

LA CROSSE 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.

La Crosse County is Blessed With a Diversity of Industries

Collectively these industries contribute to a robust regional trade center that serves a three state area. Some of the more prominent industry clusters in the county include: (1) Food Processing; (2) Wood Processing and Furniture Manufacturing; (3) Metal Products; and (4) Machinery, Equipment and Electronic Product Manufacturing. Table 5.01 provides an overview of many of the industries within their respective industry cluster groupings including the more prominent ones just mentioned. Table 5.10 shows that in 1998 manufacturers in the County were the second highest source of personal income, generating approximately \$425 million despite only employing just over 11,600 workers or 15% of the workforce, Table 5.09. Services generated the greatest amount of personal income in the County totaling \$597 million but needed 24,000 workers or 31% of the county’s workforce to generate this level of income. The 11,600 manufacturing jobs also contributed to the growth in the Service sector and other employment sectors such as Retail and Wholesale Trade and Construction. Manufacturing also contributed to the \$205 million in traveler and tourism expenditures in the County in 1999, Table 5.07. In addition, Manufacturing contributed to the 9% growth in population and 14% growth in housing between 1990 and 2000, Tables 5.03 and 5.04. The County’s low unemployment rate is also a beneficiary of the manufacturing jobs and the related job spin-offs in other employment sectors, Table 5.08.

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.

La Crosse 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, 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
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 and Machinery Manufacturing/Automation Cluster

La Crosse County's Industry Clusters	Wisconsin's Knowledge-Based Industry Clusters Driving The State's Economy	
Instruments and Related Products – SIC Codes 3800-3899	↔	Machinery Manufacturing/ Automation Cluster and Medical Devices/Medical Informatics Cluster
Miscellaneous Manufacturing – SIC Codes 3900-3999	↔	Manufacturing/Materials Cluster
Computer Services Programming and Software – SIC Codes 7370 – 7379	↔	Information Technology/Data Processing 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 5.02. Some economic development concepts and opportunities based on the results of this survey are outlined below.

- Webster Industries and three other industries in the region reported difficulty in procuring hardwood logs. Landowners in western Wisconsin with stands of hardwood timber who could help meet this demand through proper woodland management 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.
- Over 20 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, precision instruments and plastics to name a few. Existing businesses or entrepreneurs should be made aware of this manufacturing resource which in turn could increase the production capacity of these industries.
- The metal product, metal fabrication and machinery and equipment manufacturers total over 100 firms in the Mississippi River Region. Over one half of these are located in La Crosse 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 investigated that would result in a quantity discount in procuring these products. Two factors that should be 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?

- Joint purchasing of raw materials to assist plastic product manufacturers may be another economic benefit opportunity to pursue in the same manner as discussed above. Over 30 plastic manufacturers have been identified in the nine county Mississippi River Region. Several of these are in La Crosse County.
- In regards to labor force development the regional industry survey identified 31 industries that were anticipating hiring new employees and 18 industries indicated they were experiencing labor shortages. Machinists, draftsmen, engineers, welders, shop and trade personnel, detailers and project managers were identified as some positions needing to be filled. The Region's universities and technical colleges and others involved in workforce development should investigate providing training tailored to a specific industry cluster.
- Over 20 industries in the County indicated interest in angel or venture capital financing and over 25 industries indicated interest in revolving loan fund financing. Business financing workshops should be organized to provide information on these various forms of financing.
- Approximately 30 industries in the County indicated interest in a matchmaker product procurement website. Industry cluster procurement websites should be investigated to assist in multi-company cost sharing and obtaining raw material quantity discounts.
- In 1985 the La Crosse County Targeted Industry Study identified La Crosse County as a good location for medical instrument and supply companies. This report recommended the following industries for La Crosse County to target: medical instruments and supplies, fabricated metals and supplies, industrial machinery, miscellaneous machining excluding electrical, commercial printing, office computers and machines, and measuring and control devices.
- The La Crosse County Board is presently formulating plans to make application for designation as one of the State's eight technology zones. Certified high tech businesses in these zones are eligible for up to \$500,000 in tax credits in each zone over a 10 year period. Such a designation would obviously help existing high tech industries and attract others as well.
- Large acreage (*120 acres or more*) industrial parks with the latest telecommunication infrastructure referred to as high technology parks or smart parks have been successful in attracting high tech companies. The County land in West Salem should be considered as a location for a regional large acreage smart park.
- 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 La Crosse 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. 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.

