

# Eau Claire, WI

2015 Area Profile



**ALL-AMERICA  
CITY WINNER**

Eau Claire is a 2014 winner in the All-America City Awards, and ranked #3 in the state for being bicycle friendly

Source: National Civic League, 2014;  
League of American Bicyclists, 2014



**CONSISTANTLY  
TOP IN THE NATION**

Named in “America’s 50 Best Cities to Live” and “Top 100 Best Small Places for Business and Careers”

Source: 24/7 Wall St, 2015; Forbes, 2015



**# 1 PURCHASING  
POWER IN WISCONSIN**

Eau Claire’s purchasing power has increased 35% in the past decade. Our increase in wages and stable cost of living makes us #1 in Wisconsin for inflation having affected people the least.

Source: Smartasset, Council for Community & Economic Research,  
Bureau of Economic Analysis

## TABLE OF CONTENTS

### 1 EAU CLAIRE OVERVIEW

Government  
Healthcare Facilities  
Distance to Major Metro Areas  
Area Population

### 2 EMPLOYMENT & HOUSING

Housing Statistics  
Family Income Distribution  
Cost of Living

### 3 LABOR FORCE & MAJOR EMPLOYERS

Major Employers  
Labor Force  
Regional Trade

### 4 EDUCATION

Universities & Area Schools  
ACT Performance

### 5 EDUCATION & MEDIA

Growing Regional Talent Pool  
Print  
Television  
Radio

### 6 UTILITIES & TRANSPORTATION

Electricity & Natural Gas

### 7 UTILITIES & TRANSPORTATION

Water & Sewer  
Telecommunications/Cable  
Air Service  
Intermodal Facility  
Freight & Cargo

### 8 TAX COMPARISONS

Tax Exemptions  
Tax Credits  
Tax Incentives & Tax Treatment  
Tax Comparisons

### 9 BUSINESS & INDUSTRIAL PARKS

Gateway Northwest Business Park  
Gateway West Business Park  
Chippewa Valley Industrial Park  
Sky Park Industrial Center

## Government

### CITY OF EAU CLAIRE

Eau Claire is the 9th largest city in Wisconsin and is run by a council-manager government. Eleven council members are elected to three-year terms for aldermanic districts and at-large. This includes an elected City Council president. The city manager is hired to run day-to-day governmental 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. The county administrator is hired to run day-to-day operations.

## Distance to Major Metro Areas

CITY	MILES
Minneapolis/St. Paul	83
Madison	178
Green Bay	193
Milwaukee	245
Chicago	317



## Population

CENSUS YEAR	EAU CLAIRE	EAU CLAIRE COUNTY	EAU CLAIRE MSA
1990	56,856	85,183	137,543
2000	61,704	93,736	164,570
2010	65,883	98,736	164,570
2015 Estimate	67,684	101,564	165,024

Source: Wisconsin Department of Administration, U.S. Census Bureau, 2015



### A PUBLICATION OF

Eau Claire Area Economic  
Development Corporation  
Phone: (715) 834.0070  
E-mail: [ec.info@eauclaire-wi.com](mailto:ec.info@eauclaire-wi.com)  
[www.eauclaire-wi.com](http://www.eauclaire-wi.com)



Photo courtesy of Marshfield Clinic



## HEALTHCARE

Eau Claire has four healthcare facilities that employ approximately 400 physicians.

### Health Care Facilities

**Marshfield Clinic** scored 40% above national average in a 2014 Consumer Reports analysis based on seven measures identified by the Wisconsin Collaborative for Healthcare Quality, and is the 1<sup>st</sup> regional clinic to achieve the “Center of Excellence in Breast Care” accreditation by the National Accreditation Program for Breast Centers (2011, 2014).

