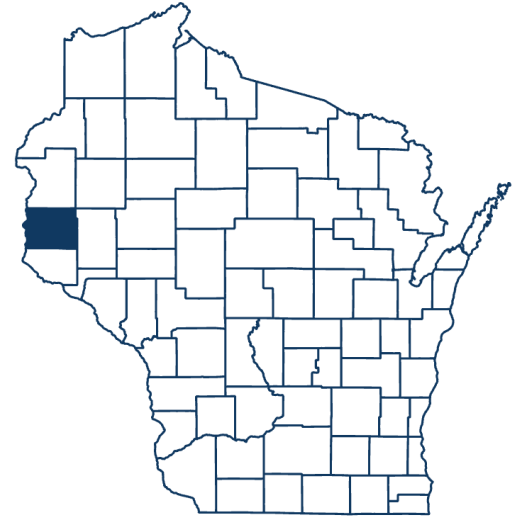


St. Croix County

Economic Profile

DEMOGRAPHICS

County Population	2020	2023	2024	2030	2040	2050
Total Population	93,536	94,819	96,033	97,775	102,820	102,980
Percent Change	0.0%	1.4%	2.7%	1.8%	4.9%	0.2%
Male	46,854	47,727	48,467	48,785	51,105	51,165
Female	46,682	47,092	47,566	48,990	51,715	51,815
Minority	7,309	6,650	6,650	NA	NA	NA
Percent Minority	7.8%	7.0%	6.9%	(NA)	(NA)	(NA)
Under 5	5,471	5,425	5,377	5,360	5,905	4,495
5-9 years	6,392	6,439	6,655	5,180	5,805	4,830
10-14	7,149	6,706	6,419	6,265	6,225	6,875
15-19	6,248	6,385	6,441	5,875	4,835	5,425
20-24	4,543	4,936	4,989	5,015	4,460	4,440
25-34	10,607	10,609	10,856	12,145	12,675	10,940
35-44	12,951	13,458	13,469	11,695	13,630	14,210
45-54	12,655	12,744	12,793	12,775	11,730	13,700
55-59	6,942	7,284	7,125	6,115	6,435	5,735
60-64	6,203	6,302	6,547	5,880	5,910	5,615
65-75	8,861	9,178	9,638	12,000	11,200	11,550
75-84	3,990	3,881	4,134	7,335	10,240	9,560
85+	1,524	1,472	1,590	2,135	3,770	5,605



Source: U.S. Census Bureau (P1 and DPI), Wisconsin DOA 2025 Estimates.

Municipal Population	1980	1990	2000	2010	2020	2025	Percent Change				
							1980 - 1990	1990 - 2000	2000 - 2010	2010 - 2020	2020 - 2024
City of Glenwood City	950	1,026	1,183	1,242	1,306	1,271	8.0%	15.3%	5.0%	5.2%	-2.7%
City of Hudson	5,434	6,378	8,775	12,719	14,755	15,508	17.4%	37.6%	44.9%	16.0%	5.1%
City of New Richmond	4,306	5,106	6,310	8,375	10,079	11,359	18.6%	23.6%	32.7%	20.3%	12.7%
City of River Falls*	1,498	1,769	2,318	3,149	3,636	5,206	18.1%	31.0%	35.8%	15.5%	43.2%
Village of Baldwin	1,620	2,022	2,667	3,957	4,291	4,440	24.8%	31.9%	48.4%	8.4%	3.5%
Village of Deer Park	232	237	227	216	249	245	2.2%	-4.2%	-4.8%	15.3%	-1.6%
Village of Hammond	991	1,097	1,153	1,922	1,873	1,847	10.7%	5.1%	66.7%	-2.5%	-1.4%
Village of North Hudson	2,218	3,101	3,463	3,768	3,803	3,906	39.8%	11.7%	8.8%	0.9%	2.7%
Village of Roberts	833	1,043	969	1,651	1,919	2,319	25.2%	-7.1%	70.4%	16.2%	20.8%
Village of Somerset	860	1,072	1,556	2,635	3,019	3,403	24.7%	45.1%	69.3%	14.6%	12.7%
Village of Spring Valley	420	507	574	561	678	668	20.7%	13.2%	-2.3%	20.9%	-1.5%
Village of Star Prairie	0	0	2	6	11	11	(NA)	(NA)	200.0%	83.3%	0.0%
Village of Wilson	155	163	176	184	209	206	5.2%	8.0%	4.5%	13.6%	-1.4%
Village of Woodville	725	942	1,104	1,344	1,386	1,427	29.9%	17.2%	21.7%	3.1%	3.0%

