

St. Croix County

ECONOMIC PROFILE

County Population Projections

	2010	2020	2025	2030	2035	2040
County Population	84,345	89,702	104,450	111,470	115,900	119,010
Percent Change		6.4	16.4	6.7	4.0	2.7
Male	42,218	44,930	52,500	56,070	58,230	59,680
Female	42,127	44,772	51,950	55,400	57,670	59,330
Minority	3,431	4,319	NA	NA	NA	NA
Percent Minority	4.1	4.8	NA	NA	NA	NA
Age Under 5	6,166	5,389	6,830	7,010	7,090	7,270
Age 5-9	6,705	6,244	7,290	7,550	7,540	7,540
Age 10-14	6,396	6,621	7,130	7,880	7,950	7,840
Age 15-19	5,361	6,010	6,980	6,840	7,380	7,410
Age 20-24	3,924	4,633	5,550	5,650	5,380	5,770
Age 25-34	11,542	10,133	12,260	13,740	14,280	13,560
Age 35-44	12,640	12,485	14,760	14,470	15,460	16,420
Age 45-54	13,616	12,918	14,640	16,240	15,680	14,880
Age 55-59	5,379	6,859	6,380	6,710	7,450	8,060
Age 60-64	4,148	5,804	6,340	6,050	6,280	6,970
Age 65-74	4,672	7,781	9,870	11,050	10,960	10,970
Age 75-84	2,637	3,177	4,760	6,160	7,590	8,570
Age 85+	1,159	1,648	1,660	2,120	2,860	3,750



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2022

Source: 2010 Census; 2020 American Community Survey; Wisconsin DOA Population Projections, 2013

Municipal Population

	1980	1990	2000	2010	2021	Percent Change			
						1980-90	1990-00	2000-10	2010-21
River Falls +	9,036	10,610	12,560	15,000	15,689	17.4	18.4	19.4	4.6
Hudson	5,434	6,378	8,775	12,719	14,475	17.4	37.6	44.9	13.8
New Richmond	4,306	5,106	6,310	8,375	10,075	18.6	23.6	32.7	20.3
Baldwin	1,620	2,022	2,667	3,957	4,059	24.8	31.9	48.4	2.6
North Hudson	2,218	3,101	3,463	3,768	3,940	39.8	11.7	8.8	4.6
Somerset	860	1,072	1,556	2,635	3,015	23.8	45.2	69.3	14.2
Roberts	833	1,043	969	1,651	1,951	24.7	-7.1	70.4	18.2
Hammond	991	1,097	1,153	1,922	1,868	10.7	5.1	66.7	-2.8
Woodville	725	942	1,104	1,344	1,356	29.9	17.2	21.7	0.9
Glenwood City	950	1,026	1,183	1,242	1,210	8.0	15.3	5.0	-2.6
Star Prairie	420	507	574	561	556	20.7	13.2	-2.3	-0.9
Deer Park	232	237	227	216	210	2.2	-4.2	-4.8	-2.8
Wilson	155	163	176	184	187	5.2	8.0	4.5	1.6

+Includes portion in Pierce County

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2021 Estimates

Per Capita Personal Income

	2017	2018	2019	2020	Percent Change		
					2017-18	2018-19	2019-20
St. Croix County	\$53,225	\$55,970	\$57,328	\$59,602	5.2	2.4	4.0
Wisconsin	\$49,264	\$51,628	\$53,227	\$55,593	4.8	3.1	4.4
United States	\$52,118	\$54,606	\$56,490	\$59,510	4.8	3.5	5.3

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 (total \$000's)

	Total		Total
Shelter	\$546,730	Contributions	\$87,059
Transportation	\$481,174	Education	\$79,908
Food and Beverages	\$383,675	Gifts	\$65,295
Health Care	\$220,367	Miscellaneous Expenses	\$49,659
Utilities	\$188,972	Personal Care	\$35,214
Entertainment	\$150,399	Personal Insurance	\$19,113
Household Operations	\$103,258	Tobacco	\$14,834
Household Furnishings	\$92,448	Reading	\$5,723
Apparel	\$92,634		

Source: Applied Geographic Solutions, 2021

Government Finances

2020	County	State
Full Equalized County Valuation (\$000)	\$11,534,115	\$613,136,908
Net Property Tax (\$000)	\$172,510	\$11,076,939
Full Value Tax Rate per \$1,000 Valuation	\$14.96	\$18.07
Per Capita Property Tax	\$1,896.78	\$1,892.01

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

Civilian Labor Force

County Totals	2016	2020
Employed	47,714	46,223
Unemployed	1,823	3,516
Total Labor Force	49,537	49,739
Average County Unemployment Rate	3.7%	7.1%
Average State Unemployment Rate	3.9%	6.3%
Average U.S. Unemployment Rate	4.9%	8.1%

