

Economic Profile

MARSHFIELD, WISCONSIN 2017

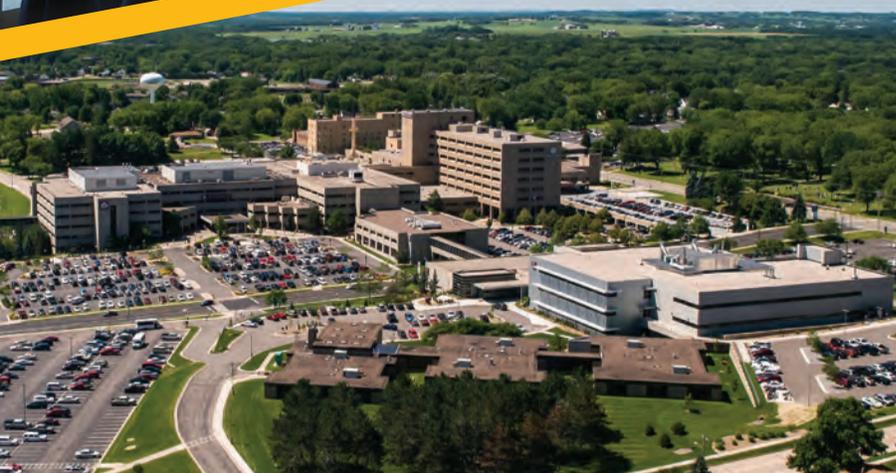
Minneapolis
St. Paul
164 Miles



Madison
138 Miles

Milwaukee
184 Miles

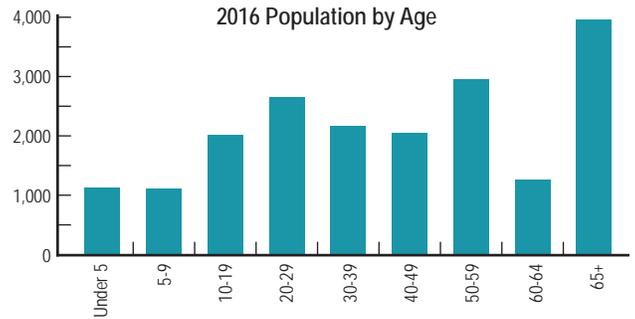
Chicago
276 Miles





2016 Population

City: 19,535
 County: (Wood) 73,148
 (Marathon) 136,197
 Centergy Region 299,865
 (Central Wisconsin Alliance for Economic Development)



0-4 1,163	20-29 2,626	50-59 2,925
5-9 1,149	30-39 2,281	60-64 1,373
10-19 2,040	40-49 2,076	65+ 3,902

Median Age: 41.62

Source: Wisconsin Economic Development Corporation

Fueling Our Growth

In Medicine/Research, Agriculture, Manufacturing, Transportation and Liveability

Marshfield is home to nationally renowned healthcare providers, clinical and agricultural researchers and advanced manufacturers. Low costs of living and doing business along with low traffic and low crime, make this community an ideal location for businesses, families and young professionals.

Highly ranked primary and secondary schools plus a University and Technical college help Marshfield to grow a knowledgeable and skilled workforce, while attracting others to the area due in part to the vast variety of career opportunities.

The community is proud of their vibrant and historic downtown with more than 200 businesses, a 100-acre park and zoo, expansive trail system, and so much more!

We invite you to "grow" with Marshfield...

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
 Served 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:

Served 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
 Aircraft Maintenance: Yes
 24-hour Jet Fuel
 S.D.F. & G.P.S. Landing Systems
 Charter Service



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: Wisconsin Gas Co.

Financial Institutions

Banks

	Total Deposits 2016
Associated Bank Marshfield (2 locations)	\$219.6M
BMO Harris Bank (2 locations)	\$140.6M
Citizens State Bank of Loyal	\$21.7M
Forward Financial Bank (2 locations)	\$129.5M
Heritage Bank	\$46.9M
Pioneer Bank (2 locations)	\$37.5M
State Bank Financial	\$10.5M
Time Federal Savings Bank	\$133.4M

Credit Unions

Simplicity Credit Union	\$145.2M
First Choice Credit Union	\$27.4M
Marshfield Medical Center Credit Union	\$58.6M
Valley Communities Credit Union	\$10.8M

Government Services

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

Police Dept. Personnel: 47 with 40 officers

Fire Dept. Personnel: 37 with 36 sworn personnel

Equipment: 2 engines, 2 quints, 1 ladder truck, 4 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

