St. Croix County

ECONOMIC PROFILE

County Population Projections

	2010	2015	2020	2015	2030	2035	2040
County Population	84,345	87,990	96,985	104,450	111,470	115,900	119,010
Percent Change		4.3	10.2	7.7	6.7	4.0	2.7
Male	42,218	44,030	48,690	52,500	56,070	58,230	59,680
Female	42,127	43,960	48,295	51,950	55,400	57,670	59,330
Minority	3,431	NA	NA	NA	NA	NA	NA
Percent Minority	4.1	NA	NA	NA	NA	NA	NA
Age Under 5	6,166	5,750	6,530	6,830	7,010	7,090	7,270
Age 5-9	6,705	6,550	6,560	7,290	7,550	7,540	7,540
Age10-14	6,396	6,980	7,250	7,130	7,880	7,950	7,840
Age15-19	5,361	5,900	6,840	6,980	6,840	7,380	7,410
Age 20-24	3,924	4,270	4,880	5,550	5,650	5,380	5,770
Age 25-34	11,542	10,850	10,980	12,260	13,740	14,280	13,560
Age 35-44	12,640	13,010	14,760	14,760	14,470	15,460	16,420
Age 45-54	13,616	13,200	13,430	14,640	16,240	15,680	14,880
Age 55-59	5,379	6,310	6,680	6,380	6,710	7,450	8,060
Age 60-64	4,148	4,900	6,080	6,340	6,050	6,280	6,970
Age 65-74	4,672	6,140	8,020	9,870	11,050	10,960	10,970
Age 75-84	2,637	2,740	3,470	4,760	6,160	7,590	8,570
Age 85+	1,159	1,390	1,505	1,660	2,120	2,860	3,750

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

PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2017

Municipal Population

	1980	1990	2000	2010	2016	Percent Change 1980-90	1990-00	2000-10	2010-16
River Falls +	9,036	10,610	12,560	15,000	15,229	17.4	18.4	19.4	1.5
Hudson	5,434	6,378	8,775	12,719	13,584	17.4	37.6	44.9	6.8
New Richmond	4,306	5,106	6,310	8,375	8,807	18.6	23.6	32.7	5.2
Baldwin	1,620	2,022	2,667	3,957	3,956	24.8	31.9	48.4	-0.03
North Hudson	2,218	3,101	3,463	3,768	3,757	39.8	11.7	8.8	-0.3
Somerset	860	1,072	1,556	2,635	2,670	23.8	45.2	69.3	1.3
Hammond	991	1,097	1,153	1,922	1,891	10.7	5.1	66.7	-1.6
Roberts	833	1,043	969	1,651	1,621	24.7	-7.1	70.4	-1.9
Woodville	725	942	1,104	1,344	1,336	29.9	17.2	21.7	-0.6
Glenwood City	950	1,026	1,183	1,242	1,221	8.0	15.3	5.0	-1.7
Star Prairie	420	507	574	561	553	20.7	13.2	-2.3	-1.4
Deer Park	232	237	227	216	210	2.2	-4.2	-4.8	-2.8
Wilson	155	163	176	184	182	5.2	8.0	4.5	-1.1

+Includes portion in Pierce County

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

Per Capita Personal Income

	2012	2013	2014	2015	Percent Change 2012-13	1013-14	2014-15
St. Croix County	$43,162	$43,932	$46,538	$48,392	1.8	5.9	4.0
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 *(total $000's)*

	Total		Total
Shelter	$457,143	Apparel	$77,506
Transportation	$419,484	Household Operations	$65,446
Food and Beverages	$320,868	Gifts	$56,757
Health Care	$172,913	Miscellaneous Expenses	$32,130
Utilities	$161,788	Personal Care	$28,700
Entertainment	$125,457	Personal Insurance	$17,076
Contributions	$100,712	Tobacco	$12,721
Education	$84,630	Reading	$4,939
Household Furnishings	$78,158		

Source: Applied Geographic Solutions, 2016

Government Finances

2015	County	State
Full Equalized County Valuation ($000)	$8,062.751	$490,602,544
Net Property Tax ($000)	$135,892	$9,767,155
Full Value Tax Rate per $1,000 Valuation	$16.85	$19.91
Per Capita Property Tax	$1,577.04	$1,697.65

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

Civilian Labor Force

County Totals	2011	2015
Employed	44,472	47,023
Unemployed	3,047	1,880
Total Labor Force	47,519	48,903
Average County Unemployment Rate	6.4%	3.8%
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	34,468
2016 Estimated Housing Units	35,536
Owner Occupied Units	25,009
Renter Occupied Units	7,450
Persons/Owner Occupied Unit	2.8
Persons/Renter Occupied Unit	2.2
Median Value of Housing	$205,400
Median Monthly Gross Rent	$883

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

Representative Wage Rates

	2015 Hourly Rate	
Position	**Mean**	**Median**
Bartenders	$10.55	$9.27
Bookkeeping/Accounting/Auditing	$19.75	$19.58
Cashiers	$10.43	$9.55
Computer Programmers	$38.85	$36.93
Electricians	$30.25	$31.64
Healthcare Social Workers	$26.94	$26.95
Licensed Practical/Vocational Nurse	$21.42	$21.48
Machinery Maintenance Workers	$21.07	$20.80
Nursing Assistants	$14.83	$14.44
Office Clerk, General	$16.68	$16.47
Physical Therapists	$36.96	$36.79
Secretaries/Administrative Assistants	$25.78	$25.15
Stock Clerk/Order Fillers	$13.72	$12.49
Truck Drivers-Heavy/Tractor Trailer	$21.24	$20.92
Waiter and Waitresses	$10.29	$8.98
Welder/Cutter/Solderer/Brazer	$21.16	$20.58

