

ECONOMIC PROFILE

2013



MARSHFIELD
AREA CHAMBER OF COMMERCE & INDUSTRY

Life. Science. Fueling Our Growth.



Minneapolis
St. Paul
164 Miles

MARSHFIELD

Madison
138 Miles

Milwaukee
134 Miles

Chicago
276 Miles

Marshfield's excellent quality-of-life has earned our community the ranking of 5th out of 126 small towns and cities across the nation by Forbes Magazine. Communities with populations under 100,000 were ranked on the following five measures:

- Short commute times
- Educational outcomes
- Median household income
- Rate of home ownership
- Housing affordability

Marshfield/Wood County was also ranked as the 20th best dream town.



Fueling Our Growth



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

Few communities can match our rich mix of bio-related businesses, advanced technologies, natural and organizational resources, programs and professionals.

Top-notch medical and research facilities are located here, employing more than 6,000 and attracting professionals and patients from all over the world. To grow a knowledgeable and skilled workforce, Marshfield boasts exceptional educational opportunities including a technical college and two-year university.

A vibrant and historic downtown features more than 200 businesses. Service businesses, a variety of eateries from coffee shops to fine ethnic restaurants, and many specialty shops attract visitors to this growing business district.

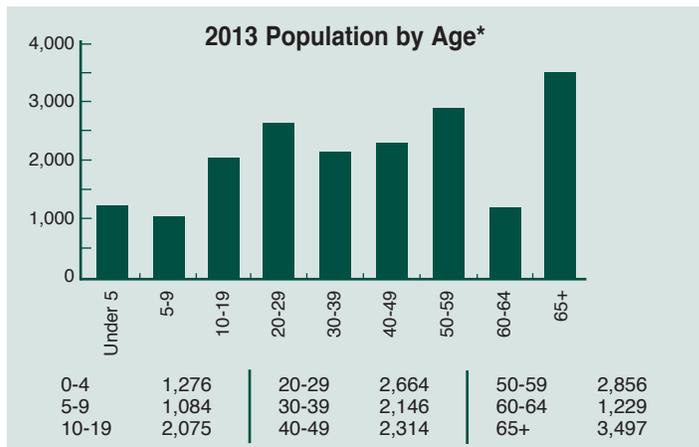
We balance our business and industry side with low costs of living and doing business including low utility costs, low traffic, low crime and low stress levels. Centrally located in the state, easy access to other markets is provided by key rail lines, major highways including a newly expanded four-lane, local airport and close proximity to a major carrier passenger and cargo services airport.

Come and experience our way of life!

2013 Population



City 19,442 ***Service Area:** (10 miles) 33,664
County: (Wood) 74,516 (20 miles) 63,680
 (Marathon) .. 135,763



*Source: Applied Geographic Solutions 2013

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

Bus Service

Greyhound Bus Lines Shuttle
 Bus Parcel Service Available
 Limo Service Available

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: 14 wells (fluoridated)
 Maximum Daily Capacity: 4.56 MGD
 Pumping Capacity: 9,150 GPM
 Peak Demand: 3.1 GPD
 Total Hardness: 300 P.P.M.
 Storage Capacity: Overhead 1M gal. Ground 3,500,000 gal.

Sewers

Storm Sewer: Yes
 Sanitation Sewer: Yes
 Treatment Plant: Secondary Oxidation ditch
 Capacity: 4.63 MGD, Present Load: 3.4 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 - 2012
Associated Bank Marshfield (2 locations)	\$227.4M
BMO Harris Bank (2 locations)	\$174.7M
Citizens State Bank of Loyal	\$20.0M
Forward Financial Bank (2 locations)	\$117.4M
Heritage Bank	\$48.2M
Pioneer Bank (2 locations)	\$19.9M
State Bank Marshfield	\$8.8M
Time Federal Savings Bank	\$144.4M

Credit Unions

Central City Credit Union (Includes Stevens Point Location)	\$173.5M
First Choice Credit Union	\$23.9M
Marshfield Medical Center Credit Union	\$52.9M
Valley Communities Credit Union	\$7.4M

Government Services



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

Police Dept. Personnel: 47 with 39 officers

Fire Dept. Personnel: 37

Equipment: 2 engines, 2 quints, 1 ladder truck, 4 ambulances, and 1 medium duty rescue, 4 special response trailers, 2 station vehicles

