

# St. Croix County

## ECONOMIC PROFILE

### County Population Projections

	2020	2022	2025	2030	2035	2040
County Population	93,536	93,752	104,450	111,470	115,900	119,010
Percent Change		0.23	10.24	6.30	3.82	2.61
Male	46,854	47,359	52,500	56,070	58,230	59,680
Female	46,682	46,393	51,950	55,400	57,670	59,330
Minority	7,309	5,801	NA	NA	NA	NA
Percent Minority	7.8	6.2	NA	NA	NA	NA
Age Under 5	5,471	5,335	6,830	7,010	7,090	7,270
Age 5-9	6,392	6,257	7,290	7,550	7,540	7,540
Age 10-14	7,149	6,828	7,130	7,880	7,950	7,840
Age 15-19	6,248	6,344	6,980	6,840	7,380	7,410
Age 20-24	4,543	5,114	5,550	5,650	5,380	5,770
Age 25-34	10,607	10,297	12,260	13,740	14,280	13,560
Age 35-44	12,951	13,264	14,760	14,470	15,460	16,420
Age 45-54	12,655	12,892	14,640	16,240	15,680	14,880
Age 55-59	6,942	7,446	6,380	6,710	7,450	8,060
Age 60-64	6,203	5,993	6,340	6,050	6,280	6,970
Age 65-74	8,861	8,726	9,870	11,050	10,960	10,970
Age 75-84	3,990	3,654	4,760	6,160	7,590	8,570
Age 85+	1,524	1,602	1,660	2,120	2,860	3,750



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

May, 2024

Source: 2020 Census; 2022 American Community Survey 5-Year Estimates; Wisconsin DOA Population Projections, 2013

### Municipal Population

	1980	1990	2000	2010	2020	2023	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-23
Glenwood City	950	1,026	1,183	1,242	1,306	1,275	8.0	15.3	5.0	5.2	- 2.4
Hudson	5,434	6,378	8,775	12,719	14,755	15,340	17.4	37.6	44.9	16.0	4.0
New Richmond	4,306	5,106	6,310	8,375	10,079	10,824	18.6	23.6	32.7	20.3	7.4
River Falls+	1,498	1,769	2,318	3,149	3,636	4,461	18.1	31.0	35.8	15.5	22.7
Baldwin	1,620	2,022	2,667	3,957	4,291	4,374	24.8	31.9	48.4	8.4	1.9
Deer Park	232	237	227	216	249	246	2.2	- 4.2	- 4.8	15.3	- 1.2
Hammond	991	1,097	1,153	1,922	1,873	1,856	10.7	5.1	66.7	- 2.5	- 0.9
North Hudson	2,218	3,101	3,463	3,768	3,803	3,885	39.8	11.7	8.8	0.9	2.2
Roberts	833	1,043	969	1,651	1,919	2,054	25.2	- 7.1	70.4	16.2	7.0
Somerset	860	1,072	1,556	2,635	3,019	3,239	24.7	45.1	69.3	14.6	7.3
Star Prairie	420	507	574	561	678	670	20.7	13.2	- 2.3	20.9	- 1.2
Wilson	155	163	176	184	209	206	5.2	8.0	4.5	13.6	- 1.4
Woodville	725	942	1,104	1,344	1,386	1,413	29.9	17.2	21.7	3.1	1.9

+Includes portion in Polk County only. Source: 1980, 1990, 2000, 2010, and 2020 Census and Wisconsin DOA 2023 Estimates

### Per Capita Personal Income

	2019	2020	2021	2022	Percent Change		
					2019-20	2020-21	2021-22
St. Croix County	\$57,249	\$59,624	\$65,129	\$67,477	4.1	9.2	3.6
Wisconsin	\$52,364	\$55,431	\$60,381	\$61,475	5.9	8.9	1.8
United States	\$55,539	\$59,159	\$64,410	\$65,476	6.5	8.9	1.7

Total personal income includes income from three sources: net earnings; dividends, interest and rent; and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).

Source: US Dept. of Commerce, Bureau of Economic Analysis

This Economic Profile is prepared by the West Central Wisconsin Regional Planning Commission

## Consumer Expenditures (per household)

	Total		Total
Shelter	\$17,744	Contributions	\$2,910
Transportation	\$15,495	Education	\$2,769
Food and Beverages	\$12,345	Gifts	\$2,203
Health Care	\$7,013	Miscellaneous Expenses	\$1,617
Utilities	\$5,959	Personal Care	\$1,142
Entertainment	\$4,932	Personal Insurance	\$638
Household Operations	\$3,386	Tobacco	\$449
Household Furnishings	\$3,059	Reading	\$186
Apparel	\$3,036		

Source: Applied Geographic Solutions, 2023

## Government Finances

2022	County	State
Full Equalized County Valuation (\$000)	\$14,552,607	\$745,161,539
Net Property Tax (\$000)	\$192,187	\$11,565,661
Full Value Tax Rate per \$1,000 Valuation	\$14.49	\$16.78
Per Capita Property Tax	\$1,996.35	\$1,944.08

