

# COMMUNITY PROFILE - MERRILL, WI

## VISITOR INFORMATION

Merrill Area Chamber of Commerce  
705 North Center Avenue  
Merrill, WI 54452  
Phone (715) 536-9474  
Toll Free (877) 907-2757  
Fax (715) 539-2043  
www.merrillchamber.com  
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: 16°F
- Avg. summer day temperature: 67°F
- Average annual rainfall: 31 inches
- Average annual snowfall: 45 inches

## RECREATION FACILITIES

Facilities in or within 10 miles of city:

- Public Golf Courses: 2
- Public Tennis Courts: 13
- Public Swimming Pools: 2
- Country Clubs: 1
- Parks in City: 11
- Swimming Beaches: 2
- Movie Theatres: 1
- Skate Parks: 1
- Walking Trails: 2 areas
- Indoor/Outdoor Activity Center
- 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  
(800) 275-8777

**Churches:** Protestant: 23; Catholic: 1

**Accommodations:** 162 rooms

- Area Hotels/B&Bs 5
- Seating Capacity of Largest Banquet Room: 500

**Misc.:** National Chain Retail Stores: 5

### **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

	2000
	<u>Census</u>
CITY OF MERRILL	10,146
LINCOLN COUNTY	29,641
MEDIAN AGE	39 years

## EDUCATION

Public and Private Schools:

Type	No.	Students
K-5	5	1,125
Middle School	1	704
High School	1	1,152
Private/Parochial	4	469
Preschools	5	183

High School Graduation Rate: 96.54%

**Remarks:** Merrill Area Public School Scholarship Program Fund Total: \$650,000+  
**Technical Colleges: (within 50 mile radius)**

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

**Universities: (within 75 mile radius)**

- UW-Marathon Center - Wausau
- UW-Stevens Point - Stevens Point

## LICENSED DAY CARE FACILITIES

- Family Daycare (4-8 children): 41
- Childcare Centers (8+ children): 5
- School Age Programs: 2

## HEALTH FACILITIES

### **Hospitals:**

Good Samaritan Health Center-Ministry Health Care  
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
- Dentists: 7
- Eye Care/Optical: 3
- Chiropractors: 7
- Sports/Foot/Rehab: 2
- Drug Abuse/Addiction Care: 1

**Nursing Homes:** 1

**Group Homes:** 2

**Assisted Living Facilities:** 3

## UTILITIES

### **Electricity:**

Wisconsin Public Service Corporation

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

### **Natural Gas:**

Wisconsin Public Service Corporation

- Pipeline: ANR Pipeline Co.
- 60 PSI

### **Water:**

- Source of Water: Wells
- Overhead Storage: 400,000 gallons
- System Capacity: 5,100 gallons/minute
- Avg. Consumption: 1.0 MGD
- 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
- 100% of 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: 730 AM
- Local TV Channels Received: 4
- 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
- Distance to Nearest 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
- 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 & 3,000 feet
- Open 365/24/7
- NDB Approach, GPS Approach
- Non-Directional Beacon: Yes
- Fuel: 100LL
- Aircraft Rental, 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 2005

- Labor Force Data (Not Seasonally Adjusted)
- Labor Force: 15,889
  - Resident Unemployed: 856
  - Percent Unemployment: 5.4%

**Employment Rate - Lincoln County**

- 2006 Non-Agricultural Wage & Salary Workers: 12,101
- Total Private: 10,008
- Total Government: 2,093
- Manufacturing: 3,400
- Non-Manufacturing: 8,701
- Per Capita Income 2003: \$23,725
- Average Home Cost 2006: \$120,000
- Minimum Wage: \$6.50/hr

<u>Wage Rates Avg.</u>	<u>Entry</u>	<u>Max</u>
Computer Specialist	15.34	20.72
Engineering	19.77	36.30
General Office	8.20	10.75
Bookkeeping/Accounting	10.50	15.16
Retail Sales	7.42	22.83
RN	17.04	21.82
CAN	10.99	13.84
Vehicle Repair	12.50	16.77
Electrical Equip. Repair	14.47	19.28
Machinists	13.20	19.89
Assemblers	7.25	11.25
Truck Driver (CDL)	11.54	14.27
Shipping/Receiving	12.73	20.41
Laborers/Helpers	9.60	15.44
Housekeeping	9.00	9.58

**2005 Lincoln County Business Retention & Expansion Study**

	<u>Average/Hour</u>
Professional/Technical	21.61
Office Staff	12.92
Highly Skilled	16.63
Semi-Skilled	11.80
Unskilled	9.56

INDUSTRIAL PARK

- Location: West Taylor Street
- Municipal Infrastructure: In Place
- Electric: 17,000 - 500,000 KW 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: 2 Stations
- Department Personnel: 25
  - 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 715-536-4502
  - Lincoln County Annex 715-536-0304
  - Infrastructure: 93% of City Streets Paved

TAX STRUCTURE

- Local**
- Net Effective Property Tax Rate/\$1,000 of Full or Market Value: \$23.86
  - Total Market Value of All Property in City: \$398,547,900
  - 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 4.9% to 6.75%
  - Real & Tangible Personal Property \$20/1,000
  - 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: 4/1/2006 30.9¢/Gallon
  - Alternate Fuel: 22.6¢ - 24.7¢

CONTACTS

Jack Sroka, Executive Director  
Lincoln County Economic Development  
1106 East Eighth Street, Merrill, WI 54452  
(715) 536-0383  
(715) 536-0386 Fax  
Email: jsroka@co.lincoln.wi.us  
www.lincolncountyedc.org

Richard Johnson  
Merrill Area Development Corp.  
PO Box 933, Merrill, WI 54452  
(715) 536-6457  
(715) 536-0069 Fax  
Email: rajservices8@aol.com

Jane ann Savaske  
Executive Director  
Merrill Area Chamber of Commerce  
705 North Center Avenue, Merrill, WI 54452  
(715) 536-9474  
(715) 539-2043 Fax  
Email: director@merrillchamber.com  
www.merrillchamber.com

Mayor Doug Williams  
City of Merrill  
1004 East First Street, Merrill, WI 54452  
(715) 536-5595  
(715) 539-2668 Fax  
Email: doug.williams@ci.merrill.wi.us  
www.ci.merrill.wi.us

Tony Chladek, City Administrator  
City of Merrill  
1004 East First Street, Merrill, WI 54452  
(715) 536-5594  
(715) 539-2668 Fax  
Email: tony.chladek@ci.merrill.wi.us  
www.ci.merrill.wi.us

Ray Gauthier  
Wisconsin Public Service  
3200 East Main Street, Merrill, WI 54452  
(715) 539-4034  
(715) 539-4055 Fax  
Em: rwgauthier@wisconsinpublicservice.com  
www.wpsr.com

Updated 3/07

<u>Major Area Employers</u>		
<u>Employer</u>	<u>Products</u>	<u># of Employees</u>
Church Mutual Insurance Co.	Insurance	625
Lincoln Wood Products	Windows & Patio Doors	500
Lincoln County Government	Government	450
Merrill Area Public Schools	Education	400
Semling-Menke Company	Windows & Patio Doors	386
Hurd Windows & Doors	Windows & Patio Doors	375
Weinbrenner Shoe Company	Shoe Manufacturer	293
Good Samaritan Health Center	Medical	255
Lincoln Hills School	Correctional Facility	215