La Crosse County Industry Products List: structural fiberglass/ sheet metal ductwork/ heat exchangers/ bakery-full time/ commercial-industrial ventilating, residential heating and air conditioning/ screen printed sportswear/ fireplace mantles, built-in units, material cut to size/ residential kitchen and bath cabinets,

commercial cabinets and millwork, wood components/ bakery products/ hardwood lumber, edge glued panels, hardwood moldings, hardwood cabinet parts, hardwood flooring/logs for log homes, related log home components/ commercial casework, architectural millwork/pressure sensitive labels/ ready mixed concrete, sand and rock/ job printing, letterhead envelopes, catalog printing, booklet printing, copies, imprinting/ no-crack hand cream, hand and body lotions/ nameplates, labels, dials, panels, overlays/ railroad diesel locomotive refueling equipment with automatic shutoff/ packaging of natural cheese, manufacture of processed cheese/ beef and pork processing, sausage and cured meat manufacturing, retail sale of products/ printed products/ brooms, brushes, mops, handles/ newspaper printing/ fabricated structural steel, steel bar joists, metal decking/ screen printed name plates, point-of-purchase display signs/ sheet metal for HVAC industry, stainless specialties/ custom steel fabricating, structural steel fabricating/ printed matter/ embroidered material, screen printed apparel, uniforms, advertising specialty items/ hydraulic valve blocks, misc. job shop work/ wood handles, wood brush blocks, survey stakes and lath/ metal stamping dies, plastic injection molds, machining/ embroidered apparel/ ready mix concrete/ laminated hardwood, flooring for new semi-trailer trucks/ hydraulic products, pneumatic products/ litho film negatives, color separations, embossing dies, thermo cutting dies, foundry patterns, molds for plastic forming/hand crafted jewelry, custom made jewelry, ancient artifacts, handcrafted gifts, original paintings, art work/ scrolling price signs, point-of-purchase signs/ Danish style blue cheese/ steel rule dies/ gray iron castings, ductile iron castings, Ni-hard iron castings/ stamping dies, metal stampings, special machinery, machined parts/ hardwood lumber, hardwood crossties, molding and millwork, hardwood cabinet and furniture parts/auto racing products, general manufacturing/acrylic lenses/manufacturer of soft drinks, food service-institutional packages/

La Crosse County List of Raw Materials or Components Needed by Industries to Manufacture Their Products: fiberglass rovings and mat, resin catalyst/ aluminum plate, extruded aluminum bar, aluminum brazing sheet, extruded aluminum pipe, aluminum fin stock/ bakery supplies-flour, sugar, etc./ flat galvanized sheets, ventilation equipment, furnaces and air conditioners/ inks, paper, sportswear garments/ oak lumber, hardwood plywood, misc. hardwoods/hardwood lumber, plywood and other sheet goods, cabinet hardware, stain and finish/ flours, foods/ hardwood lumber, glue, trucking services/ lumber/ wood sheet goods, lumber, cabinet hardware, plastic laminate/ substrates, inks, screen print items/powder cement, chemical additives for concrete manufacture, flash, artificial fibers, aggregates/ paper, ink, plates for printing, film and chemicals/ plastic jars, propylene glycol, mineral oil/ plastics, adhesive, ink/ cheese, non-fat dry milk, whey powder, caseine, packaging film/ meat-beef and pork, meat processing machinery, packaging material, spices/ paper, ink, plastic and film chemistry/ plastic bristle, natural bristle, plastic blocks, wood blocks/ structural steel-beams, angles, etc./ aluminum sheet-nameplate quality, polycarbonate sheet, screen print inks and coatings, pressure sensitive adhesives and laminates, pps vinyls, foil, polyesters/sheet steel, insulation/ mild steel/ paper, printing supplies/ fabric, completed garments and caps/ aluminum bar stock, steel/ ramin dowels, soft maple lumber, beech lumber, oak lumber/ tool steels, mild steel, aluminum fasteners, cutting tools/ blank apparel, embroidery thread and supplies, heat applied lettering and designs/ sand, gravel, cement/ oak-maple-ash lumber, formaldehyde glue, wood putty, latex undercoating/ litho film and developer, magnesium plates and chemistry/ silver, gold, cultured pearls, natural pearls/ sign faces, aluminum, motors, misc. parts/ milk, packaging material, trucking service, fuel/ plywood, steel rule/ pig iron, scrap steel, molding sand additives, electricity, waste removal services/ steel and aluminum coil, bar and sheet steel, die sets and ground plate, fasteners and components, cutting tools/ hardwood saw logs, hardwood lumber, railroad crossties/ aluminum, steel/ acrylic sheet/

