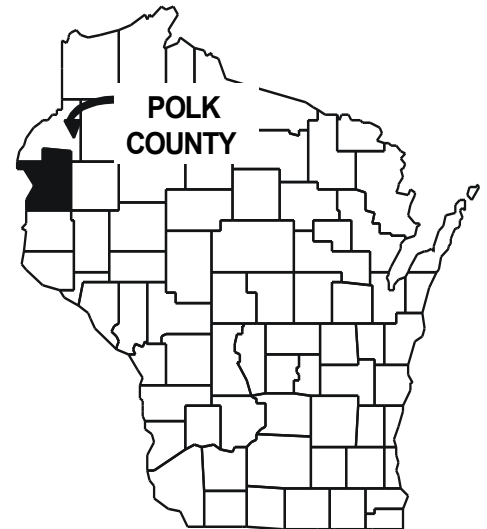


# Polk County

## ECONOMIC PROFILE

### County Population Projections

	2020	2022	2025	2030	2035	2040
County Population	44,977	45,128	50,760	53,240	54,230	53,825
Percent Change		0.34	11.10	4.66	1.83	- 0.75
Male	22,807	23,028	25,515	26,740	27,235	26,945
Female	22,170	22,100	25,245	26,500	26,995	26,880
Minority	2,902	2,253	NA	NA	NA	NA
Percent Minority	6.5	5.0	NA	NA	NA	NA
Age Under 5	2,107	2,089	2,900	3,000	2,970	2,910
Age 5-9	2,538	2,436	3,200	3,330	3,320	3,210
Age 10-14	2,976	2,837	3,170	3,500	3,530	3,440
Age 15-19	2,669	2,633	3,300	3,180	3,430	3,390
Age 20-24	1,880	2,145	2,250	2,480	2,310	2,420
Age 25-34	4,341	4,536	5,180	5,240	5,490	5,350
Age 35-44	5,183	5,243	5,970	6,260	6,370	6,040
Age 45-54	5,709	5,828	6,230	6,740	6,720	6,680
Age 55-59	3,798	3,860	3,280	3,140	3,330	3,490
Age 60-64	3,792	3,813	3,770	3,300	3,100	3,230
Age 65-74	5,945	5,842	6,650	7,000	6,540	5,820
Age 75-84	2,998	2,931	3,560	4,510	5,150	5,400
Age 85+	1,041	935	1,300	1,560	1,970	2,445



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

May, 2024

Source: 2020 Census; 2022 American Community Survey 5-Year Estimates; Wisconsin DOA Population Projections, 2013

### Municipal Population

	1980	1990	2000	2010	2020	2023	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-23
Amery	2,404	2,657	2,845	2,902	2,962	2,919	10.5	7.1	2.0	2.1	- 1.5
St. Croix Falls	1,497	1,640	2,033	2,133	2,208	2,238	9.6	24.0	4.9	3.5	1.4
Balsam Lake	749	792	950	1,009	934	914	5.7	19.9	6.2	- 7.4	- 2.1
Centuria	711	790	865	948	891	881	11.1	9.5	9.6	- 6.0	- 1.1
Clayton	425	450	507	571	550	546	5.9	12.7	12.6	- 3.7	- 0.7
Clear Lake	899	932	1,051	1,070	1,099	1,103	3.7	12.8	1.8	2.7	0.4
Dresser	670	614	732	895	935	933	- 8.4	19.2	22.3	4.5	- 0.2
Frederic	1,039	1,124	1,262	1,137	1,154	1,132	8.2	12.3	- 9.9	1.5	- 1.9
Luck	997	1,022	1,210	1,119	1,093	1,078	2.5	18.4	- 7.5	- 2.3	- 1.4
Milltown	732	786	888	917	948	944	7.4	13.0	3.3	3.4	- 0.4
Osceola	1,581	2,075	2,421	2,568	2,765	2,826	31.2	16.7	6.1	7.7	2.2
Turtle Lake+	0	6	65	93	78	76	NA	983.3	43.1	- 16.1	- 2.6

+includes portions in Polk county only. Source: 1980, 1990, 2000, 2010 and 2020 Census and Wisconsin DOA 2023 Estimates

### Per Capita Personal Income

	2019	2020	2021	2022	Percent Change		
					2019-20	2020-21	2021-22
Polk County	\$46,469	\$49,838	\$53,479	\$54,302	7.2	7.3	1.5
Wisconsin	\$52,364	\$55,431	\$60,381	\$61,475	5.9	8.9	1.8
United States	\$55,539	\$59,159	\$64,410	\$65,476	6.5	8.9	1.7

