

Chapter 6: Economic Development

Introduction

An effective strategy for economic development planning for the City of Menomonie must start with an analysis of the City’s existing economic structure, resources, strengths/weaknesses, and the goals the City wants to achieve. This element examines demographic data, existing businesses and industries, and the tools and programs the City has at its disposal to encourage economic development.

Labor Force

As with many of the demographics related to the City, Menomonie’s labor force, incomes, and occupations, are affected by the number of UW-Stout students that are counted as Menomonie residents. The affect is noticeable when comparing Menomonie to Dunn County and the State of Wisconsin.

Table 6-1 shows the percentage of the population, 16 years and older, in the labor force. The State and Dunn County have comparable percentages of 69% and 67% respectively, while Menomonie had less than 60%. Menomonie’s lower percentage can be attributed to the number of UW-Students who are not working.

Table 6-1 Employment Status

	Wisconsin	Dunn County	City of Menomonie
Population 16 Years and Older	4,458,387	35,363	14,248
In the Labor Force	69.0%	67.0%	59.4%
Not in Labor Force	31.0%	33.0%	40.6%

Source: 2006-2010 American Community Survey

Occupation

Occupation refers to what a person does for a living. Table 6-2 shows that almost a third of the population, 16 years and over, works in management/business/science/arts type occupations. This is comparable to the State and Dunn County.

The City has a greater percentage of the population working in service occupations. This may reflect the number of businesses that cater to university students and typical employment opportunities for younger people.

It should be noted that US Census information related to occupation does not let us know where these jobs are located.

Table 6-2 Occupation

	Wisconsin	Dunn County	City of Menomonie
Civilian employed population 16 years and over	2,869,310	21,794	7,578
Management, business, science, and arts occupations	33.0%	30.4%	32.5%
Service occupations	16.1%	15.9%	20.4%
Sales and office occupations	24.5%	24.2%	26.3%
Natural resources, construction and maintenance occupations	9.2%	12.0%	6.7%
Production, transportation, and material moving occupations	17.2%	17.5%	14.1%

Source: 2006-2010 American Community Survey

Industry

Industry refers to the industry where the occupations are located. Like the occupation table, this information does not let us know where these industries are located.

Table 6-3 shows that Menomonie has a noticeably higher percentage of its working residents, compared to the State and Dunn County, employed in three main industries.

- Educational services and health care and social assistance (29.5%)
- Retail trade (21.0%)
- Arts, entertainment, and recreation, and accommodation and food services (11.2%)

These industries reflect the presence of UW-Stout, Menomonie School District, Mayo Clinic Health System-Red Cedar, Marshfield Clinic, numerous chain and local stores, a strong arts community, and the number of hotels located near the Interstate interchanges.

Strong business and industry in Menomonie provides a variety of job opportunities for residents in Menomonie, Dunn County, and the surrounding counties.

Table 6-3 Industry

	Wisconsin	Dunn County	City of Menomonie
Civilian employed population 16 years and over	2,869,310	21,794	7,578
Agriculture, forestry, fishing and hunting, and mining	2.5%	4.9%	1.0%
Construction	6.0%	6.2%	3.1%
Manufacturing	18.7%	16.1%	13.2%
Wholesale trade	3.0%	2.0%	1.2%
Retail trade	11.5%	16.6%	21.0%
Transportation and warehousing, and utilities	4.5%	5.1%	3.4%
Information	2.0%	1.6%	1.9%
Finance and insurance, and real estate and rental and leasing	6.4%	4.0%	3.8%
Professional, scientific, and management, and administrative and waste management services	7.6%	5.5%	5.4%
Educational services and health care and social assistance	22.0%	24.3%	29.5%
Arts, entertainment, and recreation, and accommodation and food services	8.3%	7.5%	11.2%
Other Services, except public administration	4.0%	3.7%	3.7%
Public Administration	3.5%	2.6%	1.6%

Source: 2006-2010 American Community Survey

Educational Attainment

The types of employment available in Menomonie and the presence of the university influence the educational attainment levels of residents (see Table 6-4). Compared to the State and Dunn County, Menomonie has the highest percentages of population 25 years or over, who have attained a bachelor's degree (19%) or graduate/professional degree (12.8%). Overall, 31.8% of the population 25 years or over, have attained a bachelor's degree or higher.

