

5. Economic Development

Employment and Household Income Information

As of the 2000 Census, the Town of Medary had 867 residents in the civilian labor force. Private wage and salary workers made up the largest percentage (74.4%) of the workers (Table 5.1). Government workers made up 17.9% of the workforce and 6.9% of workers were self-employed.

Table 5.1 Town of Medary Employment Status, Occupation, and Class of Worker

EMPLOYMENT STATUS	NUMBER	PERCENT
Population 16 years or older	1,123	100.0
<i>In Labor Force</i>	867	77.2
Civilian labor force	865	77.0
employed	845	75.2
unemployed	20	1.8
Armed Forces	2	-
<i>Not in Labor Force</i>	256	22.8
OCCUPATION	NUMBER	PERCENT
Management Professional	298	35.3
Service	108	12.8
Sales and Office	250	29.6
Farming, Fishing, and Forestry	-	-
Construction, Extractions, and Maintenance	84	9.9
Production, Transportation, and Material Moving	105	12.4
CLASS OF WORKER	NUMBER	PERCENT
Private wage and salary worker	629	74.4
Government workers	151	17.9
Self-employed workers	58	6.9
Unpaid family workers	7	0.8

Source: U.S. Census Bureau 2000

Unemployment Rates

Annual unemployment rates are only available at the County, State and National level, (Table 5.2). The rates over the last five years have ranged from a low of 3.2 in 2000 to a high of 4.5 in 2003. La Crosse County consistently has a lower unemployment rate than the State or Nation. The lower unemployment rate is the result of La Crosse County's regional trade center role and the County's strong manufacturing base that has created many regional business service opportunities primarily in the health care, trucking and printing industries.

Table 5.2 La Crosse County, State of Wisconsin and U.S. Civilian Labor Force Unemployment Rate

	2000	2001	2002	2003	2004	2005
La Crosse Co.	3.2	3.7	4.3	4.5	4.1	3.9
State of Wis.	3.4	4.4	5.3	5.6	5.0	4.7
U.S.	4.0	4.7	5.8	6.0	5.5	5.1

Source: Wisconsin Department of Workforce Development

Income and Poverty

Table 5.3 illustrates the median household, median family income, per capita income and poverty rates in the Town, County, State and Nation. The family median income for the Town residents increased by over \$21,719 from 1989 to 1999. The County, State and Nation reported increases of \$16,550, \$17,829 and \$14,821 respectively. During this same time period per capita income increased by \$10,172 in the Town. The County, State and Nation reported increases of \$7,659, \$13,589 and \$7,167 respectively. The Town of Medary's poverty rate increased to 3.6% in 1999, a .3% increase from 1989. This increase is contrary to decreases experienced by the County, State, and Nation during the same reporting periods. The Town's poverty rate of 3.6% in 1999 is appreciably lower than the County, State, and Nation who had poverty rates of 10.7%, 8.7% and 12.4% respectively.

Table 5.3 Median Household and Family Income, Per Capita Income & Percent in Poverty 1989-1999

	1989				1999			
	Median Household Income	Median Family Income	Per Capita Income	Percent in Poverty	Median Household Income	Median Family Income	Per Capita Income	Percent in Poverty
Town of Barre	31,667	34,000	14,078	4.1	49,474	53,250	21,609	2.9
Town of Campbell	32,538	37,017	13,578	4.9	44,736	55,439	20,741	5.1
Town of Hamilton	36,932	38,621	14,024	5.1	57,955	59,792	20,142	2.1
Town of Medary	40,729	43,750	15,223	3.3	57,431	65,469	25,395	3.6
Town of Onalaska	36,577	38,056	12,917	3.8	54,075	57,268	19,887	3.8
Town of Shelby	37,212	45,172	19,677	3.4	64,890	76,559	32,899	1.1
City of La Crosse	21,947	30,067	10,898	21.0	31,103	43,047	17,650	17.2
City of Onalaska	32,624	37,788	13,605	5.2	47,800	57,264	24,066	6.2
La Crosse County	26,857	33,830	12,141	13.4	39,472	50,380	19,800	10.7
Wisconsin	29,442	35,082	13,276	10.7	43,791	52,911	27,135	8.7
U.S.	30,056	35,225	14,420	13.1	41,994	50,046	21,587	12.4

Source: U.S. Census Bureau 1990 and 2000

Commuting to Work

Table 5.4 illustrates how the residents in the Town of Medary get to work. The majority of workers drove alone 89.1%, while 4.5% carpooled, and 4.9% worked at home. The mean travel time to work for Town of Medary workers was a little over 18 minutes. Most of the Town's workforce is likely commuting to La Crosse and Onalaska for work.

