

ELEMENT I – ISSUES AND OPPORTUNITIES

*The **Issues and Opportunities** element includes background information on the Village of Prentice and a statement of overall objectives, policies, goals and programs to guide the future development and redevelopment of the Village of Prentice over a 20-year planning period. Background information shall include population, household and employment forecasts, demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the Village.*

Demographics

The Village of Prentice’s population had modest population growth in the 20 years from 1990 to 2010, gaining 89 people. As displayed in **Table 1.1**, in the last ten years the Village of Prentice decreased by 18 people. By comparison, in the last ten years, the Town of Prentice lost 80 residents. Annually, the Wisconsin Department of Administration publishes population estimates for all minor civil divisions. These numbers vary slightly from the U.S. Census information.

Table 1.1: Village of Prentice Historical Population, 1950-2010							
1950	1960	1970	1980	1990	2000	2010	2019^
477	427	519	605	571	626	660	642

Source: U.S. Census Bureau

^WDOA Estimate

Population projections for the Village of Prentice were provided by the Wisconsin Department of Administration (WDOA) from 2025 through 2040 and are shown in **Table 1.2**. If these projections came to fruition, the village would expect about a 6 percent decrease in population over the next twenty years.

Table 1.2: Village of Prentice Population Projections				
2020*	2025	2030	2035	2040
642	660	660	655	625

*WDOA Estimate

Age & Sex Distribution

The Village of Prentice is experiencing trends common to many northern Wisconsin communities: a stable population of elderly inhabitants who have remained; with family or due to other ties to the community, an influx of middle-aged persons who are generally well educated, without children or with few children and seek a tranquil setting to reside and start small businesses, a decrease of infants born into or moving into the community, and the overall decrease in the number of inhabitants who are most likely to seek employment and

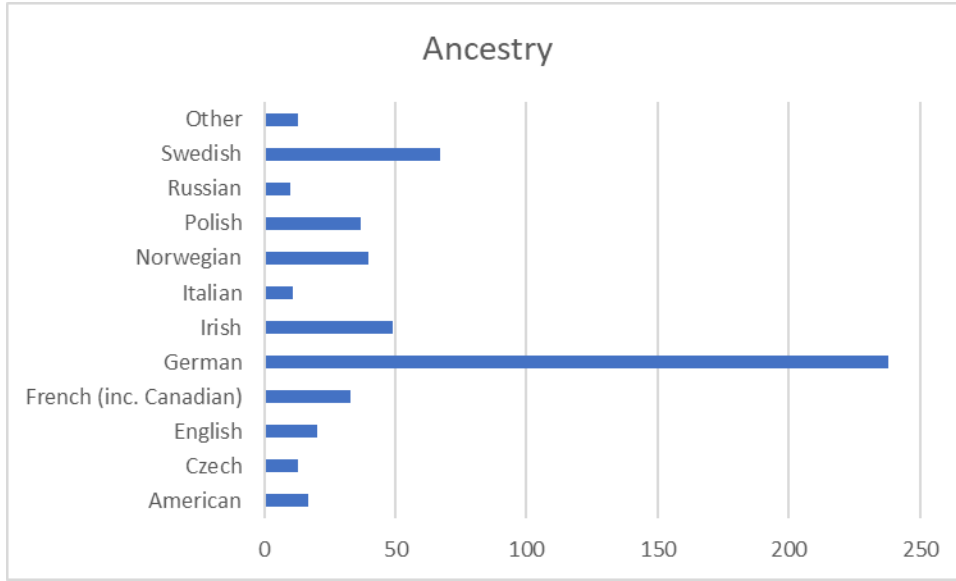
educational opportunities elsewhere. Other factors which may impact age and population change for the Village of Prentice include: the abandonment of agriculture for working in manufacturing and other employment, as is evidenced by the decline of the family farm in the State, the phenomenon of home-based businesses and the conversion of seasonal residences into permanent residences and the overall on-going ability of the Village to provide goods, services, economic activities and a quality of life to satisfy and retain its current population and attract new residents. Table 1.3 shows age and sex distribution.

