



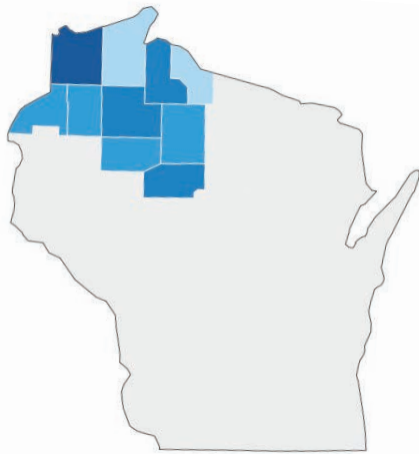
# RISE

**Regional Insights on the Economy**

*Northwest Wisconsin, 2016*

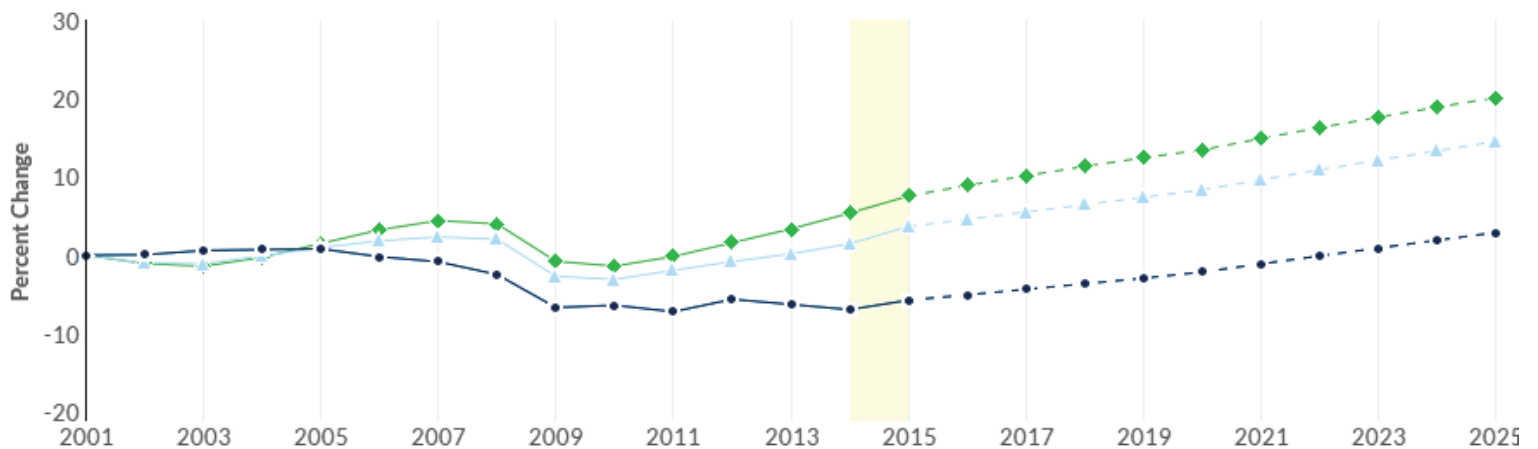


# The Regional Economy - A Snapshot



Population (2015)	176,311
Jobs (2015)	65,034
Average Earnings (2015)	\$44,956
Unemployed (11/2015)	3,827
Completions (2014)	2,467
GRP (2013)	\$6,403,476,011
Exports (2013)	\$10,556,552,049
Imports (2013)	\$10,819,175,627

## Regional Trends



	Region	2014 Jobs	2015 Jobs	Change	% Change
•	NW Region	64,205	65,034	829	1.3%
•	State	2,757,418	2,816,946	59,528	2.2%
•	Nation	136,603,124	139,427,799	2,824,675	2.1%

