



2019

*Economic
Profile*

Minneapolis
St. Paul
164 Miles



MARSHFIELD

Madison
138 Miles

Milwaukee
184 Miles

Chicago 276 Miles

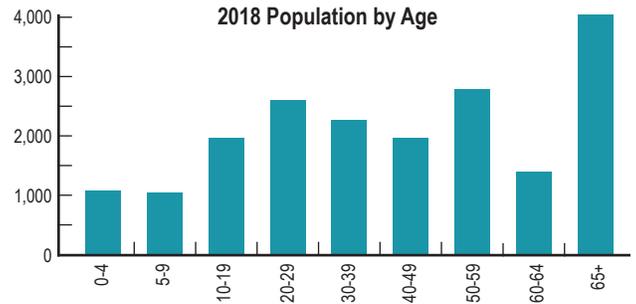
MARSHFIELD, WI





2018 Population

City: 19,385
County: (Wood) 72,881
 (Marathon) 135,680
 Centergy Region 300,000+
 (Regional Economic Development - Adams, Lincoln, Marathon, Portage, & Wood counties)



0-4	1,159	20-29	2,608	50-59	2,708
5-9	1,099	30-39	2,280	60-64	1,439
10-19	1,969	40-49	1,944	65+	4,034

Source: Wisconsin Economic Development Corporation
 Applied Geographic Solutions

Small Town Living... With Big Town Opportunities!

Marshfield is centrally located in Wisconsin, just a short commute to larger metro markets. Amazing career options along with an affordable cost of living, stress-free driving, and low crime rates make this community attractive to businesses, families and young professionals.

Highly ranked schools including a 2-year University and Technical College help prepare a knowledgeable and skilled workforce. Recreation abounds with a 100-Acre park/zoo, hiking and biking trails throughout the city and 4-season activities for all ages!

We have a strong sense of community here and as one young professional that moved to Marshfield stated, "I came here for the job, but I stayed for the community!" We encourage you to give us a second look.

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: WE Energies

Financial Institutions

Banks

	Total Deposits 2018
Associated Bank Marshfield (2 locations)	\$290.2M
BMO Harris Bank (2 locations)	\$169.9M
Citizens State Bank of Loyal	\$23.1M
Forward Financial Bank (2 locations)	\$162M
Partners Bank	\$52.7M
Pioneer Bank	\$42.5M
State Bank Financial	\$12.5M
Time Federal Savings Bank	\$128.5M

Credit Unions

Simplicity Credit Union	\$151.9M
First Choice Credit Union	\$28.5M
Marshfield Medical Center Credit Union	\$60.2M
Valley Communities Credit Union	\$14.4M

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

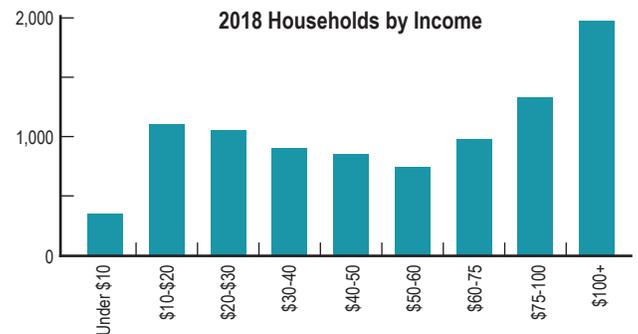
TAX YEAR 2018

Local Property Taxes:	Wood County	Marathon County
Gross Tax Rate	\$24.95	\$24.13
Net Tax Rate/\$1000	\$23.26	\$22.35
Total Assessed Value of all City of Marshfield Properties:		\$1,468,722,100

State Taxes:

Type		Rate
Retail Sales:	Wood County	5.5%
	Marathon County	5.5%
Top State Personal Income Tax:		7.65%

Income



Under \$10,000.....	378	\$50,000-60,000	750
\$10,000-20,000	1,094	\$60,000-75,000	994
\$20,000-30,000	1,047	\$75,000-100,000	1334
\$30,000-40,000	901	\$100,000 +	1,979
\$40,000-50,000	840		

Source: Wisconsin Economic Development Corporation

Housing

Owner-occupied	60%
Median, Single Family Home Value:	\$135,000



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.

