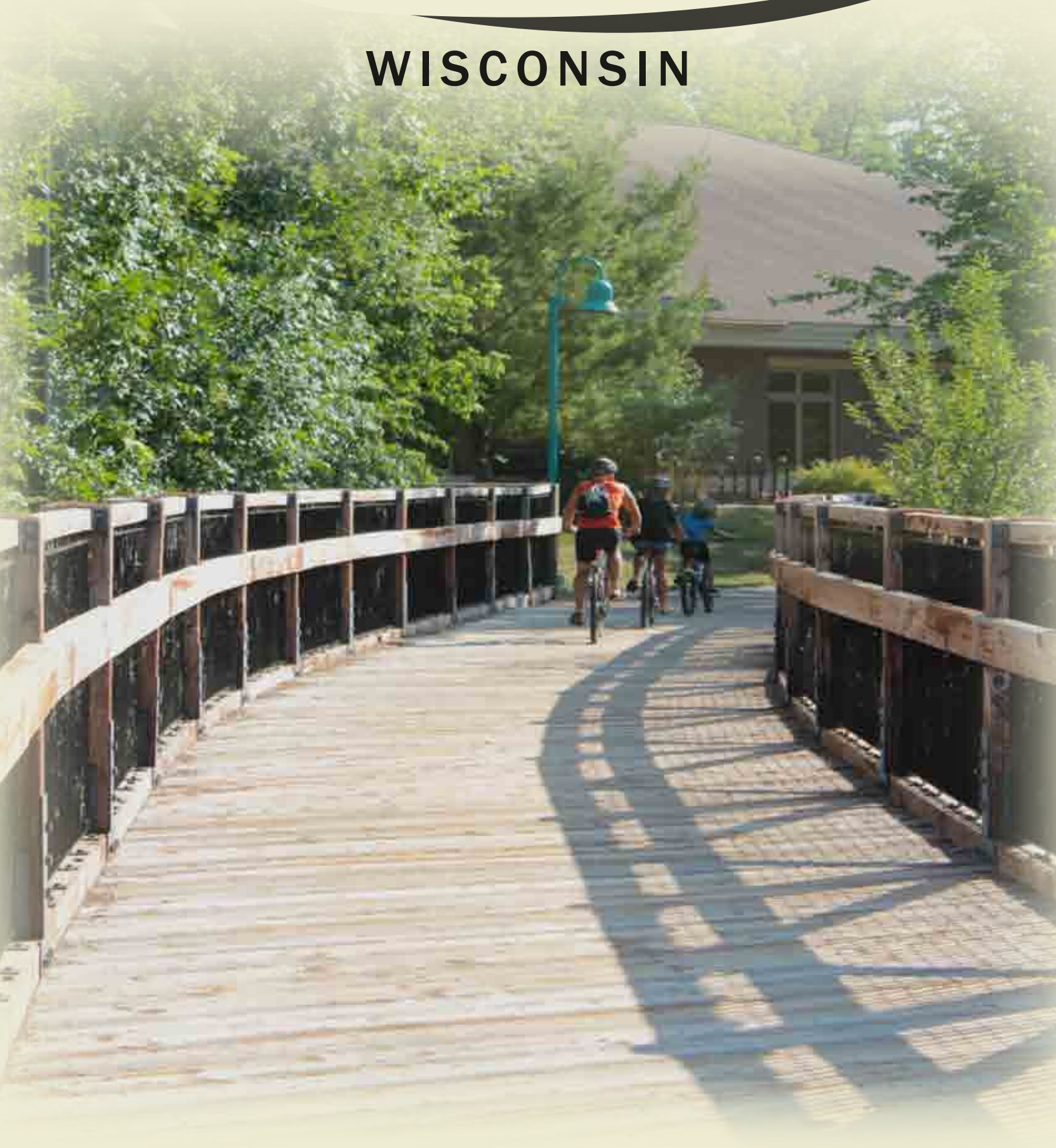


ECONOMIC PROFILE

# EAU CLAIRE

WISCONSIN



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# COMMUNITY PROFILE

## AREA POPULATION

POPULATION	1990 CENSUS	2000 CENSUS	2010 CENSUS
Eau Claire	56,856	61,704	65,883
Eau Claire County	85,183	93,142	98,736
Eau Claire MSA	137,543	148,337	161,151

Source: Wisconsin Department of Administration

## LOCAL GOVERNMENT

### CITY OF EAU CLAIRE

The City of Eau Claire is run by a council manager form of government with eleven council members elected to two-year terms. Five members are elected from aldermanic districts and five members are elected at-large. The final member is an elected city council president. A city manager is hired to run day-to-day government activities.

