



CHAMBER OF COMMERCE  
**MARSHFIELD**  
 MADE NEW

# MARSHFIELD, WISCONSIN 20 ECONOMIC 20 PROFILE



CITY OF MARSHFIELD  
[ci.marshfield.wi.us](http://ci.marshfield.wi.us)  
 MACCI  
[marshfieldchamber.com](http://marshfieldchamber.com)





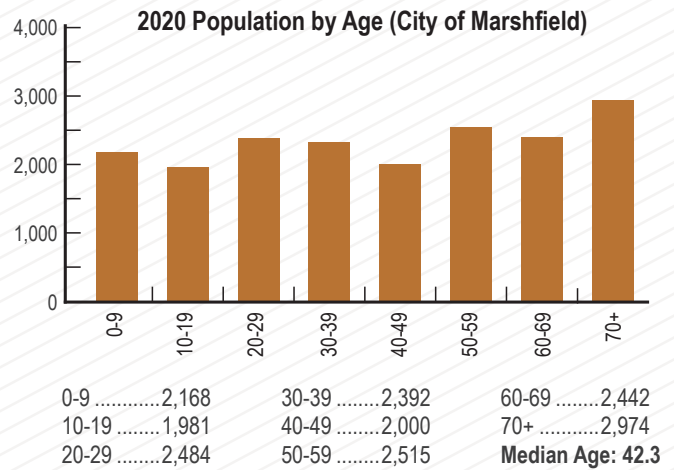


## 2019 POPULATION

**City:** 19,316  
(Source, Dept. Of Administration)

**County:** (Wood) ..... 72,875  
(Marathon) ..... 135,669

**Centergy Region** 300,000+  
(Regional Economic Development - Adams,  
Lincoln, Marathon, Portage, & Wood counties)



Source: ESRI - NCWRP

## TRANSPORTATION

### Highways

Highways Serving Area: US, State & Interstate Hwys. 80, 13, 10, 97, 29, and I-39

### Distance Nearest Interstate:

40 miles to I-39 (formerly Hwy 51);  
60 miles to I-90/94

### Trucking

- Motor Freight Carriers
- Serviced by 15 area carriers with overnight service to Chicago and Minneapolis/St. Paul.

### Contract Haulers

- Roehl Transport, Inc.
- de Boer, Inc.
- Draxler Transport, Inc.

### Waterways

#### Nearest Navigable Waterway:

- Lake Michigan - Green Bay 133 mi. from Marshfield
- Mississippi River - La Crosse 101 mi. from Marshfield

#### Port Facilities:

Green Bay and La Crosse

### Railroads

CN Railroad  
Piggyback Service: Yes  
Frequency of Switching Service: Daily

### Air Transportation

#### Regional Airport

Central Wisconsin Airport (CWA)  
located in Mosinee, 35 miles from Marshfield

#### Commercial Service:

- Serviced by Delta, United and American Airlines
- Overnight express package service is provided by UPS, Federal Express and USPS

#### Marshfield Municipal Airport

Runway length: 5,000 ft.  
Surface: Blacktop  
• 24-hour Jet Fuel & 100LL Fuel  
• Charter Service through LJ Aviation  
• Aircraft Maintenance  
• Flight Training  
• Aircraft Rental  
• Only computerized aviation exam testing center in Central & Northern Wisconsin (includes drone pilots)



**Affordable, Stress-Free  
& Low-Crime...  
Wouldn't you rather be here!**

Marshfield is centrally located in Wisconsin, offering a short commute to larger metro markets. Here you will find amazing career options, along with highly ranked schools including a 2-year university and technical college, focused on preparing a knowledgeable and skilled workforce.

Enjoy an active lifestyle with four-season recreational activities for all ages. The 100-acre park/zoo, beautiful hiking and biking trails, and downtown family plaza are an added bonus not typically found in communities of this size.

Combine this with our world renowned health facilities, a vibrant downtown area with unique shopping and restaurant options, and you will want to also call Marshfield your home!



## UTILITIES AND SERVICE

### Electricity

Distributor: Marshfield Utilities (A municipal-owned utility)

### Water

Supplier: Marshfield Utilities  
 Source: 15 wells (fluoridated)  
 Maximum Daily Capacity: 4.69 GPM  
 Pumping Capacity: 3,260 GPM  
 Peak Demand: 4.69 GPD  
 Total Hardness: 300 P.P.M.  
 Storage Capacity: Overhead 1.5M gal. Ground 3,500,000 gal.