TABLE 5.01 LA CROSSE COUNTY INDUSTRY CLUSTERS

Food Processing - SIC Codes 2000-2199

Amundson's Village Bake Shop, La Crosse
Bakalars Bros. Sausage Co., Inc., La Crosse
Breidel's Meat Market, La Crosse
Brick Oven Bakery Of Wisconsin, Inc., La Crosse
City Brewing Co., Inc., La Crosse
Craig's Meats & Catering, Mindoro
Great Lakes Cheese Of Wisconsin, Inc., La Crosse
Holmen Locker Service, Holmen
Kwik Trip Bakery/Dairy, La Crosse
Main Street Ingredients, La Crosse
Metz Baking Co., La Crosse
Mississippi Brittle, Ltd., La Crosse
Pleasoning Seasonings, La Crosse
Sweet-Shop, La Crosse
Swiss Valley Farms, Inc., Mindoro
Wis-Pak, Inc., La Crosse

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

American Down & Textile Co., La Crosse
B & B Graphics, La Crosse
Bakalars Arts Llc, La Crosse
Bee Zee Too, Onalaska
D-Lux Screen Printing, Inc., Holmen
Empire Screen Printing, Onalaska
Foster Awning & Canvas, Inc., La Crosse
Grant Co., Paul, La Crosse
La Crosse Awning & Tent Co., La Crosse
La Crosse Leather & Fur, La Crosse
Lacrosse Footwear, Inc., La Crosse
Maiden, Inc., Onalaska
Monogram Co., La Crosse
O R C Industries, La Crosse
Personal Touch Monogramming, Onalaska
Serigraphic Screen Print, Inc., La Crosse
T J's Printed Apparel, La Crosse

Wood and Furniture Products - SIC Codes 2400-2599

Badger Corrugating Co., La Crosse
Balduzzi Midway Lumber, Inc., Onalaska
Beaver Builders Supply, Inc., Holmen
Beyer Custom Cabinets, West Salem
Cabinet Factory, Inc., La Crosse
Coulee Region Enterprises, Inc., Bangor
Coulee Region Log Homes, Holmen
Creative Cabinets, Onalaska
Creative Laminates, Inc., Onalaska
Custom Plus Furniture, Onalaska
Design Cabinetry, Inc., Holmen
Frame Gallery, Holmen
Heram Custom Woodworking, Onalaska
La Crosse Cooler Co., Onalaska
Lynkris Patio Furniture, Inc., La Crosse
Mac Donald & Owen Lumber Co., Inc., Bangor
Mannstedt Woodworks, Inc., La Crosse
Northern Wood Products, Inc., La Crosse
Primekiln, Inc., Rockland
Realwood Products, Inc., La Crosse
Select Trusses & Lumber, Inc., West Salem
WCCO Lumber & Dry Kiln Inc., Rockland
Webster Industries, Inc., Bangor
Weyerhaeuser Co., Northwest Hardwoods Div., Onalaska
Woodworks of La Crosse, La Crosse

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

TABLE 5.01

LA CROSSE COUNTY INDUSTRY CLUSTERS

Printing Products - SIC Codes 2600-2799

Amber Graphics Printing, La Crosse
C B S Graphics, Inc., La Crosse
Countryman Publishing, West Salem
Creative Screen Print, Inc., West Salem
Crescent Printing Co., Inc., Onalaska
Curtis Printing Co., Inc., La Crosse
Digiprint Corp., La Crosse
Dura-Tech, Inc., La Crosse
Express Printing, Llc, La Crosse
Inland Printing Co., La Crosse
Insty-Prints Of La Crosse, Inc., La Crosse
Jansky Printing, Inc., La Crosse
La Crosse Graphics, La Crosse
La Crosse Tribune, La Crosse
Lee Enterprises, Inc., La Crosse
Lodestar Publications, Inc., Onalaska
Mc Loone Metal Graphics, Inc., La Crosse
Meridian Corp., La Crosse
Miller Quik Print, Onalaska
P I P Printing, La Crosse
Papercraft & Printing, Inc., La Crosse
Printout, Inc., The, La Crosse
Prizm Pre Press, La Crosse
R C Printing, Inc., La Crosse
Royal Graphix Co., Inc., La Crosse
Sierra Printing Co., La Crosse
Sir Speedy Printing Center, La Crosse
Spectra Graphics, La Crosse

