

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, 2017

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

Municipal Population

| | 1980 | 1990 | 2000 | 2010 | 2016 | Percent Change | | | |
|-----------------|-------|-------|-------|-------|-------|----------------|---------|---------|---------|
| | | | | | | 1980-90 | 1990-00 | 2000-10 | 2010-16 |
| Amery | 2,404 | 2,657 | 2,845 | 2,902 | 2,918 | 10.5 | 7.1 | 2.0 | 0.6 |
| Osceola | 1,581 | 2,075 | 2,421 | 2,568 | 2,598 | 31.2 | 16.7 | 6.0 | 1.2 |
| St. Croix Falls | 1,497 | 1,640 | 2,033 | 2,133 | 2,097 | 9.6 | 24.0 | 4.9 | -1.7 |
| Frederic | 1,039 | 1,124 | 1,262 | 1,137 | 1,133 | 8.2 | 12.3 | -9.9 | -0.4 |
| Luck | 997 | 1,022 | 1,210 | 1,119 | 1,096 | 2.5 | 18.4 | -7.5 | -2.1 |
| Clear Lake | 899 | 932 | 1,051 | 1,070 | 1,061 | 3.7 | 12.8 | 1.8 | -0.8 |
| Balsam Lake | 749 | 792 | 950 | 1,009 | 1,010 | 5.7 | 20.0 | 6.2 | 0.1 |
| Centuria | 711 | 790 | 865 | 948 | 943 | 11.1 | 9.5 | 9.6 | -0.5 |
| Milltown | 732 | 786 | 888 | 917 | 912 | 7.4 | 13.0 | 3.3 | -0.6 |
| Dresser | 670 | 614 | 732 | 895 | 899 | -8.4 | 19.2 | 22.3 | 0.5 |
| Clayton | 425 | 450 | 507 | 571 | 567 | 5.9 | 12.7 | 12.6 | -0.7 |

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2016 Estimates

Per Capita Personal Income

| | 2012 | 2013 | 2014 | 2015 | Percent Change | | |
|---------------|----------|----------|----------|----------|----------------|---------|---------|
| | | | | | 2012-13 | 2013-14 | 2014-15 |
| Polk County | \$38,264 | \$38,377 | \$40,266 | \$41,777 | 0.3 | 4.9 | 3.8 |
| Wisconsin | \$42,536 | \$42,722 | \$44,406 | \$45,914 | 0.4 | 3.9 | 3.4 |
| United States | \$44,267 | \$44,462 | \$46,414 | \$48,112 | 0.4 | 4.4 | 3.7 |

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

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

| | Total | | Total |
|-----------------------|-----------|------------------------|----------|
| Shelter | \$197,816 | Education | \$31,829 |
| Transportation | \$185,339 | Household Operations | \$25,949 |
| Food and Beverages | \$142,877 | Gifts | \$22,597 |
| Health Care | \$79,670 | Miscellaneous Expenses | \$14,372 |
| Utilities | \$73,799 | Personal Care | \$12,444 |
| Entertainment | \$53,514 | Personal Insurance | \$6,740 |
| Contributions | \$39,039 | Tobacco | \$6,319 |
| Apparel | \$33,111 | Reading | \$2,121 |
| Household Furnishings | \$32,346 | | |

Source: Applied Geographic Solutions, 2016

Government Finances

| 2015 | County | State |
|---|-------------|---------------|
| Full Equalized County Valuation (\$000) | \$4,229,719 | \$490,602,544 |
| Net Property Tax (\$000) | \$78,461 | \$9,767,155 |
| Full Value Tax Rate per \$1,000 Valuation | \$18.55 | \$19.91 |
| Per Capita Property Tax | \$1,772.76 | \$1,697.65 |

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

Civilian Labor Force

| County Totals | 2011 | 2015 |
|----------------------------------|--------|--------|
| Employed | 22,069 | 23,485 |
| Unemployed | 2,078 | 1,209 |
| Total Labor Force | 24,147 | 24,694 |
| Average County Unemployment Rate | 8.6% | 4.9% |
| Average State Unemployment Rate | 7.8% | 4.6% |
| Average U.S. Unemployment Rate | 8.9% | 5.3% |

