%
18 to 24 years	8.6%	9.4%	9.4%	9.4%	9.4%	9.7%	10.9%	11.2%	10.8%
15 to 44 years	37.0%	37.7%	36.9%	37.7%	37.7%	38.1%	39.1%	39.5%	38.4%
60 years and over	26.2%	25.5%	25.9%	24.9%	25.7%	25.2%	23.9%	23.1%	24.5%
65 years and over	19.6%	19.1%	19.3%	19.0%	19.3%	19.1%	18.2%	17.6%	18.9%
75 years and over	9.1%	9.6%	10.2%	10.4%	10.7%	10.8%	10.3%	10.2%	11.4%

Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE) Program

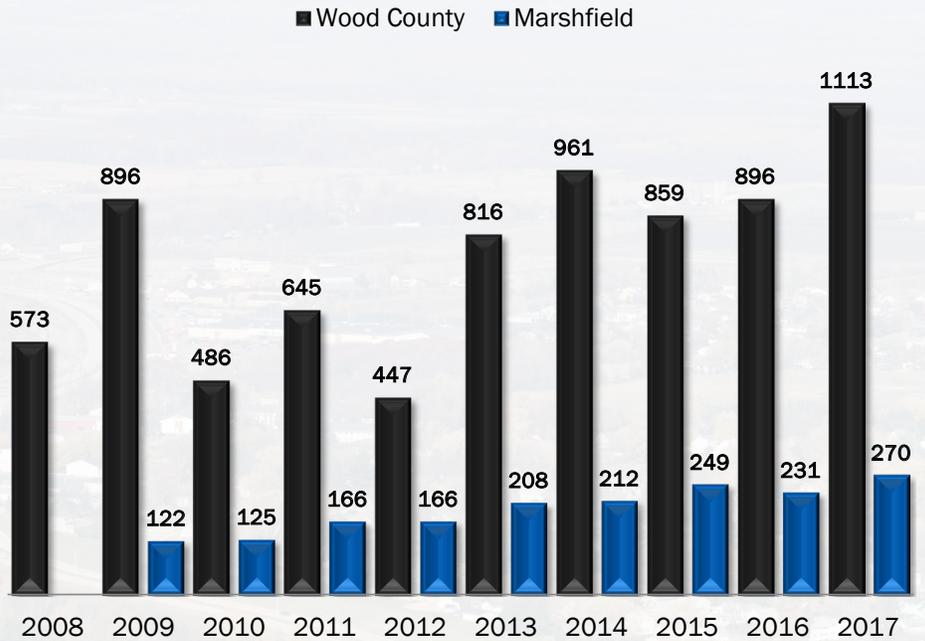
ECONOMIC ASSISTANCE

PUBLIC ASSISTANCE INCOME

The estimated number of households in Wood County receiving public assistance income has fluctuated over the past decade. The highest estimated number of households in Wood County, over the past ten years, receiving some type of public assistance income* (examples of public assistance income includes, but is not limited to: Section 8 housing, W-2 participants, child care assistance) was 2017, the highest level of assistance for both Wood County and Marshfield.

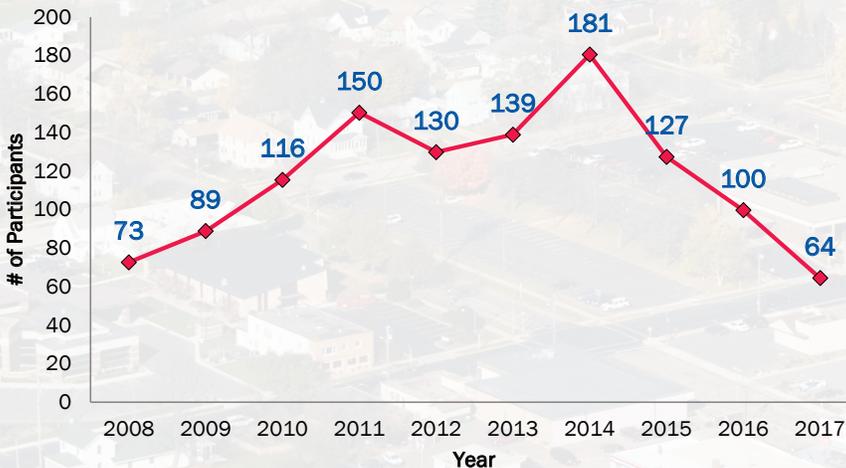
*Data for Public Assistance Income does not include SNAP recipients.

Public Assistance Income Recipients



Source: U.S. Census Bureau, American Community Survey

Yearly Average W-2 Caseload Wood County



Source: Wisconsin Department of Children and Families

WISCONSIN WORK (W-2) PROGRAM

The W-2 program helps individuals prepare for a job, find and keep a job, collect child support, help with child care, and move families toward becoming self-sufficient. After the economic downturn, the average caseload increased every year through 2011 reaching an average yearly caseload of 150 participants. The average caseload in 2014 was 181 participants, reaching the highest average caseload over the past decade, but has since taken a sharp turn downward in the past three years with an average of 64 caseloads in 2017.

