

# St. Croix County

## ECONOMIC PROFILE

### County Population Projections

|                   | 2010   | 2021   | 2025    | 2030    | 2035    | 2040    |
|-------------------|--------|--------|---------|---------|---------|---------|
| County Population | 84,345 | 92,495 | 104,450 | 111,470 | 115,900 | 119,010 |
| Percent Change    |        | 9.7    | 12.9    | 6.7     | 4.0     | 2.7     |
| Male              | 42,218 | 46,615 | 52,500  | 56,070  | 58,230  | 59,680  |
| Female            | 42,127 | 45,880 | 51,950  | 55,400  | 57,670  | 59,330  |
| Minority          | 3,431  | 5,396  | NA      | NA      | NA      | NA      |
| Percent Minority  | 4.1    | 5.8    | NA      | NA      | NA      | NA      |
| Age Under 5       | 6,166  | 5,362  | 6,830   | 7,010   | 7,090   | 7,270   |
| Age 5-9           | 6,705  | 6,116  | 7,290   | 7,550   | 7,540   | 7,540   |
| Age 10-14         | 6,396  | 7,247  | 7,130   | 7,880   | 7,950   | 7,840   |
| Age 15-19         | 5,361  | 6,222  | 6,980   | 6,840   | 7,380   | 7,410   |
| Age 20-24         | 3,924  | 4,848  | 5,550   | 5,650   | 5,380   | 5,770   |
| Age 25-34         | 11,542 | 10,128 | 12,260  | 13,740  | 14,280  | 13,560  |
| Age 35-44         | 12,640 | 13,199 | 14,760  | 14,470  | 15,460  | 16,420  |
| Age 45-54         | 13,616 | 12,995 | 14,640  | 16,240  | 15,680  | 14,880  |
| Age 55-59         | 5,379  | 7,266  | 6,380   | 6,710   | 7,450   | 8,060   |
| Age 60-64         | 4,148  | 5,992  | 6,340   | 6,050   | 6,280   | 6,970   |
| Age 65-74         | 4,672  | 8,321  | 9,870   | 11,050  | 10,960  | 10,970  |
| Age 75-84         | 2,637  | 3,348  | 4,760   | 6,160   | 7,590   | 8,570   |
| Age 85+           | 1,159  | 1,451  | 1,660   | 2,120   | 2,860   | 3,750   |



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2023

Source: 2010 Census; 2021 American Community Survey; 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 |
| River Falls + | 9,036 | 10,610 | 12,560 | 15,000 | 16,182 | 16,515 | 17.4           | 18.4    | 19.4    | 7.9     | 2.1     |
| Hudson        | 5,434 | 6,378  | 8,775  | 12,719 | 14,755 | 15,140 | 17.4           | 37.6    | 44.9    | 16.0    | 2.6     |
| New Richmond  | 4,306 | 5,106  | 6,310  | 8,375  | 10,079 | 10,541 | 18.6           | 23.6    | 32.7    | 20.3    | 4.6     |
| Baldwin       | 1,620 | 2,022  | 2,667  | 3,957  | 4,291  | 4,356  | 24.8           | 31.9    | 48.4    | 8.4     | 1.5     |
| North Hudson  | 2,218 | 3,101  | 3,463  | 3,768  | 3,803  | 3,888  | 39.8           | 11.7    | 8.8     | 0.9     | 2.2     |
| Somerset      | 860   | 1,072  | 1,556  | 2,635  | 3,019  | 3,168  | 23.8           | 45.2    | 69.3    | 14.6    | 4.9     |
| Roberts       | 833   | 1,043  | 969    | 1,651  | 1,919  | 2,026  | 24.7           | -7.1    | 70.4    | 16.2    | 5.6     |
| Hammond       | 991   | 1,097  | 1,153  | 1,922  | 1,873  | 1,864  | 10.7           | 5.1     | 66.7    | -2.5    | -0.5    |
| Woodville     | 725   | 942    | 1,104  | 1,344  | 1,386  | 1,426  | 29.9           | 17.2    | 21.7    | 3.1     | 2.9     |
| Glenwood City | 950   | 1,026  | 1,183  | 1,242  | 1,306  | 1,288  | 8.0            | 15.3    | 5.0     | 5.2     | -1.4    |
| Star Prairie  | 420   | 507    | 574    | 561    | 678    | 675    | 20.7           | 13.2    | -2.3    | 20.9    | -0.4    |
| Deer Park     | 232   | 237    | 227    | 216    | 249    | 248    | 2.2            | -4.2    | -4.8    | 15.3    | -0.4    |
| Wilson        | 155   | 163    | 176    | 184    | 209    | 208    | 5.2            | 8.0     | 4.5     | 13.6    | -0.5    |

