

City of River Falls (Pierce) Profile

Pierce County, WI

POPULATION

	1970	1980	1990	2000	2010
City of River Falls (Pierce)	7,238	9,036	10,541	12,618	15,000
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

Located in 2 counties (Pierce, St. Croix) , total population shown

HOUSING UNITS

	1970	1980	1990	2000	2010
City of River Falls (Pierce)		2,694	3,496	4,349	5,449
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

Located in 2 counties (Pierce, St. Croix) , total housing units shown

REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2010	2011	2012	2013	2014
City of River Falls (Pierce) \$	820	807	791	786	835
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

Located in 2 counties (Pierce, St. Croix) , total real estate equalized value shown

PER CAPITA PERSONAL INCOME

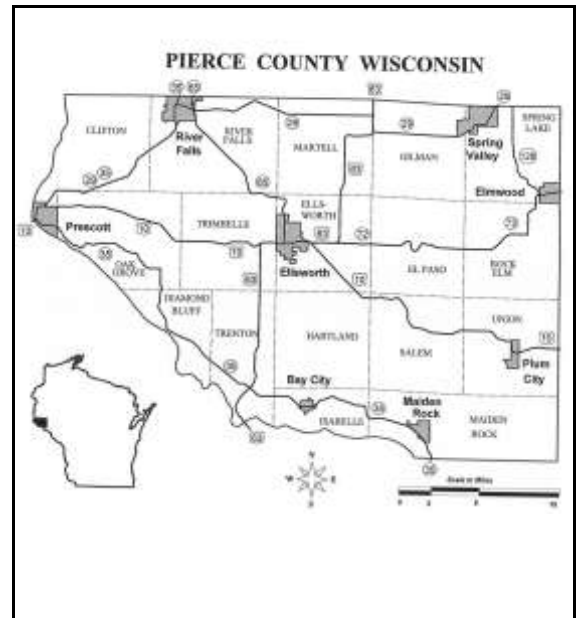
	2009	2010	2011	2012	2013
County of Pierce \$	32,752	32,899	35,048	36,698	36,788
State of Wisconsin \$	38,380	38,728	40,780	42,475	43,244
United States \$	39,379	40,144	42,332	44,200	44,765

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, 65 (0 miles)
US Highways	63 (12 miles)
Interstates	94 (10 miles)

-Rail-

Burlington Northern Santa Fe at Prescott; Numerous railroads in Twin Cities switching district; Amtrak at 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: 0 miles

Mileage to Nearest Sched Transport: 39 miles

-Water-

Public use terminals in Twin Cities metro area and in Red Wing, MN - 25 miles south

City of River Falls (Pierce) Profile

Pierce County, WI

UTILITIES

-Electricity-

Provider: River Falls Municipal
 Contact: (715) 425-0906

-Natural Gas-

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

-Water System 2012-

Provider: Municipal Act'l Cap (GPM): 5,840
 No of Wells: 4 Ground Storage: 750,000
 Elev Storage: 550,000

-Wastewater Treatment Facility 2012-

Provider: C. River Falls Construction Date: 1981
 Compliance Maintenance Annual Report Grade Point Average (GPA): 4

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): Ameritech StoneBridge Wireless
 Contact(s) Residential: (800) 480-8088 (612) 269-9542
 Contact(s) Business: (800) 480-8088 (952) 548-8880
 Fiberoptics: Ameritech
 Contact(s) Residential: (800) 480-8088
 Contact(s) Business: (800) 480-8088

-Solid Waste-

Provider(s): Waste Management
 Contact(s): (800) 421-9577
 Recycling Provider: Waste Management (800) 421-9577

2014 TAXES

-Local Property Taxes-

2014 Effective Full Value Rate/\$1000: 20.61
 2014 Real and Pers Property Full Value: 852,302,400
 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:	157
Construction:	362
Manufacturing:	1073
Wholesale Trade:	122
Retail Trade:	1175
Transportation and Warehousing and Utilities:	213
Information:	146
Finance, Ins, Real Estate, Rental/leasing:	401
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	492
Educational, Health Social Serv:	2221
Arts, Entertain, Rec, Accom and Food Serv:	972
Other Services (except public admin):	236
Public Admin:	204
Total Employment by Industry	7774

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		
**2012-2013		
High School Drop Out Rate %:	0.49	1.35
Voch Tech:	Chippewa Valley Tech	
University(s):	UW River Falls, 0 mi	
Hospital(s):	River Falls	

-LOCAL CONTACT-

Name: CityClerk
 Address: 222 Lewis Street
 City, State, and Zip: River Falls, WI 54022
 Telephone: (715) 426-3408 Email: lhecht@rfcity.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