

TOWN OF MENASHA 2011 ECONOMIC PROFILE



www.town-menasha.com

The Town of Menasha is strategically located in East Central Wisconsin in the heart of the Fox River Valley. The Town is one of the communities that comprise the Neenah-Oshkosh Metropolitan Statistical Area (MSA). The Town is the second largest township in the State of Wisconsin with a population of 17,430.

POPULATION

Year	Number	% Change
1970	8,682	-
1980	12,307	41.8
1990	13,975	13.6
2000	15,858	13.5
2010	18,498	17

Source: U.S. Bureau of the Census

HOUSING

Year	Total	% Change
1980	4,177	-
1990	5,351	28.1
2000	6,298	11.8

UNIT INFORMATION

Total Units: 6,743
Owner Occupied: 4,609
Renter Occupied: 1,865
Number of Vacant Units: 269
Median Value: \$142,100
Median Rent: \$539
Building Permits Issued: 2007 = 197
Source: Town of Menasha

INCOME

	2000 Per Capita Personal Income	2005 Per Capita Personal Income
Town of Menasha:	\$24,393	**
Neenah-Oshkosh MSA:	\$21,837	\$32,978
Winnebago County:	\$21,706	\$32,978
State of Wisconsin:	\$21,271	\$33,278

Source: U.S. Bureau of the Census and Bureau of Economic Analysis
**Data unavailable for location during that year

TAXES

Local Property Taxes (2007)
Assessment Ratio: 101.30%
Net Tax Rate/ \$1000: \$19.52
Town Portion/ \$1000: \$4.91
Equalized Value: \$1,389,484,200
Source: Town of Menasha

LOCAL ECONOMY

The Fox Cities has traditionally enjoyed a vibrant economy that has long been the envy of most communities in Wisconsin, if not the Upper Midwest. In fact, during the 1990's Fox Cities employment grew by 29 percent, the second-fastest growth rate in the state. Similar to other communities nationwide, the Fox Cities' economy has experienced a substantial gain in service sector employment. Still, manufacturing maintains a strong local presence accounting for 29.2 percent of total employment and the Fox Cities has emerged as the retail hub for both Northeast and East Central Wisconsin.

Although paper products and paper machinery continue to dominate local manufacturing activity, significant gains in the production of electronic and other electrical equipment has given the Fox Cities a decidedly high-tech nature to its economy. Indeed, over the past decade high-tech employment in the Fox Cities increased by 65 percent and now represents over 4 percent of total local employment.

GOVERNMENT SERVICES

The Town of Menasha has a Town Chairman/Town Board of Supervisors form of government. The Town Board of Supervisors is authorized to exercise Village powers. The Town has its own Police and Fire Departments.

The Town has a Board of Review, Planning Commission, Sustainability Committee, Board of Police Commissioners, Parks Commission, Housing Appeals Board, Utility District and Stormwater Utility Commissions and numerous ad-hoc committees.

The Town also provides storm sewers, street lighting and maintenance, snow removal, and paved pedestrian/ bicycle trails.

Town of Menasha Police Department

1 Full-time Police Chief
1 Police Administrative Coordinator
6 Lieutenants
16 Patrol Officers
6 Civilian Staff
2 Detectives

Town of Menasha Fire Department

One Full-time Fire Chief
One Full-time Deputy Chief/Fire Marshal
One Full-time Life Safety Educator & 1 Full-time Firefighter
Fire Underwriters' Insurance Rating 4- ISO
56 paid on-call Firefighters
Ambulance Service: Provided by Gold Cross Ambulance with 20
Emergency Medical Service Technicians

BUSINESS & INDUSTRIAL PARKS

The Town of Menasha has four industrial/commercial parks with available sites:

Gateway Development: 160+ acres, is a development located along the West American Drive and served by Hwy 10, U.S. Hwy 41 and Cty Hwy CB. This development includes a new 140 lot residential subdivision, an office park and a retail center. Road, sewer, and water are available.