+Includes portion in Pierce County

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        | 2019-2020 | 2020-21 |
| St. Croix County | \$56,083 | \$57,706 | \$59,997 | \$63,800 | 2.9            | 4.0       | 6.3     |
| 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 (per household)

|                       | Total    |                        | Total   |
|-----------------------|----------|------------------------|---------|
| Shelter               | \$14,967 | Contributions          | \$2,376 |
| Transportation        | \$13,177 | Education              | \$2,189 |
| Food and Beverages    | \$10,502 | Gifts                  | \$1,785 |
| Health Care           | \$6,014  | Miscellaneous Expenses | \$1,357 |
| Utilities             | \$5,161  | Personal Care          | \$963   |
| Entertainment         | \$4,118  | Personal Insurance     | \$522   |
| Household Operations  | \$2,822  | Tobacco                | \$404   |
| Apparel               | \$2,527  | Reading                | \$156   |
| Household Furnishings | \$2,258  |                        |         |

Source: *Applied Geographic Solutions, 2022*

## Government Finances

| 2021                                      | County       | State         |
|---|--------------|---------------|
| Full Equalized County Valuation (\$000)   | \$12,439,288 | \$654,820,376 |
| Net Property Tax (\$000)                  | \$176,878    | \$11,267,775  |
| Full Value Tax Rate per \$1,000 Valuation | \$15.69      | \$18.64       |
| Per Capita Property Tax                   | \$1,898.85   | \$1,909.32    |

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

## Civilian Labor Force

| County Totals                    | 2017   | 2021   |
|----------------------------------|--------|--------|
| Employed                         | 48,755 | 49,212 |
| Unemployed                       | 1,556  | 1,715  |
| Total Labor Force                | 50,311 | 50,927 |
| Average County Unemployment Rate | 3.1%   | 3.4%   |
| 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                | 37,002    |
| 2022 Estimated Housing Units | 38,875    |
| Owner Occupied Units         | 28,015    |
| Renter Occupied Units        | 7,372     |
| Persons/Owner Occupied Unit  | 2.7       |
| Persons/Renter Occupied Unit | 2.1       |
| Median Value of Housing      | \$282,100 |
| Median Monthly Gross Rent    | \$1,043   |

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

## Representative Wage Rates

| Position                              | 2021 Hourly Rate |         |
|---------------------------------------|------------------|---------|
|                                       | Mean             | Median  |
| Bartenders                            | \$13.83          | \$12.50 |
| Bookkeeping/Accounting/Auditing       | \$23.70          | \$23.16 |
| Cashiers                              | \$13.93          | \$14.02 |
| Computer Programmers                  | \$47.72          | \$45.80 |
| Electricians                          | \$34.82          | \$36.11 |
| Healthcare Social Workers             | \$30.44          | \$30.32 |
| Licensed Practical/Vocational Nurse   | \$25.39          | \$23.85 |
| Machinery Maintenance Workers         | \$27.06          | \$27.94 |
| Nursing Assistants                    | \$18.63          | \$18.11 |
| Office Clerk, General                 | \$20.94          | \$19.57 |
| Physical Therapists                   | \$41.82          | \$38.52 |
| Secretaries/Administrative Assistants | \$32.73          | \$29.78 |
| Tellers                               | \$17.57          | \$17.81 |
| Truck Drivers-Heavy/Tractor Trailer   | \$27.00          | \$27.57 |
| Waiter and Waitresses                 | \$14.71          | \$12.71 |
| Welder/Cutter/Solderer/Brazer         | \$24.82          | \$23.31 |

