

VERNON COUNTY INDUSTRY CLUSTER AND ECONOMIC DEVELOPMENT OPPORTUNITIES

The following is an analysis of the County's Industry Clusters and some examples on how to build Knowledge Based industries and further develop intraregional trade.

Personal Income From Manufacturing Shows Strong Growth

The major industry clusters in Vernon County are: (1) Wood and Furniture Products; (2) Printing Products; (3) Food Processing; and (4) Chemical and Petroleum Products. Table 10.01 gives a more detailed listing of the industry clusters and the companies found within each of these clusters for Vernon County. In 1998 \$25 million in personal income was generated in the County by manufacturing industries. This was the third highest source of personal income exceeded only by Government and Services, Table 10.10. Manufacturing's \$25 million in personal income was generated by only 843 workers or 6.3% of the county's work force. Government and Services needed 1,890 or 14.1% and 2,990 or 22.3% of the work force respectively, Table 10.09. In addition Farm and Retail Trade also had a larger workforce in the County than manufacturing, both of these however generated smaller levels of personal income. During the period of 1990-1998 personal income growth from manufacturing jobs exceeded 71% which outpaced the rate of growth in the region, state, and nation which experienced growth rates of 52%, 47% and 39% respectively. The growth in personal income from manufacturing jobs also contributed to the 5% increase in population and the 11% growth in housing units between 1990 and 2000, Tables 10.03 and 10.04. The growth in turn contributed to the 77% increase in real estate equalized values in the County during 1990-2000, Table 10.05. The County's 3% unemployment rate in 2000 which was below both the State and Nation can also be attributed to the growth in manufacturing jobs, Table 10.08.

There are Opportunities to Further Build the County's Industry Base Through Actions That More Fully Integrate the County's Industries With the Knowledge Based Industry Clusters That Drive the State's Economy and Through Actions That Facilitate Increased Intraregional Trade

Growth in manufacturing or in "basic industries" is often a major factor in determining whether a region's economy prospers or declines. To further bolster and create greater opportunities for growth in our region's industries there are actions that can be taken to more fully integrate our industry clusters with the Knowledge Based Industry Clusters that drive the State's economy.

The following table identifies the County's industry clusters in relation to the Knowledge Based Industry Clusters driving the State's economy. An explanation of these industry clusters and recommendations on how to further build these Knowledge Based Clusters are provided on Pages 1-2 through 1-10. Maps 1-13 beginning on Page 11-1 illustrate the concentration of these clusters within the County.

Vernon County's Industry Clusters		Wisconsin's Knowledge-Based Industry Clusters Driving The State's Economy
Food Processing – SIC Codes 2000-2199	↔	Agricultural/Business/Food Processing Cluster
Textile and Leather Production – SIC Codes 2200-2399 & 3100-3199	↔	Manufacturing/Materials Cluster
Wood and Furniture Products – SIC Codes 2400-2599	↔	Paper Making/Forest Products Cluster
Printing Products – SIC Codes 2600-2799	↔	Printing Cluster
Chemicals & Petroleum Products – SIC Codes 2800-2999	↔	Manufacturing/Materials Cluster
Plastic and Rubber Products – SIC Codes 3000-3099	↔	Manufacturing/Materials Cluster
Stone, Clay, & Glass Products – SIC Codes 3200-3299	↔	Manufacturing/Materials Cluster
Metal Products – SIC Codes 3300-3499	↔	Manufacturing/Materials Cluster
Machinery, Equipment and Electronic Products – SIC Codes 3500-3699	↔	Machinery Manufacturing/ Automation Cluster
Transportation Equipment – SIC Codes 3700-3799	↔	Manufacturing/Materials Cluster
Miscellaneous Manufacturing – SIC Codes 3900-3999	↔	Manufacturing/Materials Cluster

A Survey Mailed to Approximately 600 Industries in the Region Identifies Other Opportunities to Help Build the County's Industry Clusters