### EAU CLAIRE COUNTY

Eau Claire County is governed by a board of supervisors with one supervisor elected for two years from each of the 29 districts. A county administrator is hired to run day-to-day operations.

## DISTANCE TO MAJOR METRO AREAS

CITY	MILES
Minneapolis/St. Paul	83
Green Bay	194
Milwaukee	247
Chicago	323

\*Interstate or four lane divided highways to major markets

## HEALTH CARE FACILITIES

WITH 150+ MEMBERS OR INDEPENDENT PHYSICIANS

Mayo Health System
Marshfield Clinic
Oakleaf Surgical Hospital
Sacred Heart Hospital



# HOUSING & COST OF LIVING

## HOUSING

	CITY	COUNTY
Total Housing Units	27,557	41,255
Owner Occupied	15,369	25,987
Renter Occupied	10,677	12,842
Total Occupied	26,046	38,829
% Occupied	94.5%	94.19%

Source: U.S. Census Bureau, 2008

## HOME SALE RATES

Average 2009 Home Sale Price	\$146,911
Median 2009 Home Sale Price	\$129,000

Source: www.realtor.org

## RENTAL HOUSING

	RENTAL RANGE
1 Bedroom Apartments	\$370 - \$650
2 Bedroom Apartments	\$399 - \$890
3 & 4 Bedroom Duplexes/Homes	\$475 - \$1,650

Source: www.apartmentconnexion.com, 2010

## COST OF LIVING

COST OF LIVING INDEX	EAU CLAIRE, WISCONSIN	CHICAGO, ILLINOIS	ST. CLOUD, MINNESOTA	MINNEAPOLIS, MINNESOTA	ROCHESTER, MINNESOTA
Overall	93.6	116.8	98.3	110.9	99.1
Food	97.5	111.2	101.6	111.5	89.6
Housing	90.2	134.4	80.5	116.5	90.8
Utilities	84.9	117.5	117.4	105.0	105.1
Transportation	103.1	116.5	99.9	103.7	106.2
Health	105.3	108.3	101.8	105.2	109.3
Miscellaneous	93.4	104.4	105.8	110.4	105.0
National Index Average	100.0				

Source: Accra Cost of Living Index, April 2010

## GREATER BUYING POWER



According to Sperling's Best Places, if you earn \$100,000 in Eau Claire, you will need to earn the amounts listed in the map above to enjoy the same buying power in each location.

Source: www.bestplaces.net, May 2010

## FAMILY INCOME DISTRIBUTION

INCOME	CITY	COUNTY
Less than \$24,999	34.3%	29.7%
\$25,000 to \$34,999	10.9%	10.4%
\$35,000 to \$49,999	16.6%	16.3%
\$50,000 to \$74,999	16.8%	17.6%
\$75,000+	21.3%	26.0%
Median Household Income	\$38,905	\$43,370

Source: U.S. Census Bureau

# LABOR FORCE & MAJOR EMPLOYERS

## LABOR FORCE

	MAY 2011 LABOR FORCE	MAY 2011 UNEMPLOYMENT RATE
Eau Claire City	39,544	6.7%
Eau Claire County	57,916	6.1%
Eau Claire MSA	91,542	6.6%