Table 5.4 Commuting to Work – Town of Medary

Means of Travel	Percent
Car, Truck, Van – Drove Alone	89.1
Car, Truck, Van – Carpooled	4.5
Public Transportation (includes taxicab)	.4
Walked	0.9
Other Means	0.2
Worked at Home	4.9
Mean Travel Time to Work 18.3 minutes	

Source: U.S. Census Bureau 2000

Top 10 Industries and Employers

In March of 2005, the largest employment industry in La Crosse County was educational services employing 5,405 people. The second highest employment industry was food services and drinking places employing 5,302 people (See Table 5.5). For confidentiality purposes, hospital and machinery manufacturing employment data was suppressed. It is a well known fact however, that these two industries are major employers in the County and are key economic drivers of the County's economy. Table 5.6 details La Crosse County's top 10 private employers. Gundersen Lutheran Administrative and Franciscan Skemp Medical Center are the county's largest employers, each employing 1,000+ workers.

Table 5.5 La Crosse County Prominent Industries

Industry	March 2005		Numeric Employment Change 2000-2005
	Establishments	Employees	
Educational services	25	5,405	98
Nursing & residential care facilities	18	1,891	62
Food services & drinking places	212	5,302	428
Hospitals	Not Available	Not Available	Not Available
Administrative and support services	99	2,839	412
Credit intermediation & related activity	45	1,820	335
Social assistance	45	2,040	312
Ambulatory health care services	108	4,064	678
Machinery manufacturing	Not Available	Not Available	Not Available
General merchandise stores	13	2,331	402

Table 5.6 La Crosse County Top 10 Privately Owned Employers

Establishment	Product or Service	Size (December 2003)
Gundersen Lutheran Administrative	Offices of physicians, except mental health	1000+ employees
Franciscan Skemp Medical Center Inc	Gen. medical & surgical hospitals	1000+ employees
American Standard Inc	AC, refrig., & forced air heating mfg	1000+ employees
First Federal Capital Bank	Savings institutions	1000+ employees
Kwik Trip Inc	Convenience stores	1000+ employees
Wal-mart Associates Inc	Discount department stores	500-999 employees
Centurytel Service Group LLC	Managing offices	500-999 employees
Northern Engraving Corp	All other plastics products mfg	500-999 employees
Apac Customer Services Inc	Telemarketing bureaus	500-999 employees
Bethany St. Joseph Corp	Nursing care facilities	250-499 employees

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Industry Projections

Industry projections are available for the Western Workforce Development Area, which includes La Crosse County from the Wisconsin Department of Workforce Development. Table 5.7 indicates that over the next several years the largest projected employment increases will take place in the healthcare services and nursing/residential care industries.

Table 5.7 Industry Projections for Western Workforce Development Area*, 2004-2014

Industry Title	2004 Estimated Employment	2014 Projected Employment	2004-2014 Employment Change	2004-2014 Percentage Change
Total Non-Farm Employment	136,640	152,080	15,440	11.3%
Construction/Mining/Natural Resources	5,230	6,150	920	17.6%
Manufacturing	23,180	22,880	-300	-1.3%
Food Manufacturing	2,760	2,760	0	0%
Printing and Related Support Activities	1,610	1,600	-10	-0.6%
Fabricated Metal Product Mfg	2,250	2,330	80	3.6%
Trade	21,090	22,670	1,580	7.5%
Food and Beverage Stores	2,560	2,670	110	4.3%
Transportation and Utilities (Including US Postal)	8,380	9,390	1,010	12.1%
Financial Activities	5,750	6,260	510	8.9%
Education and Health Services (Including State and Local Gov Educ and Hosp)	29,640	36,260	6,620	22.3%
Ambulatory Health Care Services	5,830	7,840	2,010	34.5%
Nursing and Residential Care Facilities	3,490	4,140	650	18.6%
Leisure and Hospitality	12,770	14,740	1,970	15.4%
Information/Prof Services/Other Services	15,700	18,240	2,540	16.2%
Government (Excluding US Postal, State and Local Educ and Hosp)	14,910	15,500	590	4.0%

*Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse Monroe, Trempealeau and Vernon Counties

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development

Top 10 Occupations with the Most New Jobs, Job Openings, and Fastest Growing Occupations

Tables 5.8 through 5.10 illustrate the industries with the most potential for growth between 2002 and 2012. The nursing profession is anticipated to have the largest percentage increase of new jobs (29.5%) over the ten year period. The fastest growing occupations over the period are projected to be medical assistants, medical records/health info techs, and computer software engineers. The occupational field projected to have the most job openings in the Western Workforce Development Area is once again nursing followed by truck drivers.

