

MONROE 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.

Monroe County's Transportation Corridor Attracts Diverse Manufacturing Base

Located at the confluence of the Interstate highways 90 and 94 combined with high quality industrial parks located along the Interstate system, Monroe County has been successful at both developing existing industry and attracting new industry to the area. There are over 60 manufacturers located within 10 miles of the Interstate corridor in the County centered primarily around the City of Sparta and the City of Tomah. Some of the more prominent industry clusters in terms of number employed and total sales in the County include: 1) Food Processing; 2) Metal Products; 3) Machinery, Equipment and Electronic Products; 4) Plastic Products; and 5) Miscellaneous Manufacturing. Table 6.01 provides an overview of many of the industries within their respective industry cluster groupings including the primary ones aforementioned. Table 6.10 shows that in 1998 manufacturers in the County were the second highest source of personal income generating approximately \$95 million and employing 3,200 workers or 14% of the county's workforce, Table 6.09. Government and Government Enterprises (*primarily coming from Fort McCoy*) generated the greatest amount of personal income in the County totaling \$180 million. There were 4,800 workers or 21% of the county's workforce employed in this sector. Monroe County's 3,200 manufacturing jobs also contributed to the growth in Service sector in the County and other employment sectors such as Retail, and Transportation and Public Utilities. Manufacturing also played a role in the increase in the travel and tourism expenditures which according to the Wisconsin Department of Tourism grew to approximately \$95 million in 1999, Table 6.07. In addition, the Manufacturing sector contributed to the 7% increase in the County's population and the 16% growth in construction of new housing units between 1990 and 2000, Tables 6.03 and 6.04 respectively. Monroe County's unemployment rate also benefited from the increase in Manufacturing jobs and related job spin-offs in other employment sectors, Table 6.08. The County's 4% unemployment rate was greater than both the State and U.S. unemployment rates.

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.

Monroe 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

Monroe County's Industry Clusters	Wisconsin's Knowledge-Based Industry Clusters Driving The State's Economy
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
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 6.02. Some economic development concepts and opportunities based on the results of this survey are outlined below.

- Seventy-six manufacturers in the Region indicated in the survey their interest in a matchmaker procurement website. Seven of these companies are located in Monroe County producing a wide range of products. Industry cluster procurement websites should be investigated to assist in multi-company cost sharing and obtaining raw material quantity discounts.
- Nine manufacturers in the County indicated in a survey their interest in contract manufacturing. Collectively they produce such products as milk powder, farm and agricultural machinery, plastic products, turf maintenance equipment and water pumping stations to name a few items. Existing businesses or entrepreneurs should be made aware of this manufacturing resource which in turn could increase the production capacity of these industries.
- Over 80 companies on the survey expressed interest in labor force development activities including ten manufacturers in Monroe 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? The Region's universities and technical colleges and others involved in workforce development should investigate providing training tailored to a specific industry cluster.
- Sixty companies in the Region, including six in Monroe County indicated interest in angel or venture capital or revolving loan fund financing. Business financing workshops should be organized to provide information on these various forms of financing.
- Food processing manufacturers in the region have a significant economic impact on the local economy. In Monroe County the companies in the Food Processing industry cluster employ

approximately 870 workers and have sales in excess of \$975 million. With such a major economic influence in the County this industry cluster should be targeted for economic development purposes. Economic development financing for capital improvement needs and research and development financing for value added products are some examples of how assistance could be provided to this cluster.

- Sparta’s east side industrial park with its 200 plus vacant acres and fiber optic telecommunication infrastructure coupled with the road, water and sewer infrastructure is the only large acreage ready to go industrial park in the nine county Mississippi River Region. This park should be promoted as a “Smart Park” due to the telecommunication infrastructure in place and be enhanced with appealing landscaping and signage to attract high technology business and industry. “Smart Parks” in Paducah, Kentucky; Aberdeen, South Dakota; and Butte, Montana are some successful models that the city may want to investigate.
- 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 Monroe 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.

