

St. Croix County

ECONOMIC PROFILE

County Population

	2000	2010	2015	2020	2025	2030
County Population	63,155	87,123	99,965	113,154	125,736	137,360
Percent Increase		38.0	14.7	13.2	11.1	9.2
Male	31,608	43,893	50,347	56,947	63,186	68,890
Female	31,547	43,230	49,618	56,207	62,550	68,470
Minority	1,359	NA	NA	NA	NA	NA
Percent Minority	2.15	NA	NA	NA	NA	NA
Age Under 5	4,423	6,341	7,324	8,127	8,599	8,938
Age 5-9	4,921	6,880	7,499	8,528	9,276	9,625
Age 10-14	5,124	5,987	7,558	8,147	9,133	9,790
Age 15-19	4,741	5,847	6,192	7,744	8,254	9,144
Age 20-24	3,568	5,331	5,655	5,946	7,364	7,762
Age 25-34	8,844	12,245	14,433	15,567	16,245	18,179
Age 35-44	11,505	12,069	13,424	15,964	18,100	18,975
Age 45-54	8,918	13,486	13,699	13,659	14,945	17,278
Age 55-59	2,889	5,316	6,712	7,191	6,789	6,988
Age 60-64	2,001	4,256	5,295	6,648	7,068	6,614
Age 65-74	3,172	5,044	7,150	9,335	11,608	13,222
Age 75-84	2,072	2,879	3,304	4,341	6,076	7,868
Age 85+	977	1,442	1,720	1,957	2,279	2,977



PREPARED BY THE WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

January, 2011

Source: 2000 Census; Updated Wisconsin DOA Population Projections

Municipal Population

	1970	1980	1990	2000	2010	Percent Change			
						1970-80	1980-90	1990-00	2000-10
River Falls +	7,238	9,036	10,610	12,560	14,477	24.8	17.4	18.4	15.3
Hudson	5,049	5,434	6,378	8,775	11,900	7.6	14.8	37.6	35.6
New Richmond	3,707	4,306	5,106	6,310	8,007	16.2	18.6	23.6	26.9
North Hudson	1,547	2,218	3,101	3,463	3,690	43.4	39.8	11.7	6.6
Baldwin	1,399	1,620	2,022	2,667	3,564	15.8	24.8	31.9	33.6
Somerset	778	860	1,072	1,556	2,306	10.5	23.8	45.2	48.2
Hammond	768	991	1,097	1,153	1,633	29.0	10.7	5.1	41.6
Roberts	484	833	1,043	969	1,530	72.1	24.7	-7.1	57.9
Woodville	522	725	942	1,104	1,329	38.9	29.9	17.2	20.4
Glenwood City	822	950	1,026	1,183	1,209	15.6	8.0	15.3	2.2
Star Prairie	362	420	507	574	645	16.0	20.7	13.2	12.4
Deer Park	217	232	237	227	227	6.9	2.2	-4.2	0.0
Wilson	130	155	163	176	206	19.2	5.2	8.0	17.0

+Includes portion in Pierce County

Source: 1970, 1980, 1990, 2000 Census; Wisconsin DOA Population Estimates

Per Capita Personal Income

	2000	2006	2007	2008	Percent Change		
					2000-06	2006-07	2007-08
St. Croix County	\$30,679	\$35,552	\$37,316	\$38,029	15.9	5.0	1.9
Wisconsin	\$28,572	\$35,644	\$36,990	\$37,770	24.8	3.8	2.1
United States	\$29,847	\$37,698	\$39,392	\$40,166	26.3	4.5	2.0

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

Retail Trade

	2009 County Retail Trade (\$000)	As a % of Total County Retail Trade	2009 State Retail Trade (\$000)	As a % of Total State Retail Trade
Total Retail Trade	\$1,212,740		\$80,608,894	
Food & Beverage Stores	\$117,866	9.7	\$10,085,475	12.5
Food Services & Drinking Establishments	\$92,088	7.6	\$7,583,538	9.4
General Merchandise	\$228,084	18.8	\$10,987,218	13.6
Furniture, Home Furnishings, Electronics & Appliances	\$4,260	0.4	\$1,274,342	1.6
Motor Vehicles & Parts Dealers	\$195,493	16.1	\$11,322,022	14.0

