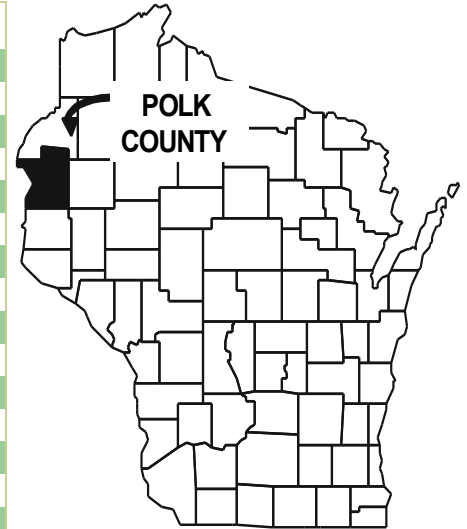


Polk County

ECONOMIC PROFILE

County Population Projections

	2010	2015	2020	2025	2030	2035	2040
County Population	44,205	44,390	47,680	50,760	53,240	54,230	53,825
Percent Change		0.4	7.4	6.5	4.9	1.9	-0.7
Male	22,177	22,270	23,950	25,515	26,740	27,235	26,945
Female	22,028	22,120	23,730	25,245	26,500	26,995	26,880
Minority	1,398	NA	NA	NA	NA	NA	NA
Percent Minority	3.2	NA	NA	NA	NA	NA	NA
Age Under 5	2,714	2,410	2,750	2,900	3,000	2,970	2,910
Age 5-9	2,828	2,910	2,850	3,200	3,330	3,320	3,210
Age 10-14	2,920	2,910	3,270	3,170	3,500	3,530	3,440
Age 15-19	2,976	2,740	2,960	3,300	3,180	3,430	3,390
Age 20-24	1,901	2,110	2,090	2,250	2,480	2,310	2,420
Age 25-34	4,706	4,470	4,820	5,180	5,240	5,490	5,350
Age 35-44	5,598	5,210	5,730	5,970	6,260	6,370	6,040
Age 45-54	7,290	6,670	6,090	6,320	6,740	6,720	6,680
Age 55-59	3,400	3,640	3,750	3,280	3,140	3,330	3,490
Age 60-64	2,808	3,360	3,660	3,770	3,300	3,100	3,230
Age 65-74	3,850	4,560	5,780	6,650	7,000	6,540	5,820
Age 75-84	2,216	2,375	2,830	3,560	4,510	5,150	5,400
Age 85+	998	1,015	1,100	1,300	1,560	1,970	2,445



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2021

Source: 2010 Census; Wisconsin DOA Population Projections, December 2013

Municipal Population

	1980	1990	2000	2010	2020	Percent Change			
						1980-90	1990-00	2000-10	2010-20
Amery	2,404	2,657	2,845	2,902	2,856	10.5	7.1	2.0	-1.6
Osceola	1,581	2,075	2,421	2,568	2,698	31.2	16.7	6.0	5.1
St. Croix Falls	1,497	1,640	2,033	2,133	2,113	9.6	24.0	4.9	-0.9
Frederic	1,039	1,124	1,262	1,137	1,119	8.2	12.3	-9.9	-1.6
Clear Lake	899	932	1,051	1,070	1,090	3.7	12.8	1.8	1.9
Luck	997	1,022	1,210	1,119	1,087	2.5	18.4	-7.5	-2.9
Balsam Lake	749	792	950	1,009	1,013	5.7	20.0	6.2	0.4
Centuria	711	790	865	948	946	11.1	9.5	9.6	-0.2
Milltown	732	786	888	917	908	7.4	13.0	3.3	-1.0
Dresser	670	614	732	895	906	-8.4	19.2	22.3	1.2
Clayton	425	450	507	571	559	5.9	12.7	12.6	-2.1

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2020 Estimates

Per Capita Personal Income

	2016	2017	2018	2019	Percent Change		
					2016-17	2017-18	2018-19
Polk County	\$43,454	\$44,972	\$46,376	\$47,856	3.5	3.1	3.2
Wisconsin	\$47,598	\$49,264	\$51,628	\$53,227	3.5	4.8	3.1
United States	\$50,015	\$52,118	\$54,606	\$56,490	4.2	4.8	3.5

Total personal income includes income from three sources: net earnings; dividends, interest and rent; and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).