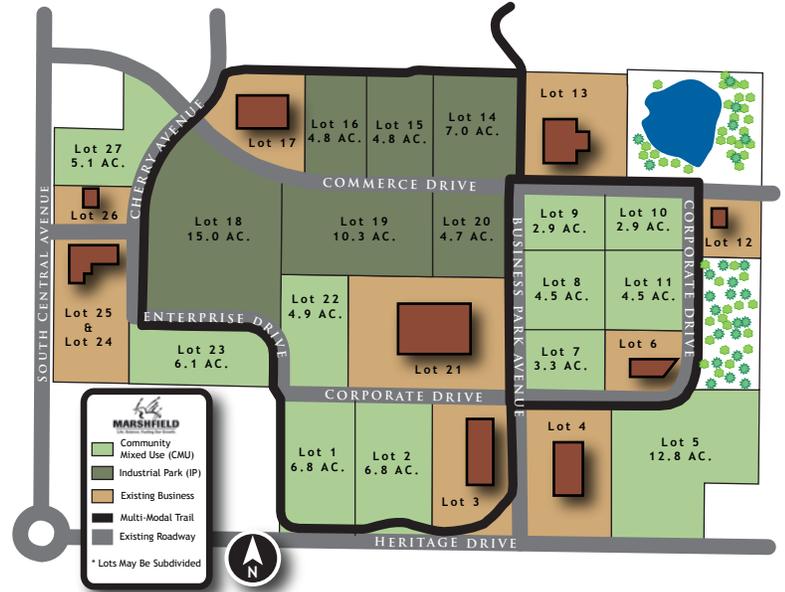
Marshfield Mill Creek Business Park

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

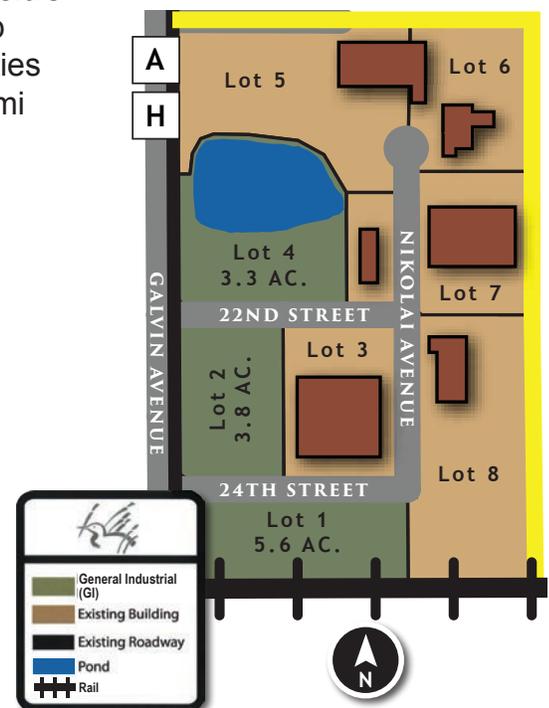
This 60-acre, privately-owned Industrial Park is located on Marshfield's East side, one block North of Veterans Parkway. Streets are set up with mountable curb and gutter and are asphalt paved. All city utilities are available. Convenient horseshoe layout for easy access by semi truck traffic.

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, 715-486-2075 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:	72,549
Labor Force:	37,739
Median Age:	43.03
Median Household Income:	\$57,150
Major Employers/Industries:	
• Retail Trade	
• Manufacturing	
• Education	
• Healthcare & Social Services	

Marathon County

Population:	135,680
Labor Force:	73,808
Median Age:	40.04
Median Household Income:	\$62,850
Major Employers/Industries:	
• Retail Trade	
• Manufacturing	
• Accommodations & Food Services	
• Healthcare & Social Services	

Cost of Living

2018 Average
National Index Average - 100
Participating Central Wisconsin
Cities Index Range:

Marshfield-Micro

All Items Index	92.9
Housing	82.7
Misc. Goods & Services	94.0
Grocery Items	95.4
Transportation	110.2
Health Care	116.5
Utilities	89.0

Source: Council For Community and Economic Research

Consumer Spending

(10 Mile Radius)

Apparel:

Total Household	\$17,948
Average Spent*	\$1,994

Education:

Total Household	\$14,678
Average Spent*	\$1,631

Entertainment:

Total Household	\$28,876
Average Spent*	\$3,209

Food & Beverages:

Total Household	\$76,367
Average Spent*	\$8,487

Health Care:

Total Household	\$44,685
Average Spent*	\$4,966

Household Furnishings:

Total Household	\$17,970
Average Spent*	\$1,997

Personal Care:

Total Household	\$6,941
Average Spent*	\$771

Shelter:

Total Household	\$109,516
Average Spent*	\$12,171

Transportation:

Total Household	\$93,811
Average Spent*	\$10,425

Source: Applied Geographic Solutions 2018

Labor 2018

Labor Force Data

(Wood County)	
Labor Force:	38,843
Unemployment Rate:	3.5%

Employment by Industry

(Wood County 2018)	
Services:	18,903
Retail Trade	7,295
Manufacturing	3,422
Transportation & Communications	2,245
Public Administration	2,116
Construction	1,568
Finance, Insurance & Real Estate	1,846
Wholesale Trade	728
Agriculture, Forestry, Fishing	487
Unclassified	195
Mining	39