**Mayo Clinic Health System** in Eau Claire is the top-ranked hospital in northwestern Wisconsin (U.S. News, 2015), and is recognized as being one of the 100 Great Community Hospitals nationally in 2015 (Becker’s Healthcare, 2015). Eau Claire’s Mayo Clinic has also received the “Outstanding Patient Experience Award” for the past three consecutive years (Healthgrades.com, 2015).

**Oakleaf Medical Network** in Eau Claire County, a private hospital designed exclusively for surgery has been rated as one of only 45 hospitals patients would “definitely recommend” in a national survey as well as being recognized on several national lists for their quality including “42 hospitals with the Fastest Patient Aid” and “34 hospitals with the best patient discharge information practices” (Becker’s Healthcare, 2015).

**Sacred Heart Hospital** has been recognized as one of the Top 100 Great Community Hospitals nationally by Becker’s Hospital Review for two consecutive years (2012-2013) and one of only 28 hospitals in the country which has earned the Environmental Leadership Circle Award.

## outstanding patient experience

The Eau Claire area is home to three hospitals that have all received “Outstanding Patient Experience Award” for at least three consecutive years.

Source: Healthgrades.com, 2015

# 2 Employment & Housing

## Cost of Living

INDEX	NATIONAL AVERAGE	EAU CLAIRE, WI	CHICAGO, IL	MINNEAPOLIS, MN	MADISON, WI	MILWAUKEE, WI
Salary Comparisons*		\$100,000	\$113,253	\$118,291	\$126,725	\$93,428
Overall	100	91	103	108	116	85
Food	100	96	104	107	105	97
Housing	100	81	97	112	128	53
Utilities	100	81	106	103	102	109
Transportation	100	101	112	105	111	102
Health	100	104	104	103	121	116
Miscellaneous	100	93	105	108	111	94

Source: Sperling's Best Places, 2015

\*To have the same purchasing power that you would enjoy in Eau Claire for \$100,000, you would need to earn the salary listed for each location



### BUSINESSES

Downtown Eau Claire is home to 463 locally owned businesses and major employers including JAMF Software, RCU, and Mayo Clinic Health Systems.



## Housing

HOUSING UNITS	CITY	COUNTY
Total Housing Units	28,573	42,278
Owner Occupied	14,864	25,229
Renter Occupied	12,159	14,525

Source: U.S. Census Bureau, 2013

## Rental Housing

APARTMENTS	RENTAL RANGE
1 Bedroom	\$370–\$642
2 Bedroom	\$370–\$919
3 & 4 Bedroom Duplexes /Homes	\$370–\$990

Source: Rentometer, 2015

## Family Income Distribution

INCOME	CITY	COUNTY
Less than \$24,999	29.8%	26.5%
\$25,000–\$34,999	12.1%	11.0%
\$35,000–\$49,999	14.6%	14.0%
\$50,000–\$74,999	18.2%	19.0%
Greater than \$75,000	10.9%	12.2%
Median Household Income	\$43,090	\$48,090

Source: U.S. Census Bureau, 2013

## 2015 Home Sale Median Price: **\$149,000**

A four-bedroom, two full-bath home in Eau Claire averages \$185,154 – 10% below state average and 38% below national average.

Source: Coldwell Banker, 2014 Home Listing Report, Wisconsin Realtors Association, 2015

## Major Private Employers

EMPLOYER	EMPLOYEES
Hutchinson Technology Inc.	1,000+
Intel Corp	1,000+
Marshfield Clinic	1,000+
Mayo Clinic Health System	1,000+
Menard Inc. Distribution Center	1,000+
Nestlé USA	1,000+
Phillips-Medisize	1,000+
Thrivent Financial	1,000+
United Healthcare	1,000+
Altoona School District	250-499
Cascades Tissue Group	250-499
Chippewa Valley Technical College	250-499
Eau Claire Press Company	250-499
IDEXX Laboratories Inc.	250-499
L.E. Phillips Career Development Center	250-499
Leader-Telegram	250-499
Mega Foods	250-499
Midwest Manufacturing	250-499
Precision Pipeline LLC	250-499
Target	250-499
Walmart	250-499