Source: US Dept. of Commerce, Bureau of Economic Analysis

This Economic Profile is prepared by the West Central Wisconsin Regional Planning Commission

Consumer Expenditures by County (total \$000's)

	Total		Total
Shelter	\$231,700	Contributions	\$35,471
Transportation	\$203,073	Education	\$29,948
Food and Beverages	\$163,548	Gifts	\$25,958
Health Care	\$96,793	Miscellaneous Expenses	\$20,916
Utilities	\$84,141	Personal Care	\$14,827
Entertainment	\$61,969	Personal Insurance	\$7,638
Household Operations	\$43,079	Tobacco	\$7,095
Household Furnishings	\$38,595	Reading	\$2,428
Apparel	\$38,092		

Source: Applied Geographic Solutions, 2020

Government Finances

2019	County	State
Full Equalized County Valuation (\$000)	\$5,090,558	\$580,872,723
Net Property Tax (\$000)	\$82,094	\$10,678,244
Full Value Tax Rate per \$1,000 Valuation	\$16.13	\$18.38
Per Capita Property Tax	\$1,843.32	\$1,828.64

Source: *Town, Village and City Taxes*, Wisconsin Dept. of Revenue

Civilian Labor Force

County Totals	2015	2019
Employed	23,418	23,519
Unemployed	1,188	1,000
Total Labor Force	24,606	24,519
Average County Unemployment Rate	4.8%	4.1%
Average State Unemployment Rate	4.5%	3.3%
Average U.S. Unemployment Rate	5.3%	3.7%

Source: Wisconsin Dept. of Workforce Development

Housing

	County
Housing Units	24,655
2020 Estimated Housing Units	25,085
Owner Occupied Units	14,556
Renter Occupied Units	3,894
Persons/Owner Occupied Unit	2.4
Persons/Renter Occupied Unit	2.0
Median Value of Housing	\$169,700
Median Monthly Gross Rent	\$756

Source: 2015-2019 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2020

Representative Wage Rates

Position	2019 Hourly Rate	
	Mean	Median
Bartenders	\$10.58	\$9.73
Bookkeeping/Accounting/Auditing	\$17.32	\$16.79
Cashiers	\$11.09	\$11.02
Computer Programmers	\$37.78	\$44.48
Electricians	\$24.01	\$24.62
Healthcare Social Workers	\$26.70	\$27.35
Licensed Practical/Vocational Nurse	\$22.17	\$22.13
Machinery Maintenance Workers	\$21.94	\$22.54
Nursing Assistants	\$15.25	\$15.17
Office Clerk, General	\$17.70	\$17.21
Order Clerks	\$15.83	\$15.85
Physical Therapists	\$40.78	\$41.77
Secretaries/Administrative Assistants	\$24.28	\$23.88
Truck Drivers-Heavy/Tractor Trailer	\$21.84	\$21.59
Waiter and Waitresses	\$9.40	\$8.91
Welder/Cutter/Solderer/Brazer	\$20.37	\$20.25

Source: Bureau of Labor Statistics, May 2019

Building Permits

County Residential	2015	2019
Single Family	102	206
Total Units	102	214
Value	\$21,069,979	\$46,396,657

Source: Bureau of the Census

Employment by Industry

	2015-2019 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	765	3.6
Construction	1,766	8.2
Manufacturing	5,346	24.8
Wholesale Trade	405	1.9
Retail Trade	1,926	9.0
Transportation and Warehousing, and Utilities	896	4.2
Information	268	1.2
Finance and Insurance/Real Estate/Rental and Leasing	847	3.9
Services (Professional/Educational/Entertainment/Other)	8,517	39.6
Public Administration	780	3.6
TOTAL*	21,516	100.0

+ Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.
Source: 2015-2019 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2018	2028	
Total, All Nonfarm Industries	222,885	235,100	5.5
Mining/Natural Resources	4,738	4,937	4.2
Manufacturing	36,716	37,701	2.7
Construction	8,499	9,935	16.9
Trade, Transportation and Utilities	40,223	42,442	5.5
Information	1,607	1,558	-3.0
Financial Activities (finance/insurance/real estate/rental and leasing)	7,112	7,360	3.5
Professional and Business Services (professional/management/remediation)	15,662	16,725	6.8
Educational and Health Services (including State/Local Government)	50,932	55,056	8.1
Leisure and Hospitality	21,133	22,930	8.5
Other Services (except Government)	8,380	8,629	3.0
Government	11,723	11,733	0.1
Self-Employed and Unpaid Family Workers (all jobs)	16,160	16,094	-0.4

*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, December 2020

Largest Employers

Employer	Industry Type	Employees
Amery Regional Medical Center	General medical and surgical hospitals	250-499
Osceola School District	Elementary and secondary schools	250-499
St. Croix Medical Center	General medical and surgical hospitals	250-499
Trollhaugen Outdoor Recreation Area	All other traveler accommodation	250-499
WalMart Supercenter	Department stores	250-499
Osceola Medical Center	General medical and surgical hospitals	100-249
Cardinal LG Company	Glass product manufacturing made of purchased glass	100-249
Clear Lake School District	Elementary and secondary schools	100-249
Golden Age Manor	Nursing care facilities	100-249
Unity School District	Elementary and secondary schools	100-249
Bishop Fixture & Millwork, Inc.	Custom architectural woodwork and millwork manufacturing	100-249
Lake Wapogasset Lutheran Bible Camp	Recreational and vacation camps (except campgrounds)	100-249
Menards, Inc.	Home centers	100-249
Northwest Passage	Freestanding ambulatory surgical & emergency centers	100-249
Northwire, Inc.	Surgical and medical instrument manufacturing	100-249
Oxbo International Corporation	Farm machinery and equipment manufacturing	100-249
Monarch Paving Company	Highway, street and bridge construction	100-249
Specialty Coating Systems	Metal coating, engraving, and allied services (except jewelry/silverware)	100-249
Tenere, Inc.	Sheet metal work manufacturing	100-249
Genesis Healthcare LLC	All other miscellaneous ambulatory health care services	100-249
Unity Elementary and Middle Schools	Elementary and secondary schools	100-249
Advanced Food Products	Fruit and vegetable canning	100-249
F & M Plastics	Plastics materials and basic forms and shapes merchant wholesalers	100-249
Marketplace Foods	Supermarkets and other grocery stores (except convenience)	100-249
Neuroscience, Inc.	Research and development in biotechnology (ex. Nanobiotechnology)	100-249