Monroe County Industry Products List: Whey protein powder, buttermilk powder, whole and skim milk powder/ cranberry machinery, machining parts/ plastic injection molding, silk screening/ ultrasonic welding/ wood pallets, lumber/ custom agricultural machinery, production line tooling, fabrication and welding production line machinery/ finishing plastics/ turf maintenance equipment, landscape contractor equipment/ products for lawn care, machined parts, welding fixtures/ sewage pump stations, water pump stations, control systems, storage tanks.

Monroe County List of Raw Materials or Components Needed by Industries to Manufacture Their Products: Raw milk, nonfat dry milk, condensed buttermilk, condensed WPC, raw WPC/ flat, plate, round, sheet and pipe steel; hydraulic hardware; PVC hose; pipe and fittings; nuts, bolts and washers/ tires and rims/ hydraulic motors, valves, pumps and filters, valmar hoppers, fertilizer and herbicide parts/ plastic resin, plastic sheets, paints and thinners, colorants, aluminum and plastic extrusions/ boards – 2x4 cants, lumber/ steel , special metals, hydraulics, bearings, gear boxes, power transmissions, engines/ plastic metal, paints/ steel, welding supplies, tooling products/ steel, pumps, valves, pipe fittings, electrical components/

TABLE 6.01
MONROE COUNTY INDUSTRY CLUSTERS

Food Processing - SIC Codes 2000-2199

Bunk Processing, Kendall
C F I Of Wisconsin, Inc., Sparta
Country Farm Supply, Sparta
Doane Pet Care, Tomah
Foremost Farms U S A, Sparta
Ocean Spray Cranberries, Inc., Tomah
Valley Pride Pack, Inc., Norwalk
Wisconsin Hill & Valley Cheese, Cashton

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

Logo Wear, Sparta
Meca Sportswear, Inc., Tomah
Meca Sportswear, Inc., Kendall

Wood and Furniture Products - SIC Codes 2400-2599

Badger Hardwoods, Inc., Sparta
Clay Mfg. Co., Tomah
Construction Management, Inc., Tomah
Crook Lath Products, Robert, Tomah
Elite Engineering Enterprises, Tomah
Friedel Logging & Sawmill, Sparta
Hardy Logging & Lumber, Sparta
Hochstetler, Noah, Wilton
J & M Cabinets Llc, Tomah
Lake States Lumber, Inc., Sparta
Larson, Ronald, Cashton
Northland Pallets, Sparta
Pallet Factory Inc., The, Tomah
Universal Forest Products, Inc., Warrens
Woodland Container, Tomah
Woodwerks, Sparta

Printing Products - SIC Codes 2600-2799

Cashton Record, Cashton
Foxy Publications, Sparta
International Paper Plastic Products, Tomah
Job Seeker, The, Warrens
Monroe County Publishers, Inc., Sparta
P & P Products, Sparta
Star Herald News, Wilton
Tomah Journal Newspapers/S C W N, Tomah
Town & Country Printers, Tomah

Chemicals & Petroleum Products - SIC Codes 2800-2999

C F S Specialties, Inc., Cashton
Rustepufe Laboratories, Sparta

Plastic and Rubber Products - SIC Codes 3000-3099

Fiberglass Animals, Shapes & Trademarks Corp., Sparta
Handishop Industries, Inc., Tomah
Highlight, Inc., Sparta
Spartek Inc., Sparta

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

Cardinal I G, Tomah
Croell Redi-Mix, Inc., Sparta
Croell Redi-Mix, Inc., Tomah
D W O Fiberglass Co., Sparta
River City Ready Mix, Tomah

Metal Products - SIC Codes 3300-3499

Gage Corp. International, The, Sparta
Northern Engraving Corp., Sparta
Sparta Mfg. Co., Inc., Sparta
Sparta Tool & Mfg. Co., Inc., Sparta

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

Brzeczek Mfg., Warrens
Gebhardt Mfg., Inc., Warrens
Ken-Way Corp., Sparta
Paul's Machine & Tool, Inc., Warrens
Performance Machine, Kendall
Quality Tool & Machine, Inc., Sparta
South Side Machine Corp., Sparta
Toro Co., The, Tomah
Triple R Industries, Sparta
U S E M C O, Inc., Tomah
Warrens Equipment & Mfg. Co., Inc., Warrens