Fire Insurance Rating: Class 3

Planning Commission: 7 Member Commission

Industrial Plan Approval: Industrial Park Authority

Zoning Regulations: Zoning Ordinance;
 Subdivision Control Ordinance

Taxes



GROSS TAX - TAX YEAR 2012

LOCAL

PROPERTY TAXES:	Wood County	Marathon County
Full Value Rate	\$24.00	\$24.17
Net Tax Rate/\$1000	\$23.75	\$23.56

Total Equalized Value of all City of Marshfield Properties: \$1,365,292,300

STATE TAXES:

Type	Rate
Retail Sales: Wood County	5.5%
Marathon County	5.5%
Personal Income: (married, filing jointly)	
Minimum Rate	4.60%
Maximum Rate	7.75%
Corporate Income:	7.9% (flat)
Gasoline (Includes Federal Tax):	51.3¢/gal.

Income



2013 Households by Income*



Under \$10,000.....	548	\$50,000-60,000.....	746
\$10,000-20,000.....	1,044	\$60,000-75,000.....	850
\$20,000-30,000.....	1,266	\$75,000-100,000.....	923
\$30,000-40,000.....	1,188	\$100,000 +.....	1,178
\$40,000-50,000.....	1,007		

* Source: Applied Geographic Solutions 2013

Housing



	No. of Parcels	No. of Living Units
Total Units	6,211	9,816

(*Does not include living areas above businesses)

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

Rental Cost Range:

Less than \$300.....	5%	\$800 & over.....	5%
\$300 to \$549.....	65%	Median Rent.....	\$500
\$550 to \$700.....	25%		

Average 2012 Sale Price: \$125,587 (Single Family Home - City of Marshfield)



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

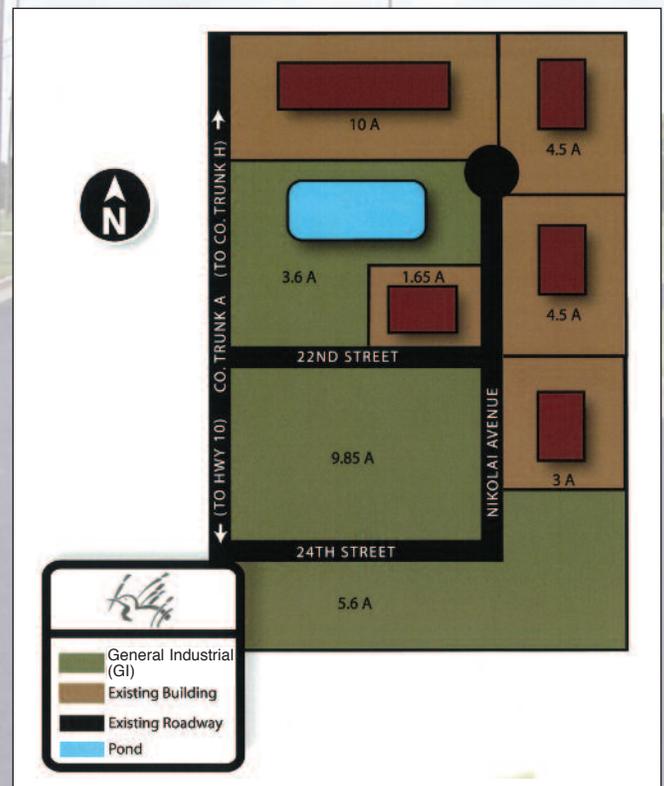


Norwood Industrial Park

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

- 60 acres, privately owned
- Bordered by County Hwy. A
- Easy access to 4-lane Hwy. 10
- Nearly 20 acres available



