

City of La Crosse Profile

La Crosse County, WI

POPULATION

	1970	1980	1990	2000	2010
City of La Crosse	50,286	48,347	51,120	51,818	51,320
County of La Crosse	80,468	91,056	97,892	107,120	114,638
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 La Crosse	16,573	18,757	20,980	22,233	22,628
County of La Crosse	25,433	33,277	38,227	43,480	48,402
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 La Crosse \$	2764	2920	2940	2971	2,937
County of La Crosse \$	6,888	7,378	7,497	7,688	7,641
State of Wisconsin \$	458,541	486,959	502,446	499,856	483,967

Source: State of Wisconsin Department of Revenue

PER CAPITA PERSONAL INCOME

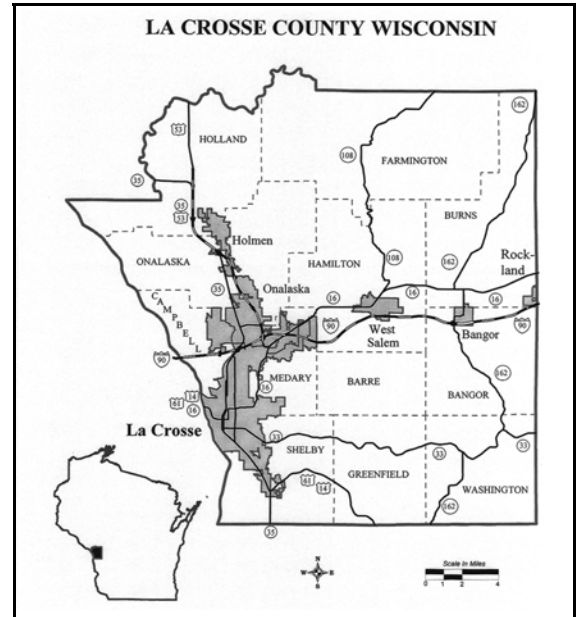
	2005	2006	2007	2008	2009
County of La Crosse \$	31,060	32,761	33,958	35,370	35,682
State of Wisconsin \$	33,664	35,637	36,891	37,905	37,373
United States \$	35,424	37,698	39,461	40,674	39,635

Source: U.S. Department of Commerce

UNEMPLOYMENT TRENDS

	2007	2008	2009	2010
La Crosse County Labor Force	64,684	65,261	65,978	65,652
Number Employed	62,208	62,700	61,503	61,516
Number Unemployed	2,476	2,561	4,475	4,136
La Crosse County Unemployment Rate %	3.8	3.9	6.8	6.3
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 16, 33, 35 (0 miles)

US Highways 14, 53, 61 (0 miles)

Interstates 90 (0 miles)

-Rail-

Canadian Pacific, Union Pacific, Burlington Northern Santa Fe; Amtrak

-Air-

Local Airport: La Crosse Municipal

Nearest Sched Transport: La Crosse Municipal Airport

Delta, American

Mileage to Local Airport: 0 miles

Mileage to Nearest Sched Transport: 0 miles

-Water-

12 barge terminals located on the Black and Mississippi Rivers

UTILITIES

-Electricity-

Provider: Xcel Energy
 Contact: (800) 895-4999

-Natural Gas-

Provider: Xcel Energy
 Contact: (800) 895-4999

-Water System 2010-

Provider: Municipal Act'l Cap (GPM): 29,684
 No of Wells: 13 Ground Storage:
 Elev Storage: 0

-Wastewater Treatment Facility 2009-

Provider: C. La Crosse Construction Date: 1972
 Compliance Maintenance Annual Report Grade Point Average (GPA):

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 Charter
 Contact(s) Residential: (877) 290-5458 (800) 581-0081
 Contact(s) Business: (877) 365-0045 (800) 581-0081
 Fiberoptics: CenturyLink
 Contact(s) Residential: (800) 366-8201
 Contact(s) Business: (800) 365-0045

-Solid Waste-

Provider(s): Waste Management
 Contact(s): (608) 784-1095
 Recycling Provider: Waste Management (608) 785-1095

2010 TAXES

-Local Property Taxes-

2010 Effective Full Value Rate/\$1000: 28.12
 2010 Real and Pers Property Full Value: 3,125,836,800
 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:	91
Construction:	1283
Manufacturing:	3767
Wholesale Trade:	942
Retail Trade:	4139
Transportation and Warehousing and Utilities:	878
Information:	767
Finance, Ins, Real Estate, Rental/leasing:	1514
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	1690
Educational, Health Social Serv:	6625
Arts, Entertain, Rec, Accom and Food Serv:	3256
Other Services (except public admin):	973
Public Admin:	836
Total Employment by Industry	26761

Source: U.S. Census Bureau

2009 WAGE ESTIMATES

	Average	Experienced
Office clerks, general:	11.85	13.44
*Welders, Cutters, and Welder Fitters:	16.13	16.93
Truck Drivers, heavy and tractor trailer:	16.32	17.94
Computer Support Specialists:	16.73	19.28
Construction Laborers:	15.10	17.80
Mgrs, all other (wide variety, wages estimates are variable):	31.23	35.73
Mtce Workers, Machinery:	17.26	20.18
*Janitors and cleaners, except maids and hskkeeping:	11.63	13.27
Licensed Practical and Vocational Nurses:	17.55	18.84
Retail Salespersons:	11.30	13.27

*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 %:	0.56	1.60
Voch Tech:	Western Wis Tech, 0 mi	
University(s):	UW La Crosse & Viterbo, 0 mi	
Hospital(s):	La Crosse	

-LOCAL CONTACT-

Name: La Crosse Area Develop. Corp.
 Address: 712 Main Street
 City, State, and Zip: La Crosse, WI 54601
 Telephone: (608) 785-5488 Email: ladco@centurytel.net

-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