



CITY OF MARSHFIELD
MEETING NOTICE

**2017 COMPREHENSIVE PLAN UPDATE
STEERING COMMITTEE
Thursday, January 14, 2016
3:00 PM
Conference Room 108
First Floor, City Hall Plaza**

AGENDA

1. Call to order – Chairperson, Joe Gustafson
2. Approval of Minutes – December 10, 2015
3. Citizen Comments
4. Agenda for the Town Hall Kickoff Meeting with the Public
5. Update on Community Survey
6. Review Existing Conditions Report Chapters – Natural Resources and Economic Development
7. Mapping Exercise
8. Set Meeting Date and Future Agenda Items
9. Adjourn

Posted this 8th Day of January, 2016 by 5 PM by Josh Miller, City Planner.

NOTICE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk, at 630 South Central Avenue or by calling (715) 384-3636.

2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES
OF THURSDAY, DECEMBER 10, 2015

Meeting called to order by Chairperson Gustafson at 3:04 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Chairperson Joe Gustafson Mayor Chris Meyer; Justin Casperson; Alderperson Ed Wagner; Bob Trussoni; Michelle Morley; Ann-Marie Nelson Brine; Dan Knoeck; and, Sam Warp.

ABSENT: Bob Haight

ALSO

PRESENT: Josh Miller, City Planner.

Approval of Minutes – November 12th, 2015

CPSC15-05 Motion by Casperson second by Warp to approve the minutes of November 12, 2015.

Motion Carried.

Citizen Comments

No comments.

Review Facilitator Proposals

CPSC15-06 Motion by Knoeck second by Wagner to contract with SEH to facilitate the kickoff meeting.

Motion Carried.

Miller gave a brief summary of the proposals and shared the estimated costs for each.

- SEH proposal - \$2,000 - \$3,000 depending on details.
 - Review and summarize exiting goals, objectives, and policies
 - Two facilitators
 - Issues and Opportunities facilitation discussion
 - Visioning and goal setting exercises
 - Workshop write up
- Cedar Corporation – not to exceed \$4,750.
 - Pre-event meeting
 - Review planning topics
 - Identify info the City would like to collect
 - Identify strategies to engage the public
 - Assign roles
 - Provide public relations
 - Inspect facilities
 - Two facilitators
 - Provide and coordinate materials for meeting
 - Set up meeting facility

- Facilitate event with assistance from City Staff and Steering Committee
- Provide summary report

Develop Framework for the Town Hall Kickoff Meeting with the Public

Miller asked the Committee what type of exercises we should include in the workshop? Five big ideas for 2037? Headline exercise? There were no additional suggestions at this time.

The Committee discussed a lot of ideas but ultimately came to a consensus with the slogan: “Imagine Marshfield 2040”. The Committee was in favor of using the slogan for the poster, postcards, and table tents.

Meyer suggested getting a list of committees from Amy to send out postcards to. Put in MACCI Perspectives. Send to Main Street.

Table tops for restaurants. Print about 100. Daily Grind, Patio, McDonald’s, Hardees, Sunrise Restaurant, Nutz Deep II. Ask to put information in newsletter for groups like the Lions Club, Rotary, Kiwanis.

Update on Community Survey

Random sample vs paper copies available? Have a separate survey and be clear on what it will be used for. Need to provide the opportunity for those that aren’t randomly surveyed. The Committee felt that a separate paper survey should be available.

If we don’t get enough surveys returned, will we send out another one? Is it valid then? Staff will check with UW-River Falls Survey Research Center.

The Committee decided that MACCI gift card for both surveys: four to five \$100 gift certificates.

Review Existing Conditions Report Chapters – Land Use and Housing

Meyer left at 4:17 pm.

Miller asked the Committee if there are other comparisons you feel would be good to make or other conclusions that could be drawn from the data? The Committee suggested we compare Marshfield with Cities in the tables and compare the Counties in the narrative.

Miller also explained the issues we’ll have for household and population projections in that the Department of Administration shows a decline and those are numbers we have to use or have justification for using other projections.

Knoeck left at 4:29 pm.

Update to Proposed Comprehensive Plan Schedule

Miller explained the reason for the change in schedule. Wagner said we need to make the survey release a big event.

Set Meeting Date and Future Agenda Items

The next meeting will be scheduled for Thursday, January 14, 2016, in Conference Room 108 at 3:00 PM. Topics for the agenda will include: continued discussion on the survey, Kick-off meeting, and additional Existing Conditions Report chapters.

Meeting adjourn at 4:36 P.M.

Respectfully submitted,

Josh Miller
City Planner



City of Marshfield Memorandum

TO: 2017 Comprehensive Plan Update Steering Committee
FROM: Josh Miller, City Planner
DATE: January 14, 2016

RE: Staff Memo

Agenda for the Town Hall Kickoff Meeting with the Public

Attached is the outline for the kickoff meeting on Saturday, January 16, 2016. If any Steering Committee member has additional ideas to include, let staff know. By Thursday, we'll have a lot of the maps printed and materials ready for the meeting, but if there are some suggestions prior to the meeting or even at the meeting, we can try to incorporate them at that time.

Please remember to invite people to the meeting. We appreciate your assistance in getting the word out about this meeting and encouraging residents to attend.

Update on Community Survey

Staff did contact James Janke from UW-River Falls Survey Research Center about needing 33% response rate and they explained that the number was only a goal. If the response rate comes back somewhat lower, they will still be within an acceptable margin of error. James said they have done over 100 comprehensive planning related surveys and the response rate has never been unacceptably low.

Staff submitted the survey to UW-River Falls for their review at the end of November. They have responded with a reformatted survey and made some suggestions. Ultimately we ended up removing three of the questions due to them be duplicitous and because of space limitations so the survey is now down to 25 questions. They are reviewing the latest comments and we should still be on schedule to send them out early February.

Last month, the Committee decided to offer four to five \$100 MACCI gift certificates as incentives. Staff would like the Committee to set the number of gift certificates and decide how many we'll give out for the random sample survey and how many we'll give out to the paper copy survey. Please keep in mind that for the paper copy, people will have to fill out their contact information and that will be sent to the City, not UW-River Falls.

We've also attached the cover letter for the survey. Please review and let staff know if you have any comments.

Review Existing Conditions Report Chapters – Natural Resources and Economic Development

The attached chapters for the Existing Conditions Report include Agricultural, Cultural, and Natural Resources and Economic Development chapters. Karen Olson from MACCI will be in attendance on Thursday's meeting as she assisted with data gathering for the Economic Development chapter. There are a few highlighted areas in the chapters in the enclosed packet. This just means we are still waiting on some information. Additionally, some of the maps are still being worked on and were not included in the packet. Please review prior to the meeting and let us know if there are other subjects within those chapters you would like additional background information on.

