

City of Black River Falls Profile

Jackson County, WI

POPULATION

| | 1970 | 1980 | 1990 | 2000 | 2010 |
|---------------------------|-----------|-----------|-----------|-----------|-----------|
| City of Black River Falls | 3,273 | 3,434 | 3,490 | 3,618 | 3,622 |
| County of Jackson | 15,325 | 16,831 | 16,588 | 19,100 | 20,449 |
| State of Wisconsin | 4,417,821 | 4,705,642 | 4,891,599 | 5,363,675 | 5,686,986 |

Source: U.S. Census Bureau

HOUSING UNITS

| | 1970 | 1980 | 1990 | 2000 | 2010 |
|---------------------------|-----------|-----------|-----------|-----------|-----------|
| City of Black River Falls | 1,184 | 1,436 | 1,547 | 1,679 | 1,732 |
| County of Jackson | 5,649 | 6,975 | 7,627 | 8,029 | 9,727 |
| State of Wisconsin | 1,472,332 | 1,863,897 | 2,055,676 | 2,321,144 | 2,624,358 |

Source: U.S. Census Bureau

REAL ESTATE EQUALIZED VALUES

Millions of Dollars

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|------------------------------|---------|---------|---------|---------|---------|
| City of Black River Falls \$ | 184 | 206 | 205 | 220 | 217 |
| County of Jackson \$ | 1,149 | 1,241 | 1,336 | 1,392 | 1,384 |
| State of Wisconsin \$ | 458,541 | 486,959 | 502,446 | 499,856 | 483,967 |

Source: State of Wisconsin Department of Revenue

PER CAPITA PERSONAL INCOME

| | 2005 | 2006 | 2007 | 2008 | 2009 |
|-----------------------|--------|--------|--------|--------|--------|
| County of Jackson \$ | 27,579 | 28,854 | 30,736 | 31,863 | 31,880 |
| State of Wisconsin \$ | 33,664 | 35,637 | 36,891 | 37,905 | 37,373 |
| United States \$ | 35,424 | 37,698 | 39,461 | 40,674 | 39,635 |

Source: U.S. Department of Commerce

UNEMPLOYMENT TRENDS

| | 2007 | 2008 | 2009 | 2010 |
|------------------------------------|-------|-------|-------|-------|
| Jackson County Labor Force | 9,898 | 9,777 | 9,982 | 9,596 |
| Number Employed | 9,352 | 9,222 | 9,078 | 8,737 |
| Number Unemployed | 546 | 555 | 904 | 859 |
| Jackson County Unemployment Rate % | 5.5 | 5.7 | 9.1 | 9 |
| Wisconsin Unemployment Rate % | 4.8 | 4.9 | 8.7 | 8.3 |
| U.S. Unemployment Rate % | 4.8 | 4.9 | 9.3 | 9.6 |

Source: State of Wisconsin Department of Workforce Development



TRANSPORTATION

-Highways-

State Highways 54, 27 (0 miles)

US Highways 12 (0 miles)

Interstates 94 (0 miles)

-Rail-

Union Pacific

-Air-

Local Airport: Black River Falls Municipal

Nearest Sched Transport: La Crosse Municipal Airport

Delta, American

Mileage to Local Airport: 3 miles

Mileage to Nearest Sched Transport: 45 miles

-Water-

Nearest public use terminal - La Crosse, WI

City of Black River Falls Profile

Jackson County, WI

UTILITIES

-Electricity-

Provider: Black River Falls Municipal Utility Jackson Electric Cooperative
 Contact: (715) 284-9463 (715) 284-5385

-Natural Gas-

Provider: We Energies
 Contact: (800) 242-9137

-Water System 2010-

Provider: Municipal Act'l Cap (GPM): 2,000
 No of Wells: 4 Ground Storage: 500,000
 Elev Storage: 400,000

