

## **Economic Development**

### **6.1 Introduction**

The primary purpose of this element is to present background information about the local economy and its relationship to the region. This element also takes into consideration the residents' attitudes toward economic development.

### **6.2 Labor Force**

Statistics from the 2000 Census show there are a total of 1618 citizens living in the Town of Trempealeau. Of those 1618 citizens, 1209 are 18 years old or older. There are 922 citizens that are in the civilian labor force. The Census also shows that 883 were employed and 39 were unemployed.

There are 714 citizens of those employed, in the Town of Trempealeau, in the classification of private wage and salary workers or 80.9%; 101 of those employed are self-employed in their own not incorporated business; 63 of those employed are government workers and 5 unpaid family workers.

There are 1090 citizens living in the Town of Trempealeau who are 25 years of age and older. Of those 1090, citizens 941 have received their high school diploma. One hundred forty five of those citizens have obtained their Bachelor's Degree

### **6.3 Economic Base**

Manufacturing is the highest paying industry at an average wage \$35,360 per year. Not only is manufacturing the highest paying job but it also provides 40 percent of the jobs in the county. The financial activities industry follows by an average annual wage of \$30,742. The professional and business services are at \$28,193 followed by trade, transportation and utilities (\$27,868) and construction (\$27,572).

The Town is home to 2 manufacturing plants - Universal Truck Equipment, Inc and Composite Technologies, Inc. Universal employs 21 people with an average wage of \$14.00/hour as of 2008 and Composite also employs 20 people.

### **6.4 Current Business Inventory**

The Town of Trempealeau is located in the very southern end of the county. U.S. Highways 35, 54 and 93 intersect the town. It is easy for residents to travel to cities such as Galesville, Arcadia, Holmen, Onalaska, La Crosse, WI and Winona, MN. For general goods and services the residents of the Town of Trempealeau typically travel to La Crosse or Winona.

The majority of the town's economic activity comes from farming occupations. There are several large cash crop farmers, dairy farmers, chicken farm operators and fed cattle operations as well as 2 apple orchards and 2 fruit and vegetable stands.

Several delicious restaurants draw people from surrounding municipalities.

### **6.5 Attracting and Retaining Business and Industry**

The survey that was conducted in 1998 shows 27% of the residents strongly disagree with industrial development promoted. 38% of residents believe new growth should occur in and near cities. In the Land Use Element you will find the Town of Trempealeau has a commercial/industrial district along the U.S. Highway 54/93 and west along U.S. Highways 35/54 centered around the unincorporated area of Centerville. This is a good area for business and industry to locate since there are several businesses already in the area including a bank. The disadvantage is the town has an aging population.

### **6.6 Business Opportunities**

During the land use planning process the Town of Trempealeau has designated the area around the unincorporated area of Centerville as low impact commercial and light industrial uses provided they do not jeopardize the residential character of the area.

### **6.7 Targeted Business and Industry**

Many of the preferred types of businesses are generally small-scale employers in the light manufacturing sector and services sector. A number of preferred businesses would support and enhance the tourism activity and complement the existing businesses in the area. These types of businesses while generally compatible are not suitable in all locations. Therefore, areas are specifically identified in the future land use map that would be most appropriate for them.

### **6.8 Program Assistance**

There are many programs that assist in economic development of communities at the federal and state level. Some of those programs are: Public Works and Economic Development Program, Economic Adjustment Assistance Program, and Community Development Block Grant for Economic Development (CDBG-ED). There are many more programs that can be found on the Wisconsin Department of Commerce website.

### **6.9 Economic Development Goals, Objectives and Actions**

A set of recommended goals, objectives, and action-plans has been developed to assist in the overall economic development efforts of the town.

Goal: Economic development activities, which provide for a healthy, diversified, and sound economy.

Objective 1: Promote entrepreneurship and the growth of small business within the town.

*Action: Determine what other businesses might be appropriate for the town.*

Objective 2: Encourage the development, clean-up, and redevelopment of abandoned sites with the town.

*Action: Support Trempealeau County Zoning in the on-going effort the clean-up junk areas.*

Objective 3: Coordinate with county and regional organizations relative to economic development.

*Action: Seek to concentrate new commercial development in the commercial areas identified on the future land use map.*

*Action: Search local, regional, state, and federal government agencies for financial resources available to meet the economic development plan.*