

LA CROSSE COUNTY ECONOWATCH

Fall 2020



This is the 35th edition of the LA CROSSE COUNTY ECONOWATCH that has been published periodically since September of 1995. The ECONOWATCH is published by the La Crosse County Economic Development Fund, an economic development organization established by the County Board to assist in undertaking economic development activities. The report is a compilation of the various economic indicators scattered among various organizations and agencies that shed light on the social and economic situations that we face today. By downsizing the volumes of data available for each of the economic indicators and tailoring the data to La Crosse County we hope we have developed a useful streamlined report that can be used as a benchmark to chart our progress through time. Exposing and publicizing our problems and successes in their early stages when they can be most successfully dealt with or capitalized on is another benefit we hope to gain through the timely release of the ECONOWATCH. We also hope this information will help both private and public officials in making better informed decisions regarding service delivery and investments that will lead to an improved quality of life. The ECONOWATCH is also designed to provide the latest economic information that business and industry so often need and request when analyzing their potential for expansion here.

The ECONOWATCH is published annually and can be accessed via the Internet at Web site: <http://www.co.la-crosse.wi.us/economicdevelopment> If you have any questions, concerns, or ideas on how this report can be more responsive to our economic needs, please contact any of the following: Charlie Handy, County Planner at 608.785.5919 | chandy@lacrossecounty.org; Karl Green, Community Development Educator, UW-Extension at 608.785.9763 | karl.green@wisc.edu or David Bonifas, Director, Mississippi River Regional Planning Commission at 608.785.9396 | dave@mrrpc.com

Number of PPP Loans										
	La Crosse County	Buffalo County	Crawford County	Jackson County	Monroe County	Pepin County	Pierce County	Trempealeau County	Vernon County	MRRPC Region
Award Amounts	# of Awards	# of Awards	# of Awards	# of Awards	# of Awards	# of Awards	# of Awards	# of Awards	# of Awards	# of Awards
\$5-10M	2	0	1	1	2	0	0	0	0	6
\$2-5M	9	0	0	2	4	1	1	2	1	20
\$1-2M	19	0	2	0	4	0	6	1	5	37
\$350K-1M	77	2	1	6	23	5	25	14	10	163
\$150K-\$350K	171	7	23	12	49	7	45	31	22	367
< \$150K	1613	210	322	286	602	151	579	589	514	4429
Total Jobs Retained	22,346	1,035	3,064	2,008	7,604	1,014	6,275	4,197	5,494	53,037

Paycheck Protection Program

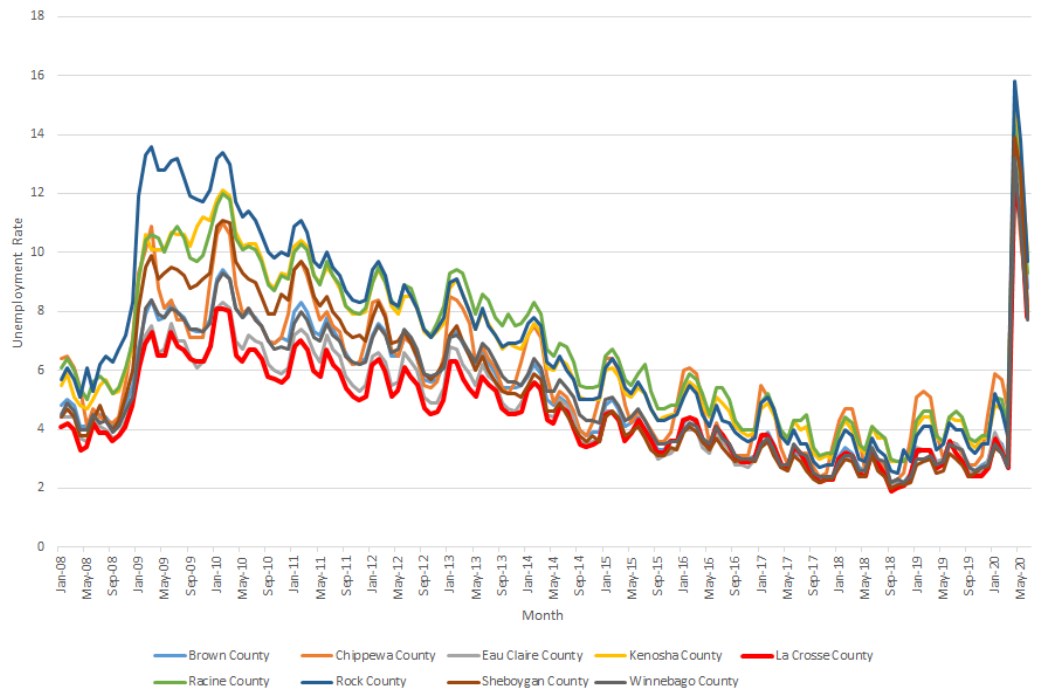
The PPP Program has made a definite impact in counties surrounding and including La Crosse County. As of July, over 5,000 PPP loans were issued to the nine county region included in the Mississippi River Regional Planning Commission. These loans provided income continuation for 53,037 workers in the nine county region alone.

