



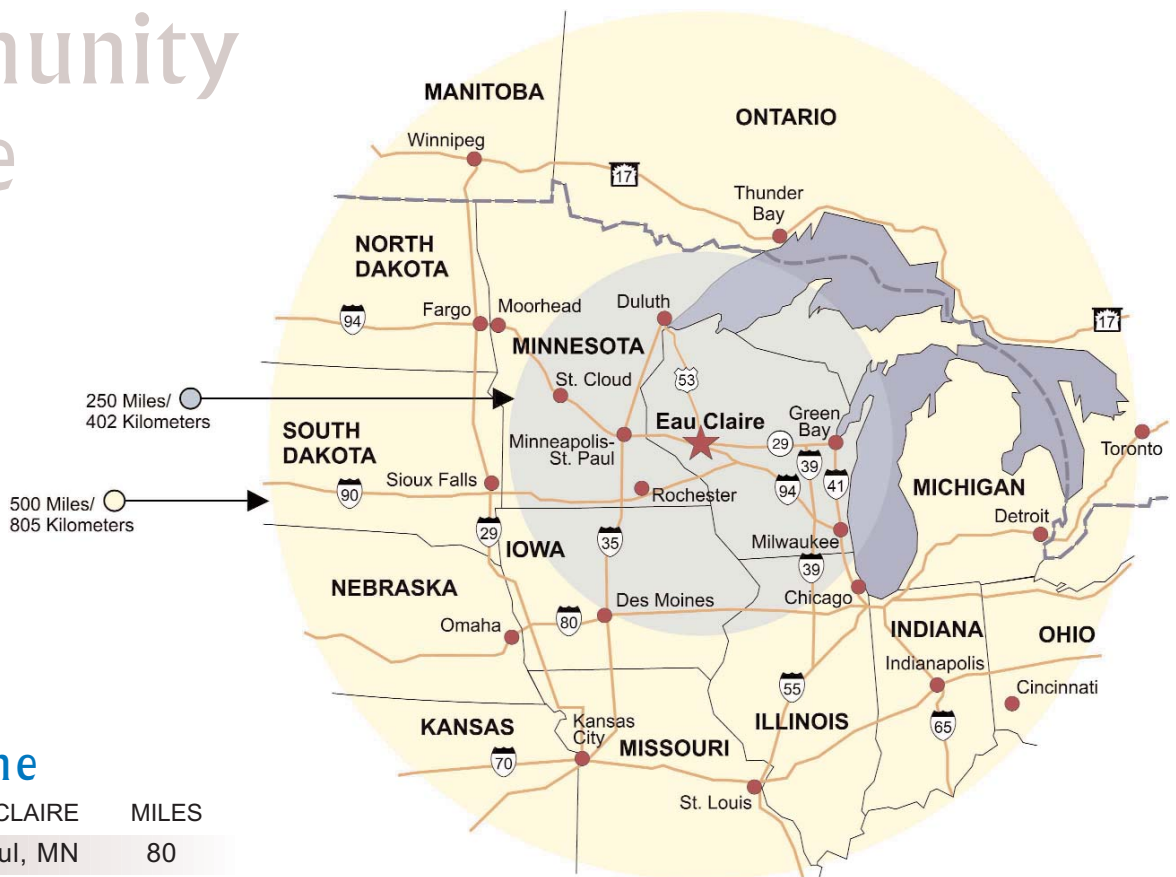
*Our Community,  
at a glance*

Eau Claire, Wisconsin  
2005 Economic Profile

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# Community Profile



## Eau Claire Travel Time

TO AND FROM EAU CLAIRE	MILES
Minneapolis/St. Paul, MN	80
Green Bay, WI	194
Milwaukee, WI	247
Chicago, IL	323

\*Interstate or 4 lane divided highways to major markets

## Area Population

POPULATION	1990 CENSUS	2000 CENSUS	2004 ESTIMATE
Eau Claire MSA	137,543	148,337	155,680
Eau Claire County	85,183	93,142	96,214
Eau Claire City	56,806	61,704	63,897

Sources: Wisconsin Department of Administration, U.S. Census Bureau

## Local Government

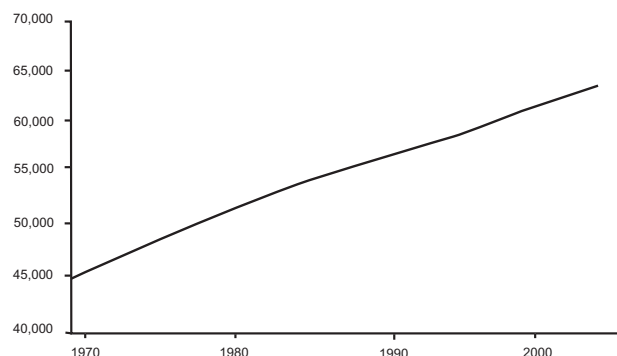
### City of Eau Claire

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.

