

MARSHFIELD, WISCONSIN

ECONOMIC PROFILE

//////////////////// 2021



CHAMBER OF COMMERCE
MARSHFIELD
* MADE NEW *



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



Highways Railroads

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

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

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

Port Facilities:
Green Bay and La Crosse

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

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

Serviced by Delta, United and American Airlines

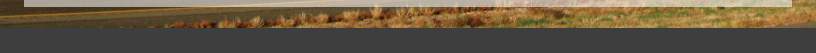
Overnight express package service is provided by UPS, Federal Express and USPS

- Runway length: 5,000 ft.
- Surface: Blacktop
- 24-hour Jet Fuel & 100cc Fuel
- S.D.F. & G.P.S. Landing Systems
- Charter Service
- Aircraft Maintenance
- Flight Training
- Aircraft Rental
- Only computerized aviation exam testing center in Central & Northern Wisconsin (includes drone pilots)

You'll enjoy an active lifestyle with four-season recreational activities for all ages in the Marshfield area. Your family will embrace the new Vandehey Waters Outdoor Aquatic Center, large park/zoo, well-connected hiking and biking trails and the downtown Wenzel Family Plaza.

Our highly ranked schools, including a two-year university and a technical college, provide lifelong learning opportunities. A wide variety of industries, with the largest being our world renown medical facilities, offer amazing career options for all.

Marshfield's central location in Wisconsin offers a short commute to larger metro markets, while enjoying the convenience and safety of a smaller community. From arts and entertainment, to sports and athletics, to dining and shopping, great experiences are never far away.



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 231 W Michigan Street
 Milwaukee, WI 53203
 www.we-energies.com
 1-800-242-9137

FINANCIAL INSTITUTIONS

Banks

	Total Deposits 2020
Associated Bank Marshfield (2 locations)	\$378.2M
BMO Harris Bank (2 locations)	\$204M
Citizens State Bank of Loyal	\$24M
First Bank	\$51.5M
Forward Financial Bank	\$205.1M
Partners Bank	\$59.9M
State Bank Financial	\$15.1M
Prevail Bank	\$117M

Credit Unions

Simplicity Credit Union	\$295.4M
First Choice Credit Union	\$35.6M
Marshfield Medical Center Credit Union	\$71.9M
Valley Communities Credit Union	\$20.9M

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: 7 Member Board

Zoning Regulations: Zoning Ordinance; Subdivision Control Ordinance

TAXES

TAX YEAR 2020

Local Property Taxes:	Wood County	Marathon County
Gross Tax Rate	\$25.71	\$25.07
Net Tax Rate/\$1000	\$24.96	\$24.48

Total Assessed Value of all
 City of Marshfield Commercial
 and Manufacturing Real Estate: \$645,186,700

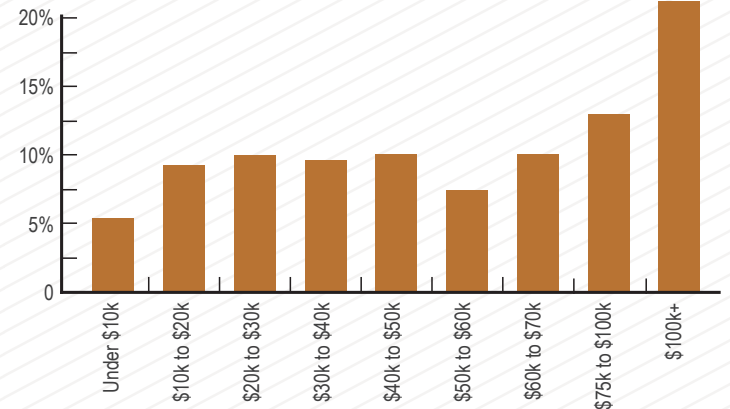
State Taxes:

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)



Under \$10k.....	5.32%	\$30k-\$40k 9.85%	\$60k-\$75k 10.68%
\$10k-\$20k	9.58%	\$40k-\$50k 10.51%	\$75k-\$100k 12.87%
\$20k-\$30k	10.84%	\$50k-\$60k 7.39%	Above \$100k ... 22.98%

2020 Median Household Income: \$78,332

Source: ESRI - NCWRP

HOUSING

2020 Average Single Family Home Price: \$166,031

(Source - City of Marshfield Assessor)



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.