Source: *Bureau of Labor Statistics, May 2021*

## Building Permits

| County Residential | 2017          | 2021          |
|--------------------|---------------|---------------|
| Single Family      | 446           | 502           |
| Total Units        | 524           | 544           |
| Value              | \$129,252,730 | \$162,117,311 |

Source: *Bureau of the Census*

# Employment by Industry

|   | 2021<br>5-Year Estimate | % of<br>Total Employment |
|---|-------------------------|--------------------------|
| Agriculture/Forestry/Fishing/Hunting/Mining             | 857                     | 1.7                      |
| Construction  | 3,863                   | 7.6                      |
| Manufacturing   | 9,785                   | 19.3                     |
| Wholesale Trade   | 1,565                   | 3.1                      |
| Retail Trade  | 4,927                   | 9.7                      |
| Transportation and Warehousing, and Utilities           | 2,539                   | 5.0                      |
| Information   | 533                     | 1.1                      |
| Finance and Insurance/Real Estate/Rental and Leasing    | 3,430                   | 6.8                      |
| Services (Professional/Educational/Entertainment/Other) | 20,959                  | 41.4                     |
| Public Administration                                   | 2,139                   | 4.2                      |
| <b>TOTAL*</b>   | <b>50,597</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 |
|--|--|-----------|
| 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   |
| Coldwell Banker Burnet                 | Offices of real estate agents and brokers                  | 100-249   |
| County Market                          | Supermarkets and other grocery stores (except convenience) | 100-249   |
| Donaldson Company                      | Industrial/commercial fan, blower & air equipment mfg.     | 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   |
| St. Croix Central School District      | Elementary and secondary schools                           | 100-249   |
| Preco Inc.                             | Industrial machinery and equipment merchant wholesalers    | 100-249   |

Source: Wisconsin DWD; Major employers were extracted from Infogroup National Database 2021

## 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

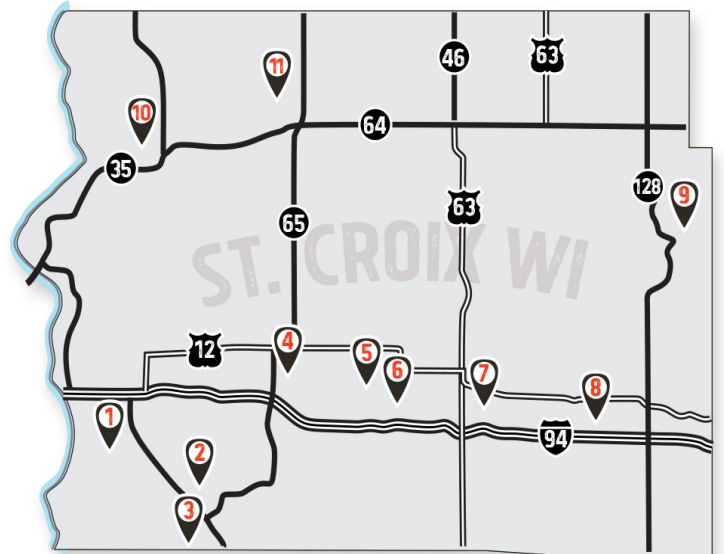
## Industrial Parks/Sites

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](http://stcroixedc.com) or contact:

Bill Rubin, Executive Director  
St. Croix Economic Development Corporation  
715-381-4383  
[bill@stcroixedc.com](mailto: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.