The survey was centered around the concept of promoting regional import substitution strategies. These strategies involved promoting the concept that industries should buy raw materials or components needed for production within the Region as opposed to from outside the Region if practical. The survey's primary emphasis was therefore on identifying the products produced by the Region's industries and the raw materials or components needed to produce their products. The survey also centered in on seven other information areas that could also lead to additional intraregional trade and industry cluster growth. These were: (1) Labor force development plans, 2) Identifying raw materials or components that are difficult to procure in order to manufacture their product, 3) Interest in contract manufacturing with another business or entrepreneur, 4) Interest in using an intermodal freight transfer facility (*rail to truck*), 5) Interest in venture capital financing, 6) Interest in revolving loan fund financing, and 7) Interest in development an industry matchmaker procurement website. The survey allowed each industry to respond by circling a number from one to five with "one" meaning, no I am definitely not interested, and "five" meaning, yes I am definitely interested. Industries responding to any questions with a three, four, or five on a given question are listed in Table 10.02. Some economic development concepts and opportunities based on the results of this survey are outlined below.

- Ten manufacturers in the County indicated in a survey their interest in contract manufacturing. Collectively they manufacture a wide range of products such as wood and metal products, foods, and textile and leather products to name a few. New or existing businesses or entrepreneurs should be made aware of this manufacturing resource to bring new or more products to market and to increase the production capacity of this industry.
- In 1989 a pulp mill feasibility study was prepared by a steering committee appointed by the Governor. This study identified areas in the State where a pulp mill would be most suitable based on both environmental and economic factors. Six of the 21 sites are in the nine county Mississippi River Region. The increased utilization of abundant smaller trees and of species not as suitable for saw log production would provide a better economic market for a currently underutilized resource. This would provide an immediate economic incentive for woodland owners to conduct "timber stand improvement" thinning on their properties. This would result in better quality and faster growth of saw timber and veneer grade logs, thus, over time, helping to relieve the reported shortage of larger, better quality, logs. A possible downside of this pulpwood market development could occur if a higher demand increases market prices to the point where some landowners, shortsightedly, begin to cut into their young growing stock saw log reserve and harvest it as pulp wood. The Southwest Badger RC&D is presently studying the concept of establishing a round wood chip mill that would shred logs into chips near or on the Mississippi River and transfer them to a barge for transport to either a U.S. pulp mill or a foreign mill. A chip mill in Hixton, Wisconsin is presently shipping their chips by rail on the Wisconsin Central Railroad to Wisconsin pulp mills in the east. Another chip mill in Independence is manufacturing excelsior involving processing wood products into packaging material.
- Seventy-six industries in the Mississippi River Region indicated in a survey their interest in a Matchmaker Procurement Website. Nine of these manufacturers are located within the County. They manufacture such items as food, wood, and metal products as well as chemicals. Industry cluster procurement websites should be set up to assist in multi-company cost sharing and obtaining raw material or component quantity discounts.
- The metal product, metal fabrication and machinery and equipment manufacturers total over 100 firms in the Mississippi River Region. Nine of these manufacturers are in Vernon County. They all obviously indicated a use of steel, aluminum or other metal as a raw material needed to produce their product in survey results. Joint purchasing and shipping arrangements should be worked out that would result in a

quantity discount in procuring these products. Two factors that should be further researched are: Are the raw materials needed too specialized to do this, and if so, can further processing of the raw material be done here?

