

ISSUES & OPPORTUNITIES

1.1 INTRODUCTION

Development of the Town of Grantsburg’s Comprehensive Plan will begin with an overview of the community based on known information from the past to present and projections of the future covering a 20-year planning horizon. This chapter gives an overview of demographic trends and background information necessary to develop subsequent components of the comprehensive plan. This chapter includes such things as past, present, and future population; household and employment forecasts; demographic trends; age distribution; education and income levels; and employment characteristics. It also includes a section on the overall goals, objectives, policies (actions), and programs to help guide future preservation and development over the 20-year planning horizon.

1.2 POPULATION CHARACTERISTICS

Looking at the characteristics of population, both past changes and future projections can help a community plan for the needs of the future. This section will look at both past population numbers and the predictions of future growth for the Town of Grantsburg and Burnett County.

Population Trends

Table 1.1 shows the population for the Town of Grantsburg from 1950 to 2000. Grantsburg has experienced population growth since 1950 gaining a total of 503 persons over the 50-year period. Population growth in the Town of Grantsburg was very moderate from 1950 to 1970. The greatest percentage growth by decade was from 1970 to 1980, when the town population increased by 35 percent.

Table 1.1: Population Trends								
Location	1950	1960	1970	1980	1990	2000	Absolute Change 1950-2000	Percent Change 1950-2000
Town of Grantsburg	464	479	501	677	860	967	503	108.41%
% Of County Population	4.53%	5.20%	5.40%	5.49%	6.57%	6.17%		---
Burnett County	10,236	9,214	9,276	12,340	13,084	15,674	5,438	53.13%

Source: U.S. Census Bureau

Burnett County suffered a loss in population from 1950 to 1960 but has experienced growth every decade since, with the largest jump in absolute numbers and percentage from 1970 to 1980. Until the last decade, Grantsburg was increasing its share of county population.

Population Projections

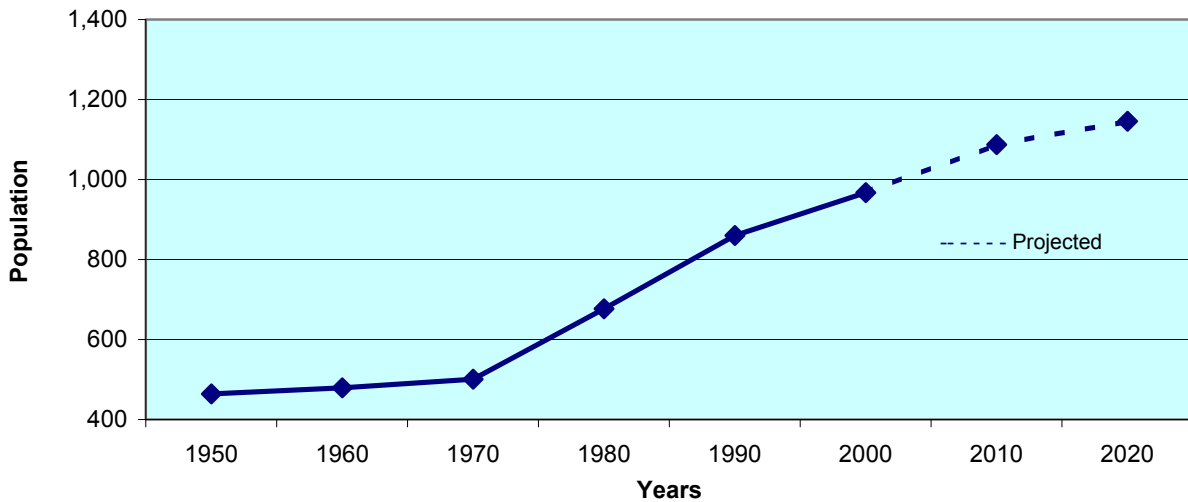
Table 1.2 displays population projections for the Town of Grantsburg and Burnett County through 2025. Population projections identify a moderate growth rate through the year 2025 for

both the town and the county. Figure 1.1 charts both the historical population as well as the projected population.