City of Menomonie 2016-2036 Comprehensive Plan

Table 6-4 Educational Attainment

	Wisconsin	Dunn County	City of Menomonie
Population 25 years and over	3,739,243	25,597	7,271
Less than 9th grade	3.7%	3.8%	5.0%
9th to 12th grade, no diploma	6.9%	5.5%	5.7%
High school graduate (includes equivalency)	34.0%	37.0%	32.6%
Some college, no degree	20.6%	19.4%	17.1%
Associate's degree	9.0%	9.4%	7.9%
Bachelor's degree	17.1%	16.1%	19.0%
Graduate or professional degree	8.6%	8.8%	12.8%
Percent high school graduate or higher	89.4%	90.7%	89.3%
Percent bachelor's degree or higher	25.8%	24.9%	31.8%

Source: 2006-2010 American Community Survey

Wages

Table 6-5 compares average annual wages by industry for Dunn County. The Construction, manufacturing, and trade/transportation/utilities industries are near or exceed the State's annual average wages but the remaining industries lag behind the State average.

Table 6-5 Average Annual Wage by Industrial Division in 2010 Dunn County

Average Annual Wage by Industry Division in 2010				
	Wisconsin Average Annual	Dunn County Average Annual Wage	Percent of Wisconsin	1-year % change
All industries	\$ 39,985	\$ 34,357	85.9%	2.4%
Natural Resources	\$ 30,613	\$ 29,022	94.8%	3.0%
Construction	\$ 49,135	\$ 49,736	101.2%	10.9%
Manufacturing	\$ 50,183	\$ 49,177	98.0%	5.7%
Trade, Transportation & Utilities	\$ 34,132	\$ 32,736	95.9%	1.6%
Information	\$ 51,764	suppressed	Not avail.	Not avail.
Financial Activities	\$ 53,332	\$ 37,014	69.4%	-2.8%
Professional & Business Services	\$ 46,516	\$ 31,377	67.5%	-3.5%
Education & Health	\$ 42,464	\$ 34,382	81.0%	0.1%
Leisure & Hospitality	\$ 14,597	\$ 10,350	70.9%	5.6%
Other Services	\$ 22,682	\$ 20,161	88.9%	-1.6%
Public Administration	\$ 41,653	\$ 35,504	85.2%	-4.8%

Source: WI DWD, Workforce Training, QCEW, June 2011

Existing Industrial and Commercial Areas

The City of Menomonie has several areas of economic activity that serve a variety of purposes. Map 6-1 highlights these areas. The Industrial Park area serves mainly large industries that are attracted by the Interstate and railroad infrastructure. This area is designated for future industrial growth.

The Stout Technology Park is designated for industrial and business enterprises involved in research and development, high technology, professional services and manufacturing related to the mission and programs of UW-Stout.

The Highway Commercial area provides a variety of businesses for Dunn County residents and motorists traveling along Interstate 94. Representative businesses include restaurants/fast food, convenience stores, hotels, and retail.

The Local Commercial areas mainly serve the everyday needs of local residents.

The Downtown Historic District is the original downtown business district. This area includes a mix of business, entertainment, rental units, and the University of Wisconsin-Stout.

Desired Businesses

Businesses desired in the City of Menomonie are businesses that complement existing businesses, add to the diversity of businesses, promote the enjoyment of the area's natural resources, are sustainable, pay good wages and benefits, and do not have high water usage, pollute, or generate large quantities of waste.

Strengths and Weaknesses for Attracting Businesses

Numerous factors are considered when starting or relocating a business in a community. Below are the strengths and weaknesses of the City of Menomonie to attract new businesses.

Strengths

1. Excellent schools, technical college, and university
2. Residents engaged in their community
3. Good transportation network
4. Large educated workforce
5. Railroad access for larger industries
6. Developed Industrial Park and Tech Park with room to expand
7. Strong Chamber of Commerce and other organizations
8. Great area for recreation
9. The Downtown Historic District
10. Healthcare Facilities

