

Mississippi River Regional Planning Commission EMSI Report

Potential Equipment and Metal Manufacturing Business Development Opportunities in the Mississippi River Region

This report identifies equipment and metal manufacturing industries that import their products into the Mississippi River Region counties of Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau and Vernon that have potential to be manufactured in one or more of these counties. This region has an existing equipment and metal manufacturing industry specialization. Additional business endeavors linked with import substitution strategies in these equipment and metal products may merit worthwhile results because of existing industry knowledge and synergies. Average earnings paid by industries that produce these products is also reported to give a better understanding of economic development benefits of these industries expanding. These industries also have strong supply chain needs that benefit the service sector of the economy. Equipment and metal manufacturing products are also an economic driver industry of Western Wisconsin and the entire State, with education and research resources to support them. [NAICS - North American Industrial Classification Code, Dataset Version: 2013.4 Class of Worker, Timeframe: 2012, Dataset Category: EMSI Complete, Region Name: Mississippi River Region, Counties: Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon]

NAICS	Industry	Total Regional Demand	Satisfied by Region's Industries	Satisfied by Industries Outside Region	Average Earnings of Region's Workforce
331111	Iron and Steel Mills	\$109,765,791	\$0	\$109,765,791	\$0
336112	Light Truck and Utility Vehicle Mfg	\$97,210,047	\$0	\$97,210,047	\$0
336111	Automobile Manufacturing	\$86,132,296	\$550,433	\$85,581,862	\$35,678
332710	Machine Shops	\$50,644,219	\$2,818,539	\$47,825,679	\$56,215
334111	Electronic Computer Manufacturing	\$41,890,127	\$0	\$41,890,127	\$0
336411	Aircraft Manufacturing	\$35,910,045	\$0	\$35,910,045	\$0
339113	Surgical Appliance and Supplies Mfg	\$29,285,971	\$373,656	\$28,912,314	\$49,257
334413	Semiconductor and Related Device Mfg	\$25,705,409	\$0	\$25,705,409	\$0
332431	Metal Can Manufacturing	\$33,388,704	\$8,811,274	\$24,577,431	\$84,794
339112	Surgical and Medical Instrument Mfg	\$24,662,590	\$177,184	\$24,485,406	\$52,602
333120	Construction Machinery Manufacturing	\$21,985,003	\$121,813	\$21,863,190	\$36,029
333111	Farm Machinery and Equipment Mfg	\$24,015,629	\$3,218,255	\$20,797,374	\$54,427
331511	Iron Foundries	\$20,971,546	\$1,943,126	\$19,028,420	\$70,840
336120	Heavy Duty Truck Manufacturing	\$18,163,494	\$0	\$18,163,494	\$0
331210	Iron & Steel Pipe & Tube Mfg from Purchased Steel	\$19,180,800	\$1,021,663	\$18,159,137	\$114,446
332439	Other Metal Container Manufacturing	\$17,919,786	\$0	\$17,919,786	\$0
336399	All Other Motor Vehicle Parts Manufacturing	\$18,625,109	\$777,946	\$17,847,163	\$59,967