Source: Wisconsin Dept. of Workforce Development

Housing

| | County |
|------------------------------|-----------|
| Housing Units | 24,251 |
| 2016 Estimated Housing Units | 24,535 |
| Owner Occupied Units | 13,862 |
| Renter Occupied Units | 4,132 |
| Persons/Owner Occupied Unit | 2.4 |
| Persons/Renter Occupied Unit | 2.2 |
| Median Value of Housing | \$155,100 |
| Median Monthly Gross Rent | \$719 |

Source: 2011-2015 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2016

Building Permits

| County Residential | 2010 | 2015 |
|--------------------|--------------|--------------|
| Single Family | 81 | 102 |
| Total Units | 89 | 102 |
| Value | \$13,920,621 | \$21,069,979 |

Source: Bureau of the Census

Representative Wage Rates

| Position | 2015 Hourly Rate | |
|---------------------------------------|------------------|---------|
| | Mean | Median |
| Bartenders | \$8.83 | \$8.73 |
| Bookkeeping/Accounting/Auditing | \$16.47 | \$16.09 |
| Cashiers | \$9.09 | \$8.87 |
| Computer Programmers | \$32.10 | \$30.10 |
| Electricians | \$26.71 | \$26.75 |
| Healthcare Social Workers | \$23.16 | \$22.73 |
| Licensed Practical/Vocational Nurse | \$19.20 | \$18.97 |
| Machinery Maintenance Workers | \$21.06 | \$20.43 |
| Nursing Assistants | \$13.07 | \$13.04 |
| Office Clerk, General | \$14.51 | \$14.29 |
| Physical Therapists | \$35.99 | \$36.25 |
| Secretaries/Administrative Assistants | \$21.76 | \$21.25 |
| Stock Clerk/Order Fillers | \$11.70 | \$10.21 |
| Truck Drivers-Heavy/Tractor Trailer | \$20.05 | \$18.46 |
| Waiter and Waitresses | \$8.58 | \$8.57 |
| Welder/Cutter/Solderer/Brazer | \$18.46 | \$18.24 |

Source: Bureau of Labor Statistics, May 2015

Employment by Industry

| | 2011-2015 5-Year Estimate | % of Total Employment |
|---|------------------------------|--------------------------|
| Agriculture/Forestry/Fishing/Hunting/Mining | 955 | 4.5 |
| Construction | 1,546 | 7.3 |
| Manufacturing | 4,735 | 22.5 |
| Wholesale Trade | 492 | 2.3 |
| Retail Trade | 2,283 | 10.8 |
| Transportation and Warehousing, and Utilities | 880 | 4.2 |
| Information | 239 | 1.1 |
| Finance and Insurance/Real Estate/Rental and Leasing | 817 | 3.9 |
| Services (Professional/Educational/Entertainment/Other) | 8,401 | 39.8 |
| Public Administration | 737 | 3.5 |
| TOTAL* | 21,085 | 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: American Community Survey, 2011-2015 5-Year Estimates

Industry Employment Projections (West Central WI)

| | Estimated Employment* | | |
|--|-----------------------|----------------|-------------|
| | 2012 | 2022 | % Change |
| Total, All Nonfarm Industries | 179,507 | 197,498 | 10.0 |
| Mining/Natural Resources | 2,217 | 2,082 | -6.1 |
| Manufacturing | 31,604 | 31,062 | -1.7 |
| Construction | 6,251 | 7,672 | 22.7 |
| Trade, Transportation and Utilities | 36,849 | 39,788 | 8.0 |
| Information | 1,730 | 1,697 | -1.9 |
| Financial Activities (finance/insurance/real estate/rental and leasing) | 7,060 | 7,668 | 8.6 |
| Professional and Business Services (professional/management/remediation) | 15,691 | 19,602 | 24.9 |
| Educational and Health Services (including State/Local Government) | 33,232 | 39,322 | 18.3 |
| Leisure and Hospitality | 18,240 | 20,248 | 11.0 |
| Other Services (except Government) | 4,779 | 5,031 | 10.9 |
| Government | 12,122 | 12,750 | 5.2 |
| Self-Employed and Unpaid Family Workers (all jobs) | 9,732 | 10,306 | 5.9 |