Table 1.2: Population Projections 2005 - 2025		
Year	Town of Grantsburg	Burnett County
2005	1,030	16,375
2010	1,087	16,993
2015	1,126	17,329
2020	1,146	17,415
2025	1,158	17,390
Absolute Change 2005-2025	128	1,015

Source: Wisconsin Department of Administration, Demographic Service Center

**Figure 1.1: Town of Grantsburg
Population: 1950-2000, Population Projections: 2005-2020**



Sources: U.S. Census Bureau; WI Dept. of Administration, Demographic Services Center

Important to understand is that while the population is projected to increase moderately, the average household size is expected to decrease. This trend is important because it means more housing units will be needed in the town to support the overall population.

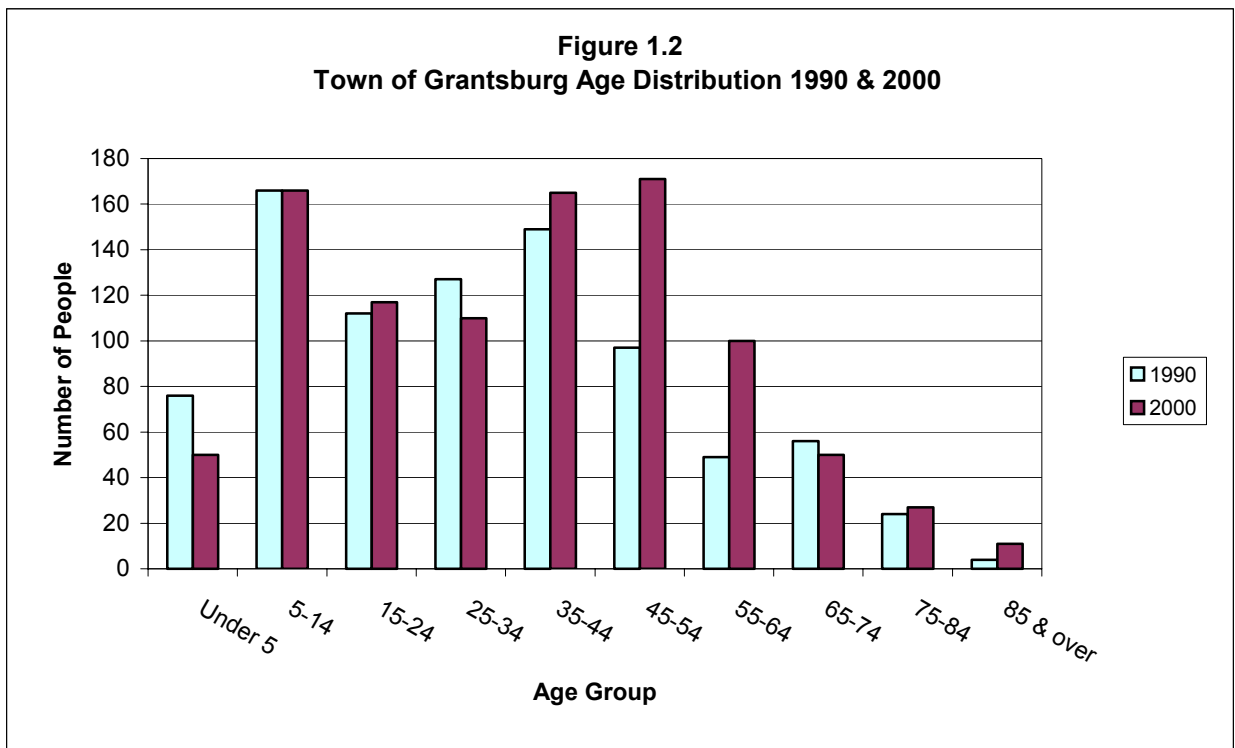
Factors for the overall increase in population may include: the town’s proximity to the metropolitan Twin Cities, manufacturing and home-based business development, the conversion of seasonal residences into permanent residences, attractiveness of the area’s natural resources, and the overall ability of the town and region to provide a quality of life that’s comfortable with access to goods, services, and economic activities to satisfy its current population and attract new people.

Population Composition

Population figures and growth rates do not provide any insight about the characteristics of the population. To learn more about the people of the Town of Grantsburg, information about race, sex, and age of the population must be examined.

In 2000, there were 487 males and 480 females living in the Town of Grantsburg. Nearly all (97.9%) of the residents reported their race as white in the 2000 U.S. Census.