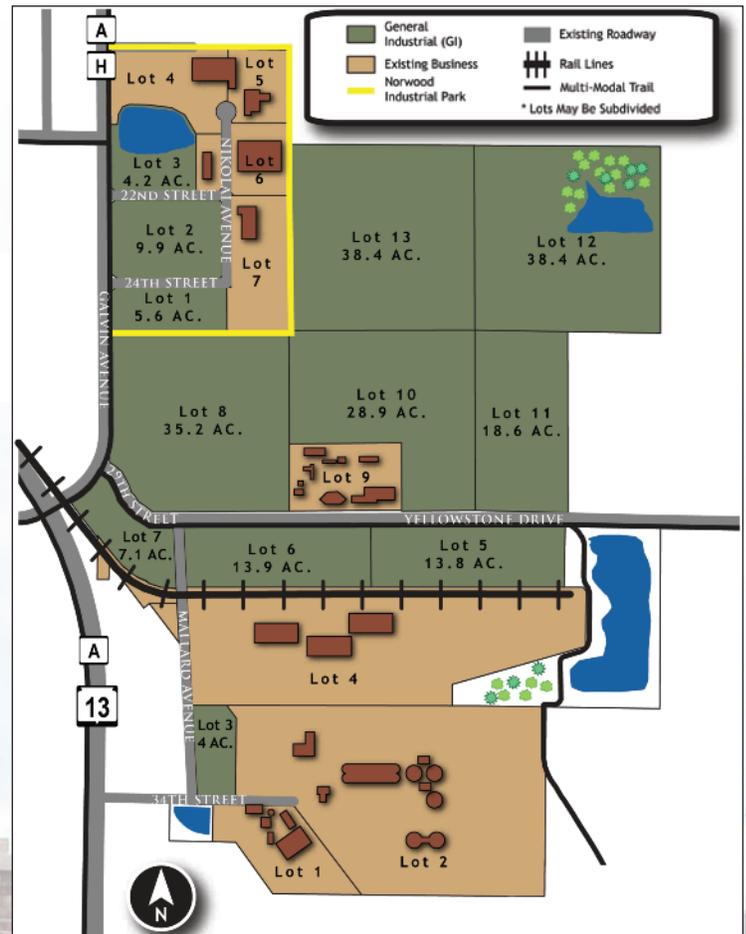
suit options, some also with existing buildings, to accommodate your business location or expansion needs.

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



To access existing commercial properties for sale or lease visit:

www.locateinwi.com
or
www.marshfieldchamber.com

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 Planning & Economic Development, 715-486-2074 or Business Development Director, Marshfield Area Chamber of Commerce & Industry at 715-384-3454.

Incentives

Revolving Loan Fund:

CWED

- 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.*



2012 Average
National Index Average - 100

Participating Central WI Cities Index Range:
High: 106.1 Low: 93.4

Marshfield-Micro

All Items Index	100.7
Housing	93.4
Misc. Goods & Services	106.1
Grocery Items	100.7
Transportation	98.4
Health Care	105.1
Utilities	103.8

Source: American Chamber of Commerce
Researchers Association

2012 Consumer Spending

Apparel & Services:

Total Household	\$20,045
Average Spent*	\$2,290

Education:

Total Household	\$9,442
Average Spent*	\$1,079

Entertainment:

Total Household	\$23,200
Average Spent*	\$2,651

Food & Beverages:

Total Household	\$65,572
Average Spent*	\$7,493

Health Care:

Total Household	\$26,898
Average Spent*	\$3,074

Household Furnishings:

Total Household	\$17,979
Average Spent*	\$2,054

Personal Care:

Total Household	\$6,122
Average Spent*	\$699

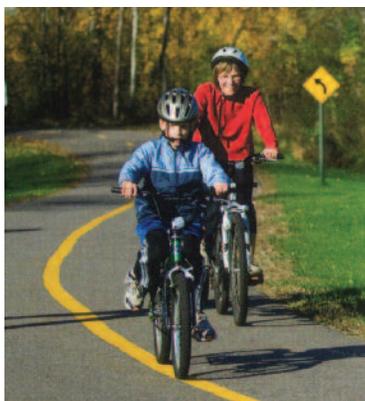
Shelter:

Total Household	\$81,607
Average Spent*	\$9,326

Transportation:

Total Household	\$83,192
Average Spent*	\$9,507

Source: Applied Geographic Solutions 2013



Labor Force Data

(Wood County, March 2012)

Labor Force:	40,850
Unemployed:	2,921
Unemployment Rate:	7.2%

Employment by Industry

(Wood County 2012)