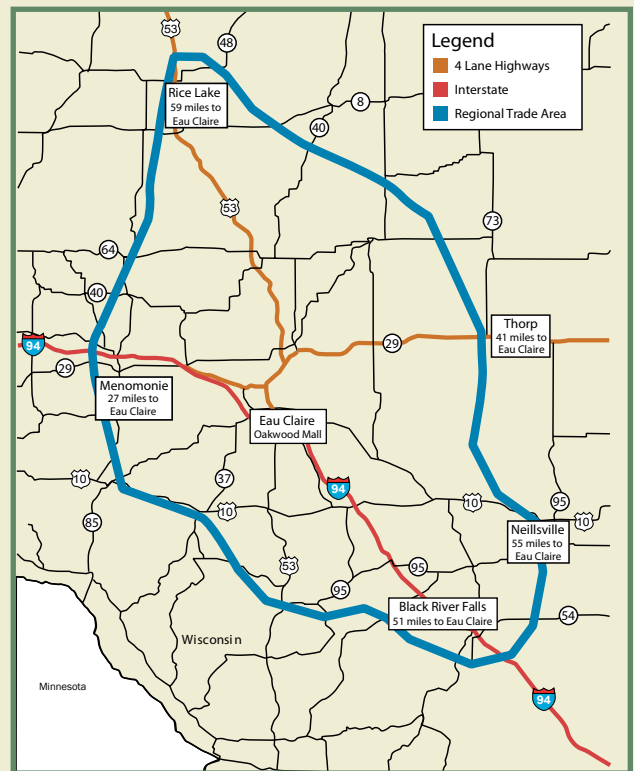
Source: Department of Work Force Development

## MAJOR EMPLOYERS

MAJOR EMPLOYERS	NUMBER EMPLOYED
Eau Claire Area School District	1000+
Hutchinson Technology, Inc.	1000+
Mayo Health System	1000+
Menards	1000+
Sacred Heart Hospital	1000+
UnitedHealth Group	1000+
University of Wisconsin-Eau Claire	1000+
Brotoloc Health Care System	500-999
Chippewa Valley Technical College	500-999
City of Eau Claire	500-999
Eau Claire County	500-999
GSI Call Center, Inc.	500-999
Manpower	500-999
Marshfield Clinic	500-999
Nestle	500-999
Xcel Energy Services, Inc.	500-999
Cascades Tissue Group Wisconsin, Inc	250-499
Community Health Partnership, Inc.	250-499
Curt Manufacturing, Inc.	250-499
Dove Healthcare	250-499
Globe University, Inc.	250-499
Grace Lutheran Foundation, Inc.	250-499
iPacesetters (Formerly Charlton Group)	250-499
Manpower	500-999
Market & Johnson, Inc.	250-499
Mega Foods	250-499
Philips Plastics Corp.	250-499
Royal Credit Union	250-499
U.S. Postal Service	250-499
YMCA	250-499

Source: Department of Workforce Development, 2011

## EAU CLAIRE REGIONAL TRADE AREA



# EDUCATION

## UNIVERSITY OF WISCONSIN-EAU CLAIRE

The University of Wisconsin-Eau Claire is one of the best, most beautiful and most affordable regional public universities in the United States, according to U.S. News & World Report's annual college guide, Kiplinger's Personal Finance Magazine, and the Princeton Review. In addition, UW-Eau Claire ranks among the nation's leader in Fulbright Scholars, service to the community, and the number of students who study abroad.

For more information visit: [www.uwec.edu](http://www.uwec.edu).

## CHIPPEWA VALLEY TECHNICAL COLLEGE

Chippewa Valley Technical College (CVTC) delivers affordable and hands-on, progressive technical education that improves the lives of students, meets the workforce needs of the region, and enhances economic growth in the Chippewa Valley. The largest campus is located in Eau Claire, with four other regional centers. In addition, the NanoRite Innovation Center provides leasable space, technical equipment and expertise in the areas of nanotechnology and microfabrication.