Table 5.8 Top 10 Occupations With The Most New Jobs In The Western Workforce Development Area*, 2002-2012

Occupational Title	Estimated Employment		Change		Annual Average			Education or Training Requirements
	2002	2012	Numeric	%	New Jobs	Replacements	Total Openings	
Truck Drivers/Heavy/Tractor-Trailer	4,080	4,990	910	22.3%	90	70	160	Moderate-term on-the-job training
Registered Nurses	3,050	3,950	900	29.5%	90	60	150	Bachelor's or Associate degree
Retail Salespersons	3,900	4,400	500	12.8%	50	140	190	Short-term on-the-job training
Comb Food Prep/Serv Wrk/Incl Fast	2,360	2,820	460	19.5%	50	100	150	Short-term on-the-job training
Nursing Aides/Orderlies/Attendants	2,290	2,760	470	20.5%	50	30	80	Short-term on-the-job training
Cashiers	3,800	4,140	340	8.9%	40	190	230	Short-term on-the-job training
Waiters/Waitresses	2,330	2,640	310	13.3%	30	120	150	Short-term on-the-job training
Janitors/Cleanrs Ex Maids/Hskpng	2,250	2,560	310	13.8%	30	40	70	Short-term on-the-job training
Sls Reps/Whlsl/Mfg/Ex Tech/Sci Prod	1,500	1,800	300	20.0%	30	40	70	Moderate-term on-the-job training
Receptionists/Info Clerks	1,160	1,470	310	26.7%	30	30	60	Short-term on-the-job training

*Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse Monroe, Trempealeau and Vernon Counties
Source: Office of Economic Advisors, Wisconsin Department of Workforce Development

Table 5.9 Top 10 Fastest Growing Occupations In The Western Workforce Development Area*, 2002-2012

Occupational Title	Estimated Employment		Change		Annual Average			Education or Training Requirements
	2002	2012	Numeric	%	New Jobs	Replacements	Total Openings	
Medical Assts	390	630	240	61.5%	20	10	30	Moderate-term on-the-job training
Medical Records/Health Info Techs	230	370	140	60.9%	10	<5	10	Associate degree
Computer Software Engrns Apps	160	250	90	56.3%	10	<5	10	Bachelor's degree
Dental Hygienists	170	250	80	47.1%	10	<5	10	Associate degree
Personal and Home Care Aides	610	880	270	44.3%	30	10	40	Short-term on-the-job training
Home Health Aides	460	660	200	43.5%	20	10	30	Short-term on-the-job training
Dental Assts	280	400	120	42.9%	10	10	20	Moderate-term on-the-job training
Social/Human Service Assts	420	600	180	42.9%	20	10	30	Moderate-term on-the-job training
Computer/Information Systems Mgrs	160	220	60	37.5%	10	<5	10	Bachelor's degree or more, plus work exp.
Network/Computer Systems Admin	160	220	60	37.5%	10	<5	10	Bachelor's degree

*Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse Monroe, Trempealeau and Vernon Counties
Source: Office of Economic Advisors, Wisconsin Department of Workforce Development

Table 5.10 Top 10 Occupations With the Most Job Openings In The Western Workforce Development Area*, 2002-2012

Occupational Title	Estimated Employment		Change		Annual Average			Education or Training Requirements
	2002	2012	Numeric	%	New Jobs	Replacements	Total Openings	
Cashiers	3,800	4,140	340	8.9%	40	190	230	Short-term on-the-job training
Retail Salespersons	3,900	4,400	500	12.8%	50	140	190	Short-term on-the-job training
Truck Drivers/Heavy/Tractor-Trailer	4,080	4,990	910	22.3%	90	70	160	Moderate-term on-the-job training
Registered Nurses	3,050	3,950	900	29.5%	90	60	150	Bachelor's or Associate degree (see note 9)
Comb Food Prep/Serv Wrk/Incl Fast	2,360	2,820	460	19.5%	50	100	150	Short-term on-the-job training
Waiters/Waitresses	2,330	2,640	310	13.3%	30	120	150	Short-term on-the-job training
Nursing Aides/Orderlies/Attendants	2,290	2,760	470	20.5%	50	30	80	Short-term on-the-job training
Labrs/Frght/Stock/Matrl Movers/Hand	2,280	2,290	10	0.4%	<5	80	80	Short-term on-the-job training
Janitors/Cleanrs Ex Maids/Hskpng	2,250	2,560	310	13.8%	30	40	70	Short-term on-the-job training
Team Assemblers	2,500	2,440	-60	-2.4%	<5	70	70	Moderate-term on-the-job training

*Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon Counties
Source: Office of Economic Advisors, Wisconsin Department of Workforce Development

Strengths And Weaknesses For Fostering Economic Growth

Fostering economic development in Medary that is included within a metropolitan boundary is challenging. Part of the reason for this is the fact that most residents want the Town to maintain its rural character and do not want to encourage housing, business and industrial growth. This opinion creates a need for the Town to try to carve out a goal and future initiatives that will help meet economic development needs of the metro area.