Transportation Equipment - SIC Codes 3700-3799

Southside Machine, Inc., Sparta
Spartan Rod Works, Sparta
Williams Products, Inc., Sparta

Miscellaneous Manufacturing - SIC Codes 3900-3999

Bonnie's Sign Shop, Warrens
Carlisle Sanitary Maintenance Products, Sparta
Mathews, Inc., Sparta

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

TABLE 6.01
MONROE COUNTY INDUSTRY CLUSTER

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

Dr D's Inc, Sparta
Ginger Bauer Designs, Warrens
New Frontier Designs, Sparta
P & H Microcontroller Systems, Sparta
Pro-To-Call, Sparta
Putman's Computer Service, Sparta
TECHRON, Warrens
Tomah Byte Trail, Tomah
Ye Old Computer, Sparta

TABLE 6.02
Monroe 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

Croell Redi-Mix, Inc., Tomah
Croell Redi-Mix, Inc., Sparta
Foremost Farms U S A, Sparta
Gebhardt Mfg., Inc., Warrens
Highlight, Inc., Sparta
Lake States Lumber, Inc., Sparta
Spartek Inc., Sparta
Toro Co., The, Tomah
Triple R Industries, Sparta
U S E M C O, Inc., Tomah

Contract Manufacturing

Foremost Farms U S A, Sparta
Gebhardt Mfg., Inc., Warrens
Highlight, Inc., Sparta
Northland Pallets, Sparta
Paul's Machine & Tool, Inc., Warrens
Spartek Inc., Sparta
Toro Co., The, Tomah
Triple R Industries, Sparta
U S E M C O, Inc., Tomah

Intermodal Transfer Freight Facility

Gebhardt Mfg., Inc., Warrens

Angel and/or Venture Capital

Gebhardt Mfg., Inc., Warrens
Northland Pallets, Sparta
Paul's Machine & Tool, Inc., Warrens
Toro Co., The, Tomah
Triple R Industries, Sparta

Revolving Loan Fund

Gebhardt Mfg., Inc., Warrens
Northland Pallets, Sparta
Paul's Machine & Tool, Inc., Warrens
Toro Co., The, Tomah
Triple R Industries, Sparta
U S E M C O, Inc., Tomah

Matchmaker Procurement Website

Foremost Farms U S A, Sparta
Gebhardt Mfg., Inc., Warrens
Lake States Lumber, Inc., Sparta
Northland Pallets, Sparta
Paul's Machine & Tool, Inc., Warrens
Triple R Industries, Sparta
U S E M C O, Inc., Tomah

Inputs and Raw Materials Difficult To Procure

Paul's Machine & Tool, Inc., Warrens, Metals

TABLE 6.03 MONROE COUNTY POPULATION						
	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Monroe County	36,633	37,684	38,758	39,264	2,631	7.18
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 less than the Region, State and U.S. from 1990 to 2000.

TABLE 6.04 MONROE COUNTY HOUSING UNITS						
	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Monroe County	14,135	14,939	15,900	16,456	2,321	16.42
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 greater than the Region and State from 1990 to 2000. The number of housing units constructed during this period totaled 2,321 in relation to a population increase of 2,631.

TABLE 6.05 MONROE COUNTY REAL ESTATE EQUALIZED VALUE						
	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Monroe County	745,736,600	926,238,300	1,187,059,300	1,367,817,300	622,080,700	83.42
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 lower than the Region and the State from 1990 to 2000.

TABLE 6.06 MONROE COUNTY PER CAPITA PERSONAL INCOME						
	1990	1994	1998	1998	1990-1998 Numerical Chge	1990-1998 % Chge
Monroe County		13,972	16,340	19,655	5,683	40.67
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 U.S. growth rate from 1990 to 2000 but less than the Region or State.