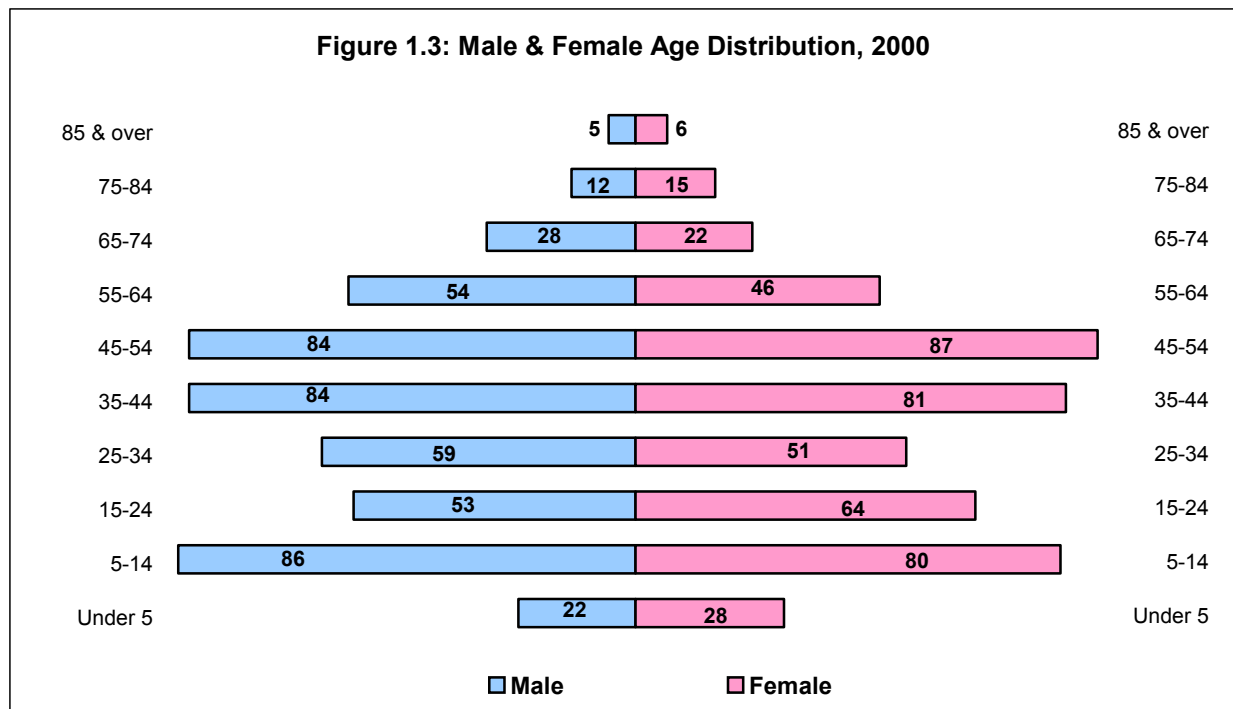
The median age of a Town of Grantsburg resident in 2000 was 38.1 years, compared to 31.9 years in 1990. This average is lower than the Burnett County median age of 44.1 years but higher than the state median age of 36.0 years. Figure 1.2 compares the age distribution for town residents in 1990 and 2000.



Source: U.S Census Bureau

In the years from 1990 to 2000, the age groups for Grantsburg residents remained relatively stable except for three age groups. There was approximately a 76 percent increase in the 45-54 age group, a 104 percent increase in the 55-64 age group, and a 34 percent decrease in the under 5 age group. Large increases in the older age groups is likely due to more people wanting to live in Grantsburg but travel to the Twin Cities to work.

The population pyramid in Figure 1.3 represents a visual depiction of the age distribution in 2000 for the town. As shown in the chart, over 50 percent of the population is between 35 and 54 and most likely have children between 5 and 14, which explains why the median age in the town is lower than the county.



Source: U.S. Census Bureau (SF 1)

1.3 HOUSEHOLD CHARACTERISTICS

Definitions referring to household characteristics may assist the reader in further understanding household figures. According to the U.S. Census Bureau:

A **household** includes all of the people who occupy a housing unit.

Occupants may consist of a single family; one person living alone; two or more families living together; or any other group or related or unrelated people who share a housing unit.

A **housing unit** is a house; apartment; mobile home; group of rooms; or single room occupied (or if vacant, intended for occupancy) as separate living quarters.