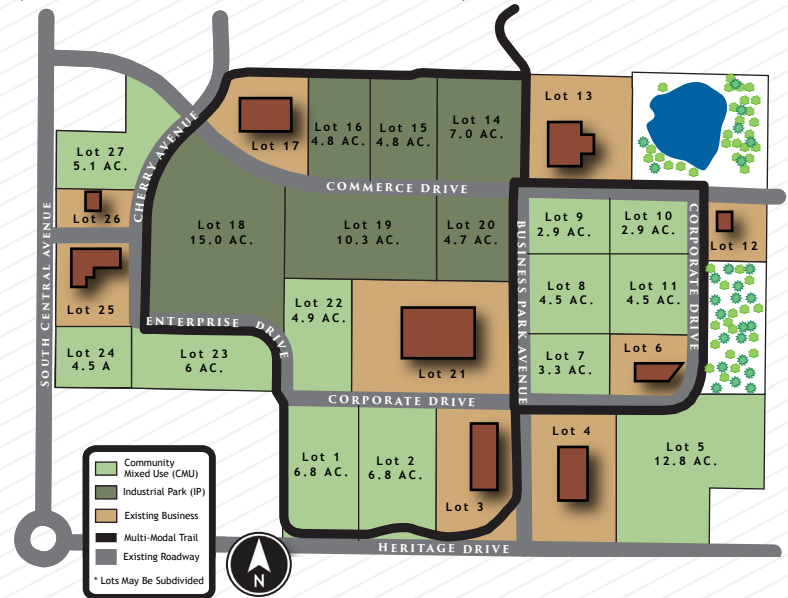
Marshfield Mill Creek Business Park

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 or www.marshfieldchamber.com.



Norwood Industrial Park

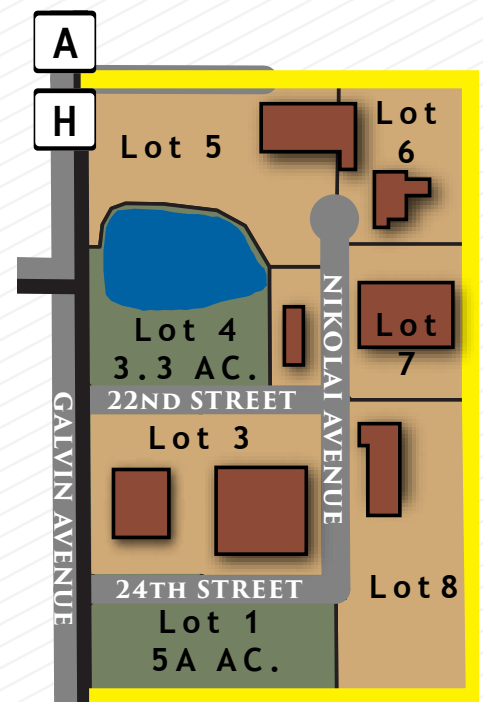
This 60-acre, privately-owned Industrial Park is located on Marshfield's East side, one block North of Veterans Parkway. Streets are set up with mountable curb and gutter and are asphalt paved. All city utilities are available. Convenient horseshoe layout for easy access by semi truck traffic.

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.

