



# ELEMENT 1: ISSUES AND OPPORTUNITIES

## 1.1 INTRODUCTION

Development of the Town of Drummond’s Comprehensive Plan begins 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 element gives an overview of demographic trends and background information necessary to develop subsequent components of the comprehensive plan. This information would include past, present, and future population; household and employment forecasts; demographic trends; age distribution; education and income levels; and employment characteristics.

## 1.2 POPULATION & DEMOGRAPHICS

### Past Population

Between 1950 and 2000, the Town of Drummond has seen the population fluctuate from 425 inhabitants in 1950 to 541 in 2000 (see Table 1.1). The population declined from 1950 to 1970 when the town lost 76 residents. Drummond saw its largest increase from 1990 to 2000 when the town gained 124 residents. The growth rate for the Town for the period from 1950 to 2000 was 27.2 percent, which was considerably higher than Bayfield County’s growth rate of 9.1 percent for the same time period.

1950	1960	1970	1980	1990	2000
425	368	349	442	417	541

Source: U.S. Census Bureau 1950-2000

### Population Forecasts

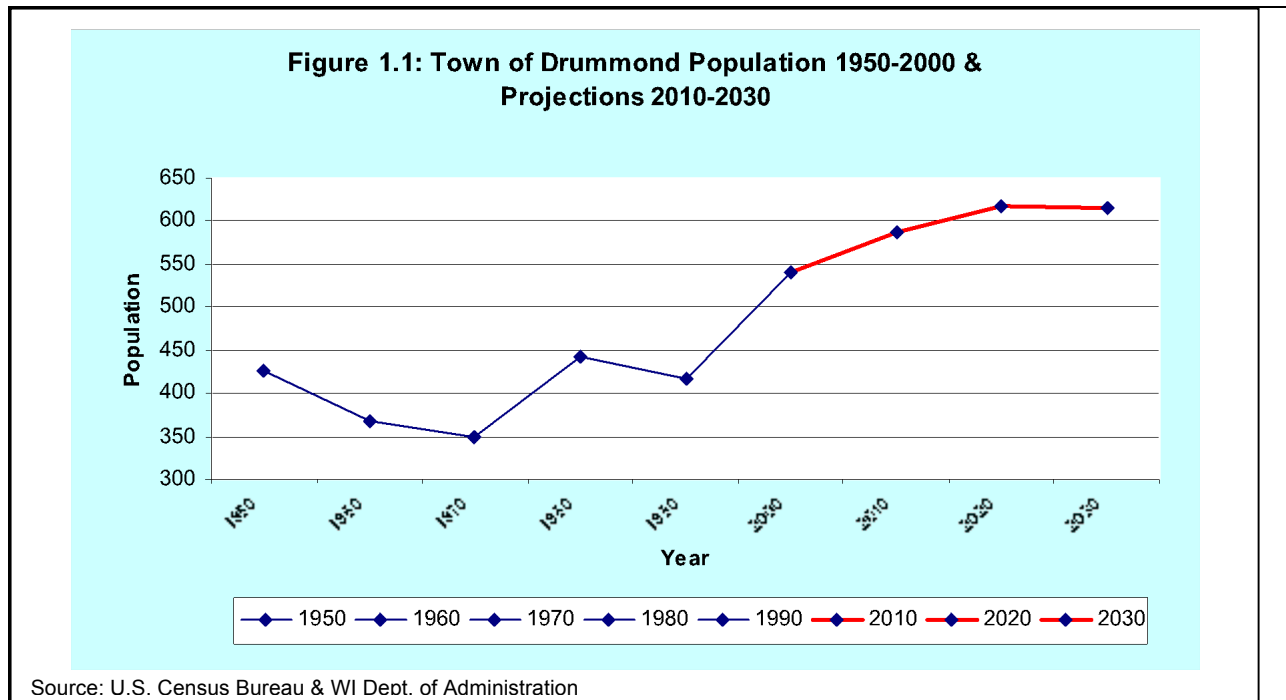
In 2004, the Wisconsin Department of Administration (WDOA) provided updated population projections for municipalities in Bayfield County from 2010 through 2030. Based upon the population projections supplied by the WDOA, the Town of Drummond can expect to add approximately 30 people over the next 20 years. Past and projected population forecasts are displayed in Figure 1.1. Population forecasts were also projected by the Drummond Planning Commission (DPC) based on the following:

- 1) Real Estate Sales last five years (source MIB) Town Drummond Homes 45, land for development 15. Does not include Private Sales.
- 2) Building Permits-199 and Sanitation Permits- 25 last five years. Source Bayfield County Zoning.
- 3) Town Investment in 50 acres for Housing Development .Single and Town Houses, a total of 20 new Homes.



