

We strive to live in a community where...

*diverse economic opportunities and
a skilled workforce build prosperity.*



Economic Environment Subcommittee

Ann Lucas, Chair	Marshfield Clinic
Dave Eckmann	Wausau Region Chamber of Commerce
John Westbury	Office of Economic Advisors
Ann Werth	Wausau Community Development
Jeff Zriny	Wausau Region Chamber of Commerce

"This community has the necessary resources including business leadership, educational partnerships, entrepreneurial spirit, and a defined economic development strategy to position itself for exceptional growth as the national economy improves. "

*Jeff Zriny, Executive Director
Wausau Region Chamber of Commerce*

Economic Environment

Section Summary

Community Success and Progress:

- Local and regional organizations that target Marathon County work together and forge partnerships to garner resources for economic development and innovation.
- Marathon County's tourism industry continues to bring in revenue and full time equivalent jobs. The tourism industry is heavily supported by opportunities for outdoor activities and competition, as well as cultural and performing arts.
- Work ethic and job satisfaction continue to be strong attributes of the workforce.
- Infrastructure and workforce available to support economic development.
- Completion of highway I-39/US-29 positions the area with ease of access for transportation of goods and people.
- A growing health care service sector provides state of the art health care services to residents of northern Wisconsin and Upper Michigan, and provides excellent employment opportunities to health care professionals.



Challenges and Opportunities to Improve:

Challenges

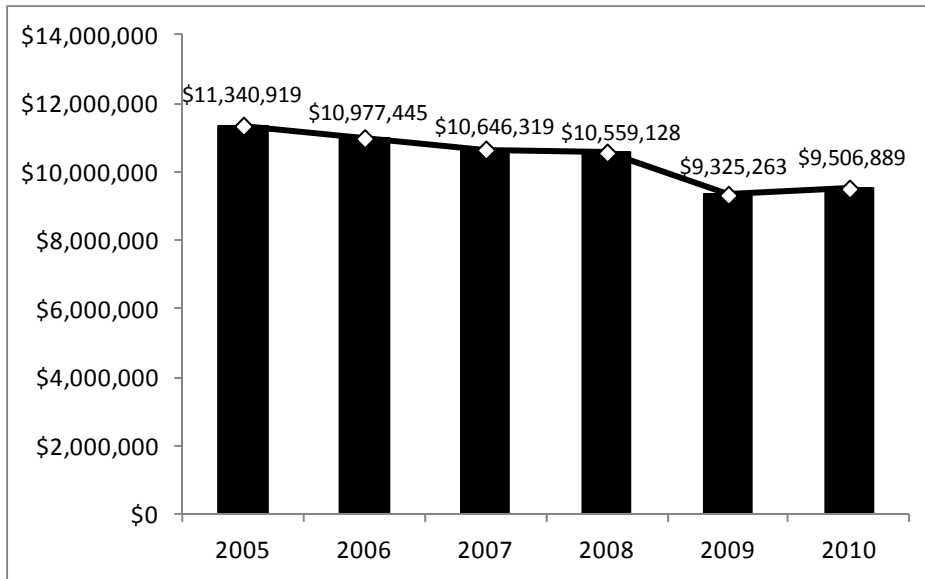
- Unemployment and jobs providing a living wage.
- Poverty and increases in students qualifying for free and reduced price meals.
- Declining government revenue including decreased sales tax revenue.
- Weak housing market including declines in building permits and housing units, and increases in foreclosures.

Opportunities to Improve

- Continue collaborative efforts between local and regional organizations to strengthen the economy and buffer against market decline.
- Improve economic diversity by strengthening various sectors of industry, including manufacturing, construction, education and health services, and trade, transportation, and utilities.
- Make jobs providing a living wage a top priority for leaders and the community.
- A countywide branding program is being rolled out to collaboratively market and promote the communities within Marathon County in a unique package.



Key Measure: Marathon County Reported County Sales and Use Taxes, 2005-2010



COMMUNITY PERSPECTIVES

Sales tax is the revenue generated by all goods, services and merchandise taxable under Wisconsin sales tax law. Examples of taxable items include automobiles, appliances, clothing, furniture, jewelry, electronics, and repair or landscaping services.

Consumer spending represents about two-thirds of our national economy. With the country in a national recession for the past 20 months, it is understandable that the sales tax revenue has declined. It is expected that sales will begin to increase in 2011.



The state sales tax is 5%, and Marathon County imposes an additional sales tax of 0.5%.

Sales tax is an indication of the state's and county's economic climate. When sales tax revenue is down, it means consumer spending is down, which also translates into declining business income and lower state and county revenue.

DATA HIGHLIGHTS

- County sales tax revenue has declined 16.2% since 2005.
- Taxable sales and purchases in 2005 produced state sales and use taxes of \$4.025 billion. In 2010, sales and purchasing in Wisconsin amounted to \$3.902 billion in state sales and use tax, a 3% drop.
- Retail trade accounts for 46.5% of reported state sales and use tax in Wisconsin. In Marathon County, it accounted for 54.2%.
- Of retail trade, the top three contributors to county sales and use tax in Marathon County were general merchandise stores (26%), motor vehicles and parts dealers (19%), and building material and garden equipment and supplies dealers (15%).
- 62 of 72 counties, including Marathon County, levy the 0.5% county sales and use tax. The county sales and use tax produced \$274.7 million in 2010 for all 62 counties.

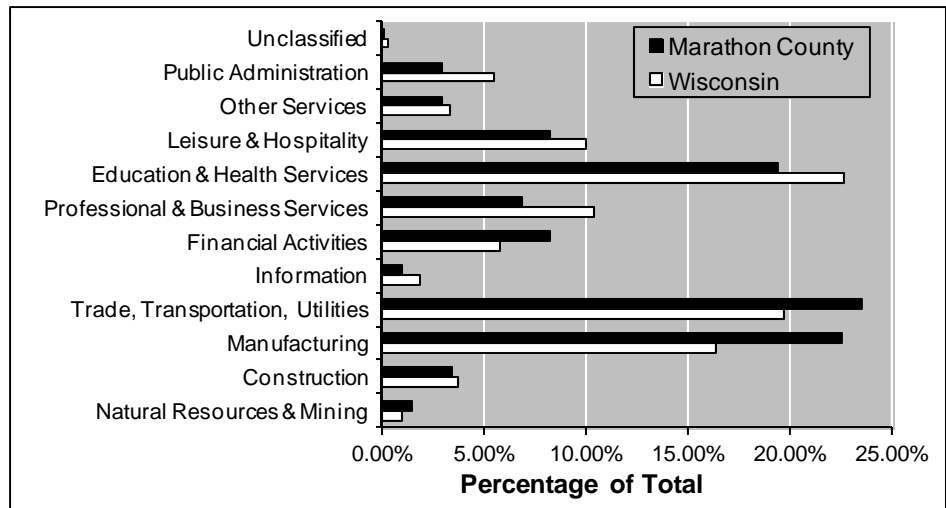
SOURCES

- **Wisconsin Department of Revenue**
State and Local Sales and Use Tax Report: Revenues from Sales in Calendar Year, 2005-2010
<http://www.revenue.wi.gov/report/s.html#sales>

