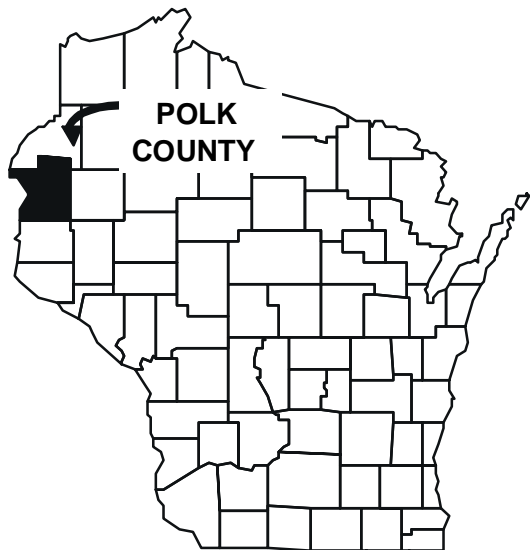


POLK COUNTY Economic Profile

December, 2007



PREPARED BY THE WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

COUNTY POPULATION

	1990	2000	2005	2010	2015	2020
County Population	34,773	41,319	43,621	45,901	47,842	49,592
Percent Increase		18.8	5.6	5.2	4.2	3.7
Male	13,508	20,650	21,855	23,043	24,031	24,891
Female	17,472	20,669	21,766	22,858	23,811	24,701
Minority	515	977	NA	NA	NA	NA
Percent Minority	1.48	2.3	NA	NA	NA	NA
Age Under 5	2,542	2,427	2,526	2,587	2,754	2,878
Age 5-9	2,996	2,962	2,782	2,810	2,799	2,926
Age 10-14	2,784	3,293	3,140	2,897	2,887	2,860
Age 15-19	2,378	3,145	3,197	3,027	2,753	2,726
Age 20-24	1,599	1,788	2,484	2,504	2,328	2,100
Age 25-34	5,287	4,633	4,512	5,320	6,136	5,900
Age 35-44	5,169	6,794	6,286	5,522	5,330	6,147
Age 45-54	3,471	5,947	6,913	7,327	6,696	5,800
Age 55-59	1,425	2,156	2,852	3,520	3,828	3,856
Age 60-64	1,573	1,927	2,276	3,031	3,693	4,009
Age 65-74	2,898	3,111	3,409	3,998	5,032	6,331
Age 75-84	1,964	2,223	2,258	2,278	2,495	2,906
Age 85+	687	913	986	1,080	1,111	1,153

Source: 1990 and 2000 Census; Wisconsin DOA Population Projections

MUNICIPAL POPULATION

	1970	1980	1990	2000	2007	Percent Change			
						1970-80	1980-90	1990-00	2000-07
Amery	2,126	2,404	2,657	2,845	2,906	13.1	10.5	7.1	2.1
Osceola	1,152	1,581	2,075	2,421	2,726	37.2	31.2	16.7	12.6
St. Croix Falls	1,425	1,497	1,640	2,033	2,186	5.1	9.6	24.0	7.5
Frederic	908	1,039	1,124	1,262	1,239	14.4	8.2	12.3	-1.8
Luck	848	997	1,022	1,210	1,228	17.6	2.5	18.4	1.5
Clear Lake	721	899	932	1,051	1,119	24.7	3.7	12.8	6.5
Balsam Lake	648	749	792	950	1,063	15.6	5.7	20.0	11.9
Centuria	632	711	790	865	939	12.5	11.1	9.5	8.6
Milltown	634	732	786	888	922	15.5	7.4	13.0	3.8
Dresser	533	670	614	732	871	25.7	-8.4	19.2	19.0
Clayton	306	425	450	507	565	38.9	5.9	12.7	11.4

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

EFFECTIVE BUYING INCOME

Income Range - 2004	Percent of Households	
	County	State
\$0 - \$19,999	21.0	19.6
\$20,000 - \$34,999	24.8	23.5
\$35,000 - \$49,999	23.6	22.9
\$50,000 and Over	30.6	34.0
Median Household Income	\$37,273	\$38,991

Effective buying income (EBI) is total money income minus personal & real estate taxes. (Money income includes income from: wages, self-employment, interest, dividends, rent, retirement, unemployment, disability, public assistance, alimony, child support, and other periodic payments)

Note: The 2004 EBI figure is not directly comparable with years prior to 1995 because of changes in what is included.