Male	236
Female	312
Under 5 years	20
5 to 19 years	112
20 to 29 years	78
30 to 39 years	70
40 to 49 years	68
50 to 64 years	145
65 to 74 years	86
75 to 84 years	33
85 years and over	7
Total	548

Source: ACS 5-Year Estimates

Ancestry

A person's line of decent or lineage determines the ancestry of a place. Within the Village of Prentice most people are of German descent (43.4%), with Swedish (12.2%) and Irish (9.0%) making up the top three, respectively.



Source: ACS 5-Year Estimates

Household Characteristics

By definition, a household includes all persons who occupy a room or group of rooms (an occupied housing unit) as their separate living quarters. The number of households in the Village of Prentice has increased since 1990. Table 1.4 displays households from 1980 to 2019 and Table 1.5 illustrates housing characteristics in the Village of Prentice.

1980	1990	2000	2010	2019 [^]
212	149	285	293	307

U.S. Census Bureau

[^]2019 Estimate

Total Households	307
Married-couple family	107
Cohabiting couple household	24
Male/Female householder, no spouse/partner	176
HH with one or more people under 18 years	48
HH with one or more people 65 years and over	94
Average household size	1.79

Source: 2019 ACS Estimates

Household projections are completed in five-year increments by the Wisconsin Department of Administration (WDOA) Demographic Services Center for municipalities to the year 2040. For

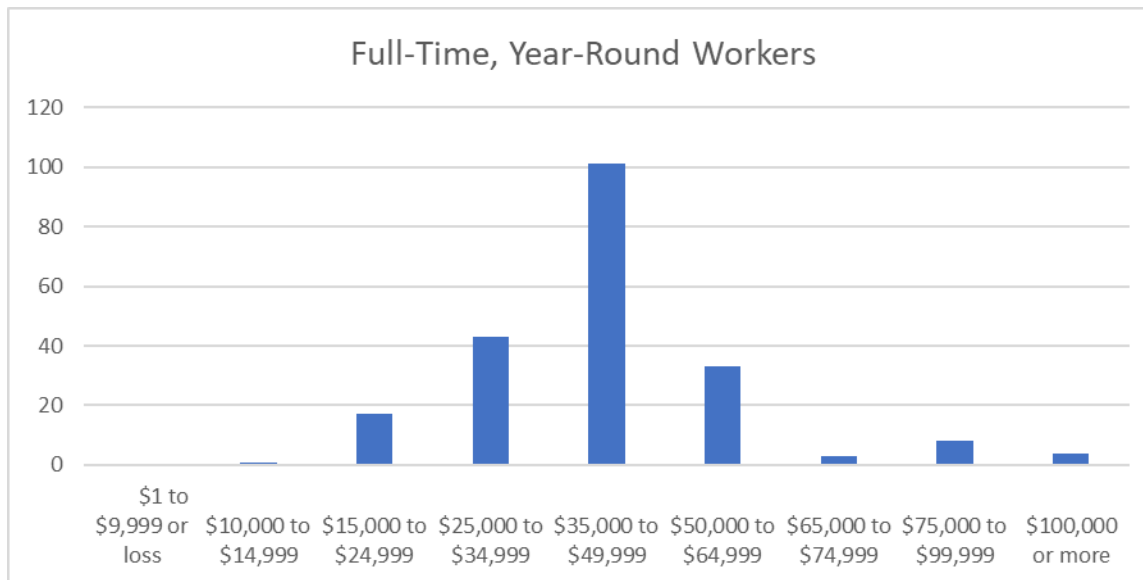
more information on the specific methodology for these household projections see the DOA website at https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx. See Table 1.6 below for Village of Prentice household projections.

Table 1.6: Village of Prentice Household Projections				
Total Households	Projected Households			
	2025	2030	2035	2040
307	313	319	320	309

Source: U.S. Census & WDOA projections

Household Income

The 2019 median household income (MHI) in the Village of Prentice was \$43,375, which was just below that of Price County (\$47,956). Most households in the village had a median household income between \$35,000 and \$49,000 a year.