Unemployment Rates

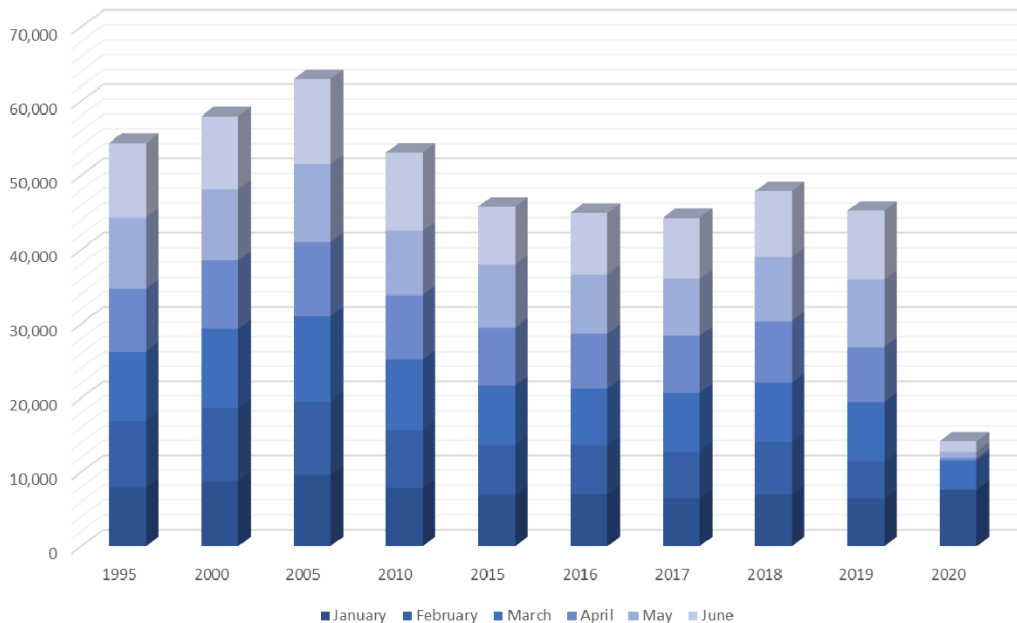
Graph 1 reviews historical unemployment rates for La Crosse County (Heavy Red Line) and other similar Wisconsin urban counties. As illustrated, La Crosse County historically ranks as lowest overall unemployment consecutively over time since 2007. Additionally, the Great Recession of 2008-2010 had lower unemployment rates than what is currently being experienced throughout most of Wisconsin. This is true for La Crosse County, which saw the greatest spike in unemployment rates during the month of April. July 2020 unemployment rates for La Crosse County are comparable to the Great Recession peak unemployment rates (8.5 and 9.2 respectively)

