

MARSHFIELD, WISCONSIN

# ECONOMIC PROFILE

//////////////////// 2023



CHAMBER OF COMMERCE  
**MARSHFIELD**  
MADE NEW

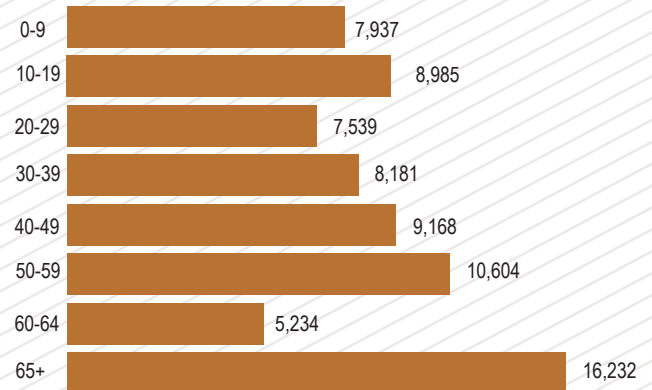


## 2022 POPULATION

City: 19,478  
 County: (Wood) ..... 73,929    Centergy Region    300,000+  
 (Marathon) ..... 137,863    (Regional Economic Development - Adams, Lincoln, Marathon, Portage, & Wood counties)

### 2022 Population by Age (Wood County)

Average Median Age: 43



Source: Wisconsin Economic Development Corporation  
 Applied Geographic Solutions 2022

## 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.
- Schneider
- 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, Avelo 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 & 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)

## Marshfield Made New!!

New businesses, entertainment venues, and new industrial land are keeping Marshfield growing!

Downtown has lots of activity with Wenzel Family Plaza, a gathering place for events and concerts all year long. New and expanded businesses bring a variety of options to the community.

Vandehey outdoor aquatics center, near the 100 Acre Wildwood Park & Zoo offer seasonal recreation activities for all ages. New retail shops and restaurants are found throughout the city. Entertainment venues such as mini golf, ax throwing, golf simulator, craft beer/wine tasting pub and more offer plenty of new things to do!

Marshfield boasts great career opportunities in a variety of industries including agriculture, manufacturing, medical and transportation. A technical college and two-year university, along with highly ranked k-12 schools, provide lifelong learning.

Marshfield offers the safety and convenience of a smaller community with short commutes to larger metro markets throughout the state. Families, young professionals and retirees will find the lifestyle they are looking for in this vibrant, centrally located community.



# 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: 2.5 MGD  
 Peak: 28 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 2022
Associated Bank (2 locations)	\$443M
BMO Harris Bank	\$192.3M
Citizens State Bank of Loyal	\$20.8M
First State Bank	\$59.4M
Forward Bank	\$294M
Partners Bank	\$67.8M
State Bank Financial	\$59.5M
Prevail Bank	\$117.2M

## Credit Unions

Simplicity Credit Union	\$239.9M
First Choice Credit Union	\$38.2M
Marshfield Medical Center Credit Union	\$78.3M
Valley Communities Credit Union	\$25.9M

# GOVERNMENT SERVICES

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

**Police Dept. Personnel:** 46 with 39 officers

**Fire Dept. Personnel:** 37 with 36 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 2022

Local Property Taxes: County (Per Thousand)	Wood County	Marathon
Net Tax Rate/\$1000	\$27.26	\$25.93

Total Assessed Value of all City of Marshfield Commercial and Manufacturing Real Estate: \$686,363,500

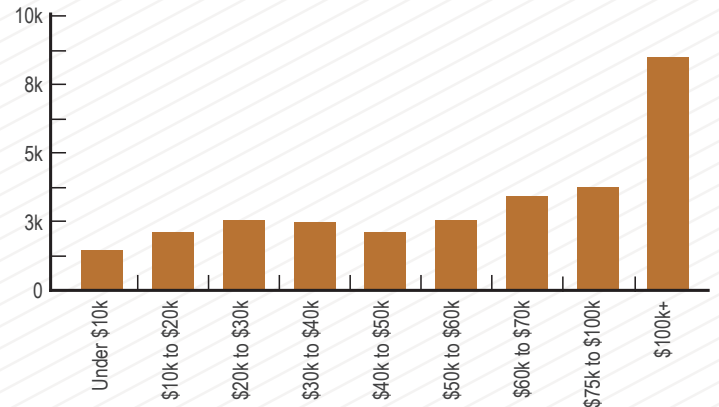
## State Taxes:

