

Chapter 4

Economic Development

Introduction

This chapter examines demographic data, existing business and industry, and the tools and programs the Village of Woodville has at its disposal to encourage economic development. Economic growth in the Village of Woodville can determine land use and future development patterns, and the economy of neighboring communities can influence commuting patterns, job opportunities, and personal incomes of Village residents. Business and industry help diversify the Village's tax base and allows the tax burden to be distributed more evenly among property owners. A strong local economic base provides an opportunity for residents to work and live in their community.

Analysis of Local Workforce

Unemployment decreased in the Village between 1990 and 2000 (Table 4-1). The number and percent in labor force went up during that same period.

Table 4-1 - Labor Force 1990 - 2000

Year	Persons 16 and over	# in Labor Force	% in Labor Force	Employed	Unemployed	% Unemployed
1990	695	439	63.2%	402	37	8.4%
2000	831	560	67.4%	548	12	2.1%

Source: U.S. Census

In 2008, the unemployment average for St. Croix County residents, 16 years of age and over, was 4.8%, which is below the State of Wisconsin's unemployment rate of 5.3%.

The place of work can often affect the average annual income and employment status for many people. Tables 4-2 and 4-3 indicate the place of work for residents of the Village of Woodville. Most of Woodville residents work in Wisconsin (76.8%), but only 28.9% of workers worked in the Village of Woodville.

Table 4-2 – Place of Work for Workers 16 years and over - State and County Level

Village of Woodville, St. Croix County, Wisconsin	Number	Percent
Total:	543	100.0%
Worked in state of residence:	417	76.8%
Worked in county of residence	388	71.5%
Worked outside county of residence	29	5.3%
Worked outside state of residence	126	23.2%

Source: U.S. Census Bureau 2000

Table 4-3 – Place of Work for Workers 16 years and over – Village of Woodville

Village of Woodville, St. Croix County, Wisconsin	Number	Percent
Total:	543	100.0%
Worked in place of residence (Woodville)	157	28.9%
Worked outside place of residence	386	71.1%

Source: U.S. Census Bureau 2000

Education Levels

Educational attainment can influence a person's career choices, job location, and income. Table 4-4 shows that the number of residents who have attained a high school degree or higher has increased from 418 resident in 1990, to 589 in 2000. Also in 1990, 67 residents had attained a bachelor's degree or higher. In 2000, that number had risen to 139 residents.

Again, these increases in educational attainment may be attributed to people moving into the Village because it offers the quality of life they desire while being close to a variety of job opportunities in western Wisconsin and the Twin Cities Metropolitan area.

Table 4-4 – Education Attainment Population 25 and Older

	1990	% of Total	2000	% of Total
Population 25 Years and Over	610	100.0%	704	100.0%
Less than high school degree	192	31.5%	115	16.3%
High School Graduation (Includes Equivalency)	245	40.2%	274	38.9%
Some College, No Degree	70	11.5%	146	20.7%
Associate Degree	36	5.9%	30	4.3%
Bachelor's Degree	67	11.0%	139	19.7%
High School Graduate or higher	418	68.5%	589	83.7%