- 4) Non-residents second homes (in 2000 there were 397 homes) we believe 2-3% every 10 years will become full time residents.

Based on this information, the DPC has projected the Town of Drummond to increase by 70 residents, (12% in the 20 years between 2010 and 2030. The DPC projections are highlighted in Table 1.2.



**Table 1.2: Town of Drummond Population Forecasts 2010-2025**

	2010	2015	2020	2025	2030
WDOA	586	604	618	625	616
DPC	590	612	632	647	660

Source: Wisconsin Department of Administration (WDOA) & Drummond Planning Commission (DPC)

### Population Characteristics

Past population figures and future projections although important, do not provide any insight into the characteristics of the people of a community. To get a better perspective of the people in the Town of Drummond, information about race, sex, and age must be examined.

According to 2000 Census data, 260 males and 281 females resided in the Town of Drummond. The majority of town residents (98.3%) reported their race as White and the median age of town residents is 44 years. In comparison, Bayfield County’s median age is 42 years and the State of Wisconsin’s median age is 36 years.

### Age Distribution

When drawn as a "population pyramid," age distribution can hint at patterns of growth. A top-heavy pyramid suggests negative population growth that might be due to any number of factors,



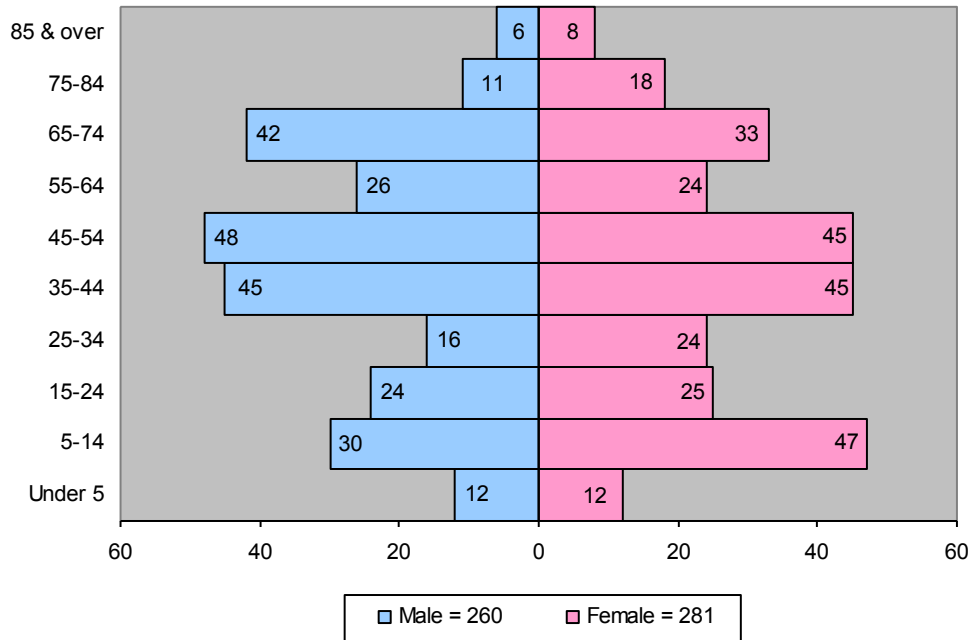
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including high death rates, low birth rates, and increased emigration from the area. A bottom-heavy pyramid, suggests high birthrates, falling or stable death rates, and the potential for rapid population growth. Drummond (Figure 1.2) falls somewhere between these two extremes and has a population pyramid that resembles a square, indicating slow and sustained growth with the birth rate exceeding the death rate, though not by a great margin.

Figure 1.3 illustrates that between 1990 and 2000 the age groups of 25-34 and 55-64 years experienced considerable decreases in population equaling a total of 34 persons. Conversely, the 35-44 and 45-54 had an increase of 84 persons. These significant changes in two of the three older groups would explain the large decrease in median age from 1990 to 2000.