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

Top State Personal Income Tax: 7.65%

# INCOME

2022 Households by Income (Wood County)



Under \$10k.....	1,171	\$30k-\$40k.....	3,041	\$60k-\$75k.....	3,790
\$10k-\$20k.....	2,785	\$40k-\$50k.....	2,840	\$75k-\$100k.....	4,093
\$20k-\$30k.....	3,106	\$50k-\$60k.....	2,991	Above \$100k.....	8,689

2022 Median Household Income: \$61,262

Source: ESRI - NCWRP

# HOUSING

2022 Average Single Family Home Price: \$199,738

(Source - City of Marshfield Assessor)



# BUSINESS/INDUSTRIAL PARKS

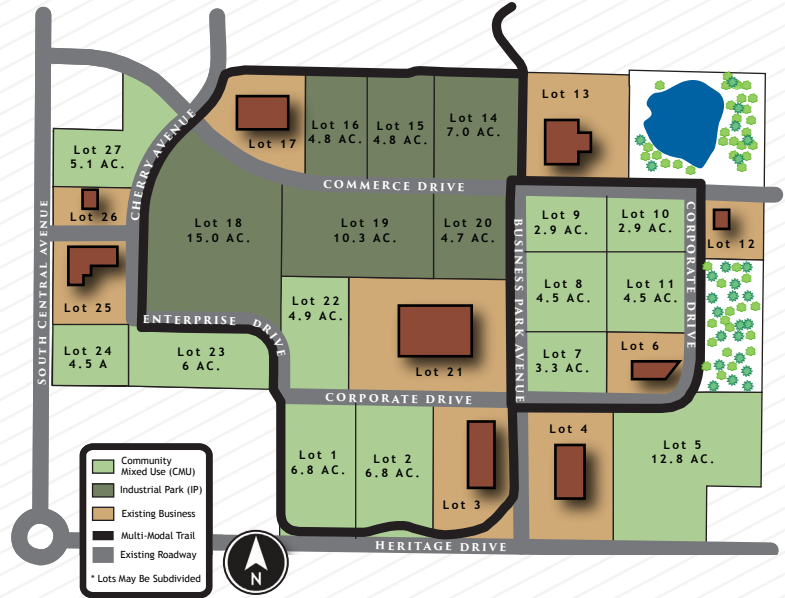
Marshfield has several business parks with build-to-suit options, some also with existing buildings, to accommodate your business location or expansion needs.

## 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

- 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

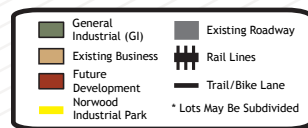
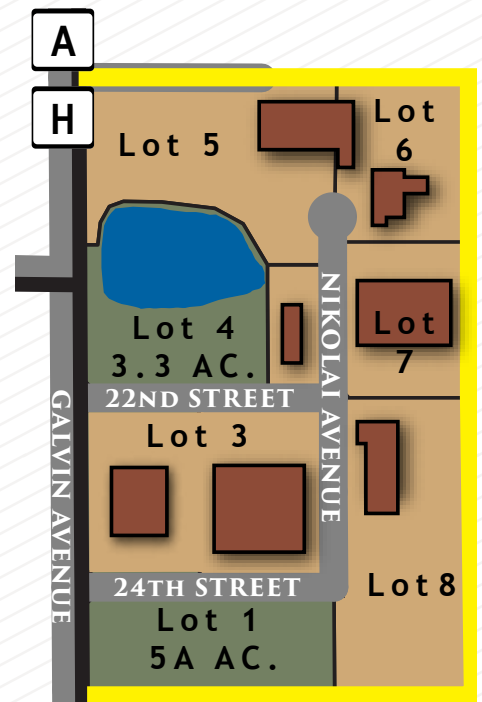
This 60-acre, privately-owned Industrial Park is located on Marshfield's East side, one block North of Veterans Parkway. Streets are set up with mountable curb and gutter and are asphalt paved. All city utilities are available. Convenient horseshoe layout for easy access by semi truck traffic.