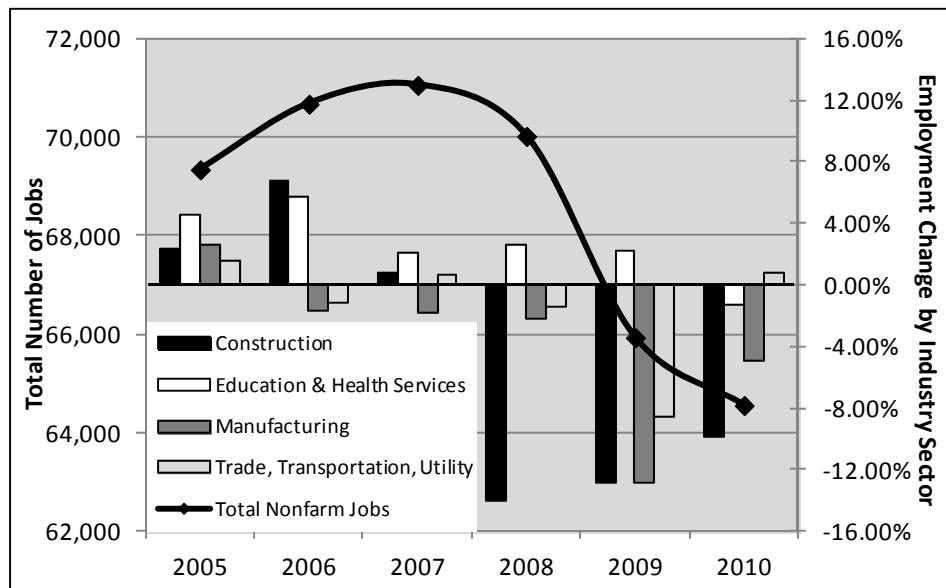
DATA HIGHLIGHTS

- Average annual monthly employment for Marathon County in 2010 was 64,558 jobs.
- Over 60% of total nonfarm jobs are concentrated in three industry sectors; manufacturing, education & health services, and trade, transportation, & utilities.
- Relative to the state, Marathon County has concentrations in manufacturing, financial activities, natural resources & mining, and trade, transportation, & utilities.
- Marathon County experienced sharper employment contraction than the state during the recession. From Dec., 2007 to June, 2009 the county lost 8.2 percent of its job base compared to the 5.1 percent loss that the state experienced.
- During the recession job loss accelerated between 2008 and 2009. Between these two years, key industry sectors manufacturing and trade, transportation & utilities shed 12.9 and 8.5 of their respective job bases.
- County total nonfarm payroll totaled \$2.537 billion in 2007. In 2010, total nonfarm payroll totaled \$2.385 billion.

Key Measure: 2010 Marathon County and Wisconsin Job Bases by Industry Sectors



Key Measure: Marathon County Employment Change by Industry, 2005-2010



COMMUNITY PERSPECTIVES

From December 2007 to June 2009, the county job base contracted by 6,000 jobs, seasonally adjusted. Construction, the first industry to be affected, lost 14% of its job base between 2007 and 2008. Widespread industry sector job loss accelerated between 2008 and 2009, where manufacturing (12.9%), transportation & warehousing (16.1%), and real estate & leasing (15.1%) lost significant percentages of their job bases. Other industry sectors lost jobs as well but to a lesser extent than the above sectors.

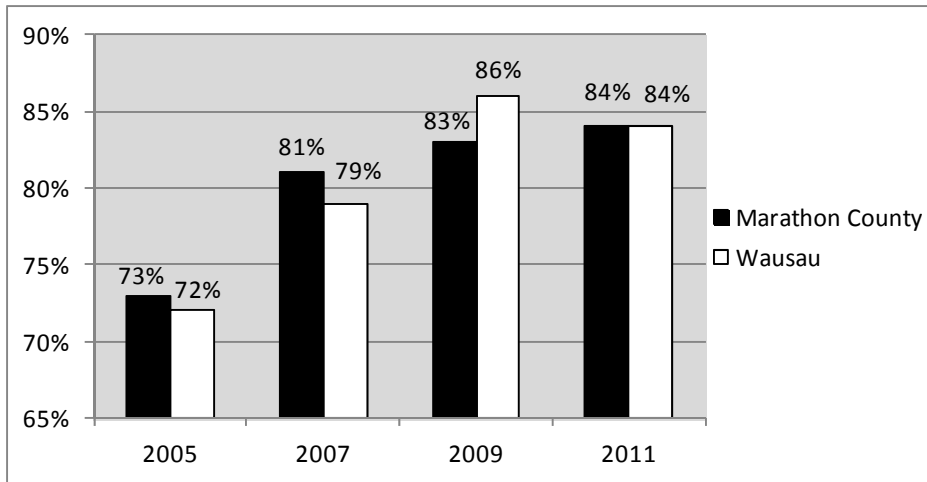
Since the beginning of the economic recovery in July 2009 to August 2011, the

employment story has been one of moderation of job loss vs. employment growth. In this time period, total county nonfarm employment continued to contract at an approximate .6% rate, seasonally adjusted. Only since the beginning of 2011 has the labor market shown signs of stabilization and small signs of growth. Since December 2010, county private sector employment grew at 2.4%, seasonally unadjusted, with 7.5% growth in manufacturing employment. Indeed, according to the 2011 LIFE community survey, 28.6% of respondents listed "jobs providing a living wage" as a top concern for the community's quality of life.

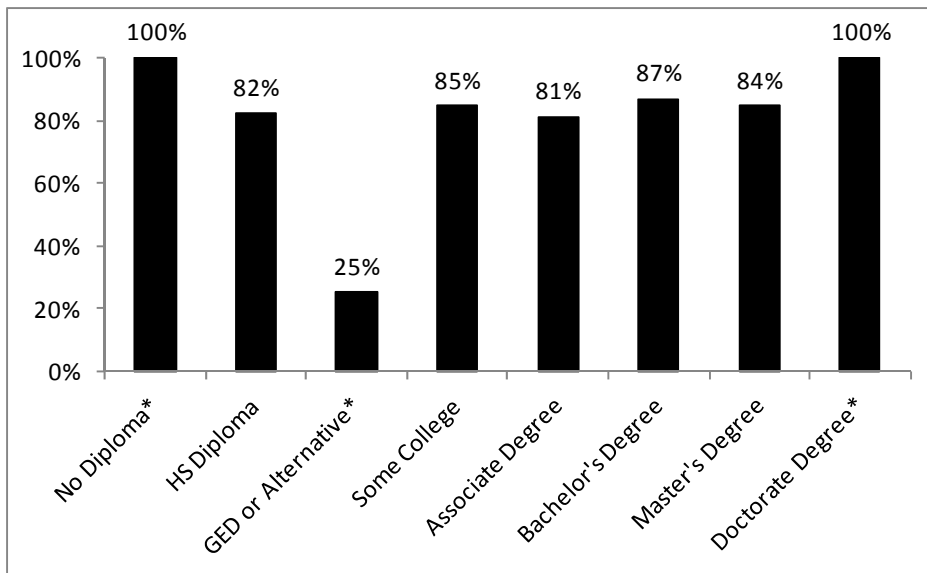
SOURCES

- **Bureau of Labor Statistics**
Quarterly Census of Employment and Wages
<http://www.bls.gov/cew/>
- **Wisconsin Department of Workforce Development**
Office of Economic Advisors
Unemployment Rates and Labor Force Estimates
http://dwd.wisconsin.gov/oea/unemployment_rates_and_labor_force_estimates/

Key Measure: Job Satisfaction in Marathon County and Wausau, 2011



Key Measure: Job Satisfaction in Marathon County by Educational Attainment, 2011



Note: *Small sample sizes may have impacted results for certain categories of educational attainment

COMMUNITY PERSPECTIVES

At a time when the local and national economy has gone through tremendous challenges, the percentage of Marathon County workers feeling satisfied with their jobs remains high at 84% according to the April 2011 Life Community Survey. Many different factors contribute to how satisfied employees are with their jobs. These include having challenging opportunities, leadership, flexibility, authority to do the job, fair pay and benefits, and relationship with co-workers. Undue stress can lead to lower job satisfaction.