Health Care & Social Assistance	13,631
Manufacturing	5,377
Retail Trade	5,262
Government	5,179
Transportation & Warehousing	4,185
Accommodation & Food Service	2,228
Construction	1,787
Agriculture, Forestry, Fishing & Hunting	1,502
Finance & Insurance	1,261
Wholesale Trade	1,250
Information	1,213

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	Baseball Fields:	1 with lights, 6 without
Bowling:	24 lanes	Softball Fields:	3 with lights
Indoor Movies:	7	Swimming Pools:	1 outdoor, 2 indoor
Tennis Courts:	20 outdoor, 1 indoor	Horse Shoe Courts:	13
Racquetball Court:	1	YMCA:	1
Golf Course:	3 (2 -18-hole & 1-9-hole)	Parks:	18 City including
Miniature Golf:	1		Wildwood Park
Skating Rinks:	1		and Zoo
Hockey Rinks:	1 indoor	County Parks	5
Disc Golf:	3 courses	Skate Parks:	1
Soccer Fields:	11	Pedestrian/Bike Trails	over 15 miles
Curling Rink:	1		

Thousands of acres of quality recreational lands for hunting, fishing, camping, cross country skiing and snowmobiling.

Wildwood Park & Zoo, 1800 South Roddis Avenue

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 mountain lions, lynx, sandhill cranes and timber wolves. Prairie Dogs spring out of the holes in their exhibit to peek at spectators while the hawks, owls and bald eagles cautiously observe all of the activity. 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 Education Pavilion, 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, turkey, and the timber wolf exhibit.

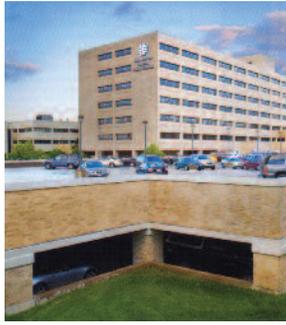
Walking and bike trails provide another option for enjoying the zoo and surrounding park area. The park includes two large ponds, an accessible fishing pier, an observation tower for viewing the waterfowl, plus picnic shelters, playground area, disc golf course, outdoor swimming pool, historic steam locomotive display and woodlands. Seasonal hours.



Healthcare



Ministry Saint Joseph's Hospital is a 500-plus bed tertiary care teaching institution. One of the largest rural referral medical centers in Wisconsin, and the only Level II verified Pediatric and Adult Trauma Center in the region, it provides health care, including all major medical and surgical specialties and subspecialties, to an ever increasing service area in Wisconsin and Upper Michigan. More than 400 Marshfield Clinic physicians are on its medical staff, with more than 2,100 quality caregivers providing round-the-clock support. Ministry Saint Joseph's Hospital, a member of Ministry Health Care, was founded more than 120 years ago by the Sisters of the Sorrowful Mother. Their mission is to continually improve the health and well being of all people, especially the poor, in the communities it serves.



Ministry Saint Joseph's Children's Hospital joins only three other hospitals in the state with the recognition of a "children's hospital" as designated by the National Association of Children's Hospitals and Related Institutions (NACHRI).

The hospital was also certified as a Primary Stroke Center, for pediatric, adolescent and adult patients, the only one in north central Wisconsin. It is also a Magnet Hospital, signifying excellence in nursing.

The study of quality at the nation's nearly 5,000 nonfederal hospitals places Ministry Saint Joseph's Hospital in the top five percent for overall clinical quality—the fifth year that the hospital has received the award.

Ministry Health Care is an integrated Catholic healthcare delivery system serving over 1.1 million people across Wisconsin and eastern Minnesota. Ministry operations generate nearly \$2.2 billion in annual operating revenue with 15 hospitals, 46 clinics, and nearly 12,000 employees including 650 physicians and advanced practice clinicians. Ministry is ranked among the top 20 percent of healthcare systems in the country according to Truven Health Analytics.

Ministry Health Care is a healthcare ministry of Ascension Health, headquartered in St. Louis, Missouri. Ascension is transforming healthcare by providing the highest quality care to all with special attention to those who are poor and vulnerable. Last year Ascension Health provided more than \$1.3 billion in care to persons living in poverty and through community benefit programs. Ascension Health employs over 150,000 associates serving in more than 1,500 locations including 118 hospitals in 23 states and the District of Columbia.