Source: Wisconsin Dept. of Workforce Development

Housing

	County
Housing Units	36,326
2021 Estimated Housing Units	38,638
Owner Occupied Units	26,767
Renter Occupied Units	7,916
Persons/Owner Occupied Unit	2.7
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$264,100
Median Monthly Gross Rent	\$1,036

Source: 2016-2020 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2021

Building Permits

County Residential	2016	2020
Single Family	372	502
Total Units	429	715
Value	\$93,509,992	\$157,941,963

Source: Bureau of the Census

Representative Wage Rates

Position	2020 Hourly Rate	
	Mean	Median
Bartenders	\$14.49	\$11.81
Bookkeeping/Accounting/Auditing	\$22.79	\$22.62
Cashiers	\$13.27	\$12.77
Computer Programmers	\$43.22	\$44.42
Electricians	\$35.78	\$35.77
Healthcare Social Workers	\$28.22	\$28.69
Licensed Practical/Vocational Nurse	\$25.10	\$24.94
Machinery Maintenance Workers	\$25.88	\$24.72
Nursing Assistants	\$18.64	\$18.50
Office Clerk, General	\$20.45	\$19.31
Order Clerks	\$19.09	\$18.33
Physical Therapists	\$41.29	\$41.49
Secretaries/Administrative Assistants	\$31.02	\$30.26
Truck Drivers-Heavy/Tractor Trailer	\$25.51	\$24.90
Waiter and Waitresses	\$15.04	\$12.02
Welder/Cutter/Solderer/Brazer	\$24.33	\$24.32

Source: Bureau of Labor Statistics, May 2020

Employment by Industry

	2016-2020 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,012	2.0
Construction	3,475	7.0
Manufacturing	9,323	18.9
Wholesale Trade	1,519	3.1
Retail Trade	4,729	9.6
Transportation and Warehousing, and Utilities	2,315	4.7
Information	626	1.3
Finance and Insurance/Real Estate/Rental and Leasing	3,468	7.0
Services (Professional/Educational/Entertainment/Other)	20,938	42.4
Public Administration	1,979	4.0
TOTAL*	49,384	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: 2016-2020 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2018	2028	
Total, All Nonfarm Industries	222,885	235,100	5.5
Mining/Natural Resources	4,738	4,937	4.2
Manufacturing	36,716	37,701	2.7
Construction	8,499	9,935	16.9
Trade, Transportation and Utilities	40,223	42,442	5.5
Information	1,607	1,558	-3.0
Financial Activities (finance/insurance/real estate/rental and leasing)	7,112	7,360	3.5
Professional and Business Services (professional/management/remediation)	15,662	16,725	6.8
Educational and Health Services (including State/Local Government)	50,932	55,056	8.1
Leisure and Hospitality	21,133	22,930	8.5
Other Services (except Government)	8,380	8,629	3.0
Government	11,723	11,733	0.1
Self-Employed and Unpaid Family Workers (all jobs)	16,160	16,094	-0.4

*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 2020

Largest Employers

Employer	Industry Type	Employees
Hudson Hospitals and Clinics	General medical and surgical hospitals	250-499
WalMart Supercenter	Department stores	250-499
Lakeside Foods, Inc.	All other miscellaneous food manufacturing	250-499
McMillan Electric Co.	Motor and generator manufacturing	250-499
OEM Fabricators, Inc.	Fabricated structural metal manufacturing	250-499
Phillips-Medisize	Surgical and medical instrument manufacturing	250-499
St. Croix County	Legislative bodies	250-499
St. Croix Family/Health/Human Services	Legislative bodies	250-499
Western Wisconsin Health	General medical and surgical hospitals	250-499
Westfields Hospital and Clinic	General medical and surgical hospitals	250-499
Bosch Packaging Technology, Inc.	Packaging machinery manufacturing	100-249
WalMart Supercenter	Department stores (except discount department stores)	100-249
County Market	Supermarkets and other grocery stores (except convenience)	100-249
Donaldson Company	Industrial/commercial fan, blower & air equipment mfg.	100-249
Vital Plastics	All other plastics product manufacturing	100-249
Hudson YMCA	Child and youth services	100-249
Loparex, Inc.	Printing and writing paper merchants wholesalers	100-249
Nolato Contour	All other plastics product manufacturing	100-249
Pier 500	Full service restaurants	100-249
River Falls Area Hospital	General medical and surgical hospitals	100-249
Target	Department stores	100-249
ULine Shipping Supplies	Industrial & personal service paper merchants wholesalers	100-249
Wisconsin Indianhead Technical College	Other technical and trade schools	100-249
Preco Inc.	Industrial machinery and equipment merchant wholesalers	100-249

Source: Wisconsin DWD; Major employers were extracted from Infogroup National Database

Recreational Highlights

St. Croix County has an abundant supply of both public and private recreational opportunities available to its residents. There are federal, state, county, municipal, and private recreation facilities of one kind or another to be found in every community in the county. Activities include parks, playgrounds, ball fields, tennis and basketball courts, picnic areas, sight-seeing, pleasure driving, cross-country skiing trails, hiking trails, horse trails, horseback riding facilities, campgrounds, swimming beaches, tubing, sand volleyball, canoeing, water skiing, boating, fishing, hunting, snowtubing, ice skating, hockey, shooting and archery ranges, and golf courses.