### Sewers

Storm Sewer: Yes  
 Sanitation Sewer: Yes  
 Treatment Plant: Secondary Oxidation ditch  
 Capacity: 4.63 MGD, Present Load: 3.0 MGD  
 Peak: 28 MGD  
 Effluent Reuse Available: 2 MGD

### Natural Gas

Gas Supplier: TransCanada (ANR Pipeline)  
 Gas Distributor: WE Energies

## FINANCIAL INSTITUTIONS

### Banks

	Total Deposits 2019
Associated Bank Marshfield (2 locations)	\$268.9M
BMO Harris Bank (2 locations in 2019)	\$172.2M
Citizens State Bank of Loyal	\$22.7M
First State Bank (former Pioneer Bank)	\$49.1M
Forward Financial Bank	\$173.0M
Partners Bank	\$55.2M
State Bank Financial	\$13.9M
Prevail Bank (former Time Federal Savings Bank)	\$120.4M

### Credit Unions

Simplicity Credit Union	\$228.6M
First Choice Credit Union	\$30.1M
Marshfield Medical Center Credit Union	\$60.8M
Valley Communities Credit Union	\$16.0M

## GOVERNMENT SERVICES

**Form:** Mayor-Council with 10 elected Council Members and City Administrator

**Police Dept. Personnel:** 47 with 40 officers

**Fire Dept. Personnel:** 40 with 39 sworn personnel

**Equipment:** 2 engines, 2 quints, 1 ladder truck, 5 ambulances, and 1 medium duty rescue, 3 special response trailers, 3 station vehicles

**Fire Insurance Rating:** Class 3

**Planning Commission:** 7 Member Commission

**Marshfield Economic Development Board:** 8 Member Board

**Zoning Regulations:** Zoning Ordinance; Subdivision Control Ordinance

## TAXES

### TAX YEAR 2019

Local Property Taxes:	Wood County	Marathon County
Gross Tax Rate	\$25.72	\$25.07
Net Tax Rate/\$1000	\$24.09	\$23.35

Total Assessed Value of all City of Marshfield Properties: \$638,346,300

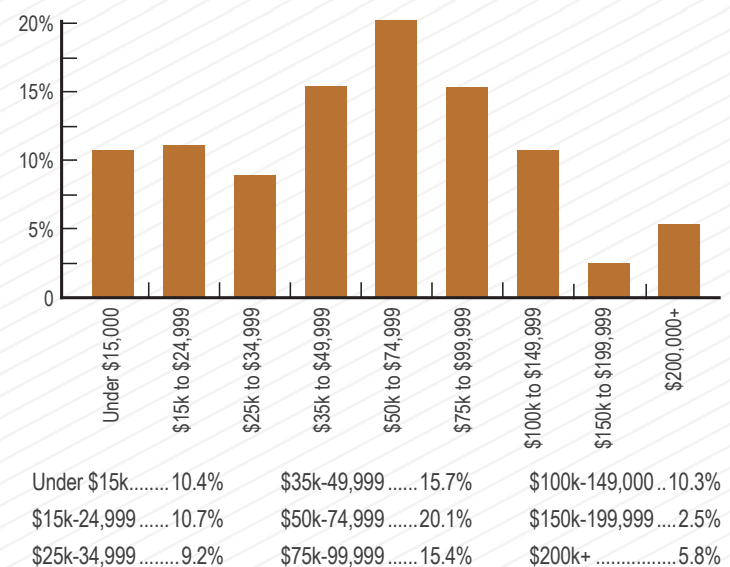
### State Taxes:

Type	Rate
Retail Sales: Wood County	5.5%
Marathon County	5.5%

Top State Personal Income Tax: 7.65%

## INCOME

2020 Households by Income (City of Marshfield)



2020 Median H.H. Income: \$53,488

2020 Average H.H. Income: \$74,661

Source: ESRI - NCWRP

## HOUSING

**2019 Median, Single Family Home Value:** \$158,599

(Source, United Way Vital Signs Report)





# BUSINESS/INDUSTRIAL PARKS

Marshfield has several business parks with build-to-suit options, some also with existing buildings, to accommodate your business location or expansion needs.