Source: 1990 and 2000 U.S. Census

Income Levels

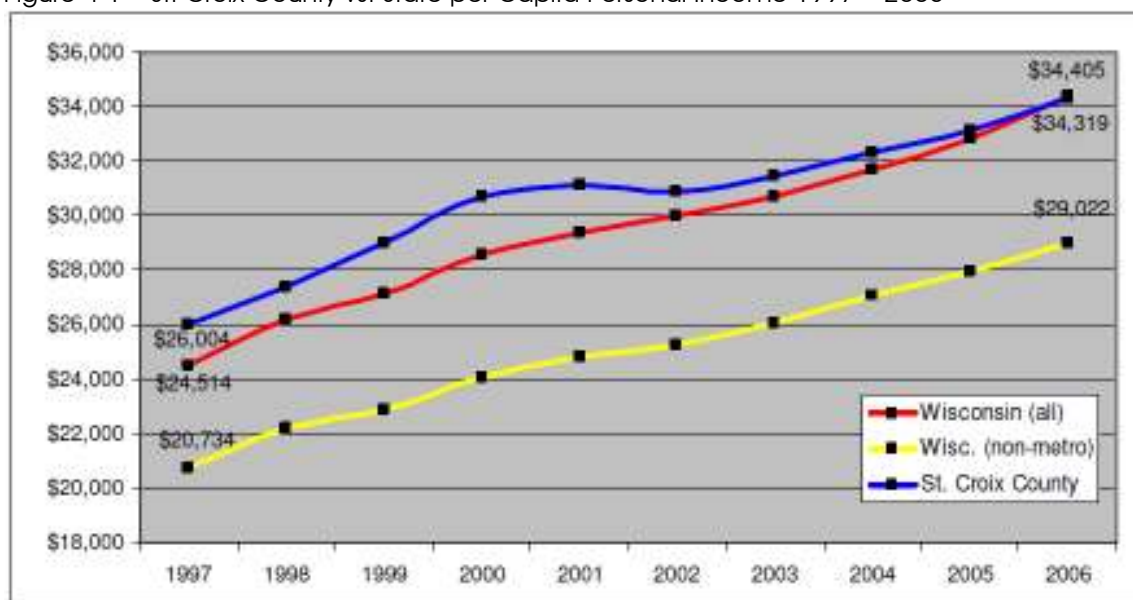
Income and Wages – St. Croix County

Summarizing income statistics yields insight on purchasing power. The 2005 median household income for St. Croix County was \$65,684, which was 3rd in the State of Wisconsin and 139.3% of the State average. This was also slightly above the median household income for the Twin Cities of \$62,223. Figure 4-1 compares St. Croix County's per capita personal income to State averages. Unlike the other counties in west central Wisconsin, income levels in St. Croix County exceeds State averages, but has been increasing at a slower rate over the past five years (source: St. Croix County Conditions and Trends Report, 2008).

More recent income statistics show that median income levels for St. Croix County have continued to rise. The 2008 median family income for St. Croix

County was \$80,900, while the State of Wisconsin was at \$63,700 (source: Department of Housing and Urban Development, 2008).

Figure 4-1 – St. Croix County vs. State per Capita Personal Income 1997 – 2006



source: U.S. Department of Commerce – Bureau of Economic Analysis.

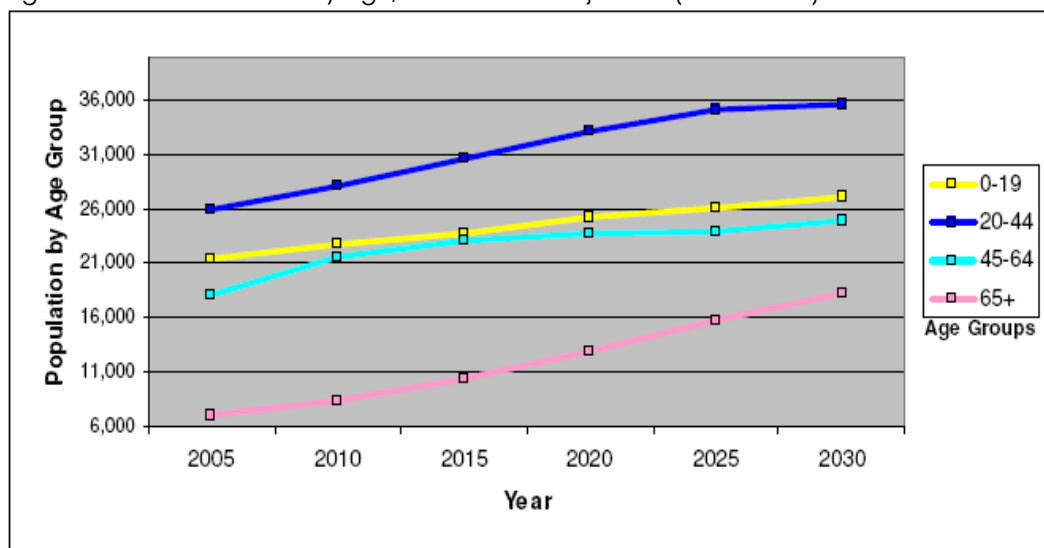
Age of Local Workforce

Between 1990 and 2000, the County's median age increased from 31.6 years to 35.0 years, though it was still the 6th youngest county in the State at that time. The aging population of the region and in St. Croix County is a significant concern for the future and will place a greater emphasis on job training in the region. Figure 4-2 provides a visual representation of St. Croix County's labor force using Wisconsin Department of Administration population projections.