334220	Radio & TV Broadcasting & Wireless Communications Equip Mfg	\$17,338,764	\$0	\$17,338,764	\$0
332116	Metal Stamping	\$17,185,627	\$300,262	\$16,885,365	\$61,315
333415	Air-Conditioning & Warm Air Heating Equip & Commercial and Indus Refrig Equip Mfg	\$49,833,458	\$33,898,169	\$15,935,289	\$78,274
331221	Rolled Steel Shape Manufacturing	\$15,528,078	\$0	\$15,528,078	\$0
331315	Aluminum Sheet, Plate, and Foil Mfg	\$15,355,867	\$0	\$15,355,867	\$0
332322	Sheet Metal Work Manufacturing	\$18,409,978	\$3,503,850	\$14,906,128	\$57,100
334511	Search, Detection, Navigation, Guidance, Aeronautical, & Nautical Sys & Instrument Mfg	\$14,756,626	\$0	\$14,756,626	\$0
334510	Electromedical a& Electrotherapeutic Apparatus Mfg	\$14,367,861	\$0	\$14,367,861	\$0
333611	Turbine and Turbine Generator Set Units Mfg	\$14,052,084	\$0	\$14,052,084	\$0
332312	Fabricated Structural Metal Manufacturing	\$17,723,393	\$3,752,182	\$13,971,211	\$48,878
331316	Aluminum Extruded Product Manufacturing	\$13,542,735	\$0	\$13,542,735	\$0
336350	Motor Vehicle Transmission & Power Train Parts Mfg	\$12,747,764	\$0	\$12,747,764	\$0
339999	All Other Miscellaneous Manufacturing	\$14,443,699	\$1,893,707	\$12,549,992	\$81,579
333618	Other Engine Equipment Manufacturing	\$12,407,302	\$0	\$12,407,302	\$0
332813	Electroplating, Plating, Polishing, Anodizing, & Coloring	\$12,317,417	\$0	\$12,317,417	\$0
336414	Guided Missile and Space Vehicle Manufacturing	\$11,567,523	\$0	\$11,567,523	\$0
339950	Sign Manufacturing	\$12,250,811	\$752,557	\$11,498,254	\$32,972
333319	Other Commercial & Service Indus Machinery Mfg	\$11,225,880	\$379,457	\$10,846,422	\$62,394
332722	Bolt, Nut, Screw, Rivet, and Washer Mfg	\$10,830,907	\$0	\$10,830,907	\$0
334418	Printed Circuit Assembly (Electronic Assembly) Mfg	\$10,678,587	\$0	\$10,678,587	\$0

NAICS	Industry	Total Regional Demand	Satisfied by Region's Industries	Satisfied by Industries Outside Region	Average Earnings of Region's Workforce
331513	Steel Foundries (except Investment)	\$9,902,726	\$0	\$9,902,726	\$0
336510	Railroad Rolling Stock Manufacturing	\$9,863,978	\$0	\$9,863,978	\$0
332999	All Other Misc Fabricated Metal Prod Mfg	\$12,676,060	\$3,316,391	\$9,359,669	\$45,761
331422	Copper Wire (except Mechanical) Drawing	\$9,305,864	\$0	\$9,305,864	\$0
332721	Precision Turned Product Manufacturing	\$9,574,424	\$311,979	\$9,262,445	\$49,863
336611	Ship Building and Repairing	\$8,883,275	\$113,506	\$8,769,769	\$53,111
332996	Fabricated Pipe and Pipe Fitting Mfg	\$11,477,422	\$2,719,704	\$8,757,718	\$51,233
336312	Gasoline Engine and Engine Parts Mfg	\$8,708,123	\$24,951	\$8,683,172	\$40,639
332510	Hardware Manufacturing	\$8,561,170	\$129,618	\$8,431,553	\$53,830
332321	Metal Window and Door Manufacturing	\$8,459,675	\$99,097	\$8,360,578	\$49,923
336360	Motor Vehicle Seating and Interior Trim Mfg	\$7,749,833	\$0	\$7,749,833	\$0
332420	Metal Tank (Heavy Gauge) Manufacturing	\$7,654,622	\$0	\$7,654,622	\$0