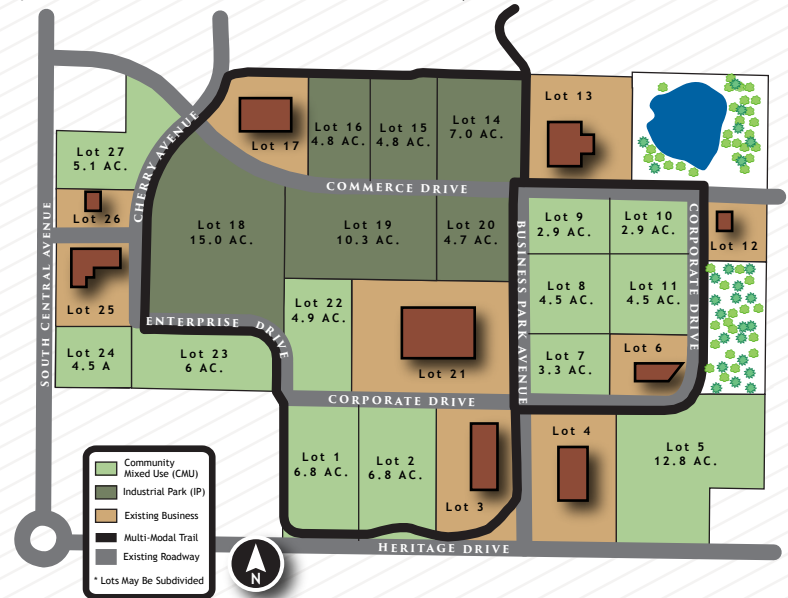
## Marshfield Mill Creek Business Park

Located on Marshfield's Southeast side offering close proximity to Marshfield's Municipal airport and less than 1/4 mile to US Hwy. 10 four-lane. An impressive multi-modal trail meanders through the park. Fiber is also available. Lots can be subdivided to meet your needs.

### General Information

- \$10,000 - \$17,000/per acre
- Multi-Modal Trail
- Close proximity to 4-lane Hwy. 10
- Fiber available

To access existing commercial properties for sale or lease, visit [www.locateinwi.com](http://www.locateinwi.com) or [www.marshfieldchamber.com](http://www.marshfieldchamber.com).



## Norwood Industrial Park

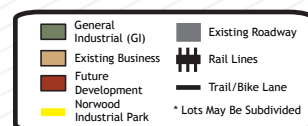
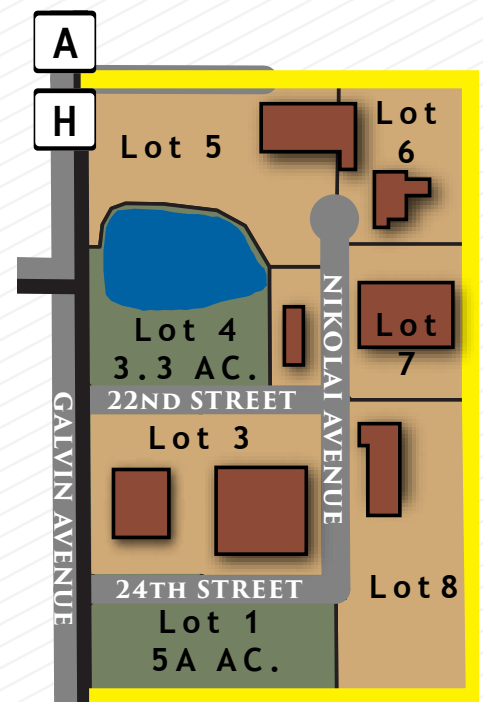
This 60-acre, privately-owned Industrial Park is located on Marshfield's East side, one block North of Veterans Parkway. Streets are set up with mountable curb and gutter and are asphalt paved. All city utilities are available. Convenient horseshoe layout for easy access by semi truck traffic.

### General Information

- Rail Availability
- Bordered by County Hwy. A
- Easy access to 4-lane Hwy. 10

## INCENTIVES

- CWED Revolving Load Fund: Central Wisconsin Economic Development Regional RLF
- TIF (Tax Incremental Financing) Financing Incentives
- We can help you access other incentives, including state grant, loan and tax credit programs.





## Yellowstone Industrial Park

This newer Industrial Park is located on Marshfield's Southeast side, less than one mile from US Hwy. 10 four-lane. Rail access is available in the Southern portion of the park. A beautiful multi-modal trail bisects the industrial park. Lots can be subdivided to fit your needs.