## City of Eau Claire Population Trend



# Transportation

## Labor

	Average 2004 Civilian Labor Force	Average 2004 Unemployment Rate
Eau Claire County	55,861	4.0%
Eau Claire MSA	88,176	4.5%

Source: U.S. Bureau of Labor Statistics

## Major Employers

	NUMBER EMPLOYED
Menard Inc.	3000+
Luther Midelfort - Mayo Health System	2500+
Eau Claire Area School District	1000+
Hutchinson Technology Inc.	1000+
Sacred Heart Hospital	1000+
University of Wisconsin - Eau Claire	1000+
Brotoloc Health Care Systems Inc.	500-999
Chippewa Valley Technical College	500-999
City of Eau Claire	500-999
Eau Claire County	500-999
Manpower	500-999
Marshfield Clinic	500-999
Mega Foods/Marts	500-999
Nestle	500-999
United Healthcare Services Inc.	500-999
Wal-Mart	500-999
Xcel Energy	500-999
Cascades Tissue Group	250-499
Courtesy Corp. (McDonald's)	250-499
Eau Claire Press Company	250-499
L.E. Phillips Career Dev. Center	250-499
Lutheran Social Services	250-499
Market & Johnson	250-499
PDM Bridge	250-499
Phillips Plastics Corporation	250-499
RCU	250-499
Silver Spring Gardens Inc.	250-499
Target Corporation	250-499

## Highways



## Air

The Chippewa Valley Regional Airport is located in the northeast corner of the city and meets the following specifications:

- Elevation: 913 ft
- Lights: HIRL, MASLR
- Fuel: Jet A and 100LL
- Runways: (2) 8,100' x 150' and 5,000' x 100'
- Surface: Concrete, 320,000 lbs pavement strength
- NavAids: ILS, NDB, REIL, PAPI/VASI, ASOS, VOR

Aircraft tie-down/hanger facilities and aircraft repair are available. Mesaba Northwest Airlink connects Eau Claire with Minneapolis/St. Paul International Airport with several scheduled daily flights and downline connections to Northwest Airlines. Heartland Aviation offers jet charter service and rental cars are available on site.

## Bus

Greyhound provides inter-city bus service. The Eau Claire City Transit operates 15 routes including 2 university routes. These routes encompass most of Eau Claire and parts of Altoona. The service runs from 6:00 a.m. to 10:30 p.m. on weekdays and 8:00 a.m. to 6:30 p.m. on Saturday. The transit system provides service to major employment centers.

## Rail

Serviced by Union Pacific Transportation Company.

## Person, Package, and Cargo

Eau Claire County has a wide variety of express service carriers.

# Income & Housing

## Median Household Income

2004 Median Household Income (After Taxes)

Eau Claire City	\$31,758
Eau Claire County	\$34,442

Source: Sales & Marketing Management  
2004 Survey of Buying Power

## Income Distribution

INCOME	CITY	COUNTY
Less than \$20,000	25.3%	23.1%
\$20,000 to \$34,999	30.0%	27.7%
\$35,000 to \$49,999	21.1%	21.9%
\$50,000 +	23.6%	27.3%

Source: Sales & Marketing Management:  
2004 Survey of Buying Power

## Financial Institutions

Bank	Number of County Locations	Assets in Thousands**
American Bank	1	\$68,268
Associated Bank	7	\$15,631,293
Bank Mutual	4	\$3,107,014
Charter Bank	1	\$364,018
Citizens Community Federal	3	\$152,392
First Federal	6	\$3,704,162
M&I Bank	4	\$32,042,103
Northwestern Bank	1	\$271,731
Peoples Bank of Wisconsin	1	\$252,241
S & C Bank	2	\$357,869
U.S. Bank	4	\$189,736,629
Wells Fargo	4	\$364,698,000
Unity Bank*	1	\$45,604
Mid-Wisconsin Bank*	1	\$381,574
Partner's Credit Union*	2	\$15,275
Royal Credit Union	6	\$622,251
Pigeon Falls State Bank*	1	\$40,762
United Bank	1	\$153,500