Work-life balance is an important factor behind strong productivity and quality of life. A positive balance between work and personal time has a positive impact on the economic status of our community. If an employee is dissatisfied because of undue stress or job security, it can impact their health and/or relationship with family and friends. Having a work environment that promotes flexibility and balance helps retain employees and leads to greater job satisfaction.

DATA HIGHLIGHTS

- The LIFE Survey asked employed Marathon County residents if they were satisfied with their full or part-time job. The results:

Strongly agree	33.4%
Agree	50.1%
Disagree	10.4%
Strongly disagree	3.4%
Don't know	2.1%
- Job satisfaction was highest in the 45-54 and 65-74 age groups, both at 87.5%
- Of those respondents to the LIFE Survey who reported being dissatisfied with their job, the main reasons reported were:

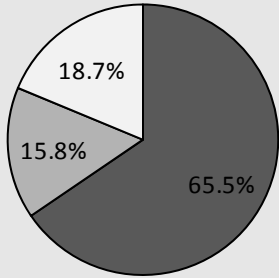
Lack of Advancement	18.3%
Lack of Benefits	19.2%
Low Wages	36.5%
Poor Work Environment	19.2%
Other	6.7%
- Of those respondents to the LIFE Survey who reported being dissatisfied with their job, 64.2% felt they were under-employed based on their educational level and experience.

SOURCES

- 2011 LIFE in Marathon County Community Survey
Question 4, Refer to Survey Section

DATA HIGHLIGHTS

Marathon County Total Personal Income by Type, 2010



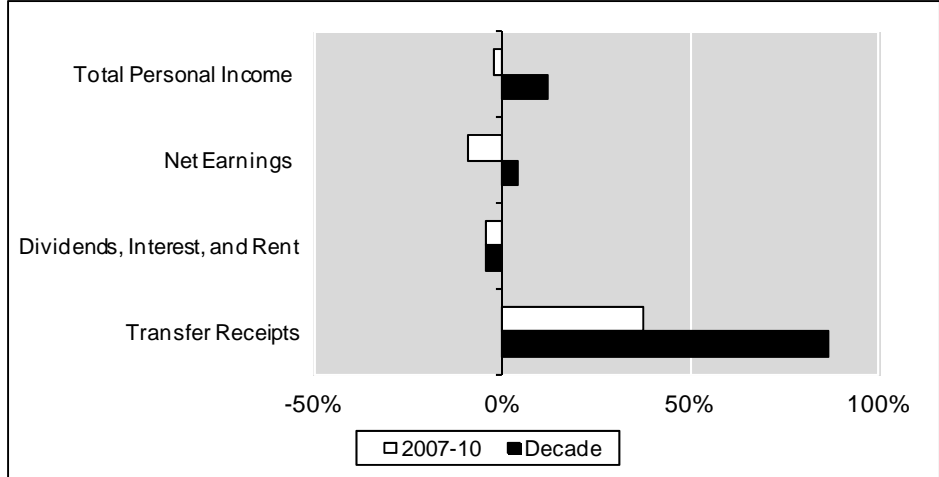
- Net Earnings
- Dividends, Interest, and Rent
- Personal Current Transfer Receipts

- In 2010, Marathon County real (inflation adjusted) total personal income (TPI) was approximately \$4.8 billion dollars.
- Personal income includes labor market earnings, dividends, interest, & rent, and transfer payments. Net earnings measures how much income is derived from the labor market.
- Over the decade and the last 3 years the component of personal income that experienced the most change is transfer receipts.
- In 2010, Marathon County per capita personal income equaled \$36,026. 2010 county per capita net earnings equaled \$23,594.
- Real per capita income increased 5.2% over the decade but decreased 3.8% from 2007-10. Real per capita net earnings has increased 4.2% over the decade and has decreased 9.1% from 2007-10.

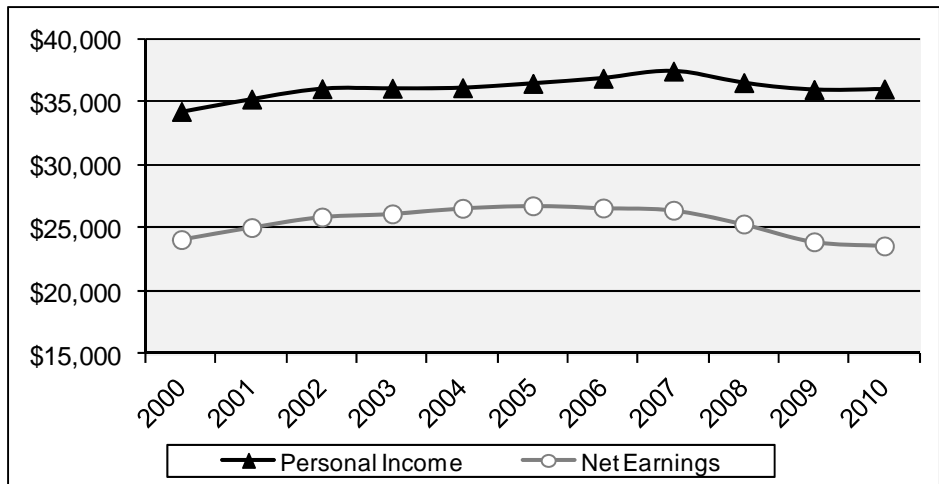
SOURCES

- **Wisconsin Department of Workforce Development**
Office of Economic Advisors
<http://dwd.wisconsin.gov/oea/>
- **Bureau of Economic Analysis**
<http://www.bea.gov/regional/index.htm>
- **Bureau of Labor Statistics**
<http://www.bls.gov/>

Key Measure: Marathon County Percentage Changes in Income: The Decade and Recession in Perspective



Key Measure: Marathon Co. Real Income and Earnings Per Capita, 2000-10



COMMUNITY PERSPECTIVES

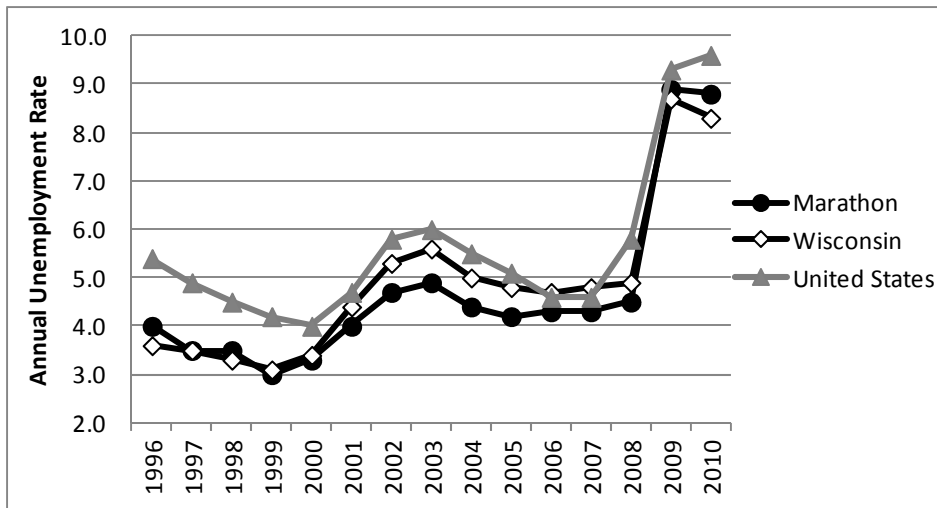
Total personal income has three components: net earnings, dividends, interest & rent, and transfer receipts. Net earnings measures how much income is derived from the labor market. Dividends, interest, & rent refers to payment from sources like interest income and rental properties. Transfer receipts generally refer to payments to individuals by the government like retirement benefits, medical benefits, and unemployment insurance.

