

MARSHFIELD, WISCONSIN

ECONOMIC PROFILE

//////////////////// 2025

HUB CITY



Minneapolis
St. Paul
164 Miles

MARSHFIELD

Madison
138 Miles

Milwaukee
184 Miles

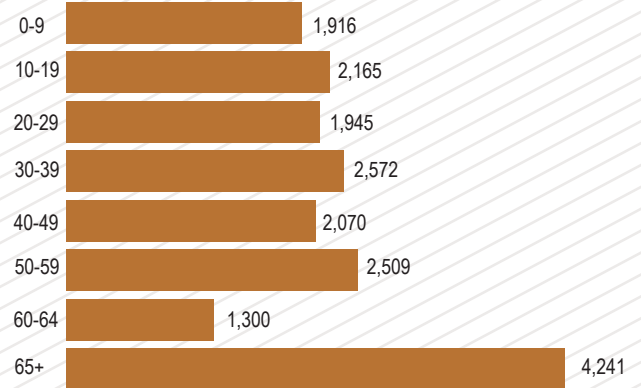
CHAMBER OF COMMERCE
MARSHFIELD



2023 POPULATION

City: 18,718
 County: (Wood) 74,039 Centergy Region 331,812+
 (Marathon) 138,067 (Regional Economic Development - Adams, Lincoln, Marathon, Portage, & Wood counties)

City of Marshfield 2023 Population by Age



Source: American Community Survey 5-Year Estimates
 (from U.S. Census Bureau)

TRANSPORTATION

Highways

Highways Serving Area: US, State & Interstate Hwys. 80, 13, 10, 97, 29, and I-39

Distance Nearest Interstate:

40 miles to I-39 (formerly Hwy 51);
 60 miles to I-90/94

Trucking

- Motor Freight Carriers
- Serviced by 15 area carriers with overnight service to Chicago and Minneapolis/St. Paul.

Contract Haulers

- Roehl Transport, Inc.
- Schneider
- Draxler Transport, Inc.

Waterways

Nearest Navigable Waterway:

- Lake Michigan - Green Bay 133 mi. from Marshfield
- Mississippi River - La Crosse 101 mi. from Marshfield

Port Facilities:

Green Bay and La Crosse

Railroads

CN Railroad
 Piggyback Service: Yes
 Frequency of Switching Service: Daily

Air Transportation

Regional Airport

Central Wisconsin Airport (CWA)
 located in Mosinee, 35 miles from Marshfield

Commercial Service:

Serviced by Delta and American Airlines

Overnight express package service is provided by UPS, Federal Express and USPS

Marshfield Municipal Airport

Runway length: 5,000 ft.
 Surface: Blacktop
 • 24-hour Jet Fuel & 100cc Fuel
 • S.D.F. & G.P.S. Landing Systems
 • Charter Service
 • Aircraft Maintenance
 • Flight Training
 • Aircraft Rental
 • Only computerized aviation exam testing center in Central & Northern Wisconsin (includes drone pilots)

Discover the Charm of Marshfield!

A welcoming city where small-town warmth meets big opportunities!

Known for its top-rated medical facilities, thriving local businesses, and abundant outdoor recreation, Marshfield offers a high quality of life for residents and visitors alike. Explore the scenic Wildwood Park & Zoo, vibrant Vandehey Waters Outdoor Aquatic Center and our abundant new pickleball courts. Enjoy our unique eateries, coffee shops and newly opened retail boutiques on Central Avenue. Start-ups and entrepreneurs can find office space and conference rooms in the newly opened co-working space, The Coven. The Weinbrenner Shoe Company is building a state-of-the-art facility in Mill Creek Business Park just off US Highway 10. The facility is expected to open in late 2025, coinciding with the 90th anniversary of Weinbrenner Shoe Company producing work boots in Marshfield.

Our diversity of industries include agriculture, manufacturing, medical and transportation. Our educational opportunities include a technical college and two-year university campus, along with highly ranked k-12 schools. If you are looking to build a home, Marshfield has two new subdivisions within the city as well as 123 acres of certified sites that are shovel-ready for new or growing businesses.