Chemicals & Petroleum Products - SIC Codes 2800-2999

Dumont Co., La Crosse
Hydrite Chemical Co., La Crosse
Mathy Construction Co., Onalaska

Plastic and Rubber Products - SIC Codes 3000-3099

Advanced Fiber Products, La Crosse
Chapiewsky's, Inc., Bangor
Nelson Flag & Display Service, La Crosse
Northern Engraving-West Salem Div., West Salem
Riverfront, Inc., La Crosse
Stevens Enterprises, Inc., R. L., La Crosse
Western Wisconsin Plastic Corp., West Salem

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

Brown-Wilbert Vault Co., Inc., La Crosse
Croell Redi-Mix, Inc., La Crosse
Croell Redi-Mix, Inc., Holmen
Hemstock Concrete Products, La Crosse
Holmen Concrete Products, Co., Holmen
Marble Shop, Inc., La Crosse
Old Hickory Stained Glass, Onalaska
River City Ready Mix, La Crosse
Tri-State Monument Co., La Crosse

Metal Products - SIC Codes 3300-3499

All Facets Sheet Metal, Inc., La Crosse
Alter Scrap Processing, La Crosse
B & B Sheet Metal, Inc. - Heating & Air Conditioning, La
Bob's Locksmith Shop, La Crosse
Choice Awards & Gifts, La Crosse
Computer Engraving, La Crosse
Crown Cork & Seal Co., Inc., La Crosse
H B B K, Inc., La Crosse
Handi Gadgets Corp., La Crosse
Industrial Heat Transfer, Inc., La Crosse
Inov8 International, Inc., La Crosse
Kibler Engraving Co., Onalaska
Leinfelder & Sons Inc., Joseph J., La Crosse
Lunde Foundry, Inc., Holmen
M T I Mfg., Inc., La Crosse
Mannstedt & Son, Inc., Ted, La Crosse
Metallics Inc., Onalaska
Mid City Steel Fabricating, Inc., La Crosse
Paper, Calmenson & Co., La Crosse
River Steel, Inc., La Crosse
Stampline Ltd., La Crosse
Steiger Steel & Fabricating, La Crosse
Torrance Casting, Inc., La Crosse
Xetex, Inc., La Crosse

TABLE 5.01 LA CROSSE COUNTY INDUSTRY CLUSTERS

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

Ace Machine, Holmen
Allied Kiln Service, Inc., Onalaska
Artisan Steel Rule Dies, Inc., La Crosse
Audio Concepts, Inc., La Crosse
C & C Machine Inc., La Crosse
Chart Heat Exchangers, L.P., La Crosse
Custom Docking, La Crosse
D B S Tool & Die, Inc., Onalaska
D K G Mfg., La Crosse
Deltronics, Inc., Onalaska
Gap Mfg., Inc., La Crosse
Hammes Tool & Die, Inc., La Crosse
Iland Tool & Die Co., La Crosse
La Cro Products, Inc., La Crosse
Larry's Machining, La Crosse
Laser Product Technologies, Inc., Holmen
Luxco, La Crosse
Master Metals, La Crosse
Mid-City Machining & Fabrication, La Crosse
Midwest Steel Rule Dies, Inc., La Crosse
Multistack, West Salem
Northern Engraving Corp., Enterprise Tool Div., La Crosse
P T M, Inc., Onalaska
Pabst Engineering, Onalaska
Ronco Engineering Co., La Crosse
Tel-Mar Steel Rule Die Co., Onalaska
Trane Co., The, La Crosse
Trueline, Inc., La Crosse
Venture Machine & Tool, Inc., Onalaska
Viking Tool & Mfg., Inc., Holmen
West Salem Tool & Die Inc., West Salem
White Co., Inc., L. B., Onalaska

Transportation Equipment - SIC Codes 3700-3799

D C A Racing & Fabrication, Inc., La Crosse
Edca Fueling Systems, Inc., La Crosse
Rockland Flooring Co., Llc, Rockland
Skipperliner Industries, Inc., La Crosse
Wehrs Machine and Racing Products, Bangor