Marathon County TPI increased 12% over the decade and decreased 2.1% over the last three years. Two components, net earnings and dividends, interest & rent, contracted 9.1 and 4.1 percent respectively over the last three years – a direct impact of the recession on income. Transfer receipts have

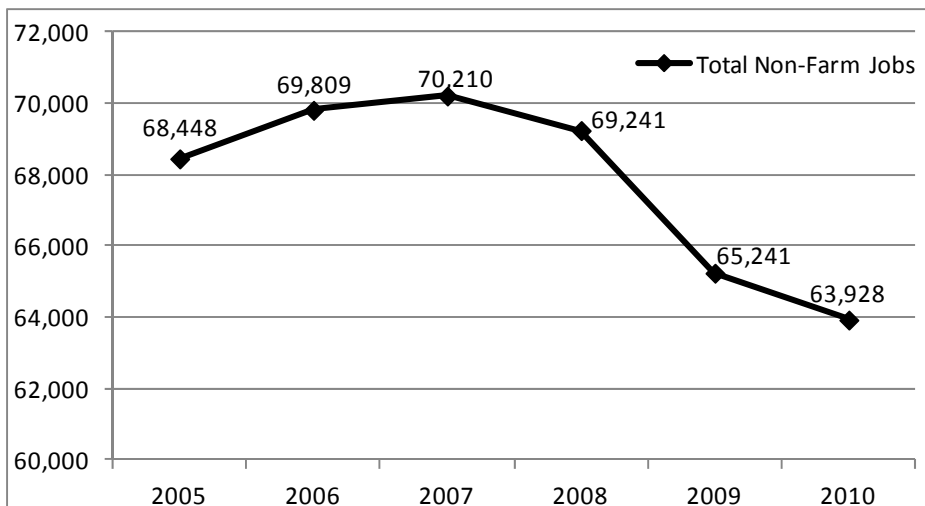
grown 86.9% over the decade and 37.8% over the last three years.

The majority of the long term growth in transfer receipts can be attributed to the aging population. In 2009, 73.8% of transfer receipts were composed of retirement and medical benefit payments while 7.1% and 10.5% of total transfer receipts came from income maintenance and unemployment benefits respectively. From 2006 to 2009, the share of transfer receipts comprised of unemployment benefits payments rose from 3.7% to 10.5% and income maintenance remained relatively stable from 7% in 2006 to 7.2% in 2009.

Key Measure: Annual Unemployment Rate in County, State, and US, 1996-2010



Key Measure: Total Non-Farm Jobs in Marathon County, 2005-2010



COMMUNITY PERSPECTIVES

Unemployment rates measure the percentage of the population that is unemployed and actively seeking work. Those who are not actively seeking work do not influence the rate, which can be problematic when trying to develop a sense of the economic environment when a percentage of people that are unemployed are not represented by unemployment measures.

As a result of the economic recession, Marathon County experienced significant job loss starting in December 2007 continuing over the last three years. Various sectors of industry were hit hard in Marathon County, including construction, manufacturing, trade, transportation and warehousing, and

real estate and leasing. This situation was particularly troublesome since the manufacturing and trade, transportation and utility sectors are the two largest contributors to the job base. Also, because Marathon County has concentrations in these sectors relative to the state, the county experienced higher unemployment rates than the state over the last three years.

During the economic recovery, the situation in Marathon County has been one of job loss moderation versus employment growth. The labor market has shown small signs of stabilization and growth and future unemployment figures will be impacted by these factors.

DATA HIGHLIGHTS

- Since 2005, Marathon County has lost 6.6% of its total non-farm job base.
- Manufacturing and trade, transportation, and utilities contribute to 45.95% of the job base in Marathon County. During the recession, they were 2nd and 3rd respectively in industry sectors that experienced the most job loss.

Sector	Percent change 2005-2010
Construction	-27.26%
Manufacturing	-21.82%
Trade, Transportation, & Utilities	-9.74%
Other Services	-4.62%

- The third largest industry sector in regard to contribution of jobs in Marathon County is education and health services. From 2005-2010, the total jobs from this sector grew 11.67%.

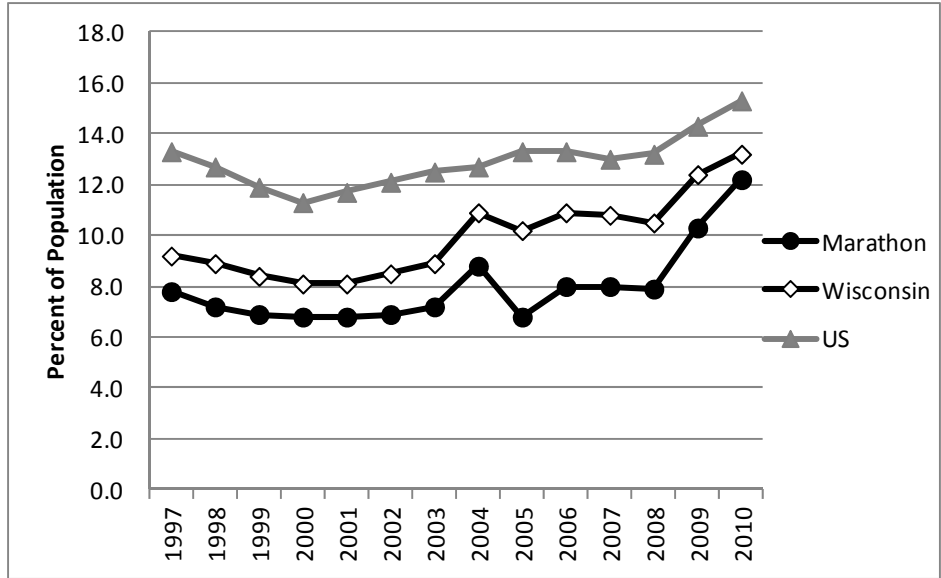
SOURCES

- **Wisconsin Department of Workforce Development**
Office of Economic Advisors
Unemployment Rates and Labor Force Estimates
http://dwd.wisconsin.gov/oea/unemployment_rates_and_labor_force_estimates/

DATA HIGHLIGHTS

- Since 2008, the percentage of people living at or below 100% of the federal poverty level in Marathon County has increased by 4.3%, compared to the state and nation at 2.7% and 2.1% respectively.
- In 2010, 18.7% of children under 18 years of age lived at or below the poverty level.
- In 2010, 11.6% of families in Marathon County had an income less than \$25,000.
- In 2010, 8.2% of those age 65 and over in Marathon County live at or below the poverty level.
- Median household income in 2010 in Marathon County was \$49,356.