Currently, most of the St. Croix County labor force is between the ages of 20 and 44. Unlike many counties of the region, the total number of County residents under the age of 45 is expected to continue to increase over the next 30 years, though the growth rate of these age groups is expected to slow. Meanwhile, as Figure 4-2 shows; the number of residents over the age of 65 almost triples.

In short, while the County's overall population is expected to increase 67.5 percent from 2005 to 2030, the size of the primary workforce (ages 20-64) to support the local economy will only increase by 38 percent. Meanwhile, the number of seniors age 65 and over is expected to increase dramatically (source: St. Croix County Conditions and Trends Report, 2008).

Figure 4-2 – St. Croix County Age/Labor Force Projection (2005-2030)



Source: Wisconsin Department of Administration

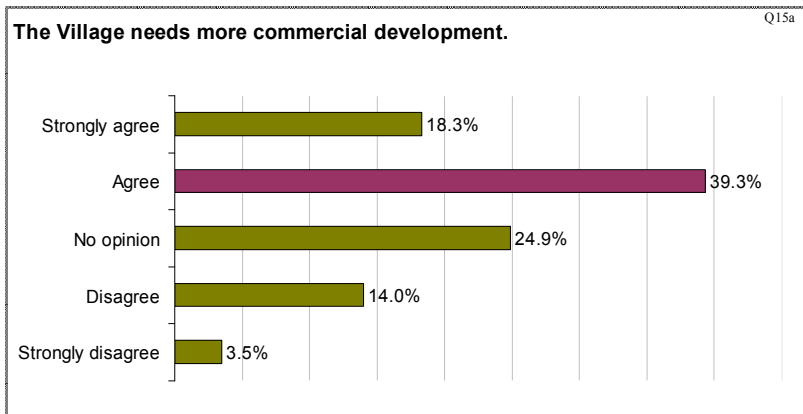
Inventory of Local Businesses & Employers

Though the Village may be relatively small in size, it provides a large amount of business and job opportunities to residents of the Village and surrounding area. There are over 90 businesses in the Village that offer a range of services from cafés and restaurants, specialty shopping, industrial manufacturing and fabrication, professional service, construction and repair, and automobile services.

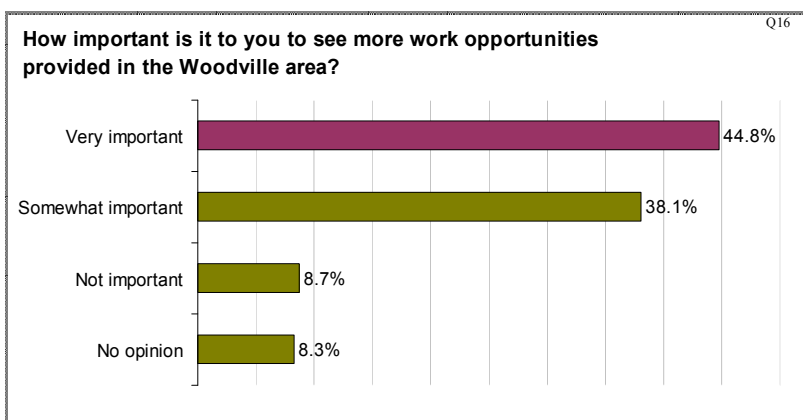
Local Economic Base

The Village of Woodville is well known for its superior industrial park. The Village has continually been proactive in efforts to diversify the community's economy through promotion of commercial and industrial development. One of the Village's progressive methods has been the creation of Tax Increment Finance (TIF) districts. Currently, four TIF's have been created to help finance the development of the industrial park and the Village downtown, three of which are still active. The Village has also been actively working with the Regional Business Fund to help boost the community's economy.

According to the Woodville Community Survey, over half (57.6%) of the respondents feel there is a need for more commercial development.



Also identified in the Woodville Community Survey, most of the respondents (83.9%) would like to see more work opportunities in the Village.