- Over 80 manufacturers in the Mississippi River Region listed in a survey Labor Force Development as a need. Ten of these manufacturers are located in Vernon County. These ten companies manufacture a variety of products from wood products, metal products, and food products, to stone, clay and glass products. Training programs targeted to a specific industry cluster should be investigated addressing this issue by the Region's universities, technical colleges and others involved in workforce development.
- An organic food producer in La Farge is experiencing exceptional growth and becoming nationally known for its products. Growth in the agricultural industry is the exception today. Additional economic development initiatives should be targeted to this unique industry cluster.
- Tobacco plant growers in the County are switching over to growing grapes for the purpose of trying to establish a winemaking industry as a replacement for tobacco. In order to compete in this industry, high technology processing techniques coupled with an efficient supply chain management structure and a successful marketing plan needs to be employed. Additional economic development resources should be targeted to this industry to bolster the County's strong agricultural business cluster.
- In the interest of promoting intraregional trade and industry cluster growth, are there any businesses or individuals in the Region that have a need for the following products produced by industries in Vernon County or can provide the following raw materials or components to them? This list of products, raw materials and components is based off returns from the Region wide industry survey. This is therefore not a complete list of all the products, raw materials and components needed in the County. The slash "/" used in these lists identify where one industries' product or raw material need begins and ends. Business or individuals interested in investigating these intraregional trade and business development opportunities are encouraged to contact the Mississippi River Regional Planning Commission office, Telephone 608-785-9396, Email plan@mrrpc.com.

Vernon County Industry Products List: Whitcom steel latch, flat key locker, cam locks / pallets, saw lumber / scrushers, barn scrapers, dairy barn carts, metal fabricating, welding repair / organic dairy products, organic eggs, organic meat products, organic produce / basketry kits & supplies, candles, clay for crafting / custom meat processing, sausage / concrete, masonry / lawn & garden granular fertilizer, ice melt products, lawn & garden liquid fertilizer, grass seed, lawn & garden soluble products / wood processing services, saw milling, dry kilning, flooring, wall paneling, beams / cut stock materials for pallets, green lumber, railroad ties / hair care, soaps, lip balm, lotion, crème / thermal assembly machines, ultrasonic tools and fixtures, ultrasonic horns, custom plastic product assembly machines, accessories for plastic product assembly / sportswear /

Vernon County List of Raw Materials or Components Needed by Industries to Manufacture Their Products: Steel blanks, coil steel, coil brass / logs / raw steel, maple wood, bristle / organic milk, organic eggs, organic meat, organic produce / basketry reeds, clay, wax, candle gel, glass / meat, poultry, fish, eggs / cement, aggregates / urea nitrogen, sodium chloride, sulfur coated urea, phosphate, potash / logs, lumber / logs, cants / hemp seed oil, avocado oil, beeswax, essential oils, plastic bottles, aluminum castings, aluminum bars, aluminum rounds, aluminum plate, titanium plate, titanium rounds, fasteners, screws, dowels, electrical components /

TABLE 10.01
VERNON COUNTY INDUSTRY CLUSTERS

Food Processing - SIC Codes 2000-2199

Boardman Fish Market, J., De Soto
Coulee Region Organic Produce Pool, La Farge
D. W. Meat, Viroqua
Foremost Farms U S A, Hillsboro
Heartland Co-op, Westby
Viroqua Leaf Tobacco Co., Inc., Viroqua
Westby Co-Op Creamery, Westby
Westby Locker & Meats, Westby

Textile, Apparel & Leather Prod. - SIC Codes 2200-3199*

Duraframe Dipnet, Inc., Viola
Highland Embroidery, Westby
Meca Sportswear, Inc., Ontario
ORC Industries, Westby
Winneshiek Mfg., Inc., De Soto

Wood and Furniture Products - SIC Codes 2400-2599

Boldon Sawmill & Pallet Co., Inc., Ontario
Lamb Hardwood Lumber, Inc., Ontario
Lamb Kilns, Ontario
Leer Logging, Westby
Schroer Hardwood Lumber Co., Inc., La Farge
String Swing Mfg., Ontario
Touch Of Norway, Coon Valley
Webster Industries, Inc., Westby Millwork Div., Westby
White City Lumber Co., Inc., Hillsboro
Wisconsin Wood Products, Viroqua

Printing Products - SIC Codes 2600-2799

County Line Connection, Ontario
Dairyland Printing Co., Viroqua
Episcope, La Farge
Epitaph-News, Viola
Hillsboro Sentry-Enterprise, Hillsboro
N C R Corp., Viroqua
T C O B Graphics, Viroqua
Vernon County Broadcaster, Viroqua
Westby Times, Westby