Instruments & Related Products - SIC Codes 3800-3899

Control Design Consultants, La Crosse
Hauser Heartland Dental Studio, Inc., La Crosse
Howard-E-Clock Co., La Crosse
Indus International, Inc., West Salem
Northern Micrographics, Inc., La Crosse
Prosthetic Orthotic Center Ltd., The, La Crosse
Soderberg, Inc., La Crosse

Miscellaneous Manufacturing - SIC Codes 3900-3999

2nd Avenue Sign Company, Onalaska
Adtek Signs, La Crosse
Advertising Concepts, La Crosse
Blount Inc., Outers Opers., Onalaska
Brushtalks Signs, West Salem
Collins Outdoor Advertising, Inc., La Crosse
Coulee Trophy & Sport Shop, Onalaska
Creative Signs & Images, La Crosse
Everbrite La Crosse, La Crosse
Fifth Avenue Awards, Inc., La Crosse
La Crosse Brush, Inc., La Crosse
La Crosse Sign Co., Inc., Onalaska
Northern Engraving Corp., Holmen Div., Holmen
Photo Art Techniques Inc., Bangor
Satori Arts-Gallery, La Crosse
Scroll Sign, Inc., La Crosse
Sign Language Custom Signs, La Crosse
Sign Pro Of Wisconsin, Inc., La Crosse
Welding Shoppe Ltd./Trailhawk Treestands, La Crosse

TABLE 5.01

LA CROSSE COUNTY INDUSTRY CLUSTER

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

Affordable Computer Services, La Crosse	Infotech Inc, Onalaska
ASAP Computer, La Crosse	Interact Communications, Onalaska
Automated Data Systems, La Crosse	K3 Software Corp, Onalaska
Automated Information Management Inc., La Crosse	L Quillin & Associates, La Crosse
AVS Group, La Crosse	La Crosse Computers & Supplies, Onalaska
Barco Software, LLC, La Crosse	La Crosse Management Systems Inc., La Crosse
Business Technologies, La Crosse	La Crosse Portals, La Crosse
Cad Plus, La Crosse	Lincoln Computer System, Onalaska
Comprompter Inc., La Crosse	Management Computer Support, La Crosse
Computer Doctors, Holmen	Midwest Data Svc, La Crosse
Computertots, Onalaska	Motorhed Inc., La Crosse
Coulee Web, La Crosse	Net Com Inc, Onalaska
Crosse-Over Designs, Onalaska	Netcentric Data Solutions, La Crosse
Cvikota Co. Inc., La Crosse	NMT Corporation, La Crosse
Decision One, La Crosse	Onalaska Web, Onalaska
Defense Logistics Agency, La Crosse	Ovation Marketing, La Crosse
Digital Modeler Inc., Holmen	Professional Information Resources, La Crosse
Docuscan Inc., La Crosse	Proton Plus Computer Systems & Services, La Crosse
Dot Planet, West Salem	Qualitative Marketing Software, La Crosse
Emaximus LLC, La Crosse	Quixtar-Independent Business Owner, Onalaska
ESI, Onalaska	R & D Design, Onalaska
First Logic Inc., La Crosse	RAM Systems, La Crosse
Foresight Software, LLC, Onalaska	Rayd8 Media Design, Holmen
Fsbolacrosse.com, La Crosse	Regions USA Inc, La Crosse
Fullfeed La Crosse LLC, La Crosse	Sagebrush Corp. - Winnebago Software Co., Onalaska
Gathering Waters Design, Inc., La Crosse	Sergeant Laboratories Inc., La Crosse
GCS Software, Onalaska	Sleeping Giant Studios, Onalaska
Gensler Information Solutions, La Crosse	Softserv Inc, La Crosse
Grinnell Info Systems, Onalaska	Three Rivers Technologies, La Crosse
HAB Inc, La Crosse	Vision Realm, La Crosse
Hawkins Ash Baptie & Company LLP, La Crosse	Webteam, La Crosse
Herrmann Computer Service Inc., Onalaska	

