

ECONOMIC DEVELOPMENT

The economic development element includes goals, objectives, and actions to help guide the development of economic resources within the Town. This element also includes an assessment of local strengths and weaknesses with respect to attracting and retaining businesses.

GOAL 1
<p>Participate in ongoing efforts to promote economic growth in the region.</p> <p><i>Objective 1-1:</i> Define the types of business growth that are desired and appropriate in Shelby.</p> <p><i>Objective 1-2:</i> Define the types of business growth that are desired and appropriate in the Region.</p> <p><i>Objective 1-3:</i> Define, preserve, and enhance the unique aspects of Shelby that contribute to the overall quality of life and the region’s ability to attract and maintain businesses.</p>
ACTIONS
<p>Action 1: Promote sustainable development, energy conservation, and green building techniques in new commercial development.</p> <p>Action 2: Promote small commercial “cottage” business in allowed areas designated by this Comprehensive Plan.</p>

Education of Labor Force

Table 6.1 outlines the highest education attained by adults over age 25 in the Town. Just over 96% of all Town residents have completed high school. Over 47% of Shelby adults over the age of 25 have a bachelor’s or graduate/professional degree, which is higher than the County at 34.8%, City of La Crosse at 35.5%, and Town of Medary at 43%.

Table 6.1 Education Levels, 2019

	Less than 9 th grade (%)	9 th to 12 th grade, no diploma (%)	High School graduate – includes equivalency (%)	Some college, no degree (%)	Associate degree (%)	Bachelor’s degree (%)	Graduate or professional degree (%)
Town of Shelby	0.9	2.3	17.5	19.5	12.8	27.6	19.5
Town of Medary	1.5	1.8	22.3	18.0	13.4	26.0	17.0
City of La Crosse	2.0	4.1	26.3	20.6	11.5	22.2	13.3
La Crosse County	1.8	3.2	25.4	21.6	13.1	21.9	12.9

Source: 2019 American Community Survey 5 Year Estimates

Participation in Labor Force

Nearly 70 percent of the population over 16 years old is involved in the work force. Of those that are active in the labor force, 3.6% were without a job in 2019. The Town’s unemployment rate is higher than the County and Town of Medary but lower than the City of La Crosse.

Table 6.2 Workforce Participation, 2019

	Population 16 years and over	Labor Force Participation Rate	Employed	Armed Forces	Unemployment Rate
Town of Shelby	4,089	67.7%	65.3%	0.0%	3.6%
Town of Medary	1,458	68.0%	66.6%	0.0%	1.4%
City of La Crosse	44,650	66.0%	63.1%	0.1%	4.3%
La Crosse County	97,122	66.8%	64.4%	0.1%	2.4%

Source: 2019 American Community Survey 5 Year Estimates

Employment Statistics

Shelby’s labor force is largely employed through private companies. Statistics for the Town are very similar to that of the County and surrounding municipalities. Since 2000 there has been a decline from 16% to 10% of Shelby’s labor force working for the government. There has also been a decline in unemployment from 6% in 2000 to 3.4% in 2019.

Table 6.3 Employment by Employer Type, 2019

	Private Company	Government	Self- Employed	Unpaid Family Worker
Town of Shelby	86.6%	10.0%	3.4%	0.0%
Town of Medary	77.7%	15.6%	6.8%	0.0%
City of La Crosse	85.7%	11.6%	2.6%	0.2%
La Crosse County	83.9%	12.4%	3.5%	0.2%

Source: 2019 American Community Survey 5 Year Estimates

The industries with the largest increase in number of jobs from 2015 to 2020 in La Crosse County include Utilities (20%), Arts, Entertainment, and Recreation (15%), and Professional, Scientific, and Technical Services (12%). The highest earning industry in the County is Utilities with an average of \$130,670 per worker as depicted in Table 6.4.

Over 35% of employees are participating in education services/health care/social assistance occupations, which is also the most common occupation type within La Crosse County as found in Table 6.5. Retail trade is the second most frequent occupation, with just over 15% of Town residents participating in related occupations. 9.8% of the Town is in transportation/warehousing which is higher than the Town of Medary (5.5%), City of La Crosse (2.9%), and La Crosse County (4.4%).

Town of Shelby residents have the highest average household income (\$117,480) compared to the Town of Medary (\$98,648), City of La Crosse (\$63,591) and La Crosse County (\$79,705) in Table 6.6. The per capita income in the Town (\$52,448) is also higher than the other respective municipalities.