### General Information

- \$10,000/per acre
- Rail access
- Multi-Modal Trail
- Close proximity to 4-lane Hwy. 10

## BUILD TO SUIT!

**Marshfield Area Chamber of Commerce & Industry** assists with build-to-suit projects. We recommend area developers who offer the efficiency, expertise and the quality required to fit the needs of your business.

For more information on the above business/industrial parks and other available buildings and sites, contact City of Marshfield Development Services Director at 715-486-2075 or Business Development Director, Marshfield Area Chamber of Commerce & Industry at 715-384-3454.



Marshfield is located within two Wisconsin counties, Wood and Marathon. Below are some statistics for each county, focusing on some of the strengths and impact of our region:

### Wood County

Population:	72,875
Total Regional Employment:	42,306
Median Age:	43
Median Household Income (2017):	\$51,600
Major Employers/Industries:	
	• Retail Trade
	• Manufacturing
	• Education
	• Healthcare & Social Services

### Marathon County

Population:	135,669
Total Regional Employment:	77,675
Median Age:	40
Median Household Income (2017):	\$56,500
Major Employers/Industries:	
	• Retail Trade
	• Manufacturing
	• Accommodations & Food Services
	• Healthcare & Social Services

Source: EMSI Q4 2019 Data Set - NCWRPC

## COST OF LIVING

2019 Average  
National Index Average - 100  
Participating Central Wisconsin  
Cities Index Range:

### Marshfield-Micro

All Items Index	92.0
Housing	82.3
Utilities	87.8
Misc. Goods & Services	94.1
Grocery Items	96.0
Transportation	98.7
Health Care	117.8

Source: Council For Community and  
Economic Research

## CONSUMER SPENDING

(10 Mile Radius)

### Apparel:

Total Household	\$31,805
Average Spent*	\$2,090

### Education:

Total Household	\$26,032
Average Spent*	\$1,711

### Entertainment:

Total Household	\$51,467
Average Spent*	\$3,382

### Food & Beverages:

Total Household	\$134,882
Average Spent*	\$8,865

### Health Care:

Total Household	\$78,909
Average Spent*	\$5,186

### Household Furnishings:

Total Household	\$32,035
Average Spent*	\$2,105

### Personal Care:

Total Household	\$12,275
Average Spent*	\$806

### Shelter:

Total Household	\$192,337
Average Spent*	\$12,642

### Transportation:

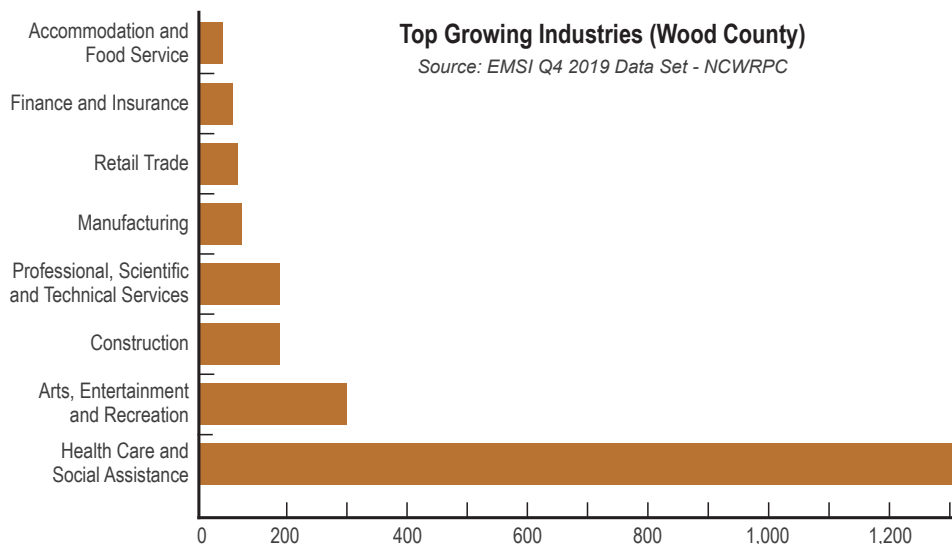
Total Household	\$167,058
Average Spent*	\$10,980

Source: Applied Geographic Solutions 2019

## LABOR 2019

### Labor Force Data (Wood County)

Labor Force: ..... 35,297    Unemployed: ..... 1,458



## PARKS & RECREATION

The Marshfield area provides numerous recreational opportunities.

