COVID-19: Economic Impact Analysis on La Crosse County Service Region

September 2021

EXECUTIVE SUMMARY REPORT

Emsi | burningglass

Acknowledgements

Emsi Burning Glass gratefully acknowledges the excellent support from the staff at Mississippi River Regional Planning Commission (MRRPC) for making this study possible. Special thanks goes to Dave Bonifas, Director, who approved the study, Abbey Nicewander, Senior Planner, and Sarah Ofte, Administrative Assistant, who helped us select the industries and collect the information requested.

Emsi Burning Glass provides labor market data that helps to create better outcomes for communities. Our data, which cover more than 99% of the U.S. workforce, are compiled from a wide variety of government sources, job postings, and online profiles and résumés. A variety of our clients use Emsi Burning Glass to align programs with regional needs and demonstrate their institution's economic impact on their region. Visit economicmodeling.com/ci-consulting to learn more or connect with us.

INTRODUCTION

La Crosse county is one of nine counties located along the Mississippi River in Western Wisconsin that are members of the Mississippi River Regional Planning Commission (MRRPC)[1]. MRRPC includes Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon counties. In 2020, the La Crosse county population was 120,784[2] , with a total regional employment of 71,922. The average earnings per job in 2020 was $60,400, which is $13,753 below the national average earnings per job.[3]

The La Crosse county economy creates value in many ways. The employed labor force in La Crosse generates new dollars and creates opportunities in the region.

MRRPC tracks La Crosse's industries and studies the changes in taxes, earnings, and job market. An understanding of the regional economy and the economic impact effects of COVID-19 is vital to La Crosse's efforts seeking to adapt to the post-pandemic economy.

Labor Force in La Crosse creates new opportunities in their region.

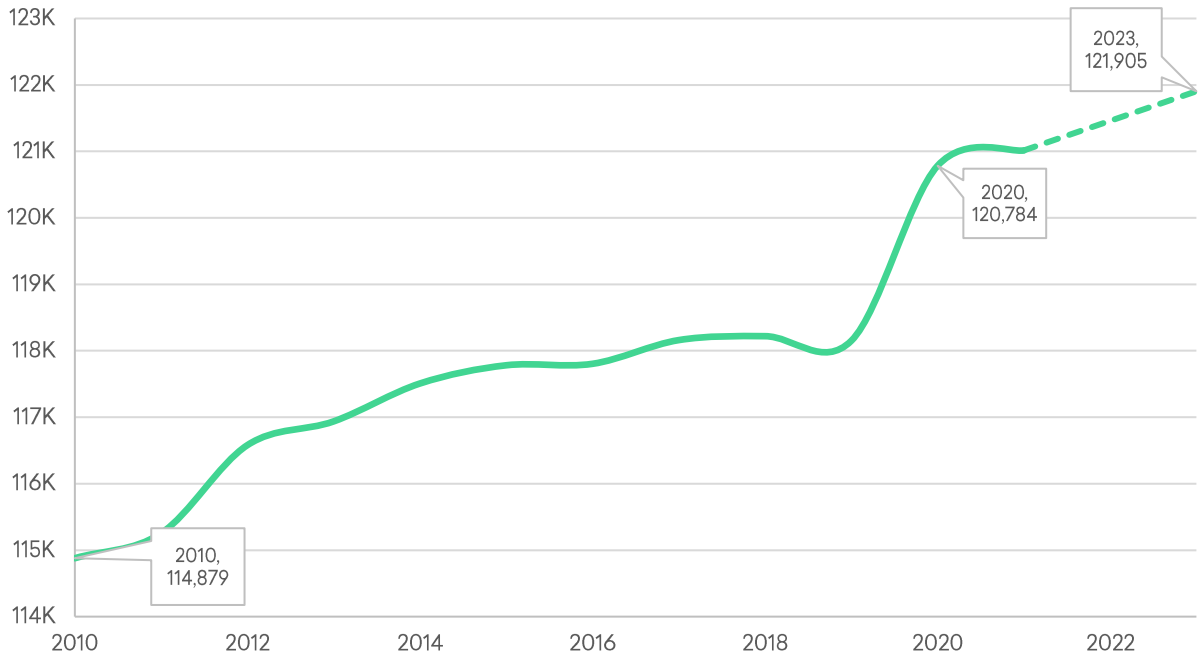
The purpose of this report is to outline the region's economy and provide an economic impact analysis of COVID-19. This report will focus on the effects of job losses during 2020 caused by the pandemic and the impact they have had on the region's diverse industries. The following figures and tables display key findings of the analysis.

[1] https://mrrpc.com/about/
[2] https://www.census.gov/library/stories/state-by-state.html
[3] Emsi Burning Glass proprietary data, collected on August 23, 2021.

ECONOMIC OVERVIEW

In 2010, 114,879 people resided in La Crosse. The county's population is projected to increase to 121,905 people by 2023 (Figure 01).