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:	4 outdoor	Swimming Pools:	1 outdoor, 2 indoor
Pickleball Courts:	2 indoor, 4 outdoor (additional outdoor courts summer 2016)	Horse Shoe Courts:	13
Golf Course:	2 -18-hole	YMCA:	1
Miniature Golf:	1	Parks:	20
Roller & Ice		County Parks:	5
Skating Rinks:	1 each	Skate Parks:	1
Hockey Rinks:	1 indoor	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 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

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

- 56 clinical locations in 35 Wisconsin communities
 - 328,000 unique patients
 - 1,150 providers of which 690 are in Marshfield
 - 3.5 million patient encounters
- More than 10,000 employees of which 6,042 are in Marshfield
- 6 hospitals, located in Marshfield, Neillsville, Rice Lake, Ladysmith, Eau Claire and Park Falls
 - including Marshfield Children’s Hospital
 - one of only four in Wisconsin
 - one of only three Children’s Miracle Network hospitals in the state
- 3 Comfort & Recovery Suites locations with one in Marshfield
- 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
- \$28 million external-funded projects in 2018
- More than 30 Ph.D. and M.D. scientists and 200 other staff. In addition, 150 physicians and health care professionals throughout the Health System engaged in medical research.
- 357 new and continuing research studies reviewed by the Internal Review Board
- Personalized Medicine biobank with 18,229 unique DNA samples directly genotyped in 2018 for more than 25 million genetic markers.



Security Health Plan of Wisconsin, Inc.

- Fifth largest health plan in Wisconsin by membership • 500+ employees
- 230,000 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

Marshfield Labs

- One of the largest full-service private practice laboratory systems in the nation
- 400 employees
- Performs about 4 million tests annually
- A reference lab for both human testing and veterinary testing
- Offers education programs in laboratory-related fields

Major (Area) Employers

Name	Product or Service	Mfld Employees
Marshfield Clinic Health System (10,000 system-wide)	786 physician multi-specialty private clinic Marshfield Medical Center, Security Health Plan of Wisconsin Inc. 690 physicians in Marshfield	6,042
Masonite (Marshfield Door Systems)	Wood doors, steam-through door core	500
Grassland Dairy	Butter & dairy products	478
A&B Process Systems Corp (Stratford, WI)	Process Flow Systems	411
Roehl Transport, Inc. (2,591 company total)	Transportation of general commerce (+145 owner/operators)	425
Land O’ Lakes (Spencer, WI)	Processed cheese	314
de Boer, Inc. (Blenker, WI)	Transportation of general commerce	275
PreventionGenetics	DNA banking & testing	203
Felker Bros. Corp.	Stainless steel fabrication and component fittings	189
H&S Manufacturing Co., Inc.	Manufacturer of farm equipment	175
I-State Truck Center and Assembly	Truck sales & service/Truck leasing	157
Nelson-Jameson, Inc.	Distribution of equipment & supplies dairy & food processing plants	140 (Marshfield)
Wisconsin Homes	Manufactured housing	127

Education

The School District of Marshfield

The School District of Marshfield is a public, tuition-free school district serving approximately 4,000 students. Fostering a Professional Learning Community, the district employs 454 high quality staff members who are committed to placing all students at the center of their own learning. Staff and students work together ensuring each learner develops the knowledge, skills, and attitudes required to successfully prepare for life, work, and further learning opportunities.

The School District of Marshfield offers a large variety of programming options to fit the educational and personal needs of students and their families, which includes the following: a personalized learning approach, an enrichment and intervention focus, a supportive community, outstanding music, art, and drama opportunities, design thinking activities, career discovery and planning, facilities that foster learning, and strong athletic and activity programs. In addition, the School District of Marshfield offers a home-based, tuition-free virtual learning program.

Marshfield High School offers a broad curriculum that offers 236 courses spanning across multiple areas of study. Students are encouraged to explore their interests and motivations in choosing from a variety of course work options in areas such as core curriculum, 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) where students gain experience in workplace environments while demonstrating learned skills through application.

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 University of Wisconsin-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 new associate degrees in applied finance, health sciences, information science, environment science and management, human services and leadership and project management. It also offers bachelor's degrees in social work and business administration 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 the campus.

UW-Stevens Point at Marshfield offers a supportive environment where you can work directly with professors who are dedicated to teaching; 94% 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 include lighted tennis courts, baseball, soccer and football fields and a 99-acre arboretum with nature trails.

Learn more at <https://www.uwsp.edu/marshfield/Pages/default.aspx> 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 15) 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 53 teachers and 89 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.

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

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