Marshfield Clinic is a large private group medical practice in Wisconsin and one of the largest in the United States, with more than 750 physicians representing almost 90 medical specialties and nearly 7,900 employees at more than 50 Clinic locations in 37 communities in Wisconsin. Marshfield Clinic was founded in 1916 in Marshfield and its center at 1000 North Oak Avenue in Marshfield is the largest center in the Clinic system. The Clinic system had more than 3.7 million patient encounters in 2012.

Marshfield Clinic Research Foundation (MCRF) was founded in 1959. As of January 1, 2013, MCRF had 190 staff, including 34 PhD and MD scientists. MCRF consists of five research centers: Marshfield Epidemiology Center, Biomedical Informatics Research Center, Center for Human Genetics, Clinical Research Center and National Farm Medicine Center. MCRF provides a full range of research, administration and support services through its offices of Scientific Writing and Publication, Sponsored Programs and Fiscal Affairs, Core Laboratory, and Research Integrity and Protections. It maintains an Institutional Review Board, which is responsible for the protection of human research participants. MCRF publishes *Clinical Medicine and Research*, a professional medical journal. MCRF and Marshfield Clinic currently are involved in more than 400 research projects, the scope of which includes agriculture-related safety and health, veterinary research, oncology, infectious diseases, vaccine safety, genetic basis for disease and drug interactions, treatment-based outcomes studies, development of models for the study of disease processes, pediatric health and safety and health services research.

Marshfield Labs is one of the largest, full-service private practice laboratory systems in the nation, reporting about 25 million tests annually. Marshfield Labs is unique because it is a reference lab for both human testing and veterinary testing, with additional service lines for pain management and forensic urine testing. Marshfield Labs has a strong commitment to providing quality education and is one of the few laboratories in the country to hold simultaneous national accreditation for Histotechnician (associate's degree), Cytotechnologist (bachelor's degree) and Clinical Lab Scientist (bachelor's degree) programs. Marshfield Labs is affiliated with accredited colleges and universities to provide practical training to students for Phlebotomy Technician (diploma), Clinical Lab Technician (associate's degree), Clinical Microbiologist (master's degree) and Pathologist Assistant (master's degree).

Security Health Plan (www.securityhealth.org) is a not-for-profit health maintenance organization focused on helping its members live longer, healthier lives. Founded in 1971 as the Greater Marshfield Community Health Plan by a group of Marshfield Clinic doctors, it has always put the well-being of its members first. Restructured in 1986 to become Security Health Plan, it has grown to serve more than 200,000 residents in 36 Wisconsin counties. About 400 people work for Security Health Plan in Marshfield and around Wisconsin.

Accredited by the National Committee for Quality Assurance (NCQA), Security Health Plan insures employees of large and small businesses, individuals and families, and administers self-funded employer health plans.



Major Employers



Name	Product or Service	Employees
Marshfield Clinic	757 physician multi-specialty private clinic (381 physicians based at Marshfield site)	3,989
Roehl Transport, Inc.	Transportation of general commerce	2,506
Ministry Saint Joseph's Hospital	500+ bed acute care Hospital	2,100
Marshfield DoorSystems, Inc.	Wood doors, steam-through door core	550
A&B Process Systems Corp (Stratford, WI)	Process Flow Systems	378
de Boer, Inc. (Blenker, WI)	Transportation of general commerce	375
Land O' Lakes (Spencer, WI)	Processed cheese	288
V&H Heavy Trucks, Inc.	Truck sales & service/Truck leasing	262
Figi's Inc.	Mail-order cheese, sausage & gifts	200+ (plus 3,000 seasonal)
Felker Bros. Corp.	Stainless steel fabrication and component fittings	184
H&S Manufacturing Co., Inc.	Manufacturer of farm equipment	138
Wisconsin Homes	Manufactured Housing	130
Weinbrenner Shoe Co.	Shoes and outdoor leather footwear	128
Nelson Jameson	Distribution of Equipment & Supplies Dairy & Food Processing Plants	121



The School District of Marshfield, a unified school district serves approximately 4,073 students. Fostering a Professional Learning Community the district employs 277 teachers and 153 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 160 courses for college-bound and vocational students, with extensive assistance to students with exceptional educational needs. The Advanced Placement program offers 29 courses to increasing numbers of students. MHS recently received the #1 ranking in Wisconsin and #229 nationally on Newsweek Magazine's 2012 list of Best High Schools putting them in the top 1% in the US! Washington Post's America's Best High School List ranks MHS #1 in Wisconsin 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.