Industrial Park

The Thompson Industrial Park is located just north of Interstate-94, along C.T.H. B, allowing semi-truck and trailers easy access to the park. The Thompson Industrial Park is zoned Industrial with adjacent land zoned Residential and Industrial.

Some of the industries located in Woodville include: OEM Fabricators Inc., Imark Molding Inc., Sons Tool Inc., Saint Croix Casting Inc., McMillan Electric Co., Trient Technologies Inc., Action Labs Inc., CRI Recycling, SMC, and many others. Some of these businesses are top employers in the County, employing between 250 and 499 employees each (Table 4-5). The Village's industrial park is a great asset to the community and will allow the Village to continue to grow and prosper.

Table 4-5 – St. Croix County Top 15 Employers as of March 2007

Rank	Employer Name	Industry Type	Employee Size Range
1	School District of Hudson	Elementary & Secondary Schools	500 - 999
2	County of St. Croix	Executive & Legislative Offices, combined	500 - 999
3	Wal-Mart	Discount Department Stores	501 - 999
4	New Richmond Public School	Elementary & Secondary Schools	250 - 499
5	Philips Plastics Corp	All Other Plastics Products Manufacturing	250 - 499
6	YMCA	Civic & Social Organizations	250 - 499
7	Nor Lake Inc	AC, Refrigeration, & Forced Air Heating	250 - 499
8	Baldwin-Woodville Area School	Elementary & Secondary Schools	250 - 499
9	Mc Millan Electric Co	Motor & Generator Manufacturing	250 - 499
10	OEM Fabricators Inc	Miscellaneous Fabricated Metal Product Manufacturing	250 - 499
11	Hudson Memorial Hospital	General Medical & Surgical Hospitals	250 - 499
12	Baldwin Hospital	General Medical & Surgical Hospitals	250 - 499
13 (tie)	Clopay Building Products Co Inc	Metal Window & Door Manufacturing	100 - 249
13 (tie)	Firstsite Staffing Inc	Temporary Help Service	100 - 249
15	Loparex	Coated & Laminated Packaging Materials Manufacturing	100 - 249

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

Indicates that the industry is located in the Village of Woodville

Responses from the Woodville Community Survey indicate the Village agrees that there is a need for more light industrial development (58.1%).

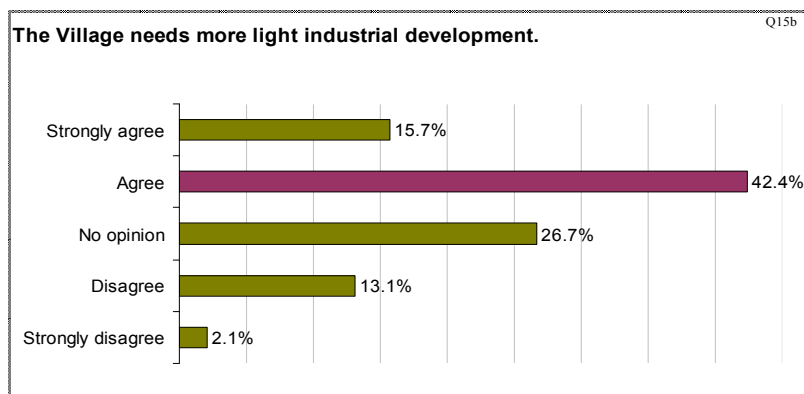


Table 4-6 – West Central WI WDA Region Estimated Employment & Salary by Occupation (2004)

Occupation	2004 Employ- ment	% of Total Employ- ment	Average Annual Salary
Office and Administrative Support	27,090	15.6%	\$27,099
Production	21,580	12.4%	\$28,765
Sales and Related	17,120	9.8%	\$27,743
Food Preparation and Serving Related	16,870	9.7%	\$16,748
Transportation and Material Moving	14,670	8.4%	\$26,349
Education, Training, and Library	11,010	6.3%	\$39,300
Healthcare Practitioners and Technical	8,580	4.9%	\$49,793
Construction and Extraction	7,480	4.3%	\$39,111
Installation, Maintenance, and Repair	6,700	3.9%	\$34,441
Management	6,070	3.5%	\$74,714
Healthcare Support	5,830	3.4%	\$23,325
Business and Financial Operations	5,560	3.2%	\$48,430
Building and Grounds Cleaning and Maintenance	5,380	3.1%	\$22,256
Personal Care and Service	4,570	2.6%	\$19,567
Protective Service	3,260	1.9%	\$33,184
Architecture and Engineering	2,960	1.7%	\$55,024
Community and Social Services	2,800	1.6%	\$38,992
Computer and Mathematical	2,060	1.2%	\$54,277
Arts, Design, Entertainment, Sports, and Media	1,930	1.1%	\$33,885
Life, Physical, and Social Science	1,410	0.8%	\$49,461
Legal	670	0.4%	\$63,731
Farming, Fishing, and Forestry	270	0.2%	\$24,922
Total	173,880	100.0%	\$32,266