TABLE 5.02

La Crosse 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

Advanced Fiber Products, La Crosse
Amundson's Village Bake Shop, La Crosse
B & B Sheet Metal, Inc. - Heating & Air
Beyer Custom Cabinets, West Salem
Brick Oven Bakery Of Wisconsin, Inc., La Crosse
Collins Outdoor Advertising, Inc., La Crosse
Coulee Region Enterprises, Inc., Bangor
Creative Cabinets, Onalaska
Creative Screen Print, Inc., West Salem
Croell Redi-Mix, Inc., La Crosse
Croell Redi-Mix, Inc., Holmen
Dura-Tech, Inc., La Crosse
Great Lakes Cheese Of Wisconsin, Inc., La Crosse
Holmen Locker Service, Holmen
Jansky Printing, Inc., La Crosse
La Crosse Brush, Inc., La Crosse
M T I Mfg., Inc., La Crosse
Mannstedt & Son, Inc., Ted, La Crosse
Mc Loone Metal Graphics, Inc., La Crosse
Mid City Steel Fabricating, Inc., La Crosse
Monogram Co., La Crosse
Northern Wood Products, Inc., La Crosse
P T M, Inc., Onalaska
Personal Touch Monogramming, Onalaska
Rockland Flooring Co., Llc, Rockland
Scroll Sign, Inc., La Crosse
Swiss Valley Farms, Inc., Mindoro
Viking Tool & Mfg., Inc., Holmen
Webster Industries, Inc., Bangor
Wehrs Machine and Racing Products, Bangor
Wis-Pak, Inc., La Crosse

Contract Manufacturing

Advanced Fiber Products, La Crosse
All Facets Sheet Metal, Inc., La Crosse
Amundson's Village Bake Shop, La Crosse
Bakalars Arts Llc, La Crosse
Balduzzi Midway Lumber, Inc., Onalaska
Beyer Custom Cabinets, West Salem
Brick Oven Bakery Of Wisconsin, Inc., La Crosse
Chart Heat Exchangers, L.P.
Coulee Region Enterprises, Inc., Bangor
Coulee Region Log Homes, Holmen
Creative Cabinets, Onalaska
Dumont Co., La Crosse
M T I Mfg., Inc., La Crosse
Mannstedt & Son, Inc., Ted, La Crosse
Master Metals, La Crosse
Mc Loone Metal Graphics, Inc., La Crosse
Mid City Steel Fabricating, Inc., La Crosse
Monogram Co., La Crosse
P T M, Inc., Onalaska
Personal Touch Monogramming, Onalaska
River City Ready Mix, La Crosse
Rockland Flooring Co., Llc, Rockland
Royal Graphix Co., Inc., La Crosse
Satori Arts-Gallery, La Crosse
Tel-Mar Steel Rule Die Co., Onalaska
Torrance Casting, Inc., La Crosse
Viking Tool & Mfg., Inc., Holmen
Webster Industries, Inc., Bangor
Wehrs Machine and Racing Products, Bangor
Western Wisconsin Plastic Corp., West Salem

Intermodal Transfer Freight Facility

Balduzzi Midway Lumber, Inc., Onalaska
Coulee Region Enterprises, Inc., Bangor
Coulee Region Log Homes, Holmen
Mannstedt & Son, Inc., Ted, La Crosse
Northern Wood Products, Inc., La Crosse
River City Ready Mix, La Crosse
Torrance Casting, Inc., La Crosse
Webster Industries, Inc., Bangor

Angel and/or Venture Capital

Advanced Fiber Products, La Crosse
Amundson's Village Bake Shop, La Crosse
Balduzzi Midway Lumber, Inc., Onalaska
Beyer Custom Cabinets, West Salem
Chart Heat Exchangers, L.P.
Coulee Region Enterprises, Inc., Bangor
Creative Cabinets, Onalaska
Curtis Printing Co., Inc., La Crosse
Holmen Locker Service, Holmen
La Crosse Brush, Inc., La Crosse
M T I Mfg., Inc., La Crosse
Mid City Steel Fabricating, Inc., La Crosse
Miller Quik Print, Onalaska
Northern Wood Products, Inc., La Crosse
Personal Touch Monogramming, Onalaska
River City Ready Mix, La Crosse
Satori Arts-Gallery, La Crosse
Scroll Sign, Inc., La Crosse
Swiss Valley Farms, Inc., Mindoro
Webster Industries, Inc., Bangor
Wehrs Machine and Racing Products, Bangor

