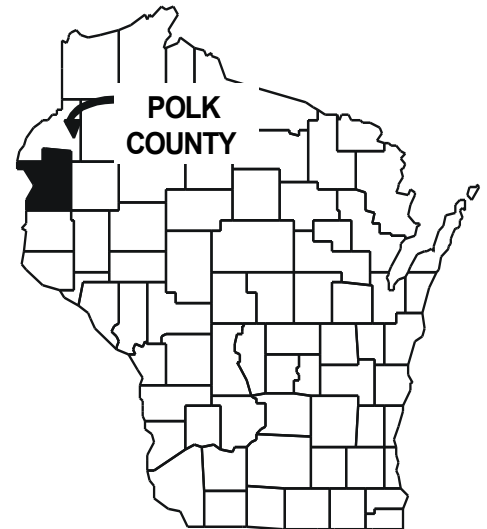


# Polk County

## ECONOMIC PROFILE

### County Population Projections

	2010	2021	2025	2030	2035	2040
County Population	44,205	44,806	50,760	53,240	54,230	53,825
Percent Change		1.4	13.3	4.9	1.9	-0.7
Male	22,177	22,729	25,515	26,740	27,235	26,945
Female	22,028	22,077	25,245	26,500	26,995	26,880
Minority	1,398	2,040	NA	NA	NA	NA
Percent Minority	3.2	4.6	NA	NA	NA	NA
Age Under 5	2,714	2,138	2,900	3,000	2,970	2,910
Age 5-9	2,828	2,481	3,200	3,330	3,320	3,210
Age 10-14	2,920	2,941	3,170	3,500	3,530	3,440
Age 15-19	2,976	2,590	3,300	3,180	3,430	3,390
Age 20-24	1,901	2,133	2,250	2,480	2,310	2,420
Age 25-34	4,706	4,475	5,180	5,240	5,490	5,350
Age 35-44	5,598	5,165	5,970	6,260	6,370	6,040
Age 45-54	7,290	5,930	6,320	6,740	6,720	6,680
Age 55-59	3,400	3,862	3,280	3,140	3,330	3,490
Age 60-64	2,808	3,818	3,770	3,300	3,100	3,230
Age 65-74	3,850	5,640	6,650	7,000	6,540	5,820
Age 75-84	2,216	2,679	3,560	4,510	5,150	5,400
Age 85+	998	954	1,300	1,560	1,970	2,445



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2023

Source: 2010 Census; 2021 American Community Survey 5-Year Estimates;  
Wisconsin DOA Population Projections, 2013

### Municipal Population

	1980	1990	2000	2010	2020	2022	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-22
Amery	2,404	2,657	2,845	2,902	2,962	2,952	10.5	7.1	2.0	2.1	-0.3
Osceola	1,581	2,075	2,421	2,568	2,765	2,824	31.2	16.7	6.0	7.7	2.1
St. Croix Falls	1,497	1,640	2,033	2,133	2,208	2,222	9.6	24.0	4.9	3.5	0.6
Frederic	1,039	1,124	1,262	1,137	1,154	1,147	8.2	12.3	-9.9	1.5	-0.6
Clear Lake	899	932	1,051	1,070	1,099	1,107	3.7	12.8	1.8	2.7	0.7
Luck	997	1,022	1,210	1,119	1,093	1,089	2.5	18.4	-7.5	-2.3	-0.4
Balsam Lake	749	792	950	1,009	934	914	5.7	20.0	6.2	-7.4	-2.1
Centuria	711	790	865	948	891	888	11.1	9.5	9.6	-6.0	-0.3
Milltown	732	786	888	917	948	952	7.4	13.0	3.3	3.4	0.4
Dresser	670	614	732	895	935	940	-8.4	19.2	22.3	4.5	0.5
Clayton	425	450	507	571	550	549	5.9	12.7	12.6	-3.7	-0.2

Source: 1980, 1990, 2000, 2010 and 2020 Census and Wisconsin DOA 2022 Estimates

### Per Capita Personal Income

	2018	2019	2020	2021	Percent Change		
					2018-19	2019-20	2020-21
Polk County	\$46,306	\$47,004	\$49,919	\$52,885	1.5	6.2	5.9
Wisconsin	\$50,908	\$52,893	\$55,941	\$59,626	3.9	5.8	6.6
United States	\$53,786	\$56,250	\$59,765	\$64,143	4.6	6.2	7.3

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	\$12,202	Contributions	\$1,879
Transportation	\$10,715	Education	\$1,613
Food and Beverages	\$8,609	Gifts	\$1,380
Health Care	\$5,072	Miscellaneous Expenses	\$1,102
Utilities	\$4,391	Personal Care	\$782
Entertainment	\$3,286	Personal Insurance	\$407
Household Operations	\$2,275	Tobacco	\$365
Household Furnishings	\$2,047	Reading	\$128
Apparel	\$2,017		

Source: Applied Geographic Solutions, 2022

## Government Finances

2021	County	State
Full Equalized County Valuation (\$000)	\$5,891,358	\$654,820,376
Net Property Tax (\$000)	\$84,859	\$11,267,775
Full Value Tax Rate per \$1,000 Valuation	\$15.78	\$18.64
Per Capita Property Tax	\$1,762.77	\$1,909.32

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

## Civilian Labor Force

County Totals	2017	2021
Employed	23,984	23,985
Unemployed	928	1,040
Total Labor Force	24,912	25,025
Average County Unemployment Rate	3.7%	4.2%
Average State Unemployment Rate	3.3%	3.8%
Average U.S. Unemployment Rate	4.4%	5.3%