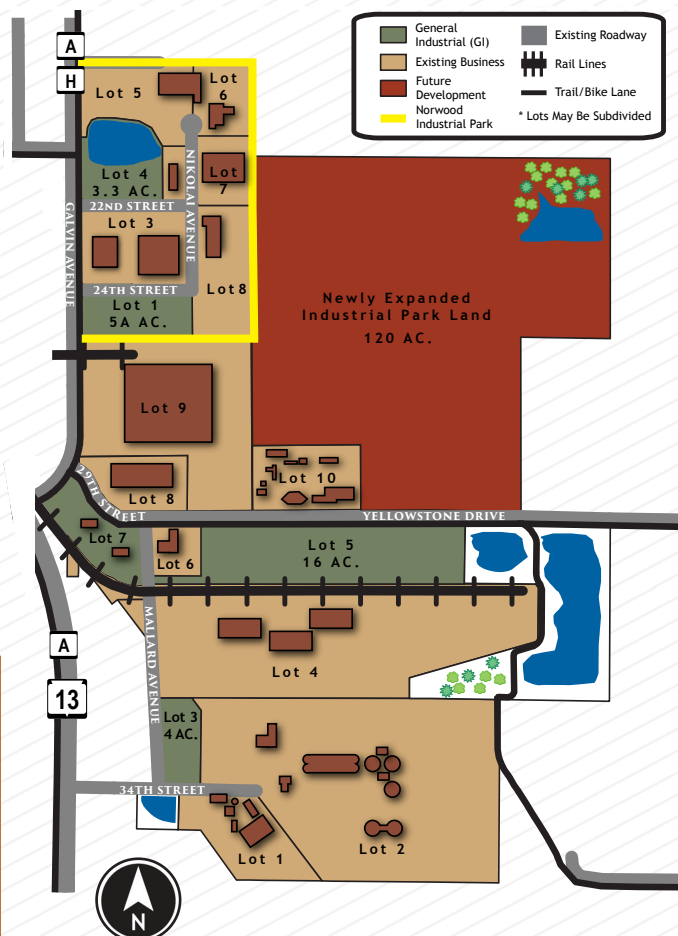
General Information

- \$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:	72,662
Labor Force:	37,381
Median Age:	43
Average Household Income (2020):	\$76,964
Major Employers/Industries:	
	• Retail Trade
	• Manufacturing
	• Education
	• Healthcare & Social Services

Marathon County

Population:	135,560
Labor Force:	73,689
Median Age:	40.32
Average Household Income (2020):	\$86,137
Major Employers/Industries:	
	• Retail Trade
	• Manufacturing
	• Accommodations & Food Services
	• Healthcare & Social Services

Source: Applied Geographic Solutions 2020

COST OF LIVING

2020 Average
National Index Average - 100
Participating Central Wisconsin
Cities Index Range:

Marshfield-Micro

All Items Index	92.2
Housing	86.8
Utilities	91.6
Misc. Goods & Services	89.5
Grocery Items	99.6
Transportation	94.8
Health Care	121.1

Source: Council For Community and
Economic Research

CONSUMER SPENDING

(Per Household)

Apparel:
Average Spent* \$2,141

Education:
Average Spent* \$1,754

Entertainment:
Average Spent* \$3,446

Food & Beverages:
Average Spent* \$9,102

Health Care:
Average Spent* \$5,317

Household Furnishings:
Average Spent* \$2,114

Personal Care:
Average Spent* \$827

Shelter:
Average Spent* \$13,048

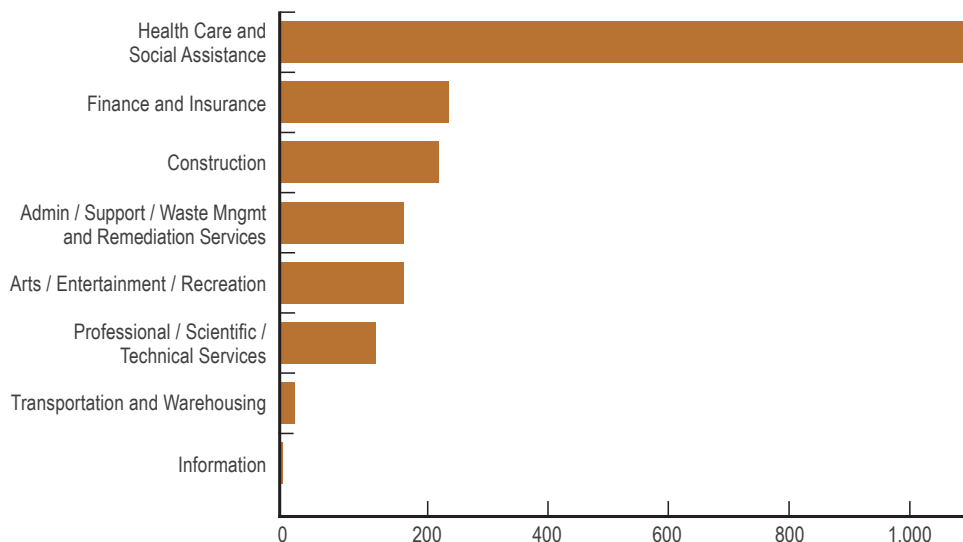
Transportation:
Average Spent* \$11,198

Source: Applied Geographic Solutions 2020

LABOR

Top Growing Industries (Wood County)

Source: EMSI Q1 2021 Data Set - NCWRPC



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 Skating Rinks:	1 each	County Parks:	5
Hockey Rinks:	1 indoor	Skate Parks:	1
		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

Seasonal hours. www.ci.marshfield.wi.us

Photo: New in 2021 - Vandehey Waters Outdoor Aquatic Center





Marshfield Clinic Health System

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

- 60 clinical locations in 40 Wisconsin communities
 - 310,000 unique patients
 - 1,400+ providers
 - 3.2 million patient encounters
- Nearly 12,000 total employees; more than 6,100 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
- 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 \$39.7 million in research funding
- More than 40 scientists, 200+ staff and 150+ clinician researchers throughout the Health System engaged in research

Security Health Plan of Wisconsin, Inc.