### 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.

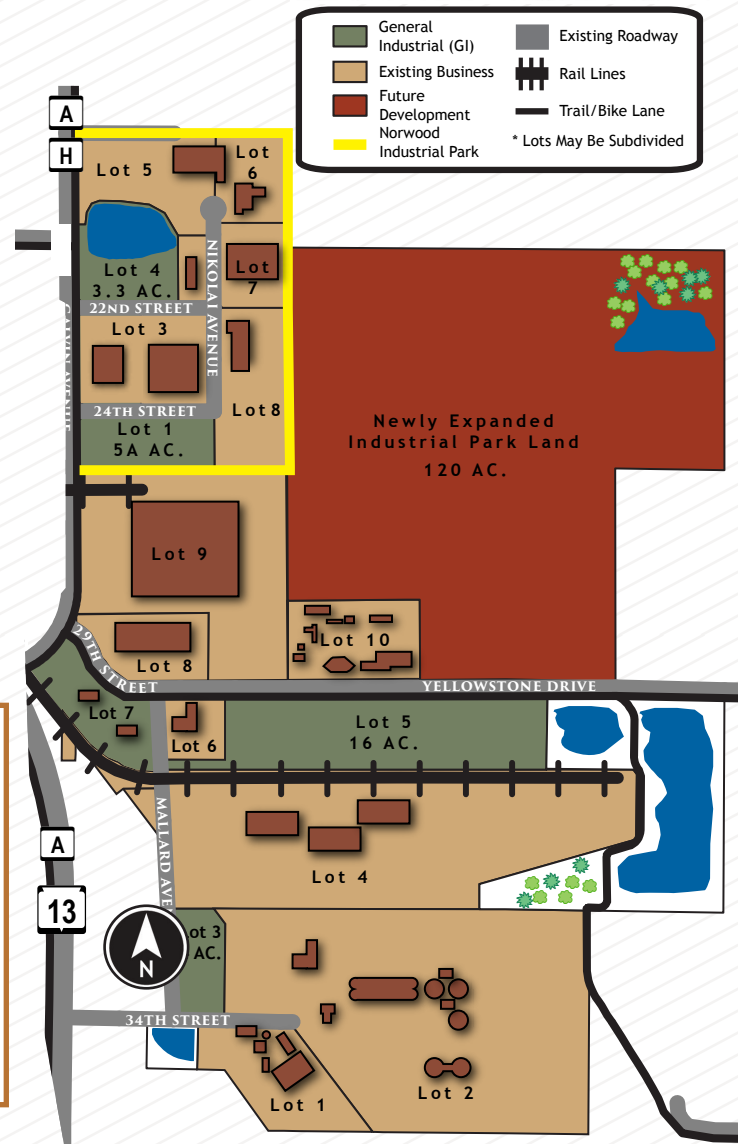
### General Information

- Rail access
- Multi-Modal Trail
- Close proximity to 4-lane Hwy. 10
- 120+ Acres added 2022

## ***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

<b>Population:</b>	73,929
<b>Labor Force:</b>	34,143
<b>Median Age:</b>	43
<b>Median Household Income:</b>	\$61,262
<b>Major Employers/Industries:</b>	
• Retail Trade	
• Manufacturing	
• Education	
• Healthcare & Social Services	

### Marathon County

<b>Population:</b>	137,863
<b>Labor Force:</b>	71,206
<b>Median Age:</b>	40
<b>Median Household Income:</b>	\$72,407
<b>Major Employers/Industries:</b>	
• Retail Trade	
• Manufacturing	
• Accommodations & Food Services	
• Healthcare & Social Services	

