

## JACKSON 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.

### Jackson County's Strategic Location Attracts Strong Manufacturing Base

Easy access to Wisconsin's transportation network via Interstate Highway 90/94 positions Jackson County as a prime location for business expansion projects. The primary industry clusters in the County are: 1) Machinery, Equipment and Electronic Products Manufacturing; 2) Transportation Equipment; 3) Metal Products Manufacturing; 4) Wood and Furniture Products Manufacturing; and 5) Food Processing Manufacturers. Table 4.10 provides an overview of many of the industries within their respective industry cluster groupings including the primary ones aforementioned. Table 4.10 shows that in 1998 manufacturers in the county were the third highest source of personal income generating approximately \$25.6 million despite only employing 1,062 workers or 11% of the county's workforce, Table 4.09. Government and Government Enterprises generated the greatest amount of personal income in the county totaling \$38.4 million but needed 1,458 workers or 15% of the County's workforce to generate that level of personal income. The state prison in the County obviously influences the high level of employment and earnings in this sector. From 1990 to 1998 manufacturing employment grew by 468 jobs. This represents a 79% increase in manufacturing jobs and was the largest percentage increase of any sector of the county's economy over that same nine year period. The 468 manufacturing jobs also contributed, in part, to the growth in the Transportation and Public Utilities sector of Jackson County's economy and other employment sectors such as Retail and Wholesale Trade and Finance, Insurance and Real Estate. The growth in the manufacturing sector also impacted the traveler and tourism expenditures which according to the Wisconsin Department of Tourism grew to approximately \$52 million in 1999, Table 4.07. In addition, Manufacturing contributed to the 12% growth in population and an 11% growth in housing units between 1990 and 2000, Tables 4.03 and 4.04 respectively. Jackson County's low unemployment rate can in part be contributed to the increase in manufacturing jobs and the related job spin-offs in the employment sectors, Table 4.08. The County unemployment rate in 2000 was 3.5% which was slightly greater than the Region and the State unemployment rate but was less than the U.S. rate.

### 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 knowledge based clusters and recommendations on how to further build the 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.

<b>Jackson County's Industry Clusters</b>	<b>Wisconsin's Knowledge-Based Industry Clusters Driving The State's Economy</b>
Food Processing – SIC Codes 2000-2199	↔ Agricultural/Business/Food Processing Cluster
Textile, Apparel 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

<b>Jackson County's Industry Clusters</b>		<b>Wisconsin's Knowledge-Based Industry Clusters Driving The State's Economy</b>
Printing Products – SIC Codes 2600-2799	↔	Printing Cluster
Chemicals & Petroleum Products – SIC Codes 2800-2999	↔	Manufacturing/Materials Cluster and Biotechnology/Bioinformatics 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

**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 4.02. Some economic development concepts and opportunities based on the results of this survey are outlined below.

- In the region four manufacturers reported difficulty in procuring hardwood logs. Two of the manufacturers are located in Jackson County. Landowners in western Wisconsin with stands of hardwood timber who could help meet this demand using proper woodland management techniques should be informed of this demand.
- 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.

- In Jackson County there are six companies involved in metal fabrication manufacturing and machinery, equipment or electronic product manufacturing. The six companies making up this industrial cluster provide a significant economic impact with combined sales in excess of \$150 million and employ approximately 400 workers. Coincidentally, all of these companies are located in the City of Black River Falls, Jackson County's largest community. Black River Falls should target this cluster and seek to attract more as well as attract suppliers or related businesses to the area. Joint purchasing and shipping arrangements should be investigated that result in quantity discounts in procuring the raw materials to produce their products. Two factors that should be researched are: Are the raw materials or components needed for production too specialized to do this, and if so, could further processing of the raw materials be done here?
- Four manufacturers in the County indicated in a survey their interest in contract manufacturing. Collectively they produce such products as hardwood lumber, wood cabinet and furniture parts, construction equipment, agricultural fertilizers and animal feed to name a few items. Existing businesses or entrepreneurs should be made aware of this manufacturing resource that could increase the production capacity of these industries.
- Over 80 companies on the survey expressed interest in labor force development activities including five manufacturers in Jackson County. Is the shortage of qualified workers preventing these businesses from adding another shift to their operations, developing a new product line, or hindering expansion plans? Our region's universities and technical colleges and others involved in workforce development should investigate providing training tailored to a specific industry cluster.
- Over 60 companies in the Commission's nine county economic development district, including five in Jackson County indicated interest in angel and/or venture capital financing and business revolving loan funds (RLF). Business financing workshops should be organized to provide information on these various forms of financing.
- 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 Jackson 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 industry's product or raw material need begins and ends. Businesses 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](mailto:plan@mrrpc.com).