Mapping Exercise

One of the things staff will try to do is make the Steering Committee meetings a bit more interactive. We wanted to try a mapping exercise that will be similar to one of the exercises at Saturday's meeting. We will be bringing with us a series of maps. The maps will include zoning, land use, and utility information. What we would like the Committee to do is identify three areas you feel would be ideal for growth and three areas you feel would be suitable for redevelopment.

We will then compile the responses and look at the top choices at February's meeting. If you want to do some research in the meantime, feel free to look up the City's GIS mapping program at: http://ci.marshfield.wi.us/residents/city_map_viewer/index.php.

Outline

1. Introduction (Josh Miller, City) (5 minutes)
 - a. Project background; what is the comprehensive plan; its relationship to other plans, policies such as Downtown Master Plan, Zoning Code; purpose of update; purpose of today's activities including how they fit into comprehensive plan update process
 - b. Introduce Andrew Dane and Roger Dupler, SEH
 - i. Both senior planners with SEH
 - ii. Andrew worked on recently completed downtown Master Plan; regularly facilitates community planning meetings
 - iii. Roger city planner for Delafield, several other SE WI communities
2. Key trends impacting Marshfield (Andrew Dane, SEH) (15 minutes)
 - a. 10-15 minutes presentation summarizing key trends
 - b. LET'S ASK THE OTHER DEPARTMENT HEADS TO PROVIDE US 2-3 KEY TRENDS CITIZENS SHOULD BE AWARE OF AS THEY PLAN FOR THE FUTURE
 - c. Ask participants "what other key trends are missing?"
3. Hopes and Concerns Exercise (Andrew Dane, SEH) (30 minutes)
 - a. Purpose is for participants to articulate their hopes (vision) and concerns (key issues, challenges) for the future of Marshfield
 - b. Participants individually at table write down as many hopes and concerns they can in 3-5 minutes using 8.5x11 handout. For example:
 - i. Hope to see trails planned for non-vehicular traffic (bike, pedestrian, possibly equine)
 - ii. Hope that we have a "Mayberry" type community that remains friendly and welcoming (with a "small town" feel)
 - c. Participants go around and read one concern at a time; table recorder writes down each NEW idea on a separate sticky note
 - d. Repeat for hopes
 - e. Affinity grouping exercise; participants from tables take sticky notes to wall and group them by similar themes (more parks, lower taxes, etc...)
 - f. Andrew, Roger compare results with current Plan goals, key concepts
4. Creating a Great Place Exercise (Andrew Dane, SEH) (45 minutes)
 - a. Growing importance of quality of life, place-based initiatives in community and economic development; key attributes of great places; what it means for citizen planners (step up to the plate!)
 - b. Individual table exercises. Participants discuss following questions and annotate responses onto map. Facilitators to provide examples.
 - i. What direction should the community be growing and why?
 1. (circles, arrows, with notes annotated to map)
 - ii. What type of development (think equalized value) is desirable? (if any)
 1. Small group discussion, large group report out
 - iii. What key infill or redevelopment opportunities exist within the existing urban fabric of the City and what should go there? (housing, commercial, industrial, etc...)
 1. (color no 1 numbered sticky dots)

- iv. What OTHER types of uses & activities (besides tax producing) would make Marshfield a better place to live, work, play?
- v. How can Marshfield's assets and destinations be more effectively tied together, connected to make them more accessible?
 - 1. (string or pen)
- 5. Wrap Up (Josh Miller, City) (5 minutes)
 - a. Next steps in process; additional opportunities for providing input

Stations set up prior to and after meeting for additional input

- 1. **Map of City with pins; one color represents where people live; other color represents favorite place in the City; each person gets to vote once**

Agricultural, Cultural, and Natural Resources

Overview

This chapter outlines the natural, agricultural, and cultural resources that are found within and around the City of Marshfield. Each topic is explored through various sub topics throughout this chapter.

The natural environment of the City of Marshfield contributes greatly to the residents' quality of life. A variety of unique natural resources are present throughout the City. These important resources are depicted on the Natural Resources Map (Map 6.1) and are discussed below.

Preservation of historic and cultural resources is also important to the vitality of any community. It fosters a sense of pride and provides an important context for social and cultural continuity between the past, present, and future.

Natural Resources

Surface Water (Map 6.1 Natural Resources)

The City of Marshfield is located in close proximity to many small ponds, rivers, and creeks. The two ponds within the City limits are man-made ponds located within Wildwood Park. The East Branch of the Yellow River is found west of the City and drains to the Wisconsin River. In addition to the Yellow River, there are four streams in close proximity to Marshfield: Beaver Creek, Mill Creek, Scheuer Creek, and Squaw Creek.

Floodplains (Map 6.1 Natural Resources)

Areas surrounding Mill Creek and the Yellow River East Branch are designated as floodplain. Floodplains are defined by FEMA and include areas that have been or may be covered by floodwater during the "regional flood." The regional flood is determined to be representative of large floods known to have occurred in Wisconsin or that may be expected to occur on a particular lake, river, or stream. In any given year there is a one (1) percent chance that the regional flood may occur or be exceeded.

Wetlands (Map 6.1 Natural Resources)

There are numerous wetlands located within and surrounding the City of Marshfield. The largest of them is McMillan Marsh north of Marshfield. The 6,500 acre wetland is also a designated wildlife area. In addition to McMillan Marsh, Mill Creek to the north of Marshfield has many wetlands associated with it. Wetlands are also located east of the City, near to Squaw and Scheuer Creeks.

Wetlands provide valuable wildlife habitat areas, provide important groundwater recharge and water quality functions, and contribute greatly to the aesthetic appeal of the area. Wetlands are protected by the Wisconsin Department of Natural Resource and the U.S. Army Corps of Engineers and alteration of any wetland without regulatory approval from one or both of these agencies is prohibited.

Topography (Map 6.2 – Elevations)

The topography around the City is mostly flat with some gently rolling slopes and hills. Few areas of steep slopes are located throughout the area. Elevations range from 1,181 feet above sea level near Beaver Creek south of Marshfield to 1,370 feet near the corner of McMillan Street and St. Joseph Avenue.

Soils and Slopes (Map 6.3 Slopes)

The non-wetland soil types found in the planning area are sandy loam and silt loam soil developed from glacial till or moraine deposits, including Marshfield Silt Loam 0 to 3 percent slope, Santiago Silt Loam 2 to 6 percent slope, and Freeon Silt Loam 6 to 12 percent slope. (Sewer Service Plan).

Map 6.3 shows areas of steep slopes. Slopes of 10% or more should be avoided when constructing roads. Slopes greater than 15% or more should be avoided when constructing driveways.