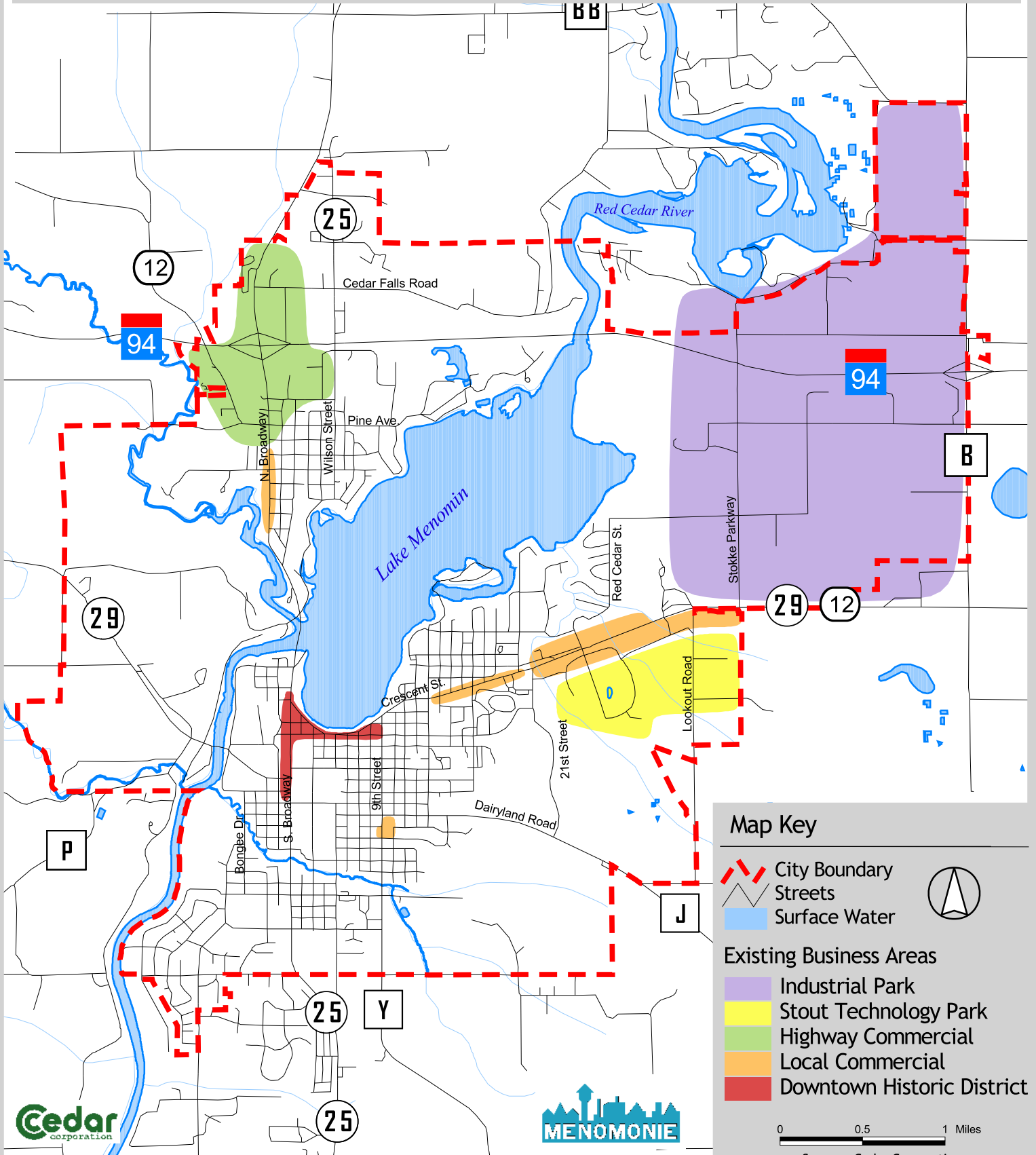
Weaknesses

1. Proximity of larger urban areas
2. Lower household incomes compared to adjacent counties along the interstate
3. Downtown Historic District's potential not fully realized

Existing Industrial and Commercial Areas

City of Menomonie

Map 6-1



Map Key

- City Boundary
- Streets
- Surface Water

Existing Business Areas

- Industrial Park
- Stout Technology Park
- Highway Commercial
- Local Commercial
- Downtown Historic District

0 0.5 1 Miles

Source: Cedar Corporation

Menomonie Municipal Airport (Score Field)

Improvements to Menomonie's Municipal Airport (Score Field) have increased the accessibility to the City by air travel. The improvements enable the community to better accommodate business travel on corporate owned aircraft, as well as personal travel on privately owned aircraft. Additional information about the Menomonie Municipal Airport can be found in the Transportation chapter.