Key Measure: Percentage of Population Living at or Below 100% of the Federal Poverty Level in Marathon County, State, and US, 1997-2009



COMMUNITY PERSPECTIVES

The official poverty threshold, 100% of poverty, is the minimum amount a family needs to buy food, multiplied by three. People move in and out of poverty. Slightly more than half of the U.S. population experience poverty at some point before age 65. The likelihood of becoming poor is higher for blacks/ African Americans, Hispanics, those in households headed by women and those with lower levels of education. When unemployment rates jump, as they have since 2008, poverty rates will also climb substantially.

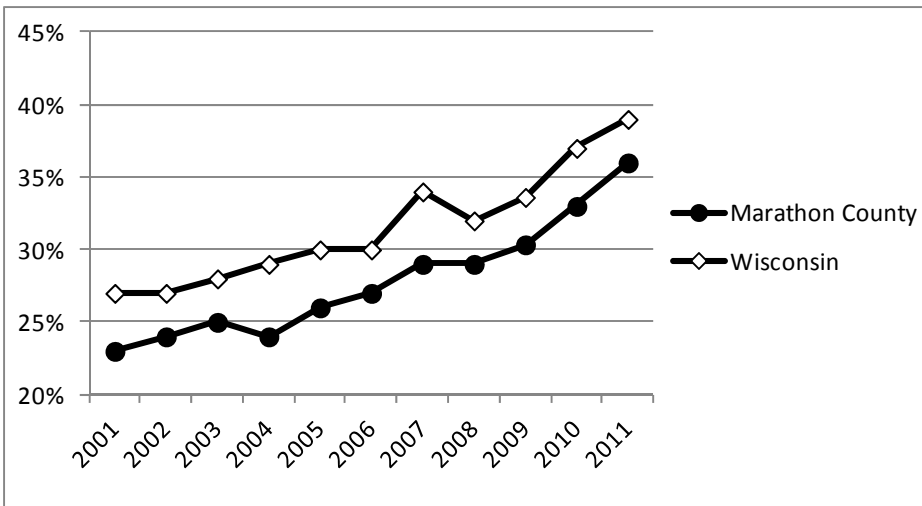
The poverty rate for those at 100% of poverty level or below in Marathon County is better than the state and nation. However, those considered poor or near poor, at 200% of poverty or below, are greater in total numbers. These low-income families are financially vulnerable, they struggle to find and maintain employment, pay bills, and meet essential food, shelter, and health care needs.



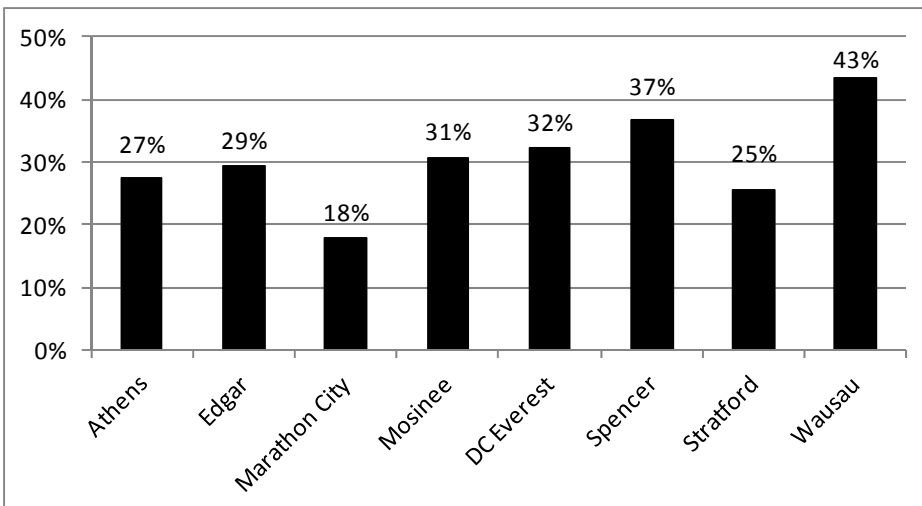
SOURCES

- **US Census Bureau**
Small Area Income and Poverty Estimates
<http://www.census.gov/did/www/saibe/data/statecounty/index.html>
- **Wisconsin Department of Workforce Development**
Office of Economic Advisors
<http://dwd.wisconsin.gov/oea/>

Key Measure: Percentage of Students Eligible for Free and Reduced-Price School Meals in Marathon County and State, 2001-2011



Key Measure: Percentage of Students Eligible for Free and Reduced-Price School Meals in Marathon County by District, 2011



COMMUNITY PERSPECTIVES

Free and reduced school lunches are a part of programming by the National School Lunch Program (NSLP). The NSLP is a federally assisted meal program established in 1946. It operates in public and nonprofit private schools and residential child care institutions. The program is administered on three levels, federal under the US Department of Agriculture (USDA), by the state education agencies, and on the local level by school food authorities.

Eligibility for free and reduced lunch is based on income. All children whose families are 130% of poverty level or below qualify for free lunches, while those between 130% and 185% of poverty level qualify for reduced price

lunch. Participants in some programs such as Food Stamps or Head Start/Even Start and others are categorically eligible for free or reduced school lunches.

Federal support for the program is in the form of cash subsidies and donated commodities from the USDA. Reimbursement by the USDA to the schools providing the lunches is \$2.72 for free lunches and \$2.32 for reduced lunches. In addition, entitlement foods valued at 20.25 cents-per-meal are provided with additional agricultural surplus foods provided as a bonus when available.

DATA HIGHLIGHTS

- Since 2005, the percentage of students in Marathon County who are eligible for free and reduced-price meals has increased 10%.
- The percentage of students eligible for free and reduced-price meals in Marathon County has consistently been lower than the state average, averaging 4% less over the last ten years.
- Seven schools in Marathon County had percentages of students eligible for free and reduced-price meals higher than 60%, all concentrated in urban areas of the county.
- 18.7% of children live at or below the poverty level in Marathon County. Another 22% of kids live between 100% and 185% of the poverty level.

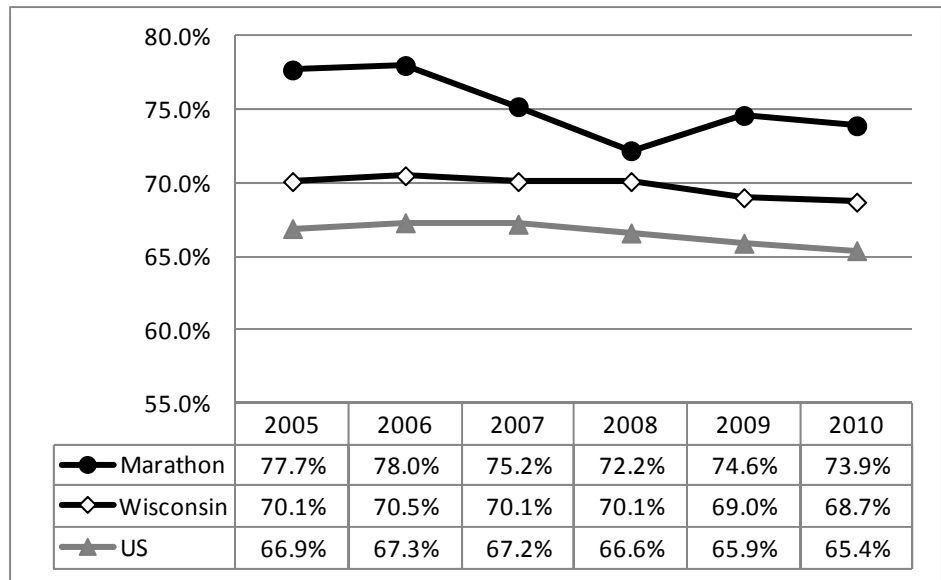
SOURCES

- **Wisconsin Department of Public Instruction**
Program Statistics: Wisconsin School Free/Reduced Eligibility Data
<http://dpi.wi.gov/fns/progstat.html>
- **United State Department of Agriculture**
Food and Nutritional Service National School Lunch Program Reports: Program Fact Sheet, Eligibility Manual for School Meals
<http://www.fns.usda.gov/cnd/lunch/>
- **US Census Bureau**
Small Area Income and Poverty Estimates
<http://www.census.gov/did/www/saipe/data/statecounty/index.html>