Whether you're looking to relocate, start a business, or just visit, Marshfield is a community that embraces innovation while staying true to its friendly Midwestern roots. Come see why Marshfield is "The City in the Center"—where life is simply better.

Come for a visit, stay for a lifetime!



UTILITIES AND SERVICE

Electricity

Distributor: Marshfield Utilities (A municipal-owned utility)

Water

Supplier: Marshfield Utilities
 Source: 15 wells (fluoridated)
 Maximum Daily Capacity: 4.69 GPM
 Pumping Capacity: 3,260 GPM
 Peak Demand: 4.69 GPD
 Total Hardness: 300 P.P.M.
 Storage Capacity: Overhead 1.5M gal. Ground 3,500,000 gal.

Sewers

Storm Sewer: Separate system
 Sanitation Sewer: 700,000 ft of sewer mains, 4 lift stations
 Treatment Plant: Activated sludge w/ tertiary filtration
 Designed Capacity: 4.63 MGD avg daily flow, 28 MDG peak flow, 11,000 lbs/day BOD, 11,100 lbs/day TSS, 1,550 lbs/day TKN, 350 lbs/day phosphorus

Natural Gas

Gas Supplier: TransCanada (ANR Pipeline)
 Gas Distributor: WE Energies 231 W Michigan Street
 Milwaukee, WI 53203
 www.we-energies.com
 1-800-242-9137

FINANCIAL INSTITUTIONS

Banks

	Total Deposits 2024
Associated Bank	\$359.6M
BMO Harris Bank	\$204.9M
Citizens State Bank of Loyal	\$22.7M
First State Bank	\$52.9M
Forward Bank	\$287.3M
Partners Bank	\$57.7M
State Bank Financial	\$21.3M
Prevail Bank	\$105.1M

Source: FDIC.gov

Credit Unions

Simplicity Credit Union	\$266.8M
First Choice Credit Union	\$38M
Marshfield Medical Center Credit Union	\$72.1M
Valley Communities Credit Union	\$29M

GOVERNMENT SERVICES

Form: Mayor-Council with 10 elected Council Members and City Administrator

Police Dept. Personnel: 48 with 40 officers sworn

Fire Dept. Personnel: 36 with 35 sworn personnel

Equipment: 2 engines, 2 quints, 1 ladder truck, 5 ambulances, and 1 medium duty rescue, 3 special response trailers, 3 station vehicles

Fire Insurance Rating: Class 3

Planning Commission: 7 Member Commission

Zoning Regulations: Zoning Ordinance; Subdivision Control Ordinance

TAXES

TAX YEAR 2023

Local Property Taxes: County (Per Thousand)	Wood County	Marathon
Net Tax Rate/\$1000	\$18.94	\$17.52
Total Assessed Value of all City of Marshfield -		
Commercial:	\$749,503,600	
Manufacturing:	\$107,857,500	

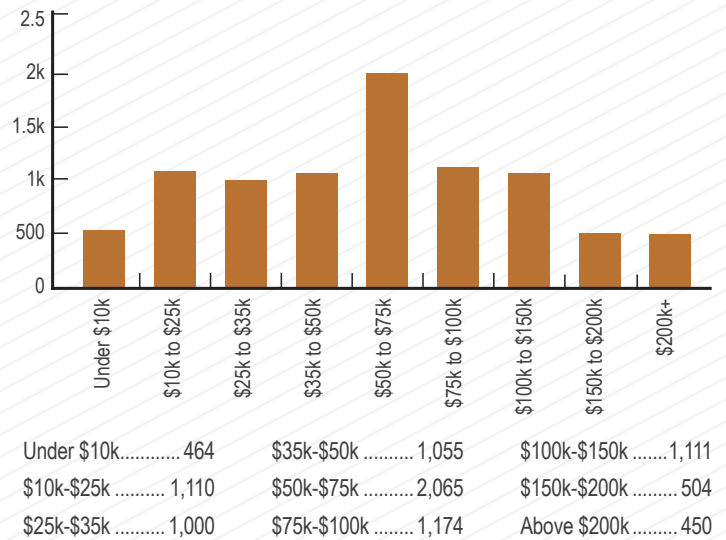
State Taxes:

Type		Rate
Retail Sales:	Wood County	5.5%
	Marathon County	5.5%

Top State Personal Income Tax: 7.65%

INCOME

City of Marshfield 2023 Households by Income



Source: American Community Survey 5-Year Estimates (from U.S. Census Bureau)

HOUSING

2024 Average Single Family Home Price: \$229,617.00

(Source - City of Marshfield Assessor)



BUSINESS/INDUSTRIAL PARKS

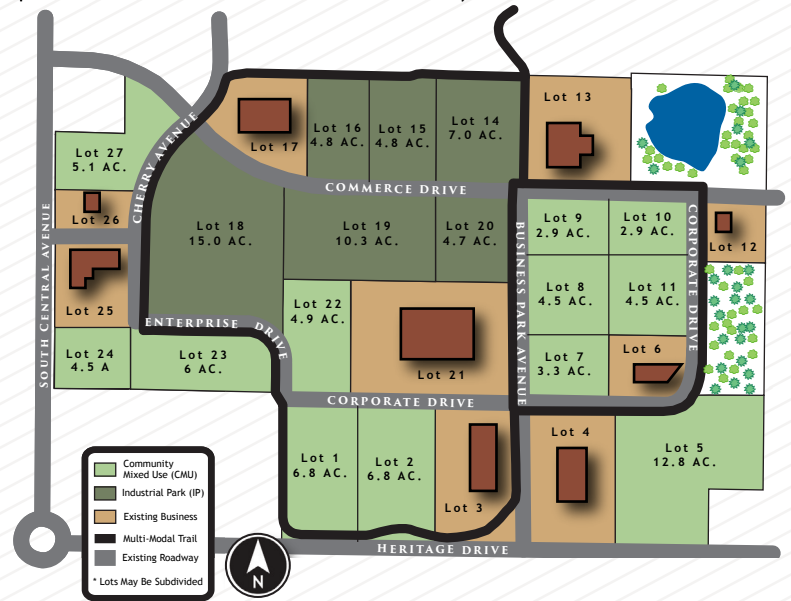
Marshfield has several business and industrial parks with build-to-suit options, to accommodate your business location or expansion needs. Located just 30 miles to interstate access and 40 miles to regional

Marshfield Mill Creek Business Park

Located on Marshfield's Southeast side offering close proximity to Marshfield's Municipal airport and less than 1/4 mile to US Hwy. 10 four-lane. An impressive multi-modal trail meanders through the park. Fiber is also available. Lots can be subdivided to meet your needs.

General Information

- Multi-Modal Trail
- Close proximity to 4-lane Hwy. 10
- Fiber available



To access existing commercial properties for sale or lease, visit www.locateinwi.com or www.marshfieldchamber.com.

Norwood Industrial Park

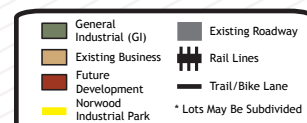
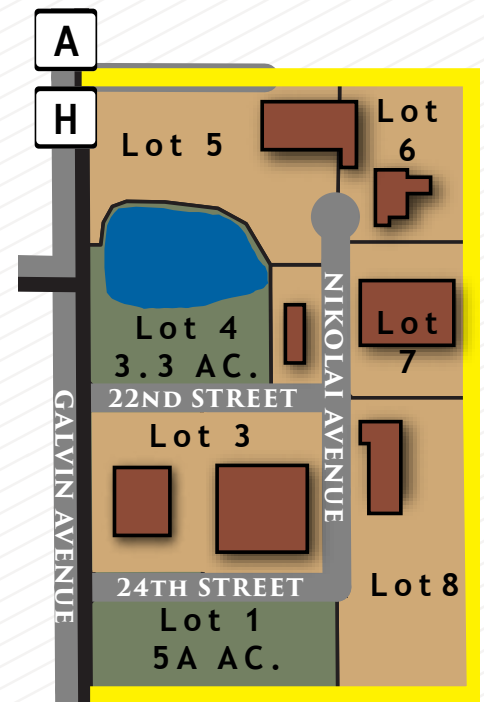
This 60-acre, privately-owned Industrial Park is located on Marshfield's East side, one block North of Veterans Parkway. Streets are set up with mountable curb and gutter and are asphalt paved. All city utilities are available. Convenient horseshoe layout for easy access by semi truck traffic.