### Area facilities include:

Auto Race Track:	1	Disc Golf:	3 courses
Bowling:	24 lanes	Soccer Fields:	11
Indoor Movies:	7	Curling Rink:	1
Tennis Courts:	24, 1 indoor court	Baseball Fields:	1 with lights, 4 without
Racquetball Court:	1	Softball Fields:	2 with lights, 1 without
Basketball Courts:	4 outdoor	Swimming Pools:	1 outdoor, 2 indoor
Pickleball Courts:	2 indoor, 4 outdoor	Horse Shoe Courts:	13
Golf Course:	2 -18-hole	YMCA:	1
Miniature Golf:	1	Parks:	20
Roller & Ice		County Parks:	5
Skating Rinks:	1 each	Skate Parks:	1
Hockey Rinks:	1 indoor	Pedestrian/Bike Trails:	over 25 miles

Thousands of acres of quality recreational lands for hunting, fishing, camping, cross country skiing and snowmobiling.

### Wildwood Park & Zoo - 608 W. 17th Street

Wildwood Zoo is a municipal zoo which was established in 1937.

The park and zoo cover 100 acres of land and have a variety of animals and birds from North America. Key exhibits are the Kodiak bears, mountain lions, foxes, wild cats, sandhill cranes, prairie dogs and timber wolves. A special feature of the zoo is the drive-by viewing option of the large animal exhibits, which include bison, elk, white-tail deer, mountain goats and timber wolf exhibit. The park includes two ponds, and accessible fishing pier, and observation tower for viewing, picnic shelters, playground, outdoor swimming pool, and historic steam locomotive display.

The zoo's newest feature is the Welcome Center. Children will have a blast playing with the interactive water feature detailing the water cycle. They will also learn about electricity, with an interactive electric grid, which was made possible by a partnership with Marshfield Utilities. There were several new exhibits added that include snakes, lizards, frogs and turtles! There is a large honeybee exhibit as well. The Welcome Center now includes a rare behind-the-scenes view of the cougar exhibit in which guests can watch the zoo keepers interact with the big cats.

The zoo has a new monarch butterfly exhibit in partnership with Jim and Melissa Gwiazda. After raising and releasing over 600 butterflies in 2018, the couple took their cause to the next level with the opening of their very own monarch butterfly exhibit at Wildwood Zoo. Public releases take place around 6 p.m. most evenings and are announced on the "Marshfield Monarchs: The Next Generation" Facebook page. Visitors to the exhibit can also pose in front of Melissa's butterfly wings mural.

Seasonal hours. [www.ci.marshfield.wi.us](http://www.ci.marshfield.wi.us)





## Marshfield Clinic Health System

**Marshfield Clinic Health System**, incorporated in 2012 and implemented in 2014, includes:

- 56 clinical locations in 35 Wisconsin communities
  - 328,000 unique patients
  - 1,150 providers of which 690 are in Marshfield
  - 3.5 million patient encounters
- Nearly 11,000 total employees; more than 4,700 staff in Marshfield
- 9 hospitals, located in Marshfield, Neillsville, Rice Lake, Ladysmith, Eau Claire and Park Falls, Weston, Minocqua and Beaver Dam
  - including Marshfield Children's Hospital
    - one of only four in Wisconsin
    - one of only three Children's Miracle Network hospitals in the state
- 3 Comfort & Recovery Suites locations with one in Marshfield
- 4 Ambulatory Surgery Centers with one in Marshfield
- 9 Urgent Cares, with one in Marshfield
- 10 Dental Clinics with one in Marshfield
- 17 pharmacies
- 33 clinical laboratories
- Community engagement
  - with 400 community organizations collaborating on community health initiatives

## Marshfield Clinic Research Institute

- Largest private medical research institute in Wisconsin
- More than \$31 million in externally-funded projects in 2019
- More than 30 scientists, 200 staff and 150 clinician researchers throughout the Health System engaged in research
- More than 800 research projects conducted in 2019

## Security Health Plan of Wisconsin, Inc.

- Fifth largest health plan in Wisconsin by membership
- 500+ employees
- More than 204,000 members in Wisconsin
- Founded in 1971 as the Greater Marshfield Community Health Plan
- Accredited by the National Committee for Quality Assurance
- Offers health benefits for employees of large and small businesses, individuals and families, and provides administration for self-funded employee benefits

## Marshfield Labs

- One of the largest full-service private practice laboratory systems in the nation
- 400 employees
- Performs about 4 million tests annually
- Offers education programs in laboratory-related fields