Chemicals & Petroleum Products - SIC Codes 2800-2999

Chaseburg Farmers Co-Op, Stoddard
Countrywoman Soap Inc., La Farge
Crooked River Crafts, La Farge
Hillsboro Farmers Co-Op., Hillsboro
Johnson's Enterprises, Howard, Viroqua
Sue's Amazing Lip Stuff, Inc., Westby
Uni-Seal Coatings Co., Stoddard

Plastic and Rubber Products - SIC Codes 3000-3099

Hillsboro Footwear, Inc., Hillsboro
Toman Tool Corp., Viroqua

Stone, Clay, & Glass Products - SIC Codes 3200-3299

Croell Redi-Mix, Inc., Viroqua
Hillsboro Cement Products, Inc., Hillsboro
River City Ready Mix, Inc., Westby

Metal Products - SIC Codes 3300-3499

Albany Hardware Specialty Mfg. Co., Inc., Viroqua
Chaseburg Mfg., Inc., Chaseburg
Industrial Heat Transfer, Inc., Coon Valley
Lock Corp. Of America, Viroqua

Machinery, Equip. & Electronic Prod. - SIC Codes 3500-3699

Lowe Mfg. Co., Inc., Readstown
Mark's Mfg., Inc., Viroqua
Nelson Industries, Inc., Muffler Plt., Viroqua
Valley Machining, Inc., Coon Valley
Westby Machine Shop, Westby

Transportation Equipment - SIC Codes 3700-3799

S & S Cycle, Inc., Viola

Miscellaneous Manufacturing - SIC Codes 3900-3999

Magic Cabin Dolls, Inc., Viroqua
Sign Works, De Soto

Computer Serv., Program. & Software - SIC Codes 7370-7379

Denney & Associates, Westby
Gronning Computer, Viroqua
Maxtec Computer Services Inc., Westby
Rational Solutions, Inc., Hillsboro
Total Computer Systems, Ontario

**Actual industries covered in this industry cluster are SIC 2200-2399 and 3100-3199*

TABLE 10.02
Vernon County
Business Development Opportunities

The following is a list of Business Development Needs and Opportunities that the various companies indicated through a survey they had an interest in.

Labor Force Development

Albany Hardware Specialty Mfg. Co., Inc., Viroqua
Coulee Region Organic Produce Pool, La Farge
Croell Redi-Mix, Inc., Viroqua
D. W. Meat, Viroqua
Hillsboro Cement Products, Inc., Hillsboro
Johnson's Enterprises, Howard, Viroqua
Leer Logging, Westby
Sue's Amazing Lip Stuff, Inc., Westby
Toman Tool Corp., Viroqua

Contract Manufacturing

Albany Hardware Specialty Mfg. Co., Inc., Viroqua
Boldon Sawmill & Pallet Co., Inc., Ontario
Chaseburg Mfg., Inc., Chaseburg
Crooked River Crafts, La Farge
Hillsboro Cement Products, Inc., Hillsboro
Johnson's Enterprises, Howard, Viroqua
Lamb Kilns, Ontario
Leer Logging, Westby
Toman Tool Corp., Viroqua
Winneshiek Mfg., Inc., De Soto

Intermodal Transfer Freight Facility

Albany Hardware Specialty Mfg. Co., Inc., Viroqua
Hillsboro Cement Products, Inc., Hillsboro
Johnson's Enterprises, Howard, Viroqua
Toman Tool Corp., Viroqua

Angel and/or Venture Capital

Albany Hardware Specialty Mfg. Co., Inc., Viroqua
Coulee Region Organic Produce Pool, La Farge
Johnson's Enterprises, Howard, Viroqua

Lamb Kilns, Ontario
Leer Logging, Westby
Sue's Amazing Lip Stuff, Inc., Westby
Toman Tool Corp., Viroqua