Parkside West Business Center: 27 acres, which is serviced by Cty Hwy II, U.S. Hwy 41, and Cty Hwy CB, zoned for light manufacturing and office. Road, sewer, and water are available.

McMahon Business Park: 48.36 acres, which is serviced by U.S. Hwy 10, U.S. Hwy 41, and Cty Hwy CB, zoned for office and retail. Road, sewer, and water are available.

All American Industrial Park: 80 acres, which is serviced by U.S. Hwy 41 and railway, zoned for industrial. Road, sewer, and water are available.

Northwest Industrial Park: Approximately 500 acres bordered by Cty Rd BB on the north, Cty Rd CB on the east and Clayton Avenue on the west, with easy access to U.S. Hwy 41 and U.S. Hwy 10. Road, Sewer and Water can be provided.

EMPLOYMENT

The Town is home to several Fortune 500 industries including: Kimberly-Clark Corp., Pierce Manufacturing, Hayes Manufacturing, Outlook Graphics, SCA Tissue, and Warehouse Specialists. Other major employers include: Cellu-Tissue, Great Northern Corp., Miron Construction Co. Inc., and Pitney Bowes.

Employment by Sector:

Oshkosh - Neenah MSA Annual Non-Farm Wage & Salary Employment

	<u>Average 2007 Employ. (Thou)</u>	<u>% of Industry</u>		<u>Average 2007 Employ. (Thou)</u>	<u>% of Industry</u>
Manufacturing	23.4	25.03%	Professional & Business Service	10.6	11.34%
Construction, Mining & Nat. Res.	3.9	4.17%	Financial Activities	3.9	4.17%
Wholesale Trade	3.3	3.53%	Education & Health Service	11.0	11.76%
Retail Trade	8.3	8.88%	Leisure & Hospitality	6.8	7.27%
Trans., Warehouse & Utilities	3.8	4.06%	Other Services	4.5	4.81%
Information	1.7	1.81%	Government	12.3	13.16%

Source: WI Dept. of Workforce Development, Office of Economic Advisors.

Average Hourly Wage:

Accountant	\$19.71	Switchboard Operator/Receptionist	\$11.82	Human Resources Assistant	\$12.54
Accountant, Associate	\$14.61	Administrative Assistant/Secretary	\$13.79	Human Resources Generalist	\$20.72
Accounting Clerk	\$14.08	Applications Systems Analyst/Prgmr.	\$26.53	Production Supervisor	\$23.36
General Accounting Mgr	\$34.56	Network/PC Support Technician	\$19.75	Plant Superintendent	\$32.64
Payroll Clerk	\$14.18	Customer Service Manager	\$28.75	Network Administrator	\$23.50
Safety Manager	\$27.50	Customer Service Representative	\$16.29	Information System Manager	\$30.24
Marketing Specialist	\$19.18	Sales Representative	\$21.58		

Source: 2006-2007 Fox Valley Wage Survey Database, Fox Cities Chamber of Commerce & Industry, Inc.

TRANSPORTATION

Highways: U.S. Hwy 41 and U.S. Hwy 10, State Hwy 441, Cty Rd II, Cty Rd BB, Cty Rd CB and State Hwy 47.

Air:

- Outagamie County Airport, located 3.5 miles north in the Town of Greenville. This airport services major commercial airlines and private charters. Major commercial carriers include: Comair, MaxAir, Midwest Express, Northwest AirlinK, Skyway Airlines, United Express, FedEx, and Airborne Express.
- Austin Straubel International Airport, located 34 miles north in Green Bay.
- General Mitchell International Airport, located 98 miles south in Milwaukee.
- O'Hare International Airport, located 166 miles south in Chicago.

Rail: Canadian National Railroad, which is located near several industrial sites with rail spurs serving some of the sites.

Water Transportation Services: The Port of Green Bay, Wisconsin, a gateway port providing full shipping services and easy access to the Great Lakes, is located 42 miles north of the Town of Menasha. The port handles general cargo, liquid and dry bulk commodities.