Source: Bureau of Labor Statistics, May 2015

Building Permits

County Residential	2010	2015
Single Family	116	286
Total Units	140	349
Value	$24,816,782	$75,228,881

Source: Bureau of the Census

Employment by Industry

	2011-2015 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,063	2.3
Construction	3,024	6.6
Manufacturing	8,364	18.2
Wholesale Trade	1,601	3.5
Retail Trade	5,189	11.3
Transportation and Warehousing, and Utilities	2,576	5.6
Information	584	1.3
Finance and Insurance/Real Estate/Rental and Leasing	3,071	6.7
Services (Professional/Educational/Entertainment/Other	18,647	40.6
Public Administration	1,763	3.8
TOTAL*	**45,882**	**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
Baldwin Area Medical Center, Inc.	General medical and surgical hospitals	250-499
Baldwin Clinic	Freestanding emergency medical centers	250-499
Bosch Packaging Technology, Inc.	Packaging machinery manufacturing	250-499
Lakeside Foods, Inc.	Fruit and vegetable canning	250-499
McMillan Electric Co.	Motor and generator manufacturing	250-499
OEM Fabricators, Inc.	All other misc. fabricated metal product manufacturing	250-499
Phillips-Medisize	Surgical and medical instrument manufacturing	250-499
St. Croix County	Legislative bodies	250-499
St. Croix Family/Health/Human Services	Legislative bodies	250-499
WalMart Supercenter	Department stores (except discount department stores)	250-499
Westfields Hospital and Clinic	General medical and surgical hospitals	250-499
Body Shop	General automotive repair	100-249
County Market	Supermarkets and other grocery stores	100-249
Donaldson Company	Industrial/commercial fan, blower & air equipment mfg.	100-249
GEA Process Engineering, Inc.	Food product machinery manufacturing	100-249
Hudson YMCA	Child and youth services	100-249
Loparex. Inc.	Printing and writing paper merchants wholesalers	100-249
Nolato Contour	All other plastics product manufacturing	100-249
Pier 500	Full service restaurants	100-249
Scientific Molding Corp.	All other plastics product manufacturing	100-249
Target	Department stores (except discount department stores)	100-249
ULine Shipping Supplies	Industrial paper merchants wholesalers	100-249
Wisconsin Indianhead Technical College	All technical and trade schools	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	1.7	Camping Sites	192
Swimming Beaches	10	Cross-Country Ski Trails (miles)	40
Fishing Lakes (7,615 acres)	15	Snowmobile Trails (miles)	216.6
Trout Streams (80.9 miles)	27	Hiking Trails (miles)	36
Boat Launches	17	Bicycle Routes (miles)	230
Golf Courses	11	Horse Trails (miles)	27
Parks and Waysides	13	Hunting Areas (public acres)	13,808

Source: St. Croix County Outdoor Recreation Plan, 2013

In addition to all of the fine facilities provided for land-related activities, the water resources of the County are quite exceptional. Fishing, boating, and swimming are very popular in the County lakes and streams and water tubing has established itself in St. Croix County. The Apple River, in and around Somerset, is probably the most well known location for water tubing. There are ten developed sites along the river where "tubers" may enter and begin their leisurely float down the river. The St. Croix River is a National Scenic Riverway and is well known for sight-seeing, canoeing, and sailing. The Willow River State Park is located in the western portion of the County and is an extremely popular park among the many urban dwellers of the Minneapolis-St. Paul metropolitan area.

Industrial Parks/Sites

		Acres Served by Utilities						
	Acres Available	Municipal Water	Municipal Sewer	Natural Gas	State Hwy. Access	Community Airport	Rail Service to Community	Rail Service In Park
Baldwin	247	0	0	0	X		X	
Hammond*	15	15	15	15	X		X	
Hudson (city)	37	37	37	37	X		X	
Hudson (town)	12	0	0	0	X		X	X
New Richmond	122	28	28	28	X	X	X	
River Falls	45	45	45	45	X			
Roberts	95	0	0	0	X		X	X
Somerset	27	15	15	15	X		X	
Woodville*	25	25	25	25	X		X	

** Have land set aside for future expansion.* *Source: St. Croix County Economic Development Corporation*

Miscellaneous

HIGHWAYS—St. Croix County is served by a network of Interstate, U.S. and State Highways. USH 63, and STH 35, 65, 46, and 128 run north and south through the County. Interstate 94, USH 12, and STH 64 run east and west. Many other local roads and highways connect with these to link the many cities and villages within the County.

RAIL SERVICE—Two freight railroad routes run through the County. Seven communities in the County are served by rail. A Union Pacific mainline, running between Minneapolis-St. Paul and Chicago, serves the communities of Hudson, Hammond, Baldwin, Wilson and Woodville. New Richmond and Somerset are served by a Canadian National branchline from the east, and making connections to other rail lines within Minnesota. Significant increases in rail traffic has occurred on both of these lines, largely due to the burgeoning frac sand mining industry.

AIR SERVICE—St. Croix County has one publicly-owned, general utility airport which is located in the City of New Richmond. With easy access from western St. Croix County, the publicly-owned Lake Elmo airport is less than 10 miles from Hudson, in Minnesota, and the Minneapolis-St. Paul Airport provides readily available scheduled air service.

EDUCATIONAL FACILITIES—Most training needs among local businesses are met by the Wisconsin Indianhead Technical College located in New Richmond. 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. The University of Wisconsin-River Falls provides both bachelor and masters degree programs. Programs in pre-veterinary medicine and agriculture are especially popular on this campus.