Revolving Loan Fund

Albany Hardware Specialty Mfg. Co., Inc., Viroqua
Chaseburg Mfg., Inc., Chaseburg
Coulee Region Organic Produce Pool, La Farge
Johnson's Enterprises, Howard, Viroqua
Lamb Kilns, Ontario
Leer Logging, Westby
Sue's Amazing Lip Stuff, Inc., Westby
Toman Tool Corp., Viroqua

Matchmaker Procurement Website

Albany Hardware Specialty Mfg. Co., Inc., Viroqua
Boldon Sawmill & Pallet Co., Inc., Ontario
Chaseburg Mfg., Inc., Chaseburg
Crooked River Crafts, La Farge
D. W. Meat, Viroqua
Johnson's Enterprises, Howard, Viroqua
Lamb Kilns, Ontario
Leer Logging, Westby
Toman Tool Corp., Viroqua

Inputs and Raw Materials Difficult To Procure

Crooked River Crafts, La Farge, Electric components
Johnson's Enterprises, Howard, Viroqua, Urea nitrogen
Sue's Amazing Lip Stuff, Inc., Westby, Hemp seed oil

**TABLE 10.03
VERNON COUNTY POPULATION**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Vernon County	25,617	26,116	26,492	26,923	1,306	5.10
Mississippi River Region	271,389	277,912	287,401	291,732	20,343	7.5
State of Wisconsin	4,891,599	5,061,451	5,234,350	5,310,406	418,807	8.56
U.S.	248,709,873	260,651,000	271,644,000	274,271,000	25,561,127	10.28

Source: 1) General Population Characteristics – 1990, U.S. Department of Commerce, Bureau of the Census
 2) Official Population Estimates-1994, 1998, & 2000 – State of Wisconsin Dept. of Admin.-Demographic Services Center
 3) U.S. Bureau of the Census – Current Population Reports – 1994, 1998, & 2000 U.S. Population

The County's percentage of population growth was lower than the Region, the State and the U.S.

**TABLE 10.04
VERNON COUNTY HOUSING UNITS**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Vernon County	10,830	11,218	11,682	11,986	1,156	10.67
Mississippi River Region	108,284	113,130	119,418	123,026	14,742	13.61
State of Wisconsin	2,055,774	2,169,429	2,295,403	2,366,371	310,597	15.11

Source: 1) General Population Characteristics – 1990, U.S. Department of Commerce, Bureau of the Census
 2) Total Housing Unit Estimates-1994, 1998, & 2000 – State of Wisconsin Dept. of Admin.-Demographic Services Center

The County's percentage of housing growth 11% was lower than the Region's 14% and the State's 15%.

**TABLE 10.05
VERNON COUNTY REAL ESTATE EQUALIZED VALUE**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Vernon Co.	522,369,200	609,661,700	804,164,400	927,424,000	405,054,800	77.54
Mississippi River Region	5,873,954,300	7,135,618,600	9,788,336,300	11,590,076,200	5,716,121,900	97.31
State of Wisconsin	134,138,145,600	176,376,443,200	238,769,117,100	277,213,706,800	143,075,561,200	106.66

Source: Wisconsin Dept. of Revenue – Bureau of Property Tax

The County's rate of growth in equalized values was lower than both the Region and the State.

**TABLE 10.06
VERNON COUNTY PER CAPITA PERSONAL INCOME**

	1990	1994	1998	1990-1998 Numerical Chge	1990-1998 % Chge
Vernon County	13,152	14,531	17,352	4,200	31.93
Mississippi River Region	14,702	17,112	20,739	6,037	41.06
State of Wisconsin	18,160	21,699	26,284	8,124	44.74
U.S.	19,584	22,581	27,203	7,619	38.90

Source: Bureau of Economic Analysis, U.S. Department of Commerce

The County's percentage of change in per capita personal income was lower than the Region, State, and the U.S.

