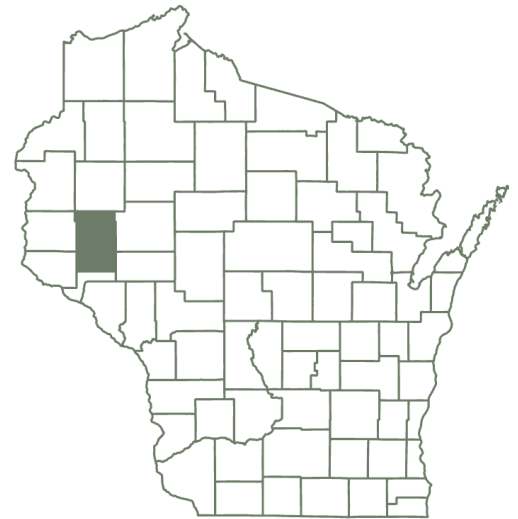


# Dunn County

## Economic Profile

### DEMOGRAPHICS

County Population	2020	2023	2024	2030	2040	2050
Total Population	45,440	45,349	45,527	45,565	44,470	42,475
Percent Change	0.0%	-0.2%	0.2%	0.1%	-2.5%	-4.7%
Male	23,434	23,014	23,125	23,765	23,335	22,480
Female	22,006	22,335	22,402	21,800	21,135	19,995
Minority	4,242	3,687	3,687	NA	NA	NA
Percent Minority	9.3%	8.1%	8.1%	(NA)	(NA)	(NA)
<b>Age Distributions</b>						
Under 5	2,322	2,152	2,133	2,005	1,920	1,655
5-9 years	2,606	2,392	2,318	2,140	1,940	1,745
10-14	2,770	2,733	2,740	2,620	2,290	2,200
15-19	4,011	4,159	4,599	4,145	3,450	3,135
20-24	5,292	5,666	5,143	5,630	5,400	4,735
25-34	5,246	5,090	5,215	4,790	5,105	4,565
35-44	5,105	5,234	5,279	5,290	4,895	5,235
45-54	4,963	4,880	4,855	5,035	5,320	4,930
55-59	2,862	2,758	2,636	2,305	2,495	2,480
60-64	2,779	2,857	2,886	2,360	2,335	2,625
65-75	4,577	4,464	4,582	5,005	4,230	4,395
75-84	2,089	2,315	2,513	3,350	3,760	3,175
85+	818	649	628	890	1,330	1,600



Source: U.S. Census Bureau (P1 and DP1), Wisconsin DOA 2025 Estimates.

Municipal Population	1980	1990	2000	2010	2020	2025	Percent Change				
							1980 - 1990	1990 - 2000	2000 - 2010	2010 - 2020	2020 - 2024
City of Menomonie	12,769	13,547	14,937	16,264	16,843	16,971	6.1%	10.3%	8.9%	3.6%	0.8%
Village of Boyceville	862	913	1,043	1,086	1,100	1,101	5.9%	14.2%	4.1%	1.3%	0.1%
Village of Colfax	1,149	1,110	1,136	1,158	1,182	1,176	-3.4%	2.3%	1.9%	2.1%	-0.5%
Village of Downing	242	250	257	265	234	222	3.3%	2.8%	3.1%	-11.7%	-5.1%
Village of Elk Mound	737	765	785	878	985	1,085	3.8%	2.6%	11.8%	12.2%	10.2%
Village of Knapp	419	419	421	463	478	486	0.0%	0.5%	10.0%	3.2%	1.7%
Village of Ridgeland	300	246	265	273	258	259	-18.0%	7.7%	3.0%	-5.5%	0.4%
Village of Wheeler	231	348	317	348	326	324	50.6%	-8.9%	9.8%	-6.3%	-0.6%

Source: 1980, 1990, 2000, 2010, and 2020 U.S. Census Bureau, Wisconsin DOA Estimates.

Per Capital Personal Income	2021	2022	2023	2024	Percent Change		
					2021-22	2022-23	2023-24
Dunn County	\$49,966	\$49,163	\$51,437	\$53,534	-1.6%	2.2%	6.5%
Wisconsin	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%
United States	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis. \*Note: Total income includes income from three sources: net earnings, dividends, interest and rent, and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).