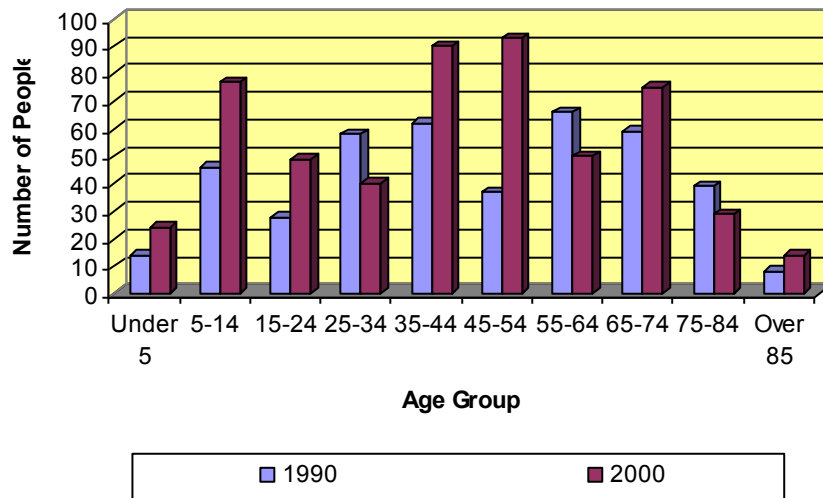


**Figure 1.2: Town of Drummond Population Pyramid, 2000**



Source: 2000 U.S. Census Bureau

**Figure 1.3: Town of Drummond Age Distribution, 1990 & 2000**



Source: 1990 & 2000 U.S. Census Bureau



## HOUSEHOLD CHARACTERISTICS

A household can be basically described as a group of people living together in a single dwelling unit. This could include a family, a single person, or a group of unrelated individuals sharing a house or an apartment, but excluding those persons living in group quarters.

In 2000, there were 231 households in Drummond and 156 families. Most households (165) were two or more person households and most families (91) involve married couple families with no children. Table 1.3 details some household characteristics for Drummond.

<b>Table 1.3: Town of Drummond Household Characteristics</b>	
	<b>Town of Drummond</b>
Total Households:	231
1-person household:	66
Male householder:	36
Female householder:	30
2 or more person household:	165
Family households:	156
Married-couple family:	137
With own children under 18 years:	46
Without children under 18 years:	91
Other family:	19
Male householder, no wife present:	9
With own children under 18 years:	7
Without own children under 18 years:	2
Female householder, no husband present:	10
With own children under 18 years:	7
Without own children under 18 years:	3
Average Household Size	2.34

Source: U.S. Census Bureau, Census 2000 (SF 1)

National and state trends have all moved toward an increase in the number of households, along with a decrease in 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 Drummond has and is projected to increase the total number of households over the next 20 years, but has not followed the average household size trend with an increase in average household size from 2.03 in 1990 to 2.34 in 2000. Projections show average household size dropping over the 20-year planning period.

<b>Table 1.4: Number of Households 1980-2000 Household Projections 2010-2030</b>								
<b>TOWN OF DRUMMOND</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>
Households	185	205	231	260	274	284	286	298
Average Household Size	2.39	2.03	2.34	2.25	2.20	2.18	2.18	2.07

Source: US Census Bureau; Wisconsin Department of Administration, Demographic Services Center



### 1.3 INCOME

Income is another factor that provides an indication of economic health. The combined effect of advanced education, increased employment opportunities, and evidence of well paying occupations is also reflected in the earning capability and increasing incomes of town residents.

