

City of Viroqua Profile

Vernon County, WI

POPULATION

| | 1970 | 1980 | 1990 | 2000 | 2010 |
|--------------------|-----------|-----------|-----------|-----------|-----------|
| City of Viroqua | 3,739 | 3,716 | 3,922 | 4,335 | 4,362 |
| County of Vernon | 24,557 | 25,642 | 25,617 | 28,056 | 29,773 |
| 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 Viroqua | 1,429 | 1,672 | 1,870 | 2,105 | 2,208 |
| County of Vernon | 8,448 | 10,141 | 10,830 | 12,416 | 13,720 |
| 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 Viroqua \$ | 212 | 226 | 231 | 237 | 230 |
| County of Vernon \$ | 1,480 | 1,637 | 1,719 | 1,767 | 1,758 |
| State of Wisconsin \$ | 458,541 | 486,959 | 502,446 | 499,856 | 483,967 |

Source: State of Wisconsin Department of Revenue

PER CAPITA PERSONAL INCOME

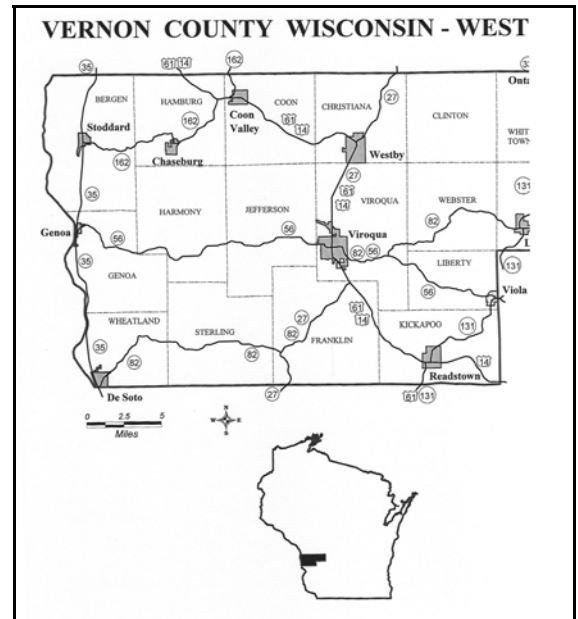
| | 2005 | 2006 | 2007 | 2008 | 2009 |
|-----------------------|--------|--------|--------|--------|--------|
| County of Vernon \$ | 24,004 | 25,568 | 26,941 | 27,815 | 27,934 |
| State of Wisconsin \$ | 33,664 | 35,637 | 36,891 | 37,905 | 37,373 |
| United States \$ | 35,424 | 37,698 | 39,461 | 40,674 | 39,635 |

Source: U.S. Department of Commerce

UNEMPLOYMENT TRENDS

| | 2007 | 2008 | 2009 | 2010 |
|-----------------------------------|--------|--------|--------|--------|
| Vernon County Labor Force | 14,269 | 14,639 | 15,247 | 15,067 |
| Number Employed | 13,544 | 13,925 | 14,035 | 13,926 |
| Number Unemployed | 725 | 714 | 1,212 | 1,141 |
| Vernon County Unemployment Rate % | 5.1 | 4.9 | 7.9 | 7.6 |
| 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 56 (0 Miles) 82 (5 miles)

US Highways 14/61 (0 miles)

Interstates 90 (35 miles)

-Rail-

Canadian Pacific and Burlington Northern Santa Fe

-Air-

Local Airport: Viroqua Municipal

Nearest Sched Transport: La Crosse Municipal

Delta, American

Mileage to Local Airport: 0 miles

Mileage to Nearest Sched Transport: 38 miles

-Water-

Nearest available public use port is located in La Crosse. Dairyland Power Co-op dock at Genoa.

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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): 1,500
 No of Wells: 3 Ground Storage: 0
 Elev Storage: 500,000

-Wastewater Treatment Facility 2009-

Provider: C. Viroqua Construction Date: 1979
 Compliance Maintenance Annual Report Grade Point Average (GPA): 3.22

| 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): Vernon Telephone Co
 Contact(s) Residential: (608) 637-2111
 Contact(s) Business: (608) 637-2111
 Fiberoptics: Vernon Telephone Company
 Contact(s) Residential: (608) 637-2111
 Contact(s) Business: (608) 637-2111

-Solid Waste-

Provider(s): City of Viroqua
 Contact(s): (608) 637-7154
 Recycling Provider: City of Viroqua (608) 637-7154

2010 TAXES

-Local Property Taxes-

2010 Effective Full Value Rate/\$1000: 23.61
 2010 Real and Pers Property Full Value: 241,704,200
 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: | 29 |
| Construction: | 96 |
| Manufacturing: | 309 |
| Wholesale Trade: | 38 |
| Retail Trade: | 299 |
| Transportation and Warehousing and Utilities: | 54 |
| Information: | 35 |
| Finance, Ins, Real Estate, Rental/leasing: | 79 |
| Prof, Scientific, Mgt, Admin and Waste Mgt Serv: | 57 |
| Educational, Health Social Serv: | 583 |
| Arts, Entertain, Rec, Accom and Food Serv: | 142 |
| Other Services (except public admin): | 72 |
| Public Admin: | 119 |
| Total Employment by Industry | 1912 |

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 %: | 0.48 | 1.60 |
| Voch Tech: | Western Wis Tech, 34 mi | |
| University(s): | UW-La Crosse, Viterbo - 34 mi | |
| Hospital(s): | Viroqua, 0 mi | |

-LOCAL CONTACT-

Name: City Clerk
 Address: 202 N Main St
 City, State, and Zip: Viroqua, WI 54665
 Telephone: (608) 637-7154 Email: cityhall@mwat.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