332812	Metal Coating, Engraving (except Jewelry & Silverware), & Allied Services to Manufacturers	\$10,863,001	\$3,293,434	\$7,569,566	\$50,257
336370	Motor Vehicle Metal Stamping	\$11,894,811	\$4,412,651	\$7,482,161	\$31,318
334210	Telephone Apparatus Manufacturing	\$7,470,532	\$31,354	\$7,439,178	\$22,813
331521	Aluminum Die-Casting Foundries	\$7,428,259	\$0	\$7,428,259	\$0
336211	Motor Vehicle Body Manufacturing	\$7,382,319	\$26,189	\$7,356,130	\$22,576
331421	Copper Rolling, Drawing, and Extruding	\$7,253,519	\$0	\$7,253,519	\$0
336212	Truck Trailer Manufacturing	\$7,212,104	\$0	\$7,212,104	\$0
336214	Travel Trailer and Camper Manufacturing	\$7,190,816	\$0	\$7,190,816	\$0
332912	Fluid Power Valve and Hose Fitting Mfg	\$8,394,123	\$1,257,530	\$7,136,593	\$37,375
334512	Automatic Environmental Control Mfg for Residential, Commercial, & Appliance Use	\$7,022,158	\$0	\$7,022,158	\$0
333911	Pump and Pumping Equipment Mfg	\$7,024,872	\$10,927	\$7,013,945	\$56,536
333514	Special Die and Tool, Die Set, Jig, and Fixture Mfg	\$8,122,871	\$1,142,015	\$6,980,856	\$59,421
331524	Aluminum Foundries (except Die-Casting)	\$6,816,955	\$0	\$6,816,955	\$0
336322	Other Motor Vehicle Elec and Electronic Equip Mfg	\$6,645,202	\$84,340	\$6,560,862	\$34,769
332313	Plate Work Manufacturing	\$10,909,559	\$4,379,604	\$6,529,956	\$67,421
333922	Conveyor and Conveying Equipment Mfg	\$6,543,813	\$47,205	\$6,496,608	\$85,518
332323	Ornamental & Architectural Metal Work Mfg	\$6,529,277	\$263,941	\$6,265,336	\$32,613
336213	Motor Home Manufacturing	\$6,264,113	\$0	\$6,264,113	\$0
333112	Lawn & Garden Tractor & Home Lawn & Garden Equip Mfg	\$6,103,211	\$0	\$6,103,211	\$0
332911	Industrial Valve Manufacturing	\$6,072,532	\$0	\$6,072,532	\$0
336999	All Other Transportation Equipment Mfg	\$6,007,431	\$0	\$6,007,431	\$0
333132	Oil & Gas Field Machinery and Equip Mfg	\$5,915,709	\$0	\$5,915,709	\$0
333298	All Other Industrial Machinery Mfg	\$5,823,844	\$24,449	\$5,799,395	\$14,785
333295	Semiconductor Machinery Mfg	\$5,747,635	\$0	\$5,747,635	\$0
333515	Cutting Tool and Machine Tool Accessory Mfg	\$5,741,283	\$0	\$5,741,283	\$0
331319	Other Aluminum Rolling and Drawing	\$5,678,100	\$0	\$5,678,100	\$0
334119	Other Computer Peripheral Equipment Mfg	\$5,741,972	\$111,157	\$5,630,815	\$76,426
331222	Steel Wire Drawing	\$5,576,835	\$0	\$5,576,835	\$0
332311	Prefabricated Metal Bldg & Component Mfg	\$5,513,314	\$36,520	\$5,476,794	\$59,653
331512	Steel Investment Foundries	\$5,460,882	\$0	\$5,460,882	\$0
332212	Hand and Edge Tool Manufacturing	\$5,393,936	\$0	\$5,393,936	\$0
332114	Custom Roll Forming	\$5,021,236	\$0	\$5,021,236	\$0
332618	Other Fabricated Wire Product Manufacturing	\$5,053,523	\$48,032	\$5,005,491	\$41,126
334516	Analytical Laboratory Instrument Manufacturing	\$4,909,105	\$0	\$4,909,105	\$0
332811	Metal Heat Treating	\$4,870,630	\$0	\$4,870,630	\$0
336330	Motor Vehicle Steering & Suspension Components (except Spring) Mfg	\$4,800,210	\$0	\$4,800,210	\$0