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RETAIL TRADE

	2004 County Retail Trade (\$000)	As a % of Total County Retail Trade	2004 State Retail Trade (\$000)	As a % of Total State Retail Trade
Total Retail Trade	\$476,148		\$85,418,481	
Food & Beverage Stores	\$86,006	18.6	\$10,133,884	11.9
Food Services & Drinking Establishments	\$32,417	6.8	\$6,871,143	8.0
General Merchandise	\$46,309	9.7	\$11,531,138	13.5
Furniture, Home Furnishings, Electronics & Appliances	\$9,305	2.0	\$3,883,688	4.5
Motor Vehicles & Parts Dealers	\$76,590	16.1	\$17,687,054	20.7

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GOVERNMENT FINANCES

2006	County	State
Full Equalized County Valuation (\$000)	\$4,724,585	\$468,983,200
Net Property Tax (\$000)	\$69,051	\$8,113,319
Full Value Tax Rate per \$1,000 Valuation	\$14.61	\$17.29
Per Capita Property Tax	\$1,529.75	\$1,444.23

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

CIVILIAN LABOR FORCE

County Totals	2001	2006
Employed	22,269	22,786
Unemployed	1,209	1,392
Total Labor Force	23,478	24,178
Average County Unemployment Rate	5.1%	5.8%
Average State Unemployment Rate	4.4%	4.7%
Average U.S. Unemployment Rate	4.7%	4.6%

Source: Wisconsin Dept. of Workforce Development and Bureau of Labor Statistics

HOUSING

2000-County

Housing Units	21,129
2005 Housing Unit Estimate	23,480
Owner Occupied Units	13,037
Renter Occupied Units	3,217
Persons/Owner Occupied Unit	2.62
Persons/Renter Occupied Unit	2.06
Median Value of Housing	\$100,200
Median Monthly Cash Rent	\$440

Source: 2000 Census and Wisconsin DOA Housing Estimates

REPRESENTATIVE WAGE RATES

2006 Hourly Rate

Position	Mean	Median
Assemblers, Electrical/Electronic	\$12.35	\$12.33
Bookkeeping/Accounting/Auditing	\$13.81	\$13.46
Clerk, Shipping/Receiving/Traffic	\$14.09	\$13.95
Electrician	\$21.70	\$21.10
Maintenance & Repair Worker	\$15.73	\$15.58
Nursing Aide/Orderly/Attendant	\$11.84	\$11.36
Office Clerk, General	\$11.38	\$11.21
Packers & Packagers, Hand	\$10.90	\$10.67
Secretary	\$12.57	\$12.39
Stock Clerk/Order Fillers	\$10.07	\$9.50
Tool & Die Maker	\$21.07	\$20.83
Welder/Cutter/Solderer/Brazer	\$16.26	\$16.32

Source: 2006 Wage Survey
Wisconsin Department of Workforce Development

BUILDING PERMITS

County Residential	2001	2006
Single Family	425	266
Total Units	445	308
Value	\$48,102,355	\$44,259,603

Source: Bureau of the Census

EMPLOYMENT BY INDUSTRY*

	2006	2007	% Change	% of 2007 Total Employment
Agriculture (derived from 2000 Census)	991	991	NA	5.7
Construction, Natural Resources & Mining	816	748	-8.3	4.3
Manufacturing	3,801	3,756	-1.2	21.7
Trade, Transportation, and Utilities	2,622	2,627	0.2	15.2
Financial Activities	539	565	4.8	3.3
Education and Health Services	2,348	2,540	8.2	14.7
Information, Professional & Business Services, Other Services	1,694	1,872	10.5	10.8
Leisure and Hospitality Services	641	733	14.4	4.5
Government (Federal, State, Local)	1,567	1,666	6.3	9.6
Total+	2,491	2,517	1.0	14.6
	16,869	17,282	5.7	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: Wisconsin Dept. of Workforce Development

TOP TEN INDUSTRY GROUPS*

	March 2004		March 2005	
	Employers	Employees	Employers	Employees
Educational Services	13	1,481	12	1,460
Food Services and Drinking Places	94	949	88	1,045
Hospitals	**	**	3	886
Transportation Equipment Manufacturing	**	**	**	**
Nursing and Residential Care Facilities	13	629	14	656
Ambulatory Health Care Services	49	501	51	539
Fabricated Metal Product Manufacturing	26	429	28	551
Food and Beverage Stores	14	422	14	414
Plastics & Rubber Products Manufacturing	13	394	14	448
Specialty Trade Contractors	75	386	71	379

**Data suppressed to maintain confidentiality

Source: Wisconsin Dept. of Workforce Development

*NOTE: In 2003, the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). Because NAICS is so different, comparisons to years prior to 2002 are difficult and are not made here. There are new industry classifications in NAICS that simply did not exist in SIC.

