

# COMMUNITY PROFILE - MERRILL, WI

## VISITOR INFORMATION

Merrill Area Chamber of Commerce  
& Information Center  
705 North Center Avenue  
Merrill, WI 54452  
Phone (715) 536-9474  
Fax (715) 539-2043  
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: 18°F
- Avg. summer day temperature: 72°F
- Average annual rainfall: 32 inches
- Average annual snowfall: 60 inches

## RECREATION FACILITIES

Facilities in or within 10 miles of city:

- Public Golf Courses: 2
- Public Tennis Courts: 10
- Public Swimming Pools: 2
- Parks in City: 13
- Swimming Beaches: 1
- Movie Theatres: 1
- Skate Parks: 1
- Walking Trails: 3 areas
- Indoor/Outdoor Activity Center—MARC(Smith Center) (Dog Park, Baseball, Soccer, Hockey, Figure Skating)
- 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: 23; Catholic: 1

**Accommodations:** 139 rooms

### **Avg. Rate**

- AmericInn: \$99
- Badger Hotel: \$67
- Econo Lodge: \$63
- Prairie Motel: \$53

■ Area Hotels/B&Bs 4

■ Seating Capacity of Largest Banquet Room: 500

**Misc.:** National Chain Stores/Restaurant: 14

### **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	9,233
LINCOLN COUNTY	27,980
MEDIAN AGE	42 years

## EDUCATION

Public and Private Schools:

<u>Type</u>	<u>No.</u>	<u>Students</u>
■ K-5	4	1,199
■ Middle School	1	560
■ High School	1	948
■ Private/Parochial	4	469
■ Preschools	5	206

High School Graduation Rate: 98%

**Remarks:** Merrill Area Public School

Scholarship Program Fund Total: \$650,000+

**Technical Colleges: (within 50 mile radius)**

- Northcentral Technical College-Wausau
- Northcentral Technical College Public Safety Center of Excellence- Merrill
- 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:**

Ministry Good Samaritan Health Center-  
601 South Center Avenue  
(715) 536-5511  
www.gshc.org  
Total # beds: 25  
Hospital Class: 4  
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
- Ministry Medical Center - Hospital
- 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:**

Integrus Energy Group

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

### **Natural Gas:**

Integrus Energy Group

- 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: 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
- 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 51/139, State Highways 17, 64, 107
- Distance to Nearest 4-Lane Interstate: US Hwy 51/139

### **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  
Oshkosh, 118 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
- GPS/PLV 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 2015  
Labor Force Data (Not Seasonally Adjusted)

- Labor Force: 15,382
- Resident Unemployed: 793
- Percent Unemployment: 5.2%

**Employment Rate - Lincoln County**

- 2015 Non-Agricultural Wage & Salary Workers: 12,101
- Total Private: 10,008
- Total Government: 2,093
- Manufacturing: 3,850
- Non-Manufacturing: 8,701
- Per Capita Income 2015: \$25,371
- Average Home Cost 2015: \$131,300
- Minimum Wage: \$7.25/hr

<u>Wage Rates Avg.</u>	<u>Entry</u>	<u>Max</u>
Computer Specialist	12.28	32.00
Engineering	15.39	43.48
General Office	8.99	16.53
Bookkeeping/Accounting	10.82	28.18
Retail Sales	7.80	14.47
RN	20.80	38.52
CNA	8.89	14.84
Vehicle Repair	9.56	20.81
Electrical Equip. Repair	13.02	29.90
Machinists	12.40	26.46
Assemblers	9.11	17.84
Truck Driver (CDL)	13.80	23.29
Shipping/Receiving	9.35	16.09
Laborers/Helpers	8.99	21.48
Housekeeping	8.06	23.77

**2015 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
- 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: 1 Station
- Department Personnel: 23
- Fire Insurance Class: City 2
- 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%