UW-Stout's Economic Contribution

The University of Wisconsin-Stout has a wide-ranging economic impact on the City of Menomonie. A June 2011 study of the university's economic impact found that UW-Stout contributes \$347 million each year to Wisconsin's economy and returns \$9.59 for each \$1 state taxpayers invest in the institution.

The economic impact of UW-Stout comes from the direct spending of students, faculty, staff, visitors and university operations, as well as indirect and induced spending. The leading share, \$151.9 million, comes from students, followed by \$92.9 million from employees, \$63.9 million from the institution and \$38.5 million from visitors.

UW-Stout has several programs to help new businesses. The Incubator Program provides start-up business opportunities with support from the UW-Stout College of Science, Technology, Engineering and Management, and the Wisconsin Economic Development Corporation. Assistance is offered through an On-Campus Incubator, Manufacturing Technology Incubator, and Food Technology Incubator.



The Stout Business Acceleration Program includes incubation space designed for emerging manufacturing technology and food technology businesses that are advanced in growth and may have transitioned from the Stout Technology Incubator Program. The intent of the program is to further accelerate the expansion of emerging technology businesses with developed products and an established market.

Tourism

Tourism brings people into the area. While they are here, they stay in local hotels and frequent businesses.

Tourism Commission

The Tourism Commission meets to analyze needs and to further promote tourism in the community. They also offer small grants for non-profits designed to boost tourism in the City.

Red Cedar Trail

Menomonie is the starting point for a beautiful 14-mile bike ride along the Red Cedar State Trail. This limestone-surfaced trail runs along the Red Cedar River from Menomonie to the Chippewa River, where it connects with the Chippewa River Trail.

There are about 53,000 users annually. Tourists using the trail contribute economically to the area and help support many local businesses.

Mabel Tainter

Built in 1889 by Andrew and Bertha Tainter in remembrance of their daughter Mabel who died at the age of 19, the Memorial is an anchor of the Historic District. Not only does it have local prominence, but regional and national importance as well. The entire Mabel Tainter Memorial Theatre was recently renovated at a cost of \$4.55 million. It included upgrades of everything from the draperies to the electrical system, along with a complete structural renovation.

Russell J. Rassbach Heritage Museum

Headquarters of the Dunn County Historical Society, the Heritage Museum interprets the history of Dunn County through its extensive collection of artifacts and new exhibit areas. Located in Menomonie's Wakanda Park, the museum draws many visitors and positively helps with the economy of the community.

Caddie Woodlawn Historical Park

In 1857 John Woodhouse, with his wife Harriet and their five children, moved from the relative comforts of Boston to 160 acres of rugged Dunn County wilderness. One of the children was Caroline Augusta, who inspired "Caddie Woodlawn" in a book written by her granddaughter, Carol Ryrie Brink. The book won the 1935 Newbery Award for children's literature. It is considered a classic and is still a popular story read by thousands of children throughout the world.

In 1970, the Dunn County Historical Society dedicated the Caddie Woodlawn Historical Park, located south of Menomonie. The actual house in which Caroline Woodhouse lived has been moved to the park from a nearby farm. The wayside includes a covered picnic area, fresh water, and restrooms, and is a major tourist attraction for the area.

Wakanda Park

Wakanda Park is a regional park that draws users from the surrounding area. The Park has baseball and softball diamonds, playgrounds, walking trails, waterfront access to Lake Menomin, the Wakanda Waterpark, disc golf, picnic shelters and restrooms. The Wakanda Waterpark features a multi-depth pool, 230-foot superslide, diving boards, drop slide, giant tree slide, water lily challenge, in addition to beach volleyball.

Rehabilitation Areas

There are a number of opportunities in the City to rehabilitate areas to foster economic development. The Wisconsin Department of Natural Resources maintains a database of contaminated areas that are eligible for brownfield grants. These areas are typically used for commercial and industrial development.

There are also existing sites in the City that would be attractive for redevelopment. A mixed-use redevelopment study of the Menomonie downtown area was conducted in 2011. A Redevelopment Steering Group was created in 2010 with a goal of defining a mixed-use redevelopment strategy for downtown Menomonie. The group consists of the City of Menomonie, Dunn County, Dunn County Economic Development Corporation, Greater Menomonie Area Chamber of Commerce, Main Street of Menomonie, University of Wisconsin-Stout, and WESTconsin Credit Union. The study looks at opportunities and strategies for redevelopment at the former Leever's site, Wilson Avenue, Sixth Street, South Broadway, and along Lake Menomin.