## HOUSING & ECONOMY

### County Housing Metrics

2024 Housing Units	18,983
2024 Estimated Housing Units	19,434
Owner-Occupied Units	11,693
Renter-Occupied Units	5,747
Persons per Owner-Occupied Unit	2.6
Persons per Renter-Occupied Unit	2.1
Median Value of Housing	\$243,200
Median Monthly Gross Rent	\$985

Source: 2024 American Community Survey 5-Year Estimates, 2025 Wisconsin DOA Housing Estimates

### Number of Building Permits

County Residential	2019	2023
Single Family	90	124
Total Units	98	138
Value	\$21,042,326	\$39,404,483

Source: U.S. Census Bureau Building Permit Survey, 2024

### Consumer Expenditure (per household)

Commodity	Total
Tax and Retirement	\$21,737
Transportation	\$16,514
Shelter	\$15,391
Health Care	\$6,426
Grocery	\$6,413
Entertainment	\$5,484
Utilities	\$4,582
Food Away From Home	\$4,203
Contributions	\$3,004
Household Furnishings and Equipment	\$2,537
Education	\$2,151
Household Operations	\$1,786
Apparel	\$1,769
Miscellaneous Expenses	\$1,638
Personal Care	\$1,251
Alcoholic Beverages	\$582
Tobacco and Related	\$497
<b>Total Expenditures</b>	<b>\$95,965</b>

Source: Applied Geographic Solutions, 2024

### Government Finances

	County	State
Full Equalized County Valuation (\$000)	\$5,466,429	\$907,414,717
Net Property Tax (\$000)	\$70,783	\$12,362,610
Full Value Tax Rate per \$1,000 Valuation	\$14.14	\$15.03
Per Capita Property Tax	\$1,549.11	\$2,064.13

Source: Town, Village, and City Taxes, Wisconsin Department of Revenue.

Civilian Labor Force	2020	2025
Total Employed	24,102	24,917
Total Unemployed	22,764	24,071
Total Labor Force	1,338	846
County Average Unemployment Rate	5.6%	3.4%
Wisconsin Average Unemployment Rate	6.4%	3.2%
U.S. Average Unemployment Rate	8.1%	4.3%

Source: Wisconsin Department of Workforce Development

### Representative Wage Rates

Position	2023 Hourly Rate	
	Mean	Median
Bartenders	\$11.58	\$10.65
Bookkeeping/Accounting/Auditing	\$23.00	\$22.99
Cashiers	\$14.78	\$14.46
Computer Programmers	\$46.26	\$39.58
Electricians	\$32.91	\$32.57
Healthcare Social Workers	\$29.76	\$29.17
Licensed Practical/Vocational Nurse	\$29.53	\$29.39
Machinery Maintenance Workers	\$30.71	\$30.14
Nursing Assistants	\$20.63	\$20.35
Office Clerk, General	\$21.24	\$21.21
Physical Therapists	\$48.20	\$48.85
Secretaries/Administrative Assistants	\$30.00	\$29.60
Tellers	\$20.13	\$19.61
Truck Drivers-Heavy/Tractor Trailer	\$26.36	\$27.68
Waiter and Waitresses	\$13.40	\$13.23
Welder/Cutter/Solderer/Brazer	\$25.26	\$24.36

Source: Bureau of Labor Statistics, 2024

### Employment by Industry, 2024 Estimates

Industry	Employees	% of Total
Agriculture, Forestry, Fishing, Hunting, Mining	720	3.1%
Construction	1,621	6.9%
Manufacturing	4,599	19.7%
Wholesale Trade	549	2.3%
Retail Trade	3,284	14.1%
Transportation and Warehousing, and Utilities	1,572	6.7%
Information	234	1.0%
Finance, Insurance, Real Estate, Rental and Leasing	1,227	5.3%
Services (Professional, Educational, Entertainment, Other)	8,991	38.5%
Public Administration	566	2.4%
<b>Total Employment</b>	<b>23,363</b>	<b>100.0%</b>

Source: 2024 American Community Survey 5-Year Estimates.

\* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.