Graph 1

Unemployment Rate (2008-2020)
La Crosse County vs. WI Urban Counties



Enplanements at LSE (Non-Military) Graph 2

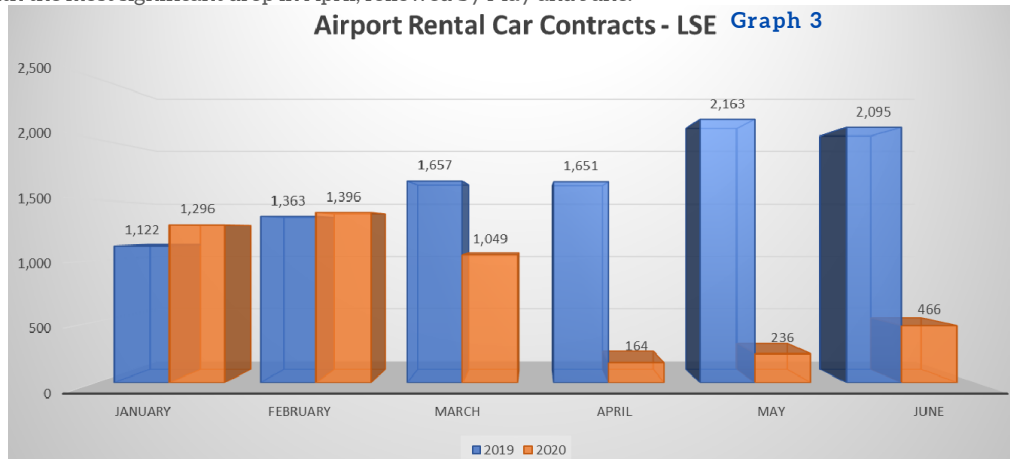


Enplanements at LSE (Non-Military)

Graph 2 illustrates the volume of plane traffic at the La Crosse Regional Airport, with each month illustrated by varying shades of blue. As illustrated, plane travel (business travel) into and out of the La Crosse Regional Airport has decreased significantly due to travel restrictions and stay at home orders resulting from the COVID epidemic. It is also noted, the time ranges are annual numbers five-years apart, with the last five years illustrated annually. Some change in overall flights may be due to technological changes such as internet connectivity and capacity which significantly changed between 2000 and 2019.

Airport Rental Car Contracts - LSE

Graph 3 also reflects changes to travel patterns between 2019 and 2020, indicated by car rental volumes. These volumes began experiencing impacts in March, with the most significant drop in April, followed by May and June.



La Crosse County Sales Tax Revenue

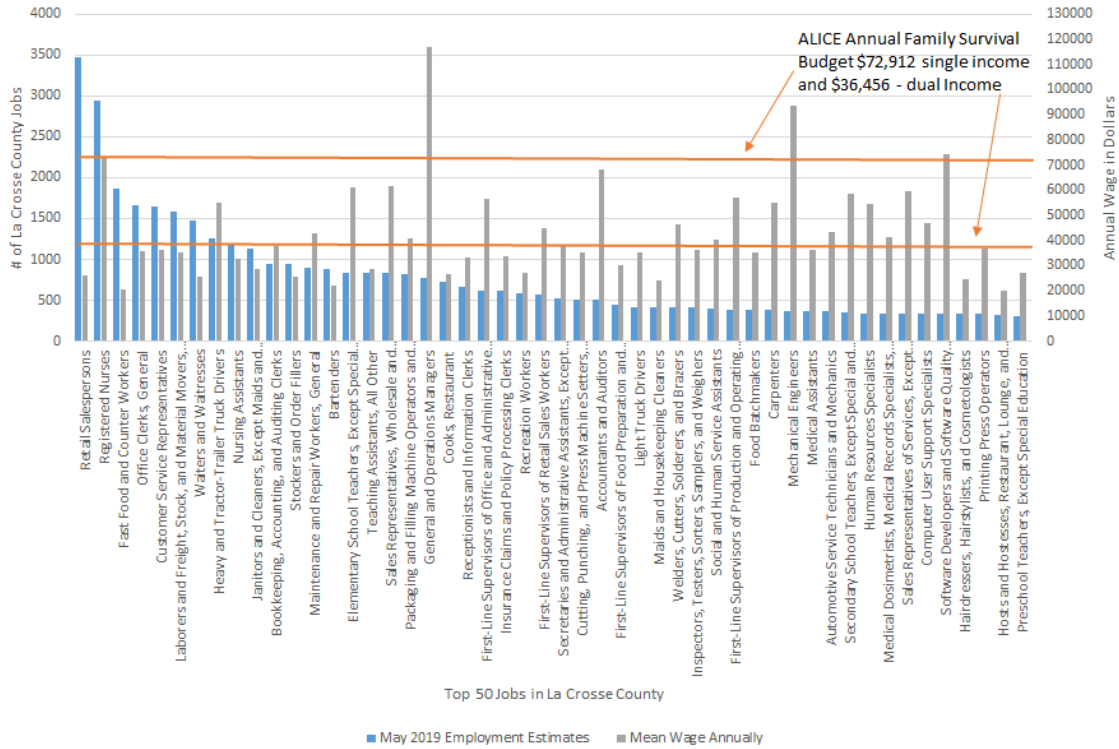
Table 2 represents sales tax revenues that illustrate significant fluctuations between 2019 and 2020 respective months, however changes between 2019 and 2020 show net gains through the end of July for every County compared here except Eau Claire County. COVID closures and impacts seems to be most pronounced for compared Counties in May and June 2020. July 2020 values appear to “bounce back” for nearly every comparable County with the exception of Eau Claire.