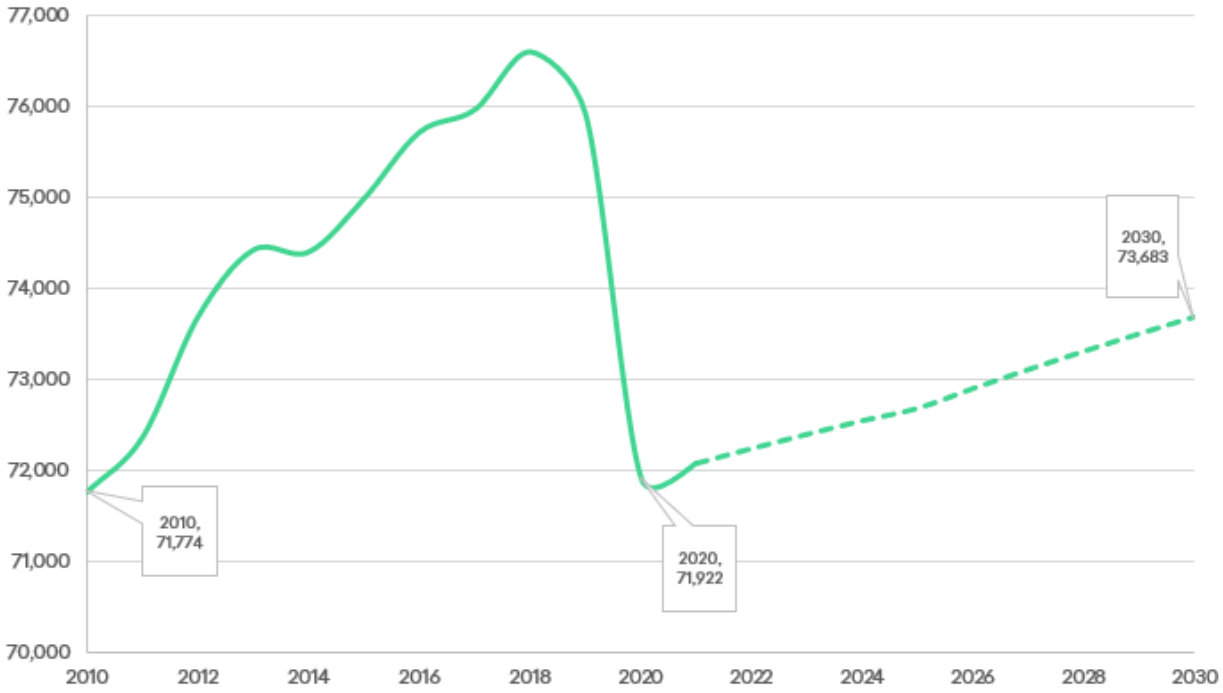
Figure 01: Historical and Projected Population in La Crosse, 2010 to 2023



Source: Emsi Burning Glass demographics data, U.S. Census Bureau.

As shown in Figure 02, La Crosse supported 71,774 jobs in 2010 and by 2020, the region had just 71,922 jobs. In 2020 alone, the region lost 3,983 jobs. Due to data limitations, projections may not capture the total impact of COVID-19 on future labor markets.

Figure 02: Historical and Projected Jobs in La Crosse, 2010 to 2030



Source: Emsi Burning Glass 2021.3.

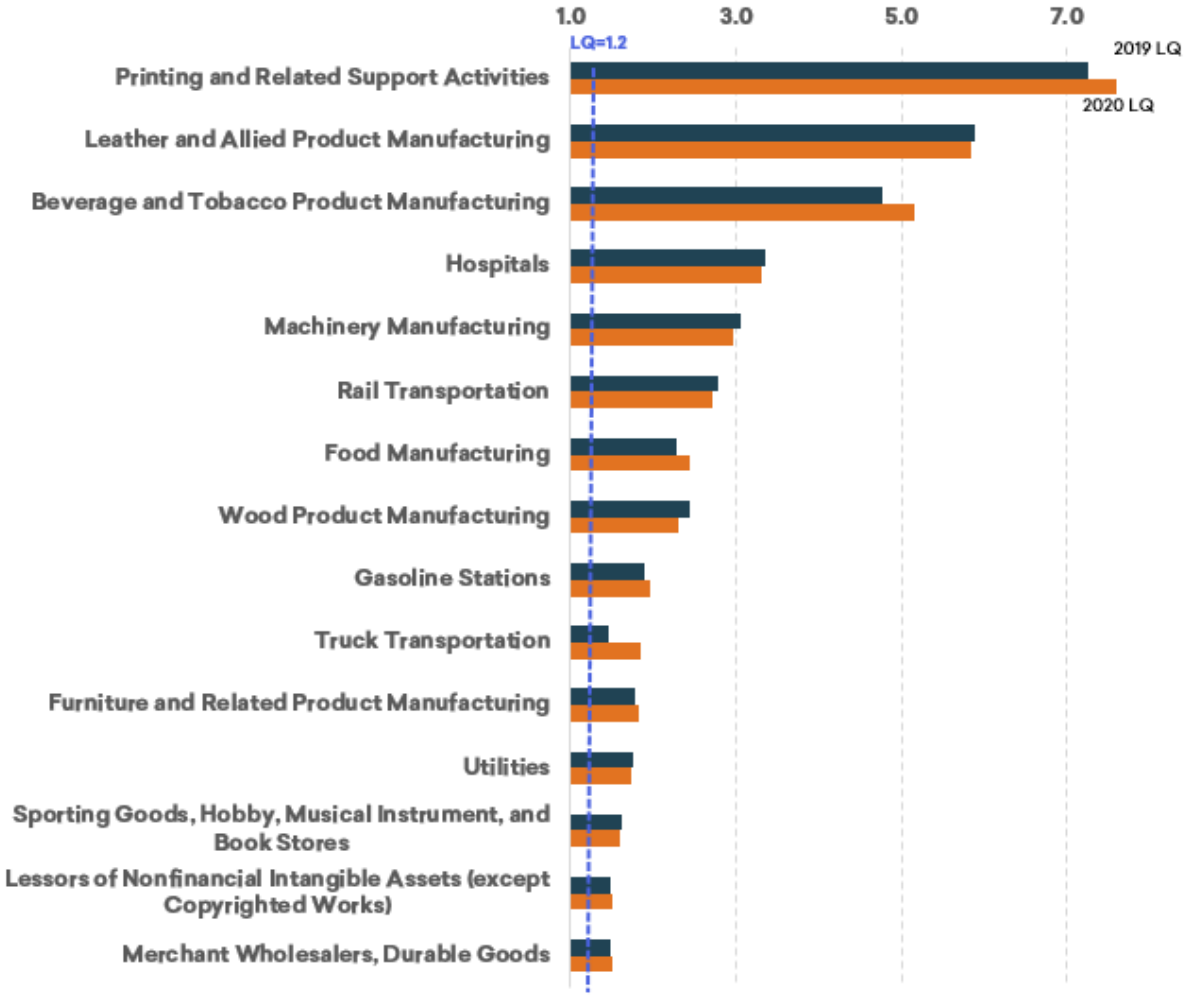
Figure 03 displays the top industry subsectors in terms of employment in La Crosse. Hospitals and Local Government industries were the industries with highest number of jobs in 2019 and 2020.

