

# 13. THE PEOPLE AND BUSINESSES IN THE VOLK FIELD REGION



**The population in the Juneau County-Volk Field Region continues to grow.** Population growth in Juneau County has been expanding similar to the nearby counties of the Fort McCoy Region. Juneau County adjoins both Monroe and Jackson Counties and is aligned westerly toward La Crosse County. These four counties are very interrelated. Table 13.1 provides a detailed breakdown of population in the county from 1980 to 2000. It also provides comparisons with the State of Wisconsin.

	1980	1990	2000	Change	Proportion 2000	State
Under Age 16	5,384	5,250	5,424	0.74%	22.31%	22.50%
Age 16 to 24	3,011	2,202	2,435	-19.13%	10.01%	12.73%
Age 25 to 44	4,880	5,986	6,470	32.58%	26.61%	29.49%
Age 45 to 64	4,430	4,415	5,909	33.39%	24.30%	22.19%
Age 65 and over	3,334	3,797	4,078	22.32%	16.77%	13.1%
Total	21,039	21,650	24,316	15.58%	100%	100%
Median Age	32.6	35.5	39.4	20.86%	na	36.0

Source: US Census and NCWRPC

The number of persons under 16 has remained relatively stable over the twenty-year period and is proportional to the state average. Juneau County's median age has been slowly increasing.

**Juneau County has experienced significant economic growth in recent years.** Table 13.2 displays both per capita income and median household incomes have increased drastically over the last twenty years, a sign that the area is growing.

	1980	1990	2000	Change	State
Per Capita Income	\$5,590	\$10,304	\$17,892	220.07%	193.68%
Median Household Income	\$12,528	\$22,073	\$35,335	182.05%	147.69%

Source: U.S. Census and NCWRPC

Another standard of living indicator is the poverty rate. Table 13.3 indicates that the percentage of persons in poverty is declining in Juneau County, as compared to the State of Wisconsin that has remained the same.

The declining poverty rate is also a sign of economic growth.

	1980	1990	2000	Change	State
Persons in Poverty	11.6%	12.8%	10.1%	-12.9%	0%

Source: US Census and NCWRPC

Many of the communities in Juneau County are located along the Interstate 90/94 Corridor making them something of a "midpoint" between the larger cities of Madison, Eau Claire, and La Crosse. Perhaps even more important is Juneau County's position between Chicago and Minneapolis. Table 13.4 provides a summary of commuting patterns for Juneau County. Approximately 200 workers each day leave Juneau County to work elsewhere. These persons are potential employees for additional economic growth in the county. Many persons are working in the areas of Tomah, Sparta, and Baraboo.

County	Entering From	Leaving To	Net Gain/Loss
Monroe	656	436	220
Adams	280	99	181
Sauk	240	720	-480
Vernon	231	101	130
Wood	165	124	41
La Crosse	44	19	25
Richland	29	7	22
Marquette	26	51	-25
Colombia	23	131	-108
Jackson	17	0	17
Clark	4	0	4
Crawford	2	0	2
Elsewhere	0	230	-230
Total	1,717	1,918	-201

Source: US Census and NCWRPC

**Since 1980 there has been an increase of 60 percent in total employment.** There are over 8,500 persons employed in the County. Labor Force includes all capable persons of age sixteen and older. Table 13.5 shows good progress in the creation of new jobs and expanding the labor force from 1980 to 2000. Juneau

County also has more participation in the workforce than it did twenty years ago. Most unemployment is a direct result of the declining trend in manufacturing jobs nationwide. Juneau County is slowly shifting its employment base to a more service-based economy than it has been historically. Volk Field is an important part of the local economy. The loss of this facility would be devastating to Juneau County.

**TABLE 13.5**  
**Civilian Labor Force and Unemployment Trends, Juneau County**  
**1980 to 2000**

	1980	1990	2000	Change 80-00	State 2000
Labor Force	8,853	10,143	12,068	36.32%	26.77%
Employed	8,206	9,478	11,333	38.11%	29.34%
Unemployed	647	665	735	13.60%	-9.82%
Unemployment Rate	7.31%	6.56%	6.09%	-16.69%	-28.79%
Participation Rate	42.08%	46.85%	49.63%	17.94%	11.21%

Source: US Census

**Juneau County's largest cluster is the manufacturing sector, followed by accommodation and food services, and retail trade sectors.** Industries showing a large number of firms are small businesses, such as family operated farms; construction, and retail. Table 13.6 provides an inventory of the types of industry in Juneau County and their respective numbers of employees and firms.

The largest employers in the county are displayed in Table 13.7. Notice that the Department of Defense ranks tenth in employment. Hess Memorial Hospital in Mauston is the largest employer in the county. The largest manufacturer is Walker Stainless Equipment, which makes special use of welders and other types of skilled labor manufacturing. The Sandridge Treatment Facility is owned and operated by the state as a mental health rehabilitation center. Other major manufacturing employers include: Brunner Drilling & Mfg. Co. Inc. specializing in the manufacturing of bolts, nuts, and screws; Tailor Made Products, Inc. specializing in plastics products; Freudenberg-NOK specializing in Gaskets, Packing, and Sealing Devices; and Parker Hannifin Corp. specializing in Fluid Power Valves & Hose Fittings.