Household Trends and Projections

National and state trends have all moved towards an increase in the number of households, along with a decrease in the average persons per household. The main reasons for this decrease in household size include, but are not limited to: a decrease in birth rates, people waiting longer to get married, and an increase in the average life span thereby resulting in more elderly people living alone. The Town of Grantsburg has followed this trend. The town has experienced an increase of 73 households since 1990. However, during this same period the number of persons per household has decreased from 2.89 in 1990 to 2.61 in 2000.

Table 1.3 shows households by type for the Town of Grantsburg. According to the 2000 U.S. Census, there were 370 households in the town. The majority of these households (74%) were family households. Of these family households, the most common type was a married-couple family household, which makes up 63 percent of the total. Non-family households accounted for 25.7 percent. Of the 72 householders living alone, 33 percent were age 65 and over.

Table 1.3: Households, 2000	
	Town of Grantsburg
Total Households	370
1. Family households	275
a. Married-couple family	234
i. With own children under 18 years	101
ii. Without own children under 18 years	133
b. Female Householder, no spouse present	23
i. With own children under 18 years	16
ii. Without own children under 18 years	7
2. Non-family households	95
a. Householder living alone	72
i. Householder 65 years and over	24

Source: U.S. Census Bureau (SF 1)

Table 1.4 displays both actual numbers of households and projections for the Town of Grantsburg from 1980 through 2025. Household projections for the town show a gain of 131 households from 2000 to 2025.

Table 1.4: Households 1980-2000 Household Projections 2005-2025								
Town of Grantsburg	1980	1990	2000	2005	2010	2015	2020	2025
Households	230	297	370	404	440	468	488	501

Source: U.S. Census Bureau, WI Dept. of Administration

1.4 INCOME AND POVERTY LEVELS

More than any other type of data, income data indicates how an area is doing economically. Income is measured several ways and this section will explain and compare some of those statistics for the Town of Grantsburg and Burnett County.

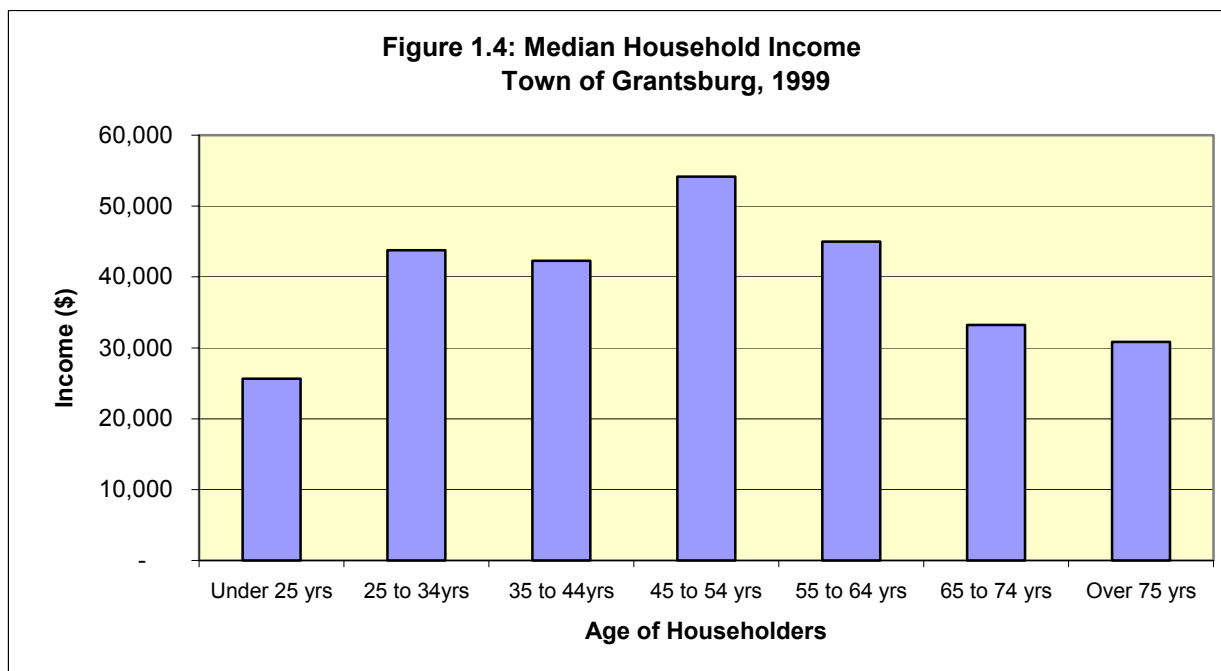
Household Income

Table 1.5 reports the average annual income for households in the Town of Grantsburg as of 1999 and reported by Census 2000. Of the town’s households, 63.6 percent report an annual income of over \$35,000, while only 7 percent of households report annual incomes below \$10,000. Nearly 37 percent of households had an income over \$50,000.