**TABLE 6.07
MONROE COUNTY TRAVELER AND TOURISM EXPENDITURES**

		1994	1998	1999	1994-1999 Numerical Chge	1994-1999 % Chge
Monroe County	Total Visitor Expenditure	48,949,501	84,994,375	95,258,204	46,308,703	94.61
	Total Employ. Impact	1,375	2,482	2,756	1,381	100.44
	Total Resident Income Impact	29,431,310	46,998,053	52,775,159	23,343,849	79.32
	Total State Revenue Impact	4,853,908	7,614,211	8,511,359	3,657,451	75.35
	Total Local Revenue Impact	3,086,223	5,509,666	6,198,930	3,112,707	100.86
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 95% 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 6.08
MONROE COUNTY LABOR FORCE AND EMPLOYMENT**

		1990	1994	1998	1999	2000	1990-2000 % Chge
Monroe County	Total Labor Force	18,066	19,630	19,908	19,176	19,810	9.7
	Total Employment	17,136	18,385	19,028	18,431	19,024	11.0
	Total Unemployment	930	1,245	880	745	786	-15.5
	Unemployment Rate	5.1	6.3	4.4	3.9	4.0	-21.6
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 slower percentage rate than the Region, State and U.S. labor force from 1990 to 2000. The County's 4.0% unemployment rate was greater than the Region 3.0%, State 3.1%, and the U.S. 3.9% in 2000.

**TABLE 6.09
MONROE COUNTY TOTAL EMPLOYMENT BY INDUSTRY**

	1990 No. Emp.	%	1998 No. Emp.	%	Numeric Change	Percent Change
Monroe County						
Total full-time and part-time employment	20,004		22,793		2,789	13.94
Farm Employment	2,406	12.0	2,217	9.7	-189	-7.86
Ag. Services, forestry, fishing and other*	225	1.1	(D)	N/A	N/A	N/A
Mining	(L)	N/A	(D)	N/A	N/A	N/A
Construction	749	3.7	900	3.9	151	20.16
Manufacturing	3,135	15.7	3,193	14.0	58	1.85
Transportation and public utilities	974	4.9	1,472	6.5	498	51.13
Wholesale trade	424	2.1	924	4.1	500	117.92
Retail trade	3,107	15.5	3,707	16.3	600	19.31
Finance, insurance, and real estate	742	3.7	899	3.9	157	21.16
Services	3,311	16.6	4,430	19.4	1,119	33.80
Government and government enterprises	4,923	24.6	4,797	21.0	-126	-2.56
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 percentage rate of employment growth of 14% from 1990 to 1998 was less than the Region 19%, State 17% and U.S. 15%. Wholesale Trade; Transportation and Public Utilities; Finance, Insurance and Real Estate; and the Service industry were the county's leading employment industries with growth rates of 118%, 51%, and 34% respectively. Despite growth in these industries, Government and Government Enterprises was still the leading employment sector in the County in 1998 employing approximately 21% of the workforce.

(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 6.10
MONROE COUNTY PERSONAL INCOME BY INDUSTRY SOURCE OF EARNINGS (Thousands of dollars)

	1990	1998	Numeric Change	Percent Change
Monroe County				
Farm earnings	13,376	22,781	9,405	70.3
Ag. Services, forestry, fishing and other*	3,380	(D)	N/A	N/A
Mining	194	(D)	N/A	N/A
Construction	13,884	25,749	11,865	85.5
Manufacturing	68,000	95,244	27,244	40.1
Transportation and public utilities	27,946	51,927	23,981	85.8
Wholesale trade	8,013	26,643	18,630	232.5
Retail trade	32,468	41,162	8,694	26.8
Finance, insurance, and real estate	11,153	14,572	3,419	30.7
Services	40,165	72,367	32,202	80.2
Government and government enterprises	130,888	180,848	49,960	38.2
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 greatest percentage rate of growth in source of personal income in the County from 1990 to 1998 (thousands of dollars) occurred in Wholesale Trade 233%, Construction 86%, Services 80%, Farming 70%, and Manufacturing 40%. The percentage growth in Wholesale Trade, Construction, Services and Farming 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 27% increase during this period.

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