**TABLE 13.6**  
**Employees and Firms by Industry Cluster, 2000**

Industry Name	Employees	Firms	% of Total
Agriculture, Forestry, Fishing, and Hunting	842	658	7.43
Mining	10	2	0.09
Utilities	3	1	0.03
Construction	340	73	3.00
Manufacturing	2,671	47	23.57
Wholesale Trade	156	17	1.38
Retail Trade	1,116	99	9.85
Transportation and Warehousing	333	39	2.94
Information	69	11	0.61
Finance and Insurance	184	29	1.62
Real Estate and Rental and Leasing	36	13	0.32
Professional, Scientific, and Technical Services	195	31	1.72
Management of Companies and Enterprises	16	5	0.14
Administrative and Support and Waste Management and Remediation Services	125	25	1.10
Educational Services	6	2	0.05
Health Care and Social Assistance	925	47	8.16
Arts, Entertainment, and Recreation	96	15	0.85
Accommodation and Food Services	1,665	96	14.69
Other Services (except Public Administration)	350	77	3.09
Government, Schools, Public Administration	2,195	NA	19.37
Total	11,333	1,288	100

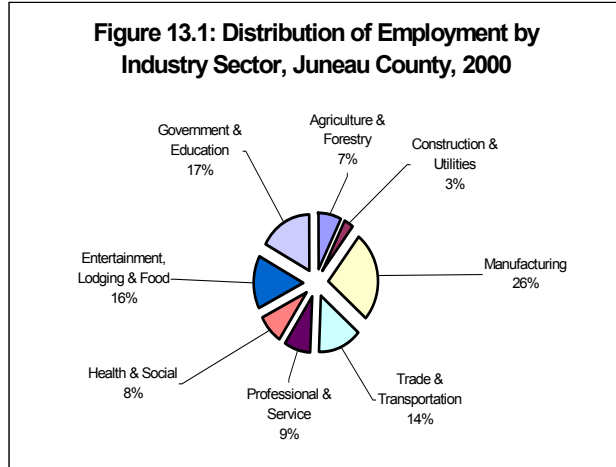
Source: County Business Patterns, US Bureau of Census and NCWRPC

**TABLE 13.7**  
**Top Employers in Juneau County**

Name	Range
Hess Memorial Hospital	500-999
Walker Stainless Equipment	250-499
Sandridge Treatment Facility	250-499
County of Juneau	250-499
School District of Mauston	250-499
New Lisbon Correctional Institution	250-499
Parker Hannifin	100-249
Necedah Public School	100-249
Freudenberg (Farnam/Meillor)	100-249
Wisconsin Department of Military Affairs	100-249
U.S. Department of Defense	100-249
Kwik Trip	100-249
Brunner Drilling & MFG	100-249
D Burnstad's Pic N Save	100-249
Elroy-Kendall-Wilton Public School	100-249
Leer Holdings	100-249
Powerware	100-249
Elroy MFG.	50-99
Tailor Made Products	50-99
Heritage Manor	50-99
Mile Bluff Clinic	50-99

Source: WI Dept. of Workforce Development and Juneau County

Figure 13.1 summarizes the allocation of workers in Juneau County by industry. As previously mentioned, it is clear from Figure 13.1 that manufacturing comprises a large portion of Juneau County's employment.



Areas of rapid employment growth in the U.S. during the 1980 to 2000 period include: forestry, water transportation, transportation services, non-durable goods, building materials, hardware stores, garden supply, manufactured home dealers, home furniture & equipment stores, miscellaneous retail, security & commodity brokers, holding & investment offices, hotels, camps, lodging, business services, auto repair, miscellaneous repair shops, amusement & recreation, educational & social services, museums & art galleries, and legal services.

By applying the national employment trend of 1980 -2000 to Juneau County, a simple projection of future employment to the year 2020 in each of the above industry categories is possible. Table 13.8 summarizes the results of this trend projection and predicts that Juneau County will see an overall increase in employment of nearly 5,000 workers if these trends continue. The national trend is used because it is more stable due to the large number of employees involved. Local trend is often difficult to use as a prediction model because the closure of a single firm can radically change the employment status of the county.