\*Branch not located in City of Eau Claire

\*\*As of 6/31/04

## Housing - City of Eau Claire

	CITY OF EAU CLAIRE	EAU CLAIRE COUNTY	EAU CLAIRE MSA
Total Housing Occupied	24,895	37,474	60,295
Owner Occupied	13,759	23,295	39,455
Renter Occupied	10,257	12,527	17,723
Total Occupied	24,016	35,822	57,178
% Occupied	96.5%	95.6%	94.8%

Source: 2000 U.S. Census

## Average Home Selling Price

Average 2004\* Home Sale Price = \$141,320

Median 2004\* Home Sale Price = \$130,800

Source: Real Estate Multiple Listing Service, Chippewa Valley Center for Economic Research and Development

\*Data through September 2004; includes all of Eau Claire County

## Cost of Living

	EAU CLAIRE	MPLS.*	CHICAGO
Overall Index	97.2	109.3	103.9
Food	96.1	98.9	102.8
Housing	93.5	116.5	105.8
Utilities	101.6	114.5	112.4
Transportation	98.3	106.0	105.7
Health Care	104.1	113.9	102.7
Miscellaneous Goods	98.4	106	99.9
National Index Avg.	100.0		

Source: ACCRA 2005 Composite, 2nd Quarter, 2005

\* Most Recent ACCRA 2004 Composite, 3rd Quarter, 2004

# Education

## Local Area Schools

	NUMBER OF SCHOOLS	2003-04 ENROLLMENT
<b>Public</b>		
Elementary Schools	14	4,553
Middle Schools	3	2,451
High Schools	2	3,378
Charter Schools	3	371
<b>Private</b>		
Elementary Schools	10	1,140
Middle Schools	1	132
High Schools	3	421

Source: Wisconsin Department of Instruction

## Wisconsin Reading Comprehension Test

	EAU CLAIRE SCHOOLS	WI PUBLIC SCHOOLS
WRCT*	89.5%	84.9%

Source: WINSS Successful School Guide

\* Test at 3rd grade level

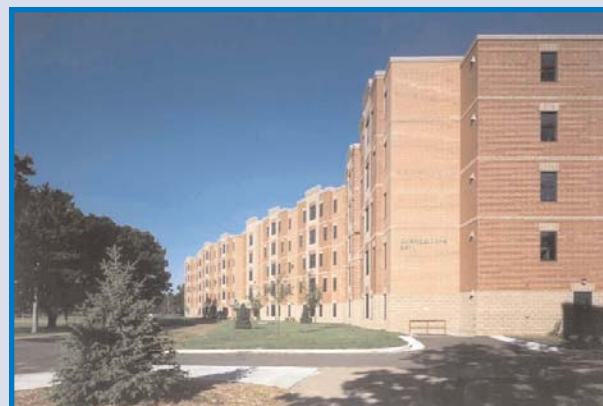
## ACT Results

	EAU CLAIRE SCHOOLS	WI PUBLIC SCHOOLS	NATIONAL AVERAGE
ACT Score	23.1	22.4	20.9

## Web Links to Public and Private School Districts

Eau Claire Area Public Schools:  
[www.ecasd.k12.wi.us](http://www.ecasd.k12.wi.us)

Catholic Area Schools of the Eau Claire Deanery (CASE)  
[www.case.k12.wi.us](http://www.case.k12.wi.us)



UW - Eau Claire

## UW - Eau Claire

University of Wisconsin - Eau Claire is regularly ranked among the top regional public universities in the Midwest in U.S. News & World Report's annual college guide. UW-Eau Claire is leading the way with its innovative baccalaureate degree programs, which combine the broad-based liberal arts education employers are seeking with specialized study and practical training for 21<sup>st</sup> century careers.

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

Enrollment: 10,059 undergraduate and 535 graduate students.



CVTC

## Chippewa Valley Technical College

Chippewa Valley Technical College delivers superior, progressive technical education that improves the lives of students and meets the workforce needs of the region, and enhances economic growth in the Chippewa Valley. Technical knowledge has become the key to productivity and competitiveness in any organization.

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

Enrollment: 5,147 undergraduate and 10,440 continuing education students.