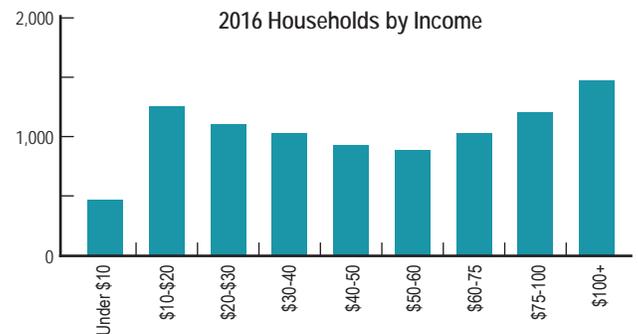
TAX YEAR 2016

Local Property Taxes:	Wood County	Marathon County
Gross Tax Rate	\$24.56	\$23.95
Net Tax Rate/\$1000	\$22.97	\$22.31
Total Assessed Value of all City of Marshfield Properties:		\$1,445,563,200

State Taxes:

Type		Rate
Retail Sales:	Wood County	5.5%
	Marathon County	5.5%
Personal Income: (married, filing jointly)		
	Minimum Rate	4.0%
	Maximum Rate	7.65%

Income



Under \$10,000	362	\$50,000-60,000	735
\$10,000-20,000	1,348	\$60,000-75,000	1,033
\$20,000-30,000	1,134	\$75,000-100,000	1,209
\$30,000-40,000	1,078	\$100,000 +	1,424
\$40,000-50,000	850		

Median Household Income: \$46,763

Source: Wisconsin Economic Development Corporation

Housing

Estimated Construction

Cost of New Housing: \$120-140+/sq. ft.

Average 2016 Rental Cost: \$860/month

Average 2016 Sale Price: \$142,488
 (Single Family Home - City of Marshfield)



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.

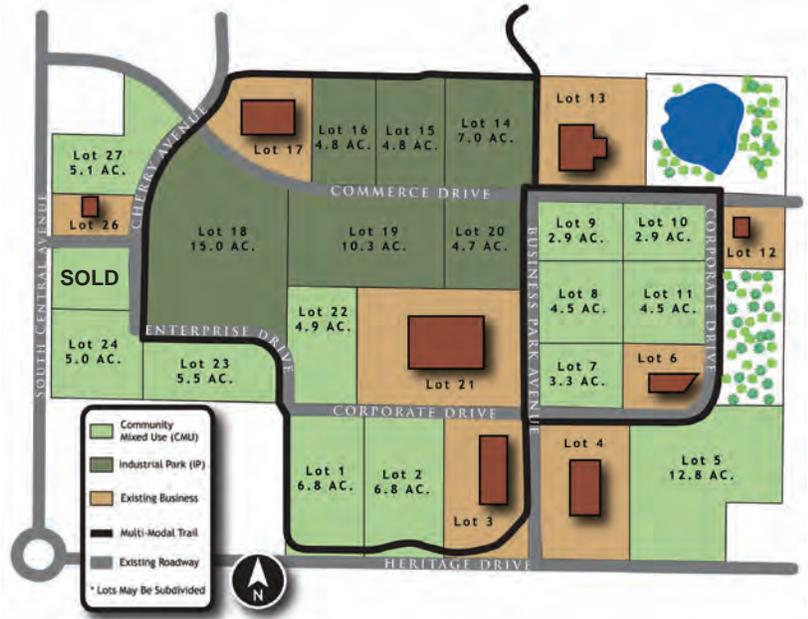
Marshfield Mill Creek Business Park

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

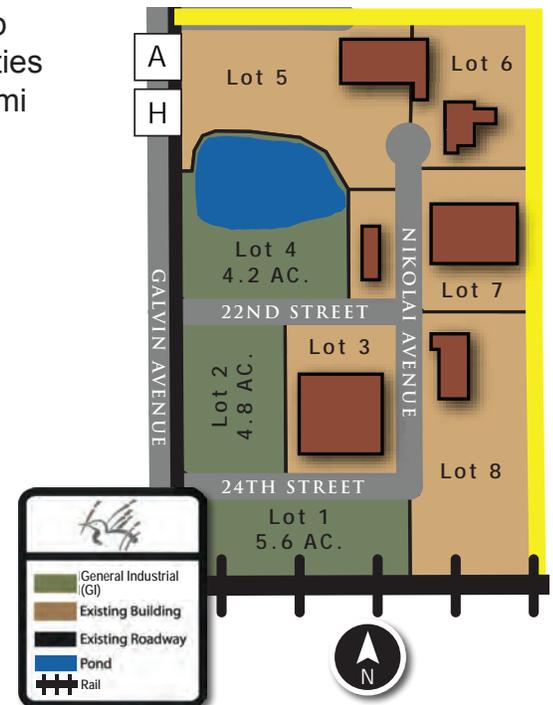
This 60-acre, privately-owned Industrial Park is located on Marshfield's East side, one block North of Veterans Parkway. Streets are set up with mountable curb and gutter and are asphalt paved. All city utilities are available. Convenient horseshoe layout for easy access by semi truck traffic.