Drainage Basins and Watersheds (Map 6.4 Drainage Basins)***Central Wisconsin River Basin***

Marshfield is located within the Central Wisconsin River Basin, which is connected to the Wisconsin River. The basin is 4,021 square miles and is divided into 29 watersheds. Land use in the basin is mixed with an abundance of forest as well as farm land. Agriculture in the basin includes cranberries, dairy, and irrigated potato/vegetable production in central sands. (Central Wisconsin River Basin Organization)

Upper Yellow River Watershed

The Upper Yellow River Watershed is comprised of a 224 square mile geographical area. The City of Marshfield is one of many other municipal jurisdictions that are incorporated into the watershed. The Yellow River provides numerous streams and creeks to the west side of the City.

Groundwater

The residents of the Marshfield Area receive 100 percent of their drinking water from local groundwater supplies. Marshfield's municipal wells are shallow (50-90 feet depth) and exist in narrow, confined bedrock channels. Domestic and farm wells are low yielding wells drilled into fractured rock. Topsoil consists of 8 to 10 feet of tight clay soils, which limits recharge.

Greenways & Other Environmental Corridors

There are a variety of open spaces and environmental corridors within the City. The two largest environmental corridors near to the City follow the East Branch of the Yellow River and Mill Creek. The largest protected open space close to Marshfield is the McMillan Marsh, which is located directly north of the City. The following greenways are managed and maintained by the Public Works Department and Street Division. The primary purpose of these lands is storm water management. Requirements for stormwater management are evolving and may impact future recreational use of these properties.

Meadowbrook Greenway

The Meadowbrook Greenway is a 3.86-acre linear natural runoff corridor located in the northeast quadrant of the City. The greenway was dedicated at the time the area was subdivided.

Northeast Greenway

The Northeast Greenway is a broad natural runoff corridor for Squaw Creek. The greenway is 104 acres and adjoins the Marshfield Senior High School site. The greenway was acquired by purchase from landowners; some of the acquisition was purchased using federal LAWCON funds.

Pleasant Valley Greenway

The Pleasant Valley Greenway is a 2.0-acre linear natural runoff corridor located in the west quadrant of the City. The greenway was dedicated at the time the area was subdivided.

Southeast Greenway

The Southeast Greenway is a natural runoff corridor for Mill Creek located in the southeastern quadrant of the City. The greenway was purchased from landowners for drainage purposes and is 22.45 acres in size.

Woodlands

There are approximately 1,010 acres of woodlands (defined as 0.5 acre or more of continuous tree cover) within the current City limits. Additionally, the City of Marshfield is a Tree City USA, a designation given by the National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters to communities that promote urban forestry.

Non-Metallic Mineral Resources

There is no mining occurring within the City limits.

Wildlife Habitat and Threatened and Endangered Species

Wildlife is abundant in and surrounding Marshfield. The natural resources outlined above provide many different habitat options to support a diverse wildlife. The Wisconsin Department of Natural Resources reports that there are five (5) rare species within the area: Blanding's Turtle (Threatened), Blunt-lobed Grape Fern (Special Concern), Osprey (Threatened), Prairie Sagewort (Special Concern), and Round Pigtoe (Special Concern Mussel).

Agricultural Resources (Map 6.5 Prime Farmland)

Agriculture remains an important part of the economic livelihood in central Wisconsin. Agricultural lands surround the City of Marshfield. A small amount of agricultural land is also located within the City limits. Marathon County has a significant amount of designated prime farmland north of the City. The Town of McMillan in Marathon County also has Exclusive Ag zoning as well as lands in the Farmland Preservation Program. Wood County, to the east and west of the City Limits has a scattering of prime farmland, but has neither Exclusive Ag zoning nor land in the Farmland Preservation Program near Marshfield.

Cultural Resources

Historic Resources (Map 6.6 Historic Properties and Districts)

The City of Marshfield was incorporated in April 1933, at which time the city had a population of 1,000 people. It became a significant railroad stop along the routes between St. Paul, Green Bay, and Chicago.

Marshfield is fortunate to have numerous historic properties within the City limits. Table 6.1 outlines the properties within the City that are currently listed on a historic register and the date they were listed on each register. The Historic Features and Districts Map (#6.2) shows the location of the properties.

Table 6.1: City of Marshfield Historic Properties

Property	Local Register	State Register	National Register
Governor William H. Upham House (212 W 3rd St)	1995	12/12/1976	12/12/1976
Wahle-Laird House (208 S Cherry Ave)	1/22/2002	1/30/1992	1/30/1992
Willard D. Purdy Junior High and Vocational School (110 W 3rd St)		9/8/1992	9/9/1992
Tower Hall (110 E 2nd St)	1995		
Central Wisconsin State Fair Round Barn (E 17th St)	1995	3/24/1997	3/25/1997
Eli Winch House (201 S Vine Ave)	1997		
Sears "House by Mail" House (611 W Blodgett St)	9/22/1998		
Marshfield Post Office (202 S Chestnut Ave)			10/24/2000
E.F. Mechler House (305 S Maple Ave)	9/24/2002		
Edward Jones Investments - Building (554 S Central Ave)	3/24/2004		
George D. & Jennie Booth House (512 S Hardacre Ave)	3/28/2005		
Marshfield Senior High School (900 E 4th St)		4/6/2005	4/7/2005
Weinbrenner Shoe Factory (305 W 3rd St)		8/28/2008	8/29/2008
Columbia Park Band Shell (201 W Arnold St)	6/15/2010	9/3/2008	9/4/2008
Hamilton & Catherine Roddis House (1108 E 4th St)	6/24/2008	4/18/2008	11/12/2008
Parkin Ice Cream Company (108 W 9th St)		7/18/2008	1/8/2009
Soo Lin Steam Locomotive 2442 (1800 S Roddis Ave)	11/22/2011	7/18/2008	5/13/2009

Source: City of Marshfield Historic Preservation Committee

The City has implemented five historic preservation districts, recognized by the state and national historic registers, four of which are either located in or adjacent to downtown. The five historic districts include:

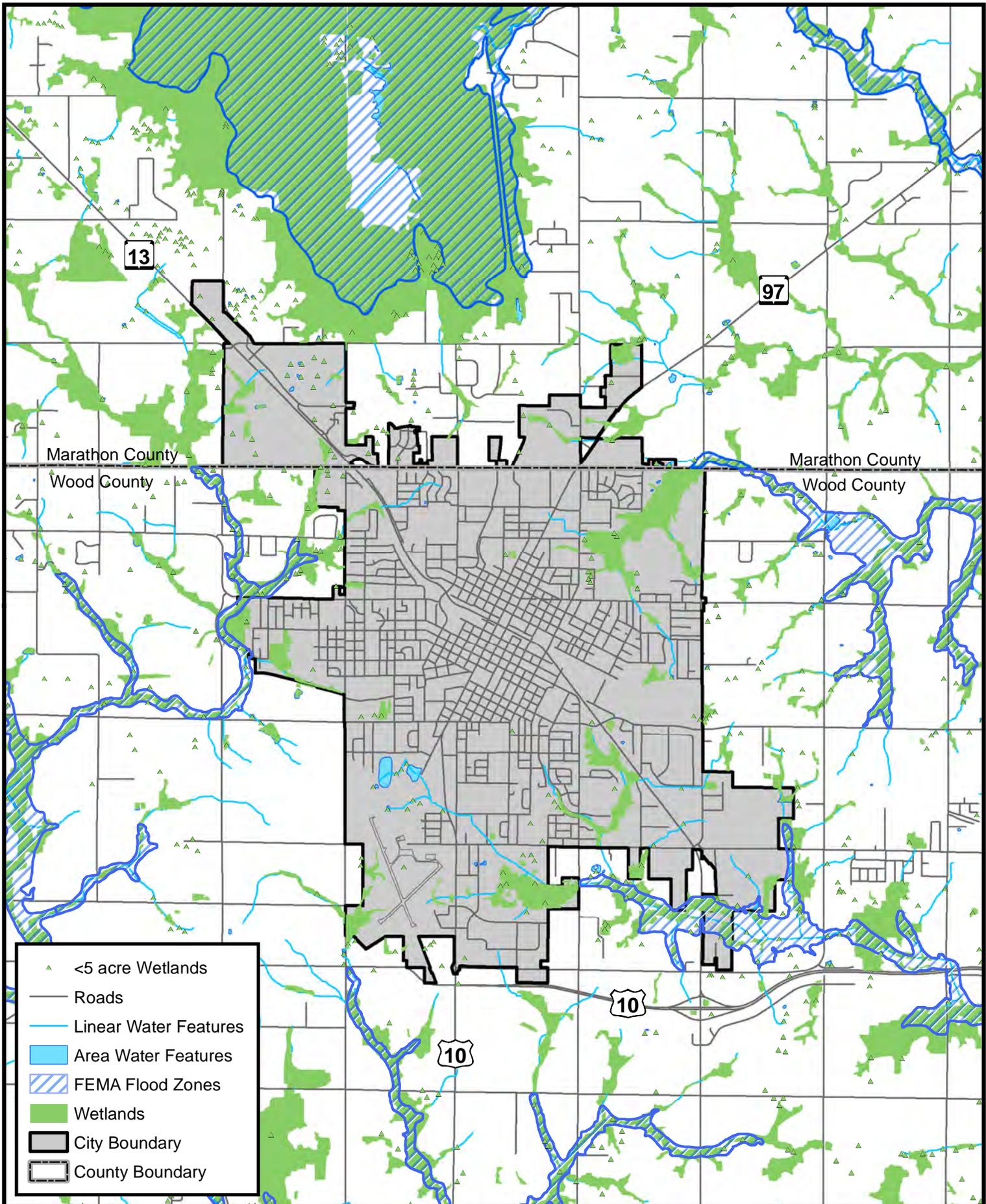
- Marshfield Central Avenue Historic District (listed 11/4/1993)
- West Park Street Historic District (listed 6/29/2000)
- Pleasant Hill Residential Historic District (listed 7/5/2000)
- West Fifth Street-West Sixth Street Historic District (listed 2/14/2006)
- Upham House Historic District (listed 7/30/2008)

Archeological Resources

The City of Marshfield is within close proximity to numerous archeological sites. There are 17 known sites in the surrounding area and many more unpublished sites near to the East Branch of the Yellow River.

Community Design

Marshfield's built environment reflects a wide range of styles, ages, and forms of development. No one architectural style or period is predominant. Several historic properties are found throughout the community's core while more modern urban and suburban elements are found along the City's periphery.



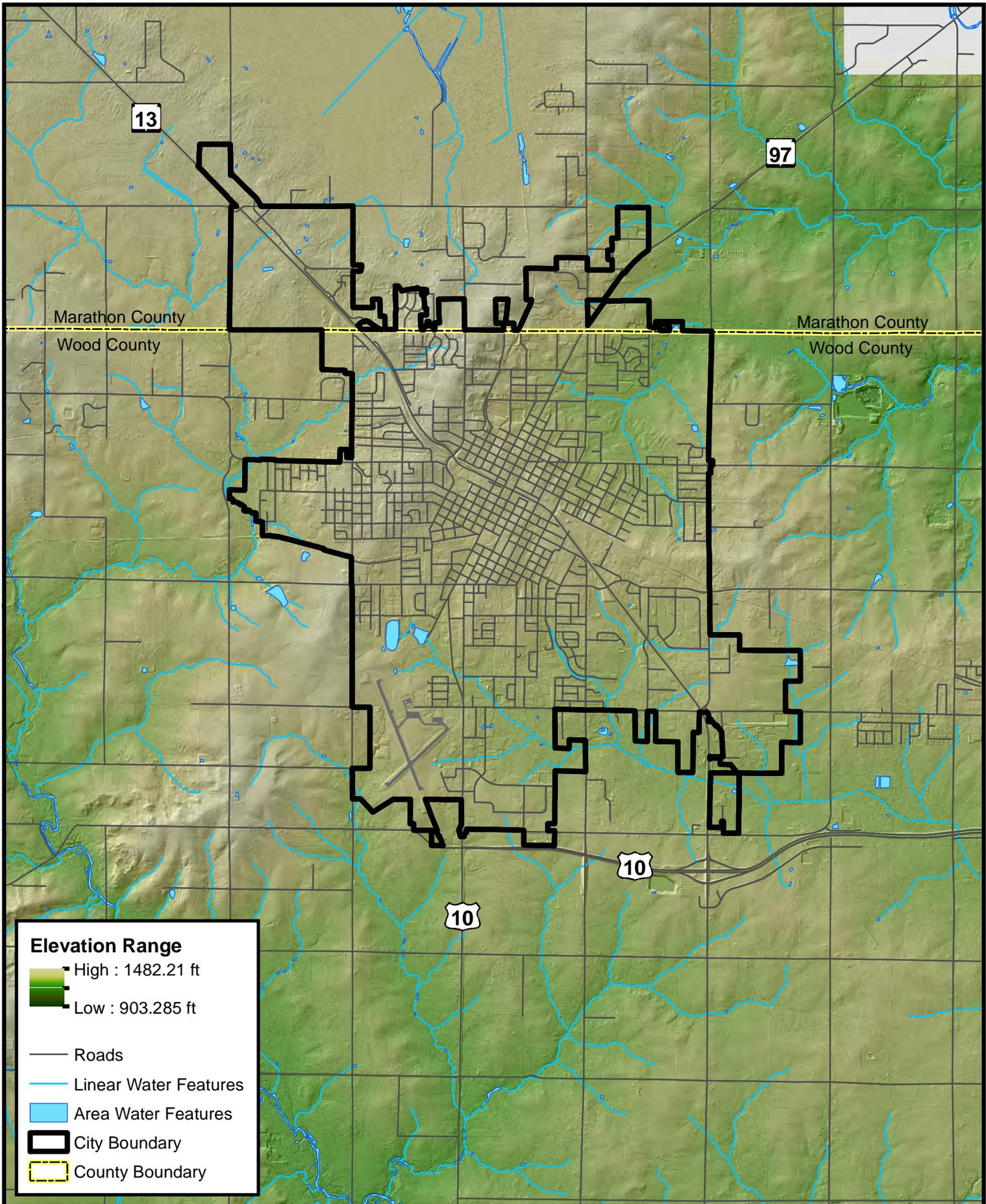
-  <5 acre Wetlands
-  Roads
-  Linear Water Features
-  Area Water Features
-  FEMA Flood Zones
-  Wetlands
-  City Boundary
-  County Boundary