## 2015 Age Cohort Demographics

•	Under 20 years	39,178	22.2%	
•	20 to 39 years	35,415	20.1%	
•	40 to 59 years	49,239	27.9%	
•	60 to 79 years	43,134	24.5%	
•	80 years and over	9,345	5.3%	



## Educational Attainment



Education Level	2015 Population	2015 Percent
Less Than 9th Grade	4,875	3.8%
9th Grade to 12th Grade	9,531	7.4%
High School Diploma	49,945	39.0%
Some College	28,725	22.4%
Associate's Degree	12,070	9.4%
Bachelor's Degree	15,973	12.5%
Graduate Degree and Higher	7,038	5.5%

## Job Growth

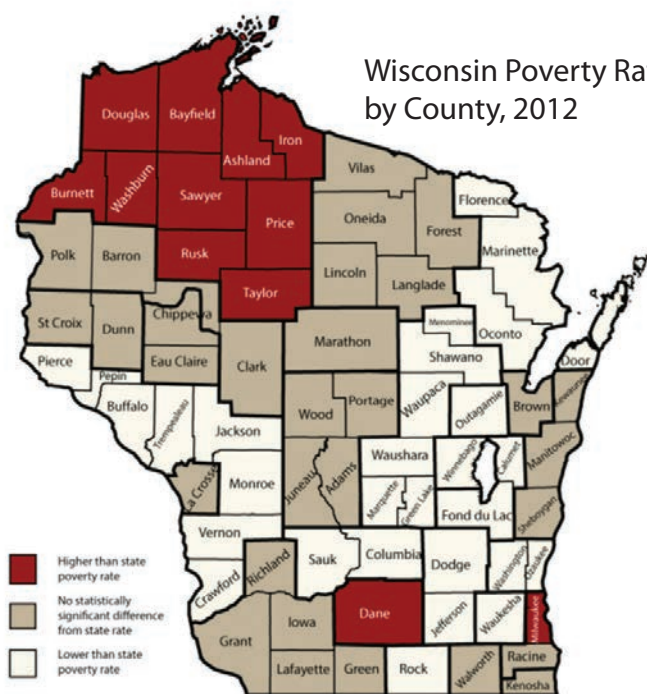
The Wisconsin Department of Workforce Development projects 4.75 percent job growth in northwest Wisconsin between 2012 and 2022. Of the 3,329 new jobs created in the region, most are projected to occur within Education and Health Services (927), Professional and Business Services (790) and Manufacturing (567). Projected job growth in the region is anticipated to be largely driven by job openings due to replacements, or job openings due to vacancies created by retirement or occupation transitions. With an aging population, occupational growth in Northwest Wisconsin will be largely fueled by the loss of workers due to retirement. Of the average annual openings forecast through 2022, 78.8 percent (2,103 openings) are expected to be due to replacement, with only 21.2 percent (444 openings), due to growth. On the basis of job creation, the Health Care and Social Assistance sector is forecast to add 1,457 jobs, the most of any industry in the region. The number of manufacturing jobs is expected to grow by 5 percent, from 11,861 in 2015 to 12,466 in 2025. The third largest growing sector, in terms of jobs is Accommodation and Food Services, which is anticipated to grow by 9 percent, from 6,809 to 7,406 jobs during the next decade. The largest industry in the region in terms of jobs is Government, which is expected to remain flat through 2025.

## Poverty

### County Poverty Rates

	2010	2011	2012	2013
Ashland	18.6%	19.1%	17.5%	18.8%
Bayfield	12.3%	13.3%	13.3%	13.5%
Burnett	18.5%	17.8%	16.7%	17.1%
Douglas	12.8%	12.9%	15.7%	15.1%
Iron	13.8%	15.8%	13.1%	16.4%
Price	11.8%	13.0%	13.9%	15.9%
Rusk	16.4%	17.1%	17.8%	18.7%
Sawyer	20.1%	18.8%	15.5%	18.8%
Taylor	12.3%	12.5%	15.9%	13.9%
Washburn	13.1%	12.1%	13.5%	13.8%
NW Region	15.0%	15.2%	15.3%	16.2%
Wisconsin	11.6%	12.0%	13.2%	13.3%
US	13.8%	14.3%	16.3%	15.9%

Wisconsin Poverty Rates by County, 2012



Source: IRP tabulations using 2012 American Community Survey data.