Figure 03: Top Industry Subsectors in La Crosse by Jobs

Source: Emsi Burning Glass 2021.3.

Figure 04 shows the top industry subsectors in terms of employment concentrations, referred to as location quotients[4] (LQs). High LQs (usually anything greater than 1.2) are an indication that the region has a comparative advantage or specialization in certain industry subsectors relative to the rest of the nation or to other regions.

Figure 04: Top Industry Subsectors in La Crosse by Employment Concentration (LQ)



Source: Emsi Burning Glass 2021.3.

[4] Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique. (https://www.economicmodeling.com/2020/02/03/understanding-location-quotient-2/).

Looking at industries in Figure 03, only 3 industries are within both the top 15 in terms of total jobs and in terms of relatively high LQs. The appearance of these industry subsectors provides an indication of their strength in the region's economy and offers insight into potential employment opportunities for people in the region's labor force that are looking for new professional opportunities. These industry subsectors, ranked by 2020 jobs, are:

- Hospitals
- Merchant Wholesalers, Durable Goods
- Food Manufacturing

The data in Table 01 shows several of the region's socioeconomic indicators as they compare to Wisconsin and the United States. Household income, reported as a median annual value, includes the income of all individuals in a household, 15 years and over, whether they are related to the householder or not. The median household income of La Crosse falls below both Wisconsin and the United States. Per capita income is calculated as the mean income for every person in the area divided by the aggregate income of the total population. In contrast, La Crosse shows low unemployment and poverty rates when compared against the nation.

Table 01: Income, Unemployment, and Poverty Characteristics

	AVERAGE MEDIAN HOUSEHOLD INCOME	UNEMPLOYMENT RATE (2020)	AVERAGE PERCAPITA INCOME	AVERAGE POVERTY ALL PEOPLE
La Crosse County	$57,882	3.30%	$32,565	4.80%
MRRPC Service Region	$57,495	3.87%	$29,488	6.90%
Wisconsin State	$61,747	4.05%	$33,375	7.20%
United States	$62,843	6.50%	$34,103	9.50%

Source: American Community Survey 2019 five-year estimates from the U.S. Census Bureau Data

Figure 05 displays the highest educational attainments in La Crosse, the MRRPC Service Region, Wisconsin, and U.S. adults. Educational attainment[5] data is useful for targeting specific population groups with less than or greater than average education levels. Here, La Crosse shows the highest percentage of higher education degree holders when compared against the different regions.

Figure 05: Highest Educational Attainments

	<HS	HS	Some College	Associate's Degre	Bachelor's Degree	>Bachelor's
La Crosse County	4.8%	24.9%	21.6%	12.9%	22.5%	13.4%
MRRPC	7.0%	32.7%	20.8%	12.6%	17.6%	9.2%
Wisconsin State	7.6%	30.2%	20.5%	11.1%	20.1%	10.6%
United States	11.8%	26.7%	20.3%	8.6%	20.0%	12.6%

Source: American Community Survey 2019 five-year estimates from the U.S. Census Bureau Data

[5] Educational Attainment of the Population 25 Years and Over

ECONOMIC IMPACT ANALYSIS

La Crosse's labor force promotes economic growth inside the region as well as in the state of Wisconsin through its direct contribution to income generated by work and the ripple effects that expenditures create. This is attained through the industries' interconnection in the regional economy (indirect effects) alongside the impact on household spending (induced effects). COVID-19 disrupted the regional economy in many different ways. One is the reduction of the labor force which will take a great deal of effort to return to pre-pandemic levels. The effects of COVID-19 on the region were measured via three scenarios described in the following section. Each of them will be presented via Type I and Type II Economic Effects. The loss of jobs between 2019-2020 were discounted by the typical rate of death, unemployment, and retirement previous to COVID-19 in order to get a more precise measure of economic effect of COVID on this particular region.

INPUT-OUTPUT MODEL: TYPE I & TYPE II ECONOMIC EFFECTS DESCRIPTION

An Input-Output model is a way of representing the flow of money in an economy, primarily among industries, while also accounting for government, households, and regional imports and exports. An industry is a group of business establishments that share similar end-products (or services) and processes for creating those products/services. Once the flow is represented in the model; we can introduce events that change the flow (such as loss or gain of jobs in one industry) and simulate its effects on each industry in the region, as well as the region as a whole. *The Input-Output model therefore indicates how a change in one part of the economy will ultimately affect other parts based on their economic relationships*.