Educational Attainment

Educational levels in the Village of Prentice, based on 2019 estimates, showed that 195 persons completed high school, and of those, 82 had some college, 31 had associate degrees, 34 had bachelor’s degrees and 4 had graduate or professional degrees. Only those 25 years of age and older are reflected in these statistics. Table 1.7 provides a summary of educational attainment in the Village of Prentice.

Table 1.7: Educational Attainment, Persons Age 25 and Older	
Education Attainment Level	
Less than 9 th Grade	6
9 th to 12 th Grade, no diploma	39
High School Graduate	195
Some College, no degree	82
Associate Degree	31
Bachelor’s Degree	34
Graduate or Professional	4

Source: ACS 5-Year Estimates

Employment Characteristics

Table 1.8 details employment characteristics for the Village of Prentice according to the 2019 ACS estimates. For more information on employment in the Village of Prentice, see Element 6, Economic Development.

Table 1.8: Employment Characteristics	
Population 16 years and over	474
In labor force	282
Civilian labor force	282
Employed	277
Unemployed	5
Armed forces	0
Not in labor force	192

Source: U.S. 5-Year ACS Estimates

Employment Forecasts by Industry

Table 1.9 below shows the 2016 to 2026 industry employment projections for the Northwest Workforce Investment Development Area (Northwest WDA). The 10-county area is projected to experience a net increase of 3,041 job openings, a 3.9% increase. Its goods producing industries (Natural Resources & Mining, Construction, and Manufacturing sectors) are projected to add a net employment to 150, an increase of .90%. Its services providing industries (Trade, Transportation, & Utilities, Information, Financial Activities, Professional & Business Services, Education & Health Services, Leisure & Hospitality, Other Services, and Public Administration sectors) are projected to add 2,000 job openings, an increase of 3.8%.

The Construction sector is projected to have the highest growth of 11.7%. The Professional & Business Services sector and the self-employed and unpaid family workers are projected to grow 10.8% and 11.11%, respectively, making them the second and third highest projected growth industry sectors in the Northwest WDA. Two industry sectors are projected to have a negative change in employment: the Manufacturing sector losing, 227 net jobs, and the Information sector, losing 28 net jobs. The 2016 to 2026 industry employment projections for the WDA mostly differ from Wisconsin's state projections. One similarity is the employment percentage change of the Information sector. The State is projected to see a negative percentage change of -2.1% similar to Northwest Wisconsin's -4.4%. On the other hand, the

Manufacturing sector projections for Wisconsin are a positive net change of 1.7% compared to Northwest Wisconsin’s negative net change of -2.0%.

**Table 1.9: Northwest WI Industry Projections 2016-2026
(Ashland, Bayfield, Burnett, Price, Iron, Price, Sawyer, Taylor and Washburn Counties)**

Industry	2016 Employment	Projected 2016 Employment	Employment Change	Percent Change
Total All Industries	77,227	80,268	3,041	3.9%
Natural Resources and Mining	2,147	2,244	97	4.5%
Construction	2,394	2,674	280	11.7%
Manufacturing	11,315	11,088	-227	-2.0%
Trade, Transportation and Utilities	13,747	14,038	291	2.1%
Information	636	608	-28	-4.4%
Financial Services	1,995	1,999	4	0.2%
Professional and Business Services	3,281	3,636	355	10.8%
Education and Health Services	15,051	15,351	300	2.0%
Leisure and Hospitality	8,098	8,351	253	3.1%
Other Services (not Government)	2,845	3,001	156	5.5%
Public Administration	7,619	8,283	664	8.7%
Self Employed	8,099	8,995	896	11.1%

Source: Office of Economic Advisors, WDWD, December 2018

Overall Goal Statement

The overall goal is to maintain the quality of life in the Village of Prentice. To do this, the overall objective is to guide future development and redevelopment of the Village in a manner consistent with the element goals, objectives and actions and Future Land Use Map identified and contained in this document. The overall result is to adopt and implement the plan and to continue to work with all residents, county and adjacent and overlapping jurisdictions.