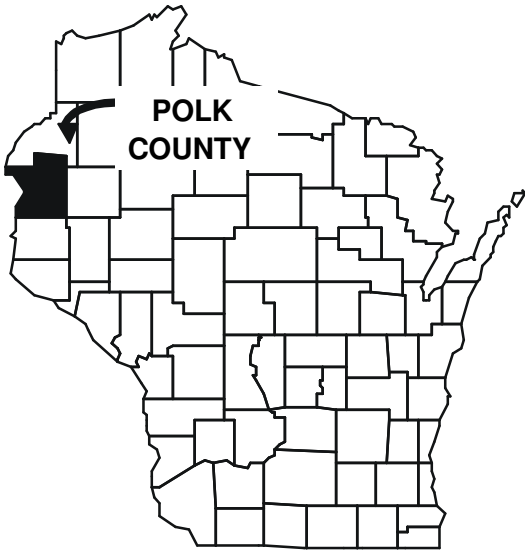


# POLK COUNTY Economic Profile



PREPARED BY THE WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

December, 2008

## County Population

	2000	2010	2015	2020	2025	2030
County Population	41,319	47,415	50,576	53,724	56,547	58,866
Percent Increase		14.8	6.7	6.2	5.3	4.1
Male	20,650	23,763	25,309	26,813	28,108	29,104
Female	20,669	23,652	25,267	26,911	28,439	29,762
Minority	977	NA	NA	NA	NA	NA
Percent Minority	2.3	NA	NA	NA	NA	NA
Age Under 5	2,427	2,668	2,901	3,096	3,189	3,195
Age 5-9	2,962	2,898	3,017	3,252	3,431	3,500
Age 10-14	3,293	2,944	3,054	3,164	3,390	3,558
Age 15-19	3,145	3,112	2,882	2,982	3,079	3,288
Age 20-24	1,788	2,603	2,484	2,293	2,364	2,432
Age 25-34	4,633	5,460	6,445	6,343	5,937	5,722
Age 35-44	6,794	5,646	5,554	6,563	7,553	7,345
Age 45-54	5,947	7,521	6,974	6,184	6,049	7,063
Age 55-59	2,156	3,653	4,032	4,086	3,438	3,274
Age 60-64	1,927	3,161	3,898	4,297	4,371	3,721
Age 65-74	3,111	4,204	5,377	6,867	7,985	8,500
Age 75-84	2,223	2,396	2,720	3,254	4,203	5,384
Age 85+	913	1,149	1,238	1,343	1,558	1,884

Source: 2000 Census; Updated Wisconsin DOA Population Projections

## Municipal Population

	1970	1980	1990	2000	2009	Percent Change			
						1970-80	1980-90	1990-00	2000-09
Amery	2,126	2,404	2,657	2,845	2,915	13.1	10.5	7.1	2.5
Osceola	1,152	1,581	2,075	2,421	2,745	37.2	31.2	16.7	13.4
St. Croix Falls	1,425	1,497	1,640	2,033	2,210	5.1	9.6	24.0	8.7
Frederic	908	1,039	1,124	1,262	1,242	14.4	8.2	12.3	-1.6
Luck	848	997	1,022	1,210	1,230	17.6	2.5	18.4	1.7
Clear Lake	721	899	932	1,051	1,140	24.7	3.7	12.8	8.5
Balsam Lake	648	749	792	950	1,082	15.6	5.7	20.0	13.9
Centuria	632	711	790	865	944	12.5	11.1	9.5	9.1
Milltown	634	732	786	888	915	15.5	7.4	13.0	3.0
Dresser	533	670	614	732	877	25.7	-8.4	19.2	19.8
Clayton	306	425	450	507	572	38.9	5.9	12.7	12.8

Source: 1970, 1980, 1990, 2000 Census; Wisconsin DOA Population Estimates

## Per Capita Personal Income

	2000	2005	2006	2007	Percent Change		
					2000-05	2005-06	2006-07
Polk County	\$23,416	\$26,772	\$26,981	\$28,674	14.3	0.8	6.3
Wisconsin	\$28,572	\$32,706	\$34,461	\$36,272	14.5	5.4	5.3
United States	\$29,847	\$34,690	\$36,794	\$38,615	16.2	6.1	4.9