**TABLE 10.07
VERNON COUNTY TRAVELER AND TOURISM EXPENDITURES**

		1994	1998	1999	1994-1999 Numerical Chge	1994-1999 % Chge
Vernon County	Total Visitor Expenditure	19,512,452	26,959,204	27,362,568	7,850,116	40.23
	Total Employ. Impact	550	787	809	259	47.09
	Total Resident Income Impact	11,772,524	14,909,728	15,480,713	3,708,189	31.5
	Total State Revenue Impact	1,941,563	2,415,543	2,496,665	555,102	28.59
	Total Local Revenue Impact	1,234,489	1,747,895	1,818,353	583,864	47.3
Mississippi River Region	Total Visitor Expenditure	291,075,919	415,261,065	484,792,934	193,717,015	66.6
	Total Employ. Impact	8,184	12,134	14,037	5,853	71.5
	Total Resident Income Impact	175,202,855	229,804,273	268,801,481	93,598,626	53.4
	Total State Revenue Impact	28,895,029	37,230,866	43,351,265	14,456,236	50.0
	Total Local Revenue Impact	18,372,103	26,940,369	31,573,216	13,201,113	71.9
State of Wisconsin	Total Visitor Expenditure	5,762,412,960	8,117,722,825	8,747,834,904	2,985,421,944	51.81
	Total Employ. Impact	161,747	232,667	248,681	86,934	53.7
	Total Resident Income Impact	3,462,507,003	4,485,757,000	4,840,582,000	1,378,074,997	39.8
	Total State Revenue Impact	571,048,000	764,770,000	821,837,000	250,789,000	43.9
	Total Local Revenue Impact	363,085,017	520,312,000	562,143,000	199,057,983	54.8

Source: Wisconsin Department of Tourism

The County's percentage of growth in tourism expenditures is lower than both the Region and the State.

**TABLE 10.08
VERNON COUNTY LABOR FORCE AND EMPLOYMENT**

		1990	1994	1998	1999	2000	1990-2000 % Chge
Vernon County	Total Labor Force	12,544	13,325	14,003	13,402	13,866	10.5
	Total Employment	11,955	12,585	13,409	12,872	13,446	12.5
	Total Unemployment	589	740	594	530	420	-28.7
	Unemployment Rate	4.7	5.6	4.2	4.0	3.0	-36.2
Mississippi River Region	Total Labor Force	141,572	154,238	162,848	158,957	166,004	17.3
	Total Employment	134,915	146,330	157,235	153,825	161,011	19.3
	Total Unemployment	6,657	7,908	5,613	5,132	4,993	-25.0
	Unemployment Rate	5.1	5.6	3.8	3.4	3.0	-42.1
State of Wisconsin	Total Labor Force	2,581,079	2,800,059	2,952,711	2,891,982	3,021,635	17.1
	Total Employment	2,466,597	2,668,025	2,853,275	2,803,881	2,928,062	18.7
	Total Unemployment	114,483	132,033	99,436	88,801	93,573	-18.3
	Unemployment Rate	4.4	4.7	3.4	3.0	3.1	-29.5
U.S.	Total Labor Force	126,142,000	131,951,000	138,545,000	140,108,000	140,639,000	11.49
	Total Employment	118,241,000	124,721,000	132,517,000	134,420,000	135,161,000	14.31
	Total Unemployment	7,901,000	7,230,000	6,028,000	5,688,000	5,477,000	-30.68
	Unemployment Rate	6.3	5.5	4.4	4.1	3.9	-38.10

Source: State of Wisconsin Department of Workforce Development and U.S. Bureau of Labor Statistics

The County's percentage of growth in labor force was lower than the Region, State and U.S. The County's unemployment rate of 3.0% was the same as the Region 3.0%, but was lower than the State 3.1% and the U.S. 3.9%.