*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, September 2015

Largest Employers

| Employer | Industry Type | Employees |
|-------------------------------------|---|-----------|
| Amery Regional Medical Center | General medical and surgical hospitals | 250-499 |
| Monarch Paving Company | Highway street and bridge construction | 250-499 |
| St. Croix Regional Medical Center | General medical and surgical hospitals | 250-499 |
| Trollhaugen Winter Recreation | All other traveler accommodation | 250-499 |
| WalMart Supercenter | Department stores (except discount department stores) | 250-499 |
| Bishop Fixture & Millwork, Inc. | Custom architectural woodwork and millwork | 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 (skilled nursing) | 100-249 |
| Good Samaritan St. Croix Valley | Nursing care facilities (skilled nursing) | 100-249 |
| Ladd Memorial Hospital | General medical and surgical hospitals | 100-249 |
| Lake Wapogasset Lutheran Bible Camp | Recreational and vacation camps | 100-249 |
| Menards, Inc. | Home centers | 100-249 |
| Engineered Plastic Components | All other plastics product manufacturing | 100-249 |
| Northwire, Inc. | Surgical and medical instrument manufacturing | 100-249 |
| Oxbo International Corporation | Farm machinery and equipment manufacturing | 100-249 |
| Polaris Industries Mfg, LLC | All other transportation equipment manufacturing | 100-249 |
| Specialty Coating Systems | Metal coating and nonprecious engraving | 100-249 |
| Tenere, Inc. | Metal crown, closure and other metal stamping (except auto) | 100-249 |
| Unity School District | Elementary and secondary schools | 100-249 |
| Weir Minerals Linatex | Pump and pumping equipment manufacturing | 100-249 |
| Advanced Food Products | Fruit and vegetable canning | 100-249 |

Source: Wisconsin DWD; Major employers were extracted from the America's Labor Market Information System Employer Database

Recreational Highlights

| | | | |
|-------------------------------------|-------|----------------------------------|--------|
| Water Acres as Percent of Land Area | 4.7 | Bicycle Trails (miles) | 63 |
| Swimming Areas | 9 | Snowmobile Trails (miles) | 373 |
| Fishing Lakes | 391 | ATV Trails (miles) | 29.8 |
| Canoe Trails (miles) | 91 | Downhill Skiing Sites | 1 |
| Camping Sites | 838 | Cross-Country Ski Trails (miles) | 102.6 |
| Trout Streams (miles) | 89.9 | Golf Courses | 7 |
| Hiking Trails (miles) | 182.3 | Hunting Area (public acres) | 54,711 |

Source: Polk County Outdoor Recreation Plan, 2014-2019

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 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.

Industrial Parks/Sites

| | Acres Served by Utilities | | | | State Hwy. Access | Community Airport | Rail Service to Community | Rail Service In Park |
|---------------|---|-----------------|-----------------|-------------|-------------------|-------------------|---------------------------|----------------------|
| | Acres Available | Municipal Water | Municipal Sewer | Natural Gas | | | | |
| Amery | In process of looking for additional land | | | | X | X | | |
| Balsam Lake | 20 | 20 | 20 | 20 | X | | | |
| Centuria | 35 | 35 | 35 | 35 | X | | | |
| Clayton | 13.5 | 13.5 | 13.5 | 13.5 | X | | | |
| Clear Lake | 17 | 17 | 17 | 17 | X | | | |
| Dresser | Private properties available | | | | X | | X | |
| Frederic | In process of looking for additional land | | | | X | | | |
| Luck | Assessing future needs | | | | X | | | |
| Milltown | Assessing future needs | | | | X | | | |
| Osceola | 22 | 22 | 22 | 22 | X | X | X | |
| Osceola* | 52 | 52 | 52 | 52 | X | X | X | |
| Turtle Lake** | 20.2 | 20.2 | 20.2 | 20.2 | X | | | |

*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 general utility airport and has a 4,100 foot primary runway, while the L.O. Simenstad Airport in Osceola is a transport/corporate airport with a primary runway of 5,005 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 the areas of agriculture, service, health and home economics, business and marketing, trade and industry, and general education, as well as apprenticeship trades. University campuses in River Falls, Menomonie, and Eau Claire provide bachelor and master degree programs.