When we talk about the Input-Output model, we sometimes hear the term "multiplier" used in discussions of economic policy and modeling, usually in the context of job creation or loss. Basically, a multiplier represents how much some aspect of a model will change in response to changes coming from "outside" the model. In other words, *the multipliers capture the changes and will describe the effects of those changes in terms of the original change (final effect = original change times the multiplier)*.

In our particular case, we will talk about Type I and Type II multipliers.

Type I multiplier shows the industry-to-industry transactions. It is composed of Initial, Direct and Indirect Effects.

- *Initial Effect*: represents the first shock in the economy; in our case, it's the number of jobs that were lost during the pandemic in 2020, and therefore does not include ripple effects.
- *Direct Effect*: effects caused by the initially changed sectors; also describes the effects on those sectors' immediate supply chain.
- *Indirect Effect*: extends the concept of the direct multipliers to the supply chain's supply chain.

Type II multiplier adds to the Type I by introducing the effects by households (Induced Effect).

- *Induced Effect*: is due to the impact of the new earnings created by the Initial, Direct, and Indirect changes. These earnings enter the economy as employees spend their paychecks within the region on food, clothing, and other goods and services. In other words, this figure represents the income effects on inter-industry trade.

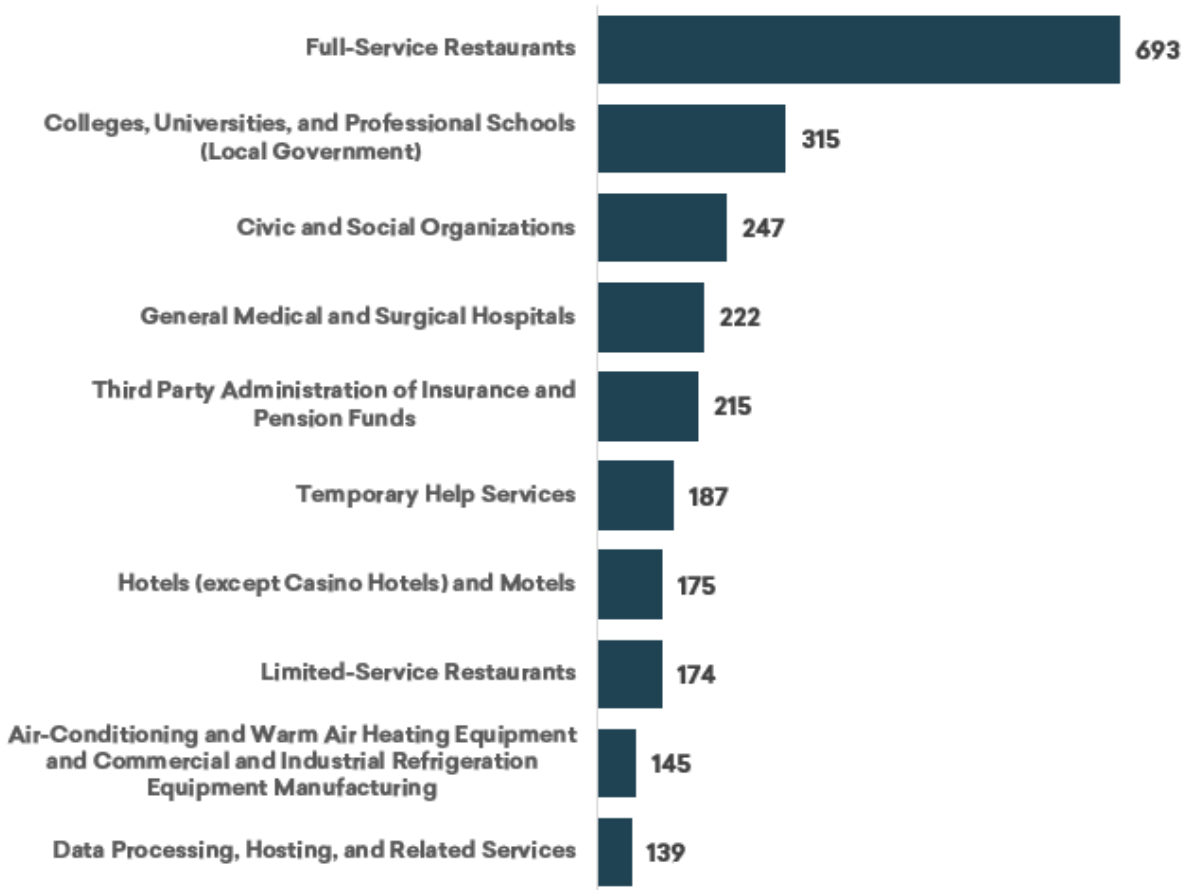
Another description for Type II: business/industry growth or decline that is going to affect the income of individuals and if the individuals spend it or not back in the economy, thus affecting the economy as a whole.

First Scenario:

The first scenario included all industries in which the number of jobs by industries in 2019 were larger than the number of jobs in 2020.

The total number of industries in this scenario were 302. Figure 06 displays the top 10 industries with the highest number of job losses.

Figure 06: Top 10 Industries for All Industries with the Highest Number of Job Losses during 2020



Source: Emsi Burning Glass 2021.3

In this scenario, the total number of lost jobs caused by the pandemic sum up to 5,676 jobs. Job losses shown by Figure 06 represent close to 44% of all jobs lost during 2020.

The total impact on Jobs, Earnings and Taxes on Production & Imports (TPI) by Type I and Type II effects are presented below.

The number of job losses during the pandemic increased to 6,821 for Type I and 7,868 for Type II economic effect. In other words, because of the initial 5,676 lost jobs, there are 1,144 that are full-time, part-time, and seasonal employee jobs in industries that are part of their supply chain (Type I effect) that were lost. Additionally, there are an additional 1,047 jobs that were lost because they were no longer supported by the 6,821 jobs already lost in the region (Type II effect).