- 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**

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Updated 8/18

<b>Major Area Employers</b>	
<u>Employer</u>	<u>Products</u>
AGRA Industries	Bio-based Fuel
Church Mutual Insurance Co.	Insurance
Interflex	Packaging
Lincoln Wood Products	Windows & Patio Doors
Lincoln County Government	Government
Merrill Area Public Schools	Education
Northern Wire	Fasteners
Semling-Menke Company	Windows & Patio Doors
Hurd Windows & Doors	Windows & Patio Doors
Weinbrenner Shoe Company	Shoe Manufacturer
Good Samaritan Health Center	Medical
Lincoln Hills School	Correctional Facility
Wal-Mart	

- Corporate Income: 7.9%

Merrill is a small northern Wisconsin city with a rich history of logging, wood products and agricultural products and a diverse manufacturing base today. Merrill residents have the good fortune of living at the confluence of the Wisconsin and Prairie Rivers on the U.S. Highway 51/39 corridor, the gateway to Wisconsin's Northwoods, giving us many opportunities for outdoor recreation. In a city our size, we count ourselves fortunate to have a career fire department with paramedic-level emergency medical/ambulance services. We have a dedicated professional police force. We are blessed with a beautiful park system with excellent recreation programs. Merrill has an excellent education system, with a great post-secondary scholarship program with the class of 2018 earning more than \$1.8 million in post-secondary education awards.

## **Merrill Amenities**

### **Medical services**

- Ascension Good Samaritan Hospital
- Aspirus Clinic
- Marshfield Clinic
- Bone & Joint Clinic
- Numerous Dentists and Chiropractors
- Paramedic level career EMS/Fire ambulance service

### **Schools**

- 3 public grade schools
- 2 parochial grade schools
- Middle School
- High School
- Northcentral Technical College Campus

### **Merrill Area Recreation Center**

- Indoor hockey/figure skating rink
- Soccer fields
- Softball fields
- Fenced 2.5 acre Dog Park
- Bierman Family Aquatic Center
  - Lap lanes
  - High and low diving boards
  - Climbing wall
  - Waterslides
  - Spray features
  - Zero-depth entry

### **Merrill City Forest**

- 960 acres
- Hiking and biking trails
- Hunting

### **Merrill School Forest**

- 764 acres
- Hiking trails
- Cross-country ski and snowshoeing trails
- Nature Center

### **Lincoln County Forest**

- 100,805 acres
- 50 miles of ATV trails
- Snowmobile trails
- Segment of state-wide Ice Age Trail
- Hunting
- Fishing
- Underdown Recreation Area
  - Cross-country ski trails
  - Bike trails
  - Hiking trails
  - Horseback riding trails and horseback camping area

### **Council Grounds State Park**

- 509 acres adjacent to the Merrill Area Recreation Center
- Located on 677 acre Lake Alexander
- Hiking
- Camping
- Biking
- Boating/fishing
- Swimming beach
- Cross-country skiing and snowshoeing trails

### **River Bend Trail**

- Paved riverside hiking/biking trail from Merrill's east side to Council Grounds State Park on west side

### **City Parks**

- 240 acres of park land in the City
- 14 city parks
  - Picnicking/shelters
  - Playgrounds
  - Tennis
  - Basketball
  - Volleyball
  - Soccer
  - Baseball
  - Softball
  - Disc golf
  - Fishing
  - Boating - 2 boat ramps

### **Festival Grounds**

- 3000 seat grandstand
- Rodeo arena
- Tractor pull track
- Livestock Pavilion
- Poultry Barn
- Exhibit buildings

- Expo Hall
- Enrichment Center (Senior Center)

#### **Civic and other Organizations**

- Lions Club
- Eagle's Club
- Rotary Club
- Optimist Club
- American Legion
- VFW
- Boy Scouts
- Girl Scouts
- Ducks Unlimited
- Knights of Columbus
- 4H
- Merrill Hockey Association
- Merrill City Band Association
- Merrill Historical Society
- Humane Society
- Merrill Soccer League
- Merrill Softball League
- Little League
- Garden Club
- Sportsmen's Club

#### **City Band**

- One of the state's oldest city bands
- Free weekly summer concerts in Normal Park