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

This Economic Profile is prepared by the West Central Wisconsin Regional Planning Commission

## Consumer Expenditures by County (per household)

	Total		Total
Shelter	\$14,279	Contributions	\$2,245
Transportation	\$12,505	Education	\$1,989
Food and Beverages	\$10,035	Gifts	\$1,658
Health Care	\$5,858	Miscellaneous Expenses	\$1,294
Utilities	\$5,042	Personal Care	\$917
Entertainment	\$3,883	Personal Insurance	\$488
Household Operations	\$2,684	Tobacco	\$408
Household Furnishings	\$2,414	Reading	\$150
Apparel	\$2,386		

Source: Applied Geographic Solutions, 2023

## Government Finances

2022	County	State
Full Equalized County Valuation (\$000)	\$6,979,876	\$745,161,539
Net Property Tax (\$000)	\$88,661	\$11,565,661
Full Value Tax Rate per \$1,000 Valuation	\$13.87	\$16.78
Per Capita Property Tax	\$1,955.11	\$1,944.08

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

## Civilian Labor Force

County Totals	2018	2023
Employed	23,716	23,910
Unemployed	903	964
Total Labor Force	24,619	24,873
Average County Unemployment Rate	3.7%	3.9%
Average State Unemployment Rate	3.0%	2.9%
Average U.S. Unemployment Rate	3.9%	3.7%

Source: Wisconsin Dept. of Workforce Development & Bureau of Labor Statistics

## Housing

	County
Housing Units	24,272
2023 Estimated Housing Units	24,659
Owner Occupied Units	14,932
Renter Occupied Units	3,602
Persons/Owner Occupied Unit	2.5
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$222,800
Median Monthly Gross Rent	\$922

Source: 2022 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2023

## Representative Wage Rates

Position	2022 Hourly Rate	
	Mean	Median
Bartenders	12.52	10.93
Bookkeeping/Accounting/Auditing	20.72	21.05
Cashiers	13.21	13.52
Computer Programmers	44.04	45.26
Electricians	30.49	29.93
Healthcare Social Workers	26.10	26.68
Licensed Practical/Vocational Nurse	25.38	25.00
Machinery Maintenance Workers	29.25	29.80
Nursing Assistants	17.43	17.60
Office Clerk, General	18.60	18.09
Physical Therapists	45.07	45.42
Secretaries/Administrative Assistants	27.58	27.72
Tellers	18.25	17.98
Truck Drivers-Heavy/Tractor Trailer	24.02	23.20
Waiter and Waitresses	15.05	14.00
Welder/Cutter/Solderer/Brazer	23.90	22.44

Source: Bureau of Labor Statistics, May 2022

## Building Permits

County Residential	2018	2022
Single Family	195	206
Total Units	203	212
Value	\$40,417,797	\$64,787,845

Source: Bureau of the Census

# Employment by Industry

	2022 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	662	4.2
Construction	2,143	13.6
Manufacturing	5,540	35.0
Wholesale Trade	512	3.2
Retail Trade	2,249	14.2
Transportation and Warehousing, and Utilities	911	5.8
Information	224	1.4
Finance and Insurance/Real Estate/Rental and Leasing	975	6.2
Services (Professional/Educational/Entertainment/Other)	1,778	11.2
Public Administration	817	5.2
<b>TOTAL*</b>	<b>15,811</b>	<b>100</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: 2022 American Community Survey 5-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2020	2030	
<b>Total, All Nonfarm Industries</b>	<b>213,421</b>	<b>230,292</b>	<b>7.9</b>
Mining/Natural Resources	4,326	4,533	4.8
Manufacturing	35,504	38,105	7.3
Construction	8,416	9,225	9.6
Trade, Transportation and Utilities	39,650	44,118	11.3
Information	1,319	1,182	-10.4
Financial Activities (finance/insurance/real estate/rental and leasing)	7,058	7,819	10.8
Professional and Business Services (professional/management/remediation)	14,655	17,037	16.3
Educational and Health Services (including State/Local Government)	48,327	49,678	2.8
Leisure and Hospitality	17,494	19,966	14.1
Other Services (except Government)	7,530	8,485	12.7
Government	11,834	12,327	4.2
Self-Employed and Unpaid Family Workers (all jobs)	17,308	17,817	2.9