Table 6.4 La Crosse County Industries and Earnings

Industry	2015 Jobs	2020 Jobs	Change in Jobs	% Change in Jobs	2020 Earnings Per Worker
Utilities	368	442	74	20%	\$130,670
Management of Companies and Enterprises	1,699	1,387	-312	-18%	\$82,175
Information	928	878	-50	-5%	\$81,098
Professional, Scientific, and Technical Services	1,915	2,136	221	12%	\$79,945
Finance and Insurance	3,178	3,543	365	11%	\$78,408
Health Care and Social Assistance	14,306	15,098	792	6%	\$72,241
Wholesale Trade	3,511	3,451	-60	-2%	\$70,930
Transportation and Warehousing	2,570	2,861	291	11%	\$70,446
Construction	3,035	3,159	124	4%	\$67,024
Government	9,864	9,353	-511	-5%	\$64,479
Manufacturing	7,784	8,107	323	4%	\$63,711
Real Estate and Rental and Leasing	813	799	-14	-2%	\$49,040
Administrative and Support and Waste Management and Remediation Services	2,724	2,419	-305	-11%	\$41,483
Agriculture, Forestry, Fishing and Hunting	144	115	-29	-20%	\$36,894
Educational Services	1,757	1,825	68	4%	\$33,303
Retail Trade	8,366	8,069	-297	-4%	\$32,218
Other Services (except Public Administration)	3,677	4,131	454	12%	\$29,432
Arts, Entertainment, and Recreation	1,033	1,185	152	15%	\$23,136
Accommodation and Food Services	6,814	6,728	-86	-1%	\$18,065

Source: Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW) 2020

Table 6.5 Employment by Occupation

	Town of Shelby (%)	Town of Medary (%)	City of La Crosse (%)	La Crosse County (%)
Agriculture/Forestry/Fishing/Hunting/Mining	0.6	2.1	0.8	1.1
Construction	3.9	9.8	3.2	4.2
Manufacturing	6.0	11.7	10.4	11.7
Wholesale Trade	4.0	2.5	2.4	3.2
Retail Trade	15.8	10.5	13.2	13.7
Transportation/Warehousing	9.8	5.5	2.9	4.4
Information	2.5	0.5	1.8	1.9
Finance/Insurance/Real Estate	7.2	4.7	6.2	6.0
Professional/Scientific/Tech/Management	5.9	6.8	6.8	6.7
Educational Services/Health Care/Social Assistance	35.4	29.4	30.2	29.6
Arts/Entertainment/Recreation	3.9	6.7	15.7	10.3
Other Services (Excluding Public)	3.6	4.2	3.9	4.1
Public Administration	1.4	5.7	2.7	3.2

Source: 2019 American Community Survey 5 Year Estimates

Table 6.6 Households by Income

	Town of Shelby (%)	Town of Medary (%)	City of La Crosse (%)	La Crosse County (%)
<\$10,000	1.7	3.6	6.5	4.2
\$10,000-\$14,999	3.9	2.3	7.3	4.6

\$15,000-\$24,999	5.4	2.2	12.3	8.6
\$25,000-\$34,999	4.9	4.1	12.9	10.4
\$35,000-\$49,999	8.1	11.5	16.2	14.9
\$50,000-\$74,999	19.9	21.5	19.9	20.0
\$75,000-\$99,999	15.9	14.7	11.0	13.2
\$100,000-\$149,999	19.1	26.1	8.7	14.4
\$150,000-\$199,999	7.1	6.1	2.5	4.8
\$200,000+	14.1	8.0	2.7	4.8
Median Household Income	\$83,056	\$79,306	\$45,233	\$57,882
Average Household Income	\$117,480	\$98,648	\$63,591	\$79,705
Per Capita Income	\$52,448	\$36,829	\$26,827	\$32,565

Source: 2019 American Community Survey 5 Year Estimates

Economic Base

When considering economic base, it is important to look at regional economic drivers. Table 6.7 lists the top fifteen employers for La Crosse County in 2021. There are 7 employers in the County with over 1,000 employees. The remaining 8 have 500-999 employees.