Memorial High School



## How We Rank

- UW-Eau Claire ranked third among regional public universities in the Midwest (U.S. News and World Report ranking the nation's colleges and universities 2005).
- Expansion Management Magazine ranked our K-12 school systems in the top ten nationally for overall quality (2005).



Regis High School

## Our Growing Regional Talent Pool

### REGIONAL HIGHER EDUCATION STUDENT POPULATION

UW-Eau Claire	10,862
UW-Stout	7,901
Chippewa Valley Technical College	6,200
Lakeland College	210

Sources: Regional Educational Institutions; University of Wisconsin - Eau Claire, Chippewa Valley Technical College, University of Wisconsin - Stout located in Menomonie approximately 20 miles away, and Lakeland College located in Chippewa Falls approximately 20 miles away.

TYPES OF DEGREES	GRADUATES/ YEAR
MIS/Computer Science	135
Business/MBA	448
Accounting/MBA	126
Marketing	195
Biology/Chemistry	141

# Media

## Newspapers/ Business Magazines

Eau Claire Leader Telegram  
 Weekday: 29,500  
 Saturday: 34,100  
 Sunday: 41,120  
 The Country Today  
 Weekday: 25,000 statewide  
 The Bottom Line  
 Weekday: 950 paid subscribers  
 Wisconsin West  
 Bimonthly: 5,000  
 Chippewa Valley Business Report  
 Chippewa Valley B2B

## Television

WEAU TV..... CH. 13..... NBC  
 WEUX TV..... CH. 48..... FOX  
 WHWC TV..... CH. 28..... PBS  
 WKBT TV..... CH. 8..... CBS  
 WQOW TV..... CH. 18..... ABC

## Radio

### FM

WATQ FM	106.7
WAXX FM	104.5
WBIZ-FM	100.7
WCRW FM	105.7
WDRK FM	99.9
WECL FM	92.9
WHEM FM	91.3
WHWC FM	88.3
WIAL FM	94.1
WISM FM	98.1
WMEQ FM	92.1
WQRB FM	95.1
WUEC FM	89.7

### AM

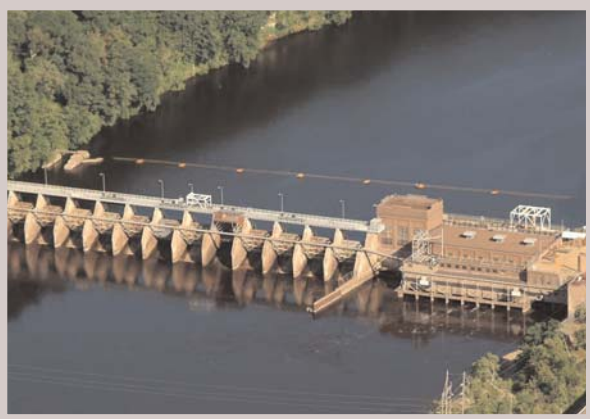
WAYY AM	790
WBIZ-AM	1400
WDVM AM	1050
WEAQ AM	1150
WMEQ AM	880
WOGO AM	680

# Utilities

## Typical Electrical Usage

Class	Usage/Month	¢/kWh	\$/Mwh
Commercial	14000 kWh	5.7	\$57
Industrial	4000 kWh	5.4	\$54

Source: Xcel Energy



Xcel Dells Hydro Plant

## Water and Sewer

Eau Claire has a municipal water system with 15 wells that have a capacity of 25 million gallons per day. The average use is 9.25 million gallons per day.\* Eau Claire has a municipal sewage treatment plant with a capacity of 12.5 million gallons per day. The average flow is 7.3 million gallons per day.\*

\*As of November 2004

## Electricity and Natural Gas

Xcel Energy is Wisconsin's largest producer of clean, renewable energy and offers a comprehensive portfolio of energy related products and services to 225,000 electrical and 89,000 natural gas customers.

Phone: 800.481.4700  
[www.xcelenergy.com](http://www.xcelenergy.com)

Eau Claire Energy Cooperative and its propane gas subsidiary, Energy Connections, provides reliable and affordable electricity, propane gas, and related services to over 9,000 residential, business, and farm members in Eau Claire County plus portions of neighboring counties.

Phone: 715.832.1603 or 888.832.1604  
[www.ecec.com](http://www.ecec.com)

## Telecommunications/Cable

SBC Communications Inc. provides a full range of networking, voice, data, local and long distance telephone service, and internet access.