*West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix Counties.
source: Wisconsin Department of Workforce Development-Office of Economic Advisors*

Assessment of Strengths and Weaknesses

In August 2008, a number of residents and Village board members worked together to discuss the Village's strengths, weaknesses, and what the Village should look like in the next 10 to 20 years. The results of that meeting pertaining to economic development were as follows:

Strengths

- Location to main transportation routes (proximity to I-94).
- Clean, small village.
- Involvement of community groups to improve Woodville.

Weaknesses

- Mall parking lot.
- Low support for retail options.
- Citizens getting more involved with Village.
- Old elevator site - needs something.
- Remodeling of Lion's Den.

What should the Village look like in the next 10 – 20 years?

- Specialized retail sales and professional services.
- Retain small town atmosphere.
- Doubling businesses - commercial - industrial.
- Small town life style.

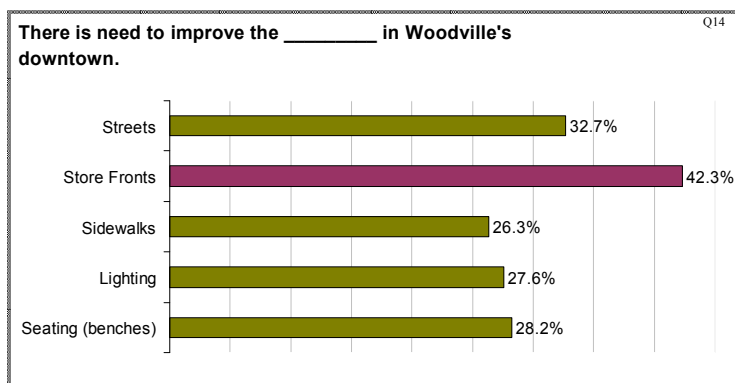
Telecommuting

Telecommuting allows people to live and work in homes or offices while staying connected to an office in another location. To do this, the companies must have access to reliable cellular phone service, cable, and high speed internet. Cable and DSL internet service and fiber optics are available to residents through Baldwin Telecom Inc making telecommuting an option for Village residents.

Redevelopment Sites

The Village of Woodville will work with property owners, the Department of Natural Resources (DNR) and the Environmental Protection Agency (EPA) to clean up identified contaminated lands. Identified contaminated lands can be found at the Wisconsin DNR Remediation and Redevelopment Website. Many sites are contaminated sites due to leaking underground storage tanks (LUST), environmental repair, or were spill sites. The Wisconsin Bureau for Remediation and Redevelopment Tracking System (BRRTS) provides an inventory of the contaminated properties and other activities related to the investigation and cleanup of contaminated soil or groundwater in Wisconsin.

Redevelopment is not limited to contaminated lands. Other redevelopment opportunities could include the redevelopment of storefronts, outdated or dilapidated homes or businesses, or historical buildings. The Woodville Community Survey indicated that 42.3% of residents feel that there is a need to improve the downtown storefronts, and 32.7% agreed that there is a need to improve the downtown streets.



Tourism

Community events help promote the Village of Woodville and can bring residents from the surrounding area into the community. This not only helps increase business, but also promotes the Village as a great community to live and work.

The Village of Woodville attracts some tourism throughout the year, but the community prides itself on its Norwegian heritage by commemorating the anniversary date of the Constitution of Norway, adopted in 1814, by putting on the Syttende Mai celebration. The annual celebration is typically held the third weekend nearest May 17th and sponsored by the local Lions Club. The celebration first started in 1952 and has continued with ever growing popularity and tourism. The celebration features many events for residents and visitors, including a parade, live music and dancing, a carnival, and a variety of food and craft sales.