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 surrounds the perimeter. 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 Director of Development Services, 715-486-2074 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:	73,148
Labor Force:	38,268
Median Age:	42.92
Median Household Income:	\$50,597
Major Employers/Industries:	
• Services	• Retail Trade
• Manufacturing	• Transportation
• Accommodations & Food Services	
• Healthcare & Social Services	

Marathon County

Population:	136,197
Labor Force:	75,699
Median Age:	39.91
Median Household Income:	\$56,636
Major Employers/Industries:	
• Services	• Retail Trade
• Manufacturing	• Wholesalers
• Accommodations & Food Services	
• Healthcare & Social Services	

Cost of Living

2016 Average
National Index Average - 100
Participating Central Wisconsin
Cities Index Range:
High: 109.5 Low: 85.2

Marshfield-Micro

All Items Index	92.2
Housing	85.2
Misc. Goods & Services	93.7
Grocery Items	95.6
Transportation	94.3
Health Care	109.5
Utilities	92.7

Source: American Chamber of Commerce Researchers Association

2016 Consumer Spending

(10 Mile Radius)

Apparel:

Total Household	\$28,841
Average Spent*	\$1,952

Education:

Total Household	\$29,091
Average Spent*	\$1,969

Entertainment:

Total Household	\$46,546
Average Spent*	\$3,150

Food & Beverages:

Total Household	\$122,478
Average Spent*	\$8,290

Health Care:

Total Household	\$67,814
Average Spent*	\$4,590

Household Furnishings:

Total Household	\$28,458
Average Spent*	\$1,926

Personal Care:

Total Household	\$10,795
Average Spent*	\$730

Shelter:

Total Household	\$171,213
Average Spent*	\$11,588

Transportation:

Total Household	\$158,756
Average Spent*	\$10,745

Source: Applied Geographic Solutions 2015

Labor 2016

Labor Force Data

(Wood County)	
Labor Force:	38,268
Unemployment Rate:	5%

Employment by Industry

(Wood County 2016)	
Services:	19,293
Retail Trade	8,089
Manufacturing	6,043
Transportation & Communications	2,669
Public Administration	2,323
Construction	1,739
Finance, Insurance & Real Estate	1,866
Wholesale Trade	891
Agriculture, Forestry, Fishing	607
Unclassified	113
Mining	16

Labor Unions

AFSCME
Boot & Shoe Workers - Footwear Division UFCW
Central WI River Valley Building & Construction Trades Council
Communication Workers of America
International Association of Firefighters
International Association of Machinists & Aerospace Workers
International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers, & Helpers
Teamsters Local
United Brotherhood of Carpenters & Joiners of America

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	Baseball Fields:	1 with lights, 4 without
Racquetball Court:	1	Softball Fields:	2 with lights, 1 without
Basketball Courts:	3 outdoor	Swimming Pools:	1 outdoor, 2 indoor
Pickleball Courts:	2 indoor, 2 outdoor (additional outdoor courts summer 2016)	Horse Shoe Courts:	13
Golf Course:	2 -18-hole	YMCA:	1
Miniature Golf:	1	Parks:	19
Roller & Ice		County Parks:	5
Skating Rinks:	1	Skate Parks:	1
Hockey Rinks:	1 indoor	Pedestrian/Bike Trails:	over 16 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 over 100 acres of land and boast a variety of animals and birds from North America. Key exhibits are the Kodiak bears, mountain lions, foxes, wild cats, sandhill cranes and timber wolves. Prairie Dogs love to spring out of the holes in their exhibit while the hawks, owls and bald eagles cautiously observe all of the activity in the zoo. Strolling through the area, you will be able to observe the geese, ducks, swans, rabbits, and squirrels, who make themselves at home on the zoo grounds.



The zoo features the Sensory Gardens, which includes a wide variety of flowering and non-flowering plants, designed to encourage the visitor to experience the senses of sight, sound, smell, and touch in a unique and tranquil setting. Also at the zoo is the Native Gardens display. Surrounding the zoo store, the Native Gardens represent the three stages of succession of a Wisconsin forest. A special feature of the zoo is the drive-by viewing option of the large animal exhibits, which include bison, elk, white-tail deer, bighorn sheep and the timber wolf exhibit. Walking and bike trails provide another option for enjoying the zoo and surrounding park area. The park includes two large ponds, an accessible fishing pier, an observation tower for viewing the waterfowl, plus picnic shelters, playground area, disc golf course, outdoor swimming pool, historic steam locomotive display, woodlands and zoo store.