ECONOMIC ASSISTANCE

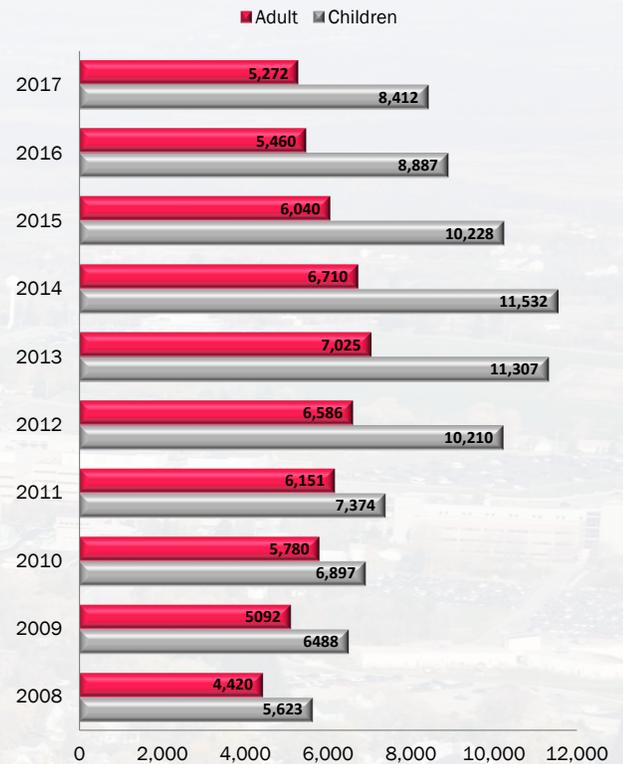
FOODSHARE WISCONSIN

FoodShare Wisconsin helps individuals and families who have little money purchase the food they need for good health. The US Department of Agriculture is responsible for setting the basic program rules so they are similar nationwide. The Wisconsin Department of Health and Family Services administer the State’s FoodShare Program. Government workers at county/tribal human or social service agencies (local agencies) determine eligibility for FoodShare benefits and are responsible for issuing benefits.

From 2008 to 2014, the number of FoodShare recipients in Wood County increased significantly. Since 2015, participation in the FoodShare program has decreased for both children and adults. In 2016, 572 children and 8,412 adults were recipients of the program.

*It should be noted that 50% of FoodShare recipients are age 24 or younger.

Unduplicated Food Stamp/FoodShare Recipients Wood County



Source: Wisconsin Department of Health Services Eligibility Management FoodShare Wisconsin Data

NUTRITION ON WEEKENDS (NOW) PROGRAM

The Nutrition On Weekends program provides healthy, ready-to-eat foods for children during the weekend. The program was created in response to data collected from Marshfield students as part of the Youth Risk Behavior Survey. In 2012, 20% of students surveyed indicated he/she had gone to bed hungry at least once in the past thirty days because there was not enough food in the home. In 2017, 27.1% of Marshfield Middle School students and 20.4% Marshfield High School students indicated he or she had gone to bed hungry at least once in the past 30 days because there was not enough food in the home.

NOW PROGRAM ENROLLMENT	2013-14	2014-15	2015-16	2016-17	2017-18
Marshfield School District	76	138	176	196	214
Lincoln Elementary	20	15	36	42	34
Madison Elementary	15	20	28	25	55
Grant Elementary	24	58	53	57	51
Nasonville Elementary	17	14	23	23	14
Washington Elementary	-	13	19	22	22
Marshfield Middle School	-	16	17	27	17
Marshfield High School	-	2			21
Granton School District	37	49	40	41	30
Spencer School District	-	48	40	52	16
Auburndale School District	-	16	17	9	25
North Wood County Head Start	-	46	35	67	57
Greenwood School District	-	-	-	55	35
Loyal School District	-	-	-	31	23
Stratford School District					18
Pittsville School District					10
Total Number of Children Served Throughout School Year	113	297	308	451	428

A pilot of the program began serving twenty-nine children in the Marshfield School District in October 2013. In four years, the program grew to serve 400-450 students weekly on an annual basis in the Marshfield, Auburndale, Granton and Spencer School Districts. In the 2017-18 school year, 428 children were provided supplemental food packs during the 2017-18 school year.