For more information visit: [www.cvtc.edu](http://www.cvtc.edu)

## AREA SCHOOLS

<b>PUBLIC</b>	<b>NUMBER OF SCHOOLS</b>	<b>2010-2011 ENROLLMENT</b>
Elementary Schools	13	4638
Middle Schools	3	2142
High Schools	2	3130
Charter Schools	2	1004
<b>PRIVATE</b>	<b>NUMBER OF SCHOOLS</b>	<b>2010-2011 ENROLLMENT</b>
Elementary Schools	9	987
Middle Schools	4	450
High Schools	2	417

*Source: Eau Claire Area School District & WI Dept. of Public Instruction*

## ACT PERFORMANCE

<b>School</b>	<b>ACT Score</b>
Eau Claire Schools	22.9
Wisconsin	22.1
Illinois	20.7
Minnesota	22.9
National Average	21.0

*Source: ACT.org, 2010-2011*

## GROWING REGIONAL TALENT POOL

<b>EDUCATIONAL INSTITUTION</b>	<b>STUDENT UNDERGRADUATES &amp; GRADUATES</b>
UW-Eau Claire	11,409
UW-Stout	9,339
CVTC	8,126
Globe University	737
Lakeland College	295

<b>TYPES OF DEGREES</b>	<b>GRADUATES/YEAR</b>
<b>SCIENCE</b>	<b>159</b>
Biochemistry	Biology
Chemistry	Chemistry w/Business
Geology	Physics
Physics w/Math	

<b>TECHNICAL</b>	<b>481</b>
Applied Mathematics	Science
Computer Science	Auto Maintenance Technician
Civil Engineering Technician	Dental Hygienist
Information & Communication Technologies	Information Systems(IS)
Information Technology Management	IT-Network Specialist
IT-Programmer/Analyst	Machine Tooling Technics
Medical Assistant	MIS
Packaging	Technology & Engineering Management

<b>BUSINESS</b>	<b>946</b>
Accounting	Business
Management	Economics
Finance	Health Care Administration
Marketing	

*Sources: Regional Educational Institutions; University of Wisconsin - Eau Claire, University of Wisconsin - Stout (Menomonie, WI), Chippewa Valley Technical College*

# MEDIA

## PRINT

PUBLICATION	FREQUENCY	DIST.
Eau Claire Leader Telegram	Weekdays Saturday Sunday	23,500 25,400 30,200
The Country Today	Weekly	22,145
The Bottom Line	Weekly	1,000+
Wisconsin West	Bimonthly	5,000
Chippewa Valley Business Report	Quarterly	7,000+
Volume One Magazine	Biweekly	15,000+
Family Times	Quarterly	

## TELEVISION

STATION	AFFILIATE
WEAU-TV	NBC
WEUX-TV	FOX
WHWC-TV	PBS
WKBT-TV	CBS
WQOW-TV	ABC

## RADIO

FM		AM	
WATQ-FM	106.7	WAYY-AM	790
WAXX-FM	104.5	WBIZ-AM	1400
WBIZ-FM	100.7	WDVM-AM	1050
WCRW-FM	105.7	WEAQ-AM	1150
WDRK-FM	99.9	WMEQ-AM	880
WECL-FM	92.9	WOGO-AM	680
WHEM-FM	91.3		
WHWC-FM	88.3		
WIAL-FM	94.1		
WISM-FM	98.1		
WMEQ-FM	92.1		
WQRB-FM	95.1		
WRFP-FM	89.7		
WUEC-FM	89.7		
WVCF-FM	90.5		
WWIB-FM	103.7		



# TRANSPORTATION

## AIR SERVICE

The Chippewa Valley Regional Airport is located in the Northeast corner of the city. Key services include:

- United Airlines in Eau Claire connects with O'Hare International Airport in Chicago, offering several daily connecting flights.
- Heartland Aviation offers business and medical jet charter service.
- Aircraft tie-down/hangar facilities and aircraft repair are available.
- A full service restaurant and rental cars are available on site.
- For more information visit: [www.chippewavalleyairport.com](http://www.chippewavalleyairport.com)

## AIRPORT TECHNICAL SPECIFICATIONS

Elevation	913 feet
Lights	HIRL
Fuel	Jet A and 100LL
Runways	(2) 8, 101' x 150' and 4,999'x100'
Surface	04/22-Concrete, 14/32-Asphalt/Concrete
ATCT	Check the airport facility directory for frequencies and hours of operation.
NavAids	ILS, MALSR, NDB, REIL, PAPI/VASI, ASOS, VOR

*Source: Chippewa Valley Airport*

## Bus

Greyhound provides inter-city bus service. The Eau Claire City Transit operates 11 routes including two university routes. These routes encompass most of Eau Claire and parts of Altoona. The transit system provides service to major employment centers.

