

COMMUNITY PROFILE - MERRILL, WI

VISITOR INFORMATION

Merrill Area Chamber of Commerce
705 North Center Avenue
Merrill, WI 54452
Phone (715) 536-9474
Fax (715) 539-2043
info@merrillchamber.org
www.merrillchamber.org
Information Foyer Open 24 Hours

DISTANCE TO AREA CITIES

- Wausau 15 miles
- Tomahawk 23 miles
- Stevens Point 50 miles
- Minocqua 51 miles
- Green Bay 113 miles
- Madison 159 miles
- Milwaukee 205 miles

CLIMATE

- Avg. winter day temperature: 23°F
- Avg. summer day temperature: 78°F
- Average annual rainfall: 32.21 inches
- Average annual snowfall: 51 inches

RECREATION FACILITIES

Facilities in or within 10 miles of city:

- Public Golf Courses: 1
- Public Tennis Courts: 10
- Public Swimming Pools: 2
- Parks in City: 14
- Swimming Beaches: 2
- Movie Theatres: 1
- Walking Trails: 2 areas
- Indoor/Outdoor Activity Center – MARC(Smith Center) (Dog Park, Baseball, Soccer, Hockey, Figure Skating, Water Park)
- State Parks: 1

Remarks: Council Grounds State Park-509 acres, 55 campsites, beach, canoe and boat landing, picnic facility.

COMMUNITY

Post Office:

430 East Second Street
(715) 539-3287

Churches: Protestant: 21; Catholic: 1

Accommodations: 149 rooms

- Area Hotels/B&Bs 4
- Seating Capacity of Largest Banquet Room: 500

Misc.: National Chain Stores/Restaurant: 15

Library:

T.B. Scott Free Library
106 West First Street
(715) 536-7191

Open Monday-Saturday Various Hours

FINANCIAL

- Banks in City: 4
- Savings & Loans: 1
- Credit Unions: 1

POPULATION

	2015
	<u>Census</u>
CITY OF MERRILL	9,223
LINCOLN COUNTY	28,684
MEDIAN AGE	39 years

EDUCATION

Public and Private Schools:

Type	No.	Students
K-5	4	938
Middle School	1	555
High School	1	840
Private/Parochial	4	438
Preschools	5	209

High School Graduation Rate: 97%

Remarks: Merrill Area Public School Scholarship Program Fund Total: \$650,000 annually

Technical Colleges: (within 50 mile radius)

- Northcentral Technical College - Wausau
- Nicolet Technical College - Rhinelander

Universities: (within 75 mile radius)

- UW-Marathon Center – Wausau
- Rasmussen College – Wausau
- Globe University - Wausau
- UW-Stevens Point - Stevens Point

LICENSED DAY CARE FACILITIES

- Family Daycare (4-8 children): 25
- Childcare Centers (8+ children): 5
- School Age Programs: 5

HEALTH FACILITIES

Hospitals:

Ascension Good Samaritan Health Center
601 South Center Avenue
(715) 536-5511

www.gshc.org

Total # beds: 25

Walk-In Clinic: M-F 8a-8p, S-S 8a-6:30p

24/7 Emergency Room

Clinics in the Community:

- Aspirus - Merrill Clinic
- Marshfield Clinic - Merrill Center
- Ascension Health Care
- Dentists: 6
- Eye Care/Optical: 3
- Chiropractors: 5
- Sports/Foot/Rehab: 2
- Drug Abuse/Addiction Care: 1

Nursing Homes: 1

Group Homes: 2

Assisted Living Facilities: 4

UTILITIES

Electricity:

Wisconsin Public Service Corporation

- Coal, Hydro & Nuclear Generated
- 17,000 KW - 500,000 MW

Natural Gas:

Wisconsin Public Service Corporation

- Pipeline: ANR Pipeline Co.
- 60 PSI

Water:

- Source of Water: Wells
- Potable Water Purification
- Overhead Storage: 400,000 gallons
- System Capacity: 5,100 gallons/minute
- Avg. Consumption: 750,000 GD
- Peak Consumption: 1.5 MGD

Wastewater Treatment:

- Primary Settling, Activated Sludge, Anaerobic Digestion, Chemical Phosphorus Removal
- Plant Design Load: 3.06 MGD, 2,950 lbs/day-BOD
- Community Served by Sewer
- Recycled Water Discharged to WI River

Solid Waste:

- Lincoln County Landfill
- Municipal Pick-Up: Yes

COMMUNICATIONS

- Newspapers: Weekly-2: Foto News, Merrill Courier, Daily-1: Wausau Daily Herald
- Local Radio Stations: 9 AM, 30 FM
- Local TV Channels Received: 5
- Cable Provider: Charter Communications
- Satellite Provider: Directv, Dish Network
- Internet Providers: 2
- Telephone/Wireless/Internet: Regional & National Providers

TRANSPORTATION

- Intercity Bus Service Available: Yes
- Highways Serving City: US Highway 51/I39, State Highways 17, 64, 107
- 4-Lane Interstate: US Hwy 51/I39

Rail Service

- Community Served by Railroad: Yes
- Piggyback Ramp Available: No
- Distance to Nearest Piggyback Service: Stevens Point, 50 miles

▪ Adjacent Manufacturing Properties available

▪ Railroad: Canadian National

Port Service

Location: Green Bay, 113 miles

Air Service

▪ Nearest Public Airport: 1 mile Merrill Municipal Airport KRRL
 ▪ 2 Runways: Blacktop, Lighted 5,100 feet & 2,997 feet