Source: WORKnet, 2015

## top 100 in the nation

Eau Claire ranked on Forbes' Top 100 Best Small Places for Businesses & Careers

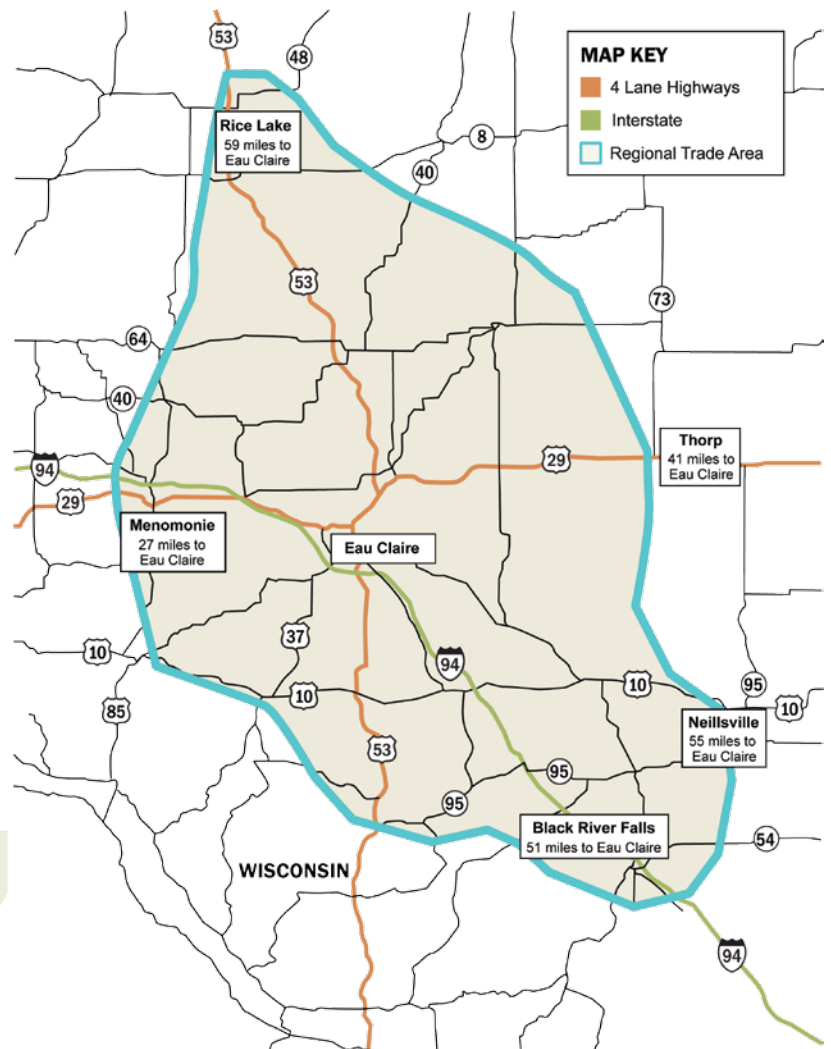
Source: National Civic League; Forbes, 2015

## Labor Force

EAU CLAIRE	LABOR FORCE	UNEMPLOYMENT RATE
City	39,762	4.5%
County	58,324	4.6%
MSA	91,450	4.9%

Source: WORKnet, 2015

## Regional Trade Area



“Eau Claire has provided us with a great talent pool, and given all of us at JAMF the ability to be really connected with our community. Both are equally important to growing our idea of the future.”

ZACH HALMSTAD, JAMF Software —CEO

# 4 Education



## EDUCATION

Eau Claire students test 9% higher on their ACT tests than the national average and 10% higher than the state average.



“I think that the public school system and their general societal ways of doing stuff really treated me well...I just feel like I was born in the right place.”