**TABLE 10.09
VERNON COUNTY TOTAL EMPLOYMENT BY INDUSTRY**

	1990 No. Emp.	%	1998 No. Emp.	%	Numeric Change	Percent Change
Vernon County						
Total full-time and part-time employment	11,793		13,391		1,598	13.55
Farm Employment	3,042	25.8	2,697	20.1	-345	-11.34
Ag. Services, forestry, fishing and other*	189	1.6	(D)	N/A	N/A	N/A
Mining	(L)	N/A	(D)	N/A	N/A	N/A
Construction	493	4.2	738	5.5	245	49.70
Manufacturing	771	6.5	843	6.3	72	9.34
Transportation and public utilities	488	4.1	503	3.8	15	3.07
Wholesale trade	536	4.5	622	4.6	86	16.04
Retail trade	1,781	15.1	2,192	16.4	411	23.08
Finance, insurance, and real estate	505	4.3	638	4.8	133	26.34
Services	2,356	20.0	2,990	22.3	634	26.91
Government and government enterprises	1,624	13.8	1,890	14.1	266	16.38
Mississippi River Region						
Total full-time and part-time employment	151,402		180,653		29,251	19.32
Farm Employment	15,940	10.5	14,969	8.3	-971	-6.09
Ag. Services, forestry, fishing and other*	NA	NA	NA	NA	NA	NA
Mining	NA	NA	NA	NA	NA	NA
Construction	5,968	3.9	8,073	4.5	2,105	35.27
Manufacturing	22,859	15.1	26,457	14.6	3,598	15.74
Transportation and public utilities	7,156	4.7	NA	NA	NA	NA
Wholesale trade	6,990	4.6	NA	NA	NA	NA
Retail trade	26,337	17.4	33,337	18.5	7,000	26.58
Finance, insurance, and real estate	6,381	4.2	8,296	4.6	1,915	30.01
Services	NA	NA	NA	NA	NA	NA
Government and government enterprises	23,689	15.6	25,451	14.1	1,762	7.44
State of Wisconsin						
Total full-time and part-time employment	2,835,395		3,330,028		494,633	17.44
Farm Employment	114,701	4.0	101,293	3.0	-13,408	-11.69
Ag. Services, forestry, fishing and other*	23,383	0.8	32,757	1.0	9,374	40.09
Mining	3,682	0.1	3,892	0.1	210	5.70
Construction	124,497	4.4	163,989	4.9	39,492	31.72
Manufacturing	574,066	20.2	639,270	19.2	65,204	11.36
Transportation and public utilities	122,793	4.3	147,772	4.4	24,979	20.34
Wholesale trade	125,765	4.4	146,410	4.4	20,645	16.42
Retail trade	499,720	17.6	577,644	17.3	77,924	15.59
Finance, insurance, and real estate	185,053	6.5	223,752	6.7	38,699	20.91
Services	697,198	24.6	899,427	27.0	202,229	29.01
Government and government enterprises	364,537	12.9	393,822	11.8	29,285	8.03
U.S.						
Total full-time and part-time employment	139,426,900		160,198,700		20,771,800	14.90
Farm Employment	3,153,000	2.3	3,127,000	2.0	-26,000	-0.82
Ag. Services, forestry, fishing and other*	1,453,000	1.0	2,042,600	1.3	589,600	40.58
Mining	1,044,100	0.7	855,500	0.5	-188,600	-18.06
Construction	7,260,800	5.2	8,799,100	5.5	1,538,300	21.19
Manufacturing	19,697,200	14.1	19,568,500	12.2	-128,700	-0.65
Transportation and public utilities	6,568,600	4.7	7,668,300	4.8	1,099,700	16.74
Wholesale trade	6,711,500	4.8	7,351,900	4.6	640,400	9.54
Retail trade	22,920,500	16.4	26,710,200	16.7	3,789,700	16.53
Finance, insurance, and real estate	10,712,600	7.7	12,229,900	7.6	1,517,300	14.16
Services	38,709,600	27.8	49,897,700	31.1	11,188,100	28.90
Government and government enterprises	21,196,000	15.2	21,948,000	13.7	752,000	3.55

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (REIS)

The County's employment growth of 13.55% was lower than the Region, State and U.S. The employment industries with the largest growth for the County were Construction; Services; and Finance, Insurance, and Real Estate. The industries with the largest number of employees was Services, Farming, and Retail Trade.