Additional information about the downtown redevelopment plan can be found in the Housing and Land Use chapters.

Local Economic Development Initiatives

Land Sale Policy

The City of Menomonie purchases land for the purpose of promoting the City's welfare and expanding its economic base, but is not in the real estate business. Land purchased for industrial expansion is used to attract business/industry to locate in Menomonie. Since desirable business/industry is often sought after by many communities and since negotiations involve many variables, including land price, some accommodation for these negotiations must be factored into a set of guidelines. These guidelines are specified in the City of Menomonie's Land Sale Policy.

Tax Incremental Finance Districts

The City, in an effort to attract new industry, has created several Tax Incremental Finance Districts (TIF Districts). These districts have allowed the City to purchase land and construct streets and infrastructure without general tax dollars (see Map 6-2).

Industrial Park

The Menomonie Industrial Park is 1,920 acres along I-94 and the Union Pacific Railroad. The Park is fully served by water, sewer, electric and gas. Approximately 200 acres of land was added to the park in 2004. Map 6-1 shows the location of the Industrial and Stout Technology Park.

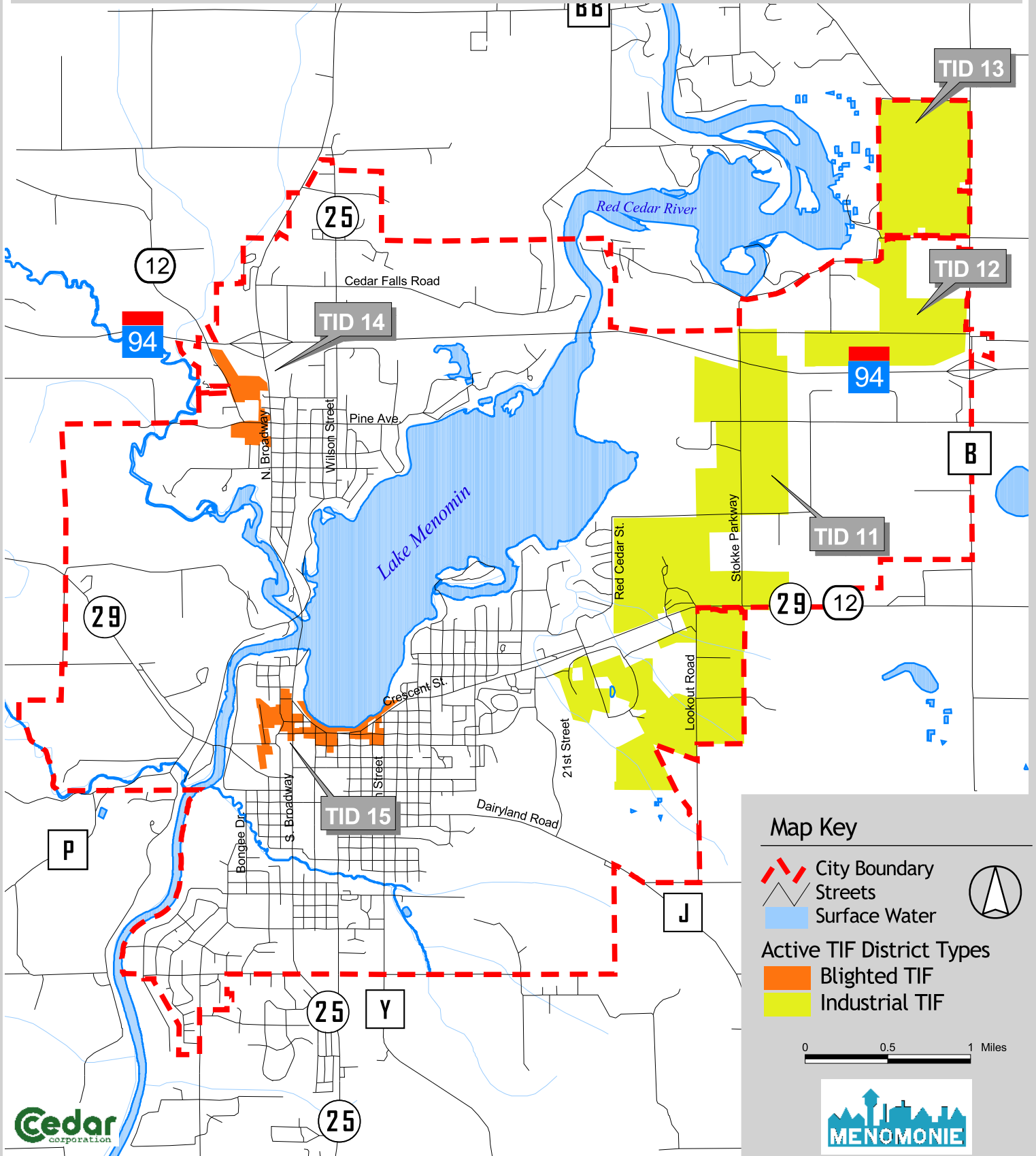
Stout Technology Park

The Stout Technology Park was created in 1990. The Park is 403-acres along east S.T.H. 29 and is available for higher tech businesses.

Active TIF Districts

City of Menomonie

Map 6-2



The Park offers amenities such as fiber optics and multiple broadband options, as well as access to the resources of UW-Stout. The Stout Technology Park is located within the I-94 Corridor Technology Zone. There are currently approximately 214 acres available in the Technology Park. The Technology Park property has certain covenants for building and landscaping. In January 2012, the Stout Technology Park had 28 buildings with approximately 1,150 employees.

Dunn County Economic Development Corporation

The Dunn County Economic Development Corporation was formed for the sole and exclusive purpose of promoting economic growth and stability in Dunn County. Its mission is to work in cooperation with business, industry, government and education to facilitate economic growth and economic stability. Its objectives include:

- To pursue opportunities for job creation with priorities on industry attraction, expansion, and retention.
- To maintain information on available industrial and commercial properties.
- To maintain information on funding sources and economic incentive programs, both public and private, that can be used to encourage economic growth and industrial development.

The Dunn County Economic Development Corporation works closely with the City and a number of economic development organizations to promote economic growth in the area.

Greater Menomonie Development Corporation (GMDC)