339115	Ophthalmic Goods Manufacturing	\$4,784,055	\$0	\$4,784,055	\$0
333511	Industrial Mold Manufacturing	\$4,928,871	\$221,158	\$4,707,714	\$78,962
334419	Other Electronic Component Manufacturing	\$5,131,704	\$495,131	\$4,636,573	\$72,747
333411	Air Purification Equipment Manufacturing	\$4,623,314	\$0	\$4,623,314	\$0
332111	Iron and Steel Forging	\$4,595,816	\$0	\$4,595,816	\$0

NAICS	Industry	Total Regional Demand	Satisfied by Region's Industries	Satisfied by Industries Outside Region	Average Earnings of Region's Workforce
333414	Heating Equip (except Warm Air Furnaces) Mfg	\$8,357,268	\$3,814,048	\$4,543,220	\$60,292
332991	Ball and Roller Bearing Manufacturing	\$4,508,927	\$0	\$4,508,927	\$0
336612	Boat Building	\$5,209,313	\$715,971	\$4,493,342	\$37,239
339911	Jewelry (except Costume) Mfg	\$4,465,522	\$29,050	\$4,436,471	\$21,131
334513	Instruments and Related Prod Mfg for Measuring, Displaying, & Controlling Indus Process Variables	\$4,474,024	\$111,616	\$4,362,408	\$31,259
334112	Computer Storage Device Mfg	\$4,303,343	\$0	\$4,303,343	\$0
333912	Air and Gas Compressor Mfg	\$4,259,693	\$0	\$4,259,693	\$0
333999	All Other Misc General Purpose Machinery Mfg	\$5,930,422	\$1,684,931	\$4,245,490	\$58,049
333924	Indus Truck, Tractor, Trailer, & Stacker Machinery Mfg	\$4,218,905	\$0	\$4,218,905	\$0
334515	Instrument Mfg for Measuring & Testing Electricity & Elec Signals	\$3,847,878	\$0	\$3,847,878	\$0
331491	Nonferrous Metal (except Copper & Aluminum) Rolling, Drawing, & Extruding	\$3,902,913	\$74,265	\$3,828,647	\$54,769
333996	Fluid Power Pump and Motor Mfg	\$3,780,891	\$0	\$3,780,891	\$0
331528	Other Nonferrous Foundries (except Die-Casting)	\$3,767,233	\$0	\$3,767,233	\$0
334519	Other Measuring and Controlling Device Mfg	\$3,743,331	\$0	\$3,743,331	\$0
336340	Motor Vehicle Brake System Manufacturing	\$3,742,113	\$0	\$3,742,113	\$0
334310	Audio and Video Equipment Manufacturing	\$3,796,655	\$239,366	\$3,557,289	\$106,812
339991	Gasket, Packing, & Sealing Device Mfg	\$3,542,914	\$19,070	\$3,523,844	\$27,700
334517	Irradiation Apparatus Manufacturing	\$3,425,892	\$0	\$3,425,892	\$0
334290	Other Communications Equipment Mfg	\$3,206,154	\$0	\$3,206,154	\$0
333412	Industrial & Commercial Fan & Blower Mfg	\$3,203,513	\$0	\$3,203,513	\$0
331112	Electrometallurgical Ferroalloy Product Mfg	\$3,125,824	\$0	\$3,125,824	\$0
336991	Motorcycle, Bicycle, and Parts Mfg	\$3,155,509	\$38,264	\$3,117,245	\$35,430
331492	Secondary Smelting, Refining, & Alloying of Nonferrous Metal (except Copper & Aluminum)	\$3,083,077	\$0	\$3,083,077	\$0
333993	Packaging Machinery Manufacturing	\$3,081,317	\$0	\$3,081,317	\$0
333512	Machine Tool (Metal Cutting Types) Mfg	\$3,070,275	\$0	\$3,070,275	\$0
333294	Food Product Machinery Manufacturing	\$3,047,611	\$0	\$3,047,611	\$0
333923	Overhead Traveling Crane, Hoist, & Monorail System Mfg	\$3,004,312	\$0	\$3,004,312	\$0
332919	Other Metal Valve and Pipe Fitting Mfg	\$3,212,599	\$226,621	\$2,985,978	\$50,265