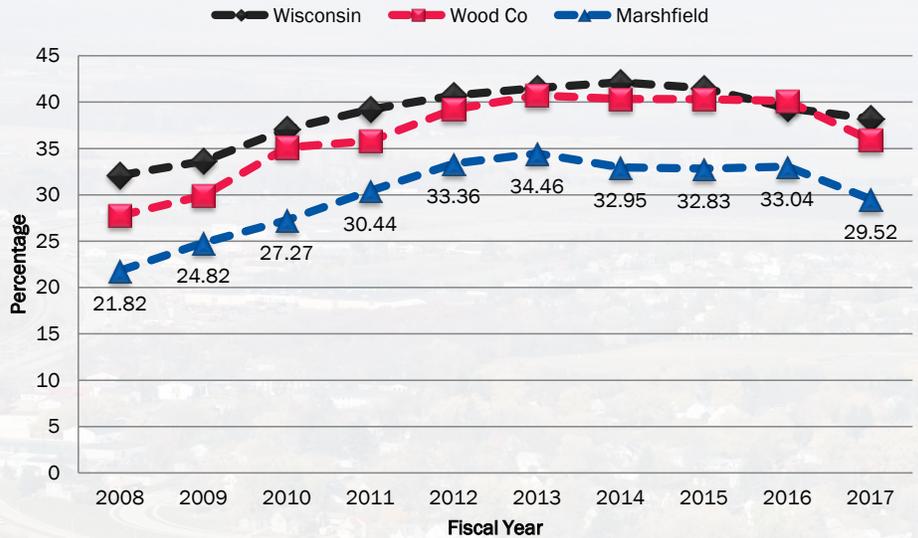
Source: Youth Risk Behavior Survey - Marshfield Schools

ECONOMIC DISADVANTAGE

FREE AND REDUCED MEALS PROGRAM PARTICIPATION

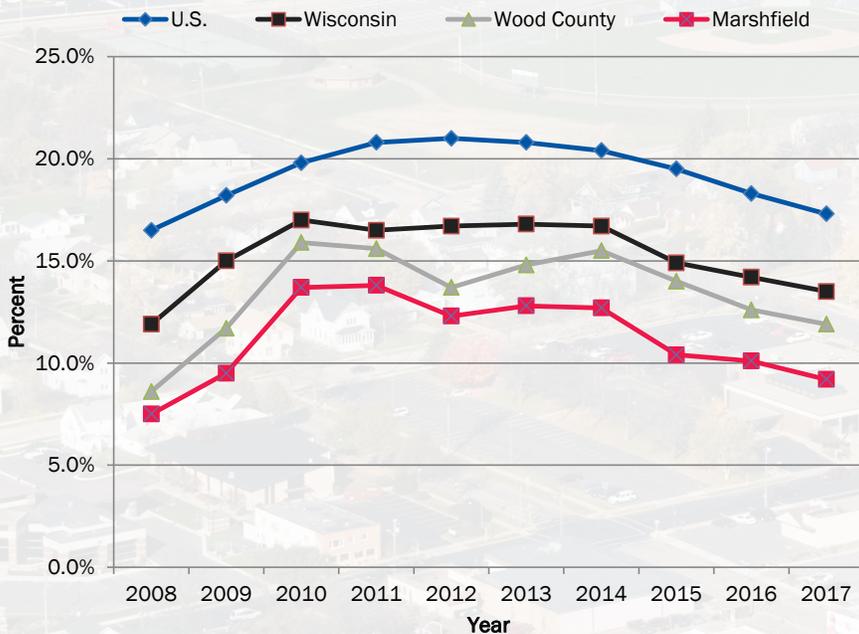
The Marshfield School District has, over all, had a lower percentage of students enrolled in the Free and Reduced Meals Program compared to Wood County and Wisconsin. From 2008 to 2012, Marshfield was, on average, increasing participation by 3 percentage points each year, which was at a greater rate than both county and state participation. Most recently, however, the Marshfield School District has seen the Free and Reduced Meals participation rate show a slight decline and was 29.52% in 2017.

Percent of Public Students Participating in Free and Reduced Meals Program



Source: Wisconsin Department of Public Instruction

Percent of Children Ages 5-17 in Families in Poverty



PERCENT OF CHILDREN AGES 5 TO 17 YEARS OLD IN FAMILIES IN POVERTY

Marshfield's percent of children ages 5 to 17 years old in families in poverty has historically been less than percentages at the county, state and national level. Since peaking at 13.8% in 2013, the percent of children ages 5 to 17 in families in poverty, in Marshfield, has gradually declined to its current rate of 9.2% in 2017.

2017 Poverty Threshold for a family of four: 2 adults and 2 children= \$24,858.

Source: U.S. Census Bureau — Small Area Income and Poverty Estimates (SAIPE) Program

ECONOMIC DISADVANTAGE

NUMBER OF HOMELESS YOUTH (Marshfield Public School District)

Homelessness correlates directly to poor academic achievement and an increased dropout rate. The Marshfield School District defines homeless children and youth as individuals who lack a fixed, regular, and adequate night-time residence. The number of homeless youth in the Marshfield School District has fluctuated over the past ten years and ultimately has tripled over the decade.



The term "homeless" includes children and youth who:

Source: Wisconsin Department of Public Instruction

- Share the housing of other persons due to the loss of housing, economic hardship, or a similar reason
- Are living in motels, hotels, trailer parks, or camping ground due to the lack of alternative adequate accommodations
- Are living in emergency or transitional shelters; are abandoned in hospitals
- Are awaiting foster care placement
- Have a primary night-time residence that is a public or private place not designed for or ordinarily used as a regular sleeping accommodation for human beings
- Are living in cars, parks, public spaces, abandoned buildings, substandard housing, bus or train stations, or similar settings
- Are migratory children who qualify as homeless because they are living in circumstances described above

MONTHLY POINT – IN – TIME SURVEY

North Central Community Action Program, Inc. (NCCAP) provides services to low-income persons to alleviate poverty and encourage self-sufficiency. NCCAP conducts a monthly (Point-in-Time) survey of sheltered homeless persons in the city of Marshfield one (random) day of every month in the year. The number of homeless people per month in families increased dramatically upon the Frederic Ozanam Transitional Shelter opening its doors in April 2014 and decreased dramatically when they closed in November of 2017.

