

PIERCE 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.

Pierce County has a Growing and Diverse Industry Base

There are five Industry Clusters in the County that each employ more than 200 workers in Pierce County. These are: Food Processing, Printing Products, Plastic and Rubber Products, Metal Products, and Machinery, Equipment, and Electronic Products. These clusters together employ more than 1,600 people. Other Industrial Sectors are also important and together employ 350 workers. These include Textile and Leather Products; Wood and Furniture Products; Chemicals and Petroleum Products; Stone, Clay, and Glass Products; Transportation Equipment; Instruments and Related Products; and Miscellaneous Products. These "smaller industries", in terms of employment numbers, offer a wide range of products to the marketplace, ranging from dolls to overhead doors, and scientific instruments to sport fishing tackle. Table 8.01 illustrates the diversity of the County's manufacturing economy.

These industrial employment opportunities are well spread throughout the County. The largest city, River Falls, is home to the University of Wisconsin-River Falls, but also hosts a robust industrial economy with companies involved in metal products; machinery, equipment, and electronics; scientific instruments; food processing; printing products; chemicals; plastic and rubber products; stone, clay, and glass products; and miscellaneous manufacturing, Table 8.01.

The second most comprehensive industrial employment center is Prescott. The sectors in Prescott offer a well-rounded sample of economic activity that includes, machinery, equipment, and electronic products; wood and furniture products; printing products; plastic and rubber products; metal products; transportation equipment; instruments; and miscellaneous manufacturing, Table 8.01.

The unincorporated community of Hager City in Town of Trenton, as well as the Villages of Ellsworth, Spring Valley, and Elmwood all have local industries in metal fabrication, food processing, rock and stone products, foam technology products, and rebuilt auto engines, Table 8.01.

In 1998 the number of Pierce County residents employed in manufacturing was lower than the Region and the State which had 15% and 19% of employment in manufacturing respectively. Between 1990 and 1998 manufacturing employment of Pierce County residents increased 21%, while overall the Region and State manufacturing employment increased by 16% and 11% respectively.

Strong industrial sectors in Pierce County include Metal Products, strengthened by the location in Hager City, of a company which fabricates large steel supporting towers for electric power transmission utilities. The Machinery, Equipment, and Electronics Products sector is distinguished by nine separate firms employing almost 500 people. The manufacturing of printed circuit boards, dental instruments, measuring instruments, and disposable veterinary supplies emphasizes the presence of technology in Pierce County manufacturing industries. Many of these firms are small businesses and the "hands on" operation by the owners enable them to make changes in their manufacturing process, or even their entire product line, as technology and the economy change.

Machinery equipment and electronic products, metal products, plastic and rubber products, printing, and food processing are the leading industry clusters in the County, Table 8.01. These and the other industries in the County played a significant role in the 8% increase in population and the 17% increase in housing units during the 1990-2000 period, Tables 8.03 and 8.04. This growth in turn contributed to the 119% increase in real estate values in the County during the same period, Table 8.05. Additional benefits of industry are its positive impact

on traveler and tourism expenditures in the County which grew by 28% during the 1994 to 1999 period. Not all visitors to the County are tourists, some are visiting on business but their expenditures in the County benefit just the same. In 1999 visitor expenditures in the County totaled \$23,511,388, Table 8.07. The strong growth in manufacturing jobs also contributed to an enviable unemployment rate in 2000 of 3% which was below both the State and Nation, Table 8.08.

There are Opportunities to 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.

Pierce 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 & Leather Products – SIC Codes 2200-2300 & 3100- 3199	↔	Manufacturing/Materials 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
Instruments & 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

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 the 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 8.02. Some economic development concepts and

opportunities based on the results of this survey and other economic development attributes of the County are outlined below.