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



Marshfield Clinic Health System (MCHS) was incorporated in October 2012 and implemented in 2014. Its Board of Directors is comprised of 13 independent members and 11 physician members of Marshfield Clinic's Board of Directors.

MCHS oversees:

- **Marshfield Clinic**

With more than 50 locations in Wisconsin, the Clinic serves patients through accessible, high quality health care, research and education with 700 physicians in 86 specialties and 6,800 employees.

- **Marshfield Medical Center**

As the flagship hospital for MCHS, Marshfield Medical Center cares for patients from throughout central, northern and western Wisconsin. The hospital offers primary, secondary, tertiary and Level II Trauma Center hospital services provided by Marshfield Clinic specialists.

Hospital services include:

- Nearly 40 specialties including cancer, heart and orthopedics care.
- A 24-bed Children's Hospital equipped with the latest technology and highly-trained hospitalists and nurses providing nearly 30 pediatric specialty services, including child abuse-neglect, gastroenterology, pediatric intensive care, neonatology and surgery.
- Access to a Level II Trauma Center, using 24-hour availability of anesthesiologists, dedicated medical equipment, operating room facilities, physician specialists, surgeons and trauma nurses.

- **Security Health Plan of Wisconsin, Inc.**

As part of MCHS, Security Health Plan helps its 220,000 members in Wisconsin and beyond reach their best health. Accredited by the National Committee for Quality Assurance (NCQA), Security Health Plan offers health insurance coverage for employees of large and small businesses, individuals and families. Security Administrative Services, a wholly-owned subsidiary of Security Health Plan, provides full service third party administration for self-funded employers in Wisconsin, Indiana, and Michigan.

- **Marshfield Clinic Research Institute (MCRI)**

Founded in 1959, MCRI has six research centers:

- Center for Clinical Epidemiology and Population Health
- Biomedical Informatics Research Center
- Center for Human Genetics
- Clinical Research Center
- National Farm Medicine Center
- Center for Oral and Systemic Health

MCRI provides a full range of research, administration and support services through its offices of Scientific Writing and Publication, Sponsored Programs, Fiscal Affairs, Integrated Research and Development Laboratory and Research Integrity and Protections. It maintains an Institutional Review Board which is responsible for protecting human research participants. MCRI publishes Clinical Medicine and Research, a professional medical journal. MCRI and Marshfield Clinic are involved in more than 800 research projects, the scope of which includes agriculture-related safety and health, veterinary research, oncology, infectious disease vaccine safety, genetic basis for disease and drug interactions, treatment-based outcomes studies, developing models for studying disease /processes, pediatric health and safety and health services research.

- **Marshfield Labs**

One of the largest full-service private practice laboratory systems in the nation, Marshfield Labs performs about 4 million tests annually. Marshfield Labs is unique because it is a reference lab for both human testing and veterinary testing. The Lab has a strong commitment to providing quality education for Histotechnician (associate's degree) and Medical Lab Scientist (bachelor's degree) programs. Marshfield Labs is affiliated with accredited colleges and universities to also provide practical training for students in Phlebotomy Technician (diploma), Medical Lab Technician (associate's degree) and Clinical Microbiologist (master's degree) programs.

- **Flambeau Hospital, Park Falls**

Jointly sponsored by Marshfield Clinic and Ascension, this critical access hospital is licensed for 25 beds, and provides 24-hour care for inpatient and outpatient services, emergency ambulance services and home health and hospice.

- **Lakeview Medical Center, Rice Lake**

Integrated with Marshfield Clinic in 2008, Lakeview Medical Center is a 40-bed community hospital serving northwest Wisconsin.

Major (Area) Employers

Name	Product or Service	Mfld Employees
Marshfield Clinic Health System (6,800 system-wide)	700 physician multi-specialty private clinic (& Marshfield Medical Center Hospital)	5,500
Masonite (Marshfield Door Systems)	Wood doors, steam-through door core	580
Grassland Dairy	Butter & dairy products	478
Figi's Inc.	Mail-order cheese, sausage & gifts	454+ (plus 800 seasonal)
A&B Process Systems Corp (Stratford, WI)	Process Flow Systems	424
Roehl Transport, Inc. (2,470 company total)	Transportation of general commerce (+145 owner/operators)	345
de Boer, Inc. (Blenker, WI)	Transportation of general commerce	300
Land O' Lakes (Spencer, WI)	Processed cheese	303
H&S Manufacturing Co., Inc.	Manufacturer of farm equipment	217
Felker Bros. Corp.	Stainless steel fabrication and component fittings	189
V&H Heavy Trucks, Inc. (277 company total)	Truck sales & service/Truck leasing	188
PreventionGenetics	DNA banking & testing	143
Nelson-Jameson, Inc.	Distribution of equipment & supplies dairy & food processing plants	139
Wisconsin Homes	Manufactured housing	130