DATA HIGHLIGHTS

- Homeownership in Marathon County decreased by 3.8% between 2005-2010, experiencing the lowest percentage in 2008 with 72.2%.
- In 2010, 7.9% of total housing units were vacant. Of those vacant units, 38.6% are for rent and 19.3% are for sale.
- In 2010, 49% of total occupied housing units in Marathon County were occupied by owners with a mortgage or loan and 24.5% owned their homes free and clear.
- In 2010, 26.5% of occupied housing units were renter occupied.

Key Measure: Percentage of Occupied Housing Units That Are Owner Occupied in County, State, and US, 2005-2010



COMMUNITY PERSPECTIVES

Politically, the American dream of home ownership has been vigorously supported through legislation. A primary purpose of favorable housing legislation has been to increase homeownership. Marathon County rates of ownership have been higher than the national average. It is more common for a rural county to have a higher rate of home ownership.

Generally, homeownership is viewed as a good investment and something that improves the quality of life for communities. Owner-occupied housing is an asset that has historically kept pace with inflation and is a good way for a young family to build household wealth and for communities to prosper. Home owners take greater pride in the upkeep of their property, adding to the prosperous appearance of communities.

Homeownership is still difficult for many to obtain and has become more challenging in an economic downturn. The housing market environment has changed and foreclosures are up due to many factors. In some cases, people borrowed more than they could really afford, and in other cases people have less income or have experienced job loss. Adding to the financial struggle for homeowners is that in a recession they may also face a decline in the value of

their home, as well as an increase in the time it takes to sell the home.

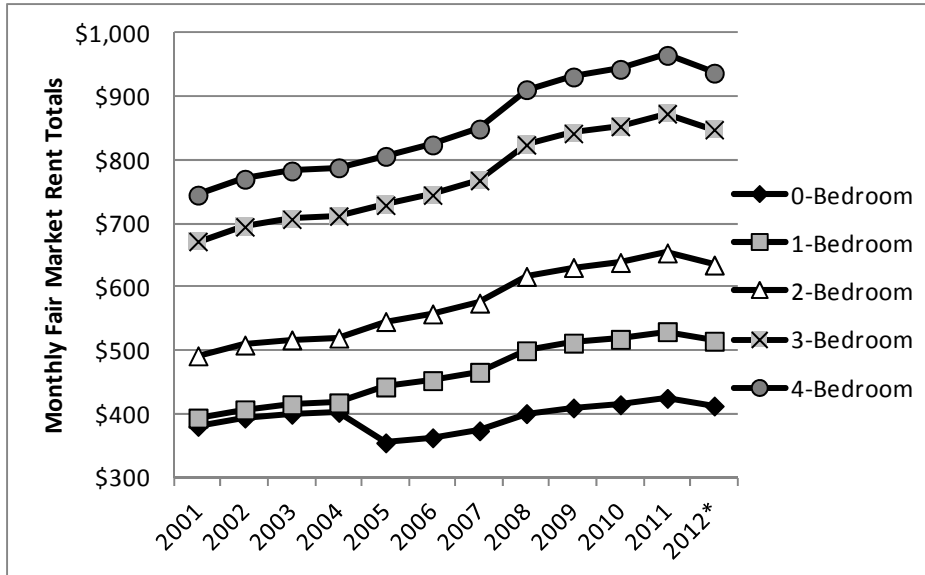
Even though the supply of housing has increased, and that surplus may reduce the cost of a home making it more affordable, homeownership is not an option for many people in a time of uncertain employment and restrictive bank lending.

Safe, affordable rental units meet an important community need, especially in financially difficult times. In 2009 and 2010, people are earning less and spending less as reflected by lower state income tax revenue and lower sales tax revenue. Rent or mortgage payments take priority, families look to down size and even then, some families are unable to find affordable housing.

SOURCES

- **US Census Bureau**
American Community Survey 2005-2010
<http://factfinder.census.gov/>
General Housing Characteristics: 2010
http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_SF1_QTH1&prodType=table

Key Measure: Fair Market Rent in Marathon County, 2001-2012



Note: Data for Marathon County are reported by the US Department of Housing and Urban Development as the Wausau Metropolitan Statistical Area

*Data for 2012 are reported as proposed data, where all other years are final data

DATA HIGHLIGHTS

- Since 2001, the average fair market rent for all unit sizes increased 24%.
- Fair market rents percentage change from 2001-2010:

0-Bedroom	8.4%
1-Bedroom	30.7%
2-Bedroom	29.1%
3-Bedroom	26.2%
4-Bedroom	25.8%
- A gap in fair market rent between efficiencies and 1-bedroom units started in 2005, where the difference between the two jumped from 3.7% to 24.8%.

COMMUNITY PERSPECTIVES

Fair Market Rents (FMRs) are gross rent estimates calculated by the US Department of Housing and Urban Development (HUD). FMRs include the shelter rent, plus the cost of all tenant-paid utilities of a privately owned, up to code, safe rental housing in local areas. Telephone, cable, internet, or satellite television services are not considered utilities and are excluded from FMRs, as are meals.

FMRs are primarily used to determine the federal level monies to be distributed to local Public Housing Authorities. They also establish government payment standards for housing programs, such as the Housing Choice Voucher program, initial renewal rents for Section 8 contracts, initial rents for housing assistance payments in the Moderate Rehabilitation Single Room Occupancy program, and to serve as a rent ceiling in the HOME rental assistance program.

HUD sets FMRs to assure that a sufficient supply of rental housing is available to program participants. FMRs must be both high enough to permit a selection of units and neighborhoods, and low enough to serve as many low-income families as possible. FMR are set at the 40th percentile rent. This is the dollar amount below which

40 percent of the standard-quality rental housing units are rented. FMR calculations exclude non-market rental housing such as units falling below a specified rent level as likely to be either assisted housing, or otherwise at a below-market rent, and units less than two years old.

Three primary data sources are used to determine fair market rent values:

- The Decennial Census, performed in 2010, provides reliable rent data for use in establishing base year fair market rents.
- The American Community Surveys implemented from 2005 to the present
- Random telephone surveys that use computers to select statistically random samples of telephone numbers, conducted in a limited number of areas each year to assess housing market conditions.

Fair market rent estimates based on the 2010 Census are updated and trended forward using the Consumer Price Index (CPI) data for rents and utilities.

