

## Chapter 7

# Economic Development

### Purpose

According to the Wisconsin State Statutes 66.1001, the Economic Development chapter of a Comprehensive Plan should be “a compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention, or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit’s strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional, and state economic development programs that apply to the local governmental unit.”

### Place of Employment

There is a strong economic base in the Village of Ellsworth and Pierce County. In 2000, slightly below 50% of workers living in the Village, were employed in the County. Only 40% of workers were employed outside of Wisconsin, showing the influence of the Twin Cities Metropolitan Area and the ease of commuting to jobs in that area (Table 7-1). The Village of Ellsworth offers a diverse range of career opportunities given that many Pierce County municipal offices and department are located in the Village.

Table 7-1 – Place of Work 16 Years and Over - State and County Level - Village of Ellsworth

	1990	% Total	2000	% Total	# Change	% Change
Total	1,343	100.0%	1,486	100.0%	143	10.6%
Worked in state of residence:	876	65.2%	879	59.2%	3	0.3%
Worked in county of residence	816	60.8%	716	48.2%	-100	-12.3%
Worked outside county of residence	60	4.5%	163	11.0%	103	171.7%
Worked outside state of residence	467	34.8%	607	40.8%	140	30.0%

Source: 1990 & 2000 U.S. Census

### Commuter Characteristics

Because half of the workers in the Village are employed in the County, and the Village is in the center of the County, many residents are traveling less than ten minutes to work each day. However, with an increase in number of residents working out of state, the number of workers traveling 60 minutes or more had doubled between 1990 and 2000 (Table 7-2).

Table 7-2 – Travel Time to Work Workers Who did not Work at Home - Village of Ellsworth

Travel Time	1990	% Total	2000	% Total	# Change	% Change
Total	1,306	100.0%	1,450	100.0%	144	11.0%
Less than 10 minutes	511	39.1%	455	31.4%	-56	-11.0%
10 to 19 minutes	138	10.6%	159	11.0%	21	15.2%
20 to 29 minutes	202	15.5%	273	18.8%	71	35.1%
30 to 44 minutes	232	17.8%	261	18.0%	29	12.5%
45 to 59 minutes	146	11.2%	139	9.6%	-7	-4.8%
60 minutes or more	77	5.9%	163	11.2%	86	111.7%

Source: 1990 &amp; 2000 U.S. Census

Commuter patterns for Ellsworth residents are very similar to most communities in western Wisconsin (Table 7-3). In 2000, over 75% of commuters drove alone while only 12.9% carpooled. A number of residents also walk or bicycle to work each day.

Table 7-3 – Commuting to Work 16 Years and Older: Village of Ellsworth

	1990	% Total	2000	% Total	# Change	% Change
Total	1,337	100.0%	1,486	100.0%	149	11.1%
Car, truck, or van - drove alone	853	63.8%	1,142	76.9%	289	33.9%
Car, truck, or van - carpooled	316	23.6%	192	12.9%	-124	-39.2%
Walked/Bicycle	131	9.8%	102	6.9%	-29	-22.1%
Public Transportation	3	0.2%	2	0.1%	-1	-33.3%
Worked at home	31	2.3%	36	2.4%	23	16.1%
Other means	3	0.2%	12	0.8%	9	300.0%

Source: 1990 &amp; 2000 U.S. Census

## Employment Characteristics

Table 7-4 shows that the occupations with the highest amount of workers in 2000 were production/transportation/material moving followed by sales and office. All occupations except sales/office and farming/fishing/forestry, experienced large increases in number of workers since 1990.

The farming/fishing/forestry industries have seen the biggest percentage drop in workers since 1990. This decline follows a statewide trend.

Table 7-4 – Occupation: Employed Civilian Population 16 Years or Over - Village of Ellsworth

Occupation	1990	% Total	2000	% Total	# Change	% Change
Management, Professional, & Related	259	19.2%	318	21.3%	59	22.8%
Service	189	14.0%	234	15.7%	45	23.8%
Sales and Office	411	30.4%	338	22.7%	-73	-17.8%
Farming, Fishing, and Forestry	24	1.8%	8	0.5%	-16	-66.7%
Construction, Extraction, and Maintenance	177	13.1%	196	13.2%	19	10.7%
Production, Transportation, and Material Moving	290	21.5%	396	26.6%	106	36.6%
Total Employed Persons 16 years and over	1350	100.0%	1490	100.0%	140	10.4%

Source: 1990 &amp; 2000 U.S. Census

Table 7-5 reveals that the manufacturing industry employs the highest number of working residents in the Village of Ellsworth, followed by the education/health/social services industries.