-Wastewater Treatment Facility 2009-

Provider: C. Black River Falls Construction Date: 1973
 Compliance Maintenance Annual Report Grade Point Average (GPA): 3.81

| Grade Pts | Meaning | Response Range | Grade Pts | Meaning | Response Range |
|-----------|--------------|----------------|-----------|---------|----------------|
| 4 | Good | Voluntary | 1 | Poor | Action |
| 3 | Satisfactory | Voluntary | 0 | Fail | Action |
| 2 | Marginal | Recommendation | | | |

-Telecommunications-

Provider(s): CenturyLink
 Contact(s) Residential: (877) 290-5458
 Contact(s) Business: (877) 365-0045
 Fiberoptics: CenturyLink
 Contact(s) Residential: (800) 366-8201
 Contact(s) Business: (800) 365-0045

-Solid Waste-

Provider(s): Superior Services
 Contact(s): (888) 749-1700
 Recycling Provider: City of Black River Falls (715) 284-5514

2010 TAXES

-Local Property Taxes-

2010 Effective Full Value Rate/\$1000: 23.51
 2010 Real and Pers Property Full Value: 237,123,500
 Tax on machinery, equip inventory: Exempt
 County Sales Tax %: 0.50

-State Taxes-

Sales Tax %: 5.0%
 Corporate Income Tax %: 7.90%
 Gasoline Tax \$: .329 gallon
 Personal Income Tax: 4.6% - 7.75% (married filing jointly)
 Capital Gains Tax: 30% Exemption, 60% Exemp. Farm Assets, Exemptions for investment in WI businesses, go to: www.revenue.wi.gov

EMPLOYMENT BY INDUSTRY - 2000

| | |
|--|-------------|
| Agriculture, Forestry, Fishing/Hunting, Mining: | 60 |
| Construction: | 107 |
| Manufacturing: | 172 |
| Wholesale Trade: | 7 |
| Retail Trade: | 210 |
| Transportation and Warehousing and Utilities: | 77 |
| Information: | 6 |
| Finance, Ins, Real Estate, Rental/leasing: | 78 |
| Prof, Scientific, Mgt, Admin and Waste Mgt Serv: | 59 |
| Educational, Health Social Serv: | 440 |
| Arts, Entertain, Rec, Accom and Food Serv: | 228 |
| Other Services (except public admin): | 87 |
| Public Admin: | 98 |
| Total Employment by Industry | 1629 |

Source: U.S. Census Bureau

2009 WAGE ESTIMATES

| | Average | Experienced |
|---|---------|-------------|
| Office clerks, general: | 12.01 | 13.80 |
| *Welders, Cutters, and Welder Fitters: | 16.75 | 18.39 |
| Truck Drivers, heavy and tractor trailer: | 17.96 | 19.68 |
| Computer Support Specialists: | 18.49 | 21.35 |
| Construction Laborers: | 15.75 | 18.60 |
| Mgrs, all other (wide variety, wages estimates are variable): | 32.26 | 36.49 |
| Mtce Workers, Machinery: | 16.62 | 18.32 |
| *Janitors and cleaners, except maids and hskkeeping: | 11.53 | 13.53 |
| Licensed Practical and Vocational Nurses: | 16.86 | 18.84 |
| Retail Salespersons: | 11.23 | 13.12 |

*Occupation data not available, data shown reflects nearest match to occupation.

Source: Wis. Dept. of Workforce Development

EDUCATION AND HEALTH CARE

| 2009-2010 | County | State |
|------------------------------|-------------------------------|-------|
| High School Drop Out Rate %: | 0.80 | 1.60 |
| Voch Tech: | Western Wis Tech, 50 mi | |
| University(s): | UW La Crosse & Viterbo, 50 mi | |
| Hospital(s): | Black River Falls | |

-LOCAL CONTACT-

Name: William Arndt, City Clerk/Treas.
 Address: 101 S Second
 City, State, and Zip: Black River Falls, WI 54615
 Telephone: (715) 284-5514 Email:

-REGIONAL CONTACT-

Mississippi River Regional Planning Commission
 1707 Main Street, Suite 435 La Crosse, WI 54601
 Telephone: 608-785-9396 Fax: 608-785-9394
 Email: plan@mrrpc.com Website: www.mrrpc.com