Strengths

- regional trade center serving a tri-state area
- access to multiple transportation mode
- low unemployment rate
- great natural resources
- available land and building space
- high quality of life
- high quality elementary, secondary and post secondary educational system
- health care
- health care jobs
- strong manufacturing base
- high quality transportation system
- high quality recreational resources

Weaknesses

- annexation dispute with cities
- infrastructure limitations to some areas due to steep slopes
- lack of large parcels of land that can be efficiently and economically readied for large scale business and industrial development
- decline in high quality manufacturing jobs
- Image of manufacturing as a career choice (manufacturing is a key economic driver of the greater La Crosse area and Western Wisconsin)
- Aligning public resources to meet needs of the key industries in the metro area could be improved upon

Environmentally Contaminated Sites in the Town of Medary

The Wisconsin Comprehensive Planning Law requires local units of government to evaluate and promote the use of environmentally contaminated sites. The Wisconsin Department of Natural Resources Bureau of Remediation and Redevelopment Tracking System (BRRTS) was utilized in identifying contaminated sites in the Town of Medary. Three contaminated sites in the Town of Medary were identified in the database. Table 5.11 lists the sites and their status.

Table 5.11 BRRTS Sites – Town of Medary

Site	Activity Type	Location	Spill Information	Site Status
La Crosse County LF	Leaking Underground Storage Tank (LUST)	9626 STH 16 SE 1/4 of the SW 1/4 of Sec 01, T16N, R07W	Petroleum leak from an underground tank	Closed
NSP, Utility Company	Spill	CTH B E OF HWY 16 ON RR	Lightning struck recloser on pole. Heavy rains washed oil away.	Closed
Excel Energy	Spill	STONE HILL ESTATES SUBDIVISION (Off Miller Road)	Lost truck hose - scooping up gravel	Closed

Source: Wisconsin Department of Natural Resources

As part of the planning process the DNR's "Registry of Waste Disposal Sites in Wisconsin" was reviewed. The purpose of the registry is to serve as an informational tool for the public regarding the location of waste disposal sites in the State. Table 5.12 below lists the waste disposal sites and their status.

Table 5.12 Waste Disposal Sites – Town of Medary

Facility Name	Legal Address	Location
County of La Crosse	NE NE S12 16N 07W	9626 USH 16
County of La Crosse-Robinson LF Site	S NE S12 16N 07W	BET USH 16 & I-90
County of La Crosse-Small Demo LF	NE S12 16N 07W	9626 USH Hwy 16
County of La Crosse Intermediate Demo #3	SE NW S12 16N 07W	NW of I-90 & SE of WIS Hwy 16

Source: Wisconsin Department of Natural Resources

There were also two Waste Facility locations listed in DNR's "Waste Management Facility" database for the Town.

Table 5.13 Waste Management Facilities – Town of Medary

Facility Name	Location or Legal Description	Status	Wastes Handled
La Crosse County Intermediate Demo #3	NW OF I90 & SE OF WIS 16	Active	Construction Material, Demolition
Viking Aviation Inc	NW 1/4 of the SE 1/4 of Sec 7, T16N, R07W	Active	E P Toxic

Source: Wisconsin Department of Natural Resources

County, Regional and State Economic Development Programs

Numerous county, regional and state economic development programs apply to the Town of Medary. The following is a list of selected programs that could be beneficial to economic development in the Town of Medary.

County Programs

- ▶ La Crosse County Economic Development Fund

Regional Programs

- ▶ Western Wisconsin Technology Zone
- ▶ Federal Economic Development Administration (EDA) programs administered through the Mississippi River Regional Planning Commission (ex. Public Works and Economic Development Program, Economic Adjustment Program, etc...)

State Programs

- ▶ Wisconsin Department of Transportation Local Transportation Enhancements Program (TE)
- ▶ Wisconsin Department of Transportation Local Transportation Economic Assistance Program (TEA)
- ▶ Value Added Dairy Initiative (Grow Wisconsin)
- ▶ Wisconsin Department of Commerce Enterprise Development Zone Program
- ▶ Wisconsin Department of Commerce Milk Volume Production Program
- ▶ Wisconsin Department of Commerce Dairy 2020 Planning Grant Program
- ▶ Wisconsin Department of Commerce Rural Economic Development Program
- ▶ Wisconsin Department of Commerce Entrepreneurial Training Grant