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

## Retail Trade

	2009 County Retail Trade (\$000)	As a % of Total County Retail Trade	2009 State Retail Trade (\$000)	As a % of Total State Retail Trade
Total Retail Trade	\$490,870		\$80,608,894	
Food & Beverage Stores	\$60,863	12.4	\$10,085,475	12.5
Food Services & Drinking Establishments	\$33,734	6.9	\$7,583,538	9.4
General Merchandise	\$67,137	13.7	\$10,987,218	13.6
Furniture, Home Furnishings, Electronics & Appliances	\$5,062	1.0	\$1,274,342	1.6
Motor Vehicles & Parts Dealers	\$36,871	7.5	\$11,322,022	14.0

Source: This information is reprinted from the 2009 Survey of Buying Power published by Sales & Marketing Management. Copyright 2009 by Nielsen Claritas, Inc., a part of the Nielsen Company, and/or infoUSA, Inc. (as applicable). This product contains proprietary and confidential property of Nielsen Claritas, Inc. and/or infoUSA, Inc. (as applicable). Unauthorized use, including copying the product, is expressly prohibited.

## Government Finances

2008	County	State
Full Equalized County Valuation (\$000)	\$5,061,881	\$514,393,964
Net Property Tax (\$000)	\$77,308	\$8,919,724
Full Value Tax Rate per \$1,000 Valuation	\$15.27	\$17.34
Per Capita Property Tax	\$1,684.55	\$1,571.71

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

## Civilian Labor Force

County Totals	2003	2008
Employed	22,196	22,685
Unemployed	1,639	1,382
Total Labor Force	23,835	24,067
Average County Unemployment Rate	6.9%	5.7%
Average State Unemployment Rate	5.6%	4.7%
Average U.S. Unemployment Rate	6.0%	5.8%

Source: Wisconsin Dept. of Workforce Development

## Housing

	2000-County
Housing Units	21,129
2009 Housing Unit Estimate	24,693
Owner Occupied Units	13,037
Renter Occupied Units	3,217
Persons/Owner Occupied Unit	2.62
Persons/Renter Occupied Unit	2.06
Median Value of Housing	\$100,200
Median Monthly Cash Rent	\$440

Source: 2000 Census and Wisconsin DOA Housing Estimates

## Building Permits

County Residential	2003	2008
Single Family	440	123
Total Units	506	127
Value	\$60,527,479	\$21,271,401

Source: Bureau of the Census

## Representative Wage Rates

Position	2008 Hourly Rate	
	Mean	Median
Assemblers, Team	\$13.12	\$12.04
Bookkeeping/Accounting/Auditing	\$14.50	\$14.47
Clerk, Shipping/Receiving/Traffic	\$14.52	\$14.32
Electrician	\$21.43	\$20.07
Maintenance & Repair Worker	\$18.16	\$17.84
Nursing Aide/Orderly/Attendant	\$12.24	\$11.92
Office Clerk, General	\$12.46	\$12.42
Packers & Packers, Hand	\$11.29	\$10.92
Secretaries/Administrative Assistants	\$15.71	\$15.53
Stock Clerk/Order Fillers	\$11.09	\$10.42
Tool & Die Maker	\$21.20	\$21.56
Welder/Cutter/Solderer/Brazer	\$17.75	\$17.83

Source: 2008 Wage Survey  
Wisconsin Department of Workforce Development

# Employment by Industry

	2007	2008	% Change	% of 2008 Total Employment
Agriculture (derived from 2000 Census)	991	991	NA	5.5
Construction, Natural Resources & Mining	733	657	-10.4	3.6
Manufacturing	3,730	4,099	9.9	22.7
Trade, Transportation, Warehousing & Utilities	2,615	2,767	5.8	15.3
Financial Activities	572	569	-0.5	3.1
Education and Health Services	2,547	2,699	6.0	14.9
Information, Professional & Business Services, Other Services	1,875	1,879	0.2	10.4
Leisure and Hospitality Services	1,598	1,586	-0.8	8.8
Government (Federal, State, Local)	2,617	2,828	8.1	15.6
<b>Total+</b>	<b>17,278</b>	<b>18,075</b>	<b>4.6</b>	<b>100.0</b>

+Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.