Note: WPM = Wisconsin Poverty Measure.



**Visions Northwest**, forming in 2012, is the youngest of nine Regional Economic Development Organizations in the State of Wisconsin. Visions Northwest is eligible to receive funding under the umbrella of the Wisconsin Business Innovation Corporation's IRS 501(C)(3) charter to address the development needs of regional projects and support regional economic development in Northwest Wisconsin. The geographical boundary of Visions Northwest encompasses the ten Northwest Wisconsin Counties of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn; and includes the five Indian Tribes of Bad River, Lac Courte Oreilles, Lac du Flambeau, Red Cliff and the St. Croix Chippewa Community. Visions Northwest board members represent local and county economic development, tribes, education, chambers of commerce, workforce development, and the private and public sector.

Since its inception in 2012, Visions Northwest has developed partnerships in economic development by serving as the unifying group to coordinate efforts throughout the region. In 2013, Visions Northwest assumed the role as the Comprehensive Economic Development Strategy (CEDS) Committee for the Northwest Regional Planning Commission's (NWRPC) Economic Development District (EDD). The 10-county EDD was designated by the Economic Development Administration (EDA) in 1973. The EDA requires the completion of a short-term 5-year CEDS to be updated annually for all federally recognized EDDs. The CEDS Strategy Committee uses a variety of assessment tools that shape the regional development and goals and objectives that drive the regional CEDS. The 2015-2019 "Vision for Prosperity" can be viewed at [www.nwrpc.com/ceds](http://www.nwrpc.com/ceds). The vision focuses on three regional priorities that constitute the foundation for economic development activities in the Northwest Region over the next five years. The priorities, ranked in order of importance are:


1. Infrastructure Needs Analysis and Funding
2. High Potential Workforce Attraction and Retention Strategies
3. Expand Wood Products Potential

In 2015, Visions Northwest partnered with the Northwest Wisconsin Workforce Investment Board (NWWIB), UW-Superior's Department of Business and Economics, and the Wisconsin Economic Development Corporation (WEDC), which provided the funding for the project, to create the Northwest Wisconsin Skills Gap Analysis of the labor market in the region. The analysis can be found on the NWWIB website at <http://www.nwwib.com/>. Visions Northwest has also been awarded a Capacity Building Grant from the WEDC to contract with Northwest Regional Planning Commission to complete an inventory and evaluation of existing natural gas, sewer and water, and broadband in the Northwest Wisconsin Region. The goal of this study is to gain an understanding of existing infrastructure conditions and how these conditions could impact and possibly restrict future economic development throughout the region.

In 2016 and beyond, Visions Northwest intends to continue to build and nurture its partnerships while striving to support and advance economic development throughout the region. The board will continue to serve as the CEDS committee and will monitor progress annually toward meeting the strategy.

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The **Northwest Wisconsin Workforce Investment Board** (NWWIB) is a regional body charged with oversight of the regional Wisconsin Job Centers and the employment and training programs that comprise the workforce development system in 10 counties of northwest Wisconsin: Ashland, Bayfield, Burnett, Douglas, Price, Iron, Rusk, Sawyer, Taylor, and Washburn. The regional board, comprised of business leaders and workforce development professionals, is the regional body who governs the Workforce Innovation and Opportunity Act and is committed to creating a competitive workforce that meets the changing needs of the citizens and businesses of our area.



The NWWIB uses a "one-stop shopping" approach to addressing workforce development issues. The board cuts across the disciplines of economic development, education, and employment and training programs. The regional board understands that coordination of the disciplines is absolutely necessary to create a systemic delivery of services. Committees are in place to ensure that all critical elements of workforce development have a strong regional voice.