Phone: 800.257.0902  
[www.sbc.com](http://www.sbc.com)

West Wisconsin Telcom Cooperative provides many services including local and long distance telephone service, cellular and paging service, voice mail and business telephone systems, and internet access.

Phone: 888.886.5112  
[www.wwt.net](http://www.wwt.net)

Charter Communications is a broadband communications company providing a full range of advanced broadband services to the home, including cable television and high speed internet access.

Phone: 800.581.0081  
[www.charter.com](http://www.charter.com)



# Major Taxes of Interest to Business

	WI TAXES	MN TAXES	IL TAXES
<b>Corporate</b>	Base: Net Income  Rate: 7.9 (plus a recycling surcharge)	Base: Net Income  Rate: 9.8%	Base: Net Income  Rate: 7.3% (4.8% corporate tax plus a personal property tax of 2.5%)
<b>Personal Income</b>	4.6% to 6.75%	5.35% to 7.85%	3%
<b>Property Tax</b>	Base: Real property and tangible personal property (exemptions for machinery and equipment used in manufacturing; manufacturing, merchant and farm inventories; and computer hardware and software)  Rate: Statewide average rate (excluding Milwaukee County) is estimated at \$20.00 per \$1,000 of full value	Base: Real property and a few select types of personal property, e.g., certain electric generating and transmission equipment  Rate: Statewide average rate is estimated at \$12.00 per \$1,000 of full value. Rate for commercial-industrial property is estimated at \$31.00 per \$1,000 of full value	Base: Real Property  Rate: Statewide average rate is estimated at \$20.00 to \$30.00 per \$1,000 of full value for commercial and noncommercial property (excluding the impact of higher commercial rates in Cook County)
<b>Sales &amp; Use</b>	State Rate: 5  County Rate: 0.5%	State Rate: 6.5%  County Rate: 0% to 1.0% (Cook County only)	State Rate: 6.25%  County Rate: 0.25% to 3.0%
	Combined Rate: 5% to 5.6%	Combined Rate: 6.5% to 7.5%	Combined Rate: 6.25% to 9.25%
<b>Unplymt. Comp.</b>	Base: \$10,500  Rate: 0% to 9.75% (less than \$500,000 payroll) 0.05% to 9.75% (greater than \$500,000 payroll)	Base: \$22,000  Rate: 0.56% to 10.88%	Base: \$10,500  Rate: 1.2% to 9.8%
	3.25% for new employers with payroll under \$500,000, 3.40% for new employers with payroll over \$500,000	2.53% for new employers	4.7% generally for new employers

Source: DELOITTE & TOUCHE LLP

## Tax Exemptions

- Property Tax Exemption for
  - Machinery and Equipment Used in Manufacturing
  - Merchants and Manufacturers Inventories
  - Pollution Abatement Equipment
  - Computer Equipment
- Sales Tax Exemption for Manufacturing Machinery and Equipment
- Inventory Tax Exemption on Goods in Transit
- Sales/Use Tax Exemption on New Equipment
- Raw Materials Used in Manufacturing Tax Exemption
- Research and Development Tax Exemption

## Tax Credits

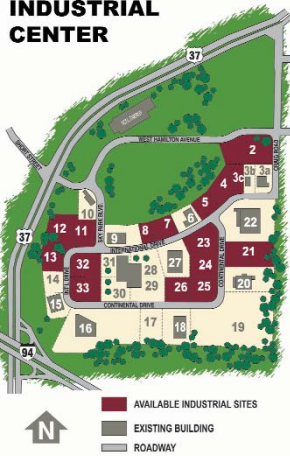
- Research Expenditures Credit
- Research Facilities Credit
- Sales Tax Credit for Fuel and Electricity Used in Manufacturing Process

## Special Tax Incentives & Tax Treatment

- 60% Exclusion for Long Term Capital Gains
- Special Capital Gains Treatment for Wisconsin Small Businesses
- 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
- Creation of Jobs Tax Incentive
- Accelerated Depreciation of Industrial Equipment