Woodville is also the headquarters to the Wildwood Trail. The Wildwood Trail extends over seven miles through the Village of Woodville and the Town of Eau Galle. Plans have been discussed for the extension of the trail into the Village of Spring Valley and eventually to the Village of Elmwood (Pierce County). The trail attracts visitors from neighboring communities throughout the year and the trail guides snowmobilers, from throughout the state, to the Village during the winter months.

Economic Development Programs

Woodville Economic Development Corporation (WEDC)

The Woodville Economic Development Corporation is a private (non-profit) organization established to assist new and existing businesses. It is comprised of local business owners, bankers, and citizens that have an interest in the improvements of economic development in Woodville. The WEDC is often the first point of contact for a prospective business.

Regional Loan Fund Programs

The Regional Business Fund formed from a seven county region (Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix) has a number of loan programs available to local businesses. Many of the loans are low or no interest. Below is a brief description of those programs:

- *MicroLoan Fund Program* – provides small loans to start-up, newly established, or growing small businesses. The key objective is to assist business owners, who have traditionally had difficulty accessing debt financing, by affording them another alternative for obtaining credit.
- *Revolving Loan Fund* – is a flexible source of loan funds for commercial and industrial projects that create quality jobs and increase tax base.
- *Façade Loan Program* – provides financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings.

Community Development Block Grant-for Economic Development (CDBG-ED) – Department of Commerce

Any community with a population of less than 50,000 and is located outside Milwaukee or Waukesha Counties, is eligible for this program. These grants are to be used to assist businesses that will invest private funds and create jobs as they expand or relocate into the state.

St. Croix County Economic Development Corporation

The St. Croix County Economic Development Corporation is a private non-profit organization which operates exclusively for the economic development of St. Croix County, Wisconsin and its respective cities, villages, and towns. SCEDC actively promotes and solicits the location of industry and business in St. Croix County. At the same time, the organization works to foster the expansion of existing companies and the successful start-up of newly formed ones.

Goals, Objectives, and Policies

Goal 1: Expand the Village's industrial park.

Objectives:

1. Acquire more land for industrial use.
2. Increase the Village's tax base.
3. Create local job opportunities.
4. Create locations for incubator industrial businesses.

Policies:

1. Develop a plan for future land acquisition/annexation adjacent to the industrial park.

2. Provide incentives for prospective industries.
3. Reach-out to small businesses with incentives to expand or relocate.
4. Consider areas for additional TIF Districts.

Goal 2: Attract a variety of commercial/industrial businesses and retain the Village's existing economic base.

Objectives:

1. Ensure that the existing businesses continue to prosper.
2. Promote the development of business that would enhance the existing businesses in the Village.
3. Promote businesses that employ a variety of individuals (men, women, and those with disabilities).
4. Encourage prospective businesses to locate to vacant storefronts in the downtown.
5. Encourage the redevelopment of dilapidated storefronts or vacant buildings.

Policies:

1. Continue to support and promote the Woodville Economic Development Corporation and their efforts in the development of the Village and industrial park.
2. Continue to work with the St. Croix County Economic Development Corporation.
3. Continue to use incentives, such as TIF Districts, to attract and retain new businesses.
4. Create development incentives that contribute to the commercial/industrial appeal of the Village.
5. Encourage businesses to provide ADA accessible facilities and hire a variety of employees.
6. Promote redevelopment of the Village downtown and Mall area.
7. Explore ways to maintain and improve the vitality of the downtown area.
8. Encourage development at the former "Elevator" site in downtown.

Goal 3: Ensure that the school (Viking Middle School) remains in the Village, with at least four school grades.

Objectives:

1. Maintain the ability to provide education in the Village.
2. Ensure the continuous residential growth of the Village.
3. Ensure jobs remain in the Village.

Policies:

1. Encourage residents and the Baldwin-Woodville School District to continue to maintain existing classes/grades in Viking Middle School.

2. Encourage the expansion of the Viking Middle School.
3. Create incentives to school district employees to live in the Village.
4. Continue to enhance the walk-ability to Viking Middle School for students, staff, and visitors.