## RAIL

Serviced by Union Public Transportation Company.

## FREIGHT AND CARGO

Eau Claire County has a wide variety of express service carriers to accommodate regional, national, and international business.



# UTILITIES

## WATER AND SEWER

Eau Claire has a municipal water system with 15 groundwater wells and a treatment facility capable of producing 20 million gallons per day of high quality water. The average daily water usage is 9.3 million gallons with a typical peak daily summer demand of 15 million gallons. Eau Claire owns and operates a municipal wastewater treatment plant with a capacity of 11.5 million gallons per day. The average daily wastewater flow is 6.0 million gallons.

## ELECTRICITY AND NATURAL GAS

**XCEL ENERGY** is the No. 1 renewable energy provider in Wisconsin and serves 240,000 electric and 100,000 natural gas customers in more than 200 communities in the Northwestern part of the state. The company's power plants have become a model for creative use of fuels. Xcel is also the nation's No. 1 provider of wind energy.

Phone: 800.895.4999

[www.xcelenergy.com](http://www.xcelenergy.com)

**EAU CLAIRE ENERGY COOPERATIVE** provides reliable and affordable electricity, propane gas (through its subsidiary Energy Connections), and related innovative energy services to residential, business and farm members. As a Touchstone Energy Partner, Eau Claire Energy Cooperative prides itself in the personal service it offers to over 10,000 members.

Phone: 888.832.1604

[www.ecec.com](http://www.ecec.com)

## TELECOMMUNICATIONS/CABLE

**AT&T INC.** is a premier communications holding company. With a powerful array of network resources that include the nation's fastest 3G and growing 4G network, AT&T is a leading provider of wireless, WI-FI, high speed Internet, voice services, and TV services. The company's suite of IP-based business communications services is one of the most advanced in the world.

Phone: 800.288.2020 for residential customers

Phone: 800.660.3000 for small business customers

[www.att.com](http://www.att.com)

**WEST WISCONSIN TELCOM COOPERATIVE, INC.** is locally owned and operated and is fiber optic based. The company's services include broadband internet, networking solutions, phone services, web site hosting and design, computer support services and repair, digital TV and security systems. WWT has 3 business offices located in Downsview, Menomonie, and Eau Claire.

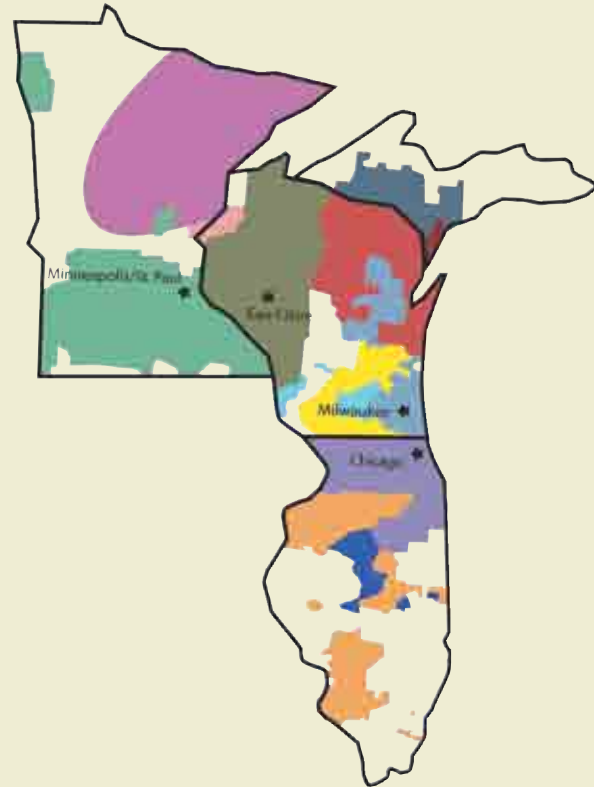
Phone: 888.247.2035

[www.wwt.net](http://www.wwt.net)

**CHARTER COMMUNICATIONS, INC.** is a leading broadband communication company and the third-largest publicly traded cable operator in the United States. Charter provides a full range of advanced broadband services, including advanced digital cable video entertainment programming, high-Speed® Internet access, and telephone. Charter Business™ provides broadband communications solutions to business organizations.