Table 6.7 Top Employers in La Crosse County

Company	Number of Workers
Kwik Trip Inc.	1,000+
Gundersen Health System	1,000+
Mayo Clinic Health System	1,000+
Trane Inc.	1,000+
Reinhart Food Service	1,000+
Rottinghaus Company	1,000+
University of Wisconsin-La Crosse	1,000+
Dairyland Power Cooperative	500-999
Bethany St. Joseph	500-999
Logistics Health, Inc.	500-999
City Brewery	500-999
School District of La Crosse	500-999
Western Technical College	500-999

Walmart	500-999
JF Brennan Company Inc.	500-999

Source: Data Axle Reference Solution 2021, Emsi 2021

Commercial and Industrial Building Trends

Table 6.8 outlines where the industrial and business parks are located in La Crosse County. The table also provides the size of the parks and land availability as of 2020. There are currently no industrial parks located in the Town of Shelby.

Table 6.8 La Crosse County Industrial Parks 2020

County	Community	Name of Site	Date	# of Acres	Acres Sold	Acres for Sale	Zoning	Utilities to Site	Year Utilities Installed	Absorp. Rate acres/yr.
La Crosse	V Bangor	Bangor Indus. Park	2003	80	15	65	Industrial	No		<5
La Crosse	V Holmen	Holmen Indus. Park	1975	50	50	0	Industrial	Yes	1975	< 5
La Crosse	V Holmen	N Star Bus. Park	1997	21.5	21.5	0	Commercial	Yes	1997	< 5
La Crosse	V Holmen	Holmen Bus. Park	2000	7	7	0	Commercial	Yes	2000	< 5
La Crosse	V Holmen	Cedar Crossing Ind. Park	1991	25	20	5	Commercial	Yes	1991	< 5
La Crosse	V Holmen	McGilvray Park	2017	30	5	25	Commercial	Yes	2017	<5
La Crosse	V Holmen	Kings Bluff Business Park Phase 1	2018	25	10	15	Light Industrial	Yes	2018	>5
La Crosse	V Holmen	Bluffview Business Park Phase 1	2019	40	12	28	Light Industrial	Yes	2019	>5
La Crosse	V Holmen	Bluffview Business Park Phase 2	2020	15	10	5	Commercial	Yes	2020	>5
La Crosse	V Holmen	Hawkeye Business Park	2020	40	5	35	Commercial	Yes	2020	>5

La Crosse	C La Crosse	Airport Indus. Park	1988	98	98	0	Industrial	Yes	1988	< 5
La Crosse	C La Crosse	Airport Interstate Park	1984	32	32	0	Industrial	Yes	1984	< 5
La Crosse	C La Crosse	Interstate Indus. Park	1970	92	92	0	Industrial	Yes	1970-83	<5
La Crosse	C La Crosse	Int'l Business Park	1998	77.8	41.67	36.13	Industrial	Yes	1998-99	5-10
La Crosse	C Onalaska	Valley Vue Bus. Park	1985	0.69	0	.69	Reg. Business	Yes	1985	<5
La Crosse	C Onalaska	Elmwood Bus. Ctr.	1992	15.86	0.69	15.17	Reg. Business	Yes	1992	<5
La Crosse	V West Salem	W. Salem Indus. Park	1972	60	60	0	Lt Indus.	Yes	1972	< 5
La Crosse	V West Salem	Lakeview Indus. Park	1997	160	75	85	Industrial	Planned	2000-01	< 5

Source: Mississippi River Regional Planning Commission 2020

Environmentally Contaminated Sites

The Comprehensive Planning Law requires communities to evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The Wisconsin Department of Natural Resources (DNR) Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields. The DNR identifies brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.”

As of August 2021, ten sites in the Town were listed on the Bureau for Remediation and Redevelopment Trading System (BRRTS). Three sites listed on the BRRTS were listed with a No Action Required status, which means that there was, or may have been. Based on the known information, the DNR has determined the responsible party does not need to undertake an investigation or cleanup in response to that discharge. Six sites are closed spill sites which were cleaned up quickly and require no further action. One additional site is a closed case of a leaking underground storage tank (LUST). A LUST site has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer-causing substances. However, given time, petroleum contamination naturally breaks down in the environment (biodegradation).