Table 7-5 – Industry: Employed Civilian Population 16 Years or Over - Village of Ellsworth

Industry	1990	% Total	2000	% Total	# Change	% Change
Public Administration	84	6.2%	92	6.2%	8	9.5%
Other Services (except Public Administration)	84	6.2%	75	5.0%	-9	-10.7%
Arts, Entertainment, Recreation, Accommodation, & Food Services	2	0.1%	110	7.4%	108	-
Educational, Health, & Social Services	193	14.3%	268	18.0%	75	38.9%
Professional, Scientific, Management, Administrative, & Waste Management	53	3.9%	67	4.5%	14	26.4%
Finance, Insurance, Real Estate, & Rental Housing	133	9.9%	63	4.2%	-70	-52.6%
Information	0	0.0%	12	0.8%	12	-
Transportation, Warehousing, & Utilities	79	5.9%	64	4.3%	-15	-19.0%
Retail Trade	220	16.3%	161	10.8%	-59	-26.8%
Wholesale Trade	59	4.4%	29	1.9%	-30	-50.8%
Manufacturing	314	23.3%	383	25.7%	69	22.0%
Construction	92	6.8%	144	9.7%	52	56.5%
Agriculture, Forestry, Fishing/Hunting, and Mining	37	2.7%	22	1.5%	-15	-40.5%
Total Employed Persons 16 yrs and over	1350	100.0%	1490	100.0%	140	10.4%

Source: 1990 & 2000 U.S. Census

The Wisconsin Department of Workforce Development (DWD) has provided a list of the most common occupations in Pierce County and the required education/training for each occupation (Table 7-6).

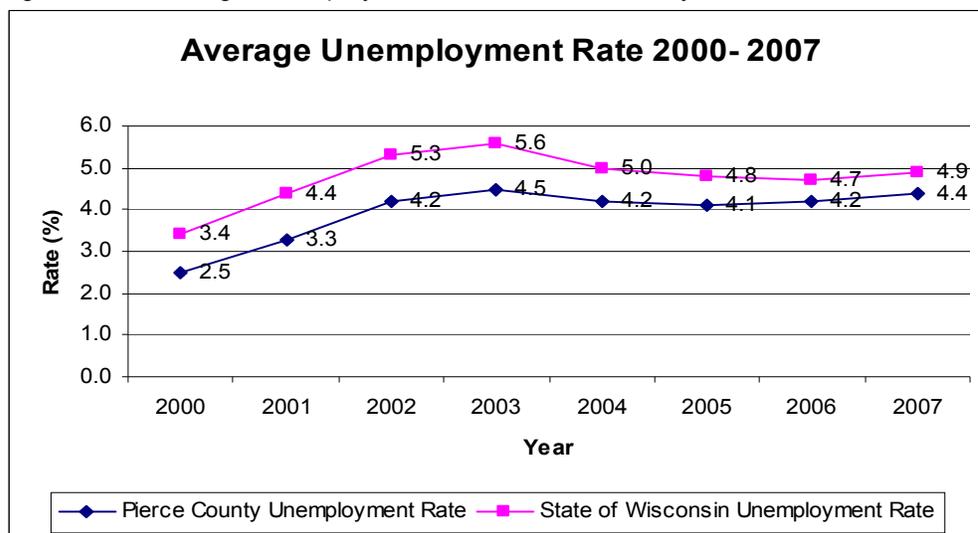
Table 7-6 – Common Occupations

Common Occupations in Pierce County	
Occupation	Education/Training
Bartenders	1 month or less training
Bookkeeping/Accounting/Auditing Clerk	1- 12 month on-the-job trng.
Comb. Food Prep.-Servers, Incl. Fast Food	1 month or less training
Construction Laborers	1- 12 month on-the-job trng.
Elem. School Teachers, not Spec. Ed.	Bachelor's degree
Exec. Secretaries & Admin. Assistants	1- 12 month on-the-job trng.
Food Preparation Workers	1 month or less training
Home Health Aides	1 month or less training
Office Clerks, General	1 month or less training
Retail Salesperson	1 month or less training
Sales Reps-Whls & Mfg, not Tech.-Scien.	1- 12 month on-the-job trng.
Secondary School Teachers, not Spcl.-Voc. Ed.	Bachelor's degree
Secretaries, not Legal/Med./Executive	1- 12 month on-the-job trng.
Teachers Assistants	Associates degree
Truck Drivers, Heavy & Tractor-Trailer	1- 12 month on-the-job trng.