General Information

- Rail Availability
- Bordered by County Hwy. A
- Easy access to 4-lane Hwy. 10

INCENTIVES

- CWED Revolving Load Fund: Central Wisconsin Economic Development Regional RLF
- TIF (Tax Incremental Financing) Financing Incentives
- We can help you access other incentives, including state grant, loan and tax credit programs.



Yellowstone Industrial Park

This Industrial Park located on Marshfield's Southeast side, is less than one mile from US Hwy. 10 four-lane. Rail access is available in the Southern portion of the park and could be extended from the west spur. A beautiful multi-modal trail bisects the industrial park. Lots can be subdivided to fit your needs.

General Information

- Rail access
- Multi-Modal Trail
- Close proximity to 4-lane Hwy. 10
- 123+ Acres of newly expanded certified sites

BUILD TO SUIT!

Marshfield Area Chamber of Commerce & Industry assists with build-to-suit projects. We recommend area developers who offer the efficiency, expertise and the quality required to fit the needs of your business.

For more information on the above business/industrial parks and other available buildings and sites, contact City of Marshfield Development Services Director at 715-486-2075 or Business Development Director, Marshfield Area Chamber of Commerce & Industry at 715-384-3454.



Marshfield is located within two Wisconsin counties, Wood and Marathon. Below are some statistics for each county, focusing on some of the strengths and impact of our region:

Wood County

Population:	74,039
Labor Force:	37,009
Median Age:	44
Median Household Income:	\$66,417
Major Employers/Industries:	
	<ul style="list-style-type: none"> • Retail Trade • Manufacturing • Education • Healthcare & Social Services

Marathon County

Population:	138,067
Labor Force:	74,270
Median Age:	41
Median Household Income:	\$76,185
Major Employers/Industries:	
	<ul style="list-style-type: none"> • Retail Trade • Manufacturing • Accommodations & Food Services • Healthcare & Social Services

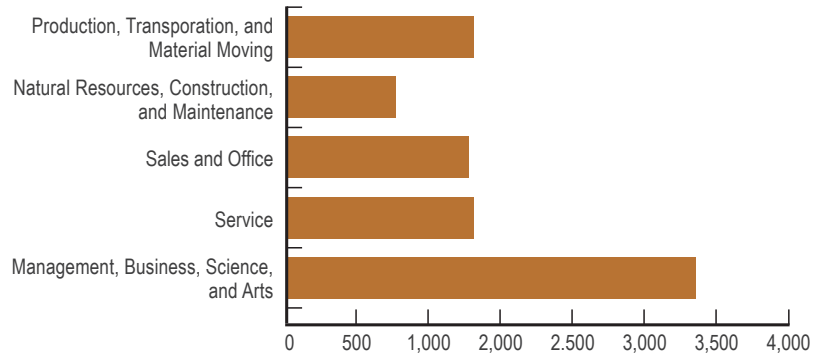
Source: Applied Geographic Solutions 2022



TALENT

City of Marshfield 2023 Jobs by Occupation

American Community Survey 5-year estimates (From U.S. Census Bureau)



Production, Transportation, and Material Moving1,627
 Natural Resources, Construction, and Maintenance765
 Sales and Office1,606
 Service.....1,655
 Management, Business, Science, and Arts.....3,379

PARKS & RECREATION

The Marshfield area provides numerous recreational opportunities.

