

City of La Crosse Profile

La Crosse County, WI

POPULATION

	1970	1980	1990	2000	2010
City of La Crosse	50,286	48,347	51,120	51,818	51,320
County of La Crosse	80,468	91,056	97,892	107,120	114,638
State of Wisconsin	4,417,821	4,705,642	4,891,599	5,363,675	5,686,986

Source: U.S. Census Bureau

HOUSING UNITS

	1970	1980	1990	2000	2010
City of La Crosse	16,573	18,757	20,980	22,233	22,628
County of La Crosse	25,433	33,277	38,227	43,480	48,402
State of Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144	2,624,358

Source: U.S. Census Bureau

REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2010	2011	2012	2013	2014
City of La Crosse \$	2,937	2,889	2,920	2,937	3,016
County of La Crosse \$	7,641	7,583	7,667	7,777	8,108
State of Wisconsin \$	483,967	475,506	459,699	455,740	466,816

Source: State of Wisconsin Department of Revenue

PER CAPITA PERSONAL INCOME

	2009	2010	2011	2012	2013
County of La Crosse \$	37,232	37,675	39,577	40,976	41,681
State of Wisconsin \$	38,380	38,728	40,780	42,475	43,244
United States \$	39,379	40,144	42,332	44,200	44,765

Source: U.S. Department of Commerce

UNEMPLOYMENT TRENDS

	2011	2012	2013	2014
La Crosse County Labor Force	65,575	66,429	66,901	66,659
Number Employed	61,647	62,805	63,338	63,726
Number Unemployed	3,928	3,624	3,563	2,933
La Crosse County Unemployment Rate %	6.0	5.5	5.3	4.4
Wisconsin Unemployment Rate %	7.8	7.0	6.8	5.5
U.S. Unemployment Rate %	8.9	8.1	7.4	6.2

Source: State of Wisconsin Department of Workforce Development



TRANSPORTATION

-Highways-

State Highways 16, 33, 35 (0 miles)

US Highways 14, 53, 61 (0 miles)

Interstates 90 (0 miles)

-Rail-

Canadian Pacific, Union Pacific, Burlington Northern Santa Fe; Amtrak

-Air-

Local Airport: La Crosse Municipal

Nearest Sched Transport: La Crosse Municipal Airport

Delta, American

Mileage to Local Airport: 0 miles

Mileage to Nearest Sched Transport: 0 miles

-Water-

12 barge terminals located on the Black and Mississippi Rivers

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La Crosse County, WI

UTILITIES

-Electricity-

Provider: Xcel Energy
 Contact: (800) 895-4999

-Natural Gas-

Provider: Xcel Energy
 Contact: (800) 895-4999

-Water System 2012-

Provider: Municipal Act'l Cap (GPM): 29,884
 No of Wells: 13 Ground Storage: 5,150,000
 Elev Storage: 0

-Wastewater Treatment Facility 2012-

Provider: C. La Crosse Construction Date: 1972
 Compliance Maintenance Annual Report Grade Point Average (GPA): 3.72

Grade Pts	Meaning	Response Range	Grade Pts	Meaning	Response Range
4	Good	Voluntary	1	Poor	Action
3	Satisfactory	Voluntary	0	Fail	Action
2	Marginal	Recommendation			

-Telecommunications-

Provider(s): CenturyLink Charter
 Contact(s) Residential: (877) 290-5458 (800) 581-0081
 Contact(s) Business: (877) 365-0045 (800) 581-0081
 Fiberoptics: CenturyLink
 Contact(s) Residential: (800) 366-8201
 Contact(s) Business: (800) 365-0045

-Solid Waste-

Provider(s): Waste Management
 Contact(s): (608) 784-1095
 Recycling Provider: Waste Management (608) 785-1095

2014 TAXES

-Local Property Taxes-

2014 Effective Full Value Rate/\$1000: 27.82
 2014 Real and Pers Property Full Value: 3,211,853,600
 Tax on machinery, equip inventory: Exempt
 County Sales Tax %: 0.50

-State Taxes-

Sales Tax %: 5.0%
 Corporate Income Tax %: 7.90%
 Gasoline Tax \$: .309 gallon
 Personal Income Tax: 4% - 7.65% (married filing jointly)
 Capital Gains Tax: 30% Exemption, 60% Exemp. Farm Assets, Exemptions for investment in WI businesses, go to: www.revenue.wi.gov

EMPLOYMENT BY INDUSTRY - 2000

Agriculture, Forestry, Fishing/Hunting, Mining:	91
Construction:	1283
Manufacturing:	3767
Wholesale Trade:	942
Retail Trade:	4139
Transportation and Warehousing and Utilities:	878
Information:	767
Finance, Ins, Real Estate, Rental/leasing:	1514
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	1690
Educational, Health Social Serv:	6625
Arts, Entertain, Rec, Accom and Food Serv:	3256
Other Services (except public admin):	973
Public Admin:	836
Total Employment by Industry	26761

Source: U.S. Census Bureau

2012 WAGE ESTIMATES

	Average	Experienced
Office Clerks Avg Wage:	\$13.70	\$15.87
Welders, Cutters, Solderers and Brazers Experienced Wage:	\$20.39	\$21.01
Heavy and Tractor Trailer Truck Driver Avg Wage:	\$18.83	\$20.78
Computer Programmer Avg Wage:	\$26.08	\$29.57
Construction Laborers Avg Wage:	\$20.59	\$24.47
Financial Mgr Avg Wage:	\$45.01	\$54.16
Mtce Workers, Machinery Avg Wage:	\$19.55	\$20.92
Janitors and Cleaners, Except Maids Avg Wage:	\$12.41	\$14.19
Lic Prac Nurse Avg Wage:	\$18.91	\$20.19
Retail Salesperson Avg Wage:	\$11.04	\$12.48

*Occupation data not available, data shown reflects nearest match to occupation.

Source: Wis. Dept. of Workforce Development

EDUCATION AND HEALTH CARE

	County*	State**
*2013-2014		
**2012-2013		
High School Drop Out Rate %:	0.40	1.35
Voch Tech:	Western Wis Tech, 0 mi	
University(s):	UW La Crosse & Viterbo, 0 mi	
Hospital(s):	La Crosse	

-LOCAL CONTACT-

Name: La Crosse Area Develop. Corp.
 Address: 712 Main Street
 City, State, and Zip: La Crosse, WI 54601
 Telephone: (608) 785-5488 Email: ladco@centurytel.net

-REGIONAL CONTACT-

Mississippi River Regional Planning Commission
 1707 Main Street, Suite 435 La Crosse, WI 54601
 Telephone: 608-785-9396 Fax: 608-785-9394
 Email: plan@mrrpc.com Website: www.mrrpc.com