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

## Civilian Labor Force

County Totals	2018	2023
Employed	49,027	49,005
Unemployed	1,519	1,679
Total Labor Force	50,546	50,684
Average County Unemployment Rate	3.0%	3.3%
Average State Unemployment Rate	3.0%	2.9%
Average U.S. Unemployment Rate	3.9%	3.7%

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

## Housing

	County
Housing Units	37,640
2022 Estimated Housing Units	39,759
Owner Occupied Units	28,486
Renter Occupied Units	7,518
Persons/Owner Occupied Unit	2.7
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$323,900
Median Monthly Gross Rent	\$1,127

Source: 2022 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2023

## Representative Wage Rates

Position	2022 Hourly Rate	
	Mean	Median
Bartenders	13.69	12.76
Bookkeeping/Accounting/Auditing	24.93	23.94
Cashiers	14.83	14.21
Computer Programmers	56.92	53.31
Electricians	37.09	37.38
Healthcare Social Workers	31.41	30.75
Licensed Practical/Vocational Nurse	27.70	27.44
Machinery Maintenance Workers	29.28	29.21
Nursing Assistants	22.36	19.83
Office Clerk, General	22.34	21.78
Physical Therapists	43.60	45.10
Secretaries/Administrative Assistants	35.58	34.75
Tellers	20.66	20.47
Truck Drivers-Heavy/Tractor Trailer	28.77	28.57
Waiter and Waitresses	13.34	11.43
Welder/Cutter/Solderer/Brazer	26.43	24.79

Source: Bureau of Labor Statistics, May 2022

## Building Permits

County Residential	2018	2022
Single Family	487	370
Total Units	563	557
Value	\$130,369,35	\$167,312,306

Source: Bureau of the Census

# Employment by Industry

	2022 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	759	2.2
Construction	3,759	11.0
Manufacturing	9,725	28.5
Wholesale Trade	1,621	4.8
Retail Trade	5,374	15.8
Transportation and Warehousing, and Utilities	2,709	7.9
Information	494	1.4
Finance and Insurance/Real Estate/Rental and Leasing	3,379	9.9
Services (Professional/Educational/Entertainment/Other)	4,256	12.5
Public Administration	2,040	6.0
<b>TOTAL*</b>	<b>34,116</b>	<b>100</b>

\*Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.  
Source: 2022 American Community Survey 5-Year Estimates

# Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2020	2030	
<b>Total, All Nonfarm Industries</b>	<b>213,421</b>	<b>230,292</b>	<b>7.9</b>
Mining/Natural Resources	4,326	4,533	4.8
Manufacturing	35,504	38,105	7.3
Construction	8,416	9,225	9.6
Trade, Transportation and Utilities	39,650	44,118	11.3
Information	1,319	1,182	-10.4
Financial Activities (finance/insurance/real estate/rental and leasing)	7,058	7,819	10.8
Professional and Business Services (professional/management/remediation)	14,655	17,037	16.3
Educational and Health Services (including State/Local Government)	48,327	49,678	2.8
Leisure and Hospitality	17,494	19,966	14.1
Other Services (except Government)	7,530	8,485	12.7
Government	11,834	12,327	4.2
Self-Employed and Unpaid Family Workers (all jobs)	17,308	17,817	2.9

\*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.  
Source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, December 2021

# Largest Employers

Employer	Industry Type	Employees
Westfields Hospital	Hospitals	250-499
Mcmillan Electric Co	Electric Contractors	250-499
Hudson Hospital & Clinic	Hospitals	250-499
Western Wisconsin Health	Hospitals	250-499
St Croix County Emergency Cmms	Government Offices-County	250-499
St Croix Health & Human Svc	Government Offices-County	250-499
Lakeside Foods	Food Products & Manufacturers	250-499
Walmart Supercenter	Department Stores	250-499
Phillips-Medisize Corp	Hospital Equipment & Supplies-Manufacturers	250-499
OEM Fabricators	Steel-Structural-Manufacturers	250-499
Donaldson Co	Fans-Industrial & Commercial-Manufacturers	100-249
Park View Home	Nursing & Convalescent Homes	100-249
Bosch Packaging Technology	Packaging Machinery-Manufacturers	100-249
County Market	Grocers-Retail	100-249
United Gear & Assembly Inc	Metal Goods-Manufacturers	100-249
Vibrant Health Family Clinic	Skin Treatments	100-249
Family Fresh Market	Grocers-Retail	100-249
Home Depot	Home Centers	100-249
New Richmond Area Ctr	Recreation Centers	100-249
Loparex LLC	Paper Products-Wholesale	100-249
Amplexor	Translators' Systems & Equipment-Wholesale	100-249
Christian Community Hms & Svc	Services NEC	100-249
Johnson Tractor Inc	Farm Equipment-Wholesale	100-249

Source: Wisconsin DWD; Major employers were extracted from Infogroup National Database 2022

## Recreational Highlights

St. Croix County has an abundant supply of both public and private recreational opportunities available to its residents. There are federal, state, county, municipal, and private recreation facilities of one kind or another to be found in every community in the county. Activities include parks, playgrounds, ball fields, tennis and basketball courts, picnic areas, sight-seeing, pleasure driving, cross-country skiing trails, hiking trails, horse trails, horseback riding facilities, campgrounds, swimming beaches, tubing, sand volleyball, canoeing, water skiing, boating, fishing, hunting, snowtubing, ice skating, hockey, shooting and archery ranges, and golf courses.