**JUSTIN VERNON**, *Bon Iver*, Grammy Winning Musician  
Eau Claire Memorial High School Graduate

### Area Educational Institutions

**Chippewa Valley Technical College (CVTC)** in Eau Claire is the largest campus of the Wisconsin Technical College System in the state, and is committed to delivering innovative and applied education to support the workforce needs of the region, improving the lives of students, and adding value to the community. [www.cvtc.edu](http://www.cvtc.edu)

**Globe University** continues to prepare students for a successful, rewarding career for more than 130 years. Students are equipped with practical skills employers are looking for in high-value careers in medical, legal, computing, and creative fields.

[www.globeuniversity.edu](http://www.globeuniversity.edu)

**University of Wisconsin-Eau Claire** is consistently cited as one of the best, most beautiful and more affordable public universities in the United States (U.S. News & World Report, Kiplinger’s Personal Finance Magazine, and Princeton Review). Additionally, UW-Eau Claire ranks among the nation’s leader in Fulbright Scholars, service to the community, and the number of students who study abroad. [www.uwec.edu](http://www.uwec.edu)

**University of Wisconsin-Stout** is the first recipient in higher education for the Malcolm Baldrige Award. UW-Stout is a comprehensive polytechnic university where applied learning, scientific theory and research is used to solve real-world problems, grow the economy, and serve society.

[www.uwstout.edu](http://www.uwstout.edu)

### Area Schools

	NUMBER OF SCHOOLS	2013–2014 ENROLLMENT
Elementary Schools	15	5,631
Middle Schools	3	2,263
High Schools	3	3,132

Source: Wisconsin Department of Public Instruction, 2014

### ACT Performance

SCHOOL	ACT SCORE
Eau Claire	23
Wisconsin	22.2
Illinois	20.7
Minnesota	22.9
National Average	21

Source: Wisconsin Department of Public Instruction, 2014

## Growing Regional Talent Pool

INSTITUTION	2014 ENROLLMENT	2014 GRADUATES
UW–Eau Claire	10,689	2,257
UW–Stout	9,371	1,932
Chippewa Valley Technical College	5,817	1,845
Globe University	520	157
Lakeland College	145	9

DEGREE	2014 ENROLLMENT	2014 GRADUATES
<b>SCIENCE</b>	<b>2135</b>	<b>435</b>
Applied Science	Chemistry with Business	
Biochemistry/Molecular Biology	Geology	
Biology	Physics	
Chemistry	Physics with Math	
<b>MEDICAL &amp; HEALTH</b>	<b>3,426</b>	<b>904</b>
Athletic Training	Paramedic Technician	
Dental Hygienist	Radiography	
Kinesiology	Surgical Technologist	
Nursing	Veterinary Technology	
<b>TECHNICAL</b>	<b>3253</b>	<b>741</b>
Applied Math & Computer Science	Information Systems	
Computer Science	IT Network Specialist	
Cross-Media Graphics Mgmt	IT Software Developer	
Engineering Technology	Manufacturing Engineering	
<b>BUSINESS</b>	<b>4970</b>	<b>1186</b>
Accounting	Hotel, Restaurant & Tourism Mgmt	
Business	Management	
Economics	Marketing	
Finance	Retail Merchandising & Mgmt	
<b>MANUFACTURING</b>	<b>999</b>	<b>248</b>
Industrial Mechanic	Packaging	
Machine Tooling Technics	Plastics Engineering	
Manufacturing Engineering	Risk Control	
Operations & Supply Mgmt	Welding	

Source: Regional Educational Institutions—UW-Eau Claire, UW-Stout (Menomonie, WI), Chippewa Valley Technical College, Globe University, Lakeland College, 2014

## top 75 in the nation

University of Wisconsin-Eau Claire is ranked as one of the nation's "Best Values for Public Colleges" out of 650 national colleges and universities.