Source: Wisconsin DWD; Major employers were extracted from Infogroup National Database

Recreational Highlights

Swimming Areas	12	Bicycle/Mountain/Fat Tire Trails (miles)	50
Lakes of 100 Acres or More	36	Snowmobile Trails (miles)	345
Canoe Trails (miles)	91	ATV/UTV Trails (miles)	29.8
Camping Sites	823	Downhill Skiing Sites	1
Trout Streams (miles)	89.9	Cross-Country Ski Trails (groomed miles)	43.9
Hiking/Walking/Running Trails (miles)	167.5	Rustic Roads (miles)	22
Horseback Riding Trails (miles)	30	Hunting Area (approx. public acres)	66,000

Polk County is characterized by plentiful forest and water resources. There are numerous lakes and streams which provide recreation seekers with excellent opportunities for swimming, fishing, canoeing, boating and water skiing. Large numbers of picnic areas and parks are scattered throughout the County. One of the most scenic parks in the West Central Wisconsin region is Interstate Park at St. Croix Falls, located along the St. Croix River. Nature and multi-use trails are also abundant in Polk County, including the Apple River County Trail, Loraine County Forest, Gandy Dancer Trail, Cattail Trail and Sterling Forest. The County recently added 320 miles of county roads for ATV/UTV use. The County is bordered by the St. Croix River which is considered one of the nation's last "wild rivers". Because of the many lakes and its relative location, Polk County receives a lot of weekend visitors from the Minneapolis-St. Paul Metropolitan Area in addition to commuters and businesses servicing the Twin Cities Metropolitan Area.

Source: Polk County Outdoor Recreation Plan, 2020-2024

Industrial Parks/Sites

	Acres Available	Municipal Water	Municipal Sewer	Natural Gas	State Highway Access	Distance To Commercial Airport	Rail Service to Community	Rail Service In Park
Amery	14	Yes	Yes	Yes	STH 46	1 mile		
Balsam Lake	20	Yes	Yes	Yes	STH 46	75 miles		
Centuria	35	Yes	Yes	Yes	STH 35	68 miles		
Clayton	13.5	Yes	Yes	Yes	USH 63	71 miles		
Clear Lake	17	Yes	Yes	Yes	USH 63	67 miles		
Dresser	Private properties available				STH 35	57 miles	X	
Frederic	In process of looking for additional land				STH 35	85 miles		
Luck	Assessing future needs				STH 35	79 miles		
Milltown	Assessing future needs				STH 35	76 miles		
Osceola	29	Yes	Yes	Yes	STH 35	55 miles	X	
Osceola*	52	Yes	Yes	Yes	STH 35	55 miles	X	
St. Croix Falls	101	Yes	Yes	Yes	USH 8	62 miles		
Turtle Lake**	38	Yes	Yes	Yes	USH 63	66 miles		

*Airport Business Park

**Portion of Turtle Lake in Polk County.

Source: Polk County Economic Development Corporation

Miscellaneous

HIGHWAYS—Polk County is served by a network of U.S. and State Highways. USH 63 and STH 87, 35, 65, and 46 run a north-south route through the County. USH 8 and STH 48 run east and west. Polk County is 23 miles from Interstate 35 (in Minnesota) and 20 miles from Interstate 94.

RAIL SERVICE—The Canadian National (CN) Railroad connects Minneapolis-St. Paul with the Polk County communities of Osceola and Dresser.

AIR SERVICE—Polk County has two publicly-owned airports located in the communities of Osceola and Amery. The Amery Airport is classified as a medium general aviation airport and has a 4,000 foot primary runway. The L.O. Simenstad Airport in Osceola is also a medium general aviation airport with a primary runway of 5,006 feet. Because of Polk County's proximity to the major air facilities in Minneapolis- St. Paul, many residents rely on these facilities for scheduled air passenger service.

EDUCATIONAL FACILITIES—Most training needs among local businesses are met by the Wisconsin Indianhead Technical College located in New Richmond and Rice Lake. Associate degree and vocational education programs are offered in more than 70 career programs, as well as customized training. University campuses in River Falls, Menomonie, and Eau Claire provide bachelor and master degree programs.