Education

The School District of Marshfield, a unified school district serves approximately 4,000 students. Fostering a Professional Learning Community the district employs 258 teachers and 158 support personnel. The Early Childhood/Kindergarten through twelfth grade (including a popular and successful 4-year-old kindergarten program) structure involves four elementary schools within the city limits, one rural school, one middle school for grades seven and eight, and one high school for grades nine through twelve, and an excellent alternative high school. In addition, the Marshfield School District offers a home-based virtual learning program. With several educational intervention and enrichment services in place, achievement scores at the District continue to climb at all levels.

Marshfield High School has a broad curriculum that offers 213 courses for college-bound and vocational students, with extensive assistance to students with exceptional educational needs. The Advanced Placement program offers 30 courses to increasing numbers of students. MHS received the #3 ranking in Wisconsin on Newsweek Magazine's 2014 list of Best High Schools. The Washington Post rated Marshfield High School #2 in Wisconsin for America's most challenging high schools and MacIver Institute District Report Card ranked Marshfield school district #2. MHS ranked #3 in Wisconsin and #614 in the nation by US News and World Reports 2013 Best High School rating and was recently recognized as an AP Pacesetter for 2015-2016.

The Columbus Catholic School System provides scholastic excellence anchored in the Catholic faith to the nearly 500 students they serve. Columbus provides a challenging, comprehensive curriculum with an emphasis on the core subjects, beginning with 3 and 4 year-old pre-school and continuing through 12th grade. Their academically based, full day 4 year-old kindergarten is the only program of its kind in the city. Columbus' small class sizes create an ideal environment for student academic achievement; their students' standardized test scores are routinely above national, state and local averages.

The Columbus school system is made up of St. John the Baptist Primary School, Our Lady of Peace Intermediate School, Columbus Catholic Middle School, and Columbus Catholic High School. CCS employs 53 teachers and 89 support personnel committed to delivering individual attention to each of our students.

Columbus Catholic educates the whole person by developing each student's Christian faith, commitment to service, and full academic potential. Columbus Catholic is a safe and caring community, open to all and committed to preparing students to make a meaningful difference in the world.

Mid-State Technical College

Mid-State Technical College (MSTC), 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 MSTC graduates are employed within six months of graduation and a remarkable 97% 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 Marshfield, Stevens Point, and Wisconsin Rapids, and a learning center in Adams, the college serves a resident population of approximately 171,000 in central Wisconsin. For more information about Mid-State and its many in-demand programs, visit mstc.edu, call 888-545-MSTC, or stop by the Mid-State location nearest you.

The University of Wisconsin - Marshfield/Wood County

UW-Marshfield/Wood County is proud to be your local University of Wisconsin campus! As part of the University of Wisconsin Colleges, it offers the foundation coursework for more than 200 majors, the Associate of Arts and Sciences degree, the Bachelor of Applied Arts and Science (BAAS) completion degree and several collaborative bachelor degree programs.

At UW-Marshfield/Wood County, you get all the benefits of a small, private liberal arts college, with the resources of the world-class University of Wisconsin System. UW-M/WC is affordable and accessible to all, with the lowest tuition in the UW System. Students also have access to affordable housing across from the campus with the Marauder Villas Apartments.

The campus offers a supportive environment where you can work directly with professors who are dedicated to teaching. That, along with a wide range of outstanding academic and co-curricular options, makes UW-Marshfield/Wood County your best path to a college degree and unlimited career opportunities.

The Arts at UW-M/WC feature performances in the 340-seat Helen Connor Laird Theatre, arena-style Black Box and visual art gallery. UW-Marshfield/Wood County 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, set to open in fall 2017. Outdoor recreational facilities include lighted tennis courts, baseball, soccer and football fields, and a 109-acre arboretum with nature trails. Learn more at www.marshfield.uwc.edu or call 715-389-6530.



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, 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.



Marshfield Area Chamber of Commerce & Industry

700 South Central Avenue • Marshfield, WI 54449

715.384.3454 • Fax 715.387.8925

info@marshfieldchamber.com • www.marshfieldchamber.com