Source: Princeton Review, 2013

# media

## Print

PUBLICATION	FREQUENCY	COPIES
Eau Claire Leader Telegram	Weekdays Saturday Sunday	19,736 20,524 23,634
The Country Today	Weekly	27,500
The Bottom Line	Weekly	950
VolumeOne Magazine	Biweekly	14,000+
Senior Review	Monthly	5,000
Chippewa Valley Business Report	Quarterly	7,500+

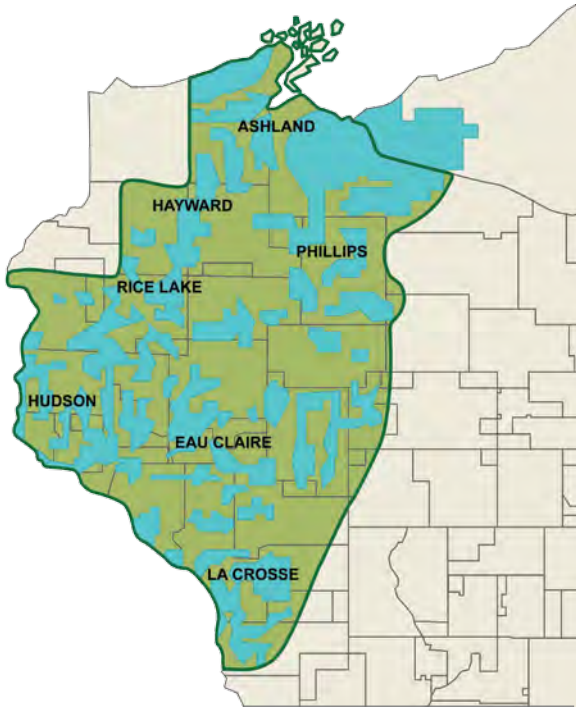
## Radio

STATION	SIGNAL	STATION	SIGNAL
WHWC	88.3 FM	WRFP	101.9 FM
WUEC	89.7 FM	WIEC	102.7 FM
WVCF	90.5 FM	WWIB	103.7 FM
WHEM	91.3 FM	WAXX	104.5 FM
WMEQ	92.1 FM	WCFW	105.7 FM
WECL	92.9 FM	WARQ	106.7 FM
WIAL	94.1 FM	WOGO	680 AM
WQRB	95.1 FM	WAYY	790 AM
WHYS	96.3 FM	WMEQ	880 AM
WJHM	96.9 FM	WDVM	1050 AM
WISM	98.1 FM	WEAQ	1150 AM
WDRK	99.9 FM	WBIZ	1400 AM
WBIZ	100.7 FM		

## Television

STATION	AFFILIATE
WEAU (Eau Claire)	NBC
WEUX (Eau Claire)	FOX
WHWC (Menomonie)	PBS
WKBT (Eau Claire)	CBS
WQOW (Eau Claire)	ABC

# 6 Utilities & Transportation



**MAP KEY**

- Xcel Coverage
- Coverage by Multiple Cooperatives

## Electricity & Natural Gas

**Xcel Energy** and its predecessor companies have more than 130 years of serving homes and businesses in northern and western Wisconsin. Today, Xcel Energy is a major U.S. electric and natural gas company with regulated operations in eight states. Xcel provides a comprehensive portfolio of energy-related product and services to approximately 3.4 million electricity customers and .9 million natural gas customers. The Wisconsin and Michigan headquarters are located in Eau Claire. [www.xcelenergy.com](http://www.xcelenergy.com)

**Eau Claire Energy Cooperative** has 75 years of experience providing reliable and affordable electricity and related 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 more than 10,000 members. [www.ecec.com](http://www.ecec.com)

## Average Rates Report (EEI)

CENTS/KWH	COMMERCIAL	INDUSTRIAL
US Average	10.94	7.21
WI IOU Average	10.85	7.56
Xcel Energy	9.7	7.48
EC Energy Cooperative	9.76	8.51

*Source: Edison Electric Institute, 2015; Eau Claire Energy Cooperative, 2015*



### CYCLING

Eau Claire has 13 miles of dedicated biking trails and has been named a bicycle friendly community by the League of American Bicyclists since 2011.