## MAJOR (AREA) EMPLOYERS

Name	Product or Service	Mfld Employees
<b>Marshfield Clinic Health System</b> (nearly 11,000 total employees)	Multi-specialty private clinic; Marshfield Medical Center, Security Health Plan of Wisconsin Inc. (1,200 providers with 640 in Marshfield)	over 4,700
<b>Masonite (Marshfield Door Systems)</b>	Wood doors, steam-through door core	521
<b>Grassland Dairy</b>	Butter & dairy products	478
<b>Roehl Transport, Inc.</b> (2,784 company total)	Transportation of general commerce (+200 owner/operators)	445
<b>Land O' Lakes</b> (Spencer, WI)	Processed cheese	326
<b>JBT Corp</b> (Stratford, WI) <b>(A&amp;B Process Systems Corp)</b>	Process Flow Systems	325
<b>de Boer, Inc.</b> (Blenker, WI)	Transportation of general commerce	225
<b>PreventionGenetics</b>	DNA banking & testing	187
<b>Felker Bros. Corp.</b>	Stainless steel fabrication and component fittings	181
<b>H&amp;S Manufacturing Co., Inc.</b>	Manufacturer of farm equipment	175
<b>I-State Truck Center and Assembly</b> (Marshfield)	Truck sales & service/Truck leasing	157
<b>Nelson-Jameson, Inc.</b>	Distribution of equipment & supplies dairy & food processing plants	141
<b>PCA</b>	Full-service supplier of corrugated shipping containers, POS packaging and displays	140
<b>Wisconsin Homes</b>	Manufactured housing	127



## The School District of Marshfield

The School District of Marshfield is a public, tuition-free school district serving approximately 4,000 students. Fostering a Professional Learning Community, the district employs 454 high quality staff members who are committed to placing all students at the center of their own learning. Staff and students work together ensuring each learner develops the knowledge, skills, and attitudes required to successfully prepare for life, work, and further learning opportunities.

The School District of Marshfield offers a large variety of programming options in an environment that fosters learning in a personalized approach. In addition to rigorous curricula across all grade levels, the School District of Marshfield maintains many dynamic and innovative learning opportunities for students: community and school-based 4-year-old kindergarten, enrichment and intervention programs to meet the needs of all learners, outstanding music and art courses, design thinking activities, career discovery and planning, and strong athletics and other co-curricular activities. The School District of Marshfield also provides a home-based, tuition-free virtual learning program.

Marshfield High School offers a broad curriculum that offers 236 courses spanning across multiple areas of study. Students are encouraged to explore their interests and motivations in choosing from a variety of course work options in areas such as core curriculum, fine arts, physical education and health, Advanced Placement (AP), Project Lead the Way (PLTW), Career and Technical Education (CTE), Advanced Standing (AS), Technical College Transcribed Credit (TC), UW Systems Concurrent Enrollment (CE), and Youth Apprenticeship (YA) where students gain experience in workplace environments while demonstrating learned skills through application.

## Mid-State Technical College

Mid-State Technical College (Mid-State), one of 16 colleges in the Wisconsin Technical College System (WTCS), is an active leader in the development of central Wisconsin's workforce for more than 100 years, regularly adapting to an ever-changing world of business and industry. The college offers associate degrees, technical diplomas and certificates in a variety of high-demand fields. Mid-State's supportive environment, state-of-the-art technology and faculty with professional experience in the fields they teach provide Mid-State graduates with real-world skills, knowledge, experience, and confidence they need for an in-demand career. More than 9 in 10 Mid-State graduates are employed within six months of graduation and a remarkable 98% of graduates say they are satisfied with Mid-State's student-centered education.

Individuals attend Mid-State with many goals in mind. Many aim to develop or enhance skills for a new career, while some seek to keep current in their present field. Others take advantage of the high-quality, yet affordable, education Mid-State offers before transferring to one of our many four-year partnered colleges. Whatever the reason, Mid-State continues to be a local resource to a hands-on, convenient, excellent college education. Students also learn essential interpersonal communication, critical-thinking, problem-solving, teamwork, and leadership skills they need to be successful in today's labor market.

With campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids, the college serves a resident population of approximately 171,130 in central Wisconsin. For more information about Mid-State and its many in-demand programs, visit [mstc.edu](http://mstc.edu), call 888.545.6782, or stop by the Mid-State location nearest you.