The top 10 industries in Figure 06 showed a total effect of job loss by 35% compared to their initial effect with a total difference of -450 jobs for Type I and -876 Type II. (Table 02).

Total Effects by Job Loss in 2019-20 due to COVID 19

302 Industries
Negatively Affected

5,676
Initial Job Loss

7,868
Total Loss in Jobs*

$365.6 million
Earning Loss*

$56.5 million
Loss on TPI*

Table 02: Top 10 Industries All Industries Scenario Change in Jobs

Industries Name	Initial Effect	Type I	Type II
Full-Service Restaurants	693	748	801
Colleges, Universities, and Professional Schools (Local Government)	315	325	377
Civic and Social Organizations	247	260	273
General Medical and Surgical Hospitals	222	310	387
Third Party Administration of Insurance and Pension Funds	215	290	350
Temporary Help Services	187	218	248
Hotels (except Casino Hotels) and Motels	175	200	220
Limited-Service Restaurants	174	200	214
Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	145	220	286
Data Processing, Hosting, and Related Services	139	191	232
Other Industries	3,164	3,858	4,479
All Industries	5,676	6,821	7,868

Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

* Total Type II Loss

In terms of Earnings loss, the total initial loss of earnings was $76,220,089 where the total effect of Type I is 4.2 times higher and Type II 4.8 times increase over the initial effect. Table 03 shows an initial loss (Initial Effect) of $45,952,462 and an economic impact of $60,151,051 loss on Type I and $68,565,498 on Type II effects, for the top 10 industries, which represents 19% of the total effects on Type I and Type II.

Table 03: Top 10 Industries All Industries Scenario Loss Earnings

Industries Name	Initial Effect	Type I	Type II
Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	$13,602,458	$18,950,500	$21,722,471
General Line Grocery Merchant Wholesalers	$6,873,650	$8,722,119	$9,814,857
Other Grocery and Related Products Merchant Wholesalers	$6,609,780	$8,386,533	$9,437,417
Electric Power Distribution	$3,977,607	$4,949,808	$5,836,769
Metal Can Manufacturing	$3,541,084	$4,645,033	$5,319,040
Commercial Screen Printing	$2,643,250	$3,244,551	$3,690,936
Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	$2,471,374	$3,718,779	$4,230,346
Service Establishment Equipment and Supplies Merchant Wholesalers	$2,168,712	$2,696,159	$3,046,251
Industrial Supplies Merchant Wholesalers	$2,040,355	$2,536,682	$2,866,122
Water and Sewer Line and Related Structures Construction	$2,024,191	$2,300,887	$2,601,289
Other Industries	$30,267,627	$261,857,976	$297,074,319
All Industries	$76,220,089	$322,009,027	$365,639,817

Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

The loss on Taxes on Production and Imports (TPI) measures the change in local, state, and federal tax revenue through the increased or decreased industry sales, specifically general sales, and property taxes. It's important to note the change in tax revenue corresponds to the ripple effects and cannot be tied to a particular timeframe. La Crosse county lost $56,483,220 on TPI where 17% corresponds to Federal, 38% to State and 44% to Local Government taxes. The top 10 industries represent 53.5% of the total loss on TPI (Table 04).

Table 04: Top 10 Industries All Industries Scenario Loss on Taxes on Production & Imports

Industries Name	Total Loss on Taxes on Production and Imports	Federal	State	Local
Petroleum Bulk Stations and Terminals	$10,803,678	$1,171,318	$4,337,363	$5,294,996
Electric Power Distribution	$4,251,366	$704,305	$1,635,648	$1,911,413
Full-Service Restaurants	$3,224,888	$446,206	$1,266,467	$1,512,215
Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	$2,217,414	$638,673	$773,793	$804,947
New Car Dealers	$2,153,678	$266,354	$855,034	$1,032,291
Hotels (except Casino Hotels) and Motels	$1,952,948	$284,450	$762,794	$905,704
General Medical and Surgical Hospitals	$1,811,461	$343,910	$684,123	$783,428
Data Processing, Hosting, and Related Services	$1,406,838	$469,564	$472,118	$465,156
Limited-Service Restaurants	$1,258,373	$176,730	$493,419	$588,225
Third Party Administration of Insurance and Pension Funds	$1,189,681	$383,388	$403,247	$403,047
Other Industries	$26,212,895	$4,926,354	$9,914,359	$11,372,181
All Industries	**$56,483,220**	$9,811,252	$21,598,364	$25,073,604