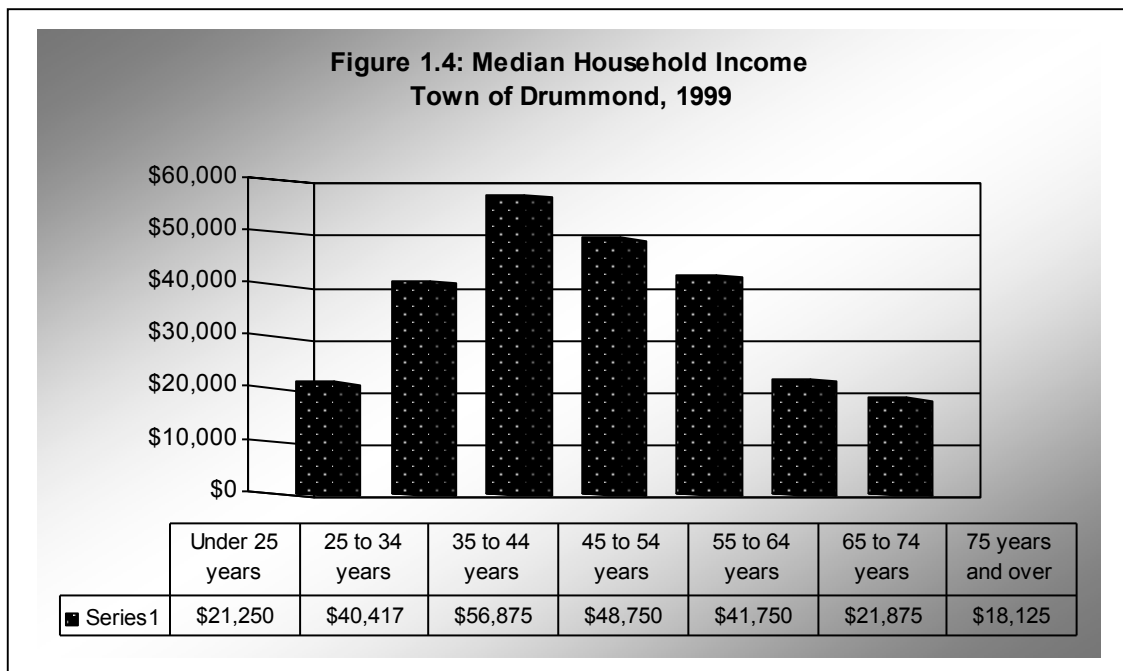
#### Household Income

Table 1.5 illustrates the average annual income for households in the Town of Drummond as of 1999 (2000 Census). Of the town's households, 35 percent had an annual income less than \$25,000. Of the 35 percent under \$25,000, 18 percent of those households took home less than \$10,000. Approximately 3 percent of households in the town reported incomes over \$100,000.

Annual Income	Percent of Households
Less than \$10,000	18.0%
\$10,000 - \$14,999	5.4%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	21.6%
\$50,000 - \$99,999	28.8%
\$100,000 and over	2.7%

Source: U.S. Census 2000 (SF 3)

The median household income in the Town of Drummond in 1999, and as reported by Census 2000, was \$37,500, compared to a median household income of \$33,390 for Bayfield County. As indicated in Figure 1.4, the median household income of residents between the ages of 35 to 64 was above \$40,000. These households commonly consist of individuals in their career production years.





### Per Capita & Per Capita Personal Income and Poverty Levels

Per capita income (PCI) is defined as all resident 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. However, PCPI is not available at the town level. The U.S. Census Bureau reports PCI and the Bureau of Economic Analysis, U.S. Department of Commerce, calculates PCPI at the county/state level.

As indicated by Table 1.6, per capita income in 1999 for the Town of Drummond was slightly higher than the Bayfield County PCI and significantly less than the state PCI. In comparison to other nearby towns in Bayfield County, Drummond's per capita income is higher than Grand View (\$14,052), and Barnes (\$16,405), but lower than Delta (\$19,697) and Cable (\$16,985).

Poverty rates are determined on the basis of money income and, therefore, do not reflect the fact that many low-income people receive non-cash benefits. As shown in Table 1.6, the percent of town inhabitants below the poverty level was the same as Bayfield County higher than the State of Wisconsin.