Source: DWD, Bureau of Workforce Trailing, special request, July 2007

The rate of unemployment in Pierce County is low, and has stayed below the State of Wisconsin unemployment rate between 2000 and 2007 (Figure 7-1).

Figure 7-1 – Average Unemployment Rate – Pierce County & State of Wisconsin



Recent unemployment rates have continued to rise. In March 2009, Pierce County's unemployment rate reached 9.2% while the State of Wisconsin's unemployment reached 9.4% in March 2009. The unemployment rate has doubled in just two years.

## Wages

Table 7-7 compares the average wage, by industry, in Pierce County with the State of Wisconsin. All industry wages in Pierce County are below the State average with the only exception being the Professional & Business Services industries wages, which are about 10% higher than the State average.

Table 7-7 – Annual Wage by Industry 2006 – Pierce County

Average Annual Wage by Industry Division in 2006				
	Average Annual Wage		Percent of Wisconsin	1-year % change
	Wisconsin	Pierce County		
All industries	\$36,830	\$29,351	79.7%	3.5%
Natural Resources	\$28,301	\$25,858	91.4%	-1.4%
Construction	\$44,682	\$34,303	76.8%	-1.5%
Manufacturing	\$45,952	\$39,730	86.5%	3.3%
Trade, Transportation & Utilities	\$31,935	\$25,154	78.8%	-1.9%
Information	\$45,704	suppressed	Not avail.	Not avail.
Financial Activities	\$48,859	\$33,914	69.4%	3.6%
Professional & Business Services	\$42,612	\$47,103	110.5%	15.2%
Education & Health	\$38,492	\$32,587	84.7%	4.5%
Leisure & Hospitality	\$13,058	\$9,438	72.3%	4.3%
Other Services	\$21,228	\$15,256	71.9%	-2.8%
Public Administration	\$38,294	\$31,139	81.3%	4.1%

Source: DWD, Workforce Training, QCEW, June 2007

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## Industrial Park

The Village of Ellsworth has an industrial park and a business/industrial park; both have space available for development. The Industrial Park, Crossing Meadows is located on the north end of the Village just east of State Highway 65, and permits a wide variety of commercial and industrial use businesses and is available for new developers.

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## Assessment of Strengths and Weaknesses

It is important to understand the Village's strengths and weaknesses for retaining or attracting businesses. By doing so, the Village can work to maintain the strengths while look at ways of addressing the weaknesses. The strengths and weaknesses listed below represent local and regional factors that may help or hinder economic development.

### Strengths'

- County seat
- Good transportation system with 4 highways
- Proximity to the Twin Cities metro area
- Strong School District
- Good quality of life
- Utilities are adequate and able to expand
- Low crime
- Multiple recreation opportunities

### Weaknesses'

- No 4-lane Highways
- No railroad
- No airport
- Longer commute/ higher transportation costs for goods/services
- Proximate to the Twin Cities Metro area – detracts business

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## Desired Businesses

In general, the Village of Ellsworth has a variety of businesses that meet the daily needs of residents. The Village would like to see increased light industrial or manufacturing businesses. This would create jobs and add to the tax base. Elderly and assisted living facilities have become a desired business, as residents get older they still want to live within the Village, but housing facilities are limited. Residents desire a variety of restaurants; the Village primarily has bar and grills providing dining options. Other businesses that are limited in the Ellsworth area are hotel/motels and banquet facilities. The Village would welcome either of these businesses or a combination of these businesses.

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## Tourism/Community Events

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

The Village of Ellsworth attracts some tourism throughout the year with various annual events. Some of those events include the Pierce County Fair, Cheese Curd Festival, Ellsworth Polka Fest, and many others.

The Village's location is near many other recreational options, including the Mississippi and the St. Croix Rivers, state and local parks, hiking trails, and golf courses. Ellsworth is the hub of Pierce County's 210 miles of snowmobile trails. Several nearby streams and rivers provide outstanding trout fishing. The Village's Summit Park Young Field is home to the popular Ellsworth Hubbers baseball team (source: [www.villageofellsworth.org](http://www.villageofellsworth.org)).

The Village feels that it has opportunities to expand their tourism options. Many of the area historical resources and agricultural practices could be identified for bus tours of the area.