Source: Applied Geographic Solutions 2022

# CONSUMER SPENDING

(Per Household)

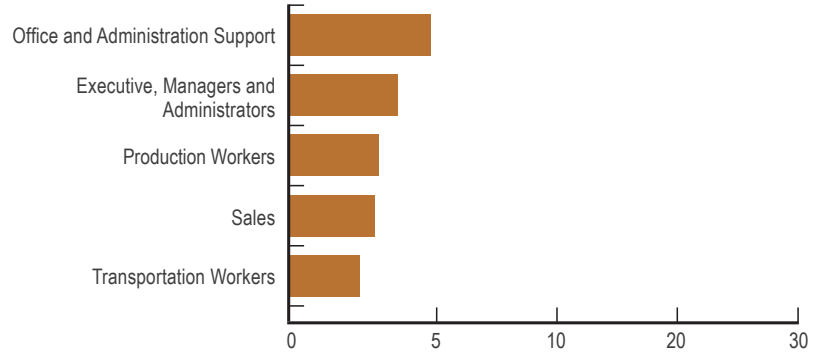
<b>Apparel:</b>	
Average Spent*	\$2,270
<b>Education:</b>	
Average Spent*	\$1,883
<b>Entertainment:</b>	
Average Spent*	\$3,688
<b>Food &amp; Beverages:</b>	
Average Spent*	\$9,606
<b>Health Care:</b>	
Average Spent*	\$5,633
<b>Household Furnishings:</b>	
Average Spent*	\$2,293
<b>Personal Care:</b>	
Average Spent*	\$875
<b>Shelter:</b>	
Average Spent*	\$13,710
<b>Transportation:</b>	
Average Spent*	\$11,915

Source: Applied Geographic Solutions 2023

# TALENT

## Largest Job Counts by Occupation Wood County

Applied Geographic Solutions 2022



Office & Administrative support	4,740
Executive Managers & Administrators	3,488
Production Workers	3,162
Sales	2,951
Transportation Workers	2,459

# PARKS & RECREATION

The Marshfield area provides numerous recreational opportunities.

### Area facilities include:

Auto Race Track:	1	Disc Golf:	3 courses
Indoor Movies:	7	Soccer Fields:	11
Tennis Courts:	24, 1 indoor court	Curling Rink:	1
Racquetball Court:	1	Baseball Fields:	1 with lights, 4 without
Basketball Courts:	Schools have many available	Softball Fields:	3 with lights, 1 without
Pickleball Courts:	2 indoor, 4 outdoor	Swimming Pools:	1 outdoor, 1 indoor
Golf Course:	2 -18-hole	Horse Shoe Courts:	13
Miniature Golf:	1	YMCA:	1
Roller &	1	City Parks:	20
Ice Skating Rinks:	3 outdoor	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, fox, wild cats, sandhill cranes, prairie dogs and timber wolf. 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](http://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:

- 65 clinical locations in 40 Wisconsin communities
  - 350,000 unique patients
  - 16,000+ providers
  - 3.7 million patient encounters
- Nearly 13,000 total employees; more than 6,000 staff in Marshfield
- 11 hospitals, located in Marshfield, Neillsville, Rice Lake, Ladysmith, Eau Claire and Park Falls, Weston, Minocqua, Stevens Point, Iron Mountain in Michigan's Upper Peninsula 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
- 13 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 \$51.5 million in research funding
- 40+ Ph. D and M.D scientists, 150+ physician researchers and 200+ research and support staff.