Revolving Loan Fund

Advanced Fiber Products, La Crosse
Amundson's Village Bake Shop, La Crosse
Beyer Custom Cabinets, West Salem
Brick Oven Bakery Of Wisconsin, Inc., La Crosse
Chart Heat Exchangers, L.P.
Coulee Region Enterprises, Inc., Bangor
Coulee Region Log Homes, Holmen
Creative Cabinets, Onalaska
Curtis Printing Co., Inc., La Crosse
Dura-Tech, Inc., La Crosse
Great Lakes Cheese Of Wisconsin, Inc., La Crosse
Holmen Locker Service, Holmen
La Crosse Brush, Inc., La Crosse

M T I Mfg., Inc., La Crosse
Mid City Steel Fabricating, Inc., La Crosse
Miller Quik Print, Onalaska
Northern Wood Products, Inc., La Crosse
Personal Touch Monogramming, Onalaska
River City Ready Mix, La Crosse
Rockland Flooring Co., Llc, Rockland
Satori Arts-Gallery, La Crosse
Scroll Sign, Inc., La Crosse
Swiss Valley Farms, Inc., Mindoro
Tel-Mar Steel Rule Die Co., Onalaska
Torrance Casting, Inc., La Crosse
Viking Tool & Mfg., Inc., Holmen
Webster Industries, Inc., Bangor

Matchmaker Procurement Website

Advanced Fiber Products, La Crosse
Amundson's Village Bake Shop, La Crosse
B & B Sheet Metal, Inc. - Heating & Air
Balduzzi Midway Lumber, Inc., Onalaska
Beyer Custom Cabinets, West Salem
Chart Heat Exchangers, L.P.
Collins Outdoor Advertising, Inc., La Crosse
Coulee Region Enterprises, Inc., Bangor
Coulee Region Log Homes, Holmen
Curtis Printing Co., Inc., La Crosse
Dumont Co., La Crosse
Dura-Tech, Inc., La Crosse
Edca Fueling Systems, Inc., La Crosse
La Crosse Brush, Inc., La Crosse
Lodestar Publications, Inc., Onalaska
M T I Mfg., Inc., La Crosse
Mid City Steel Fabricating, Inc., La Crosse
Miller Quik Print, Onalaska
Monogram Co., La Crosse
Northern Wood Products, Inc., La Crosse
Personal Touch Monogramming, Onalaska
Rockland Flooring Co., Llc, Rockland
Royal Graphix Co., Inc., La Crosse
Satori Arts-Gallery, La Crosse
Swiss Valley Farms, Inc., Mindoro
Tel-Mar Steel Rule Die Co., Onalaska
Torrance Casting, Inc., La Crosse
Viking Tool & Mfg., Inc., Holmen
Wehrs Machine and Racing Products, Bangor
Western Wisconsin Plastic Corp., West Salem

Inputs and Raw Materials Difficult To Procure

Amundson's Village Bake Shop, La Crosse, Certain "boutique" items

Beyer Custom Cabinets, West Salem, Plywood particleboard

Dura-Tech, Inc., La Crosse, Computer services

Mc Loone Metal Graphics, Inc., La Crosse, Nameplate grade aluminum, stainless steel sht.

Personal Touch Monogramming, Onalaska, Heavyweight hooded sweatshirts

Satori Arts-Gallery, La Crosse, Nat. pearls

Webster Industries, Inc., Bangor, Standing hardwood timber, hardwood logs, railroad crossties

**TABLE 5.03
LA CROSSE COUNTY POPULATION**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
La Crosse County	97,892	101,126	105,299	106,990	9,098	9.29
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

La Crosse County is the most populace county in the nine county MRRPC Region, but its population increase during the 1990-2000 decade was relatively moderate. The 9.29% increase is greater than the Region's overall 7.5% and the State's 8.5%, but less than the Nation's 10.28%.

**TABLE 5.04
LA CROSSE COUNTY HOUSING UNITS**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
La Crosse County	38,239	40,116	42,582	43,771	5,532	14.47
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

In housing unit increase, the County's 14% is the regional average, but this is less than the 15.11% increase recorded at the State level.

**TABLE 5.05
LA CROSSE COUNTY REAL ESTATE EQUALIZED VALUE**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
La Crosse County	2,177,846,300	2,716,425,400	3,740,087,000	4,332,259,100	2,154,412,800	98.92
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

La Crosse County's 98.92% increase in equalized valuation falls just above the Regional increase of 97.31% but below the State's overall increase of 106.66%.