Source: 1980, 1990, 2000, 2010, and 2020 U.S. Census Bureau, Wisconsin DOA Estimates.

*Note: Includes portion in St. Croix County only.

Per Capital Personal Income	2021	2022	2023	2024	Percent Change		
					2021-22	2022-23	2023-24
St. Croix County	\$65,281	\$67,027	\$70,480	\$73,222	2.7%	2.2%	6.5%
Wisconsin	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%
United States	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis. *Note: Total 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).

HOUSING & ECONOMY

County Housing Metrics

2024 Housing Units	38,953
2024 Estimated Housing Units	40,416
Owner-Occupied Units	29,377
Renter-Occupied Units	8,134
Persons per Owner-Occupied Unit	2.7
Persons per Renter-Occupied Unit	2.1
Median Value of Housing	\$377,700
Median Monthly Gross Rent	\$1,271

Source: 2024 American Community Survey 5-Year Estimates, 2025 Wisconsin DOA Housing Estimates

Number of Building Permits

County Residential	2019	2023
Single Family	525	374
Total Units	558	412
Value	\$134,728,680	\$139,981,774

Source: U.S. Census Bureau Building Permit Survey, 2024

Consumer Expenditure (per household)

Commodity	Total
Tax and Retirement	\$31,570
Transportation	\$19,621
Shelter	\$17,820
Grocery	\$7,168
Entertainment	\$6,717
Health Care	\$6,661
Food Away From Home	\$5,195
Utilities	\$5,073
Contributions	\$3,932
Household Furnishings and Equipment	\$3,157
Education	\$2,768
Household Operations	\$2,176
Apparel	\$2,174
Miscellaneous Expenses	\$2,026
Personal Care	\$1,435
Alcoholic Beverages	\$731
Tobacco and Related	\$467
Total Expenditures	\$118,691

Source: Applied Geographic Solutions, 2024

Government Finances	County	State
Full Equalized County Valuation (\$000)	\$17,607,947	\$907,414,717
Net Property Tax (\$000)	\$210,455	\$12,362,610
Full Value Tax Rate per \$1,000 Valuation	\$13.48	\$15.03
Per Capita Property Tax	\$2,129.05	\$2,064.13

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

Civilian Labor Force	2020	2025
Total Employed	51,956	54,761
Total Unemployed	48,325	52,743
Total Labor Force	3,631	2,018
County Average Unemployment Rate	7.0%	3.7%
Wisconsin Average Unemployment Rate	6.4%	3.2%
U.S. Average Unemployment Rate	8.1%	4.3%

Source: Wisconsin Department of Workforce Development

Representative Wage Rates	2024 Hourly Rate	
	Mean	Median
Bartenders	\$14.07	\$13.10
Bookkeeping/Accounting/Auditing	\$26.89	\$26.88
Cashiers	\$16.35	\$16.60
Computer Programmers	\$50.83	\$55.66
Electricians	\$41.70	\$45.71
Healthcare Social Workers	\$35.71	\$34.90
Licensed Practical/Vocational Nurse	\$30.75	\$29.96
Machinery Maintenance Workers	\$35.76	\$35.07
Nursing Assistants	\$22.60	\$22.55
Office Clerk, General	\$24.20	\$23.01
Physical Therapists	\$47.65	\$47.54
Secretaries/Administrative Assistants	\$38.05	\$37.96
Tellers	\$22.48	\$22.26
Truck Drivers-Heavy/Tractor Trailer	\$31.39	\$30.37
Waiter and Waitresses	\$13.95	\$12.32
Welder/Cutter/Solderer/Brazer	\$29.73	\$29.01