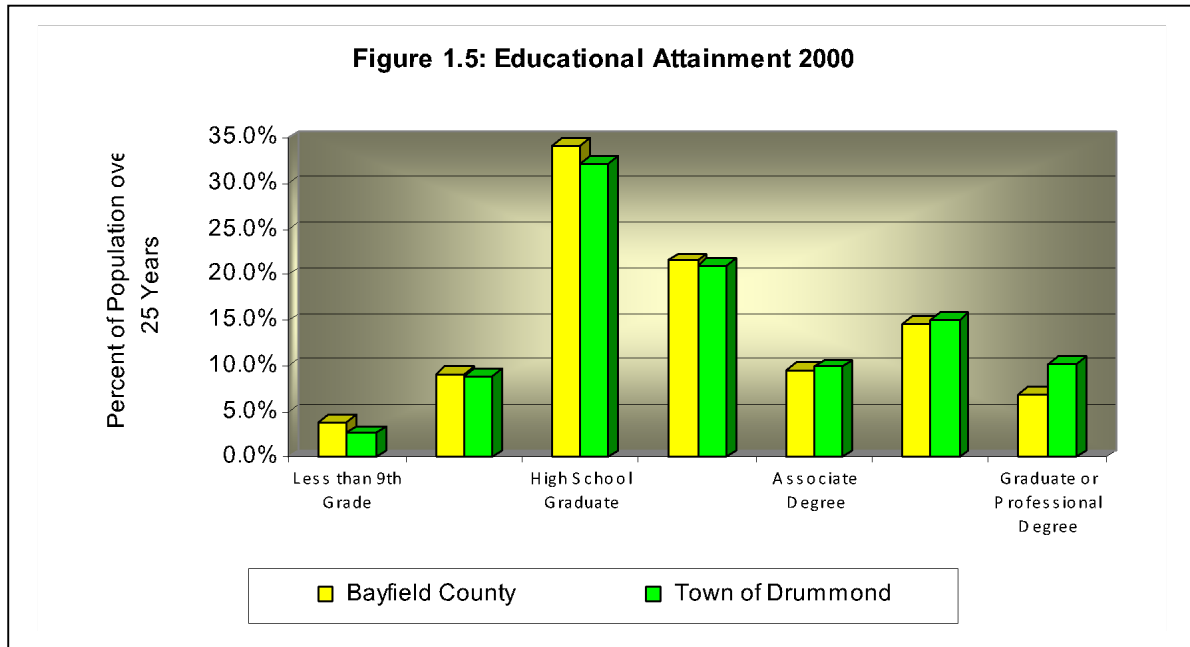
Table 1.6: Income Levels and Poverty Rates

	Town of Drummond	Bayfield County	State of Wisconsin
<b>Per Capita Income, 1999</b>	\$16,773	\$16,407	\$21,271
<b>Per Capita Personal Income, 2001</b>	NA	\$22,660	\$30,685
<b>% of individuals below poverty level</b>	12.4%	12.5%	8.7%

Source: U.S. Census Bureau, 2000

## 1.4 EDUCATION LEVELS

An important factor tied to a community's well being, as well as its potential for economic growth is the link between education levels of residents and employment opportunities. Figure 1.5 reflects the educational attainment of Town of Drummond residents 25 years and older compared with Bayfield County. As is shown, the town and county echo each other's educational attainments.



## 1.5 EMPLOYMENT CHARACTERISTICS

A community’s labor force consists of all individuals age 16 and older who are employed or unemployed and looking for work. No specific labor force data is available at the town level on a yearly basis; 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”.<sup>1</sup>

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





Bayfield County’s labor force, as shown in Table 1.7, shows the average labor force estimate for 2004 of 8,324 participants was the highest on record in Bayfield County. While the number of unemployed has changed very little since 1990, the number of employed residents increased by 25 percent from 6,150 to over 7,800. Not apparent in this data is the large fluctuation that occurs in employment during a 12-month period. For example, in 2004 the high-water mark occurred in July with 8,360 employed an increase of nearly 1,000 from the low of 7,390.