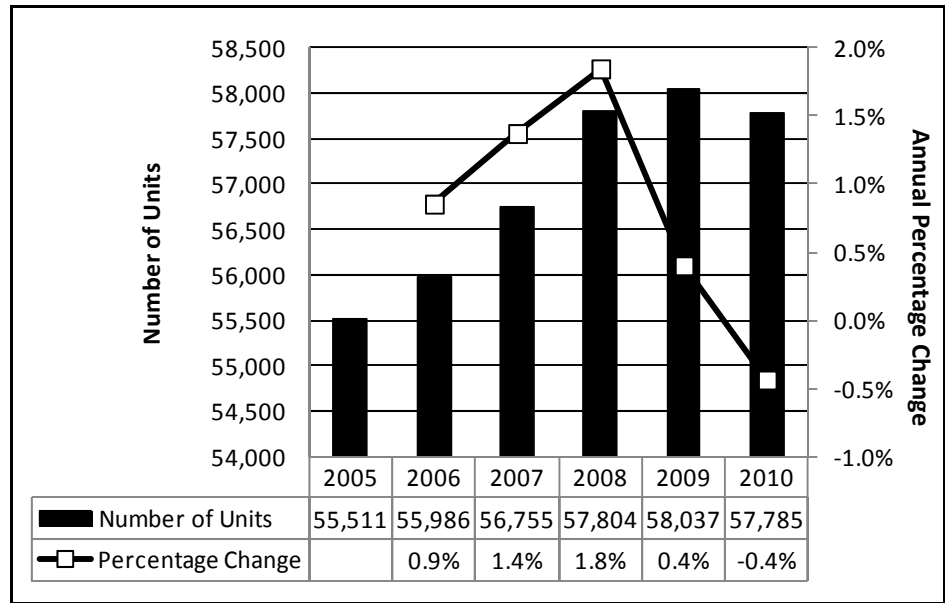
SOURCES

- **US Department of Housing and Urban Development**
Fair Market Rents
<http://www.huduser.org/portal/datasets/fmr.html>

DATA HIGHLIGHTS

- In 2008-09, there was a decline in housing unit construction rate which continued into 2009 and 2010.
- The decline in housing units beginning in 2008 coincided with the decline in construction jobs in 2007-08 (refer to indicator 58).
- In Wisconsin, sales of existing homes fell 32.3% between April of 2010 and 2011.
- From 2000 to 2010, the number of housing units increased by 14.6%. However, the growth has slowed down since 2008.

Key Measure: Number of Housing Units and Annual Percentage Change in Marathon County, 2005-2010



COMMUNITY PERSPECTIVES

A housing unit as defined by the Census Bureau is a house, an apartment, a mobile home, a group of rooms, or a single room that is intended for separate living quarters. Housing statistics are available from the US Census Bureau every 10 years, and estimates are made on an annual basis.

The growth in the number of housing units is positive for a community. It indicates that new homes and rental units are being added, updating the community’s housing stock. The fact that the increase has slowed, as evidenced by the number of new construction permits, is related to the economic downturn.

In the past, the percentage increase in the number of housing units outpaced the county’s population increase. Some of this difference could be because the number of people per household is fewer. However, it is more likely that the growth has contributed to a surplus of housing.

The number of housing units sold experienced a sharp decrease from 2008 to 2009, and has continued to decline into 2010. Housing units are remaining in the housing market for lengthy time periods, with those at the higher price points remaining on the market the

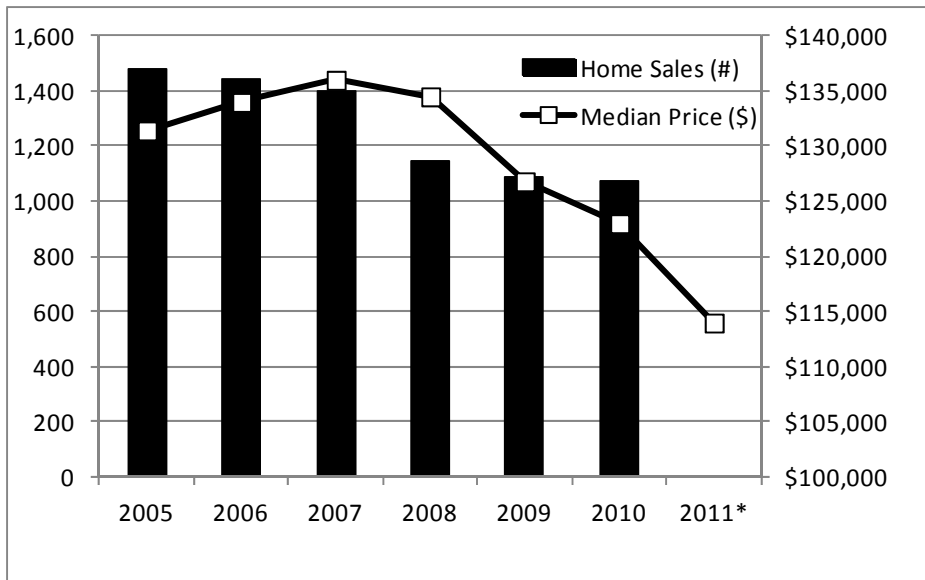
longest. The increase of time in the market reflects a decrease in demand. The decrease in demand is driven by uncertainty in the economy. Those who otherwise would elect to trade-up or buy, and credit-worthy first-time buyers with mortgage interest rates near five percent, are waiting for the economy to improve. The decrease in demand, and increase in consumer uncertainty, will serve to reduce the number of new housing starts and additional housing units in our community.

Since 2008, sales of new single family homes greatly declined. In the Midwest and nation, sales have not been this low since 1982. Since 1970, 2004 was the year with the largest number of new home sales.

SOURCES

- **US Census Bureau**
American Community Survey 2005-2010
<http://factfinder.census.gov/>
- **Wisconsin Realtors Association**
2011 April Home Sales Report
<http://www.wra.org/HSRApril2011/>

Key Measure: Number of Homes Sold and Median Price of a Home in Marathon County, 2005-2011



*Note: Data for 2011 home sales excluded since year is still in progress and fourth quarter data is not available. Median sales price data is YTD for the first three quarters of 2011.

DATA HIGHLIGHTS

- The median sales price of a home peaked in 2007 at \$136,000, but that price has declined in the last 4 years by 16.1%.
- Home sales dropped 23.3% between 2008 and 2010 in Marathon County.

COMMUNITY PERSPECTIVES

The lingering national recession has caused unemployment in Wisconsin to increase significantly. This national economic environment drives Wisconsin's economy, and that in turn drives our housing market. Housing prices had been steadily increasing until a drop in 2008. Our community has fared better than much of the nation, as the price of a home never became overly inflated.

For home buyers it should be good news that the median sale price of a home fell for the first time in many years. The unusual housing market decline can be seen as a positive to buyers as mortgage rates are low and there are many houses on the market, lowering the prices of homes for sale. However, loans from banks have tightened, people are cautious in times of recession, incomes are down, and some people are holding off selling a home until the prices rise.

The price decline is in part due to price discounting by sellers in a soft housing market, but much of it is also due to the shift in the mix of homes selling. Less expensive homes have been moving much more briskly than top end homes. When that happens, the median price

will naturally fall as a result, so there is not an equal year to year comparison. Nonetheless, it is clear that this continues to be a buyer's market with healthy inventories and very favorable mortgage rates. Once the economy turns around, the housing market should follow.