The GMDC is a non-profit corporation designed to assist in the economic growth of the area by offering a variety of incentive programs that encourage and assist businesses in relocating to, or expanding in this area, including providing buildings to such businesses on lease back/purchase arrangements.

West Central Wisconsin Regional Planning Commission (WCWRPC)

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 seven counties of the region. The Commission provides a variety of economic development functions to local government and the public including: local economic strategies, industrial site analysis, economic development financing, county economic and population profiles and community and industrial park profiles.

Chamber of Commerce

The Greater Menomonie Area Chamber of Commerce was founded in 1937 with a mission to foster partnerships and collaboration of all members in order to promote business growth and the quality of life in our Dunn County area.

The Chamber relies on the work of many volunteers who work on committees in the following areas: agri-business, community events, business development, education/public affairs, retail and tourism. There is also a group of Chamber Ambassadors to spread the word about the Chamber.

Main Street of Menomonie

The purpose of Main Street of Menomonie, Inc. is to improve and preserve Menomonie's quality of life by strengthening the historic Downtown as the "heartbeat" of the community through concentrated efforts in organization, design and beautification, promotion and economic revitalization.

Main Street Menomonie is supported by a tax that is assessed to commercial properties in a designated Business Improvement District (BID). The Board of Directors of the BID allocate the assessed dollars to the Main Street Program for its various projects, including: marketing, business assistance, and operational and staff support.

Source: Main Street of Menomonie Website

Dunn County Job Center

The Dunn County Job Center provides a number of services for those seeking jobs. The Center offers job loss workshops, community resource information; education and training information. They will also assist with job searching, interviewing and resume writing. Employers are encouraged to post information regarding job openings, training incentives, labor market information, and outplacement services for laid-off employees.

Federal and State Economic Development Programs

Community Development Block Grant - Public Facilities for Economic Development (CDBG-PFED) Program

The Public Facilities for Economic Development (PFED) program is a federally funded program designed to assist communities with expanding or upgrading their infrastructure to accommodate businesses that have made a firm commitment to create jobs and invest in the community. Eligible activities include improvements to public facilities such as water systems, sewerage systems, and roads, and that as a result will induce the business(es) to create additional jobs and to invest in the community.