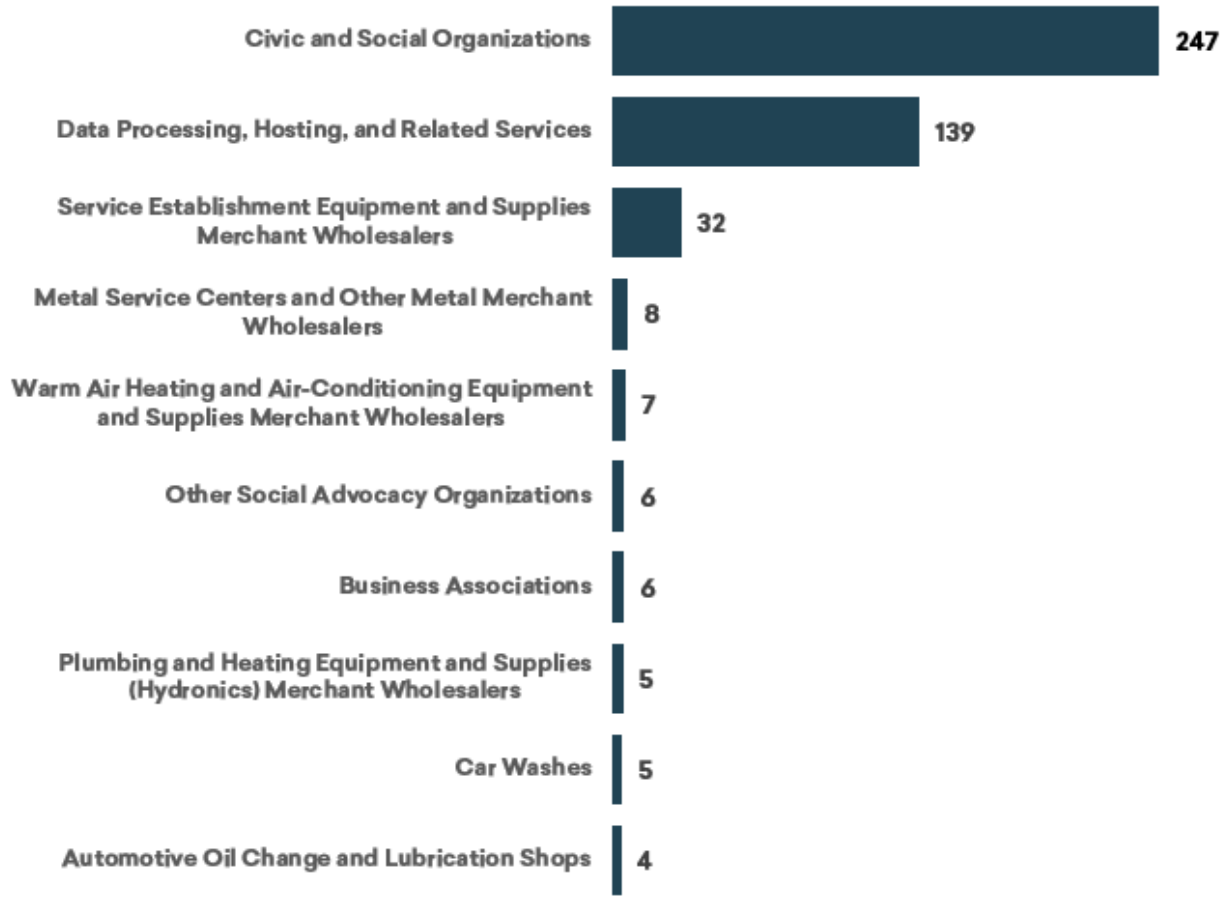
Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

Second Scenario:

The second scenario groups industries which performed worse in terms of job loss, unemployment, and job postings, after having been compared at the national level. We selected the industries from two digit NAICS code to six-digit NAICS code.

We called this set of industries the "Most Affected," relative to national levels. There were sixteen industries in the second scenario. Figure 07 displays the industries with number of job losses.

Figure 07: Most Affected Industries with the Highest Job Losses during 2020



Source: Emsi Burning Glass 2021.3

The number of total jobs lost for the 16 industries adds up to 471 jobs.

The number of job losses during the pandemic increased to 562 for Type I and to 637 Type II economic effects. In other words, because of the 471 losses in jobs, there were 91 full-time, part-time, and seasonal employee lost jobs in industries that are part of their supply chain (Type I effect). Additionally, there were an additional 75 jobs lost because they were no longer supported by 562 jobs already lost in the region (Type II effect).

Total Effects by Job Loss in 2019-20 due to COVID 19

16 Industries
Negatively Affected

471
Initial Job Loss

637
Total Loss in Jobs*

$25.4 million
Earning Loss*

$3.1 million
Loss on TPI*

Table 05: Most Affected Industries Scenario Change in Jobs

Industries Name	Initial Effect	Type I	Type II
Civic and Social Organizations	247	260	273
Data Processing, Hosting, and Related Services	139	191	232
Service Establishment Equipment and Supplies Merchant Wholesalers	32	42	50
Metal Service Centers and Other Metal Merchant Wholesalers	8	12	15
Warm Air Heating and Air-Conditioning Equipment and Supplies Merchant Wholesalers	7	9	11
Other Social Advocacy Organizations	6	7	8
Business Associations	6	7	7
Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers	5	8	10
Car Washes	5	5	6
Automotive Oil Change and Lubrication Shops	4	5	5
Other Industries	12	16	18
All Industries	471	562	637

Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

* Total Type II Loss

In terms of earnings loss, Table 06 shows an initial loss of earnings of $17,868,053 where the total effect of Type I is 24% higher and Type II 42% increase over the initial effect.

Table 06: Most Affected Industries Scenario Loss Earnings

Industries Name	Initial Effect	Type I	Type II
Data Processing, Hosting, and Related Services	$8,800,264	$11,334,276	$13,040,559
Civic and Social Organizations	$3,569,340	$4,097,300	$4,646,270
Service Establishment Equipment and Supplies Merchant Wholesalers	$2,168,712	$2,696,159	$3,046,251
Metal Service Centers and Other Metal Merchant Wholesalers	$775,709	$999,182	$1,122,512
Warm Air Heating and Air-Conditioning Equipment and Supplies Merchant Wholesalers	$516,376	$664,352	$750,118
Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers	$485,315	$623,640	$703,477
Other Social Advocacy Organizations	$270,560	$313,039	$354,424
Business Associations	$247,429	$284,050	$318,568
Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	$242,225	$301,818	$341,116
Car Washes	$194,553	$216,790	$243,606
Other Industries	$597,570	$730,664	$824,091
All Industries	$17,868,053	$22,261,269	$25,390,993

Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

As was mentioned before, the loss on taxes on production and imports (TPI) measured the change in local, state, and federal tax revenues through general sales and property taxes. The county lost $3,151,516 on TPI where 24% corresponds to federal government, 36% to state and 40% to local governments (Table 07).