▪ Open 365/24/7

▪ GPS/LPV Approach

▪ Fuel: 100LL. Jet A

▪ Car Rental

▪ Terminal: Lounge, Weather

▪ Aircraft Operations: Avg. 5/day

▪ 49% Transient General Aviation

▪ 49% Local General Aviation

▪ 3% Air Taxi

▪ Nearest Commercial Airport: 32 miles

Mosinee-Central Wisconsin Airport

LABOR

Labor Force Summary for Lincoln County:

Annual Average for 2018

Labor Force Data (Not Seasonally Adjusted)

▪ Labor Force: 11345

▪ Resident Unemployed: 418

▪ Percent Unemployment: 2.7%

Employment Rate - Lincoln County

▪ 2012 Non-Agricultural Wage & Salary Workers: 15,000

▪ Total Private: 12,000

▪ Total Government: 1,800

▪ Manufacturing: 4,425

▪ Non-Manufacturing: 10,575

▪ Per Capita Income 2015: \$25,856

▪ Average Home Cost 2012: \$125,200

▪ Minimum Wage: \$7.25/hr

Wage Rates Avg.

Entry

Max

Computer Specialist	14.28	39.86
Engineering	16.25	39.86
General Office	9.83	24.80
Bookkeeping/Accounting	10.88	29.17
Retail Sales	7.97	19.85
RN	25.34	50.05
CNA	10.50	17.94
Vehicle Repair	11.76	29.20
Electrical Equip. Repair	13.09	38.37
Machinists	13.94	28.59
Assemblers	10.06	21.46
Truck Driver (CDL)	14.34	30.11
Shipping/Receiving	12.02	23.58
Laborers/Helpers	9.00	22.45
Housekeeping	8.12	14.31

2012 Lincoln County Business Retention & Expansion Study

Average/Hour

Professional/Technical	31.69
Office Staff	18.93
Highly Skilled	22.75
Semi-Skilled	13.50
Unskilled	10.40

INDUSTRIAL PARK

- Location: West Taylor Street
- New East side Industrial Park 2019
- Municipal Infrastructure: In Place
- Electric: 17,000 KW-500,000 MW Available
- Gas: 60 PSI Available

LOCAL GOVERNMENT

Merrill City Hall 715-536-5594

- Mayor/City Administrator/Council
- Comprehensive City Plan: Yes
- City Zoning Ordinance In Effect: Yes
- County Zoning Ordinance In Effect: Yes
- Subdivision Ordinance with Design Standards In Effect: Yes

Merrill Fire Department: 1 Station

▪ Department Personnel: 23

▪ Fire Insurance Class: City 3

Merrill Police Department 715-536-8311

▪ Full-Time City Police Officers: 22

▪ Emergency Services: 911

Miscellaneous

▪ Dept. of Natural Resources 715-536-0304

▪ Infrastructure: 93% of City Streets Paved

TAX STRUCTURE

Local

▪ Net Effective Property Tax Rate/\$1,000 of Full or Market Value: \$29.15

▪ Total Market Value of All Property in City: \$351,837,900

▪ Total Bonded Indebtedness of City: \$10,582,417

▪ Total Bonded Indebtedness of School District: \$6,158,465

▪ County Retail Sales Tax: .05%

State

▪ Personal Income 4.4% to 7.65%

▪ Real & Tangible Personal Property \$18.25/1,000

▪ Machinery, Equipment and Inventory: Exempt

▪ Retail Sales: 5% Total: 5.5%

▪ Corporate Income: 7.9%

- State Capital Gains: 60% Exemption
- Work Compensation Avg. \$4.43/100
- Unemployment Base \$10,500 Rate .00% to 8.9%
- Vehicle Fuel: 2/10/2017 30.9¢/Gallon
- Alternate Fuel: 22.6¢ - 24.7¢

CONTACTS

Ken Maule, Executive Director
 Lincoln County Economic Development
 801 N. Sales St. Suite 200, Merrill, WI 54452
 (715) 539-1024
 (715) 539-8055 Fax
 Email: KMaule@co.lincoln.wi.us
 www.lincolncountyedc.org

Debbe Kinsey
 Chief Executive Officer
 Merrill Area Chamber of Commerce
 705 North Center Avenue, Merrill, WI 54452
 (715) 536-9474
 (715) 539-2043 Fax
 Email: director@merrillchamber.org
 www.merrillchamber.org

Mayor Derek Woellner
 City of Merrill
 1004 East First Street, Merrill, WI 54452
 (715) 536-5595
 (715) 539-2668 Fax
 Email: derek.woellner@ci.merrill.wi.us
 www.ci.merrill.wi.us

David Johnson, City Administrator
 City of Merrill
 1004 East First Street, Merrill, WI 54452
 (715) 536-5594
 (715) 539-2668 Fax
 Email: david.johnson@ci.merrill.wi.us
 www.ci.merrill.wi.us

Kent Reinhardt
 Wisconsin Public Service
 3200 East Main Street, Merrill, WI 54452
 (715) 539-4034
 (715) 539-4055 Fax
 Email: kbreinhardt@wisconsinpublicservice.com
 www.wpsr.com

Updated 07/18

Major Area Employers

<u>Employer</u>	<u>Products</u>
Church Mutual Insurance Co.	Insurance
Lincoln Wood Products	Windows & Patio Doors
Lincoln County Government	Government
Merrill Area Public Schools	Education
Semling-Menke Company	Windows & Patio Doors
Sierra Pacific Windows & Doors	Windows & Patio Doors
Weinbrenner Shoe Company	Shoe Manufacturer
Good Samaritan Health Center	Medical
Lincoln Hills School	Correctional Facility