

ADVANTAGES

St. Croix County, Wisconsin

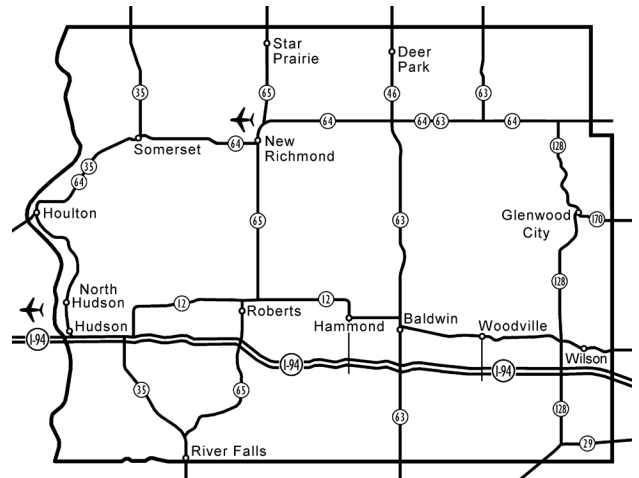
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About St. Croix County:

Located in west central Wisconsin, St. Croix is a rapidly growing county at the Wisconsin-Minnesota border. Its 96,500 residents contribute to the overall population of 3.75 million people in the 15-county Twin Cities metropolitan area, the 16th largest metro area in the U.S.

Located East, Just Across the Minnesota Border:

St. Croix and Pierce counties in Wisconsin are included in the 15-county metro area.



Business, Industry, Retail, Service, and Technology Companies are Welcome in St. Croix County

Pro-Business Climate:

New and existing companies in St. Croix enjoy a pro-business climate. Compared to Minnesota, Wisconsin's corporate tax rate is much lower (7.9 percent v. 9.8 percent); commercial and industrial property taxes are lower (half as much); individual income tax rates are lower; and sales tax rates are lower.

Corporate Rates for Wisconsin's Manufacturers and Ag Production Companies:

The corporate rate for Wisconsin's manufacturers and ag production companies is 0.4 percent, resulting in significant, ongoing savings. Both sectors earn a 7.5 percent tax credit (7.9 percent rate minus 0.4 percent rate equals a 7.5 percent credit).

Local, Regional, and State Resources:

*** St. Croix EDC**

a countywide business league organization
(715) 690-2110 – stcroixedc.com

*** WEDC**

Wisconsin's lead economic development organization
(608) 210-6791 – weda.org

*** Regional Business Fund**

a supplemental loan fund serving Wisconsin's west central region
(715) 836-2918, ext. 19 – rbfinc.org

Transportation:

Interstate 94/U.S. Highway 12 runs east-west through St. Croix, carrying 95,000 vehicles at the WI-MN border. U.S. Highway 63 intersects with I94 in Baldwin for a north-south option. State Highways 35 and 65 are north-south routes through Hudson, River Falls, Somerset, and New Richmond. The St. Croix River Crossing connects State Highway 64 in Wisconsin to State Highway 36 in Minnesota. Highway 64 runs east-west through Somerset and New Richmond. State Highway 128 intersects with I94 and runs north-south to Glenwood City.



DEMOGRAPHICS

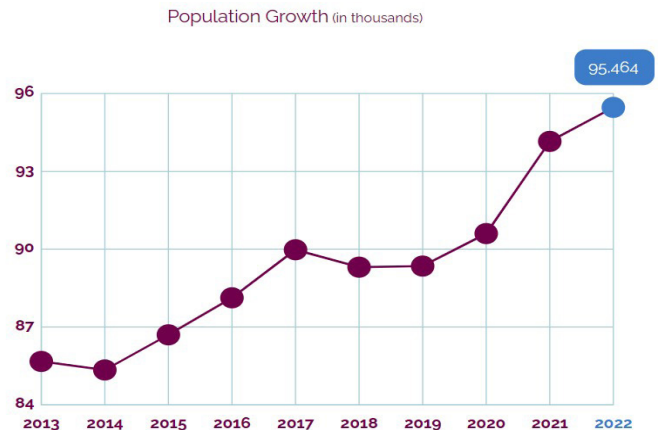
Median Age:

38 years (statewide estimate is 40.4 years)

Mean Travel Time to Work:

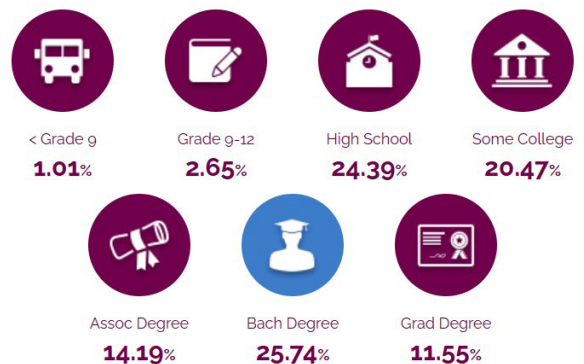
26.3 minutes (statewide estimate is 22.2 minutes)

Population Growth: +34.4 percent or +33,114 new residents (2010 Census to 2022 state estimate)



Education:

51.5 percent of St. Croix's residents have an associate's degree or higher; 37.3 percent have a Bachelor's degree or higher



Labor Force:

St. Croix's labor force exceeds 53,300 people; the unemployment rate hovers around 3.0 percent.

Talent:

Production workers comprise the largest job count by occupation (14.55 percent) followed by office and administrative workers (11.1 percent)



Work Distribution of Employees:

The work distribution of employees in St. Croix is 42 percent blue collar and 57 percent white collar



42%

Blue Collar

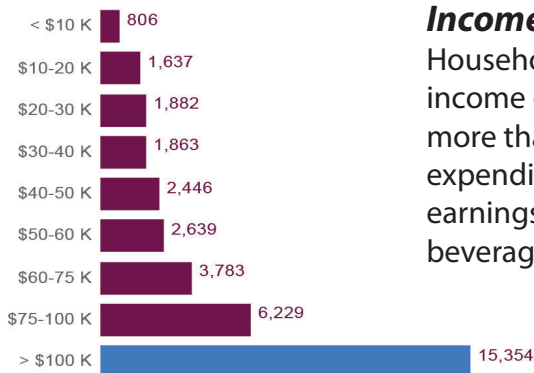
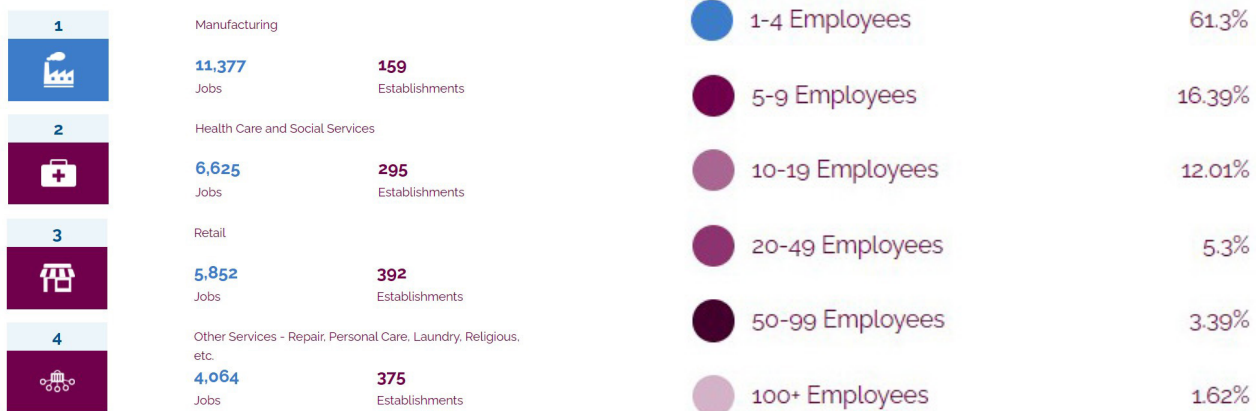


57%

White Collar

Businesses and Jobs:

St. Croix has a total of 3,050+/- businesses. In 2022, the leading sectors were manufacturing, health care-social services, retail, other services-repair, and personal care



Income and Spending:

Households in St. Croix County earn a median yearly income of \$88,097. 58.9 percent of the households earn more than the national average each year. Household expenditures average \$71,616 per year. The majority of earnings get spent on shelter, transportation, food and beverages, health care, and utilities

Housing:

St. Croix's residents enjoy home ownership. There are 57 percent more households who own their homes than there are renters