- Six manufacturers in the County (*a scientific instrument manufacturer, a movable interior wall fabricator, sign makers, and print shops*); indicated an interest in contract manufacturing. Existing businesses or entrepreneurs should be made aware of this manufacturing resource and in turn increase the production capacity of these industries.
- In 1989 a pulp mill feasibility study was prepared by a steering committee appointed by the Governor. This study identified areas in the State where a pulp mill would be most suitable based on both environmental and economic factors. Six of the 21 sites are in the nine county Mississippi River Region. The increased utilization of abundant smaller trees and of species not as suitable for saw log production would provide a better economic market for a currently underutilized resource. This would provide an immediate economic incentive for woodland owners to conduct “timber stand improvement” thinning on their properties. This would result in better quality and faster growth of saw timber and veneer grade logs, thus, over time, helping to relieve the reported shortage of larger, better quality, logs. A possible downside of this pulpwood market development could occur if a higher demand increases market prices to the point where some landowners, shortsightedly, begin to cut into their young growing stock saw log reserve and harvest it as pulp wood. The Southwest Badger RC&D is presently studying the concept of establishing a round wood chip mill that would shred logs into chips near or on the Mississippi River and transfer them to a barge for transport to either a U.S. pulp mill or a foreign mill. A chip mill in Hixton, Wisconsin is presently shipping their chips by rail on the Wisconsin Central Railroad to Wisconsin pulp mills in the east. Another chip mill in Independence is manufacturing excelsior involving processing wood products into packaging material.
- Seventy-six manufacturers in the Mississippi River Region indicated in their survey response an interest in a Matchmaker Procurement Website. Approximately 10 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.
- There are over 100 firms in the Mississippi River Region engaged in some form of metalworking, metal fabrication, or the manufacture of machinery and equipment. The regional survey identified at least 15 of these firms are in Pierce County. They all use some form of steel, aluminum, or other type of metal as a raw material to produce their product. Joint purchasing and shipping arrangements should be investigated that could result in a quantity discount in procuring these products. Two factors that should be investigated are: Are the raw materials needed too specialized to do this, and if so, can further processing of the raw material be done here?
- Over 80 manufacturers in the Mississippi River Region listed in a survey reported Labor Force Development as a need. Seven of these firms are in Pierce County. They manufacture steel poles, wood foundations, measuring instruments, textile goods, and provide printing services. The County’s location adjacent to a major metropolitan area, and home to U.W. River Falls and a Chippewa Valley Technical College branch, presents the opportunity to find many well-trained and educated employees. Employees who live within Pierce County and who have been employed in the many opportunities found in the Minneapolis-St. Paul Metropolitan area may be seeking opportunities for employment within the County and will provide a well-trained resource for local employers. The proximity to the University of Minnesota in the nearby Twin Cities provides research opportunities, and the intellectual atmosphere and facilities of UW-River Falls, and its concentration on applied agricultural studies, and the veterinary medicine preparatory program provide a research and technology base for Pierce County industries, especially in the computer, agri-business, and biological sciences. The universities and technical colleges and others involved in workforce development should investigate providing training tailored to a specific industry cluster.

- The County has a very high concentration of companies in the plastic industry with six companies identified and located in four different communities in the County. This may be an industry cluster the County may want to target with economic development initiatives. Forward Wisconsin has launched a website for the plastics industry due to its strong economic development potential. Visit <http://plasticswi.com>.
- Since the Medical Devices/Medical Informatics cluster is one of Wisconsin's knowledge-based industry clusters driving the State's economy and Pierce County is close to the large health care providers and medical device and service companies in the Twin Cities, this industry cluster should be further investigated for economic development purposes.
- Development of the Trenton industrial park site as a state of the art supply chain management "Smart Park" should be investigated. This site's close proximity to rail, highway, air and water transportation modes coupled with future infrastructure investments including the latest in telecommunications would provide an attractive setting for high technology companies. Successful "smart parks" in small towns like Paducah, Kentucky; Aberdeen, South Dakota; and Butte, Montana should be investigated as potential models.
- 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 Pierce 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.

Pierce County Industry Products List: decals, magnetic signs, banners, various signs/ custom signs, banners, vehicle graphics, paper signs, display signs/ thin film, electrical conductance monitors, process control instrumentation/ drapes, bedspreads, pillows, table clothes, bed skirts/ custom processed and butchered meats, jerky, sausage, smoked meat products, processed hogs and beef/ drapery, bedspreads, health care privacy curtains, drapery hardware, blinds, shades/ vehicle signs and pin striping/ custom fishing rods, artificial baits, boat storage, and bass fishing guide service/ sliding room dividers/ laser marking job shop/ newspaper and other commercial printing/ metal power line poles, cellular towers, wind generator towers, high mast lighting structures, distribution poles, transmission poles/ contract embroidery/ printing: business forms, letterheads, envelopes, business cards, brochures, flyers, tickets, posters, social invitations, napkins/ sized silica sand – franc sand/ panelized permanent wood foundations, panelized wall packages, icynene spray foam insulation/