	2014		2015		2016		2017	
	Family	Single	Family	Single	Family	Single	Family	Single
January	2	3	26	4	29	6	31	4
February	2	4	22	4	29	22	29	4
March	2	4	27	4	60	4	12	23
April	2	4	40	4	41	4	25	32
May	21	2	42	4	38	9	44	6
June	37	0	30	4	44	6	46	4
July	28	11	32	6	44	7	31	4
August	40	5	42	4	29	5	15	3
September	34	4	46	4	31	6	31	3
October	46	6	50	5	44	5	46	6
November	30	4	44	6	43	5	3	4
December	13	9	38	5	37	5	4	5

Data for both family and singles is persons per month

Source: North Central Community Action Program Point-in-Time Survey data.

Average # of homeless persons in families:

Average # of single persons:

- 2014–21.3
- 2015–36.6
- 2016–39.1
- 2017–26.4

- 2014–4.6
- 2015–4.5
- 2016–7.0
- 2017–8.2

COMMUNITY RESOURCE REFERRAL

United Way's 2-1-1 is a valuable community program that has helped thousands of callers find the resources or referrals they needed in just one phone call. 2-1-1 is a three digit number individuals can dial to receive free and confidential information and referral to community resources. 2-1-1 also directs callers who wish to donate items or volunteer their time. United Way's 2-1-1 service is available 24 hours a day, seven days a week, 365 days a year. In addition to connecting callers to local resources, United Way's 2-1-1 also tracks caller needs and uses that information to analyze trends, such as identifying gaps in services.

Call volume was up in 2017 and 1.5 referrals are made per call.

Please note: The number of Marshfield calls is for calls received through United Way's 2-1-1 phone system only. This number does not include referrals made through the Marshfield Area United Way office by phone or walk-in basis.

UNITED WAY'S 2-1-1 WEBSITE VISITS

2011	32,400
2012	24,000
2013	30,000
2014	28,500
2015	34,400
2016	36,500

Source: United Way's 2-1-1

TOP FIVE 2-1-1 REFERRALS - CITY OF MARSHFIELD

2017 CALLS - 457

1. HOUSING
2. INFORMATION SERVICES
3. UTILITY ASSISTANCE
4. FOOD/MEALS
5. MENTAL HEALTH/ADDICTIONS

2016 CALLS - 353

1. RENT PAYMENT ASSISTANCE
2. ELECTRIC SERVICE PAYMENT ASSISTANCE
3. LOW INCOME HOUSING
4. FOOD PANTRIES
5. GENERAL COUNSELING SERVICES

2015 CALLS - 415

1. RENT PAYMENT ASSISTANCE
2. FOOD PANTRIES
3. ELECTRIC SERVICE PAYMENT ASSISTANCE
4. HOUSING AUTHORITIES
5. HOMELESS MOTEL VOUCHERS

2014 CALLS - 595

1. RENT PAYMENT ASSISTANCE
2. FOOD PANTRIES
3. ELECTRIC SERVICE PAYMENT ASSISTANCE
4. HOUSING AUTHORITIES
5. VOLUNTEER RECRUITMENT/PLACEMENT

2013 CALLS - 533

1. FOOD PANTRIES
2. ELECTRIC SERVICE PAYMENT ASSISTANCE
3. RENT PAYMENT ASSISTANCE
4. VOLUNTEER RECRUITMENT
5. HOUSING AUTHORITIES

SUMMARY

According to the Institute of Medicine's, Improving Health in the Community, "the health of a community has a tremendous impact on the function of its social systems and that the condition of the social and economic systems has a significant impact on the health of all who live in a community". Additionally, "many factors influence health and well-being in a community, and many entities and individuals in the community have a role to play in responding to community health needs".

This Vital Signs report takes into consideration many of the Institute of Medicine's proposed community health profile indicators. Over time, building on this information and studying additional indicators can help the community respond to needs by showing if strengths are being maintained, progress is being made, and when new problems are emerging.

NOTE ON DATA:

Every 10 years a census of the U.S. population is carried out. This is the only time that comprehensive and precise statistics about the population is collected. During the periods between each census, there is still a need to understand the size and characteristics of the population, therefore, estimates are issued by various agencies. Certain source data used in this report are based on such estimates.

Estimates are figures developed from calculations using existing data collected from various administrative sources. Their purpose is to provide data that is as close to the real, but unknown figures, as possible. Each set of estimates may follow slightly different methodologies and assumptions that may result in slight variations in the data.