Source: Wisconsin Dept. of Workforce Development

## Industry Employment Projections (West Central)

	Estimated Employment*		
	2006	2016	% Change
<b>Total, All Nonfarm Industries</b>	<b>178,630</b>	<b>192,050</b>	<b>7.5</b>
Construction/Mining/Natural Resources	8,270	9,060	9.6
Manufacturing	33,590	33,010	-1.7
Food Manufacturing	5,410	5,310	-1.8
Machinery Manufacturing	4,000	3,770	-5.8
Computer and Electronic Product Manufacturing	3,800	3,070	-19.2
Trade	29,910	30,400	1.6
Transportation and Utilities (including US Postal)	8,570	9,670	12.8
Financial Activities	7,430	8,180	10.1
Education and Health Services (including State/Local Government)	38,900	44,520	14.4
Educational Services (including State/Local Government)	16,240	16,930	4.2
Hospitals (including State/Local Government)	7,710	9,140	18.5
Leisure and Hospitality	17,840	19,850	1.3
Information/Professional Services/Other Services	22,210	24,080	13.5
Government (excluding US Postal, State/Local Education and Hospitals)	12,910	13,270	2.8

\*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed or unpaid family workers.

Source: Wisconsin Dept. of Workforce Development

## Top 25 Largest Employers

Employer	Industry Type	Employees
Polaris Industries	All other transportation equipment manufacturing	500-999
County of Polk	Executive and legislative offices, combined	500-999
Wal-Mart	Discount department stores	250-499
St. Croix Regional Medical Center	General medical and surgical hospitals	250-499
Osceola Public School	Elementary and secondary schools	250-499
Amery Regional Medical Center, Inc.	General medical and surgical hospitals	250-499
School District of Amery	Elementary and secondary schools	250-499
Bishop Fixtures & Millwork	Showcases, partitions, shelving, and lockers	100-249
Balsam Lake-Unity-Milltown Public Schools	Elementary and secondary schools	100-249
Ladd Memorial Hospitals, Inc.	General medical and surgical hospitals	100-249
School District of St. Croix Falls	Elementary and secondary schools	100-249
Menards	Home centers	100-249
Trollhaugen, Inc.	Skiing facilities	100-249
Tenere, Inc.	Sheet metal work manufacturing	100-249
Scientific Molding Corporation	All other plastics product manufacturing	100-249
Durex Products	All other plastics product manufacturing	100-249
Cardinal Glass Industries, Inc.	Glass product manufacturing made of purchased glass	100-249
Northwire, Inc.	Other communication and energy wire manufacturing	100-249
Good Samaritan Center	Nursing care facilities	100-249
School District of Clear Lake	Elementary and secondary schools	100-249
Advanced Food Products, LLC	Cheese manufacturing	100-249
Westaff	Temporary help services	100-249
School District of Luck	Elementary and secondary schools	100-249
Masterson Personnel, Inc.	Temporary help services	100-249
Oxbo International Corp.	Farm machinery and equipment manufacturing	100-249

Source: Wisconsin Department of Workforce Development, January, 2009

## Recreational Highlights

Water Acres as Percent of Land Area	4.7	Snowmobile Trails (miles)	373
Swimming Areas	10	ATV Trails (miles)	27.8
Fishing Lakes	391	Downhill Skiing Sites	1
Canoe Trails (miles)	91	Cross-Country Ski Trails (miles)	69.6
Camping Sites	838	Horseback Riding Trails (miles)	30
Trout Streams (miles)	89.9	Golf Courses	7
Hiking Trails (miles)	117.3	Hunting Areas (public acres)	54,711
Bicycle Trails (miles)	50		

Source: Polk County Outdoor Recreation Plan, 2004-2009

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 Available	Acres Served by Utilities			State Hwy. Access	Community Airport	Rail Service to Community	Rail Service In Park
		Municipal Water	Municipal Sewer	Natural Gas				
Amery	31	31	31	31	X	X		
Balsam Lake	20	20	20	20	X			
Centuria	50	50	50	50	X			
Clayton	7	7	7	7	X			
Clear Lake	17	17	17	17	X			
Dresser	In development phase				X		X	
Frederic	In process of looking for additional land				X			
Milltown	8	8	8	8	X			
Osceola	71	71	71	71	X	X	X	

Source: Polk County Economic Development Corporation, 2007

## 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 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.