Jackson County Industry Products List: Metal fabrication and machining for original equipment manufacturers/ hardwood lumber products such as cants, railroad ties, saw dust, kiln dry hardwood lumber, millwork, wooden kitchen cabinet parts, wooden furniture parts/ feed, fertilizer/ pallets and pallet material/ silk screen textiles, embroidered textiles/

Jackson County List of Raw Materials or Components Needed by Industries to Manufacture Their Products: steel plates and tubes/ hardwood logs and hardwood lumber/ farm grains and basic fertilizer/ logs and hardwood bolts/

## TABLE 4.01 JACKSON COUNTY INDUSTRY CLUSTERS

### ***Food Processing - SIC Codes 2000-2199***

Foremost Farms U S A, Alma Center  
Land O 'Lakes, Black River Falls  
North Bend Processing, Melrose  
Pioneer Brewing Co., Black River Falls

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

Bucline Ltd., Melrose  
Northfield Special Tees, Hixton  
Ras Kids, Llc, Taylor

### ***Wood and Furniture Products - SIC Codes 2400-2599***

Black River Country Log Homes, Inc., Black River Falls  
Brauner Jr., Edward, Black River Falls  
Deli Inc, Millston  
DFA Wood Products, Black River Falls  
Green Bay Packaging, Hixton  
Hart Tie & Lumber Co., Inc., Black River Falls  
Magnum Timber Corp., Hixton  
Mosser Lee Co., Millston  
Palex/Ifco Systems NA, Black River Falls  
Waters, Ray, Alma Center

### ***Printing Products - SIC Codes 2600-2799***

Banner Journal, The, Black River Falls  
Block Printing, Black River Falls  
Flash4.com, Black River Falls  
Lohmar Printing & Publishing, Hixton  
Print Shop, The, Black River Falls

### ***Chemicals & Petroleum Products - SIC Codes 2800-2999***

Melrose Farm Services, Inc., Melrose

### ***Plastic and Rubber Products - SIC Codes 3000-3099***

Riverfront, Inc., Black River Falls

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

Badger Mining Corp., Taylor  
Croell Redi-Mix, Inc., Black River Falls

### ***Metal Products - SIC Codes 3300-3499***

A-O K Products, Inc., Black River Falls  
D & S Mfg. Co., Inc., Black River Falls

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

A. K. B. Tooling, Inc., Melrose  
Fleetguard/Nelson M T C, Black River Falls  
Hunter Welding & Repair, Black River Falls  
Leeson Electric Corp., Black River Falls

### ***Transportation Equipment - SIC Codes 3700-3799***

Gerdes Mfg., Black River Falls  
Nelson Industries, Inc., Exhaust & Filtration Systems Div.,  
Transportation Components, Black River Falls

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

Clifton Gunderson & Company, Black River Falls  
Cutting Edge Systems Inc, Black River Falls

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

**TABLE 4.02**  
**Jackson 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**

D & S Mfg. Co., Inc., Black River Falls  
Hart Tie & Lumber Co., Inc., Black River Falls  
Melrose Farm Services, Inc., Melrose  
Northfield Special Tees, Hixton  
Palex/Ifco Systems NA, Black River Falls

**Contract Manufacturing**

D & S Mfg. Co., Inc., Black River Falls  
Hart Tie & Lumber Co., Inc., Black River Falls  
Melrose Farm Services, Inc., Melrose  
Northfield Special Tees, Hixton

**Angel and/or Venture Capital**

D & S Mfg. Co., Inc., Black River Falls  
Hart Tie & Lumber Co., Inc., Black River Falls  
Melrose Farm Services, Inc., Melrose  
Northfield Special Tees, Hixton  
Riverfront, Inc., Black River Falls

**Revolving Loan Fund**

D & S Mfg. Co., Inc., Black River Falls  
Hart Tie & Lumber Co., Inc., Black River Falls  
Melrose Farm Services, Inc., Melrose  
Northfield Special Tees, Hixton  
Riverfront, Inc., Black River Falls

**Matchmaker Procurement Website**

D & S Mfg. Co., Inc., Black River Falls  
Hart Tie & Lumber Co., Inc., Black River Falls  
Melrose Farm Services, Inc., Melrose  
Palex/Ifco Systems NA, Black River Falls

**Inputs and Raw Materials Difficult To Procure**

Hart Tie & Lumber Co., Inc., Black River Falls, Hardwood logs  
Palex/Ifco Systems NA, Black River Falls, Hardwood bolts

**TABLE 4.03  
JACKSON COUNTY POPULATION**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Jackson County	16,588	16,923	18,304	18,613	2,025	12.21
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 rate of population growth was greater than the Region, State and U.S. from 1990 to 2000.

**TABLE 4.04  
JACKSON COUNTY HOUSING UNITS**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Jackson County	7,627	7,875	8,219	8,449	822	10.78
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 percentage rate of increase in housing unit construction was less than the Region and State from 1990 to 2000. The number of housing units constructed during this period totaled 822 in relation to a population increase of 2,025.

**TABLE 4.05  
JACKSON COUNTY REAL ESTATE EQUALIZED VALUE**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Jackson County	351,496,900	445,625,500	626,658,800	744,301,900	392,805,000	111.75
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 percentage rate of increase in real estate equalized valuation was greater than the Region and the State from 1990 to 2000.