\*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, December 2021

## Largest Employers

Employer	Industry Type	Employees
Polaris Industries Inc	Transport Equipment-Manufacturers	500-999
St Croix Regional Medical Ctr	Hospitals	250-499
Administration Office	Schools	250-499
Scrmc/Counseling	Mental Health Services	250-499
Trollhaugen Outdoor Rec Area	Skiing Centers & Resorts	250-499
Walmart Supercenter	Department Stores	250-499
AFP Advanced Food Products	Food Products & Manufacturers	100-249
Specialty Coating Systems Inc	Coatings-Protective-Manufacturers	100-249
Golden Age Manor	Nursing & Convalescent Homes	100-249
Wood Goods Industries	Furniture-Manufacturers	100-249
Oxbo	Grain Handling Equipment-Manufacturers	100-249
Northwire Nwi Lab360	Communications Equipment NEC-Manufacturers	100-249
F & M Plastics	Plastics-Products-Finished-Manufacturers	100-249
United Pioneer Home Resident	Nursing & Convalescent Homes	100-249
Genesis Healthcare LLC	Health Services	100-249
St Croix Falls School District	School Districts	100-249
Osceola Medical Ctr	Hospitals	100-249
Unity School District	School Districts	100-249
Clear Lake School District	School Districts	100-249
Marketplace Foods Groc Store	Grocers-Retail	100-249
Unity Elementary & Middle Sch	Schools	100-249
Menards	Home Centers	100-249
Northwest Passage	Clinics	100-249
Clayton School District	School Districts	100-249
Tenere Inc	Sheet Metal Fabricators-Manufacturers	100-249

Source: Wisconsin DWD; Major employers were extracted from Data Axle, 2022

# Recreational Highlights

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 recently added 320 miles of county roads for ATV/UTV use. 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.

For more information: <https://www.polkcountywi.gov>

Source: Polk County Outdoor Recreation Plan, 2020-2024

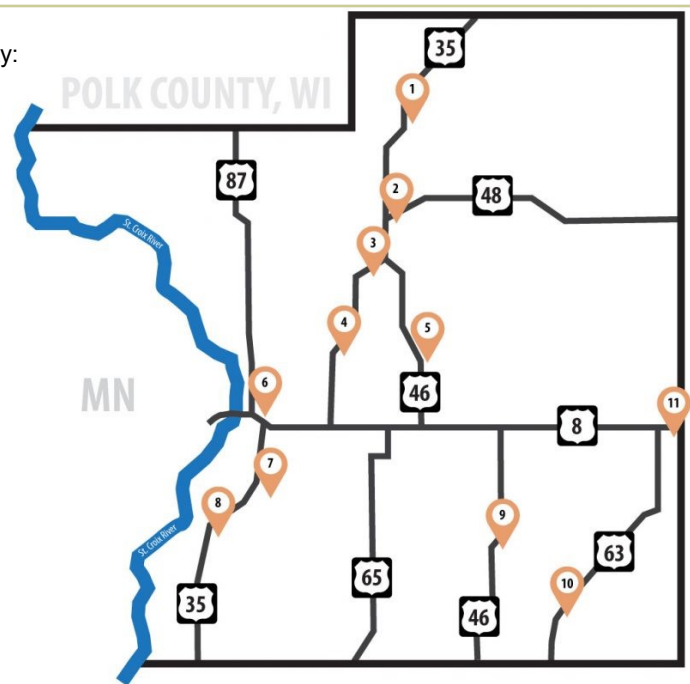
# Industrial Parks/Sites

The following is a list of industrial and business parks in Polk County:

1. Frederic Industrial Park
2. Luck Industrial Park
3. Milltown Industrial Park
4. Centuria Industrial Park
5. Balsam Lake Industrial Park
6. St. Croix Falls East and West Industrial Parks
7. Dresser Industrial Park
8. Osceola and Osceola Airport Industrial Parks
9. Amery North, South, and New Industrial Parks
10. Clear Lake Industrial Park
11. Turtle Lake Industrial Park

For more information, visit the Polk County Economic Development Corporation website at [polkcountyedc.com](http://polkcountyedc.com) or <https://polkcountyedc.com/business-parks/>

Contact:  
Terry Hauer, Executive Director  
Polk County Economic Development Corporation  
715-405-3400  
[director@polkcountyedc.com](mailto:director@polkcountyedc.com)



# 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 (MSP), 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.