Natural Resources
 City of Marshfield - 2016 Comprehensive Plan
 12/23/2015



Sources: City of Marshfield GIS Dept.,
 FEMA, WI DNR 2015
 Document Path: F:\Home\PLGIS Planning\Projects\Comprehensive Plan\Natural\NaturalResources\NaturalResources.mxd

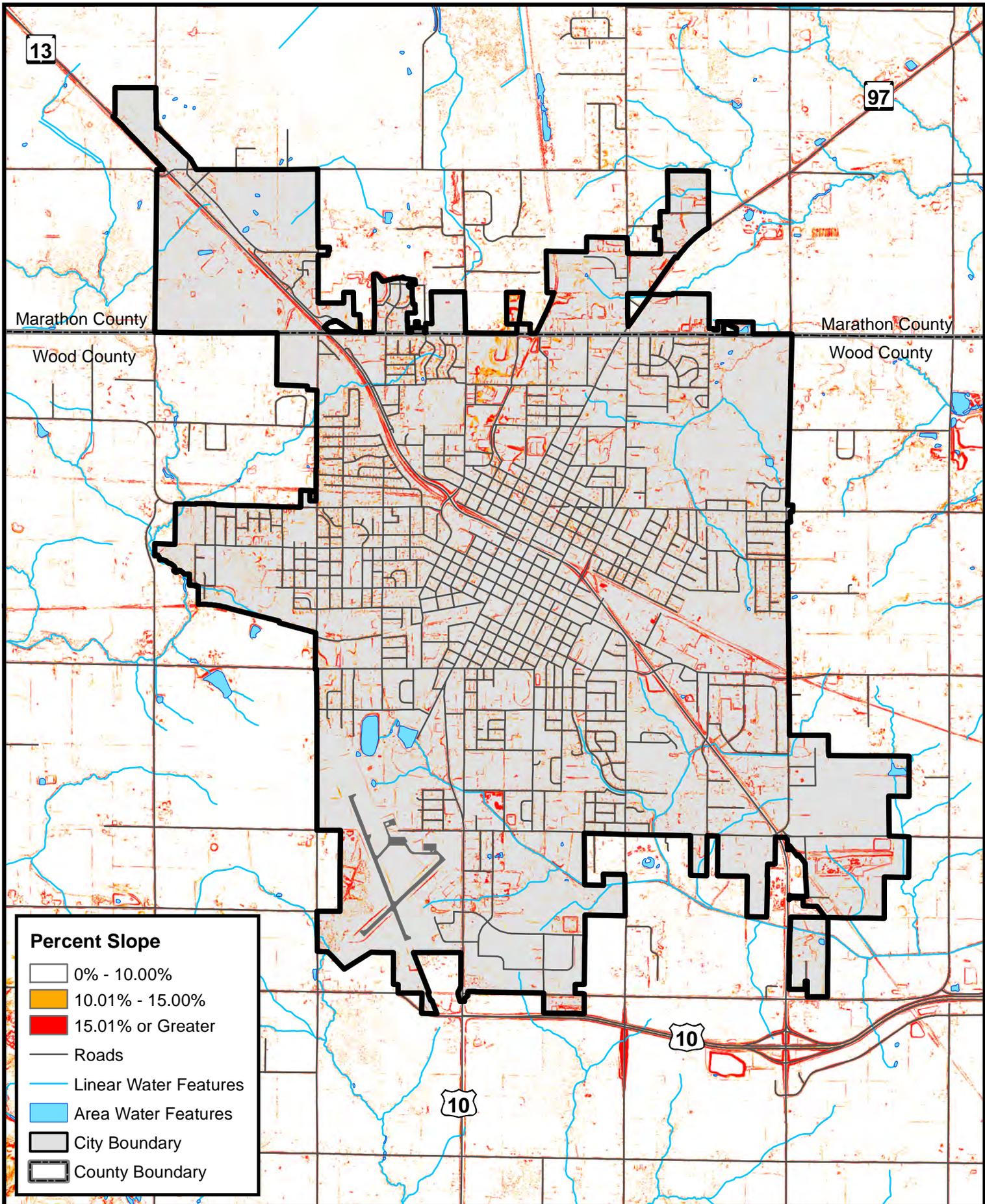


Elevation

City of Marshfield - 2016 Comprehensive Plan
 12/23/2015



Sources: City of Marshfield GIS Dept.,
 2015 LiDAR flown by Ayres Associates
 Document Path: F:\Home\PL\GIS Planning\Projects\Comprehensive Plan\Natural\Cultural\AgResources\Elevation.mxd