Table 1.5: Household Income	
Annual Income	Percent of Households
Less than \$10,000	7.0%
\$10,000 - \$24,999	13.3%
\$25,000 - \$34,999	16.0%
\$35,000 - \$49,999	27.1%
\$50,000 - \$99,999	30.1%
\$100,000 and over	6.4%

Source: U.S. Census Bureau (SF 3)

The median household income (MHI) in 1999 as reported by the 2000 U.S. Census was \$43,264, compared to a MHI of \$34,218 for Burnett County and \$43,791 for the state. As illustrated in Figure 1.4, householders age 45 to 54 had a median household income over \$50,000.



Source: U.S. Census Bureau 2000

Per Capita, Per Capita Personal Income, and Poverty Rates

Per capita income (PCI) is defined as all resident *money* income divided by population. It is composed of generally traceable money from wages, interest, dividends, welfare program payments, etc. It does not take into account money received from sale of property, money borrowed, exchange of money between relatives in same households, tax refunds, gifts, and insurance payments, which per capita personal income (PCPI) figures do take into consideration. Thus, PCPI figures are always higher than PCI. PCPI is not available at the community level. The U.S. Census Bureau reports PCI and the Bureau of Economic Analysis, U.S. Department of Commerce, calculates PCPI at the county level on a yearly basis.

	Town of Grantsburg	Burnett County	State of Wisconsin
Per Capita Income, 1999	\$18,000	\$17,712	\$21,271
Per Capita Personal Income, 2001	NA	\$20,625	\$29,196
Percent of individuals below poverty level	6.7%	8.8%	8.7%

Sources: U.S. Census Bureau, U.S. Bureau of Economic Analysis

As indicated by Table 1.6, PCI in 1999 for the Town of Grantsburg is slightly higher than the county but lower than the state per capita income. PCPI for Burnett County is only 71 percent of the state per capita personal income and is the 12th lowest in the state.

Poverty rates are determined on the basis of money income and do not reflect the fact that many low-income people receive non-cash benefits. The poverty rate in the Town of Grantsburg (6.7%) is lower than the county and the state as indicated in Table 1.6.

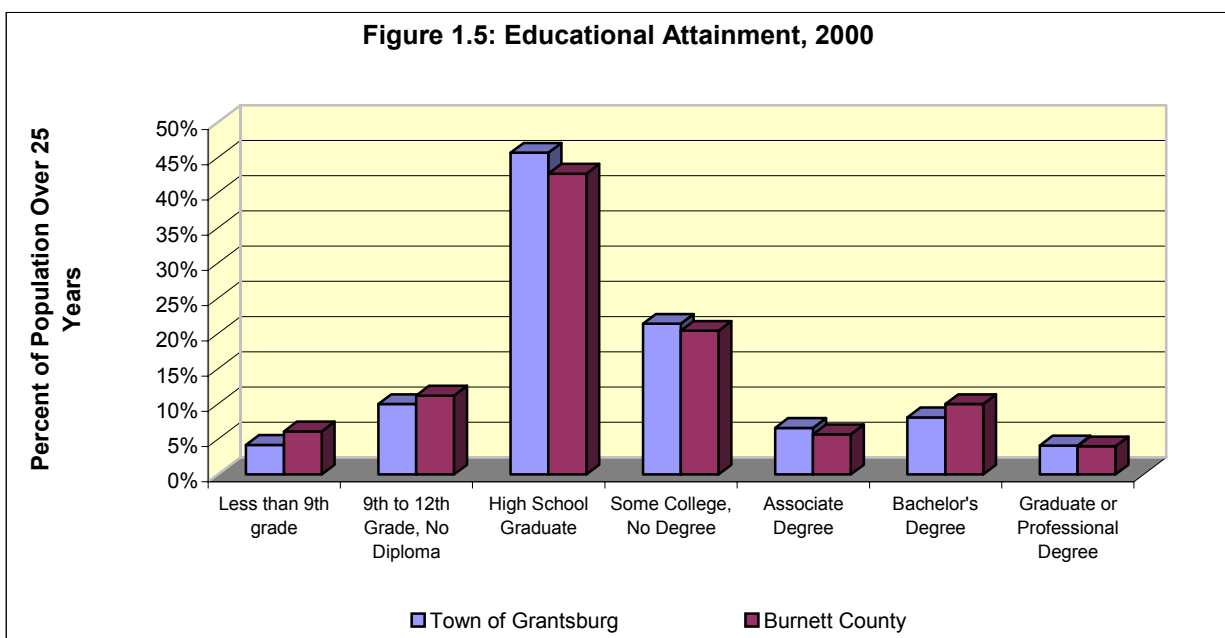
Table 1.7 shows different measures of income and poverty from Census 2000 data comparing the Town of Grantsburg with surrounding communities. Other than median household income, where the town had the highest MHI, the town is neither the highest nor the lowest in other income measures or poverty rate.