The Apple River, in and around Somerset, is probably the most well known location for water tubing. There are ten developed sites along the river where "tubers" may enter and begin their leisurely float down the river. The Willow River State Park is located in the western portion of the County and is an extremely popular park among the many urban dwellers of the Minneapolis-St. Paul metropolitan area. The St. Croix River is one of the eight original rivers in the National Wild and Scenic Riverway, which was established in 1968 by the U.S. Congress. The Lower St. Croix River, part of which forms the western border of St. Croix County, was designated a National Scenic Riverway in 1972 and is well known for sight-seeing, canoeing, and sailing.

Source: St. Croix County Outdoor Recreation Plan, 2019-2023

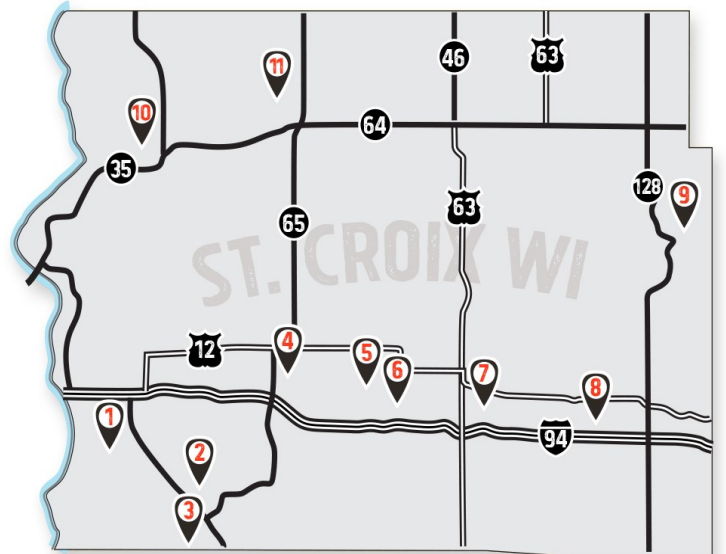
Industrial Parks/Sites

The following is a list of industrial and business parks in St. Croix County:

1. St. Croix Business Park—Hudson
2. Sterling Pond Corporate Park—River Falls
3. Whitetail Ridge Corporate Park—River Falls
4. Roberts Business and Rail Park—Roberts
5. Hammond Industrial Park—Hammond
6. Hammond St. Croix Business Park—Hammond
7. Baldwin I.94 Industrial Park—Baldwin
8. Thompson Industrial Park—Woodville
9. Glenwood City Industrial Park—Glenwood City
10. Somerset Industrial Park—Somerset
11. New Richmond Business & Technical Park—New Richmond

For more information, visit the St. Croix Economic Development Corporation website at stcroixedc.com or contact:

Bill Rubin, Executive Director
St. Croix Economic Development Corporation
715-381-4383
bill@stcroixedc.com



Miscellaneous

HIGHWAYS—St. Croix County is served by a network of Interstate, U.S. and State Highways. USH 63, and STH 35, 65, 46, and 128 run north and south through the County. Interstate 94, USH 12, and STH 64 run east and west. Many other local roads and highways connect with these to link the many cities and villages within the County.

RAIL SERVICE—Two freight railroad routes run through the County. Seven communities in the County are served by rail. A Union Pacific mainline, running between Minneapolis-St. Paul and Chicago, serves the communities of Hudson, Hammond, Baldwin, Wilson and Woodville. New Richmond and Somerset are served by a Canadian National branchline from the east, and making connections to other rail lines within Minnesota.

AIR SERVICE—St. Croix County has one publicly-owned, large general aviation airport which is located in the City of New Richmond. With easy access from western St. Croix County, the publicly-owned Lake Elmo airport is less than 10 miles from Hudson, in Minnesota, and the Minneapolis-St. Paul (MSP) Airport provides readily available scheduled air service.

EDUCATIONAL FACILITIES—Most training needs among local businesses are met by the Wisconsin Indianhead Technical College located in New Richmond. Associate degree and vocational education programs are offered in the areas of agriculture, service, healthcare, business and management, trade and industry, and general education, as well as apprenticeship trades. The University of Wisconsin-River Falls provides both bachelor and masters degree programs. Programs in pre-veterinary medicine and agriculture are especially popular on this campus.