

Community Profile

City of River Falls St. Croix County, Wisconsin

DEMOGRAPHICS

POPULATION

	2000	2009*
City of River Falls	12,560	14,343
St. Croix County	63,155	79,905
State of Wisconsin	5,363,704	5,688,040

Source: U.S. Census *Estimate

HOUSING

Number of Housing Units 2000

City of River Falls	4,345
St. Croix County	24,265
State of Wisconsin	2,321,144

Source: U.S. Census

2000 Median Value of:	Owner-Occ. Units	Gross Rent
City of River Falls	\$127,000	\$565
St. Croix County	\$139,500	\$587
State of Wisconsin	\$112,200	\$540

Source: U.S. Census

ECONOMY

COUNTY EMPLOYMENT BY INDUSTRY - 2000

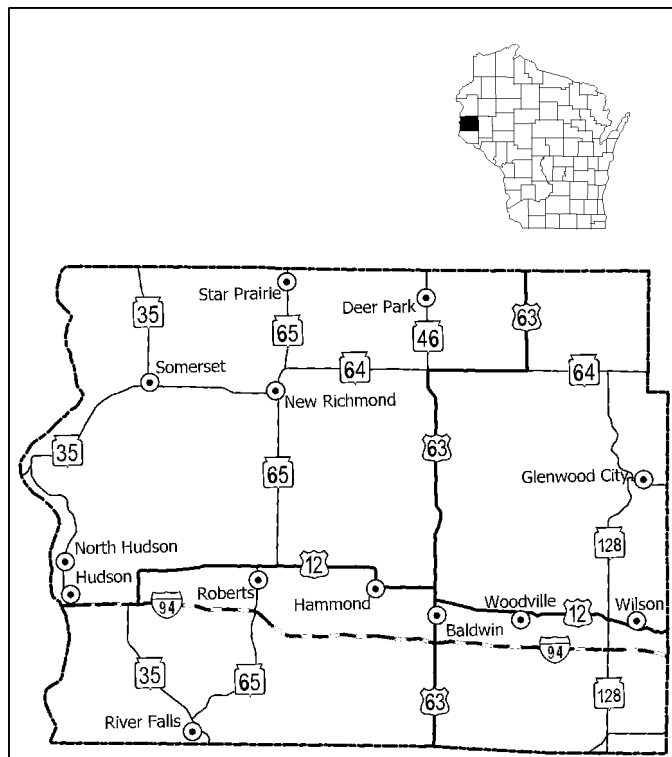
Industry	Employees
Agriculture/Forestry/Fishing/Hunting/Mining	1,093
Construction	2,581
Manufacturing	8,268
Transportation and Warehousing, and Utilities	2,131
Information	610
Wholesale Trade	837
Retail Trade	3,761
Finance/Insurance/Real Estate/Rental/Leasing	2,471
Services	12,036
Public Administration	1,117
TOTAL EMPLOYMENT	34,905

Source: U.S. Census

EMPLOYMENT TRENDS

	2003	2008
St. Croix Co. Labor Force	42,168	46,955
St. Croix Co. Employed	39,685	44,919
St. Croix Co. Unemployed	2,483	2,036
St. Croix Co. Unemployment Rate	5.9%	4.3%
Wisconsin Unemployment Rate	506.0%	4.7%
U.S. Unemployment Rate	6.0%	5.8%

Source: Wisconsin Dept. of Workforce Development, Office of Economic Advisors



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2008 WAGES

Occupation	Mean	Median
Assemblers, Team	\$13.12	\$12.04
Clerk, Bookkeeping/Accting/Audit	14.50	14.47
Clerk, Shipping/Receiving/Traffic	14.52	14.32
Electrician	21.43	20.07
Hand Packers and Packagers	11.29	10.92
Maintenance and Repair Worker	18.16	17.84
Nursing Aide/Orderly/Attendant	12.24	11.92
Secretary, Ex. Legal/Medical/Exec.	14.73	14.45
Tool and Die Maker	21.20	21.56
Welder/Cutter/Solderer/Brazer	17.75	17.83

Source: 2008 Wage Survey, Wisconsin Dept. of Workforce Development

INCOME (PER CAPITA)

	2005	2006	2007
St. Croix County	\$33,114	\$34,319	\$36,543
State of Wisconsin	\$32,829	\$34,405	\$36,272
United States	\$34,757	\$36,714	\$38,615

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis

INFRASTRUCTURE

TRANSPORTATION

MAJOR HIGHWAYS

Highway Type	Name	Distance to Nearest
State Highways	29, 35, 65	0 miles
U.S. Highways	63	12 miles
Interstate Highways	I-94	10 miles

RAIL SERVICE

Provider(s)	None
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AIR SERVICE

Local Air Service

Nearest Local Airport	New Richmond Municipal
Airport Classification	General Utility
Miles to Airport	21

Scheduled Air Service

Nearest Airport	Minn.-St. Paul International
Miles to Airport	39
Airline Service(s)	American, United, Northwest

UTILITIES

Electric Provider	River Falls Municipal
Natural Gas Provider	St Croix Valley Nat. Gas
Telecomm Provider	SBC Wisconsin
Fiber Optics	Yes
Water Provider	Municipal
Rated Capacity	n/a
Actual Capacity	n/a
Water Pressure	65 psi to 70 psi
Ground Storage Capacity	950,000 gallons
Elevated Storage Capacity	550,000 gallons
Waste Water Provider	Municipal
Monthly Design Flow	1,800,000 GPD
Monthly Average Daily Flow	798,500 GPD
Year Facility Constructed	

REAL ESTATE AND TAXATION

REAL ESTATE EQUALIZED VALUES*

	2007	2008	2009
City of River Falls	\$819	\$851	\$836
St. Croix County	\$8,480	\$8,603	\$8,130
State of Wisconsin	\$486,959	\$502,446	\$499,856

* NOTE: Equalized values expressed in millions of dollars.

TAXATION-2008

Local Property Taxes

Effective Full Value Rate (per \$1,000)	\$17.76
Machinery, Equip and Inventory Tax	Exempt
Real and Personal Property Full Value	\$869,671,600

County Taxes

Sales Tax	0.5%
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State Taxes

Sales Tax	5.0%
Corporate Income Tax	7.9%
Personal Income Tax	4.8 - 6.8%
Capital Gains Tax	60% exemption

INSTITUTIONS

EDUCATION

Vocational/Technical

Nearest VoTech	CVTC
Location of VoTech	River Falls
Miles to VoTech	0

University

Nearest University	UW-River Falls
Miles to University	0

HEALTH CARE

Hospital

Nearest Hospital	River Falls
Miles to Hospital	0

CONTACTS

LOCAL CONTACT

Scot Simpson, Administrator
City of River Falls
123 E. Elm Street
River Falls, WI 54022
715-425-0900

COUNTY CONTACT

William Rubin, Director
St. Croix EDC
1101 Carmichael Road
Hudson, WI 54016
715-381-4383

REGIONAL CONTACT

WEST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

800 Wisconsin Street, Mail Box 9
Eau Claire, WI 54703-3606
Phone: 715-836-2918
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EMail: wccwrpc@wccwrpc.org
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