LARGEST MANUFACTURERS

Firm	Location	Product	Employees
Polaris Industries	Osceola	All Other Transportation Equipment Mfg.	500-999
Bishop Fixtures & Millwork	Balsam Lake	Showcases, Partitions, Shelving, & Lockers	100-249
Cardinal DGP/LG	Amery	Glass Product Manufacturing	100-249
Durex Products	Luck	All Other Plastics Product Mfg.	100-249
Advanced Food Products, LLC	Clear Lake	Cheese Manufacturing	100-249
Northwire, Inc.	Osceola	Other Communication & Energy Wire Mfg.	100-249
Tenere, Inc.	Dresser	Special Tool, Die, Jig, & Fixture Mfg.	100-249
AmTec, Inc.	Amery	Coated & Laminated Packaging Materials Mfg.	100-249
St. Croix Valley Hardwoods, Inc.	Luck	Cut Stock, Resawing Lumber, and Planing	100-249
MBI Publishing Co., LLC	Osceola	Book Publishers	50-99
Oxbo International Corp.	Clear Lake	Farm Machinery & Equipment Mfg.	50-99
Colonial Craft, Inc.	Luck	Other Millwork, including Flooring	50-99
Bealka Castings, Inc.	Osceola	Steel Investment Foundries	50-99
Inter-County Coop Publishing	Frederic	Newspapers	50-99
UFE, Inc.	Dresser	All Other Plastics Product Mfg.	50-99
Specialty Coating Systems, Inc.	Clear Lake	Bare Printed Circuit Board Manufacturing	50-99
Thermal Plastic Design, Inc.	Osceola	All Other Plastics Product Mfg.	50-99
Principal Fixture & Millwork	Osceola	Showcases, Partitions, Shelving, & Lockers	50-99
Foremost Farms USA Coop.	Clayton	Cheese Manufacturing	50-99
Graphic Display Systems, Inc.	Amery	Other Electronic Component Mfg.	50-99
F & M Plastics, Inc.	Osceola	All Other Plastics Product Manufacturing	50-99
Wood Goods Industries, Inc.	Luck	Nonupholstered Wood Household Furniture Mfg.	50-99
Core Products International, Inc.	Osceola	Surgical Appliance & Supplies Mfg.	50-99
Straus Knitting Mills	St. Croix Falls	Knit Outerwear	50-99
Dynatronix, Inc.	Amery	Miscellaneous Electrical Equipment Mfg.	50-99
F & A Dairy Products, Inc.	Dresser	Cheese Manufacturing	50-99
Xcent, Inc.	Amery	Metal Coating & Nonprecious Engraving	50-99

Source: Wisconsin Department of Workforce Development

RECREATIONAL HIGHLIGHTS

Water Acres as Percent of Land Area	4.7	Snowmobile Trails (miles)	373
Swimming Areas	10	ATV Trails (miles)	27.8
Fishing Lakes	391	Downhill Skiing Sites	1
Canoe Trails (miles)	91	Cross-Country Ski Trails (miles)	69.6
Camping Sites	838	Horseback Riding Trails (miles)	30
Trout Streams (miles)	89.9	Golf Courses	7
Hiking Trails (miles)	117.3	Hunting Areas (public acres)	54,711
Bicycle Trails (miles)	50		

Source: Polk County Outdoor Recreation Plan, 2004-2009

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 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.

INDUSTRIAL PARKS/SITES

	Acres Available	Acres Served by Utilities			State Hwy. Access	Community Airport	Rail Service to Community	Rail Service In Park
		Municipal Water	Municipal Sewer	Natural Gas				
Amery	31	31	31	31	X	X		
Balsam Lake	20	20	20	20	X			
Centuria	50	50	50	50	X			
Clayton	7	7	7	7	X			
Clear Lake	17	17	17	17	X			
Dresser	In development phase				X		X	
Frederic	In process of looking for additional land				X			
Milltown	8	8	8	8	X			
Osceola	71	71	71	71	X	X	X	

Source: Community Clerks and Polk County Economic Development Corporation

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 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 general utility airport and has a 4,000 foot primary runway, while the L.O. Simenstad Airport in Osceola is a transport/corporate airport with a primary runway of 5,005 feet. Because of Polk County's proximity to the major air facilities in Minneapolis-St. Paul, many communities 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 the areas of agriculture, service, health and home economics, business and marketing, trade and industry, and general education, as well as apprenticeship trades. University campuses in River Falls, Menomonie, and Eau Claire provide bachelor and master degree programs.