Prepared by Ashley Winch
Executive Director
Marshfield Area United Way

INDICATOR SUMMARY

POPULATION

Population in Wood County and area of the Marshfield School District were flat in 2017, the first year it hasn't decreased in 5 years.



CONSTRUCTION

New home construction has remained rather flat over the past ten years, averaging to about 10 new homes built per year.



HOUSING VALUE

The average sale price of a home in Marshfield is on the rise the past several of years, increasing 32% since 2012.



FORECLOSURES

Overall Marshfield and Wood County foreclosures have decreased in past decade.



UNEMPLOYMENT

Wood County unemployment has declined over 5% since 2010. 2017 was lowest rate in the county in the past decade.



INCOME

Median household income in Marshfield continues to lag behind the median household income at county, state and national levels.



ECONOMIC ASSISTANCE

Public assistance income recipients in the City of Marshfield has either held steady or increased slightly the past five years.



FOOD INSECURITY

FoodShare program and Free and Reduced Lunch participation in the NOW program has remained steady.





ECONOMIC PROFILE




Heart of Wisconsin

Chamber of Commerce



Empower. Network. Promote.
People, Businesses and Resources.

Welcome to the Heart of Wisconsin

The Heart of Wisconsin's rich history is "embedded" in resources from over 100-year production of both cranberries and paper. Located on the Northern shore of the old Wisconsin glacial lakebed, it has been the perfect location for the largest inland cranberry production in the world, and is also known for perfecting the process of coating fine papers for magazines and other publications. The area has an extensive "robust" infrastructure for New Economy types of business development, which depend on telecommunications and broadband data transmittal. Local telecommunications provider Solarus is the first Internet service provider in Central Wisconsin to offer a 1-gigabit (1,000 mega-bits-per-second) broadband network. Residential and business customers benefit from the ability to access existing Internet services at dramatically higher speeds. Redundant telecommunications and broadband (T & B) infrastructure links installed to serve major users, such as international software company Renaissance Learning, to provide benefit to the entire community.

Achieve Balance between Working and Living -- We don't sacrifice quality for quantity here; instead we strive to have both in harmony. Our riches are many - stable, dynamic economies; robust arts; excellent school systems; beautiful parks, lakes, rivers, forests and trails; great public services and roads - and yet, our costs of living and doing business are surprisingly low. People who move here tend to stay here. They put down roots, make friends, raise families, build futures and become participants in their community and partners in progress. That's what people do when they've found

Recreation

- Picturesque river and abundant lakes, bountiful wetlands and forest for any wildlife experience
- Expansive trail systems for all modes of transportation
- Golf Courses (Sand Valley Golf Resort, Homestead, Lake Arrowhead, Ridges Golf Course, Bull's Eye Country Club)
- Municipal Splash Pads

History & Culture

- Paper & Historical Museum
- Cranberry roadways, tours, products and events
- Art exhibits, cultural festivals, theater facilities hosting national and local performers
- Grotto Shrine Gardens with rare lava rock

Shopping & Accommodations

- Antique stores
- Local agricultural products-cheese, ice cream, maple syrup, and farmer's markets
- Quaint coffee shops
- Special cranberry items
- Intimate Bed and Breakfast to full-service hotels
- Spa and wellness opportunities

Location

Located in the center of Wisconsin, it's easily within your reach, offering something for everyone - whether you are looking for the peace and serenity of a natural, untouched area, the satisfaction of successful fishing and hunting adventures. Enjoy the pleasure of quaint shops and eateries, the challenge of distinguished golf courses, or the fascinating history of an area that continues to make the most of its natural resources.



Heart of
Wisconsin
Area

Miles from...	
Madison	108
Chicago	246
Green Bay	100
Milwaukee	158
Minneapolis	200

The Heart of Wisconsin area is centrally located in Wisconsin along the beautiful and scenic Wisconsin River. Access is abundant with interstates 90, 94 and 39 leading to state routes 13, 34, 54, and 73 that all meet in Wisconsin Rapids. The area consists of South Wood County and Northern Adams County. Serving the communities of Vesper, Pittsville, Rudolph, Biron, Saratoga, Grand Rapids, Port Edwards, Nekoosa, Wisconsin Rapids, and Rome.



Heart of Wisconsin
Chamber of Commerce



A unique mix of cities and townships make up the Heart of Wisconsin Area with a combined population of nearly 43 thousand residents

Population Year 2016

census.gov

Wood County	73,107
Cities	
Wisconsin Rapids	17,887
Nekoosa	2,443
Pittsville	839
Villages	
Port Edwards	1,276
Biron	792
Vesper	554
Village of Rudolph	430
Townships	
Grand Rapids	7,533
Saratoga	5,042
Town of Rudolph	998
Rome	2,720
Cranmoor	163
Seneca	403
Sigel	961
Total	42,041

Protective Services

Crime Rate Indexes show Wood County at half the national average of crime risk.

Police Departments

City of Wisconsin Rapids, Nekoosa, Pittsville, Town of Grand Rapids, Town of Rome, and Village of Port Edwards have staffed departments. Wood County is serviced by the Sheriff's Department.