## UW-Stevens Point at Marshfield

UW-Stevens Point at Marshfield is proud to be your local University of Wisconsin campus! It offers the foundation coursework for many majors and program options, including associate degrees in applied finance, health sciences, environment science and management, human services and leadership and project management. It also offers bachelor's degrees in social work, business administration and nursing and an MBA in applied leadership and decision-making.

At UW-Stevens Point at Marshfield, you get all the benefits of a small, liberal arts college with the resources of a larger, four-year university, including career coaching and advising, registration, financial aid, and seamless transition to the main campus in Stevens Point or transferability to other UW System institutions. The Marshfield campus is accessible and affordable to all, and students have access to apartment-style living at The Villas Apartments across from the campus.

## (UW-Stevens Point at Marshfield continued)

UW-Stevens Point at Marshfield offers a supportive environment where you can work directly with professors who are dedicated to teaching; 91% of them have Ph.Ds or terminal degrees in their field.

The arts at UW-Stevens Point at Marshfield feature performances in the 340-seat Helen Connor Laird Theatre, arena-style Black Box and the visual art gallery. The university brings resources to the community and students through facilities like the Hamilton Roddis Memorial Library, student lounge and fitness center, a full-size gymnasium and the Everett Roehl STEM Center. Outdoor recreational facilities include lighted tennis courts, baseball, soccer and football fields and a 99-acre arboretum with nature trails.

Learn more at <https://www.uwsp.edu/marshfield/Pages/default.aspx> or contact the Office of Admissions to set up a visit at: [www.uwsp.edu/visit](http://www.uwsp.edu/visit).

## Columbus Catholic Schools

Columbus Catholic Schools (CCS) provides scholastic excellence anchored in the Catholic faith to the 500+ students they serve. CCS provides a comprehensive curriculum with an emphasis on core subjects. Their academically based, full-day 4 year-old kindergarten is the only program of its kind in Marshfield. Columbus' small class sizes (average classroom population is 15) create an ideal environment for student achievement. Their students' standardized test scores are routinely above national, state and local averages.

CCS is made up of St. John the Baptist Primary School (grades Pre-K through 2nd Grade), Our Lady of Peace Intermediate School (grades 3-5), Columbus Catholic Middle School (grades 6-8), and Columbus Catholic High School (grades 9-12). CCS employs 54 teachers and 56 support personnel committed to delivering individual attention to each student.

CCS boasts a wide diversity of student faiths including Lutheran, Non-Denominational, Hindu, Evangelical Free, Methodist, Mormon and Presbyterian. Additionally, no student is turned away due to inability to pay: a number of grants and scholarships are available to supplement tuition. CCS is a safe and caring community, open to all and committed to preparing students to make a meaningful difference in the world.

## The Everett Roehl Marshfield Public Library

The Everett Roehl Marshfield Public Library opened its doors on September 6, 2016. Designed to meet many needs, the library features special programs, collections and services including family nights, adult craft nights, reading programs, ebooks, print titles, DVDs, music CDs, magazines, exam proctoring, equipment to borrow and a drive up Pick-up window. The lively first floor contains high traffic/high demand media, new books, a bank of public access computers, art works for loan and the children's print and media collections. The colorful J.P. Adler Family Room for story times and special events, a cozy Mother's Lounge for nursing moms, a bright and fun play corner, and the Frankland/V&H Trucks Parent's Study Room also highlight the first floor.

With quieter pursuits in mind, the second floor contains another bank of computers, laptops for loan, the adult print book collections, newspapers and magazines. Three small meeting/study rooms on the second floor are equipped for web conferencing with the Marshfield Furniture Room's teaming table allowing patrons to work together from individual devices onto a single screen and then save the work back to those devices. The Fireside Room is a quiet space with individual light and sound controls, a cluster of power-ready study tables and inviting butterfly chairs are located in the Teen Area. The Felker Foundation Genealogy and Local History Room showcases a comprehensive collection of regional family and local histories, plat books, tax rolls, city/county directories, cemetery indexes, microfilmed resources and a treasure trove of newspaper clippings.

This is only the beginning of collections, programs and services available! Welcoming library staff delight in helping people. Please visit us in person, on our website at [www.marshfieldlibrary.org](http://www.marshfieldlibrary.org), or Facebook page or phone, 715-387-8494, to uncover the wealth of activities, resources and support for you at the Everett Roehl Marshfield Public Library.

