

# City of Onalaska Profile

# La Crosse County, WI

## POPULATION

|                     | 1970      | 1980      | 1990      | 2000      | 2010      |
|---------------------|-----------|-----------|-----------|-----------|-----------|
| City of Onalaska    | 4,909     | 9,249     | 11,414    | 14,839    | 17,736    |
| 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 Onalaska    | 1,491     | 3,213     | 4,419     | 6,070     | 7,608     |
| 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 Onalaska \$    | 1,557   | 1,527   | 1,557   | 1,614   | 1,682   |
| 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 | 35 (0 miles) |
| US Highways    | 53 (0 miles) |
| Interstates    | 90 (0 miles) |

### -Rail-

Burlington Northern Santa Fe; Amtrak at La Crosse

### -Air-

|                                     |                             |
|-------------------------------------|-----------------------------|
| Local Airport::                     | La Crosse Municipal         |
| Nearest Sched Transport::           | La Crosse Municipal Airport |
| Delta, American                     |                             |
| Mileage to Local Airport:           | 3 miles                     |
| Mileage to Nearest Sched Transport: | 3 miles                     |

### -Water-

Nearest available public use facility is located in La Crosse - 3 miles

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## UTILITIES

### -Electricity-

Provider: Xcel Energy Riverland Energy Cooperative  
 Contact: (800) 895-4999 (608) 685-4431

### -Natural Gas-

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

### -Water System 2012-

Provider: Municipal Act'l Cap (GPM): 13,110  
 No of Wells: 4 Ground Storage: 3,275,000  
 Elev Storage: 0

### -Wastewater Treatment Facility 2012-

Provider: C. La Crosse Construction Date: 1972  
 Compliance Maintenance Annual Report Grade Point Average (GPA): 4

| 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): Hilltopper Refuse and Recyclin  
 Contact(s): (608) 783-6727  
 Recycling Provider: Hilltopper Refuse and Recycling (608) 783-6727

## 2014 TAXES

### -Local Property Taxes-

2014 Effective Full Value Rate/\$1000: 20.94  
 2014 Real and Pers Property Full Value: 1,733,946,900  
 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:  | 54   |
| Construction:                                    | 433  |
| Manufacturing:                                   | 1257 |
| Wholesale Trade:                                 | 368  |
| Retail Trade:                                    | 1216 |
| Transportation and Warehousing and Utilities:    | 316  |
| Information:                                     | 202  |
| Finance, Ins, Real Estate, Rental/leasing:       | 443  |
| Prof, Scientific, Mgt, Admin and Waste Mgt Serv: | 489  |
| Educational, Health Social Serv:                 | 2326 |
| Arts, Entertain, Rec, Accom and Food Serv:       | 756  |
| Other Services (except public admin):            | 274  |
| Public Admin:                                    | 255  |
| Total Employment by Industry                     | 8389 |

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

|                              | *2013-2014 | **2012-2013                  | County* | State** |
|------------------------------|------------|------------------------------|---------|---------|
| High School Drop Out Rate %: |            |                              | 0.40    | 1.35    |
| Voch Tech:                   |            | Western Wis Tech, 5 mi       |         |         |
| University(s):               |            | UW La Crosse & Viterbo, 5 mi |         |         |
| Hospital(s):                 |            | La Crosse, WI - 5 mi         |         |         |

### -LOCAL CONTACT-

Name: La Crosse Area Develop. Corp.  
 Address: 712 Main Street  
 City, State, and Zip: La Crosse, WI 54601  
 Telephone: (608) 784-5488 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