- Fifth largest health plan in Wisconsin by membership
- 500+ employees
- More than 210,000 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
Marshfield Clinic Health System (nearly 12,000 total employees)	Multi-specialty private clinic; Marshfield Medical Center, Security Health Plan of Wisconsin Inc. (1,200 providers with 640 in Marshfield)	over 6,100
Grassland Dairy	Butter & dairy products	515
Masonite (Marshfield Door Systems)	Wood doors, steam-through door core	500+
Roehl Transport, Inc. (2,816 company total)	Transportation of general commerce (+200 owner/operators)	455
JBT Corp (Stratford, WI) (A&B Process Systems Corp)	Process Flow Systems	325
Land O' Lakes (Spencer, WI)	Processed cheese	317
de Boer, Inc. (Blenker, WI)	Transportation of general commerce	225
PreventionGenetics	DNA banking & testing	187
Felker Bros. Corp.	Stainless steel fabrication and component fittings	169
Nelson-Jameson, Inc.	Distribution of equipment & supplies dairy & food processing plants	146
Packaging Corporation of America (PCA)	Full-service supplier of corrugated shipping containers, POS packaging and displays	140
I-State Truck Center and Assembly (Marshfield)	Truck sales & service/Truck leasing	130
Wisconsin Homes	Manufactured housing	127
H&S Manufacturing Co., Inc. (total 192)	Manufacturer of farm equipment	126
Dental Crafters	Full service dental laboratory	120



The School District of Marshfield

The School District of Marshfield is a progressive, innovative public school system with a community of engaged students, superior staff, supportive families, and community members who pride themselves in preparing all learners to be successful beyond high school graduation. Through exemplary academic and co-curricular programs, learners develop essential skills needed to be creative, critical, and confident problem-solvers who are engaged and motivated to adapt to the constantly evolving world.

The tuition-free schools serve approximately 4,000 students in grades 4K–12 and offer a large variety of programming options plus a nurturing, positive learning culture where intellectual, emotional, and social growth is promoted and valued in a personalized environment. With high expectations for all learners and a rigorous curriculum that emphasizes specialized supports and advancement opportunities for each student based on individual learner readiness and interests, the School District of Marshfield is among the best in the state.

Marshfield High School offers a comprehensive range of 240 courses spanning across multiple areas of study. Students are encouraged to explore their interests and potential career opportunities by choosing from a variety of course options in areas such as Science, English and World Languages, Mathematics, Social Studies, 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).

The School District of Marshfield is an excellent place to learn and work, where commitment and continuous improvement are embraced by students, staff, and parents who collectively strive for the success of the Marshfield community.

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, call 888.545.6782, or stop by the Mid-State location nearest you.

The Everett Roehl Marshfield Public Library

Whether you're turning the page of a book or a corner in your life, the Everett Roehl Marshfield Public Library is here to help. Serving the ever-changing needs of area residents has been the library's purpose for over 120 years. People of all ages visit the library each year to quench their thirst for knowledge, ideas, and culture. The library's collection of over 230,000 items plus a host of digital resources (many available from home with a library card) offer something for everyone. Our friendly staff can help you find just the right book, music, or movie whether its in print or accessible via our streaming and downloadable services. The library has both PCs and Chromebooks available for in-house use, meeting space, a genealogy and local history collection, and offers a range of programs and services for young and old alike. As a member of the South Central Library System, the library brings the world to Marshfield through interlibrary loan and delivery service. Visit the library in person at 105 S. Maple Street, on the web at www.marshfieldlibrary.org, on Facebook, or via phone at 715-387-8494.

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 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 campus.

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 included lighted tennis courts; baseball, soccer and football fields; and a 99-acre arboretum with nature trails.

Learn more at www.uwsp.edu/marshfield or contact the Office of Admissions to set up a visit at 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 12) 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.