Pierce County List of Raw Materials or Components Needed by Industries to Manufacture Their Products: vinyl film; heat transfer resin foils; application tape; various substrates - wood, aluminum, plastic; banner blanks; magnetic sheeting/ printing inks; substrates – wood, plastic, paper, sign making equipment; rolled vinyl/ electrical components (ICs, resistors, caps, ferrites), metals (steel, aluminum, delrin), circuit boards (PC boards)/ fresh meat products, food packaging supplies, cleaning supplies/ textiles/ paint/ rod components, gasoline, baits/ aluminum extrusions, fiberglass, carpet, structo-glass, adhesive/ newsprint, paper products, ink and supply items/ steel plate, bolts, paint, wood dunnage/ 100% rayon thread, backing fabric, garments (assorted)/ sheet paper, envelopes, pre-press supplies, press parts, office supplies/ propane, diesel fuel, electrical power/ pressure treated framing lumber, framing lumber, plural components for icynene foam insulation/

TABLE 8.01 PIERCE COUNTY INDUSTRY CLUSTERS

Food Processing - SIC Codes 2000-2199

Best Maid Cookie Co., Inc., River Falls
Deiss & Nugent Feed Corp., Ellsworth
Ellsworth Co-Op Creamery, Inc., Ellsworth
Ellsworth Frozen Food Lockers, East Ellsworth
Red Willow Natural Foods Kitchen, Beldenville
Sailer's Food Market & Meat Processing, Inc., Elmwood
Western Wisconsin Dried Products, Elmwood

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

Custom Cut Workroom, River Falls
Dodge Draperies, Ellsworth
Fashion-Aire, Inc., River Falls
Treadmill Embroidery, River Falls

Wood and Furniture Products - SIC Codes 2400-2599

Bridgeport, Inc., Hager City
Door 'n Millwork, Prescott
Filarsky Cabinets, Prescott
Foley Wood Products, Inc., Ellsworth
Grange Hall Lumber, Plum City
Greg Olson Furniture, Beldenville
Hal's Millwork, River Falls
North Central Products Co., Inc., Spring Valley
Oakdale Hardwood Products Inc., Spring Valley
Panel Systems Mfg., Inc., Plum City
Schmitt Timber Corp., Spring Valley
Woodmaster Foundations, Inc., Prescott

Printing Products - SIC Codes 2600-2799

General Plastic Extrusion, Inc., Prescott
Great Rivers Printing, Prescott
Helmer Printing, Inc., Beldenville
Parks Music Engraving, Andrew, River Falls
Pierce County Herald, Inc., Ellsworth
Riverland Laser, Inc., River Falls
Smead Mfg. Co., River Falls
Sun-Argus Newspapers, Spring Valley
Weekly Newspapers, Inc., Prescott
Werth Print Shop, River Falls
Western Wisconsin Publishing, River Falls

Chemicals & Petroleum Products - SIC Codes 2800-2999

Agritec International, Ltd., River Falls
Superior Adhesives & Chemicals, Spring Valley
Veterinary Concepts, Inc., Spring Valley

Plastic and Rubber Products - SIC Codes 3000-3099

Federal Foam Technologies Inc., Commercial Div.,
Genesis Industries, Inc., Elmwood
Larame Acrylics, Inc., Ellsworth
Q M R Plastics, River Falls
Trio Industries Ltd., Prescott
U F E, Inc., River Falls

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

Cemstone Ready-Mix, Inc., Maiden Rock
Cemstone Ready-Mix, Inc., River Falls
Kraemer Co., The, Elmwood
Melgard Monument Co., Inc., River Falls
Stone Dimensions Tile Shop, Spring Valley
Wieser Concrete Products Inc., Maiden Rock
Wisconsin Industrial Sand Co., Llc, Maiden Rock

Metal Products - SIC Codes 3300-3499

Designer Doors, River Falls
Hi Fold Door Corp., River Falls
Royal Finishing, River Falls
S O S Machine Prescott Inc., Prescott
Spring Valley Welding Service, Inc., Elmwood
Thomas & Betts Corp., Hager City

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

Bergquist Co., The, Prescott
Branham, Inc., W. C., River Falls
Derman Mfg. Inc., River Falls
Foley United Co., River Falls
Kolpak Walk-Ins, River Falls
Neary Technology, River Falls
Steve's Scoring, Elmwood
Studio Electronics, Maiden Rock
Walleo Industries, Inc., Prescott

Transportation Equipment - SIC Codes 3700-3799

Gilby's Pinstriping & Lettering, River Falls
Kasco Marine Inc., Prescott
Mas Performance, Ellsworth

Instruments & Related Products - SIC Codes 3800-3899

Delcom Instruments, Inc., Prescott
Time Motion System Co., River Falls

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

TABLE 8.01
PIERCE COUNTY INDUSTRY CLUSTERS

Miscellaneous Manufacturing - SIC Codes 3900-3999

Applied Designs & Signs, River Falls
Brosi Sign & Screen Printing, Plum City
D. R. C. Ltd., Spring Valley
Double O O Lures, Inc., River Falls
Kikibarn, River Falls
Lewi's Custom Rod & Tackle Shop, River Falls
Wenzlaff Custom Art & Sign, Prescott