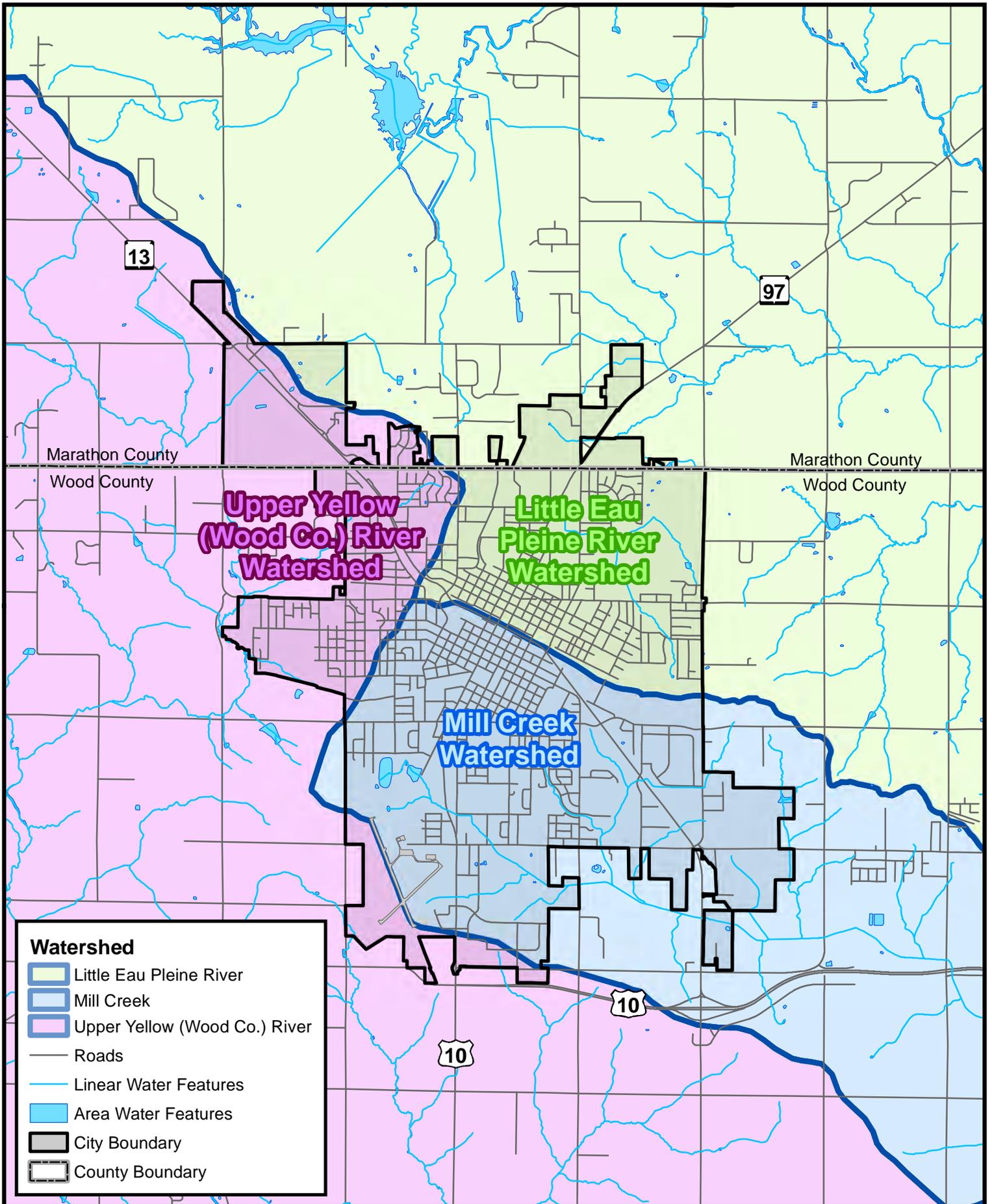


Slopes

City of Marshfield - 2016 Comprehensive Plan
12/23/2015



Sources: City of Marshfield GIS Dept.,
2015 LiDAR flown by Ayres Associates
Document Path: F:\Home\PL\GIS Planning\Projects\Comprehensive Plan\Natural\Cultural\GISResources\Slopes.mxd



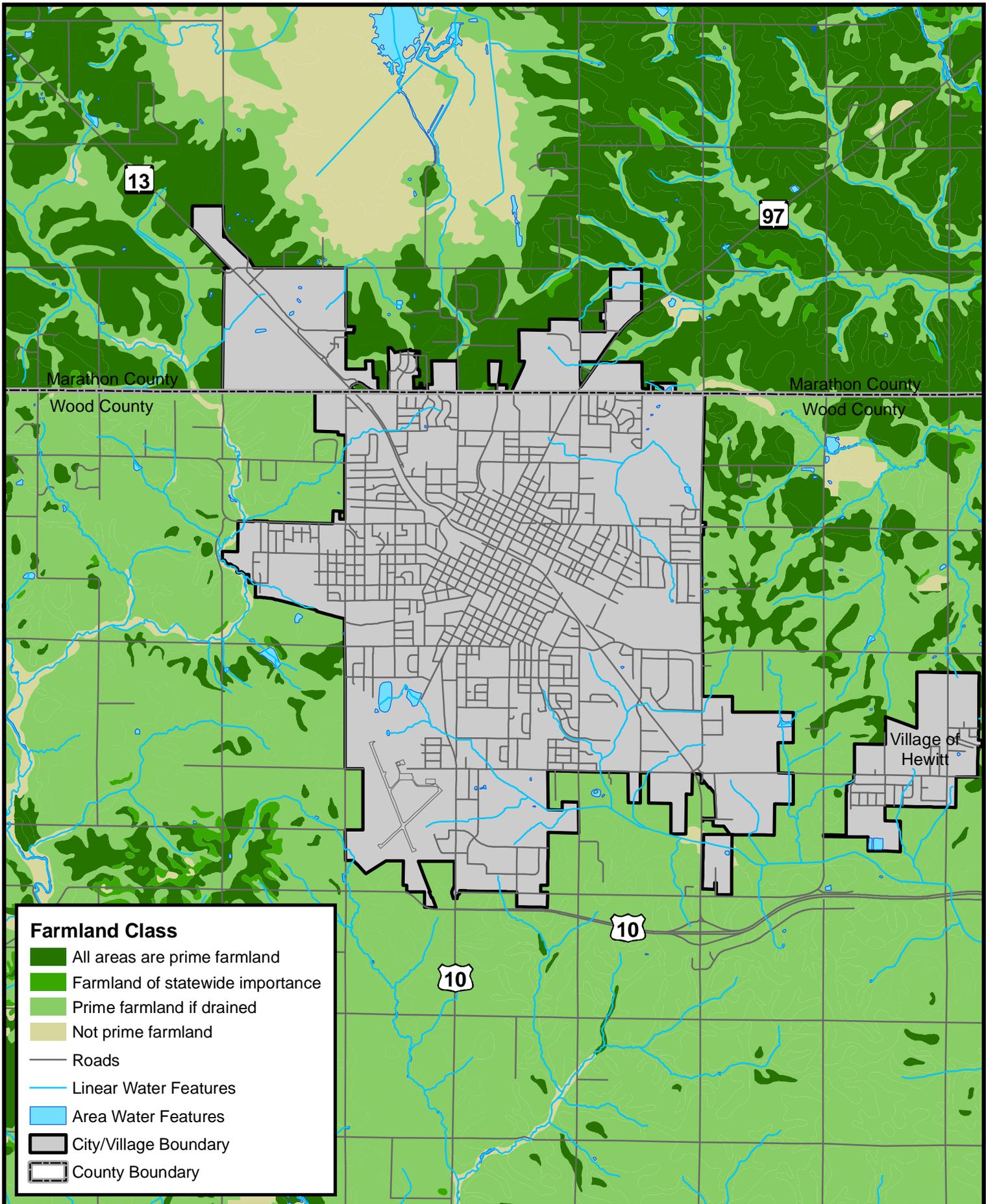
Drainage Basins

City of Marshfield - 2016 Comprehensive Plan
12/23/2015



Sources: City of Marshfield GIS Dept.,
WI DNR

Document Path: F:\Home\PL\GIS Planning\Projects\Comprehensive Plan\Natural\Cultural\AgResources\DrainageBasins.mxd