*Photo courtesy of Tim Abraham Photography*





## RECREATION

Eau Claire hosts many runs including the Color Run and the Eau Claire Marathon, a Boston Marathon qualifier.

# transportation

## Air Service

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

- Daily flights to and from Chicago (ORD) via United Airlines
- Business and medical jet charter service via Heartland Aviation
- Aircraft tie-down and hanger facilities, and aircraft repair
- Amenities such as a full-service restaurant and rental cars

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

### AIRPORT TECHNICAL SPECIFICATIONS

Elevation	913 ft MSL
Lights	HIRL
Fuel	Jet A and 100LL
Runways	(2) 8, 101' x 150' and 4,99' x 100'
National Average	21.1

Source: Chippewa Valley Airport, 2015

## Bus

- Greyhound and Jefferson lines provide inter-city bus service
- Eau Claire City Transit operates 22 buses on 13 routes that encompass most of Eau Claire and parts of Altoona, including two university routes, and provides service to major employment centers
- Limited connections between Eau Claire and Menomonie provided by Dunn County Transit

## Intermodal Facility

- Located 14 miles from Eau Claire via a four-lane divided highway
- Twice weekly train service
- Fifth morning availability to and from the West Coast
- 2,500-foot-long intermodal loading and unloading track
- On-site grain transfer facility
- Serviced by Hanjin Shipping and COSCO Container lines

## Freight & Cargo

Eau Claire is a regional hub to a wide variety of express service carriers to accommodate regional, national, and international business shipping

## Rail Service

Serviced by Union Pacific Railroad

## Water & Sewer

Eau Claire has a municipal water system with 15 groundwater wells and a treatment facility capable of producing 20 million gallons/day of high quality water. Average daily water usage is 9.25 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/day. The average daily wastewater flow is 7.3 million gallons.

## Telecommunications & Cable

**AT&T** is a global leader in delivering a full portfolio of resources including a highly secure network, voice, data and IP solutions, the nation's fastest 3G network, most reliable 4G network, and managing the largest Wi-Fi network. The company is the only national TV service provider to offer at 100% IP-based television service, and their suite of IP-based business communications services is one of the most advanced in the world.

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

**Charter Communications, Inc.** is a leading broadband communication company, the fourth largest cable operator in the nation, and proudly serves more than 540 Wisconsin communities. Charter provides a full range of advanced broadband services including advance video entertainment programming, high-speed internet, and telephone service. Charter Business™ provides scalable, tailored, and cost-effective broadband communication solutions to business organizations.

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

**West Wisconsin Telecom Cooperative, Inc.** is locally-owned and operated. Their fiber optic based services include: broadband internet, digital TV, telephone, IT services, security and surveillance systems, voice mail, networking solutions, and web site design and hosting.

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

## #3 in the state

Eau Claire ranked #3 for bicycle-friendly cities in Wisconsin

Source: League of American Bicyclists, 2014

# 8 Tax Comparisons

## Tax Comparisons

TAX COMPARISON	WISCONSIN	MINNESOTA	ILLINOIS
Corporate	7.9%	9.8%	7.8%
Personal Income	4% - 7.65%	5.35% - 9.85%	3.75% flat rate
Sales & Use	State: 5% Average Local Rate: 0.43% Eau Claire's Rate: 0.5%	State: 6.880% Average Local Rate: 0.32%	State: 6.25% Average Local Rate: 1.94%
Unemployment Compensation	Base: \$14,000 Rate: 0.27% - 9.8%	Base: \$29,000 Rate: 0.1% - 9%	Base: \$12,960 Rate: 0.55% - 8.55%

Source: Wisconsin Department of Administration, U.S. Census Bureau, 2015

## Tax Credits

Corporations located in Wisconsin can claim tax credits against corporate income and franchise tax. These credits generally fall into six categories: economic development, geographic, employment-related, target industry sectors, agricultural, and research. Contact the Eau Claire Area EDC to learn more about specific programs and credits.