Employment Projections

The State of Wisconsin’s Department of Workforce Development’s “La Crosse County Workforce Profile” provides insight into the regional employment forecast for the County. This section illustrates employment forecasts for the La Crosse County area. Table 6.9 lists the top 10 occupations experiencing the fastest growth rates and the most job openings in La Crosse County. Many of the fastest growing occupations fall into either the Architecture and Engineering, Computer and Mathematical, and Personal Care Service categories, followed by Business and Financial Operations.

Table 6.9 Growing Occupations La Crosse County

Occupation	Change in Jobs 2015-2020	% Change in Jobs 2015-2020
Production	767	14%
Educational Instruction and Library	473	11%
Business and Financial Operations	366	14%
Personal Care and Service	298	15%
Healthcare Support	295	8%
Computer and Mathematical	251	19%
Management	181	6%
Architecture and Engineering	180	21%
Construction and Extraction	137	5%
Healthcare Practitioners and Technical	76	1%

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Information, Emsi Report 2020

Coronavirus Impact Planning

In addition to its impact on public health, coronavirus disease 2019 (COVID-19) has caused a major economic shock. The nation has experienced the highest rates of unemployment since the Great Depression. La Crosse County had its highest unemployment rate in April 2020 at 12.3% while the State was at 13.6%.

The Town of Shelby is home to 103 businesses employing 1,045 individuals (2015-2019 American Community Survey). In the midst of the pandemic, 94% of residents have access to internet at home allowing the option for virtual work and online education. In the Town of Shelby, 56% of individuals are ages 18 to 64.

Potential individuals in the at-risk category for health and economic impacts of COVID-19 (based on Esri 2021 forecasts key indicators) include:

- 1,271 individuals based on age (65+)
- 70 household within the community are without a registered vehicle
- 347 households have an individual with a disability
- 145 (6.7%) households are below the poverty line

Various organizations have created grants and programs for Coronavirus Aid, Relief, and Economic Security (CARES Act Funding). These organizations include but are not limited to:

- Coulee Cap

- Hmong Wisconsin Chamber of Commerce
- U.S. Department of Agriculture – Rural Development
- U.S. Economic Development Organization
- U.S. Small Business Administration
- Wisconsin Economic Development Organization
- Wisconsin Small Business Development Center
- Wisconsin Women’s Business Initiative Corporation

Strengths and Weaknesses for Fostering Economic Growth

Fostering economic development is always challenging to rural towns due to lack of public sewer and water facilities and minimal institutional economic development resources. The Town of XX has these same deficiencies but is at an advantage as the Town is located near the regional business center (La Crosse).

Strengths: The Town enjoys local access to the regional highway system. USH 14/61 and STH 35 both traverse Town boundaries and provide access to other more regional transportation networks including freight, rail, and shipping facilities in nearby communities. Shelby also provides plenty of undeveloped land that could be utilized by both developing industries and residential contractors to provide corporate campus-type development. Close proximity to other industries within La Crosse County is also a local attribute.

Weaknesses: Meetings on the preparation of this Plan with the Plan Commission and residents of the community revealed the economic development outlook for the Town is less than it could be because of the lack of localized water or sewer system. Many noted that business owners, industries, and commercial uses require pressurized water systems to ensure sufficient product delivery and timely service provision. The Town is also located within a region that contains many other municipalities with more advanced service capacity, including the City of La Crosse that also provides direct access to Interstate 90.

County, Regional, and State Economic Development Programs

Numerous County, regional, and state economic development programs apply to the Town of Shelby. The following is a list of selected programs that could be beneficial to economic development in the Town of Shelby.

County Programs

- La Crosse Business Fund

Regional Programs

- Western Wisconsin Technology Zone
- Federal Economic Development Administration (EDA) programs administered through Mississippi River Regional Planning Commission (ex. Public Works and Economic Development Programs, Economic Adjustment Program, etc.)

State Programs

- Coronavirus Aid, Relief, and Economic Security Act (CARES) Funding

- Wisconsin Department of Transportation Local Transportation Enhancements Program (TE)
- Wisconsin Department of Transportation Local Transportation Economic Assistance Program (TEA)
- Value Added Dairy Initiative (Grow Wisconsin)
- Wisconsin Department of Commerce Enterprise Development Zone Program
- Wisconsin Department of Commerce Rural Economic Development Program
- Wisconsin Department of Commerce Entrepreneurial training Grant
- Wisconsin Economic Development Corporation (WEDC) Programs (Business Attraction, Export, Entrepreneur, etc.)