Source: This information is reprinted from the 2009 Survey of Buying Power published by Sales & Marketing Management. Copyright 2009 by Nielsen Claritas, Inc., a part of the Nielsen Company, and/or infoUSA, Inc. (as applicable). This product contains proprietary and confidential property of Nielsen Claritas, Inc. and/or infoUSA, Inc. (as applicable). Unauthorized use, including copying the product, is expressly prohibited.

Government Finances

2008	County	State
Full Equalized County Valuation (\$000)	\$8,269,501	\$511,911,983
Net Property Tax (\$000)	\$130,668	\$9,358,273
Full Value Tax Rate per \$1,000 Valuation	\$15.80	\$18.28
Per Capita Property Tax	\$1,635.29	\$1,645.25

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

Civilian Labor Force

County Totals	2004	2009
Employed	41,256	43,360
Unemployed	2,126	3,749
Total Labor Force	43,282	47,109
Average County Unemployment Rate	4.9%	8.0%
Average State Unemployment Rate	5.0%	8.5%
Average U.S. Unemployment Rate	5.5%	9.3%

Source: Wisconsin Dept. of Workforce Development

Housing

	County
Housing Units	32,896
2010 Housing Unit Estimate*	33,924
Owner Occupied Units	24,281
Renter Occupied Units	7,046
Persons/Owner Occupied Unit	2.7
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$224,500
Median Monthly Gross Rent	\$793

Source: 2005-2009 American Community Survey 5-Year Estimates and *Wisconsin DOA Housing Estimates

Representative Wage Rates

	2009 Hourly Rate	
Position	Mean	Median
Assemblers, Team	\$13.90	\$13.14
Bookkeeping/Accounting/Auditing	\$14.64	\$14.58
Clerk, Shipping/Receiving/Traffic	\$15.05	\$14.97
Electrician	\$23.65	\$22.18
Maintenance & Repair Worker	\$18.58	\$18.21
Nursing Aide/Orderly/Attendant	\$12.35	\$12.11
Office Clerk, General	\$12.88	\$12.76
Packers & Packagers, Hand	\$11.48	\$11.03
Secretaries/Administrative Assistants	\$15.71	\$15.27
Stock Clerk/Order Fillers	\$11.70	\$10.89
Tool & Die Maker	\$21.20	\$21.55
Welder/Cutter/Solderer/Brazer	\$18.32	\$18.27

Source: 2009 Wage Survey
Wisconsin Dept. of Workforce Development

Building Permits

County Residential	2004	2009
Single Family	1,045	111
Total Units	1,182	111
Value	\$194,368,646	\$21,608,699

Source: Bureau of the Census

Employment by Industry

	2005-2009 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,136	2.5
Construction	3,539	7.9
Manufacturing	8,930	20.0
Wholesale Trade	1,479	3.3
Retail Trade	4,853	10.9
Transportation and Warehousing, and Utilities	2,212	4.9
Information	703	1.6
Finance and Insurance/Real Estate/Rental and Leasing	3,270	7.3
Services	16,809	37.7
Public Administration	1,765	3.9
Total+	44,695	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: American Community Survey, 2005-2009 5-Year Estimates

Industry Employment Projections (West Central)

	Estimated Employment*		
	2006	2016	% Change
Total, All Nonfarm Industries	178,630	192,050	7.5
Construction/Mining/Natural Resources	8,270	9,060	9.6
Manufacturing	33,590	33,010	-1.7
Food Manufacturing	5,410	5,310	-1.8
Machinery Manufacturing	4,000	3,770	-5.8
Computer and Electronic Product Manufacturing	3,800	3,070	-19.2
Trade	29,910	30,400	1.6
Transportation and Utilities (including US Postal)	8,570	9,670	12.8
Financial Activities	7,430	8,180	10.1
Education and Health Services (including State/Local Government)	38,900	44,520	14.4
Educational Services (including State/Local Government)	16,240	16,930	4.2
Hospitals (including State/Local Government)	7,710	9,140	18.5
Leisure and Hospitality	17,840	19,850	1.3
Information/Professional Services/Other Services	22,210	24,080	13.5
Government (excluding US Postal, State/Local Education and Hospitals)	12,910	13,270	2.8

*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed or unpaid family workers.

