

AT A GLANCE:

DOWNTOWN MARSHFIELD

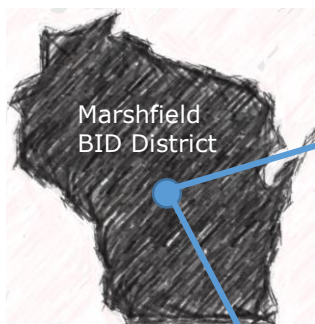


<<< traffic counts >>>

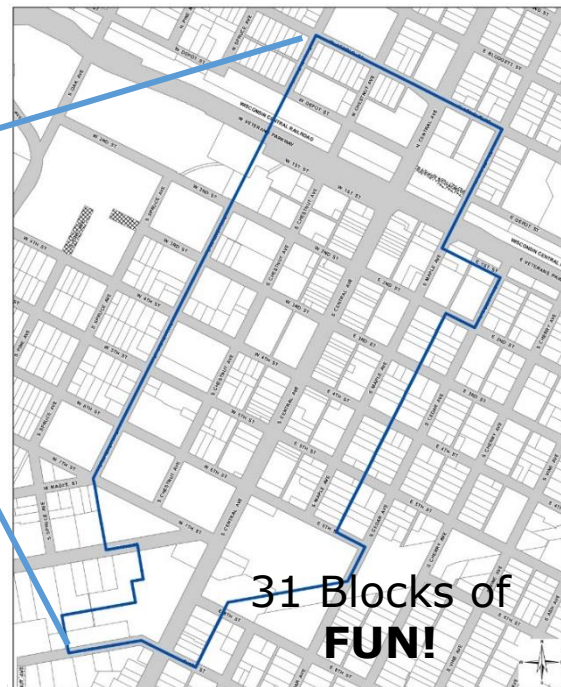
THAT KEEP YOU IN VIEW

Central Ave. Downtown < **11,900/day**

Veteran's Pkwy < **8,400/day**



Home to **2,969**
Guys & Gals

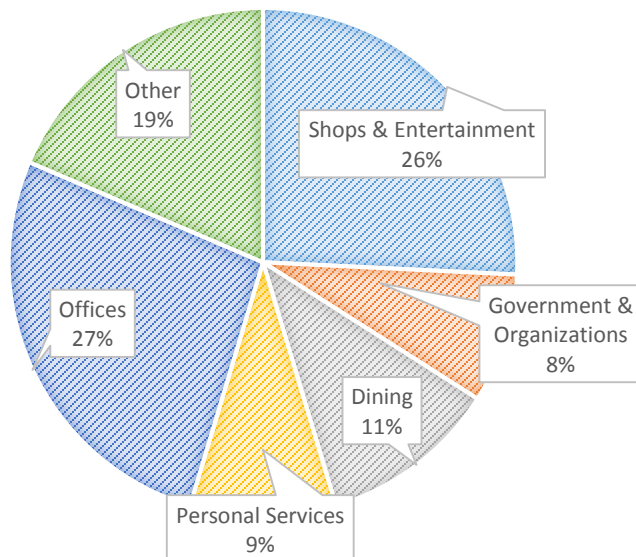


BID District
Marshfield, Wisconsin
3/28/2007

A DIVERSE BUSINESS MIX

Only **2.9%** of
downtown's non-
residential space is
vacant *(based on floor area)*

53 retail businesses
downtown – a GREATER
number of business and
a larger aggregate floor
area than found in the
Marshfield Mall.



Residential, Retail, and Office Space Available!
Contact Main Street Marshfield
715.387.3299 | info@mainstreetmarshfield.com
www.mainstreetmarshfield.com
139 S. Central Avenue
Marshfield, WI 54449

2014 Façade Program
5 Projects Completed

Grant Funding
Committed:

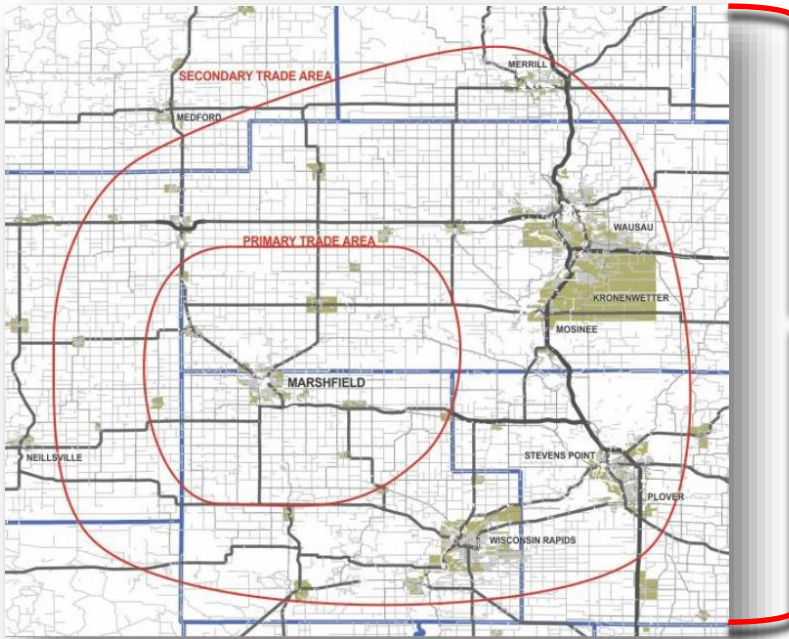
\$74,376.30

Total Improvements:

\$987,307.37



Sources: Downtown Master Plan & Market Analysis, Place Dynamics LLC & SEH, 2015.
ESRI



a POPULAR Destination

Marshfield's Trade Areas

Primary Trade Area:

Population: 53,805

Households: 21,640

Median Income: \$50,705

Secondary Trade Area:

Population: 285,473

Households: 116,707

Median Income: \$50,504

Over **25,000** Event Attendees Annually!
33 Event Days in Downtown Marshfield Annually!



**A Place
to
GROW
Your
Business**



542

New Jobs have been added
within the BID since 2005

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