

# City of Prescott Profile

# Pierce County, WI

## POPULATION

	1970	1980	1990	2000	2010
City of Prescott	2,331	2,654	3,243	3,764	4,258
County of Pierce	26,652	31,149	32,765	36,804	41,019
State of Wisconsin	4,417,821	4,705,642	4,891,599	5,363,675	5,686,986

Source: U.S. Census Bureau

## HOUSING UNITS

	1970	1980	1990	2000	2010
City of Prescott	673	940	1,195	1,472	1,813
County of Pierce	7,826	10,354	11,536	13,493	16,132
State of Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144	2,624,358

Source: U.S. Census Bureau

## REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2010	2011	2012	2013	2014
City of Prescott \$	279	278	273	281	300
County of Pierce \$	2,907	2,792	2,710	2,681	2,758
State of Wisconsin \$	483,967	475,506	459,699	455,740	466,816

Source: State of Wisconsin Department of Revenue

## PER CAPITA PERSONAL INCOME

	2009	2010	2011	2012	2013
County of Pierce \$	32,752	32,899	35,048	36,698	36,788
State of Wisconsin \$	38,380	38,728	40,780	42,475	43,244
United States \$	39,379	40,144	42,332	44,200	44,765

Source: U.S. Department of Commerce

## UNEMPLOYMENT TRENDS

	2011	2012	2013	2014
Pierce County Labor Force	24,005	23,900	24,046	24,371
Number Employed	22,552	22,577	22,772	23,276
Number Unemployed	1,453	1,323	1,274	1,095
Pierce County Unemployment Rate %	6.1	5.5	5.3	4.5
Wisconsin Unemployment Rate %	7.8	7.0	6.8	5.5
U.S. Unemployment Rate %	8.9	8.1	7.4	6.2

Source: State of Wisconsin Department of Workforce Development



## TRANSPORTATION

### -Highways-

State Highways	29, 35 (0 miles)
US Highways	10 (0 miles)
Interstates	94 (23 miles)

### -Rail-

Burlington Northern Santa Fe; Amtrak at Redwing or Twin Cities

### -Air-

Local Airport:	River Falls
Nearest Sched Transport:	Mpls/St. Paul Int'l
American, Southwest, Delta, United, Frontier, US Airways, Continental, Sun Country, Air Canada, Air Tran, Icelandair, Alaska	
Mileage to Local Airport:	13 miles
Mileage to Nearest Sched Transport:	27 miles

### -Water-

Public use terminals in Twin Cities metro area

# City of Prescott Profile

# Pierce County, WI

## UTILITIES

### -Electricity-

Provider: Xcel Energy  
 Contact: (800) 895-4999

### -Natural Gas-

Provider: St. Croix Val. Natural Gas  
 Contact: (715) 425-6177

### -Water System 2012-

Provider: Municipal Act'l Cap (GPM): 2,500  
 No of Wells: 3 Ground Storage: 0  
 Elev Storage: 500,000

### -Wastewater Treatment Facility 2012-

Provider: C. Prescott Construction Date: 1981  
 Compliance Maintenance Annual Report Grade Point Average (GPA): 3.72

Grade Pts	Meaning	Response Range	Grade Pts	Meaning	Response Range
4	Good	Voluntary	1	Poor	Action
3	Satisfactory	Voluntary	0	Fail	Action
2	Marginal	Recommendation			

### -Telecommunications-

Provider(s): CenturyLink  
 Contact(s) Residential: (877) 290-5458  
 Contact(s) Business: (877) 365-0045  
 Fiberoptics: CenturyLink  
 Contact(s) Residential: (800) 366-8201  
 Contact(s) Business: (800) 365-0045

### -Solid Waste-

Provider(s): Superior Services  
 Contact(s): (888) 749-1700  
 Recycling Provider: Superior Services (888) 749-1700

## 2014 TAXES

### -Local Property Taxes-

2014 Effective Full Value Rate/\$1000: 25.31  
 2014 Real and Pers Property Full Value: 305,957,000  
 Tax on machinery, equip inventory: Exempt  
 County Sales Tax %: 0.50

### -State Taxes-

Sales Tax %: 5.0%  
 Corporate Income Tax %: 7.90%  
 Gasoline Tax \$: .309 gallon  
 Personal Income Tax: 4% - 7.65% (married filing jointly)  
 Capital Gains Tax: 30% Exemption, 60% Exemp. Farm Assets, Exemptions for investment in WI businesses, go to: www.revenue.wi.gov

## EMPLOYMENT BY INDUSTRY - 2000

Agriculture, Forestry, Fishing/Hunting, Mining:	24
Construction:	154
Manufacturing:	425
Wholesale Trade:	45
Retail Trade:	281
Transportation and Warehousing and Utilities:	104
Information:	44
Finance, Ins, Real Estate, Rental/leasing:	119
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	101
Educational, Health Social Serv:	483
Arts, Entertain, Rec, Accom and Food Serv:	142
Other Services (except public admin):	85
Public Admin:	78
<b>Total Employment by Industry</b>	<b>2085</b>

Source: U.S. Census Bureau

## 2012 WAGE ESTIMATES

	Average	Experienced
Office Clerks Avg Wage:	\$15.09	\$17.36
Welders, Cutters, Solderers and Brazers Experienced Wage:	\$20.37	\$22.73
Heavy and Tractor Trailer Truck Driver Avg Wage:	\$21.96	\$24.90
Computer Programmer Avg Wage:	\$38.23	\$44.88
Construction Laborers Avg Wage:	\$22.99	\$26.79
Financial Mgr Avg Wage:	\$59.03	\$70.12
Mtce Workers, Machinery Avg Wage:	\$21.76	\$24.54
Janitors and Cleaners, Except Maids Avg Wage:	\$12.42	\$14.31
Lic Prac Nurse Avg Wage:	\$20.67	\$22.50
Retail Salesperson Avg Wage:	\$11.46	\$13.12

\*Occupation data not available, data shown reflects nearest match to occupation.

Source: Wis. Dept. of Workforce Development

## EDUCATION AND HEALTH CARE

	County*	State**
*2013-2014 High School Drop Out Rate %:	0.49	1.35
Voch Tech:	Chippewa Valley Tech, 13 mi	
University(s):	UW River Falls, 13 mi	
Hospital(s):	Prescott	

### -LOCAL CONTACT-

Name: City Administrator  
 Address: 800 Borner Street  
 City, State, and Zip: River Falls, WI 54021  
 Telephone: (715) 262-5544 Email: jbrand@prescottcity.org

### -REGIONAL CONTACT-

Mississippi River Regional Planning Commission  
 1707 Main Street, Suite 435 La Crosse, WI 54601  
 Telephone: 608-785-9396 Fax: 608-785-9394  
 Email: plan@mrrpc.com Website: www.mrrpc.com