## Special Tax Incentives & Treatment

- Tax Incremental Financing (TIF) Districts allowed for cities, villages, and towns
- Income for multi-state companies apportioned on single sales factor basis
- Investment incentives such as exemptions on capital gains and tax credits on angel and early stage investments
- 30% exclusion for long-term capital gains
- Deduction for corporate dividends received
- Job creation tax incentive

## Tax Exemptions

### PROPERTY

- Manufacturing machinery and equipment
- Merchants' and Manufacturers' Inventories
- Waste Treatment Facilities
- Computer Equipment

### SALES/USE

- Manufacturing machinery and equipment
- Manufacturers' materials
- Fuel and electricity used in manufacturing
- Pollution abatement, waste treatment, and recycling equipment
- Alternative energy
- Biotechnology and manufacturing research

### MANUFACTURING & AGRICULTURE

Wisconsin's corporate income tax credit on manufacturing and agriculture is being phased in over the next three years:

- 2014 tax year will have a 3.75% tax credit
- 2015 tax year will have a 5.526% tax credit
- 2016 and beyond tax years will have a 7.5% tax credit

Source: Wisconsin Department of Revenue, 2014



## COMMUNITY RECREATION

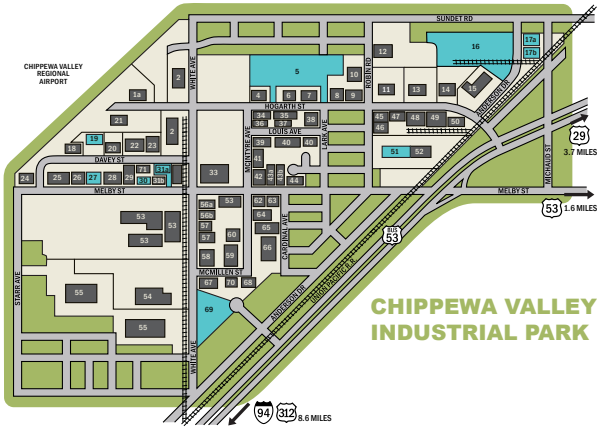
Phoenix Park, located along the Chippewa River, is one of Eau Claire's many parks and hosts a wide variety of community events including the Eau Claire Farmer's Market and Sounds Like Summer Concert Series – both weekly summer events.





### Business Parks

Eau Claire is host to four business parks. The Chippewa Valley Industrial Park is home to more than 50 businesses and is Eau Claire's only privately-owned Business Park. Gateway Business Park is the newest business park, has approximately 400 acres available, and a portion is designed with high-tech companies in mind. Gateway West consists of approximately 200 acres and is conveniently located on HWY 312. Sky Park Industrial Center has fiber optic telecommunication systems available and is especially suited for light manufacturing.





Eau Claire Area Economic  
Development Corporation  
7 S. Dewey Street  
P.O. Box 1108  
Eau Claire, WI 54701  
Phone: (715) 834.0070  
E-mail: [ec.info@eauclaire-wi.com](mailto:ec.info@eauclaire-wi.com)  
[www.eauclaire-wi.com](http://www.eauclaire-wi.com)



**THANK YOU TO OUR  
PUBLICATION SPONSOR**

Market & Johnson  
2350 Galloway St.  
P.O. Box 630  
Eau Claire, WI 54702  
Phone: (715) 834.1213  
[www.market-johnson.com](http://www.market-johnson.com)



City of Eau Claire  
203 S. Farwell St.  
P.O. Box 5148  
Eau Claire, WI 54702  
Phone: (715) 839.4914  
Email: [mike.shatz@eauclairewi.gov](mailto:mike.shatz@eauclairewi.gov)  
[www.eauclairedevelopment.com](http://www.eauclairedevelopment.com)