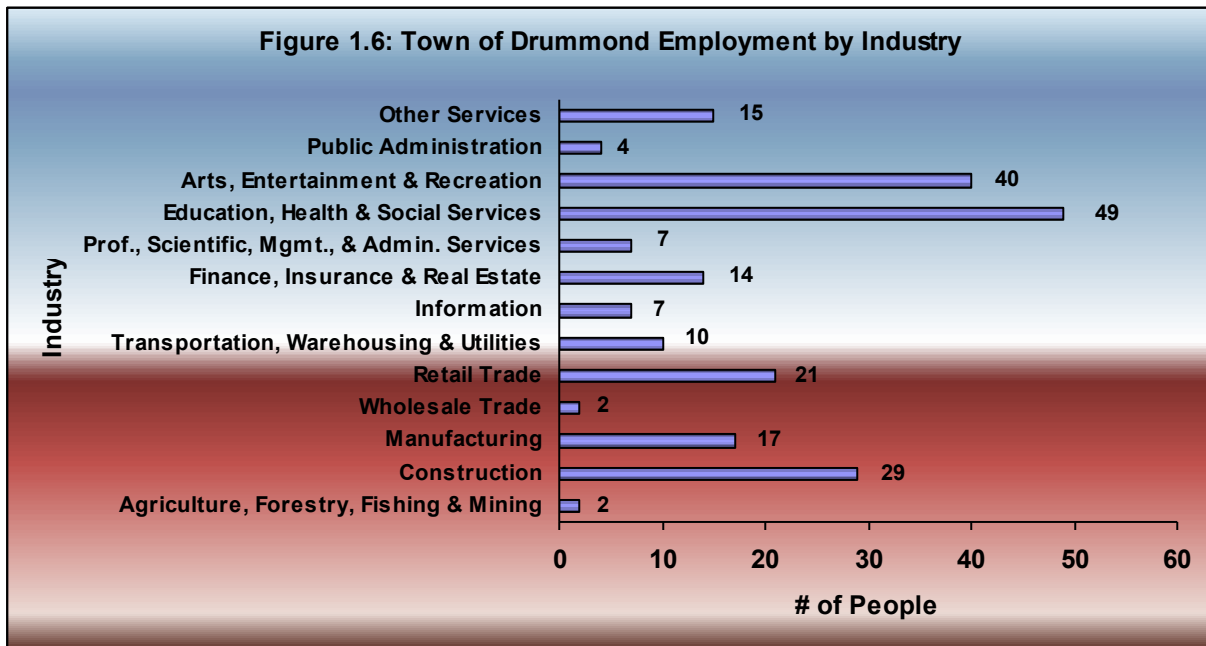
**Table 1.7: Bayfield County Civilian Labor Force**

	Labor Force	Employed	Unemployed	Unemployment Rate
1990	6,659	6,153	506	7.6%
1991	6,678	6,123	555	8.3%
1992	6,867	6,342	525	7.6%
1993	7,146	6,615	531	7.4%
1994	7,496	6,946	550	7.3%
1995	7,429	6,929	500	6.7%
1996	7,572	7,107	465	6.1%
1997	7,752	7,258	494	6.4%
1998	7,483	7,002	481	6.4%
1999	7,394	6,971	423	5.7%
2000	7,728	7,325	403	5.2%
2001	7,981	7,539	442	5.5%
2002	8,040	7,540	500	6.2%
2003	8,134	7,612	522	6.4%
2004	8,324	7,805	519	6.2%

Source: DWD, Bureau of Workforce Information, LAUS, 9/2005

### Employment by Industry

There were 217 persons 16 years or older employed within the Town of Drummond in 2000. The education, health, and social services sector was the highest employment sector employing 49 persons. A close second was the arts, entertainment and recreation sector, which employed 40 persons. Figure 1.6 depicts employment by all industries.





## Drummond Employers

Table 1.8 lists the employers in the Town of Drummond as reported by the Wisconsin Department of Workforce Development in June 2005. Businesses without paid employees are not included in the report from the WI DWD. Within the employment size range, however, the companies are not necessarily in rank order.

**Table 1.8: Employers in Drummond by Number of Employees**

<b>Employer Name</b>	<b>Product or Service</b>	<b>Employment Size Range</b>
Drummond Area School District	Elementary and secondary schools	50-99
Besse Wood Products Inc.	Sawmills	10-19
State Bank of Drummond	Commercial banking	10-19
Black Bear Inn Inc.	Tavern-Restaurant	5-9
Town of Drummond	Executive and legislative offices	5-9
Drummond Sanitary District # 1	Sewage treatment facilities	1-4
Frank Cane Masonry	Residential masonry contractors	1-4
Nor Pine Plumbing	Residential plumbing and HVAC contractors	1-4
Blue Moon Pottery Inc.	Vitreous china and earthenware articles mfg.	1-4
Bloom Forge Inc.	Hand and edge tool manufacturing	1-4
Bear Country	Gasoline station	1-4
Drummond Investment Inc.	Managing offices	1-4
The Drummond Outback	Lodging	1-4
Meyer Management Inc.	RV parks and campgrounds	1-4
Chequamegon Saloon	Tavern/Restaurant	1-4
Wade Spears Construction	Construction	1-4