Area facilities include:

Auto Race Track:	1	Disc Golf:	3 courses
Indoor Movies:	7	Soccer Fields:	11
Tennis Courts:	24, 1 indoor court	Curling Rink:	1
Racquetball Court:	1	Baseball Fields:	1 with lights, 4 without
Basketball Courts:	Schools have many available	Softball Fields:	2 with lights, 2 without
Pickleball Courts:	2 indoor, 20 outdoor	Swimming Pools:	1 outdoor, 1 indoor
Golf Course:	2 -18-hole	Horse Shoe Courts:	13
Miniature Golf:	1	YMCA:	1
Roller &	1	City Parks:	20
Ice Skating Rinks:	3 outdoor	County Parks:	5
Hockey Rinks:	1 indoor	Skate Parks:	1
		Pedestrian/Bike Trails:	over 25 miles

Thousands of acres of quality recreational lands for hunting, fishing, camping, cross country skiing and snowmobiling.

Wildwood Park & Zoo - 608 W. 17th Street

The Marshfield Parks and Recreation Department isn't just about parks; it's about creating your Marshfield memories! Think sunny days exploring the wonders of Wildwood Park & Zoo, where you can connect with incredible animals and wander through beautiful trails – a true gem right here in our backyard.

When the Wisconsin weather heats up, there's nothing better than splashing around at Vandehey Waters, our awesome aquatic center perfect for family fun and cooling off. And who can forget those fantastic summer evenings grooving to the tunes at the Hub City Concert Series? It's where our community comes alive with music and good vibes under the stars.

But wait, there's more excitement brewing! Get ready to experience the thrill of the fastest-growing sport at the brand-new pickleball courts at Braem Park! Whether you're a seasoned pro or just curious to try, these courts are a fantastic addition to our recreational offerings.

From the wild adventures at Wildwood to the refreshing fun at Vandehey Waters, the lively concerts at Hub City, and the exciting new pickleball courts at Braem Park, our Parks and Recreation Department is dedicated to providing diverse and engaging experiences for everyone in Marshfield. We're not just maintaining parks; we're building community, fostering healthy lifestyles, and creating those special moments that make Marshfield feel like home. Come explore, connect, and make the most of your Marshfield!

Seasonal hours. www.ci.marshfield.wi.us

HEALTH CARE



Marshfield Clinic Health System

Marshfield Clinic Health System, incorporated in 2012 and implemented in 2014, includes:

- 65 clinical locations in 45 Wisconsin communities
 - 350,000 unique patients
 - 1,900+ providers
 - 3.7 million patient encounters
- Nearly 10,000 total employees; more than 4,000 staff in Marshfield
- 11 hospitals, located in Marshfield, Neillsville, Rice Lake, Ladysmith, Eau Claire and Park Falls, Weston, Minocqua, Stevens Point, Iron Mountain in Michigan's Upper Peninsula and Beaver Dam
 - including Marshfield Children's Hospital
 - one of only four in Wisconsin
 - one of only three Children's Miracle Network hospitals in the state
- 4 Ambulatory Surgery Centers with one in Marshfield
- 13 Urgent Cares, with one in Marshfield
- 19 pharmacies
- 36 clinical laboratories
- Community engagement
 - with 400 community organizations collaborating on community health initiatives

Marshfield Clinic Research Institute

- Largest private medical research institute in Wisconsin
- More than \$51.5 million in research funding
- 40+ Ph. D and M.D scientists, 150+ physician researchers and 200+ research and support staff.

Security Health Plan of Wisconsin, Inc.