Source: Wisconsin Dept. of Workforce Development

Top 25 Largest Employers

Employer	Industry Type	Employees
School District of Hudson	Elementary and secondary schools	500-999
County of St. Croix	Executive and legislative offices, combined	500-999
Wal-Mart	Discount department stores	500-999
New Richmond Public Schools	Elementary and secondary schools	250-499
Lakeside Foods, Inc.	Fruit and vegetable canning	250-499
Scientific Molding Corp.	All other plastics product manufacturing	250-499
Phillips Plastics Corp.	All other plastics product manufacturing	250-499
Hudson Hospital, Inc.	General medical and surgical hospitals	250-499
Nor-Lake, Inc.	AC, refrigeration and forced air heating manufacturing	250-499
Erickson's Diversified Corp.	Supermarkets and other grocery (except convenience) stores	250-499
Baldwin-Woodville Area School	Elementary and secondary schools	250-499
Westfields Hospital, Inc.	General medical and surgical hospitals	250-499
Western Wisconsin Medical Associate	Offices of physicians, except mental health	250-499
Bosch Packaging Technology, Inc.	Packaging machinery manufacturing	100-249
Baldwin Area Medical Center, Inc.	General medical and surgical hospitals	100-249
City of Hudson	Executive and legislative offices, combined	100-249
School District of Somerset	Elementary and secondary schools	100-249
McMillan Electric Co.	Motor and generator manufacturing	100-249
McDonalds	Limited-service restaurants	100-249
Clopay Building Products	Metal window and door manufacturing	100-249
Allina Health System	General medical and surgical hospitals	100-249
County Materials Corporation	Ready-mix concrete manufacturing	100-249
YMCA	Civic and social organizations	100-249
Loparex, Inc.	Coated and laminated packaging materials manufacturing	100-249
County Market	Supermarkets and other grocery (except convenience) stores	100-249

Source: Wisconsin Dept. of Workforce Development, April 2010

Recreational Highlights

Water Acres as Percent of Land Area	1.7	Camping Sites	1,844
Swimming Beaches	10	Cross-Country Ski Trails (miles)	40
Fishing Lakes (7,615 acres)	15	Snowmobile Trails (miles)	215.6
Trout Streams (80.9 miles)	27	Hiking Trails (miles)	36
Boat Launches	17	Bicycle Routes (miles)	185
Golf Courses	12	Horse Trails (miles)	27
Parks and Waysides	13	Hunting Areas (public acres)	13,600

Source: St. Croix County Outdoor Recreation Plan, 2006

In addition to all of the fine facilities provided for land-related activities, the water resources of the County are quite exceptional. Fishing, boating, and swimming are very popular in the County lakes and streams and water tubing has established itself in St. Croix County. 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 St. Croix River is a National Scenic Riverway and is well known for sight-seeing, canoeing, and sailing. 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.

Industrial Parks/Sites

	Acres Served by Utilities					Community Airport	Rail Service to Community	Rail Service In Park
	Acres Available	Municipal Water	Municipal Sewer	Natural Gas	State Hwy. Access			
Baldwin	247	0	0	0	X		X	
Hammond*	15	15	15	15	X		X	
Hudson (city)	37	37	37	37	X		X	
Hudson (town)	12	0	0	0	X		X	X
New Richmond	122	28	28	28	X	X	X	
River Falls	45	45	45	45	X			
Roberts	95	0	0	0	X		X	X
Somerset	27	15	15	15	X		X	
Woodville*	25	25	25	25	X		X	

* Have land set aside for future expansion.

Source: St. Croix County Economic Development Corporation

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 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, general utility 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 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, health and home economics, business and marketing, 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.