Industry	2000*	2010	2020	20-Yr Change
Agriculture, Forestry, Fisheries	901	766	630	-271
Mining	10	8	5	-5
Construction	340	418	495	155
Manufacturing	2,699	2,510	2,321	-378
Transportation and Public Utilities	427	547	667	240
Wholesale Trade	194	244	294	100
Retail Trade	1,809	1,871	1,933	124
Finance and Insurance	239	345	451	212
Services	2,519	4,872	7,224	4,705
Total	9,138	11,581	14,020	4,882

Source: State of Wisconsin & Juneau County

**For those interested in starting a business, there are numerous business assistance programs and services available in Juneau County.**

Juneau County Job Center. Located in Mauston, this agency provides assistance in the areas of labor market information, job training, occupational skills training, job search assistance, and employer/employee assistance.

Juneau County UW-Extension. The University of Wisconsin provides extension services to the Juneau County area from an office located in Mauston. Assistance services include: business and economic development, and community development.

Juneau County Revolving Loan Fund. Juneau County offers a county wide revolving loan for small business development.

Juneau County Development Zone. Juneau County was recently awarded designation as a Wisconsin Development Zone. As a Development Zone, special state incentives are available to qualifying businesses that locate or expand within the Zone. Development Zone Tax incentives are available for businesses locating or expanding within Juneau County.

The Juneau County Economic Development Corporation (JCEDC). JCEDC is a non-profit organization that promotes the economic development of Juneau County, Wisconsin, and its respective cities, villages and towns. JCEDC is comprised of area business persons, citizens, local government, utility company representatives, state agencies and elected officials, educational institutions and other organizations essential to the growth of Juneau County. JCEDC is prepared to serve the needs

of new businesses coming to the region as well as assist existing companies. This organization sponsors an "Inventors Club" which helps people with ideas develop real business operations.

Greater Mauston Area Development Corporation (GMADC). The Greater Mauston Area Development Corporation is dedicated to the development of the business community in and around Mauston. GMADC offers information on local industry and business parks as well as providing a variety of programs designed to assist business development.

City Revolving Loan Funds. There are several local loan funds, including Mauston, Elroy, and Camp Douglas. These revolving loan funds are intended for the provision of low cost capital for businesses within their respective cities. The county also has a loan fund.

North Central Wisconsin Development Corporation. The North Central Wisconsin Development Corporation (NCWDC) manages a revolving loan fund designed to address a gap in private capital markets for long-term, fixed-rate, low down payment, low interest financing. It is targeted at the timber and wood products industry and other manufacturing industries.

Western Wisconsin Technology Zone Tax Credits. Juneau County has been designated a Technology Zone by the Department of Commerce. The Technology Zone program brings \$5 million in income tax incentives for high-tech development to the area. The Western Wisconsin Technology Zone offers the potential for high-tech growth in knowledge-based and advanced manufacturing clusters, among others. The zone designation is designed to attract and retain skilled, high-paid workers to the area, foster regional partnerships between business and education to promote high-tech development, and to complement the area's recent regional branding project.

Juneau County is also a designated HUB Zone by the U. S. Small Business Administration. The goals of the Hub Zone program are to stimulate economic development and create jobs in rural communities by increasing federal contracting preferences to small businesses. These preferences go to small businesses that obtain HUB Zone certification, in part by employing staff who reside in a HUB Zone, and maintains a "principal office" in the designated area.

Since 1997 Juneau County was designated and currently there are fourteen businesses that are certified. Many other local firms support these firms.

***Juneau County has several economic development initiatives underway that will spur additional growth in the county.*** There are three initiatives that are making an impact throughout the area. They are:

Juneau County Inventors and Entrepreneurs Club. The Juneau County Economic Development Corporation has developed what is known as the Inventors and Entrepreneurs Club. The goal of the club is to foster entrepreneurial culture in a rural community setting. People with bright ideas come together with people who can make their proposed products or help them market their new products or services. The club also provides inventors and entrepreneurs with a forum for sharing success stories and discussing common challenges. Meetings are held monthly.

Wisconsin Plastic Valley. Juneau County staff spurred the creation of a state plastics association in 1998 known as the Wisconsin Plastic Valley Association. The association formed network opportunities to exchange information on technological advances and methods of production. The association also helped create significant educational programs including a Plastics Associate Degree at the technical college level and a youth apprenticeship plastics educational program that combines academic and technical classroom instruction with workplace learning.

Several marketing flyers were created as well as a plastics industry map for distribution internationally. The association has been instrumental in creating an environment, which allows industry representatives to share ideas, obtain additional business, and find out about tax incentive programs.

County Business Development Campus. The Juneau County Economic Development Corporation has presented a concept for the creation of a facility designed to accommodate small business incubation in coordination with services and programs that focus on the employee's life *outside* the workplace. To this end, the facility would not only provide support services for the entrepreneur, but also for the struggling employee. The concept consists of three components – 1) small business incubator, 2) high-technology campus, and 3)

the work and transition center. The project would stimulate entrepreneurial business starts, spur job growth, generate high wage employment, help businesses become more competitive, continue to develop an existing industrial park, and provide workforce development training. The project feasibility plan has been approved for funding through the Wisconsin Department of Commerce.

Appendix B of this plan has a detailed list of other business development services.