Table 07: Most Affected Industries Scenario Loss on Taxes on Production & Imports

Industries Name	Total Loss on Taxes on Production and Imports	Federal	State	Local
Data Processing, Hosting, and Related Services	$1,406,838	$469,564	$472,118	$465,156
Service Establishment Equipment and Supplies Merchant Wholesalers	$556,071	$95,042	$213,086	$247,943
Civic and Social Organizations	$287,970	$42,437	$112,332	$133,200
Metal Service Centers and Other Metal Merchant Wholesalers	$221,068	$37,119	$84,908	$99,042
Warm Air Heating and Air-Conditioning Equipment and Supplies Merchant Wholesalers	$144,717	$24,398	$55,554	$64,765
Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers	$133,707	$22,627	$51,303	$59,778
Other Chemical and Allied Products Merchant Wholesalers	$117,910	$16,067	$46,378	$55,466
Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	$64,861	$10,993	$24,882	$28,986
Men's and Boys' Clothing and Furnishings Merchant Wholesalers	$58,421	$8,032	$22,958	$27,432
Car Washes	$40,699	$4,833	$16,217	$19,650
Other Industries	$119,254	$16,732	$46,765	$55,757
All Industries	**$3,151,516**	$747,843	$1,146,500	$1,257,174

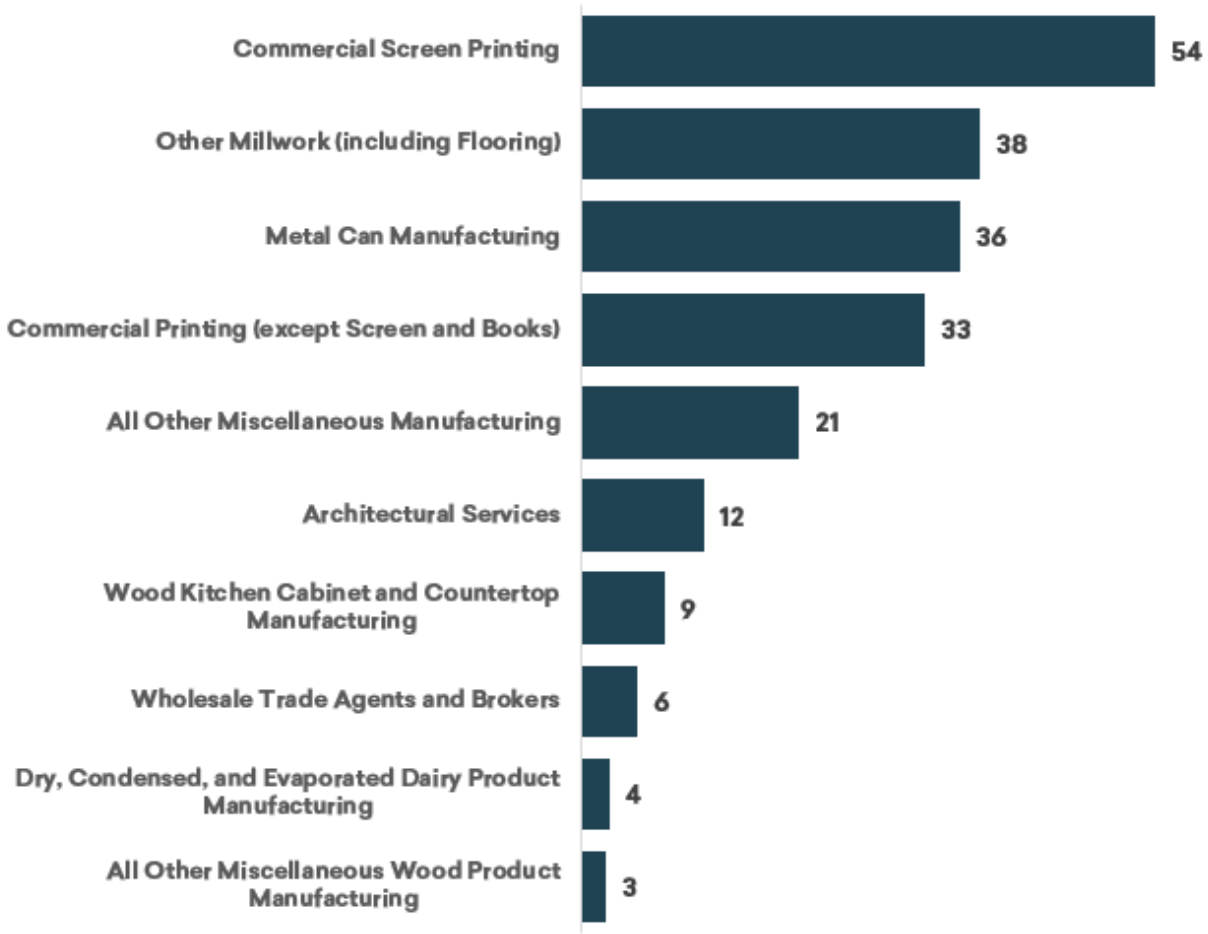
Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

Third Scenario:

For our third scenario, we look at industries that are the most relevant to the region. Some of the industries included are Commercial Screen Printing, Other Millwork, as well industries where the largest employers in the region are classified.