Wisconsin Comparative Counties January through July Sales Tax Distributions								Table 2	
Source: https://www.forward-analytics.net/blog/category/data/#county-sales-tax-forecasting-tool									
La Crosse County	January	February	March	April	May	June	July	Total	
	2019	\$1,100,879	\$1,208,739	\$871,316	\$808,736	\$1,093,045	\$1,028,333	\$1,164,138	\$7,275,186
	2020	\$1,252,369	\$1,171,740	\$880,906	\$1,091,953	\$850,010	\$1,011,955	\$1,207,838	\$7,466,771
		13.8%	-3.1%	1.1%	35.0%	-22.2%	-1.6%	3.8%	2.6%
	\$ Difference	\$191,586							
% Difference	2.6%								
Brown County	January	February	March	April	May	June	July	Total	
	2019	\$2,397,977	\$2,555,932	\$1,831,322	\$1,651,141	\$2,837,986	\$2,220,103	\$2,442,818	\$15,937,276
	2020	\$2,735,084	\$2,530,152	\$2,062,878	\$2,286,457	\$2,127,609	\$1,952,720	\$2,873,728	\$16,568,628
		14.1%	-1.0%	12.6%	38.5%	-25.0%	-12.0%	17.6%	4.0%
	\$ Difference	\$631,351							
% Difference	4.0%								
Chippewa County	January	February	March	April	May	June	July	Total	
	2019	\$452,141	\$586,754	\$364,508	\$358,876	\$500,103	\$461,264	\$538,976	\$3,262,622
	2020	\$541,554	\$481,482	\$412,673	\$454,060	\$420,749	\$453,068	\$658,018	\$3,421,603
		19.8%	-17.9%	13.2%	26.5%	-15.9%	-1.8%	22.1%	4.9%
	\$ Difference	\$158,981							
% Difference	4.9%								
Eau Claire County	January	February	March	April	May	June	July	Total	
	2019	\$950,828	\$1,069,954	\$704,798	\$669,281	\$959,733	\$854,152	\$1,020,614	\$6,229,360
	2020	\$1,071,365	\$968,152	\$919,229	\$801,924	\$682,340	\$759,489	\$1,000,779	\$6,203,279
		12.7%	-9.5%	30.4%	19.8%	-28.9%	-11.1%	-1.9%	-0.4%
	\$ Difference	-\$26,081							
% Difference	-0.4%								
Kenosha County	January	February	March	April	May	June	July	Total	
	2019	\$1,359,445	\$1,500,306	\$1,104,837	\$918,199	\$1,324,570	\$1,248,150	\$1,389,783	\$8,845,291
	2020	\$1,527,277	\$1,336,924	\$1,157,143	\$1,280,292	\$1,008,600	\$1,099,087	\$1,499,716	\$8,909,039
		12.3%	-10.9%	4.7%	39.4%	-23.9%	-11.9%	7.9%	0.7%
	\$ Difference	\$63,748							
% Difference	0.7%								
Rock County	January	February	March	April	May	June	July	Total	
	2019	\$1,241,763	\$1,377,646	\$1,093,250	\$987,862	\$1,212,336	\$1,161,156	\$1,323,083	\$8,397,097
	2020	\$1,473,139	\$1,271,986	\$1,147,437	\$1,308,813	\$1,150,543	\$1,127,062	\$1,498,220	\$8,977,199
		18.6%	-7.7%	5.0%	32.5%	-5.1%	-2.9%	13.2%	6.9%
	\$ Difference	\$580,102							
% Difference	6.9%								
Sheboygan County	January	February	March	April	May	June	July	Total	
	2019	\$851,791	\$945,684	\$706,642	\$594,678	\$859,789	\$762,601	\$903,617	\$5,624,801
	2020	\$994,552	\$1,307,447	\$700,509	\$358,961	\$884,599	\$741,648	\$997,619	\$5,985,334
		16.8%	38.3%	-0.9%	-39.6%	2.9%	-2.7%	10.4%	6.4%
	\$ Difference	\$360,534							
% Difference	6.4%								