332998	Enameled Iron & Metal Sanitary Ware Mfg	\$2,781,260	\$0	\$2,781,260	\$0
339116	Dental Laboratories	\$2,891,677	\$191,939	\$2,699,738	\$28,889
333995	Fluid Power Cylinder and Actuator Mfg	\$2,694,308	\$0	\$2,694,308	\$0
331522	Nonferrous (except Aluminum) Die-Casting Foundries	\$2,661,989	\$0	\$2,661,989	\$0
332211	Cutlery and Flatware (except Precious) Mfg	\$2,601,020	\$0	\$2,601,020	\$0
334113	Computer Terminal Manufacturing	\$2,585,359	\$11,738	\$2,573,621	\$0
333518	Other Metalworking Machinery Mfg	\$2,572,796	\$0	\$2,572,796	\$0
333991	Power-Driven Handtool Manufacturing	\$2,496,919	\$0	\$2,496,919	\$0
333992	Welding and Soldering Equipment Mfg	\$2,407,798	\$0	\$2,407,798	\$0
336413	Other Aircraft Parts and Auxiliary Equipment Mfg	\$2,384,167	\$0	\$2,384,167	\$0
331525	Copper Foundries (except Die-Casting)	\$2,379,594	\$0	\$2,379,594	\$0
339114	Dental Equipment and Supplies Mfg	\$2,386,142	\$25,486	\$2,360,656	\$60,593
333220	Plastics and Rubber Industry Machinery Mfg	\$2,434,882	\$87,176	\$2,347,706	\$100,291
332612	Spring (Light Gauge) Manufacturing	\$2,183,476	\$0	\$2,183,476	\$0
334412	Bare Printed Circuit Board Mfg	\$2,364,870	\$228,120	\$2,136,750	\$45,333
332913	Plumbing Fixture Fitting and Trim Mfg	\$1,878,090	\$0	\$1,878,090	\$0
331312	Primary Aluminum Production	\$1,868,995	\$0	\$1,868,995	\$0
336311	Carburetor, Piston, Piston Ring, and Valve Mfg	\$1,859,104	\$0	\$1,859,104	\$0
333921	Elevator and Moving Stairway Manufacturing	\$1,828,298	\$0	\$1,828,298	\$0
332994	Small Arms Manufacturing	\$1,827,465	\$0	\$1,827,465	\$0
333612	Speed Changer, Indus High-Speed Drive, & Gear Mfg	\$1,820,575	\$0	\$1,820,575	\$0
332993	Ammunition (except Small Arms) Mfg	\$1,753,320	\$0	\$1,753,320	\$0
333313	Office Machinery Manufacturing	\$1,744,730	\$0	\$1,744,730	\$0
331411	Primary Smelting and Refining of Copper	\$1,699,765	\$0	\$1,699,765	\$0

NAICS	Industry	Total Regional Demand	Satisfied by Region's Industries	Satisfied by Industries Outside Region	Average Earnings of Region's Workforce
336321	Vehicular Lighting Equipment Manufacturing	\$1,718,736	\$43,231	\$1,675,504	\$33,764
331419	Primary Smelting and Refining of Nonferrous Metal (except Copper and Aluminum)	\$1,630,356	\$0	\$1,630,356	\$0
333291	Paper Industry Machinery Manufacturing	\$1,610,456	\$0	\$1,610,456	\$0
333293	Printing Machinery and Equipment Mfg	\$1,596,241	\$0	\$1,596,241	\$0
331314	Secondary Smelting and Alloying of Aluminum	\$1,549,192	\$0	\$1,549,192	\$0
336412	Aircraft Engine and Engine Parts Mfg	\$1,518,623	\$0	\$1,518,623	\$0
336415	Guided Missile& Space Vehicle Propulsion Unit & Propulsion Unit Parts Mfg	\$1,495,649	\$0	\$1,495,649	\$0
339994	Broom, Brush, and Mop Mfg	\$1,863,042	\$376,754	\$1,486,288	\$35,022
334417	Electronic Connector Manufacturing	\$1,439,802	\$0	\$1,439,802	\$0
333513	Machine Tool (Metal Forming Types) Mfg	\$1,437,091	\$0	\$1,437,091	\$0
339992	Musical Instrument Manufacturing	\$1,542,553	\$183,322	\$1,359,231	\$37,842