Source: Bureau of Labor Statistics, 2024

Employment by Industry, 2024 Estimates

Industry	Employees	% of Total
Agriculture, Forestry, Fishing, Hunting, Mining	911	1.9%
Construction	4,026	8.2%
Manufacturing	8,723	17.8%
Wholesale Trade	1,558	3.2%
Retail Trade	5,221	10.6%
Transportation and Warehousing, and Utilities	2,883	5.9%
Information	531	1.1%
Finance, Insurance, Real Estate, Rental and Leasing	3,330	6.8%
Services (Professional, Educational, Entertainment, Other)	19,656	40.0%
Public Administration	2,269	4.6%
Total Employment	49,108	100.0%

Source: 2024 American Community Survey 5-Year Estimates.

* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.

Industry Employment Projections (West Central WI)

Industry	Estimated Employment*		% Change
	2022	2032	
Mining/Natural Resources	4,346	4,710	8.4%
Manufacturing	37,331	39,901	6.9%
Construction	8,800	10,035	14.0%
Trade, Transportation, and Utilities	43,355	47,310	9.1%
Information	1,208	1,075	-11.0%
Financial Activities (finance, insurance, real estate, rental and leasing)	7,507	8,543	13.8%
Professional and Business Services (professional, management, remediation)	15,034	16,906	12.5%
Education and Health Services (including State/Local Government)	48,084	52,353	8.9%
Leisure and Hospitality	19,920	22,684	13.9%
Other Services (except Government)	8,597	9,498	10.5%
Government	11,585	11,636	0.4%
Self-Employed and Unpaid Family Workers (all jobs)	15,663	17,572	12.2%
Total, All Nonfarm Industries	221,430	242,223	9.4%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development (Dec. 2024)

*Note: Employment is a count of jobs rather than people, and includes all part and full-time nonfarm jobs.

Industry Employment Projections

Employer	Industry Type	Employees
McMillan Electric Co	Electric Contractors	250-499
Hudson Hospital & Clinic	Hospitals	250-499
Western Wisconsin Health	Hospitals	250-499
St Croix County Emergency Cmms	Government Offices-County	250-499
St Croix Health & Human Services	Government Offices-County	250-499
Lakeside Foods	Food Products & Manufacturers	250-499
Walmart Supercenter	Department Stores	250-499
Phillips-Medisize LLC	Hospital Equipment & Supplies-Mfrs	250-499
OEM Fabricators	Steel-Structural (mfrs)	250-499
Donaldson Co	Fans-Industrial & Commercial-Mfrs	100-249
Brunette Dairy	Cheese Processors (mfrs)	100-249
Park View Home	Nursing & Convalescent Homes	100-249
Bosch Packaging Technology	Packaging Machinery-Manufacturers	100-249
County Market	Grocers-Retail	100-249
United Gear & Assembly Inc	Metal Goods-Manufacturers	100-249
Vibrant Health Family Clinic	Skin Treatments	100-249
Home Depot	Home Centers	100-249
New Richmond Area Ctr	Recreation Centers	100-249
Loparex LLC	Paper Products (wholesale)	100-249
Amplexor	Translators' Systems & Equipment (wholesale)	100-249
Christian Community Hms & Services	Services NEC	100-249
Johnson Tractor Inc	Farm Equipment (wholesale)	100-249
Target	Department Stores	100-249
Schwing Boiset	Distribution Services	100-249
Preco Inc	Hospital Equipment & Supplies-Mfrs	100-249

Source: Wisconsin Department of Workforce Development; Major Employers extracted from Data Axle