Fire Departments

City of Wisconsin Rapids has two-staffed Fire Stations. The City of Nekoosa, Pittsville, Town of Grand Rapids, Town of Rome, and the Villages of Port Edwards, Vesper, Biron, and Rudolph have volunteer fire departments.



Transportation

AIR TRANSPORTATION

Alexander Field, Wisconsin Rapids

- Jet A fuel and 100LL fuel
- Automated Surface Observation System frequency 126.57
- Weather Information, Deicing, Car Rentals, Courtesy Car and Bikes, & Meeting Room
- Pilot Lounge
- GPS Approaches
- Charter service and flight instruction
- 5,500 and 3,650 foot runways
- Hanger space available
- Located only 37 miles from the Central Wisconsin Airport in Mosinee
- Featuring: passenger service, cargo, and 7,645 and 6,500 foot runways

HIGHWAYS SERVING AREA:

State Routes 13, 34, 54, and 73

DISTANCE TO NEAREST INTERSTATE:

20 miles, 4-lane access, to I-39/Hwy 51; 60 miles to I-90/94

RAILROADS:

Daily service by Canadian National Intermodal. Drive-on ramp available in Stevens Point

TRUCKING:

Serviced by eight motor freight carriers



MEDIA

Newspapers

The Daily Tribune
Wisconsin Rapids City Times

Radio Stations

WFHR-AM 1320
WLJY-FM 105.5

Weekly Shopper

Buyers Guide

Television Stations

CBS affiliate

WSAW-TV (Ch. 7)
www.wsaw.com



ABC affiliate

WSAW-TV (Ch. 9)
www.waow.com



NBC affiliate

WEUW-TV (Ch. 13)
www.weau.com



Fox affiliate

WFSX-TV (Ch. 55)



UTILITIES

ELECTRICITY

Wisconsin Rapids provides municipal electric service through the Wisconsin Rapids Water Works & Lighting Commission www.wwwwlc.com

Other community electric provider

Alliant Energy- www.alliantenergy.com
Wisconsin Public Service Corporation
www.wisconsinpublicservice.com

NATURAL GAS

We Energies
www.weenergies.com

TELEPHONE AND CABLE

Solarus Cable & 1G Service
www.solarus.net
Charter Communication
www.charter.com

WATER & WASTE WATER TREATMENT

Wisconsin Rapids Water Works & Lighting Commission
www.wwwwlc.com

East and West Tower 800,000 gallons with the South Tower 2,000,000 gallons = 2,800,000 gallons
Clear wells at the plant hold 700,000 gallons Water Treatment capacity 6.5 MGD



MAJOR EMPLOYERS

Paper Manufacturing

Verso Paper Corporation
Domtar Industries
Catalyst

Coreboard Mill

Corenso North America Corp.

Retail

Wal-Mart

Government

Wood County
City of Wisconsin Rapids

Education

Wisconsin Rapids Public Schools
Nekoosa Public Schools
Mid-State Technical College

Educational Media

Renaissance Learning

Health Care

Aspirus Riverview Hospital
Association

Transportation

DeBoer, Inc.

Entertainment

Ho-Chunk Gaming Nekoosa
Sand Valley Golf Resort

Manufacturing

Opportunity Development Center
Ocean Spray
ECC Corrosion, Inc.
ERCO Worldwide



GOVERNMENT SERVICES

Most of these municipalities also have websites

Wisconsin Rapids
715-421-8200

Nekoosa
715-886-7878

Pittsville
715-884-2422

Village of Port Edwards
715-887-3513

Biron
715-423-6584

Vesper
715-569-4530

Grand Rapids
715-424-1821

Saratoga
715-325-5204

Port Edwards
715-886-5313

Rudolph
715-435-3984

Rome
715-325-8013

LABOR

Labor Force Data Wood County

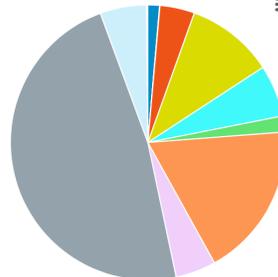
<https://in.wisconsin.com/doing-business-in-wisconsin/available-sites/locate-in-wisconsin/>

Labor Force.....	38,539
Unemployed.....	1,373
Unemployment Rate.....	3.5%

Employment By Sector

Total Employees by Major SIC (2017)

- Agricultural, Forestry, Fishing
- Mining
- Construction
- Manufacturing
- Transportation and Communications
- Wholesale Trade
- Retail Trade
- Finance, Insurance And Real Estate
- Services
- Public Administration
- Unclassified



MEDICAL SERVICES

HOSPITAL

Aspirus Riverview Hospital & Clinics
www.rhahealthcare.org

CLINICS

Aspirus Riverview UW Cancer Center
www.rhahealthcare.org
Aspirus Riverview Hospital Urgent Care
www.rhahealthcare.org
Marshfield Clinic
www.marshfieldclinic.org
Aspirus Doctors Clinic
www.aspirus.org
Urology Specialists of Wisconsin
www.urospecialists.com
Riverview Family Clinic
www.rhahealthcare.org
Wisconsin Rapids, Nekoosa, Rome
Wisconsin River Orthopedics
www.wroinstitute.com