## Industry Employment Projections (West Central WI)

Industry	Estimated Employment*		% Change
	2022	2032	
Mining/Natural Resources	4,346	4,710	8.4%
Manufacturing	37,331	39,901	6.9%
Construction	8,800	10,035	14.0%
Trade, Transportation, and Utilities	43,355	47,310	9.1%
Information	1,208	1,075	-11.0%
Financial Activities (finance, insurance, real estate, rental and leasing)	7,507	8,543	13.8%
Professional and Business Services (professional, management, remediation)	15,034	16,906	12.5%
Education and Health Services (including State/Local Government)	48,084	52,353	8.9%
Leisure and Hospitality	19,920	22,684	13.9%
Other Services (except Government)	8,597	9,498	10.5%
Government	11,585	11,636	0.4%
Self-Employed and Unpaid Family Workers (all jobs)	15,663	17,572	12.2%
<b>Total, All Nonfarm Industries</b>	<b>221,430</b>	<b>242,223</b>	<b>9.4%</b>

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development (Dec. 2024)

\*Note: Employment is a count of jobs rather than people, and includes all part and full-time nonfarm jobs.

### Industry Employment Projections

Employer	Industry Type	Employees
Conagra Brands Inc	Food Products (wholesale)	500-999
Phillips-Medisize LLC	Hospital Equipment & Supplies-Mfrs	500-999
University of Wi-Stout-Dining	University-College Dept/Facility/Office	500-999
3M Co	Manufacturers-Agents & Representatives	500-999
Dunn County Administrator	Government Offices-County	500-999
Walmart Distribution Ctr	Distribution Centers (wholesale)	500-999
Mayo Clinic Health System-Red Cedar	Hospitals	250-499
CEVA Logistics	Logistics Consulting Services	250-499
Westconsin Credit Union	Credit Unions	250-499
Andersen Corp	Windows	250-499
Colfax High School	Schools	100-249
Marketplace Foods Groc Store	Grocers-Retail	100-249
Menomonie High School	Schools	100-249
Fleet Farm	Farm Supplies (wholesale)	100-249
Menomonie Middle School	Schools	100-249
Aurora	Apartments	100-249
University Catering	Food Service Management	100-249
Walmart Supercenter	Department Stores	100-249
University-Wi-Stout Clg-Sci	University-College Dept/Facility/Office	100-249
Comforts-Hm Advanced Memory Cr	Retirement Communities & Homes	100-249
Cardinal FG Co	Glass-Tempered	100-249
UW-Stout University Dining Services	Caterers	100-249
American Lutheran Homes Inc	Convalescent Homes	50-99
Colfax Health & Rehab Ctr	Health Clubs Studios & Gymnasiums	50-99
Colfax Elementary School	Schools	50-99

Source: Wisconsin Department of Workforce Development; Major Employers extracted from Data Axle

## Recreational Highlights

Dunn County has a variety of recreational resources ranging from hunting and fishing to camping and biking. The County is characterized by rolling hills and open farmlands. The Red Cedar River is known for its many fishing, canoeing, and camping opportunities. A groomed and well-marked snowmobile route runs throughout the County. ATV/UTV activities also utilize a network of trails through-out Dunn County.

Hoffman Hills Recreation Area provides cross-country skiing, hiking, walking, and snowshoe opportunities. Of state significance is the Red Cedar Trail which runs parallel to the Red Cedar River from Menomonie to the Dunnville Wildlife Area. This trail is part of the larger Chippewa Valley Trail System, which continues south to the City of Durand or north to the City of Eau Claire. Disc golf is also a popular activity, with five courses located in the County. The Lambs Creek Disc Golf Course was nationally ranked as the 6th best 9-hole course in the country. The County has three public shooting ranges that meet a variety of community needs such as training areas for military and local law enforcement agencies, hunter education, and numerous events sponsored by Sportsman's Clubs.