#### ***Our Mission***

The Northwest Wisconsin Workforce Investment Board will create, and continue to improve, an innovative and quality strategic direction for the regional workforce development system.


#### ***Our Vision***

Northwest Wisconsin will have a system that employers, workers, job seekers, and taxpayers will value as the system of choice for their workforce development needs.



The role of the Northwest Wisconsin Workforce Investment Board (NWWIB) is that of a coordinating, planning, and collaborating entity resulting in a workforce system that is flexible, seamless, and responsive to the dual needs of job seekers and employers.

The board is committed to seeking out best practices and developing strategic initiatives that will lead to economic self-sufficiency for residents of our region. We actively work to support local businesses by collaborating with them to create a talent pipeline for a knowledge-based economy. We are always seeking private sector business members who want to become involved in the workforce development activities in our region and are interested in serving. As a workforce development board, NWWIB strives to create a training and employment system that involves education, economic development, prospective training operators, area employers, employees, workers, and job seekers.



Contact: Mari Kay-Nabozby, Chief Executive Officer  
715-682-9141 | [mari@nwwib.com](mailto:mari@nwwib.com)



**Northwest Wisconsin Educators for Regional Development (NorthWERD)** is a nine-member consortium of regional educators K-16+ serving as a resource for economic research connected with education. NorthWERD is a rapid response educational resource for economic and community development projects. The consortium is focused on creating career pathways relevant to regional needs.

***Who is involved?***

Three 4-year institutions: UW Superior, Northland College, UW-Stout

Two technical colleges: WITC, Northcentral Technical College

Two 2-year institutions: UW-Barron County, LCO Community College

UW-Extension

Cooperative Education Service Agency (CESA) #12



**Purpose**

To continue a conversation among northwest Wisconsin educators who are involved in strategic initiatives and collaborations for educational attainment and economic development.

**Vision**

The Northwest Wisconsin Educators for Regional Development (NorthWERD) promotes innovation and takes action to provide more seamless opportunities for educational attainment and career preparation. By creating connections and eliminating barriers amongst the NorthWERD partners, we will build educational bridges to the future for the citizens, communities and regional economy of greater northwest Wisconsin.

Contact: Dr. Renée Wachter, Chancellor UW-Superior  
715-394-8221 | [rwachter@uwsuper.edu](mailto:rwachter@uwsuper.edu)

Notes:

## Ashland County

Ashland Area Development: [www.ashlandareadevelopment.com](http://www.ashlandareadevelopment.com)  
Ashland Area Chamber of Commerce: [www.visitashland.com](http://www.visitashland.com)  
Mellen Area Chamber of Commerce: [www.mellenwi.com](http://www.mellenwi.com)  
Butternut Area Business Alliance: [www.butternutwi.com/baba.html](http://www.butternutwi.com/baba.html)  
Glidden Area Business Assistance: [www.glidden.org/glidden](http://www.glidden.org/glidden)

## Bayfield County

Bayfield County Economic Development: [www.bayfieldcountyedc.com](http://www.bayfieldcountyedc.com)  
Cornucopia Business Association: [www.cornucopiawisconsin.net/businesses](http://www.cornucopiawisconsin.net/businesses)  
Herbster Community Club: [www.herbsterwisconsin.com/index.htm](http://www.herbsterwisconsin.com/index.htm)  
Iron River Chamber of Commerce: [www.visitironriver.com](http://www.visitironriver.com)  
Washburn Area Chamber of Commerce: [www.washburnchamber.com](http://www.washburnchamber.com)  
Port Wing Area Business Association: [www.portwingwi.com](http://www.portwingwi.com)  
Bayfield Chamber & Visitor Bureau: [www.bayfield.org](http://www.bayfield.org)  
Madeline Island Chamber of Commerce: [www.madelineisland.com](http://www.madelineisland.com)  
Cable Area Chamber of Commerce: [www.cable4fun.com](http://www.cable4fun.com)