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

LBY & Associates, River Falls
MFB Corp, River Falls
Sajan Consulting, Inc., River Falls
Star Group, River Falls

TABLE 8.02
Pierce 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

Delcom Instruments, Inc., Prescott
Fashion-Aire, Inc., River Falls
Riverland Laser, Inc., River Falls
Sun-Argus Newspapers, Spring Valley
Thomas & Betts Corp., Hager City
Wisconsin Industrial Sand Co., Llc, Maiden Rock
Woodmaster Foundations, Inc., Prescott

Contract Manufacturing

Applied Designs & Signs, River Falls
Brosi Sign & Screen Printing, Plum City
Delcom Instruments, Inc., Prescott
Panel Systems Mfg., Inc., Plum City
Sun-Argus Newspapers, Spring Valley
Werth Print Shop, River Falls

Intermodal Transfer Freight Facility

Brosi Sign & Screen Printing, Plum City
Panel Systems Mfg., Inc., Plum City
Sun-Argus Newspapers, Spring Valley

Angel and/or Venture Capital

Brosi Sign & Screen Printing, Plum City
Fashion-Aire, Inc., River Falls
Sun-Argus Newspapers, Spring Valley
Thomas & Betts Corp., Hager City
Wisconsin Industrial Sand Co., Llc, Maiden Rock

Revolving Loan Fund

Brosi Sign & Screen Printing, Plum City
Delcom Instruments, Inc., Prescott
Ellsworth Frozen Food Lockers, East Ellsworth
Fashion-Aire, Inc., River Falls
Sun-Argus Newspapers, Spring Valley
Thomas & Betts Corp., Hager City
Woodmaster Foundations, Inc., Prescott

Matchmaker Procurement Website

Applied Designs & Signs, River Falls
Brosi Sign & Screen Printing, Plum City
Fashion-Aire, Inc., River Falls
Lewi's Custom Rod & Tackle Shop, River Falls
Panel Systems Mfg., Inc., Plum City
Riverland Laser, Inc., River Falls
Sun-Argus Newspapers, Spring Valley
Thomas & Betts Corp., Hager City
Werth Print Shop, River Falls
Woodmaster Foundations, Inc., Prescott

Inputs and Raw Materials Difficult To Procure

Delcom Instruments, Inc., Prescott, Ferrite core
Ellsworth Frozen Food Lockers, East Ellsworth, Certain meat products due to small supplies needed
Sun-Argus Newspapers, Spring Valley, Green newsprint
Wisconsin Industrial Sand Co., LLC, Maiden Rock, Mill wrights/fabricators

**TABLE 8.03
PIERCE COUNTY POPULATION**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Pierce County	32,765	33,543	34,547	35,323	2,558	7.81
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 population growth rate during the 1990 decade was slightly higher than the MRRPC Regional average, but lower than the State or National rate.

**TABLE 8.04
PIERCE COUNTY HOUSING UNITS**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Pierce County	11,536	12,187	12,978	13,531	1,995	17.29
Mississippi River Region	108,284	113,130	119,418	123,026	14,742	13.61
State of Wisconsin	2,055,774	2,169,429	2,295,403	2,366,371	310,597	15.11

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

The County's increase in housing units was third highest in actual number in the Region, and the highest percentage increase in the Region.

**TABLE 8.05
PIERCE COUNTY REAL ESTATE EQUALIZED VALUE**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Pierce County	783,354,600	928,835,700	1,344,928,500	1,712,952,700	929,598,100	118.67
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 increase in real estate value between 1990 and 2000 was the second largest numerical increase, and largest percentage increase in the Region. The percentage increase was greater than the State average as well.

**TABLE 8.06
PIERCE COUNTY PER CAPITA PERSONAL INCOME**

	1990	1994	1998	1990-1998 Numerical Chge	1990-1998 % Chge
Pierce County	15,997	18,833	23,978	7,981	49.89
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

Pierce County's per capita personal income experienced the largest monetary increase of any of the Region's counties, and also had a percentage increase greater than the Region, State, or National increase for the same period.