We called this set of industries the "Most Relevant." The total number of industries on this scenario were 15. Figure 08 displays the industries with their number of jobs lost.

Figure 08: Most Relevant Industries with Number of Job Loss during 2020



Source: Emsi Burning Glass 2021.3

In our third scenario, the total job loss for the 15 industries amount to 227 jobs during 2020.

The job losses increased to 296 for Type I and for 356 for Type II economic effects. In other words, because of the 227 losses on jobs there were 70 that were full-time, part-time, and seasonal employee jobs in industries that were part of their supply chain (Type I effect) that were lost. Additionally, there were 59 jobs lost because they were no longer supported by the 296 jobs already lost in the region (Type II effect).

The industries in Figure 08 showed a total effect on job loss of 56.8% compared to the initial effect with a total difference of -66 jobs for Type I and -123 Type II. (Table 08).

Total Effects by Job Loss in 2019-20 due to COVID 19

15 Industries
Negatively Affected

227
Initial Job Loss

356
Total Loss in Jobs*

$20.3 million
Earning Loss*

$1.7 million
Loss on TPI*

Table 08: Most Relevant Industries Scenario Change in Jobs

Industries Name	Initial Effect	Type I	Type II
Commercial Screen Printing	54	66	77
Other Millwork (including Flooring)	38	51	60
Metal Can Manufacturing	36	53	69
Commercial Printing (except Screen and Books)	33	42	49
All Other Miscellaneous Manufacturing	21	24	28
Architectural Services	12	16	21
Wood Kitchen Cabinet and Countertop Manufacturing	9	10	12
Wholesale Trade Agents and Brokers	6	6	7
Dry, Condensed, and Evaporated Dairy Product Manufacturing	4	11	13
All Other Miscellaneous Wood Product Manufacturing	3	4	5
Other Industries	10	13	16
All Industries	227	296	356

Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

* Total Type II Loss

In terms of earnings loss, the initial loss was $13,993,114 where the total effect of Type I was 28% higher and Type II increased 46% over the initial effect (Table 09).

Table 09: Most Relevant Industries Scenario Loss Earnings

Industries Name	Initial Effect	Type I	Type II
Metal Can Manufacturing	$3,541,084	$4,645,033	$5,319,040
Commercial Screen Printing	$2,643,250	$3,244,551	$3,690,936
Other Millwork (including Flooring)	$2,007,548	$2,703,817	$3,078,430
Commercial Printing (except Screen and Books)	$1,878,595	$2,305,117	$2,621,918
Architectural Services	$1,222,156	$1,398,954	$1,583,230
All Other Miscellaneous Manufacturing	$980,948	$1,148,377	$1,302,430
Wood Kitchen Cabinet and Countertop Manufacturing	$486,697	$555,418	$628,706
Dry, Condensed, and Evaporated Dairy Product Manufacturing	$274,091	$676,996	$785,569
Specialized Freight (except Used Goods) Trucking, Long-Distance	$248,167	$322,054	$355,700
Wholesale Trade Agents and Brokers	$245,718	$249,526	$276,592
Other Industries	$464,859	$643,892	$731,157
All Industries	$13,993,114	$17,893,736	$20,373,708

Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

The loss on taxes in production and imports (TPI) measured the change in local, state, and federal tax revenue specifically through general sales, and property taxes, showing La Crosse lost $1,780,265 on TPI. 25% corresponded to federal government, 36% to state and 39% to local governments (Table 10).

Table 10: Most Relevant Industries Scenario Loss on Taxes on Production & Imports

Industries Name	Total Loss on Taxes on Production and Imports	Federal	State	Local
Metal Can Manufacturing	$621,900	$156,698	$223,575	$241,626
Commercial Screen Printing	$285,938	$67,798	$104,038	$114,102
Other Millwork (including Flooring)	$249,039	$66,450	$88,449	$94,141
Commercial Printing (except Screen and Books)	$200,844	$47,668	$73,063	$80,113
Dry, Condensed, and Evaporated Dairy Product Manufacturing	$137,951	$40,391	$47,947	$49,612
All Other Miscellaneous Manufacturing	$86,494	$20,147	$31,576	$34,770
Architectural Services	$68,857	$13,594	$25,852	$29,410
Specialized Freight (except Used Goods) Trucking, Long-Distance	$32,169	$4,974	$12,480	$14,714
Wood Kitchen Cabinet and Countertop Manufacturing	$27,102	$5,121	$10,243	$11,739
Meat Processed from Carcasses	$25,346	$5,097	$9,489	$10,760
Other Industries	$44,626	$10,592	$16,234	$17,800
All Industries	**$1,780,265**	$438,531	$642,947	$698,787

Source: Multi-regional social account matrix model (MR-SAM). 2021.3, years 2019/2020.

CONCLUSION:

The results of this study demonstrate the perversive economic effects COVID-19 had on La Crosse county in each of the output scenarios.

One of the most relevant results came from the total effect on TPI by job losses in all industries, where more than 53.6% is attributed to the 10 industries under the first scenario.

The results of this study demonstrate the profound effect of COVID-19 on La Crosse county across **multiple scenarios**.

The job projections suggest an increase over time. Finally, the 5,676 initial lost jobs translated to $365 million in earnings lost and a $56 million loss on TPI. This loss will affect the region deeply.

About the Study

Data and assumptions used in the study are based on several sources, including industry and employment data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau, outputs of Emsi Burning Glass' Multi-Regional Social Accounting Matrix model. The study applies a conservative methodology and follows standard practices using only the most recognized indicators of economic impact. For a better description of the data and approach used in the study, please review the Methodology document.