Farmland Class

- All areas are prime farmland
- Farmland of statewide importance
- Prime farmland if drained
- Not prime farmland
- Roads
- Linear Water Features
- Area Water Features
- City/Village Boundary
- County Boundary



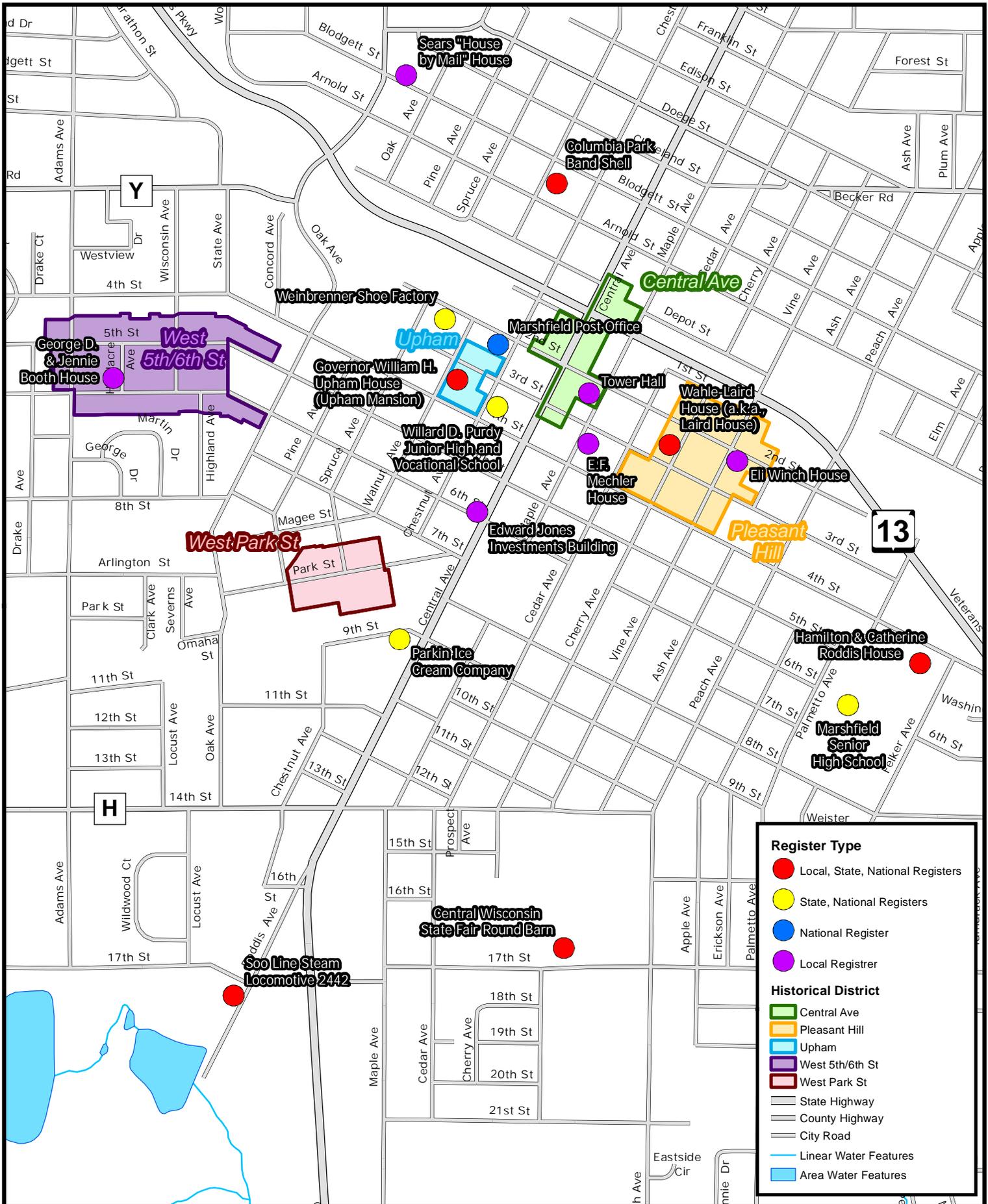
Prime Farmland (SSurgo Soils)

City of Marshfield - 2016 Comprehensive Plan
12/23/2015



Sources: City of Marshfield GIS Dept.,
NRCS SSurgo Soils

Document Path: F:\Home\PL\GIS Planning\Projects\Comprehensive Plan\Natural\Cultural\AgResources\PrimeFarmland.mxd



Register Type

- Local, State, National Registers
- State, National Registers
- National Register
- Local Register

Historical District

- Central Ave
- Pleasant Hill
- Upham
- West 5th/6th St
- West Park St

State Highway
 County Highway
 City Road

— Linear Water Features
 Area Water Features



Cultural Resources

City of Marshfield - 2016 Comprehensive Plan
12/23/2015



Sources: City of Marshfield GIS Dept., Marshfield Historic Register, WI State Historic Register, National Historic Register

Economic Development

Overview

Marshfield's diverse local economy is comprised of expanding manufacturing, dairy food processing, wood products, distribution, and metal fabrication industries, combined with a growing and highly respected medical service industry.

Labor Force

Marshfield's labor force is the portion of the City's population age 16 and over that is employed, unemployed or actively seeking work. The character of the City's labor force – the skills, education, aptitudes and availability of its population – represents one of the most important resources for existing and potential economic investors. Approximately 10,251 Marshfield residents were in the labor force in 2010, and the employment characteristics are described in Table 7.1.

Table 7.1: Employment Status of Marshfield Residents, 2010

Employment Status	Number	Percent
Population 16 years and over	15,081	100.0%
In Labor Force	10,251	68.0%
Civilian Labor Force	10,211	67.7%
Employed	9,651	64.0%
Unemployed	560	3.7%
Armed Forces	40	0.3%
Not in Labor Force	4,830	32.0%
Females 16 years and over	8,114	100.0%
In Labor Force	5,164	63.6%
Civilian Labor Force	5,134	63.3%
Employed	4,894	60.3%
Class of Worker	Number	Percent
Private wage and salary workers	8,526	88.3%
Government Workers	771	8.0%
Self-employed workers in not incorporated business	354	3.7%
Unpaid family workers	0	0.0%

Source: U.S. Census, 2010

Table 7.2 shows that Marshfield's residents were primarily employed in the "Education, health and social services" industry (37.2 percent). Other major industries in which Marshfield residents were employed were "Retail trade" (14.6 percent) and "Manufacturing" (13.1 percent).

