

# Economic Development

## General Overview

Short and long-term economic development will be directed by, or perhaps even driven by, the natural resources of the Township. Change and growth should be managed for the benefit of the entire community while recognizing the rights of the property owners. We recognize that the Township should encourage new businesses that are properly located and fit well into its rural nature.

## Selected Survey Results

A number of the questions on the Landowner Surveys dealt directly or indirectly with economic issues. The following are the selected questions from the first landowner survey with these results:

	Strongly Disagree	Disagree	Agree	Strongly Agree	No Response
1. The Town of Spring Brook should preserve as much farmland as possible.	19	58	163	141	38
2. A landowner or farmer should have the right to sell his or her farmland for purposes other than farming.	21	28	239	102	29
3. There should be a limit as to how many farm animals can exist on a farm.	81	135	137	39	27
4. Productive farm land should not be converted to non-farm uses.	41	142	136	70	30
6. Agricultural land should not be used for residential housing purposes.	43	170	118	63	25
7. Agricultural land should not be used for commercial/industrial purposes.	43	117	124	104	31
8. More single family housing is needed in the Town of Spring Brook.	62	170	121	20	46
13. Business/commercial development should be allowed only in designated areas.	32	72	184	106	25
14. Agri-business development should be allowed only in designated areas.	37	108	182	65	27
23. Gravel pit(s) should be allowed to operate in the Town of Spring Brook.	45	66	232	42	34
24. Unlicensed salvage or junkyards should be allowed to operate in the Town of Spring Brook.	169	149	40	27	34
29. The roads and highways in the Town of Spring Brook adequately meet the needs of the citizens and businesses.	13	40	295	42	29

The second landowner survey provided this result:

5. Our township is unique in that it has a large area of flat/open land ideal for raising agricultural crops. The land use map that has been developed by the agriculture subcommittee indicates 70% or more of the land in our township is currently used for agriculture. Would you like to see ordinances enacted to limit residential development of agricultural land in the Town of Spring Brook? Yes/No

**Yes 141 (64%) No 66 (30%) No Response 13 (6%)**

## Community Evaluation

### STRENGTHS

- Good farmland
- High quality local schools
- Proximity to UW System and CVTC, for education and community services
- Proximity to Interstate 94
- Beautiful natural environment
- Low crime rate

- Good medical services
- A number of religious institutions

**WEAKNESSES**


- No public sewer and water system
- No economic assistance programs to promote new businesses
- No State or Federal roads

**Income Levels**

	2000		1990	
	Number	Percent	Number	Percent
Households	470	100.0	476	
Less than \$10,000	14	3.0	85	17.9
\$10,000 to \$14,999	10	2.1	56	11.8
\$15,000 to \$24,999	65	13.8	105	22.1
\$25,000 to \$34,999	79	16.8	76	16.0
\$35,000 to \$49,999	90	19.1	81	17.0
\$50,000 to \$74,999	124	26.4	59	12.4
\$75,000 to \$99,999	59	12.6	12	2.5
\$100,000 to \$149,999	17	3.6	2	0.4
\$150,000 to \$199,999	4	0.9	0	0
\$200,000 or more	8	1.7	0	0
<b>Median household income</b>	<b>\$ 46,600</b>		<b>\$24,231</b>	
With earnings	425	90.4		
<b>Mean earnings</b>	<b>\$52,717</b>			
With Social Security income	95	20.2	147	30.9
<b>Mean Social Security income</b>	<b>\$12,263</b>			
With Supplemental Security Income	10	2.1		
<b>Mean Supplemental Security Income</b>	<b>\$7,600</b>			
With public assistance income	4	0.9	45	9.5
<b>Mean public assistance income</b>	<b>\$925</b>			
With retirement income	58	12.3	64	13.4
<b>Mean retirement income</b>	<b>\$14,091</b>			

Overall in Spring Brook, 2.3% of all households are below the poverty level, with 13.6% of those headed by females, no husband present, below the poverty level.

**Employment**

**Industry**  **by**

	Town of Spring Brook	Dunn County

Subject	Number	Percent	Number	Percent
Employed civilian population 16 years and over	712	100.0	20,791	100.0
Agriculture, forestry, fishing, hunting and mining	101	14.2	1492	7.2
Construction	47	6.6	1254	6.0
Manufacturing	85	11.9	3535	17.0
Wholesale trade	24	3.4	687	3.3
Retail trade	113	15.9	2755	13.3
Transportation, warehousing and utilities	39	5.5	1026	4.9
Information	4	0.6	295	1.4
Finance, insurance, real estate, rental and leasing	25	3.5	778	3.7
Professional, scientific, management, administrative, and waste management services	29	4.1	845	4.1
Educational, health and social services	158	22.2	4578	22.0
Arts, entertainment, recreation, accommodation and food services	40	5.6	2140	10.4
Other services (except public administration)	25	3.5	834	4.0
Public administration	22	3.1	578	2.8