UTILITIES

Water and Sewer: Town of Menasha Utility District, Grand Chute/Menasha Waste Water Treatment Facility, maximum capacity 3,100,000 gallons a day.

Electric: WE Energies, 24-hour service line (800) 242-9137

Telecommunications: Ameritech, TDS Metrocom, Fiber Optic & T-1 Lines available.

Gas: WE Energies, 24-hour service line (800) 242-9137

Solid Waste:

- Town of Menasha contracts with a private company for weekly residential refuse and recycling collection service.
- Commercial and industrial users contract separately with a private hauler.
- The Town has a mandatory recycling ordinance.
- The Town provides a spring, summer, and fall clean-up for yard refuse.

Sanitary Sewerage: Neenah/Menasha Waste Water Treatment Facility OR Grand Chute/Menasha West Treatment Facility.

Neenah/Menasha Waste Water Treatment Facility

Peak Hourly Flow: 65 million gallons
Average Daily Flow: 13 million gallons
Maximum 24 Hour Flow: 43 million gallons
Adequate capacity for new industry.

Rate information: \$3.57 per 1,000 gallons
Contact: (920) 720-7106 for more rate information.

Grand Chute/Menasha West Treatment Facility

Peak Hourly Flow: 19.5 million gallons
Average Daily Flow: 5.6 million gallons
Maximum 24 Hour Flow: 13.8 million gallons
Adequate capacity for new industry.

Rate information: \$3.57 per 1,000 gallons
Contact: (920) 720-7106 for more rate information.

Water: Town of Menasha Utility District

Source: 2 separate water systems separated by Little Lake Butte des Morts.

	<u>East System</u>	<u>West System</u>
Source:	Well and 50% from City of Menasha	Well
Total Pumping Capacity:	2,800 gallons per minute	4,200 gallons per minute
Average Daily Consumption:	1.1 million gallons	1.9 million gallons

3 Water Towers:

1 East Side – 300,000 gallons
2 West Side – 300,000 gallons each tower

3 Ground Storage Reservoirs:

1 East Side – 1 million gallon capacity
2 West Side – 1 million gallon capacity

Rate Information: 5/8" meter \$16.50 quarterly charge, plus \$2.40 per 1,000 gallons for first 50,000 gallons, next 650,000 gallons is \$2.30 per 1,000, over 700,000 gallons is \$2.08 per 1,000. Contact: (920) 720-7106 for more rate information.

EDUCATION

Education resources in the Fox Cities are among the best in the country. Area students consistently exceed state and national scholastic test score averages. This is significant as Wisconsin traditionally leads the nation in such tests. In 1994, the Appleton Area School District was ranked among the top five school districts academically in the nation by *Expansion Management* magazine and consistently ranks in the top 10. In addition, six schools in the Fox Cities area have earned the U.S. Department of Education's Excellence in Education Award.

The Town is served by the Appleton Joint School District, Menasha Joint School District, and the Neenah School District. The Town of Menasha is also home to St. Mary's High School, located on Cold Spring Road, and Spring Road Elementary, located on Spring Road Drive.

The following post-secondary educational facilities are located nearby: Lawrence University, University of Wisconsin - Fox Valley, Fox Valley Technical College, and the University of Wisconsin- Oshkosh.