Phone: 800.581.0081

[www.charter.com](http://www.charter.com)



Company	Industrial Avg. Rates	Commercial Avg. Rates
Ameren IP	N/A	11.88
Minnesota Power Company	6.96	6.84
Wisconsin Public Service Company (MI)	5.13	8.93
We Energies (Former Wisconsin Company)(MI)	4.50	8.50
Wisconsin Public Service Company (WI)	5.41	8.69
Northern States Power Company/Xcel Energy (WI)**	6.15	7.98
Ameren CILCO	N/A	9.00
Commonwealth Edison Company	8.69	10.32
Northern States Power Company/Xcel Energy (MN)	6.34	7.83
Madison Gas & Electric Company	7.11	10.17
We Energies (Former Wisconsin Company)(WI)	6.82	9.66
WP&L/Alliant Energy	6.90	9.61
Northwestern Wisconsin Electric Company	9.37	13.30

Map data from the Average Rates Report, Edison Electric Institute. Industrial Average Rates for 12 months ending 12/31/08

\*\*Rural communities are covered by local Touchstone Energy Cooperatives

# TAX COMPARISONS

## SPECIAL TAX INCENTIVES

### & TAX TREATMENT

- Special capital gains treatment for WI small business sold to family members
- Income for multi-state companies is apportioned on a single sales factor basis
- 100 % exclusion for long-term capital gains if reinvested in a WI business for 5 years
- Wisconsin law permits formation of subchapter 'S' corporations
- Wisconsin law permits the formation of limited liability companies
- Deduction for corporate dividends received
- No inheritance or gift taxes
- Job creation tax incentive
- Accelerated depreciation of industrial equipment
- Tax incremental financing districts allowed for cities, villages, and towns

## TAX EXEMPTIONS

### PROPERTY TAX EXEMPTION FOR:

- Manufacturing machinery and equipment
- Merchants' and manufacturers' inventories
- Pollution abatement equipment
- Computer equipment

### SALES TAX EXEMPTION FOR:

- Manufacturing machinery and equipment
- Fuel and electricity used in manufacturing

### INVENTORY TAX EXEMPTION ON:

- Goods in transit

### SALES/USE TAX EXEMPTION FOR:

- Pollution abatement equipment
- Waste treatment equipment
- Recycling equipment

## TAX CREDITS

Currently, (there are 27 credits available) for corporations located in Wisconsin, to claim against corporate income and franchise tax. There are also four specific tax treatments for Wisconsin corporations: deductions, exemptions, single-sales apportionment, and pass-through business organization. The credits generally fall into five categories:

- Research
- Geographic
- Economic Development
- Target Industry Sectors
- Agricultural

## Tax Comparisons

Call the Eau Claire Area EDC at 715.834.0070 or 800.944.2449 for more information.

TAX COMPARISON	WI TAXES	MN TAXES	IL TAXES
Corporate	Rate: 7.9% flat rate	Rate: 9.8% (Plus a 5.8% tax on any alternative minimum taxable income over the base tax)	9.5% flat rate (includes 2.5% replacement tax)
Personal Income	4.6% to 7.75% based on level of income	5.35% to 7.85% based on level of income	5% of federal adjusted gross income with modification
Sales & Use	State Rate: 5% Average Local Rate: 0.42% Combined Rate: 5.42%	State Rate: 6.875% Average Local Rate: 0.27% Combined Rate: 7.14%	State Rate: 6.25% Average Local Rate: 1.97% Combined Rate: 8.22%
Unemployment Compensation	Base: \$13,000 Rate: 0.27% to 9.8% 3.6% to 6.6% for new employers	Base: \$27,000 Rate: 0.5% to 9.4% 2.91% to 9.4% for new employers	Base: \$12,740 Rate: 0.70% to 8.4% 3.8% for new employers