Table 7.2: Labor Force Characteristics of Marshfield Residents, 2010

Industry	Percentage of Labor Force
Agriculture, forestry, fishing, hunting, mining	1.2%
Construction	5.0%
Manufacturing	13.1%
Wholesale trade	1.9%
Retail trade	14.6%
Transportation, warehousing, utilities	2.9%
Information	2.0%
Finance, insurance, real estate, rental, leasing	4.5%
Professional, scientific, management, administrative, waste mgmt services	4.0%
Educational services, and health care and social assistance	37.2%
Arts, entertainment, recreation, accommodation, food services	7.8%
Public administration	2.2%
Other services	3.8%

Source: 2006-2010 5-Year American Community Survey

Economic Base

Table 7.3 identifies the major employers in Marshfield, the product or service they deliver and the number each employs.

Table 7.3: Major Employers in Marshfield, 2015

Name	Product or Service	Employees
Marshfield Clinic	730 physician multi-specialty private clinic (352 physicians based at Marshfield Site)	3,274
Saint Joseph's Hospital	500+ bed acute care Hospital	1,357
Roehl Transport, Inc.	Transportation of general commerce	2,370
Masonite /Marshfield DoorSystems	Wood doors, steam-through door core	460
A&B Process System Corp. (Stratford, WI)	Process flow systems	438
de Boer Inc. - (Blenker, WI)	Transportation of General Commerce	350
Land O' Lakes (Spencer WI)	Processed cheese	332
Figi's, Inc.	Mail order cheese, sausage, & gifts	300 (Plus 1,200 Seasonal)
V & H, Inc.	Truck Sales & Service/Truck	304
Felker Bros. Corp	Stainless steel fabrication & component fittings	197
Atrium Acute Care Center	152-bed skilled nursing home	157
H&S Manufacturing	Manufacturer of farm equipment	149
Stratford Homes	Housing Manufacturer	140
Nelson/Jameson	Dist. of equip. and supplies, dairy food processing	140
PreventionGenetics	DNA banking and testing	129
Prince Corp.	Industrial & Wholesale Dist. of farm supplies/mfg. of animal feeds	122
Weinbrenner Shoe Company	Shoes & outdoor leather footwear	120

Source: Marshfield Area Chamber of Commerce, 2015

In addition, the Wisconsin Department of Workforce Development (DWD) estimated the top industries by employment for 4th Quarter 2014 for both Marathon and Wood Counties.

Marathon County Top Industries by Employment

- Ambulatory Health Care Services
- Educational Services
- Food Services and Drinking Places
- Fabricated Metal Product Manufacturing
- Hospitals

Wood County Top Industries by Employment

- Ambulatory Health Care Services
- Educational Services
- Truck Transportation
- Paper Manufacturing
- Food Services and Drinking Places

Poverty Level

In 2010, the American Community Survey estimates 4.9 percent of Marshfield’s families were below the poverty level, whereas 7.7 percent of families in Wisconsin were below this level. Similarly, 10.0 percent of individuals in Marshfield were below the poverty level and 11.6 percent of individuals in Wisconsin were below this level. Marshfield had a lower percentage of residents below the poverty level than did the state in all demographic categories in the table below.

Table 7.4: Poverty Level of Marshfield Residents, 2010

Poverty Status	Percent below poverty level (Marshfield)	Percent below poverty level (Wisconsin)
Families	4.9%	7.7%
With related children under 18 years	10.6%	13.2%
With related children under 5 years	13.2%	15.9%
Individuals	10.0%	11.6%
18 years and over	13.1%	15.8%
Related children under 18 years	12.6%	15.3%
Related children under 5 years	14.7%	19.0%
Related children 5 to 17 years	11.5%	13.9%
65 years and over	7.2%	7.9%
Unrelated individuals 15 years and over	21.9%	23.4%

Source: 2006-2010 5-Year American Community Survey

Available Land of Economic Development

There are approximately 1,700 acres of available land in the City classified as having a business and commercial use. A majority of these lands are zoned for business or manufacturing activities as shown on Map 7.1. It should also be noted that institutional land also plays a key role in the City’s economic development. (Staff is still working with David on this information.)

Tax Incremental Finance Districts

Tax Increment Districts or Tax Increment Financing (TIF) Districts are an economic tool approved by the State of Wisconsin. TIF funds originate from the tax money generated from an improvement or development greater than the tax generated by the site before the improvement or development. This tax increment money is then allocated to the City for its use in making street, water, and sewer improvements in the District during the life of the District. At the end of the TIF term, all of the taxes will again be paid to the regular taxing bodies but at a much higher assessed valuation than would have been possible without the TIF. Marshfield has six Tax Increment Districts that are currently active or under development (TID #2 – Purdy Building, TID #4 – Downtown, TID #5 – Mill Creek Business Park, TID #7 – Yellowstone Industrial Park, TID #9 – Hartl Site, and TID #10 – Marshfield Mall).

Environmentally Contaminated & Brownfield Sites

Brownfields are locations that are contaminated, or believed to be contaminated, therefore limiting the potential for development, redevelopment or expansion of viable businesses in that location. A brownfield limits the economic activity of the site, affects the viability of the surrounding area and potentially poses a threat to human health and the natural environment.

The Wisconsin Department of Natural Resources (WisDNR) keeps a list of self-reported brownfield sites and hazardous spill sites. As of January 2016, the Marshfield area had 426 sites listed in WisDNR's Environmental Remediation and Redevelopment Program website. According to the site, 405 contaminated properties were located in Wood County and 21 were located in Marathon County. Some of these sites are located outside the City Limits and over half have a "closed" status, meaning an investigation and cleanup of the contamination has been completed and the state has approved all cleanup actions.

Commuting Patterns

The 2013 Wisconsin Department of Workforce Development Profile of Marathon County estimated that approximately 8,591 Marathon County residents worked outside the County (about 12 percent) and roughly 10,867 workers from other counties commuted in (filling about 16 percent of the jobs located in the County). According to that same report, "About 4,300 Marathon County residents work in Wood County, while just under 1,900 Wood County residents work in Marathon County. The relationship is likely due to the location of Marshfield—one of Wood County's two largest cities."

The Wood County report estimated that approximately 6,341 Wood County residents worked outside the County (16 percent) and approximately 10,248 workers from other counties commuted in (filling about 28 percent of jobs located in the County). Again, most of those commuting into Wood County work in Marshfield because of high wages and job concentration in health care and its spillover effects (the information sector, for example, is higher than most non-metropolitan counties).

According to the 2006-2010 American Community Survey, mean travel time to work for Marshfield residents was 14.8 minutes (up 2 minutes from the 2000 Census) which means that most residents still worked in or very close to the City. This compares to the State mean travel time of 21.3 minutes. Of Marshfield's labor force, 79.3 percent drove to work alone, 10.4 percent carpooled and 4.5 percent walked. In Wisconsin, 79.8 percent drove to work alone, 9.3 percent carpooled and 3.4 percent walked.

Sources

- Marshfield Area Chamber of Commerce and Industry
- U.S. Bureau of the Census
- Wisconsin Department of Workforce Development
- Wisconsin Department of Natural Resources