Table 1.7: Income Levels for Town of Grantsburg and Surrounding Communities					
	Town of Grantsburg	Village of Grantsburg	Town of Anderson	Town of West Marshland	Town of Wood River
Median Household Income, 1999	\$43,264	\$34,423	\$31,818	\$40,625	\$40,476
Median Family Income, 1999	\$46,806	\$40,333	\$40,893	\$48,750	\$47,981
Percent of families below poverty level	3.4%	7.6%	3.3%	1.3%	5.2%
Per Capita Income, 1999	\$18,000	\$16,875	\$17,013	\$16,553	\$20,500
Percent of individuals below poverty level	6.7%	9.7%	7.7%	5.6%	6.9%

Source: U.S. Census Bureau (SF 3)

1.5 EDUCATIONAL ATTAINMENT

A good indicator of the quality of life in a community is the educational attainment of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. Figure 1.5 illustrates the level of educational attainment for persons age 25 and over in the Town of Grantsburg and Burnett County in 2000.



Source: U. S. Census 2000

1.6 EMPLOYMENT CHARACTERISTICS

A community’s labor force consists of all individuals age 16 and above who are employed or unemployed and looking for work. No specific labor force data is available at the community level; therefore, county data is used.

A recent publication by the Wisconsin Department of Workforce Development stated, “Demographic projections prepared by the Wisconsin Department of Administration suggest that the state will be faced with a significant labor shortage within the next 10 to 15 years as the number of people turning 65, fueled by the aging of the “Baby Boomer” generation surpasses the number of people turning 18 due to low birth rates and slowing migration patterns. Consequently, the number of workers entering the labor force will not be sufficient to replace those ending their working careers”.¹

Burnett County Labor Force

Table 1.8 highlights Burnett County Labor Force statistics for the last ten years on an average annual basis. Overall, Burnett County’s labor force has been increasing steadily except for small declines in 1998 and 1999. In 2002, the unemployment rate climbed to the highest level since 1994.

Table 1.8: Burnett County Labor Force Data										
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Labor Force	6,724	6,945	7,035	7,169	7,079	6,947	7,246	7,642	7,736	7,993
Employed	6,297	6,626	6,712	6,815	6,782	6,631	6,956	7,239	7,277	7,577
Unemployed	428	318	323	354	297	315	290	403	459	416
Unemp. Rate	6.4%	4.6%	4.6%	4.9%	4.2%	4.5%	4.0%	5.3%	5.9%	5.2%