La Crosse County Employment Statistics

Graph 5 illustrates La Crosse County Occupational Employment Statistics (OES) data for 2019. This data set lists the top 50 jobs by volume in La Crosse County, with the number of jobs in the various job categories on the left Y-axis, and the Mean Annual Wage represented on the right-hand side of the Y-Axis. The horizontal lines in red represent United Way ALICE (Asset Limited, Income Constrained, Employed) data from 2018. The point of this graph is to illustrate the most prolific jobs in La Crosse County and what the mean annual wage for each is compared to living expenses for a family of 4. A single income family of 4 would need a job earning \$72,912 in order to meet the survival budget cost of living (essentially no savings and living paycheck to paycheck). If the family had two income earners, they would need to earn above the lower red line representing \$36,456 (half of \$72,912). This graph thus helps illustrate which jobs in La Crosse County would pay a wage capable of supporting families living paycheck to paycheck. La Crosse's 50 top jobs represents 39,380 jobs of the 61,620 (approximately 64%) jobs reported in La Crosse County (note some positions are suppressed by the OES).

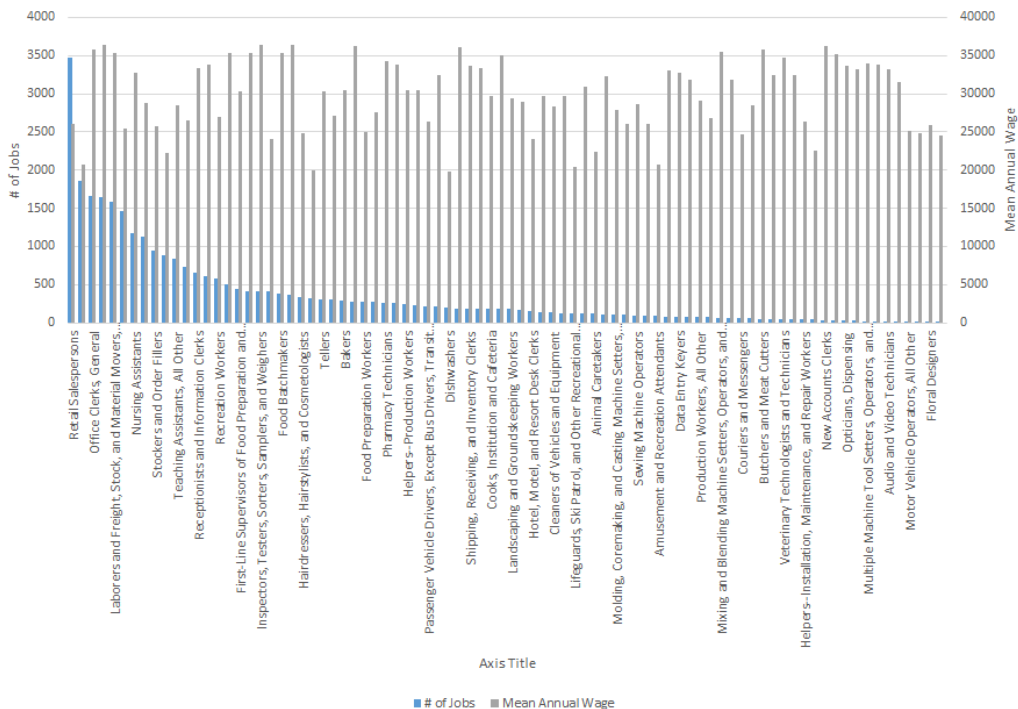
Top 50 Occupations & Mean Wages
La Crosse County (39,380 Jobs) Graph 5