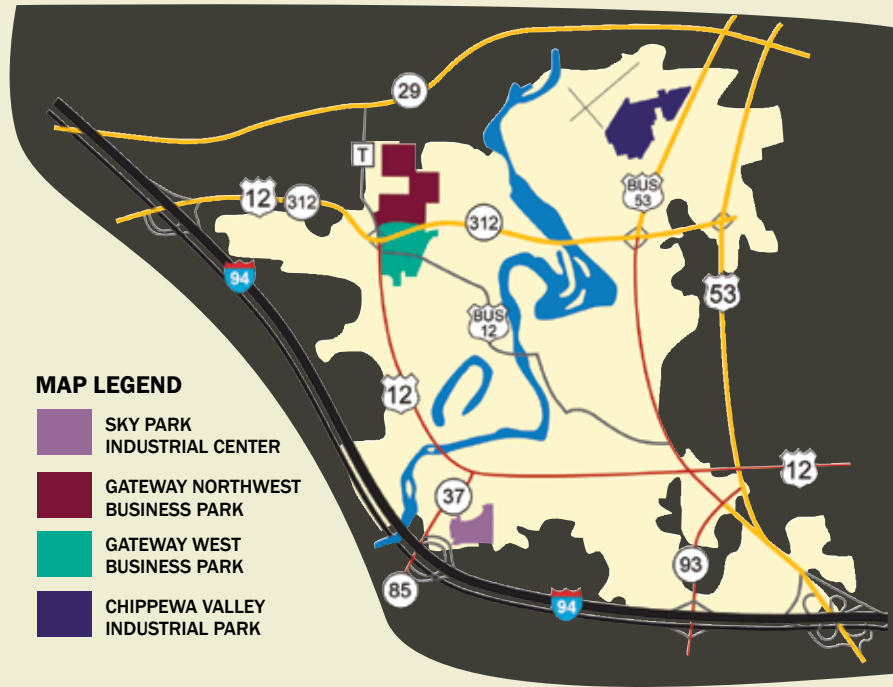
Source: Tax Foundation Census Bureau, 2011

# BUSINESS PARKS



## GATEWAY WEST BUSINESS PARK

The Gateway West Business Park consists of 200 acres serviced by utilities. The park is home to companies such as Hutchinson Technology Inc., SilverSpringGardens, Coca-Cola, Northwestern Motors, and Choice Products USA.



### MAP LEGEND

- SKY PARK INDUSTRIAL CENTER
- GATEWAY NORTHWEST BUSINESS PARK
- GATEWAY WEST BUSINESS PARK
- CHIPPEWA VALLEY INDUSTRIAL PARK



## SKY PARK INDUSTRIAL CENTER

Sky Park is a high amenity park especially suited for light manufacturing. The park has fiber optic telecommunication systems available and is fully serviced with municipal utilities. It has direct access to STH 37 and is less than 1/4 of a mile from the Interstate 94 interchange.



## CHIPPEWA VALLEY INDUSTRIAL PARK

The Chippewa Valley Industrial Park is a privately owned, general purpose park, which accommodates all types of industries. It is serviced by rail, municipal utilities, and is adjacent to USH 53 and the Chippewa Valley Regional Airport. The Park is one of West Central Wisconsin's first and largest industrial facilities. The more than 50 business occupants range from wholesalers to heavy industry - the highest percentage being light industry.



## GATEWAY NORTHWEST BUSINESS PARK

Gateway Northwest Business Park, located on Eau Claire's Northwest side, consists of approximately 700 acres with approximately 400 acres available. A portion of the park is designated towards high-tech companies. It is Eau Claire's newest park and is home to companies such as Nestle, Eby-Brown, and the Chippewa Valley Technical College Manufacturing Technology Center.

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[www.eauclairedevelopment.com](http://www.eauclairedevelopment.com)

*Serving Eau Claire County and the City of Eau Claire.*