Recreational Highlights

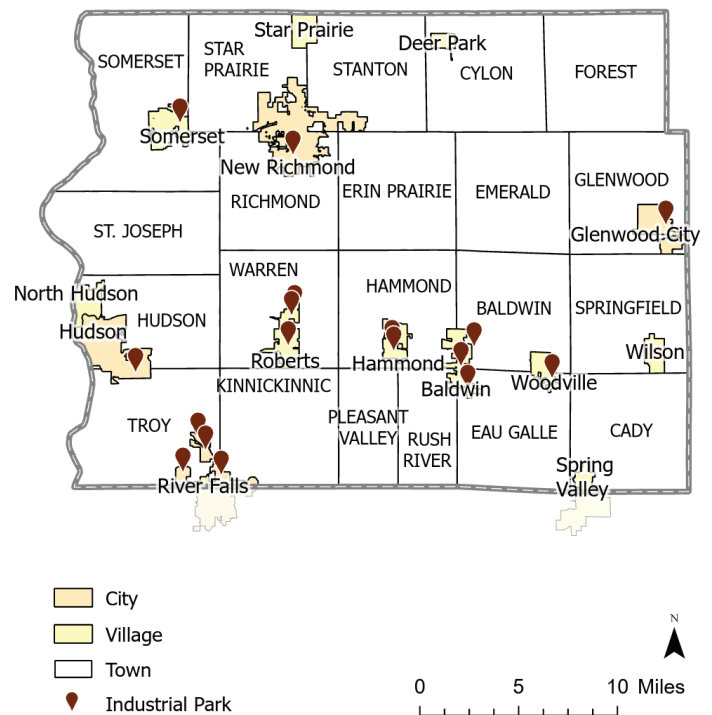
St. Croix County has an abundant supply of both public and private recreational opportunities available to its residents. There are federal, state, county, municipal, and private recreation facilities of one kind or another to be found in every community in the county. Activities include parks, playgrounds, 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, snow tubing, ice skating, hockey, shooting and archery ranges, and golf courses.

The Apple River, in and around Somerset, is a 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 a 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. For more information: <https://www.sccwi.gov/333/Parks>

Source: County Outdoor Recreation Plan, 2019-2023.

Industrial and Business Parks/Sites

Park or Site Name	Site Location (Municipality)
Amery Industrial Park	City of Amery
Amery North Industrial Park	City of Amery
Amery South Industrial Park	City of Amery
Balsam Lake Industrial Park	Village of Balsam Lake
Centuria Industrial Park	Village of Centuria
Clayton Industrial Park	Village of Clayton
Clear Lake Industrial Park	Village of Clear Lake
Dresser Industrial Park	Village of Dresser
Frederic Industrial Park	Village of Frederic
Luck Industrial Park	Village of Luck
Milltown Industrial Park	Village of Milltown
Osceola Airport Industrial Park	Village of Osceola
Osceola Industrial Park	Village of Osceola
St. Croix Falls East Industrial Park	City of St. Croix Falls
St. Croix Falls West Industrial Park	City of St. Croix Falls



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

Melissa Meschke, Executive Director
 St. Croix Economic Development Corporation
 715-690-2110
melissa@stcroixedc.com

Community Facilities and Utilities

Highways	St. Croix County is served by a network of Interstate, U.S. and State Highways. USH 63, and STH 35, 46, 65 and 128 run north and south through the County. Interstate 94, USH 12, as well as STH 64 and 29 run east-west. I-94 provides direct connectivity into the Minneapolis-St. Paul metropolitan area.
Rail Service	Two freight railroad routes run through the County, serving seven communities by rail. A Union Pacific mainline, running between Minneapolis-St. Paul and Chicago, serves the communities of Baldwin, Hammond, Hudson, Roberts, Wilson, and Woodville. New Richmond and Somerset are served by a Canadian National branch line from the east, and making connections to other rail lines within Minnesota.
Air Service	The New Richmond Regional Airport is St. Croix County's publicly owned, large general aviation airport with an elevation of 998 ft. and two runways. Its primary runway is 5,507 ft. (asphalt) with a secondary 2,050 ft. turf runway. With easy access from western St. Croix County, the publicly-owned Lake Elmo airport is less than 10 miles 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 Northwood 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. In addition, the St. Croix County has a UW-Madison extension office in the Village of Baldwin that offers access to programs in 4-H, agriculture, horticulture, community development, families and finance, health, and nutrition.