SOURCES

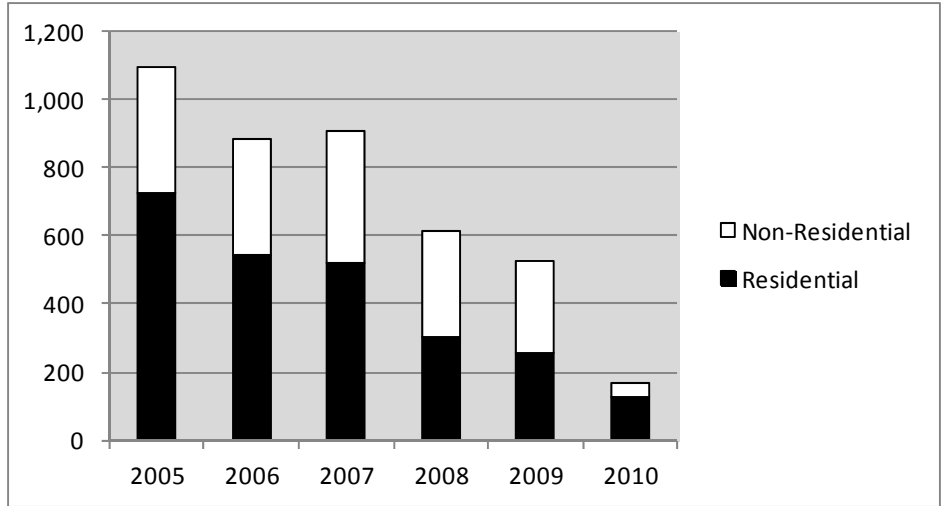
- **Wisconsin Realtors Association**
Wisconsin Housing Statistics
<http://www.wra.org/HousingStatistics/>

DATA HIGHLIGHTS

- The building of new structures has declined 81.3% since 2007.
- Permits for 119 single and multi-family homes were issued in 2010, a 52% decline in one year.
- Building permits for new commercial and industrial buildings has declined from a high of 136 in 2006 and 2007 to 39 in 2010, a decline of 71.3%.
- Marathon County total building permits issued (includes garages):

Year	Permits	Value
2005	3,377	\$291,941,042
2006	3,024	\$259,950,680
2007	3,998	\$301,332,425
2008	2,485	\$153,181,403
2009	2,280	\$120,211,021
2010	1,657	\$57,444,913

Key Measure: Number of Building Permits for New Structures in Marathon County, Residential and Non-Residential, 2005-2010



Note: Chart data does not include garages or additions/alterations or other construction

Number of Construction Permits Issued						
Type of Construction	2005	2006	2007	2008	2009	2010
Residential						
New Single Family	662	497	460	250	221	105
New Mobile Homes	13	7	17	10	6	5
New Multi-Family	52	42	42	44	27	14
Additions/Alterations	1,439	1,432	1,352	1,225	1,193	1,214
Non-Residential						
Agricultural	248	188	247	222	200	6
Commercial & Industrial	111	136	136	75	63	39
School & Public Buildings	9	13	8	15	12	1
Additions/Other	427	360	380	350	198	146

COMMUNITY PERSPECTIVES

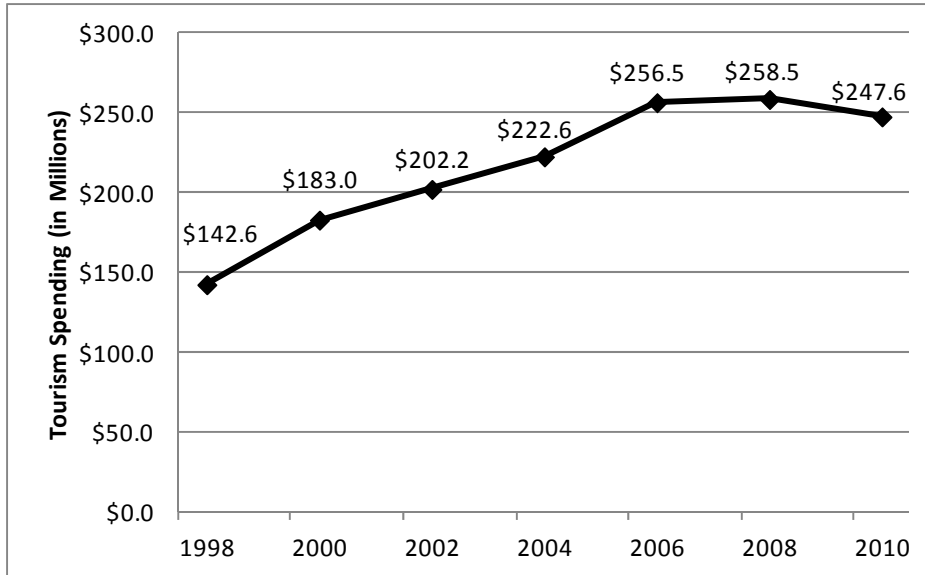
Building permits are issued upon formal approval of plans to build, remodel, or demolish a structure in a predefined location. Local municipalities review building permit applications, and the drawings and specifications submitted by the builder for compliance with the applicable code requirements. Code requirements include land use and construction standards. Components of the codes address zoning, fire resistance, utility hook up, structural integrity and energy usage, among others. If the building plans comply with the local municipality's code requirements, the issued building permit functions as the authorization to proceed with construction.

The quantity and value of building permits issued is a reflection of the economic vigor of a community in the private and public sectors. Changing economic conditions have caused both the value and quantity of building permits issued to sharply decline in Marathon County. The decline in the number of permits is not just a local occurrence. Similar declines are happening on a broader scale in the state and nation.

SOURCES

- **Wausau Region Chamber of Commerce**
<http://www.wausauchamber.com/mx/hm.asp?id=home>

Key Measure: Estimated Tourism Spending in Marathon County, 1998-2010



COMMUNITY PERSPECTIVES

A study released by the Wisconsin Department of Tourism this year shows that the state's tourism industry is showing signs of turning the corner after the recession that gripped the nation. Travelers spending in the state during 2010 increased 1.8% over 2009. During the worst of the recession, traveler spending fell nearly 8%.

Locally, travelers to Marathon County spent more than \$247.6 million in 2010 and supported 3,490 full time equivalent jobs. Value is a strong motivator for travelers and there is a desire for a good value and a destination close to home.

Statewide, traveler spending supported 291,964 full-time equivalent jobs and nearly \$2 billion in taxes and other fees to state and local governments. This is a testament to the power of travel and its impact on the state's economy as one of the three pillars of industry with manufacturing and agriculture.

Promotion by the Wausau/Central Wisconsin Convention & Visitors Bureau ensures that Marathon County's tourism industry maintains its position as a strong contributor to the economy and quality of life in Marathon County.



DATA HIGHLIGHTS

- Estimated tourism spending has declined over the last two years by 4.2%.
- Of Wisconsin counties, Marathon County ranked eleventh for tourism expenditures.
- In 2010, 3,490 full-time equivalent jobs were directly generated by tourism compared to 3,439 in 2009, a 1.48% increase.
- Local government revenue directly generated from tourism was \$4.71 million in 2010, a 1.51% decrease from the \$4.78 million generated in 2009.
- In 2010, quarterly tourism spending was highest in the third quarter, June-August, with 31% of total tourism spending. The lowest occurred during the second quarter, March-May, which 19% of the total.
- Travelers spent more than \$12.3 billion in Wisconsin in 2010.

SOURCES

- **Wisconsin Department of Tourism**
The Economic Impact of Expenditures by Travelers on Wisconsin: 2010 County by County Report
industry.travelwisconsin.com/~media/Files/Research/Economic%20Impact/2010/2010%20County%20by%20County.pdf