**TABLE 5.06
LA CROSSE COUNTY PER CAPITA PERSONAL INCOME**

	1990	1994	1998	1990-1998 Numerical Chge	1990-1998 % Chge
La Crosse County	17,965	21,194	24,862	6,897	38.39
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

La Crosse County's 38.39% growth in per capita personal income was less than that of the nine county Region, or the State, and slightly less than the National percentage increase.

**TABLE 5.07
LA CROSSE COUNTY TRAVELER AND TOURISM EXPENDITURES**

		1994	1998	1999	1994-1999 Numerical Chge	1994-1999 % Chge
La Crosse County	Total Visitor Expenditure	129,188,370	166,913,401	204,709,560	75,521,190	58.46
	Total Employ. Impact	3,623	4,878	5,917	2,294	63.32
	Total Resident Income Impact	77,560,157	92,375,483	113,290,677	35,730,520	46.07
	Total State Revenue Impact	12,791,475	14,965,863	18,271,053	5,479,578	42.84
	Total Local Revenue Impact	8,133,104	10,829,344	13,307,036	5,173,932	63.62
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

La Crosse County experienced a percent growth in virtually all tourism related indicators greater than the State as a whole, but less than the Regional increase.

**TABLE 5.08
LA CROSSE COUNTY LABOR FORCE AND EMPLOYMENT**

		1990	1994	1998	1999	2000	1990-2000 % Chge
La Crosse County	Total Labor Force	53,009	58,234	60,534	58,984	60,885	14.9
	Total Employment	50,913	55,845	58,850	57,261	59,188	16.3
	Total Unemployment	2,096	2,389	1,684	1,723	1,697	-19.0
	Unemployment Rate	4.0	4.1	2.8	2.9	2.8	-30.0
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

La Crosse County's total labor force and employment grew faster than the National increase, but not as fast as the Regional or State increases.

**TABLE 5.09
LA CROSSE COUNTY TOTAL EMPLOYMENT BY INDUSTRY**

	1990 No. Emp.	%	1998 No. Emp.	%	Numeric Change	Percent Change
La Crosse County						
Total full-time and part-time employment	65,421		79,327		13,906	21.26
Farm Employment	1,242	1.9	1,211	1.5	-31	-2.50
Ag. Services, forestry, fishing and other*	467	0.7	(D)	N/A	N/A	N/A
Mining	28	0.0	(D)	N/A	N/A	N/A
Construction	2,595	4.0	3,567	4.5	972	37.46
Manufacturing	11,002	16.8	11,664	14.7	662	6.02
Transportation and public utilities	2,853	4.4	3,339	4.2	486	17.03
Wholesale trade	4,217	6.4	4,377	5.5	160	3.79
Retail trade	12,798	19.6	16,745	21.1	3,947	30.84
Finance, insurance, and real estate	3,125	4.8	4,286	5.4	1,161	37.15
Services	18,694	28.6	24,319	30.7	5,625	30.09
Government and government enterprises	8,400	12.8	9,228	11.6	828	9.86
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 jobs in La Crosse County reflect it's more urban orientation, with only 1.5% of the employment being "Farm" whereas the Regional percentage is 8.3%. La Crosse's greater emphasis on Trade and Services helps pick up the employment difference. The percent increase in employment is greater in La Crosse County than either the State or U.S. level increase.

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

**TABLE 5.10
LA CROSSE COUNTY PERSONAL INCOME BY INDUSTRY SOURCE OF EARNINGS (Thousands of dollars)**

	1990	1998	Numeric Change	Percent Change
La Crosse County				
Farm earnings	13,358	6,903	-6,455	-48.3
Ag. Services, forestry, fishing and other*	7,266	(D)	N/A	N/A
Mining	275	(D)	N/A	N/A
Construction	79,079	139,638	60,559	76.6
Manufacturing	301,744	424,808	123,064	40.8
Transportation and public utilities	92,214	131,959	39,745	43.1
Wholesale trade	122,124	166,207	44,083	36.1
Retail trade	144,489	223,009	78,520	54.3
Finance, insurance, and real estate	53,080	110,265	57,185	107.7
Services	360,168	596,884	236,716	65.7
Government and government enterprises	199,854	297,841	97,987	49.0
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 employment sector showing the greatest increase in personal income in La Crosse County was the same sector as the Regional, State, and National Levels: Finance, Insurance and Real Estate. La Crosse County's drop in personal income from Farm earnings was greater than the Regional, State or National declines. Construction was a stronger income growth sector in the County and Region than at the State or National level.

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