334514	Totalizing Fluid Meter and Counting Device Mfg	\$1,347,485	\$0	\$1,347,485	\$0
333516	Rolling Mill Machinery and Equipment Mfg	\$1,286,286	\$0	\$1,286,286	\$0
339993	Fastener, Button, Needle, and Pin Mfg	\$1,239,621	\$0	\$1,239,621	\$0
332112	Nonferrous Forging	\$1,185,667	\$0	\$1,185,667	\$0
332995	Other Ordnance and Accessories MMfg	\$1,134,001	\$0	\$1,134,001	\$0
332213	Saw Blade and Handsaw Manufacturing	\$1,082,033	\$0	\$1,082,033	\$0
336419	Other Guided Missile & Space Vehicle Parts & Auxiliary Equip Mfg	\$1,042,593	\$0	\$1,042,593	\$0
332117	Powder Metallurgy Part Manufacturing	\$1,038,689	\$0	\$1,038,689	\$0
336391	Motor Vehicle Air-Conditioning Manufacturing	\$978,653	\$0	\$978,653	\$0
339914	Costume Jewelry and Novelty Manufacturing	\$1,018,711	\$52,460	\$966,251	\$21,682
333994	Industrial Process Furnace and Oven Mfg	\$1,030,077	\$65,016	\$965,061	\$65,796
332997	Industrial Pattern Manufacturing	\$948,170	\$0	\$948,170	\$0
339995	Burial Casket Manufacturing	\$939,575	\$0	\$939,575	\$0
332115	Crown and Closure Manufacturing	\$925,528	\$0	\$925,528	\$0
333315	Photographic and Photocopying Equipment Mfg	\$1,029,201	\$155,202	\$873,999	\$106,307
332992	Small Arms Ammunition Manufacturing	\$864,331	\$0	\$864,331	\$0
333292	Textile Machinery Manufacturing	\$845,213	\$0	\$845,213	\$0
333131	Mining Machinery and Equipment Manufacturing	\$835,179	\$0	\$835,179	\$0
331423	Secondary Smelting, Refining, & Alloying of Copper	\$829,452	\$0	\$829,452	\$0
332611	Spring (Heavy Gauge) Manufacturing	\$803,914	\$0	\$803,914	\$0
333613	Mechanical Power Transmission Equip Mfg	\$734,108	\$0	\$734,108	\$0
333913	Measuring and Dispensing Pump Mfg	\$681,592	\$0	\$681,592	\$0
333210	Sawmill and Woodworking Machinery Mfg	\$693,564	\$48,922	\$644,643	\$49,273
333312	Commercial Laundry, Drycleaning, & Pressing Machine Mfg	\$599,241	\$0	\$599,241	\$0
333997	Scale and Balance Manufacturing	\$577,374	\$0	\$577,374	\$0
336992	Military Armored Vehicle, Tank, & Tank Component Mfg	\$567,124	\$0	\$567,124	\$0
332214	Kitchen Utensil, Pot, and Pan Mfg	\$537,274	\$0	\$537,274	\$0
333311	Automatic Vending Machine Mfg	\$532,373	\$0	\$532,373	\$0
331311	Alumina Refining	\$500,167	\$0	\$500,167	\$0
339913	Jewelers' Material and Lapidary Work Mfg	\$479,382	\$0	\$479,382	\$0
334518	Watch, Clock, and Part Manufacturing	\$477,960	\$0	\$477,960	\$0
334416	Electronic Coil, Transformer,& Other Inductor Mfg	\$469,720	\$0	\$469,720	\$0
334414	Electronic Capacitor Manufacturing	\$416,571	\$0	\$416,571	\$0
332410	Power Boiler and Heat Exchanger Mfg	\$10,149,158	\$9,765,067	\$384,091	\$76,111
334411	Electron Tube Manufacturing	\$319,672	\$0	\$319,672	\$0
334415	Electronic Resistor Manufacturing	\$239,322	\$0	\$239,322	\$0
339912	Silverware and Hollowware Mfg	\$284,396	\$61,044	\$223,352	\$36,724
TOTAL		\$1,589,940,696	\$105,143,635	\$1,484,797,058	\$53,219

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