FINANCIAL INSTITUTIONS

Banks	Total Deposits
WoodTrust Bank.....	\$310,683,000
Nekoosa - Port Edwards State Bank.....	\$183,794,000
Paper Cities Savings.....	\$142,386,000
River Cities Bank.....	\$202,159,000
US Bank.....	\$357,756,287
KeySavings Bank.....	\$60,036,927
Associated Bank.....	\$21,867,226
BMO Harris National Bank.....	\$81,155,049
Pioneer Bank.....	\$167,099,000

Credit Unions	Assets
Bull's Eye Credit Union	\$143,229,160
Valley Community Credit Union	\$140,331,479
Members Advantage Credit Union	\$100,859,079
Nekoosa Credit Union	\$16,940,000



INCOME

Under \$15,000.....	5.88%
\$15,000 - \$24,999.....	11.33%
\$25,000 - \$34,999.....	10.57%
\$35,000 - \$49,999.....	13.57%
\$50,000 - \$74,999.....	18.23%
\$75,000 - \$99,999.....	12.69%
\$100,000 - \$149,999.....	12.87%
\$150,000 - \$199,999.....	4.01%
\$200,000 +.....	2.88%

Median household income: \$52,893
 Median family income: \$66,432
 Per capita income: \$47,850

<https://www.statebook.com/region/wood-county-wi/households-income>



INSTITUTIONS OF HIGHER EDUCATION

Mid-State Technical College (Mid-State), one of 16 colleges in the Wisconsin Technical College System (WTCS), is an active leader in the development of central Wisconsin's workforce for more than 100 years, regularly adapting to an ever-changing world of business and industry. The college offers a large variety of associate degrees, technical diplomas, and certificates, and includes over 85 articulation agreements alone with Lakeland University and UW-Stevens Point, so students do not need to leave central Wisconsin to earn a bachelor's degree. Smaller classes, flexible scheduling, and state of the art equipment in dynamic, real-world learning environments all foster success and contribute to the fact that 9 in 10 Mid-State graduates are employed within six months of graduation. A remarkable 98% of graduates say they are satisfied with Mid-State's student-centered education.

Individuals attend Mid-State with many goals in mind. Some aim to develop or enhance skills for a new career, while others seek to keep, current in their present field. Others save money in their postsecondary education by attending two years at Mid-State before transferring to a four-year college. Whatever the reason, Mid-State continues to be an affordable avenue to a hands-on, convenient, high-quality college education where students learn from faculty with real-world experience. Students also learn essential interpersonal communication, critical-thinking, problem-solving, teamwork, and leadership skills they need to be successful in today's labor market.

With campuses in Marshfield, Stevens Point and Wisconsin Rapids, and a learning center in Adams, the college serves a resident population of approximately 171,000 in the Mid-State District comprising all or portions of Adams, Clark, Jackson, Juneau, Marathon, Portage, Waushara, and Wood counties. For more information about Mid-State and its engaging programs, visit www.mstc.edu, call 888-545-6782, or stop by the Mid-State location nearest you.

EDUCATION & TRAINING

The Heart of Wisconsin area offers an excellent choice of public or private educational opportunities.

Our schools offer a safe and quality education.

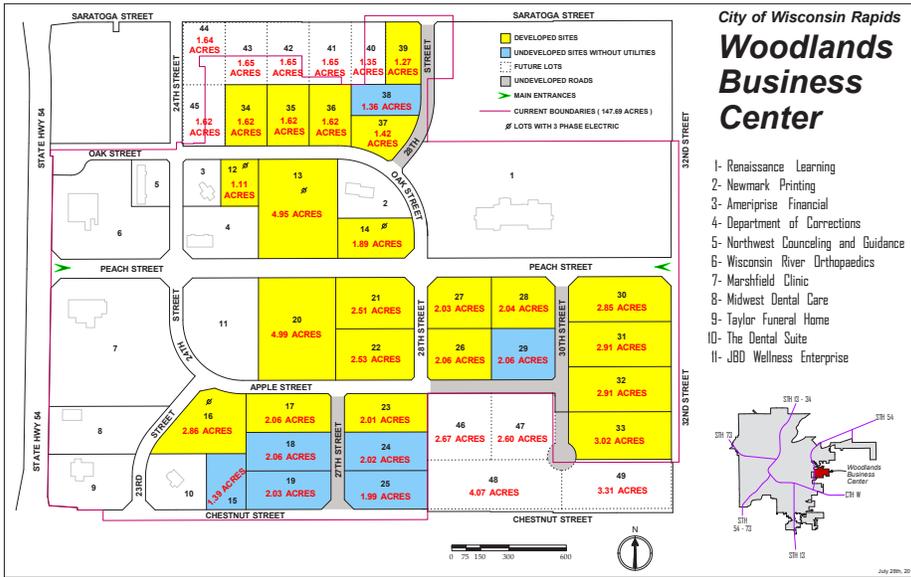
School District ... Number

<u>Wisconsin Rapids Public</u>		<u>Port Edwards</u>	
Elementary	8	Elementary	1
Middle	1	Middle/High School	1
Junior High	1	<u>Pittsville</u>	
High School	2	Elementary	1
<u>Wisconsin Rapids Private</u>		Middle/High School	1
Elementary	4	<u>Auburndale</u>	
Middle	1	Elementary	1
High School	1	Middle/High School	1
<u>Nekoosa</u>			
Elementary	1		
Middle	1		
High School	2		



Business / Industrial Parks

The Heart of Wisconsin Communities offer six business parks... with build-to-suit options, some also with existing buildings, to accommodate your business location or expansion needs.