The Apple River, in and around Somerset, is probably the most well known location for water tubing. There are ten developed sites along the river where "tubers" may enter and begin their leisurely float down the river. The Willow River State Park is located in the western portion of the County and is an extremely popular park among the many urban dwellers of the Minneapolis-St. Paul metropolitan area. The St. Croix River is one of the eight original rivers in the National Wild and Scenic Riverway, which was established in 1968 by the U.S. Congress. The Lower St. Croix River, part of which forms the western border of St. Croix County, was designated a National Scenic Riverway in 1972 and is well known for sight-seeing, canoeing, and sailing. St Croix County : <https://www.sccwi.gov/333/Parks>

Source: St. Croix County Outdoor Recreation Plan, 2019-2023

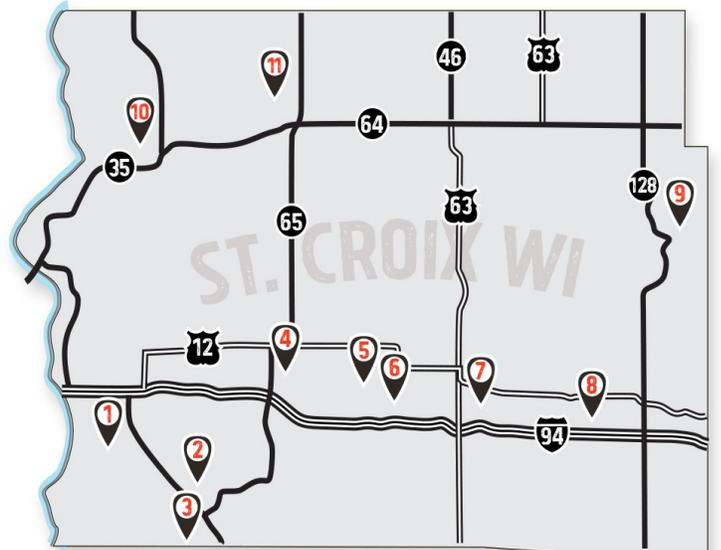
## Industrial Parks/Sites

The following is a list of industrial and business parks in St. Croix County:

1. St. Croix Business Park—Hudson
2. Sterling Pond Corporate Park—River Falls
3. Whitetail Ridge Corporate Park—River Falls
4. Roberts Business and Rail Park—Roberts
5. Hammond Industrial Park—Hammond
6. Hammond St. Croix Business Park—Hammond
7. Baldwin I.94 Industrial Park—Baldwin
8. Thompson Industrial Park—Woodville
9. Glenwood City Industrial Park—Glenwood City
10. Somerset Industrial Park—Somerset
11. New Richmond Business & Technical Park—New Richmond

For more information, visit the St. Croix Economic Development Corporation website at [stcroixedc.com](http://stcroixedc.com) or contact:

Melissa Meschke, Executive Director  
St. Croix Economic Development Corporation  
715-690-2110  
[melissa@stcroixedc.com](mailto:melissa@stcroixedc.com)



## Miscellaneous

**HIGHWAYS**—St. Croix County is served by a network of Interstate, U.S. and State Highways. USH 63, and STH 35, 65, 46, and 128 run north and south through the County. Interstate 94, USH 12, and STH 64 run east and west. Many other local roads and highways connect with these to link the many cities and villages within the County.

**RAIL SERVICE**—Two freight railroad routes run through the County. Seven communities in the County are served by rail. A Union Pacific mainline, running between Minneapolis-St. Paul and Chicago, serves the communities of Hudson, Hammond, Baldwin, Wilson and Woodville. New Richmond and Somerset are served by a Canadian National branchline from the east, and making connections to other rail lines within Minnesota.

**AIR SERVICE**—St. Croix County has one publicly-owned, large general aviation airport which is located in the City of New Richmond. With easy access from western St. Croix County, the publicly-owned Lake Elmo airport is less than 10 miles from Hudson, in Minnesota, and the Minneapolis-St. Paul (MSP) Airport provides readily available scheduled air service.

**EDUCATIONAL FACILITIES**—Most training needs among local businesses are met by the Northwood Technical College located in New Richmond. Associate degree and vocational education programs are offered in the areas of agriculture, service, healthcare, business and management, trade and industry, and general education, as well as apprenticeship trades. The University of Wisconsin-River Falls provides both bachelor and masters degree programs. Programs in pre-veterinary medicine and agriculture are especially popular on this campus.