**TABLE 4.06  
JACKSON COUNTY PER CAPITA PERSONAL INCOME**

	1990	1994	1998	1990-1998 Numerical Chge	1990-1998 % Chge
Jackson County	13,740	16,864	20,412	6,672	48.56
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 rate of income growth was greater than the Region, State and U.S. growth rate from 1990 to 2000.

**TABLE 4.07  
JACKSON COUNTY TRAVELER AND TOURISM EXPENDITURES**

		1994	1998	1999	1994-1999 Numerical Chge	1994-1999 % Chge
Jackson County	Total Visitor Expenditure	22,321,073	44,643,010	52,227,998	29,906,925	133.99
	Total Employ. Impact	631	1,284	1,506	875	138.67
	Total Resident Income Impact	13,503,777	24,309,337	28,850,421	15,346,644	113.65
	Total State Revenue Impact	2,227,087	3,938,385	4,652,877	2,425,790	108.92
	Total Local Revenue Impact	1,416,032	2,849,828	3,388,748	1,972,716	139.31
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 134% rate of growth in traveler and tourism expenditures in the County significantly exceeded the percentage rate of growth in the Region 66%, and State 52% from 1994 to 1999.**

**TABLE 4.08  
JACKSON COUNTY LABOR FORCE AND EMPLOYMENT**

		1990	1994	1998	1999	2000	1990-2000 % Chge
Jackson County	Total Labor Force	8,077	9,363	11,587	12,625	14,162	75.3
	Total Employment	7,571	8,742	11,110	12,229	13,667	80.5
	Total Unemployment	506	621	477	396	495	-2.2
	Unemployment Rate	6.3	6.6	4.1	3.1	3.5	-44.4
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 labor force grew at a faster percentage rate than the Region, State and U.S. labor force from 1990 to 2000. The County's 3.5% unemployment rate in 2000 was greater than the Region 3.0% and State 3.1% but less than the U.S. 3.9%.**

**TABLE 4.09  
JACKSON COUNTY TOTAL EMPLOYMENT BY INDUSTRY**

	1990 No. Emp.	%	1998 No. Emp.	%	Numeric Change	Percent Change
<b>Jackson County</b>						
Total full-time and part-time employment	7,364		9,640		2,276	30.91
Farm Employment	1,236	16.8	1,366	14.2	130	10.52
Ag. Services, forestry, fishing and other*	214	2.9	214	2.2	0	0.00
Mining	(D)	N/A	(D)	N/A	N/A	N/A
Construction	490	6.7	554	5.7	64	13.06
Manufacturing	594	8.1	1,062	11.0	468	78.79
Transportation and public utilities	615	8.4	953	9.9	338	54.96
Wholesale trade	98	1.3	(D)	N/A	N/A	N/A
Retail trade	1,616	21.9	1,841	19.1	225	13.92
Finance, insurance, and real estate	262	3.6	388	4.0	126	48.09
Services	(D)	N/A	(D)	N/A	N/A	N/A
Government and government enterprises	1,185	16.1	1,458	15.1	273	23.04
<b>Mississippi River Region</b>						
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
<b>State of Wisconsin</b>						
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
<b>U.S.</b>						
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 percentage rate of employment growth of 31% from 1990 to 1998 exceeded the Region 19%, State 17% and U.S. 15%. Manufacturing; Transportation and Public Utilities; Finance, Insurance and Real Estate; and Government and Government Enterprise were the county's leading employment industries with growth rates of 79%, 55%, 48% and 23% respectively. Despite this growth in these industries, Retail Employment was still the leading employment sector in the County in 1998 employing approximately 19% of the workforce.**

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



**TABLE 4.10**  
**JACKSON COUNTY PERSONAL INCOME BY INDUSTRY SOURCE OF EARNINGS (Thousands of dollars)**

	1990	1998	Numeric Change	Percent Change
<b>Jackson County</b>				
Farm earnings	11,644	22,493	10,849	93.2
Ag. Services, forestry, fishing and other*	3,936	3,896	-40	-1.0
Mining	(D)	(D)	N/A	N/A
Construction	14,933	20,545	5,612	37.6
Manufacturing	12,061	25,655	13,594	112.7
Transportation and public utilities	15,966	29,513	13,547	84.8
Wholesale trade	2,003	(D)	N/A	N/A
Retail trade	15,131	20,292	5,161	34.1
Finance, insurance, and real estate	3,517	6,959	3,442	97.9
Services	(D)	(D)	N/A	N/A
Government and government enterprises	24,816	38,405	13,589	54.8
<b>Mississippi River Region</b>				
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
<b>State of Wisconsin</b>				
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
<b>U.S.</b>				
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 greatest percentage rate of growth in source of personal income in the County from 1990 to 1998 (thousands of dollars) occurred in Manufacturing 113%; Finance, Insurance and Real Estate 98%; Farming 93%; Transportation and Public Utilities 85%; and Government and Government Enterprises 55%. The percentage growth in Manufacturing; Farming; Finance, Insurance and Real Estate; and Transportation and Public Utilities income in the County significantly outpaced the rate of growth in both the State and Nation. From 1990 to 1998 the industry source that experienced the smallest rate of earnings growth was Retail with a 34% increase during this period.**

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