## Security Health Plan of Wisconsin, Inc.

- Fifth largest health plan in Wisconsin by membership
- 500+ employees
- More than 219,000 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> <small>(nearly 13,000 total employees)</small>	Multi-specialty private clinic; Marshfield Medical Center, Security Health Plan of Wisconsin Inc. (1,200 providers with 640 in Marshfield)	over 6,000
<b>Grassland Dairy</b>	Butter & dairy products	550
<b>Masonite</b>	Wood doors, steam-through door core	500
<b>Roehl Transport, Inc.</b> <small>(3,149 company total)</small>	Transportation of general commerce <small>(209 owner/operators)</small>	439
<b>Land O' Lakes</b> (Spencer, WI)	Processed cheese	347
<b>JBT Corp</b> (Stratford, WI) <b>(A&amp;B Process Systems Corp)</b>	Process Flow Systems	286
<b>PreventionGenetics</b>	DNA banking & testing	230
<b>H&amp;S Manufacturing Co., Inc.</b>	Manufacturer of farm equipment	213
<b>Felker Bros. Corp.</b> <small>(261 company total)</small>	Stainless steel fabrication and component fittings	182
<b>Nelson-Jameson, Inc.</b> <small>(256 company total)</small>	Distribution of equipment & supplies dairy & food processing plants	180
<b>Packaging Corporation of America (PCA)</b>	Full-service supplier of corrugated shipping containers, POS packaging and displays	150
<b>Wisconsin Homes</b>	Manufactured housing	135
<b>I-State Truck Center and Assembly</b> (Marshfield)	Truck sales & service/Truck manufacturing	134
<b>Dental Crafters</b>	Full service dental laboratory	120



## The School District of Marshfield

Serving approximately 3,800 students in grades preK-12, the School District of Marshfield nurtures a positive learning culture where intellectual, emotional, and social growth is promoted and valued through personalized learning experiences. 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 very best school systems in the State.

Marshfield High School offers a comprehensive range of over 240 courses in multiple areas of study. Students are encouraged to pursue their interests and explore career opportunities by choosing from a variety of course options in areas that include core academics, Fine arts, Advanced Placement (AP), Career and Technical Education (CTE), Youth Apprenticeship (YA), and dual enrollment classes that allow students to earn college credit at both Mid-State Technical College and the University of Wisconsin-Stevens Point.

The School District of Marshfield is a dynamic public school system with a supportive community of engaged students, families, and staff who pride themselves on preparing all learners to be successful in life 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 prepared to adapt and thrive in a constantly evolving world.

## 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.

## 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](http://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 earning an Associate Degrees in Human Services, and Leadership and Project Management, Bachelor's Degrees in Business Administration, Nursing\*, and an MBA in Applied Leadership and Decision-Making. \*The UW-Eau Claire satellite nursing program is based here.

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 campus is home to the Center for Inclusive Excellence, a comfortable, welcoming space available to the community for individuals and groups to hold meetings and enjoy educational programs. The arts at UW-Stevens Point at Marshfield feature performances in the 340-seat Helen Connor Laird Theatre, arena-style Black Box and visual art gallery. Services include the Hamilton Roddis Memorial Library, fitness center, a full-size gymnasium, and the Everett Roehl STEM Center. Outdoor recreational facilities include lighted tennis courts, baseball, and soccer fields, and a 99-acre arboretum with nature trails.

Learn more at [www.uwsp.edu/marshfield](http://www.uwsp.edu/marshfield) 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) is a private Catholic school system located in Marshfield that serves students from 3-year-old preschool through 12th grade. CCS provides a safe and caring learning environment and scholastic excellence anchored in the Catholic faith to the 600+ students they serve.

CCS consists of four schools including St. John the Baptist Primary School (Pre-K - 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).

The CCS preschool program offers 3- and 4-year-old classes for half and full days. Their academically based, full-day 4 year-old kindergarten is the only program of its kind in Marshfield. High school prepares students for the future by offering honors and AP classes as well as Youth Apprenticeship and School-to-Work programs and dual credit classes with MSTC.

Columbus' small class sizes (average is 13 students) create an ideal environment for student achievement. Their students' standardized test scores are routinely above national, state and local averages. CCS welcomes all faiths and boasts a wide diversity of student faiths including Lutheran, Non-Denominational and Assembly of God. Additionally, no student is turned away due to inability to pay.