Regional Business Fund Program (RBF)

The RBF program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. Low interest loan repayments are utilized to finance additional economic development projects within the community. Eligible activities include construction and expansion, working capital, and acquisition of existing businesses, land, buildings, and equipment, but not refinancing.

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 in Wisconsin and thus create or retain jobs.

Economic Development Goals, Objectives, Programs, Policies & Actions

Goal 1: Utilize local economic strengths to contribute to success of new business.

Objectives

1. Designate available land that is near the highways, Interstate, and has access to utilities for commercial and industrial development.
2. Promote Chippewa Valley Technical College and UW-Stout students as a unique workforce.
3. Highlight the successes of various local businesses to encourage confidence in development in the area.
4. Attract buyers from Eau Claire and surrounding towns.

5. Encourage “spin off” businesses to utilize existing businesses and infrastructure to reduce costs and promote growth.

Programs, Policies, and Actions

1. Maintain and update the City’s Land Sale Policy when necessary.
2. Promote grant funding and Revolving Loan Funds (RLF) to those eligible.
3. Encourage the use of the “business incubator” to utilize UW-Stout’s resources and share resources for new start-up businesses.
4. Use tools and organizations such as TIF Districts, Dunn County EDC, and the Greater Menomonie Development Corporation to assist new businesses.

Goal 2: Attract additional retailers/industry and retain existing ones.

Objectives

1. Support increased local retail options.

Programs, Policies, and Actions

1. Create development incentives that attract new businesses.
2. Continue to work with area groups to implement the downtown redevelopment plan.
3. Promote redevelopment of buildings.
4. Develop retention and recruitment plan for commercial and industrial property.
5. Work with the Dunn County EDC to market vacant properties and buildings.

Goal 3: Encourage business and industry that meet community goals.

Objectives

1. Discuss water and sewer usage with incoming business and industry.
2. Support clean industry and businesses.
3. Redevelop blighted areas.

Programs, Policies, and Actions

1. Periodically review the industrial needs of the City to determine if more land will be needed to attract new businesses.
2. Identify redevelopment areas and develop standards and incentives to promote specific redevelopment needs.
3. Recruit and assist businesses that pay employee benefits.

Goal 4: Beautify and enhance existing commercial areas and new development.

Objectives

1. Reduce the amount of paved surface in parking lots over a certain size
2. Create a harmonious appearance amongst commercial development sites.
3. Create more street and pedestrian friendly entrances into the community.

Programs, Policies, and Actions

1. Review and revise the City’s landscaping ordinance as needed.
2. Develop a design handbook and standards for new businesses in order to increase local businesses “curb appeal.”
3. Assist infill of vacant areas and redevelopment of brownfield areas.
4. Review and revise parking lot standards to reduce parking requirements specified in the municipal code as needed.

5. Look for opportunities to incorporate local transit and bicycle parking in commercial areas.

Goal 5: Continue to enhance the appearance of the Downtown Historic District.

Objectives

1. Attract a variety of businesses and improve the facades of buildings.

Programs, Policies, and Actions

1. Continue to promote the Façade Program as a way to implement downtown improvements.
2. Work with building owners and developers on downtown projects to ensure that redevelopment preserves and enhances the historic nature of the district.

Goal 6: Expand and promote tourism that enhances the City's connections to natural resources and integrates local history with industrial sites.

Objectives

1. Encourage the use of the Red Cedar Trail and Junction Trail.
2. Improve signage to tourism locations.
3. Increase connections to the river and lake.

Programs, Policies, and Actions

1. Continue extending the Junction Trail corridor and look for potential ways to expand the system.
2. Create a wayfinding system throughout the City.
3. Continue to promote the natural resources of the area to increase tourism.
4. Work with other agencies in improving the water quality of Lake Menomin.
5. Support the Menomonie Chamber of Commerce's efforts to promote bicycling in the area.

Goal 7: Soften the boundaries between commercial and residential areas.

Objectives

1. Promote new human scale development that follows the stylistic appearance of surrounding residential properties.
2. Reduce and eliminate light pollution of commercial areas in neighborhoods.
3. Reduce street frontage of parking lots near neighborhoods and housing.
4. Review and revise the City's Neighborhood Office District zoning classification when necessary.
5. Review and revise City regulations for landscape and buffer requirements when necessary.

Programs, Policies, and Actions

1. Develop design standards for new businesses to incorporate into their building, landscape, and parking lot designs.