Source: WI Department of Workforce Development (June 2005) & Town of Drummond

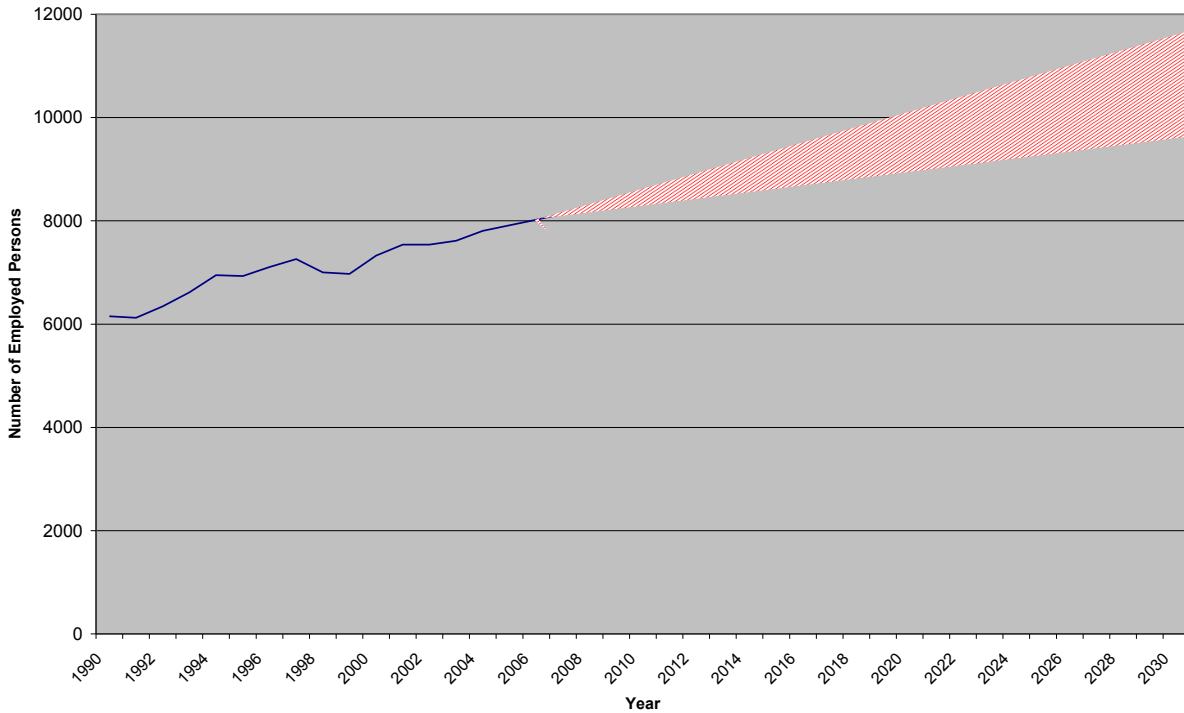
## Bayfield County Employment Forecasts

Based on data from the Wisconsin Department of Workforce Development (DWD) highlighting the number of jobs with employers located in Bayfield County from 1975 to 2005, employment projections were developed by NWRPC to 2030. Figure 1.X shows the employed persons for 1975 to 2005 and Figure 1.X shows not only the past employment data but also the employment projections for future years to 2030.

Analyzing the local employment data from 1975-2005 derived employment projections for Bayfield County. The “trend line” in Figure 1.7 depicts a “best fit” of the known data values and a projection of the future data values. The shaded area in Figure 1.7 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 be developing more detailed county projections.



Figure 1-7: Bayfield County Employment 1990-2004 & Projected Employment 2005-2030



## 1.6 STATEMENT OF OVERALL GOALS, OBJECTIVES, POLICIES AND PROGRAMS

The overall goal is to maintain the quality of life in the Town of Drummond. To do this, the overall objective of the Town of Drummond is to guide future development and redevelopment of the community in a manner consistent with the element goals, objectives, actions, and identified programs contained in this document. The overall action is to adopt and implement the comprehensive plan and continue to work with the county and adjacent and overlapping jurisdictions. The overall programs and actions outlined throughout the comprehensive plan represent the methods to achieve the overall plan goal.