- Fifth largest health plan in Wisconsin by membership
- 500+ employees
- More than 225,000 members in Wisconsin
- Founded in 1971 as the Greater Marshfield Community Health Plan
- Accredited by the National Committee for Quality Assurance
- Offers health benefits for employees of large and small businesses, individuals and families, and provides administration for self-funded employee benefits

Marshfield Labs

- One of the largest full-service private practice laboratory systems in the nation
- 400 employees
- Performs about 4 million tests annually
- Offers education programs in laboratory-related fields

MAJOR (AREA) EMPLOYERS

<u>Name</u>	<u>Product or Service</u>	<u>Mfld Employees</u>
Marshfield Clinic Health System <small>(nearly 10,000 total employees)</small>	Multi-specialty private clinic; Marshfield Medical Center, Security Health Plan of Wisconsin Inc. (1,900 providers with 640 in Marshfield)	over 4,000
Grassland Dairy <small>(Greenwood, WI)</small>	Butter & dairy products	600
CFR (Custom Fabricating & Repair)	Stainless steel manufacturer for Dairy & Food Industry	450
Forte Opening Solutions	Wood doors, steam-through door core	425
Roehl Transport, Inc. <small>(2,995 company total)</small>	Transportation of general commerce <small>(177 owner/operators)</small>	425
Land O' Lakes (Spencer, WI)	Processed cheese	300
JBT Marel Corp (Stratford, WI) (A&B Process Systems Corp)	Process Flow Systems	226
Nelson-Jameson, Inc. <small>(343 company total)</small>	Distribution of equipment & supplies dairy & food processing plants	198
API (Division of US LBM)	Manufacturer of structural building components	185
PreventionGenetics <small>(300 with remote)</small>	Genetic testing	180
Felker Bros. Corp. <small>(250 company total)</small>	Stainless steel fabrication and component fittings	160
Packaging Corporation of America (PCA)	Full-service supplier of corrugated shipping containers, POS packaging and displays	160
Oxbo (H&S)	Manufacturer of farm equipment	156
Dental Crafters	Full service dental laboratory	129
I-State Truck Center and Assembly (Marshfield)	Truck sales & service/Truck manufacturing	126
Wisconsin Homes	Manufactured housing	110



EDUCATION

The School District of Marshfield

Serving approximately 3,800 students in grades preK-12, the School District of Marshfield nurtures a positive learning culture where intellectual, emotional, and social growth is promoted and valued through innovative learning experiences. With high expectations for all learners and a rigorous curriculum that emphasizes specialized supports and advancement opportunities for each student based on individual learner readiness and interests, the School District of Marshfield is among the very best school systems in the State.

Marshfield High School offers a comprehensive range of over 240 courses in multiple areas of study. Students are encouraged to pursue their interests and explore career opportunities by choosing from a variety of course options in areas that include core academics, Fine arts, Advanced Placement (AP), Career and Technical Education (CTE), Youth Apprenticeship (YA), and dual enrollment classes that allow students to earn college credit at Mid-State Technical College, University of Wisconsin-River Falls and the University of Wisconsin-Stevens Point.

The School District of Marshfield is a dynamic public school system with a supportive community of engaged students, families, and staff who pride themselves on preparing all learners to be successful in life beyond high school graduation. Through exemplary academic and co-curricular programs, students develop essential skills needed to be creative, critical, and confident problem-solvers who are prepared to adapt and thrive in a constantly evolving world.

Columbus Catholic Schools

Columbus Catholic Schools (CCS) is a private Catholic school system located in Marshfield that serves students from 3-year-old preschool through 12th grade. CCS provides a safe and caring learning environment and scholastic excellence anchored in the Catholic faith to the 600+ students they serve.

CCS consists of four schools including St. John the Baptist Primary School (Pre-K - 2nd Grade), Our Lady of Peace Intermediate School (grades 3-5), Columbus Catholic Middle School (grades 6-8), and Columbus Catholic High School (grades 9-12).

The CCS preschool program offers 3- and 4-year-old classes for half and full days. Their academically based, full-day 4 year-old kindergarten is the only program of its kind in Marshfield. CCHS prepares students for the future by offering honors and AP classes as well as Youth Apprenticeship and School-to-Work programs and dual credit classes with MSTC.