**TABLE 8.07
PIERCE COUNTY TRAVELER AND TOURISM EXPENDITURES**

		1994	1998	1999	1994-1999 Numerical Chge	1994-1999 % Chge
Pierce County	Total Visitor Expenditure	18,416,040	22,669,656	23,511,388	5,095,348	27.67
	Total Employ. Impact	518	667	679	161	31.08
	Total Resident Income Impact	11,080,022	12,640,856	13,017,873	1,937,851	17.49
	Total State Revenue Impact	1,827,354	2,047,960	2,099,469	272,115	14.89
	Total Local Revenue Impact	1,161,872	1,481,910	1,529,069	367,197	31.60
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

Pierce County's increase in travel and tourism dollars was modest, both in actual dollar increase, and in percent increase, which was below the Region and State.

**TABLE 8.08
PIERCE COUNTY LABOR FORCE AND EMPLOYMENT**

		1990	1994	1998	1999	2000	1990-2000 % Chge
Pierce County	Total Labor Force	18,080	19,364	20,582	20,335	21,234	17.4
	Total Employment	17,410	18,576	20,013	19,829	20,605	18.4
	Total Unemployment	670	788	569	506	629	-6.1
	Unemployment Rate	3.7	4.1	2.8	2.5	3.0	-18.9
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 increased 0.1 percent above the Regional average, and a somewhat greater increase over both the State and U.S. average rates. The percent unemployment rate was equal to the Region's and below both the State and U.S. rate in 2000, but the percent change was less between 1990-2000 than the other populations because the county's 1990 unemployment rate was lower in 1990 than the Region's, State's or U.S. rate.

**TABLE 8.09
PIERCE COUNTY TOTAL EMPLOYMENT BY INDUSTRY**

	1990 No. Emp.	%	1998 No. Emp.	%	Numeric Change	Percent Change
Pierce County						
Total full-time and part-time employment	13,917		15,663		1,746	12.55
Farm Employment	1,855	13.3	1,730	11.0	-125	-6.74
Ag. Services, forestry, fishing and other*	385	2.8	221	1.4	-164	-42.60
Mining	13	0.1	(D)	N/A	N/A	N/A
Construction	520	3.7	691	4.4	171	32.88
Manufacturing	1,238	8.9	1,493	9.5	255	20.60
Transportation and public utilities	530	3.8	755	4.8	225	42.45
Wholesale trade	378	2.7	(D)	N/A	N/A	N/A
Retail trade	2,250	16.2	2,839	18.1	589	26.18
Finance, insurance, and real estate	623	4.5	710	4.5	87	13.96
Services	2,756	19.8	3,321	21.2	565	20.50
Government and government enterprises	3,369	24.2	3,519	22.5	150	4.45
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)

Pierce County's total employment increase of 12.55% between 1990 and 1998 was lower than the Region's, State's or U.S. The largest percentage increases in employment were in Transportation and Public Utilities and Construction, followed by Fire, Insurance and Real Estate and Manufacturing employment growth. The only area exhibiting an employment loss was Ag. Services, Forestry, Fishing and Other, which showed a loss of 42.6% of jobs over the decade. Regionally this sector also experienced a modest loss of 6.09%, but the State and National increase in this employment sector was 40 percent. This does not necessarily mean a loss of that economic sector in Pierce County, but rather a shift in resident's employment to a more "urban" economic base.

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

TABLE 8.10
PIERCE COUNTY PERSONAL INCOME BY INDUSTRY SOURCE OF EARNINGS (Thousands of dollars)

	1990	1998	Numeric Change	Percent Change
Pierce County				
Farm earnings	14,892	4,391	-10,501	-70.5
Ag. Services, forestry, fishing and other*	7,728	2,394	-5,334	-69.0
Mining	210	(D)	N/A	N/A
Construction	11,157	18,222	7,065	63.3
Manufacturing	30,015	43,350	13,335	44.4
Transportation and public utilities	13,325	23,981	10,656	80.0
Wholesale trade	7,367	(D)	N/A	N/A
Retail trade	18,859	26,378	7,519	39.9
Finance, insurance, and real estate	6,858	11,731	4,873	71.1
Services	36,920	51,391	14,471	39.2
Government and government enterprises	75,668	101,691	26,023	34.4
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)

Between 1990 and 1998 the greatest percentage of personal income growth, 80 percent, was experienced in the Transportation and Public Utilities sector, which also had the greatest increase in employment 1990-2000. Other sectors showing high percentage increases in personal income were Finance, Insurance, and Real Estate and Construction. Employment sectors experiencing personal income loss were Farm Earnings, with a 70.5% decline, and Ag. Services, Forestry, Fishing and Other with a 69% change. The Farm Earnings loss was greater than the percentage loss experienced at the Regional, State and U.S. levels, and the Ag. Services decline ran counter to the increased income in this sector at the State and U.S. level.

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