The Columbus Catholic School System, serving students at St. John the Baptist Primary School, Our Lady of Peace Intermediate School, Columbus Catholic Middle School, and Columbus Catholic High School, provides affordable, high-quality, Catholic education to the greater Marshfield area. In cooperation with the Diocese of La Crosse and sponsoring parishes, the Columbus Catholic Schools System provides an outstanding program of studies, including half or full-day preschool, and the only full-day, academically-based 4-year-old Kindergarten in the city. The schools' nurturing environment promotes Christian character and values, anchored in the Catholic faith. The schools offer a strong curriculum with an emphasis on the core subjects and also includes specialized classes including Spanish, music, physical education, computer sciences and accelerated reading and math. Advanced placement courses, and courses for college credit are available at the high school level. Second-eighth grade students consistently score at or above the 90th percentile on standardized testing; well above the state and national averages. High school students without fail achieve ACT scores above state and national averages. The Columbus Catholic School System employs a staff of over 100 to serve nearly 500 students of all faiths and backgrounds from Marshfield and the surrounding area.



Mid-State Technical College — The MSTC Difference

Offering over 50 career opportunities through associate degrees, technical diplomas, and certificates, Mid-State Technical College (MSTC) has led the development of central Wisconsin's workforce for close to 100 years through the real-world instruction employers seek. One of 16 colleges in the Wisconsin Technical College System, MSTC is accustomed to adapting to the ever-changing world of business and industry, offering smaller classes and flexible scheduling in many of the nation's fastest-growing fields.

A remarkable 96% of graduates say they are satisfied or very satisfied with MSTC's highly student-centered education. Nearly 85% of MSTC students have jobs within six months of graduation. For more information about any of MSTC's many engaging programs, call 888.575.MSTC or visit www.mstc.edu.

The Marshfield Public Library —

Whether you're turning the page of a book or a corner in your life, Marshfield Public Library is here to help. Serving the ever-changing needs of area residents has been Marshfield Public Library's purpose for over 110 years. People of all ages visit the library each year to quench their thirst for knowledge, ideas and culture. With the Library's collection of over 150,000 items plus a host of online resources (many available from home with a library card) you can be sure there is something for everyone. Our "tech savvy" staff provide cheerful and persistent assistance with traditional books, music, and DVDs; current technology in e-books, e-resources, internet access, and Microsoft Office Suite; and special need material/services such as Large Print, Spanish language items, meeting space, provocative programs, exam proctoring, regional family history resources and equipment loans. 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 211 E. 2nd St. or on the web at www.marshfieldlibrary.org or via phone at 715-387-8494.



The University of Wisconsin —

UW-Marshfield/Wood County offers an affordable, supportive, and local University of Wisconsin education for students with complex lives who want to discover their life's work and make a difference. The small classes and exceptional faculty and staff prepare students for success at the baccalaureate level of education. Students graduate with an Associate of Arts and Sciences degree and benefit from guaranteed transfer of general education credits to any UW System institution. UW-M/WC meets the needs of adult students who want to earn their degrees locally through collaborative programming with UW System institutions. Students can earn bachelor's degrees in Nursing (partner: UW-Eau Claire), Engineering: Mechanical and Electrical (partner: UW-Stout) and American Studies (partner: UW-Stevens Point). Starting in 2013, students can enroll in new UW Colleges Bachelor of Applied Arts and Sciences completion degree (partner: UW-Stevens Point) with an emphasis in community health and wellness. This degree connects the classroom and workplace with an emphasis applied knowledge gained through service-learning and internships.

The Arts at the UW Annual Arts Season features performances and work in the 340-seat Helen Connor Laird Theatre, arena-style Black Box and visual art gallery. UW-Marshfield/Wood County brings the resources of the University to the community and students through facilities like the Hamilton Roddis Memorial Library, student space including cafeteria, lounge and fitness center and full-size gymnasium. Outdoor recreational facilities include lighted tennis courts, soccer and football fields, a baseball diamond and a 109.3 acre arboretum with nature trails. Learn more at www.marshfield.uwc.edu or call 715-389-6530.



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