

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

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



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

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Municipal Population

	1980	1990	2000	2010	2019	Percent Change			
						1980-90	1990-00	2000-10	2010-19
Amery	2,404	2,657	2,845	2,902	2,854	10.5	7.1	2.0	-1.7
Osceola	1,581	2,075	2,421	2,568	2,655	31.2	16.7	6.0	3.4
St. Croix Falls	1,497	1,640	2,033	2,133	2,088	9.6	24.0	4.9	-2.1
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	1,088	2.5	18.4	-7.5	-2.8
Balsam Lake	749	792	950	1,009	1,022	5.7	20.0	6.2	1.3
Centuria	711	790	865	948	950	11.1	9.5	9.6	0.2
Milltown	732	786	888	917	904	7.4	13.0	3.3	-1.4
Dresser	670	614	732	895	904	-8.4	19.2	22.3	1.0
Clayton	425	450	507	571	562	5.9	12.7	12.6	-1.6

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2019 Estimates

Per Capita Personal Income

	2015	2016	2017	2018	Percent Change		
					2015-16	2016-17	2017-18
Polk County	\$42,643	\$43,337	\$44,669	\$46,514	1.6	3.1	4.1
Wisconsin	\$46,571	\$47,426	\$48,941	\$51,592	1.8	3.2	5.4
United States	\$48,940	\$49,831	\$51,640	\$54,446	1.8	3.6	5.4

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	\$223,750	Contributions	\$34,125
Transportation	\$196,035	Education	\$28,646
Food and Beverages	\$157,991	Gifts	\$24,978
Health Care	\$93,658	Miscellaneous Expenses	\$20,165
Utilities	\$81,508	Personal Care	\$14,315
Entertainment	\$59,715	Personal Insurance	\$7,349
Household Operations	\$41,536	Tobacco	\$6,908
Household Furnishings	\$37,203	Reading	\$2,342
Apparel	\$36,738		

Source: Applied Geographic Solutions, 2019

Government Finances

2018	County	State
Full Equalized County Valuation (\$000)	\$4,746,711	\$549,532,692
Net Property Tax (\$000)	\$78,432	\$10,258,940
Full Value Tax Rate per \$1,000 Valuation	\$16.52	\$18.67
Per Capita Property Tax	\$1,767.28	\$1,763.85

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

Civilian Labor Force

County Totals	2014	2018
Employed	23,038	23,775
Unemployed	1,398	916
Total Labor Force	24,436	24,691
Average County Unemployment Rate	5.7%	3.7%
Average State Unemployment Rate	5.4%	3.0%
Average U.S. Unemployment Rate	6.2%	3.9%

Source: Wisconsin Dept. of Workforce Development

Housing

	County
Housing Units	24,553
2019 Estimated Housing Units	24,919
Owner Occupied Units	14,355
Renter Occupied Units	3,959
Persons/Owner Occupied Unit	2.4
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$164,700
Median Monthly Gross Rent	\$751

Source: 2014-2018 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2019

Building Permits

County Residential	2014	2018
Single Family	87	195
Total Units	87	203
Value	\$16,114,598	\$40,417,797

Source: Bureau of the Census

Representative Wage Rates

Position	2018 Hourly Rate	
	Mean	Median
Bartenders	\$10.38	\$9.58
Bookkeeping/Accounting/Auditing	\$17.42	\$17.11
Cashiers	\$10.25	\$9.94
Computer Programmers	\$33.93	\$31.40
Electricians	\$22.99	\$22.16
Healthcare Social Workers	\$25.93	\$26.64
Licensed Practical/Vocational Nurse	\$20.31	\$20.57
Machinery Maintenance Workers	\$20.56	\$21.49
Nursing Assistants	\$14.77	\$14.59
Office Clerk/General	\$16.55	\$16.05
Physical Therapists	\$40.35	\$41.54
Secretaries/Administrative Assistants	\$22.91	\$21.85
Stock Clerk/Order Fillers	\$14.81	\$14.09
Truck Drivers-Heavy/Tractor Trailer	\$20.97	\$21.11
Waiter and Waitresses	\$9.26	\$8.92
Welder/Cutter/Solderer/Brazer	\$19.30	\$18.95

Source: Bureau of Labor Statistics, May 2018

Employment by Industry

	2014-2018 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	835	3.9
Construction	1,648	7.7
Manufacturing	5,141	23.9
Wholesale Trade	396	1.8
Retail Trade	2,130	9.9
Transportation and Warehousing, and Utilities	936	4.4
Information	292	1.4
Finance and Insurance/Real Estate/Rental and Leasing	800	3.7
Services (Professional/Educational/Entertainment/Other)	8,572	39.9
Public Administration	718	3.3
TOTAL*	21,468	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: 2014-2018 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2016	2026	
Total, All Nonfarm Industries	212,690	229,550	7.9
Mining/Natural Resources	3,840	4,230	10.2
Manufacturing	33,970	34,580	1.8
Construction	7,730	8,810	14.0
Trade, Transportation and Utilities	39,950	43,480	8.8
Information	1,670	1,270	-24.0
Financial Activities (finance/insurance/real estate/rental and leasing)	6,860	7,560	10.2
Professional and Business Services (professional/management/remediation)	16,710	19,120	14.4
Educational and Health Services (including State/Local Government)	46,550	50,200	7.8
Leisure and Hospitality	20,110	22,350	11.1
Other Services (except Government)	8,050	8,710	8.2
Government	12,300	12,560	2.1
Self-Employed and Unpaid Family Workers (all jobs)	14,960	16,670	11.4

*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 2018

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 Winter Recreation	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	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
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
Weir Minerals	Measuring, dispensing, and other pumping equipment mfg.	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 2017

Recreational Highlights

Swimming Areas	9	Bicycle Trails (miles)	63
Fishing Lakes	391	Snowmobile Trails (miles)	373
Canoe Trails (miles)	91	ATV Trails (miles)	29.8
Camping Sites	838	Downhill Skiing Sites	1
Trout Streams (miles)	89.9	Cross-Country Ski Trails (miles)	102.6
Hiking/Multi-Use Trails (miles)	182.3	Golf Courses	7
Horseback Riding Trails (miles)	30	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 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.