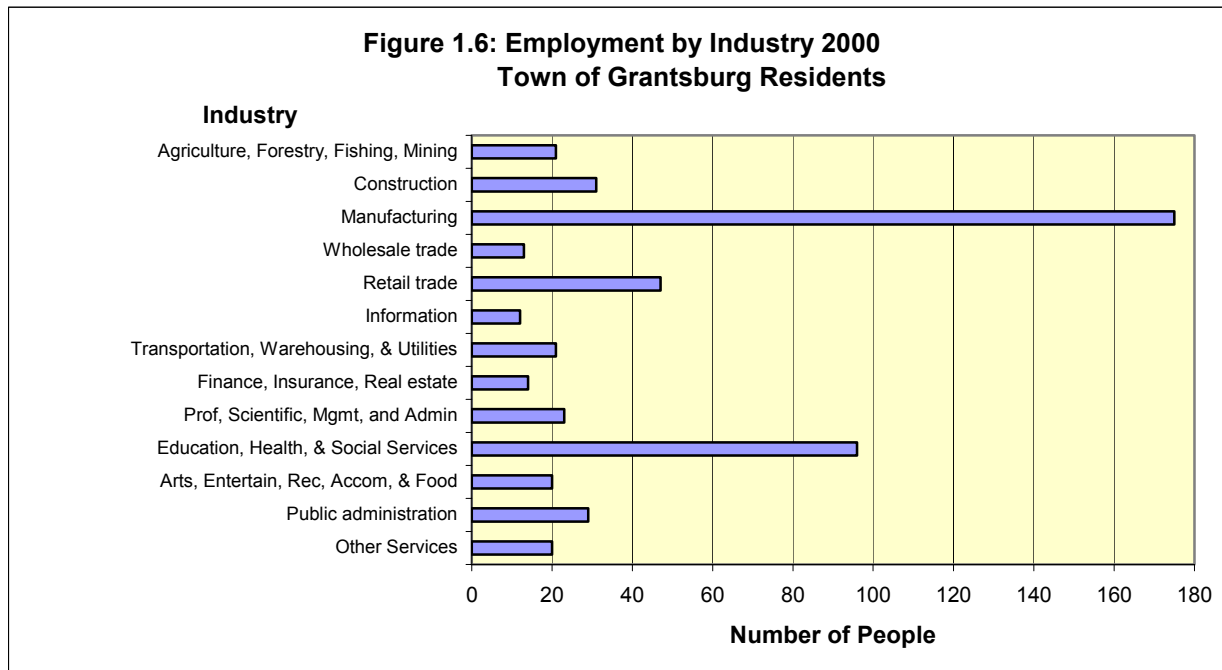
Source: Wisconsin Department of Workforce Development, LAUS

Employment by Industry

According to the 2000 U.S. Census, 522 residents of the town (16 years and over) were employed at that time in either the Town of Grantsburg or elsewhere. Of the 518 residents that commuted to work, 114 or 22 percent traveled to the state of Minnesota for work. See Chapter 6 for details of commuting patterns and areas where residents were employed.

Figure 1.6 identifies employment by industry for Grantsburg residents in 2000. As indicated by the chart, two industry sectors dominated resident employment. Over 33 percent of residents were employed in the manufacturing industry while roughly 18 percent were employed by the education, health, and social services industry sector. The town’s close proximity to the Village of Grantsburg and its industrial parks are most likely the reason that over 33 percent of the town residents are employed in the manufacturing sector. Other large employers in the Village of Grantsburg are the medical center and the school district, which helps account for the 18 percent of town residents being employed in the education, health, and social services industry.

¹ Mortarboards, Paychecks, and Crystal Balls: The Link Between Education and Wisconsin’s Labor Force. October 2002



Source: U.S Census Bureau

Top Town of Grantsburg Employers

Employment opportunities are critical to the continued growth and economic stability for the town and residents of Grantsburg. Table 1.9 lists the top five employers located in the Town of Grantsburg as reported by the Wisconsin Department of Workforce Development in March 2003.

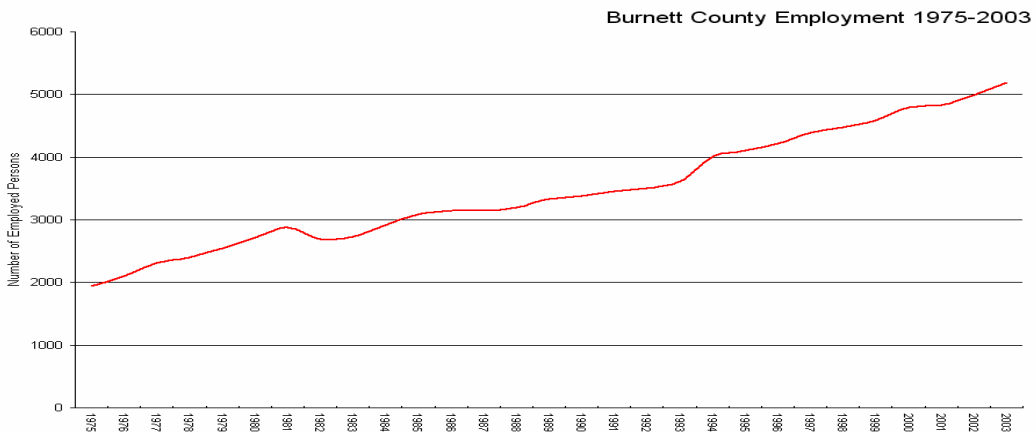
Employer Name	Product or Service	Employment Size Range
Tim's Body Shop Of Grantsburg Inc	Auto Body, Paint, and Interior Repair & Main.	5-9
Hermosa Leasing	Other Plastics Product Mfg.	5-9
Bowman Construction	Roofing Contractor	1-4
Wild River Outfitters	Used Merchandise Store	1-4
Grantsburg NAPA	Automotive Parts	1-4
Quimby Construction	Residential Remodelers	1-4