(D) = not shown to avoid disclosure of confidential information

(L) = Less than \$50,000, but the estimates for this item are included in the totals

TABLE 10.10
VERNON COUNTY PERSONAL INCOME BY INDUSTRY SOURCE OF EARNINGS (Thousands of dollars)

	1990	1998	Numeric Change	Percent Change
Vernon County				
Farm earnings	20,480	4,495	-15,985	-78.1
Ag. Services, forestry, fishing and other*	2,142	(D)	N/A	N/A
Mining	96	(D)	N/A	N/A
Construction	7,326	16,331	9,005	122.9
Manufacturing	15,047	25,741	10,694	71.1
Transportation and public utilities	13,427	17,369	3,942	29.4
Wholesale trade	11,180	14,365	3,185	28.5
Retail trade	18,563	24,010	5,447	29.3
Finance, insurance, and real estate	6,012	13,939	7,927	131.9
Services	26,313	45,048	18,735	71.2
Government and government enterprises	33,509	49,481	15,972	47.7
Mississippi River Region				
Farm earnings	135,774	84,735	-51,039	-37.59
Ag. Services, forestry, fishing and other*	NA	NA	NA	NA
Mining	NA	NA	NA	NA
Construction	149,125	260,634	111,509	74.78
Manufacturing	554,933	842,941	288,008	51.90
Transportation and public utilities	212,794	NA	NA	NA
Wholesale trade	182,614	NA	NA	NA
Retail trade	278,279	404,423	126,144	45.33
Finance, insurance, and real estate	93,699	178,201	84,502	90.18
Services	NA	NA	NA	NA
Government and government enterprises	554,880	803,682	248,802	44.84
State of Wisconsin				
Farm earnings	1,138,582	839,302	-299,280	-26.3
Ag. Services, forestry, fishing and other*	353,693	530,927	177,234	50.1
Mining	89,376	143,541	54,165	60.6
Construction	3,684,281	5,984,543	2,300,262	62.4
Manufacturing	17,775,251	26,116,131	8,340,880	46.9
Transportation and public utilities	3,671,535	5,579,579	1,908,044	52.0
Wholesale trade	3,704,657	5,804,561	2,099,904	56.7
Retail trade	5,712,498	8,378,372	2,665,874	46.7
Finance, insurance, and real estate	3,491,912	6,602,120	3,110,208	89.1
Services	12,723,318	22,287,307	9,563,989	75.2
Government and government enterprises	9,584,448	13,784,615	4,200,167	43.8
U.S.				
Farm earnings	43,885,000	43,016,000	-869,000	-2.0
Ag. Services, forestry, fishing and other*	22,174,000	34,445,000	12,271,000	55.3
Mining	36,461,000	47,984,000	11,523,000	31.6
Construction	206,994,000	302,174,000	95,180,000	46.0
Manufacturing	665,431,000	891,190,000	225,759,000	33.9
Transportation and public utilities	228,042,000	357,379,000	129,337,000	56.7
Wholesale trade	221,113,000	329,422,000	108,309,000	49.0
Retail trade	321,531,000	464,753,000	143,222,000	44.5
Finance, insurance, and real estate	243,984,000	477,189,000	233,205,000	95.6
Services	888,863,000	1,503,725,000	614,862,000	69.2
Government and government enterprises	629,902,000	850,789,000	220,887,000	35.1

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (REIS)

The two industries with the largest percent increase in earnings are Finance, Insurance and Real Estate at 132% and Construction at 123%. Both of these industries growth are higher than the Region, State, and U.S. Farming actually showed a decrease of 78%; this decrease was a larger amount than the Region 38%, State 26% and U.S. 2%.

(D) = not shown to avoid disclosure of confidential information