## Burnett County:

Burnett County Development: [www.burnettcounty.com/index.aspx?NID=118](http://www.burnettcounty.com/index.aspx?NID=118)  
Grantsburg Area Chamber of Commerce: [www.grantsburgchamber.com](http://www.grantsburgchamber.com)  
Siren Chamber of Commerce, Inc.: [www.visitsiren.com](http://www.visitsiren.com)  
Webster Chamber of Commerce: [www.websterwisconsin.com](http://www.websterwisconsin.com)

## Douglas County:

The Development Association: [www.wegrowbiz.org](http://www.wegrowbiz.org)  
Solon Springs Development Commission: [www.solonsprings.net/development.html](http://www.solonsprings.net/development.html)  
The Chamber: [www.superiorchamber.org](http://www.superiorchamber.org)

## Iron County:

Iron County Development: [www.ironcountywi.com](http://www.ironcountywi.com)  
Mercer Chamber of Commerce: [www.mercercc.com](http://www.mercercc.com)  
Hurley Chamber of Commerce: [www.hurleywi.com](http://www.hurleywi.com)

## Price County:

Price County Economic Development Association: [www.priceiseverything.com](http://www.priceiseverything.com)  
Prentice Industrial Development Corporation: [www.vil.prentice.wi.gov/departments/industrial](http://www.vil.prentice.wi.gov/departments/industrial)  
Park Falls Area Chamber of Commerce: [www.parkfalls.com](http://www.parkfalls.com)  
Phillips Area Chamber of Commerce: [www.phillipswisconsin.net](http://www.phillipswisconsin.net)

## Rusk County:

Rusk County Development: [www.inruskcounty.com](http://www.inruskcounty.com)  
Greater Ladysmith Area Chamber of Commerce: [www.ladysmithchamber.com](http://www.ladysmithchamber.com)

## Sawyer County:

Winter Area Chamber of Commerce: [www.winterwi.com](http://www.winterwi.com)  
Hayward Area Chamber of Commerce: [www.haywardareachamber.com](http://www.haywardareachamber.com)  
Sawyer County UW-Extension: [www.sawyer.uwex.edu/community-development](http://www.sawyer.uwex.edu/community-development)

## Taylor County:

Medford Chamber of Commerce Board: [www.medfordchamber.org](http://www.medfordchamber.org)  
Taylor County UW-Extension: [www.taylor.uwex.edu/community-development](http://www.taylor.uwex.edu/community-development)

## Washburn County:

Washburn County Economic Development: [www.washburncodevelopment.com](http://www.washburncodevelopment.com)  
Spoooner Area Chamber of Commerce: [www.spoonerchamber.org](http://www.spoonerchamber.org)  
Shell Lake Chamber of Commerce: [www.shelllake.org](http://www.shelllake.org)  
Minong Area Chamber of Commerce: [www.minongchamber.com](http://www.minongchamber.com)  
Birchwood Area Chamber of Commerce: [www.birchwoodwi.com](http://www.birchwoodwi.com)  
Stone Lake Chamber of Commerce: [www.stonelakewi.com/home](http://www.stonelakewi.com/home)

# GET IN TOUCH

### Regional

Visions Northwest  
[www.visionsnorthwest.org](http://www.visionsnorthwest.org)  
Northwest Regional Planning Commission  
[www.nwrpc.com](http://www.nwrpc.com)  
NW WI Workforce Investment Board  
[www.nwwib.com](http://www.nwwib.com)  
NW WI Educators for Regional Development  
[www.northwerd.org](http://www.northwerd.org)

### Statewide

WI Economic Development Corporation  
[www.wedc.org](http://www.wedc.org)  
WI Manufacturers and Commerce  
[www.wmc.org](http://www.wmc.org)