(Due to rounding percent totals may not add up to 100)

### Employment Status

OCCUPATION	Number	Percent
Employed population over 16 years of age	712	100.0
Management, professional, and related occupations	222	31.2
Service occupations	85	11.9
Sales and office occupations	173	24.3
Farming, fishing, and forestry	46	6.5
Construction, extraction, and maintenance occupations	68	9.6
Production, transportation, and material moving occupations	118	16.6

### Employment Projections, Dunn County

The Labor Market Analyst for Northwestern Wisconsin believes that employment projections should not be made for each township. It would be more accurate to make them for the entire county. Note that there were 3,700 jobs added in the period 1991-2001. This was an unusually large figure. It is estimated that 2500-3000 new jobs will be created in the period 2001 to 2010.

	1990	1995	2000	2002
Industry Employment	11,402	14,238	15,434	15,730
Civilian labor Force	18,133	21,943	21,753	22,589

Employment	17,410	21,151	20,984	21,540
Unemployment	723	722	764	1049
Rate	4%	3.6%	3.5%	-----

**Labor Force**

◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆ According to the Wisconsin Department of Workforce Development, the civilian labor force in Dunn County has increased from 20,960 in 1993 to 23,566 in 2000 (12% increase).◆ In that same period unemployment in the County has decreased from 4.7% to 3.8%.◆ According to the 2000 Census the Town of Spring Brook had an unemployment rate of 4.4%.◆ Over this reporting period Dunn County has maintained close parallels with the state regarding employment rates.◆



**Town of Spring Brook Class of Worker**

	Number	Percent
Worker over 16 years of age	697	100.0
Private Wage and Salary	536	75.3
Government	101	14.2
Self-employed	67	9.4
Unpaid family workers	8	1.1

**Town of Spring Brook Commuting to Work**

	Number	Percent
Worker over 16 years of age	697	100.0
Car, truck or van, drove alone	556	79.8
Car, truck or van, carpool	46	6.6
Public transportation	0	0
Walked	29	4.2
Other means	3	0.4
Worked at home	63	9.0
<b>Mean travel time to work</b>	<b>21.0 minutes</b>	

**Largest Employers in Region**

Some of the larger employers in the region include Wal-Mart Associates, University of Wisconsin-Stout, Menomonie Public Schools, County of Dunn, Minnesota Mining and Manufacturing, Hunt-Wesson Inc., Myrtle Werth, Hospital Inc., Cardinal Float Glass, Hutchinson Technology, Inc., Menard, Inc., University of Wisconsin Eau Claire, Chippewa Valley Technical College, and many medical hospitals, clinics and offices.

**Regional Industrial/Commercial Parks**

Name	Total Acres	Percent Occupied
Boyceville Industrial Park	250	0
Colfax Industrial Park	22	9
Knapp Industrial Park	6	100
Menomonie Industrial Park	1,250	88
Stout Technology Park	216	65

The town does not have an industrial/commercial base to use as a basis for making future projections. However, the town would review any proposal against the towns plan. If the proposal is appropriate for the town, the town would work to secure such proposals. If the proposal is not appropriate for the town, the town would recommend they pursue the above listed Industrial/business parks.

**Selected Economic Development Programs**

The Town will work with Dunn County, the State of Wisconsin, and the Federal government to participate in appropriate economic development programs: The Community Development Block Grant-Public Facilities for Economic Development (CDBG-PFED). The Community Development Block Grant- Economic Development (CDBG-ED).

The Community Development Block Grant-Blight Elimination and Brownfield Development Program (CDBG-BEBR).  
Enterprise Development Zone (EDZ)  
Community Development Zones (CDZ)  
Rural Economic Development (RED) Early Planning Grant Program.  
Wisconsin Development Fund-Major Economic Development Program (MED).  
Transportation Facilities Economic Assistance and Development Program.  
Customized Training Grant Programs.  
Industrial Revenue Bonds.  
Technology Development Fund Program.  
Transportation Economic Assistance  
Tax Incremental Financing

### **Summary**

Agriculture is and will continue to be the largest business in the Town of Spring Brook. ♦ Agriculturally related businesses will be encouraged as long as they fit within the rural and agricultural character of the area. While the town has many strengths, it is best suited to meet local agricultural needs. There are no public utilities (sewer and water). There is no direct access to the State and Federal highway systems. There is no rail service in the township. Because of the small rural population, the state and federal economic development programs available do not apply. Therefore, industrial and commercial growth is not likely to occur. The town should encourage such businesses to locate in or near incorporated areas with proper utility and infrastructure.