Source: Wisconsin Dept. of Workforce Development

## Housing

	County
Housing Units	24,145
2022 Estimated Housing Units	24,500
Owner Occupied Units	14,645
Renter Occupied Units	3,618
Persons/Owner Occupied Unit	2.5
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$194,100
Median Monthly Gross Rent	\$817

Source: 2021 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2022

## Representative Wage Rates

Position	2021 Hourly Rate	
	Mean	Median
Bartenders	\$10.59	\$10.70
Bookkeeping/Accounting/Auditing	\$19.74	\$18.45
Cashiers	\$12.26	\$13.23
Computer Programmers	\$39.60	\$38.37
Electricians	\$27.17	\$28.29
Healthcare Social Workers	\$25.32	\$23.91
Licensed Practical/Vocational Nurse	\$23.47	\$22.45
Machinery Maintenance Workers	\$27.44	\$28.57
Nursing Assistants	\$16.04	\$16.56
Office Clerk, General	\$17.73	\$17.60
Physical Therapists	\$43.04	\$45.96
Secretaries/Administrative Assistants	\$28.38	\$28.87
Tellers	\$15.70	\$14.26
Truck Drivers-Heavy/Tractor Trailer	\$23.56	\$23.01
Waiter and Waitresses	\$11.39	\$8.66
Welder/Cutter/Solderer/Brazer	\$22.74	\$22.72

Source: Bureau of Labor Statistics, May 2021

## Building Permits

County Residential	2017	2021
Single Family	135	94
Total Units	135	106
Value	\$28,351,980	\$26,002,063

Source: Bureau of the Census

## Employment by Industry

	2021 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	676	3.0
Construction	2,002	9.0
Manufacturing	5,500	24.8
Wholesale Trade	485	2.2
Retail Trade	2,040	9.2
Transportation and Warehousing, and Utilities	901	4.1
Information	247	1.1
Finance and Insurance/Real Estate/Rental and Leasing	905	4.1
Services (Professional/Educational/Entertainment/Other)	8,624	38.9
Public Administration	812	3.7
<b>TOTAL*</b>	<b>22,192</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: 2021 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
St. Croix Regional Medical Center	General medical and surgical hospitals	250-499
SCRM/Counseling	Psychiatric and substance abuse hospitals	250-499
Osceola School District	Elementary and secondary schools	250-499
Trollhaugen Outdoor Recreation Area	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
St. Croix Falls School District	Elementary and secondary schools	100-249
United Pioneer Home Resident	Other social advocacy organization	100-249
Menards, Inc.	Home centers	100-249
Northwest Passage	Freestanding ambulatory surgical & emergency centers	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, Inc.	Metal coating, engraving, and allied services (except jewelry/silverware)	100-249
Tenere, Inc.	Sheet metal work manufacturing	100-249
Genesis Healthcare LLC	All other miscellaneous ambulatory health care services	100-249
Unity Elementary and Middle Schools	Elementary and secondary schools	100-249
Advanced Food Products	All other miscellaneous food manufacturing	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
Wood Goods Industries	Institutional furniture manufacturing	100-249

Source: Wisconsin DWD; Major employers were extracted from Data Axle, 2021

## Recreational Highlights

Swimming Areas	12	Bicycle/Mountain/Fat Tire Trails (miles)	50
Lakes of 100 Acres or More	36	Snowmobile Trails (miles)	345
Canoe Trails (miles)	91	ATV/UTV Trails (miles)	29.8
Camping Sites	823	Downhill Skiing Sites	1
Trout Streams (miles)	89.9	Cross-Country Ski Trails (groomed miles)	43.9
Hiking/Walking/Running Trails (miles)	167.5	Rustic Roads (miles)	22
Horseback Riding Trails (miles)	30	Hunting Area (approx. public acres)	66,000

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.

Source: Polk County Outdoor Recreation Plan, 2020-2024

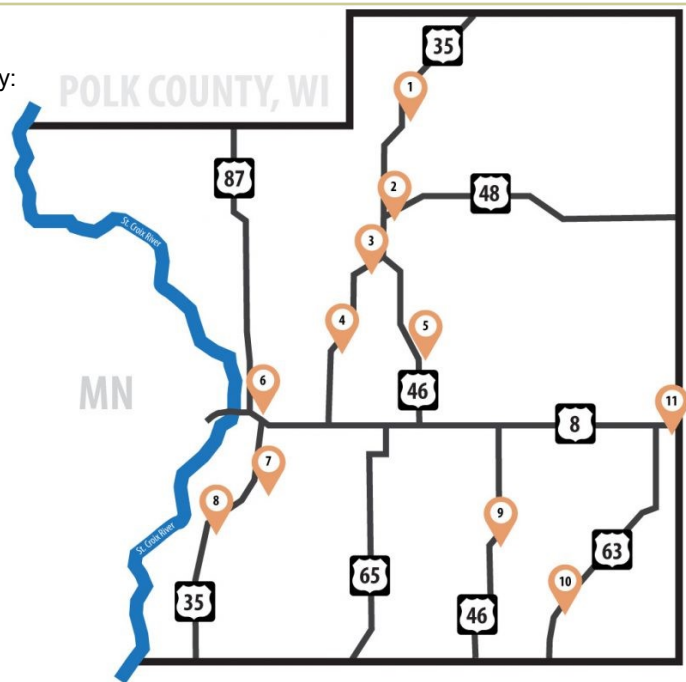
## Industrial Parks/Sites

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 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.