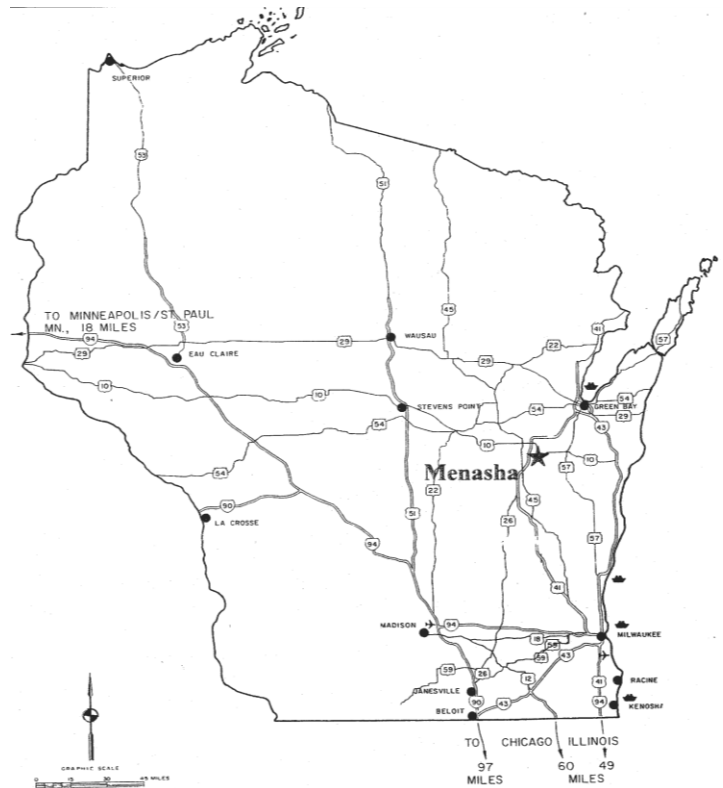
Libraries:

Town of Menasha residents may utilize Public Libraries located in Appleton, Neenah, and the City of Menasha.

HEALTH SERVICES

The Town of Menasha is served by a range of health care facilities and health professionals, including ThedaCare Pediatrics, Affinity Pediatrics, Valley Pain Clinic, Appleton Eye Clinic, two dentists and one psychologist. Also readily accessible to the community are Appleton Medical Center, St. Elizabeth Hospital and ThedaClark Regional Medical Center, and the Children's Hospital of Wisconsin-Fox Valley.

The Fox Cities health care network includes more than 650 physicians and nearly 150 dentists. In recent years, hospitals have undergone major expansions, adding state-of-the-art equipment and sophisticated new services to more effectively aid in patient recoveries. Businesses in the Fox Cities have found that the costs of health care have not increased nearly as much as in other communities. According to a national survey, the Appleton/Fox Cities area was listed as having the sixth lowest average daily hospital charges in the country. In addition, ThedaClark was ranked among the "Top 100 Hospitals in the U.S.," by HCIA, Inc.



FINANCIAL SERVICES

KimCentral Credit Union 625 Deerwood Av. Menasha, WI 54956 (920) 720-2572	Lakeview Credit Union 410 North Lake St. Menasha, WI 54956 (920) 729-5100	Evergreen Credit Union 1500 W. American Dr 844 Ehlers Rd. Neenah, WI 54956 (920) 729-2999
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Several other financial institutions that serve the community are located nearby.

MEDIA

Local Newspapers:
The Bridge, Town of Menasha, Quarterly
The Post-Crescent, Appleton, Daily
Oshkosh Northwestern, Oshkosh, Daily

RECREATION

12 Miles of Paved Trails
11 Public Parks, 3 Preserves, & 3 Open Spaces
Community Center
Seasonal Recreational Programs

CONTACTS

Community Development Department
Town of Menasha
2000 Municipal Drive
Neenah, WI 54956
(920) 720-7105
Fax: (920) 720-7116
www.town-menasha.com
cdd@town-menasha.com

WE Energies
Office of Economic Development
231 West Michigan Street
Milwaukee, WI 53201
(414) 221-3842
Fax: (414) 221-3853

Wisconsin Department of Development
Economic Development Division
PO Box 7970
Madison, WI 53707
(608) 266-1018
(608) 266-3447

Winnebago County Industrial
Development Board
448 Algoma Blvd.
PO Box 2802
Oshkosh, WI 54903
(920) 727-2880

Forward Wisconsin, Inc.
201 W. Washington Ave., Suite 500
Madison, WI 53704
(608) 261-2500
Fax: (608) 261-2518