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## Telecommuting

The availability of infrastructure such as high-speed internet service or cell phone service is an important factor for attracting new business and residents who may want to telecommute. Many businesses count on reliable services such as high-speed internet in order to be competitive and operate efficiently. Residents, especially those moving from an urban area, are used to amenities such as high-speed internet service.

Internet services are also very important to students. Education programs rely on internet data and will continue to utilize the internet more each year. High-speed internet or wireless internet services may be necessary for students in the near future.

AT&T provides the Village's phone services.

Within the Village limits, the Village of Ellsworth regulates the size and location of Wireless Communication Service Facilities (WCSF), or telecommunication towers, antennas, and related facilities as well as minimizing the adverse visual effects of these towers.

Pierce County is exploring the option of countywide Broadband services. The Village of Ellsworth has supported these efforts by allowing the use of existing towers.

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## Redevelopment Sites

The Village of Ellsworth 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. The BRRTS has identified multiple sites where contamination has been identified within the

Village. Most of the sites identified are 'Closed', meaning they have been redeveloped or remediated.

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 Village would like to see redevelopment occur along Main Street and Broadway, which could include façade improvements, landscaping, and streetscaping. The Village's East End would also benefit from redevelopment, many buildings/structures show signs of deterioration. Redevelopment could include demolition of unsafe buildings/structures, façade improvements, landscaping, streetscaping, and possible utility upgrades.

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## **Economic Development Programs**

There are many available programs at all levels that aide in economic development. These programs can be used to provide expertise, financial aide, or incentives for developing businesses.

### **Tax Increment Financing (TIF)**

Tax Increment Financing (TIF) districts are established to improve and revitalize blighted areas or extend new development for industrial purposes. Taxes on the improved value of the land because of redevelopment pay for the extension of the infrastructure and raise the Village's tax base on an area that would otherwise stay undeveloped.

### **WDNR Remediation and Redevelopment Program**

This program offers financial and liability tools to clean up and redevelop Brownfield's.

### **Mississippi River Regional Planning Commission**

The Commission is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all nine counties in the region.

### **Community and Enterprise Development Zones**

The Wisconsin Community and Enterprise Development Zone Programs can help to expand businesses, start a new one, or relocate a current business to Wisconsin. The Community Development Zone Program is a tax benefit initiative designed to encourage private investment and to improve both the quality and quantity of employment opportunities.

### **Pierce County Economic Support Unit**

The Pierce County Economic Support Unit helps families in need of becoming self-sufficient and independent of the public assistance system. They offer information and support for Medical Assistance, FoodShare, Caretaker Supplement, and Wisconsin Home Energy Assistance Program.

### **Transportation Facilities Economic Assistance and Development (TEA-Grant) Program**

The Transportation Economic Assistance (TEA) program provides 50% State grants to communities for road, rail, and airport projects. The goal of the TEA program is to attract and retain business firms in Wisconsin and thus create or retain jobs.

**UW-Extension**

The UW-Extension provides expertise in agriculture and related business while providing research and knowledge.

**Forward Wisconsin**

Forward Wisconsin provides marketing outside of the State and recruits businesses to come to Wisconsin.

**Wisconsin Department of Commerce**

The Wisconsin Department of Commerce is the main agency in Wisconsin charged with fostering the retention and creation of new jobs, promote effective and efficient regulations, and promote economic business.

**U.S. Small Business Administration**

The Small Business Administration provides technical, financial, and managerial assistance for Americans to start or improve their businesses.

**Pierce County Economic Development Corporation (PCEDC)**

The Pierce County Economic Development Corporation is a non-profit organization formed in 1987 to promote job creation and development, economic growth, community development, and planning throughout Pierce County. PCEDC works to help the retention and expansion of jobs, recruits for new businesses to move into Pierce County, and works as a community liaison for the County.

**Goals, Objectives, and Policies**

**Goal 1:** Promote the continued growth of commercial and industrial activities that contribute to the Village's quality of life.

**Objectives:**

1. Increase the Village's tax base.
2. Provide for the basic needs of residents.
3. Create local job opportunities for residents.

**Policies:**

1. Work with Pierce County Economic Development Corporation to be more proactive in promoting the Village's commercial and industrial parks.
2. Encourage redevelopment of commercial and residential buildings/structures along Main Street, Broadway, and in the east Ellsworth area.
3. Continue to use incentives, such as Tax Increment Finance Districts, to attract new businesses and help existing ones.
4. Explore purchasing additional land for future industrial park expansion.
5. Look at ways to maintain and improve the vitality of the downtown area.
6. Connect residential areas to commercial areas with sidewalks and trails.