WOODLANDS BUSINESS CENTER

Location: City of Wisconsin Rapids

Size: Sites available from 1 to 50 acres

Uses: Suitable for professional offices, research and development, medical services

Hwy/Interstate: State Hwy. 54 (4-lane) to Interstate 39 (15 minutes away)

Other Amenities: Scenic walking trails and nature area throughout the park; Fiber optics/ advanced telecommunications capabilities accommodate business demands; Mid-State Technical College is adjacent to the park.

RAPIDS EAST COMMERCE CENTER

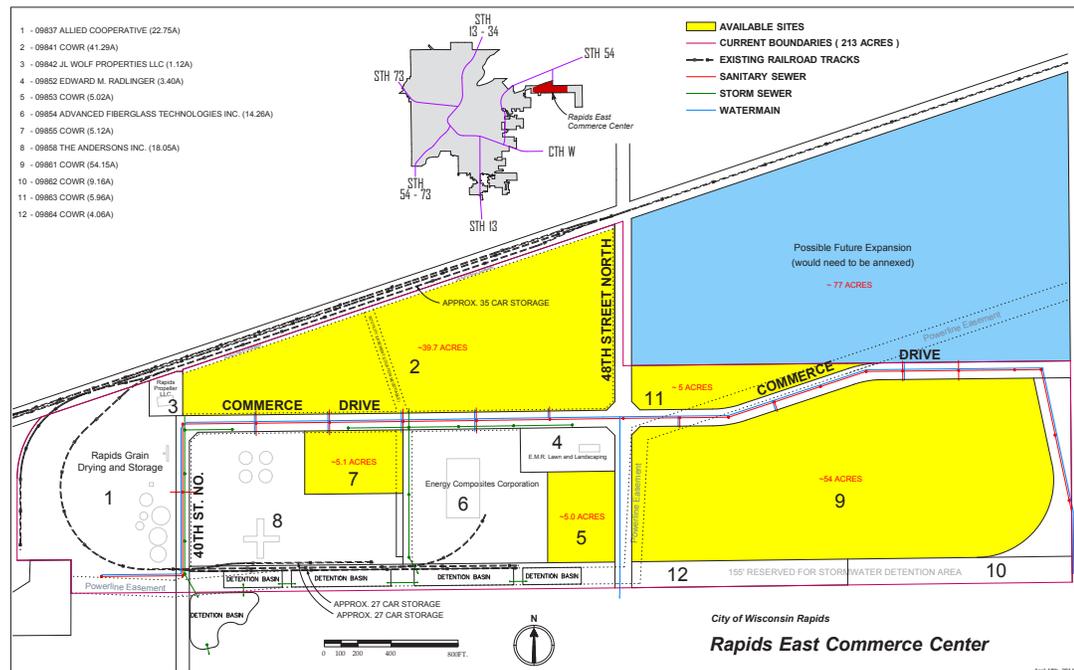
Location: City of Wisconsin Rapids

Size: Park is 230 acres with sites available from 2 to 100 acres

Uses: Suitable for manufacturing warehouse and distribution

Hwy/Interstate: State Hwy. 54 (4-lane) to Interstate 39 (15 minutes away)

Rail: Canadian National



Wisconsin State Firefighters Memorial

Every year approximately one hundred fire fighters die in the line of duty in the United States. The Wisconsin State Fire fighters Memorial Board of Directors have chosen to provide a unique and lasting way to pay tribute to fire fighters from the State of Wisconsin who has made this ultimate sacrifice while in service to their communities. This tribute has taken the form of a Memorial Park dedicated to preserving their memory. The vision of the WSFM was to create a park with a natural and scenic setting to house a memorial to our fire fighting heroes from across this great State of Wisconsin. The serenity of the setting allows park visitors to be alone with their thoughts and emotions and at the same time realize that their loved ones will never be forgotten.

For more information visit: www.wsfm.org.



Heart of Wisconsin Chamber of Commerce

1120 Lincoln Street
Wisconsin Rapids, WI 54494
Phone: 715-423-1830
Fax: 715-423-1865
info@wisconsinrapidschamber.com



The Heart of Wisconsin Chamber of Commerce

- Maintains a list of available sites and buildings for business development
www.wisconsinrapidschamber.com
- Is a resource for community profile information
- Partners with local municipalities
- Acts as a clearing house for business development information
- Offers business counseling and financial resources
- Provides a first contact for business resource assistance