For more information: Dunn County: <https://www.co.dunn.wi.us/parks>

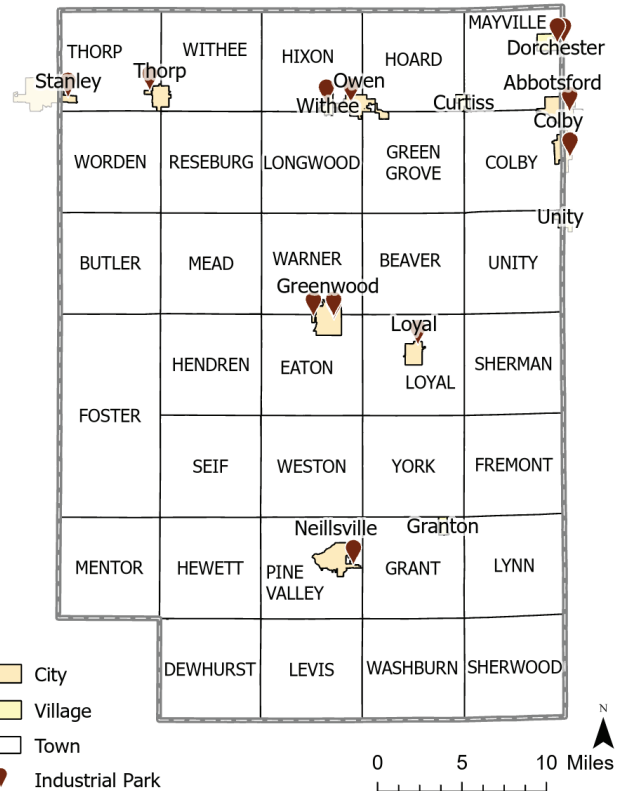
Source: Dunn County Outdoor Recreation Plan, 2016-2020.

## Industrial and Business Parks/Sites

Park or Site Name	Location (Municipality)
Boyceville Industrial Park	Village of Boyceville
Colfax Industrial Park	Village of Colfax
Menomonie Industrial Park	City of Menomonie
Stout Technology and Business Park	City of Menomonie

For more information, contact the Dunn County Economic Development Corporation website at [www.dunneconomicdevelopment.com](http://www.dunneconomicdevelopment.com) or contact:

**Adam Accola**, Executive Director  
 Dunn County Economic Development Corporation  
 715-232-5444  
[accolaa@uwstout.edu](mailto:accolaa@uwstout.edu)



## Community Facilities and Utilities

<b>Highways</b>	Dunn County is served by a network of Interstate, U.S. and State Highways. Interstate 94 runs east and west through the County into the Minneapolis-St. Paul metro area. U.S. Highway 12 and State Highways 64, 170, 29, 85 and 72 also run east and west. State Highways 40, 25, and 79 provide for north-south travel throughout the County. Many other county and local roads connect with these highways to link the cities, villages, and recreational areas in the County.
<b>Rail Service</b>	Dunn County is served by two railroads, Canadian National (CN) and the Union Pacific (UP). The CN serves the Dunn County communities of Boyceville, Colfax, and Wheeler from the east. The UP connects West Central Wisconsin with Minneapolis-St. Paul and Chicago. This rail line serves the Dunn County communities of Elk Mound, Knapp, and Menomonie, connecting to the Eau Claire area.
<b>Air Service</b>	Dunn County has two publicly-owned airports; a small general aviation airport in Boyceville and a medium general aviation airport in Menomonie. There is a 5,074 foot runway and a 3,400 foot runway at the Menomonie airport, with a 3,300 foot runway in Boyceville. Dunn County also has access to air commercial service airports in both Eau Claire and Minneapolis-St. Paul. The Menomonie Municipal Airport provides a courtesy car for transportation to food, lodging, and other facilities as well.
<b>Bus Service</b>	Greyhound and MegaBus provide intercity bus service between the Twin Cities and Madison and Milwaukee, and Twin Cities and Green Bay, respectively. The Dunn County Transit Commission also provides fixed route services within Menomonie, some rural transit services, and a scheduled doorstop service from 7 AM to 5 PM Mondays through Fridays.
<b>Educational Facilities</b>	The Chippewa Valley Technical College, located in the Cities of Eau Claire, Chippewa Falls, and Menomonie, serves the technical training needs of Dunn County. Another four year institution, UW-Stout, located in Menomonie, offers more than 65 majors and is nationally known for its programs in industry, technology, and art and design. Associate degree and vocational education programs are offered in the areas of agriculture, services, allied health, nursing, business, marketing, trade and industry, general education, as well as apprenticeship trades. Three nearby University of Wisconsin campuses provide excellent educational services.