Columbus' small class sizes (average is 13 students) create an ideal environment for student achievement. Their students' standardized test scores are routinely above national, state and local averages. CCS welcomes all faiths and boasts a wide diversity of student faiths including Lutheran, Non-Denominational and Assembly of God. Additionally, no student is turned away due to inability to pay thanks to tuition vouchers, tuition grants, undergrad scholarships, payment plans, our referral program and Scrip program.

Mid-State Technical College

Mid-State Technical College (Mid-State), one of 16 colleges in the Wisconsin Technical College System (WTCS), is an active leader in the development of central Wisconsin's workforce for more than 100 years, regularly adapting to an ever-changing world of business and industry. The college offers associate degrees, technical diplomas and certificates in a variety of high-demand fields. Mid-State's supportive environment, state-of-the-art technology and faculty with professional experience in the fields they teach provide Mid-State graduates with real-world skills, knowledge, and confidence they need for an in demand career. A remarkable 93% of graduates are employed within 6 months of graduation.

Individuals attend Mid-State with many goals in mind. Many aim to develop or enhance skills for a new career, while some seek to keep current in their present field. Others take advantage of the high-quality, yet affordable, education Mid-State offers before transferring to one of our many four-year partnered colleges. Whatever the reason, Mid-State continues to be a local resource to a hands-on, convenient, excellent college education. Students also learn essential interpersonal communication, critical-thinking, problem-solving, teamwork, and leadership skills they need to be successful in today's labor market. With campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids, the college serves a resident population of over 171,000 in central Wisconsin. Mid-State is also home to the Advanced Manufacturing, Engineering Technology, and Apprenticeship (AMETA™) Center, central Wisconsin's premier Healthcare Simulation Center, and the LEAD Center, supporting leadership growth. For more information about Mid-State and its many in-demand programs, visit mstc.edu. call 888.545.6782, or stop by the Mid-State location nearest you.

UW-Stevens Point at Marshfield

UW-Stevens Point at Marshfield is proud to be your local University of Wisconsin campus! It offers the foundation coursework for many majors and program options, including earning an associate degree, bachelor's degrees in business administration, organizational leadership, multidisciplinary studies, and an MBA in Applied Leadership and Decision-Making.

At UW-Stevens Point at Marshfield, you get all the benefits of a small liberal arts college with the resources of a larger, four-year university, including career coaching and advising, registration, financial aid, and seamless transition to the main campus in Stevens Point or transferability to other UW System institutions. The campus is home to the Center for Inclusive Excellence, a comfortable, welcoming space available to the community for individuals and groups to hold meetings and enjoy educational programs. The arts at UW-Stevens Point at Marshfield feature performances in the 340-seat Helen Connor Laird Theatre, arena-style Black Box and visual art gallery. Services include the Hamilton Roddis Memorial Library, fitness center, a full-size gymnasium, and the Everett Roehl STEM Center. Outdoor recreational facilities include lighted tennis courts, baseball, and soccer fields, and a 99-acre arboretum with nature trails.

Learn more at www.uwsp.edu/marshfield or contact the Office of Admissions to set up a visit at www.uwsp.edu/visit.

The Everett Roehl Marshfield Public Library

Whether you're turning the page of a book or a corner in your life, the Everett Roehl Marshfield Public Library is here to help. Serving the ever-changing needs of area residents has been the library's purpose for over 120 years. People of all ages visit the library each year to quench their thirst for knowledge, ideas, and culture. The library's collection of over 230,000 items plus a host of digital resources (many available from home with a library card) offer something for everyone. Our friendly staff can help you find just the right book, music, or movie whether its in print or accessible via our streaming and downloadable services. The library has both PCs and Chromebooks available for in-house use, meeting spaces, a genealogy and local history collection, and offers a range of programs and services for young and old alike. As a member of the South Central Library System, the library brings the world to Marshfield through interlibrary loan and delivery service. Visit the library in person at 105 S. Maple Street, on the web at www.marshfieldlibrary.org, on Facebook, or via phone at 715-387-8494.

**CHAMBER OF COMMERCE
MARSHFIELD**

MARSHFIELD AREA CHAMBER OF COMMERCE & INDUSTRY

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