Source: WI Department of Workforce Development, March 2003

Burnett County Employment Forecast

Based on data from the Wisconsin Department of Workforce Development (DWD) highlighting the number of jobs with employers located in Burnett County from 1975 to 2003, employment projections were developed by NWRPC to 2030. Figure 1.7 shows the employed persons for 1975 to 2003 and Figure 1.8 shows not only the past employment data but also the employment projections for future years to 2030.

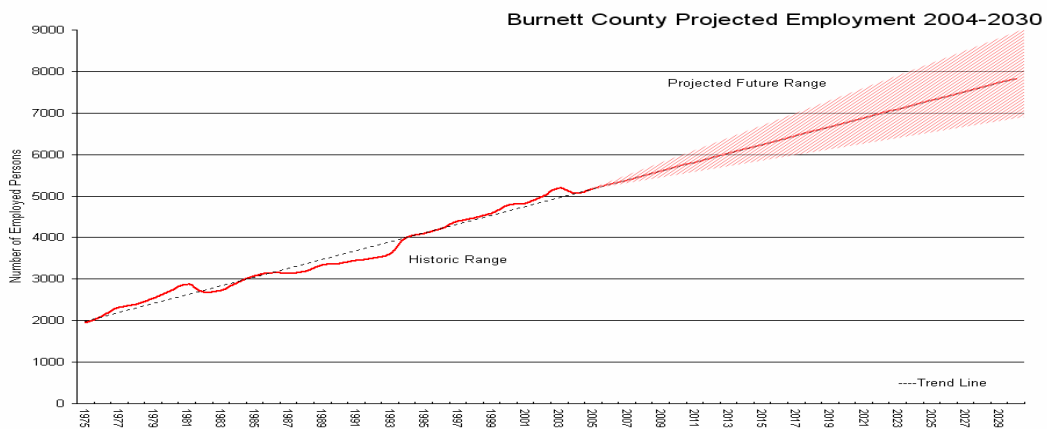
Figure 1.7



Year	1975	1979	1983	1987	1991	1995	1999	2003
Burnett	1,944	2,548	2,727	3,145	3,454	4,106	4,592	5,193

Source: WI Dept. of Workforce Development

Figure 1.8



Year	2005	2010	2015	2020	2025	2030
Burnett	5,176	5,709	6,241	6,774	7,306	7,839

Sources: WI Dept. of Workforce Development; NWRPC Projections

Employment projections for Burnett County were derived by analyzing the local employment data from 1975-2003. The “trend line” in Figure 1.8 depicts a “best fit” of the known data values and a projection of the future data values. The shaded area in Figure 1.8 represents a range of probability, meaning that it is more likely that the future value will fall somewhere within this range rather than directly along the trend line. This is a very simplistic model to be used for general planning purposes. The Wisconsin DWD will develop more detailed county projections.

1.7 OVERALL GOAL STATEMENT

The Town of Grantsburg has prepared a number of goals and objectives that include actions and policies in addressing land use activities. For purposes of this planning process, actions identified through the plan are also defined as policies. The goals and objectives are intended to assist the town board and local property owners in implementing actions deemed important and in the interest of the community. It is imperative that the goals, objectives, and actions described in this plan are implemented to fully achieve the desired outcome. A full set of the goals, objectives, and actions are included in the implementation chapter of this plan.

The overall goal is to retain rural character in the Town of Grantsburg. To do this, the overall objective of the Town of Grantsburg is to guide future development and redevelopment of the community in a manner consistent with the chapter goals, objectives, actions, and identified programs contained in this document. The overall policy is to adopt and implement the comprehensive plan and continue to work with the adjacent and overlapping jurisdictions. The overall programs outlined throughout the recommendations and action plan represent the methods to achieve the overall plan goal.