La Crosse County Jobs

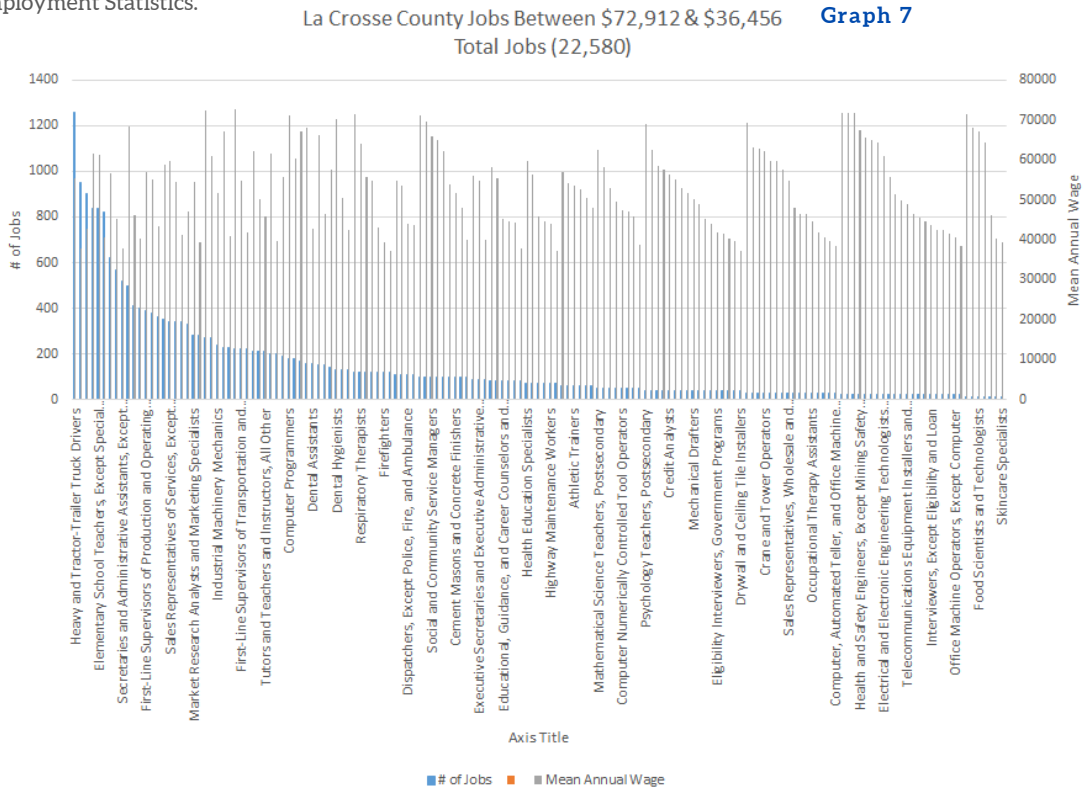
Graph 6 represents the total number of jobs in La Crosse County which pay lower than the \$36,456 mean annual wage (half the United Way 2018 Survival Budgets) – illustrating jobs that, unless paired with a significantly higher paying job in a family, would not support a family of four. Jobs paying below the family supporting wage represent 30,210 (49%) of La Crosse County jobs listed through the Occupational Employment Statistics.

La Crosse County Jobs under Annual Salary \$36,456 (30,210 Total Jobs) Graph 6



La Crosse County Jobs

Graph 7 represents all the La Crosse County Jobs (22,580) paying between \$36,456 and \$72,912 mean annual wage. Jobs paying below the family supporting wage represent approximately 37% of La Crosse County jobs listed through the Occupational Employment Statistics.



La Crosse County Jobs

Graph 8 represents La Crosse County jobs with a mean annual wage greater than \$72,916. The number of jobs paying above the family of four survival budget wage represents 5,560 jobs, or 9% of the total volume of jobs listed by the Occupational Employment Statistics for La Crosse County.