# Industrial Parks

## SKYPARK INDUSTRIAL CENTER



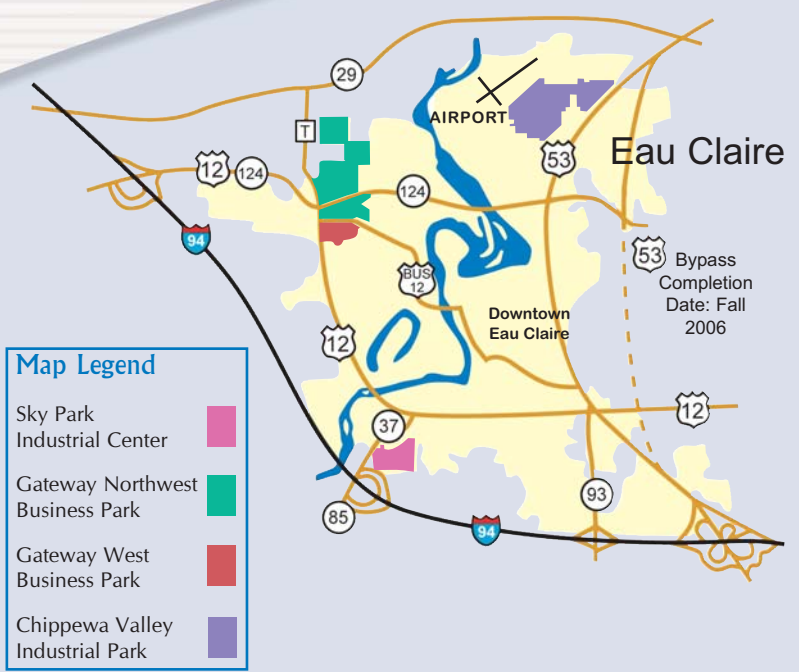
## GATEWAY NORTHWEST INDUSTRIAL PARK



## GATEWAY WEST INDUSTRIAL PARK



## CHIPPEWA VALLEY INDUSTRIAL PARK



**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 a 1/4 mile to an Interstate 94 interchange.

### Gateway Northwest Business Park

Gateway Northwest Industrial Park is located on Eau Claire's northwest side, consists of 535 acres and currently has approximately 376 acres available. A portion of this park is designated towards high-tech companies. It is Eau Claire's newest park and is home to companies such as 3M, Nestle, Eby-Brown, and the Chippewa Valley Technical College Manufacturing Technology Center. The Center offers training to its students and houses the National Technological University (NTU).

### Gateway West Business Park

The Gateway West Industrial Park consists of 200 acres serviced by utilities, and currently has approximately 22 acres available. The park is home to companies such as Hutchinson Technology Inc., Silver Spring Gardens, Coca-Cola, Northwestern Motors and Choice Products USA.

### Chippewa Valley Industrial Park

The Chippewa Valley Industrial Park is a privately owned, general-purpose park, which accommodates all types of industry. It is serviced by rail, municipal utilities, and is adjacent to USH 53 and the Chippewa Valley Regional Airport. The Chippewa Valley Industrial 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.

Contact ECAEDC for lot & park informational flyers with maps or go to ECAEDC's website at: [www.eauclaire-wi.com](http://www.eauclaire-wi.com)

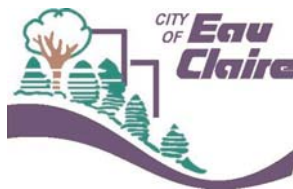
# Contacts

For business location information contact:

Eau Claire Area Economic  
Development Corporation  
Executive Director  
101 North Farwell Street  
P.O. Box 1108  
Eau Claire, WI 54702  
715.834.0070 or 800.944.2449  
Fax: 715.834.1956  
E-mail: [brian.doudna@eauclaire-wi.com](mailto:brian.doudna@eauclaire-wi.com)  
[www.eauclaire-wi.com](http://www.eauclaire-wi.com)



City of Eau Claire  
Economic Development Administrator  
203 South Farwell Street  
P.O. Box 5148  
Eau Claire, WI 54702  
715.839.4914  
Fax: 715.839.4939  
E-mail: [mike.schatz@ci.eau-claire.wi.us](mailto:mike.schatz@ci.eau-claire.wi.us)  
[www.eauclairedvelopment.com](http://www.eauclairedvelopment.com)





Eau Claire Area Economic  
Development Corporation  
101 North Farwell Street  
P.O. Box 1108  
Eau Claire, WI 54702  
715.834.0070 or 1.800.944.2449  
Fax: 715.834.1956  
E-mail: [ec.info@eauclaire-wi.com](mailto:ec.info@eauclaire-wi.com)  
[www.eauclaire-wi.com](http://www.eauclaire-wi.com)