

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

	2006	2007	2008	2009	2010
City of River Falls (Pierce) \$	796	819	851	836	820
County of Pierce \$	3,070	3,182	3,276	3,078	2,907
State of Wisconsin \$	458,541	486,959	502,446	499,856	483,967

Source: State of Wisconsin Department of Revenue

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

PER CAPITA PERSONAL INCOME

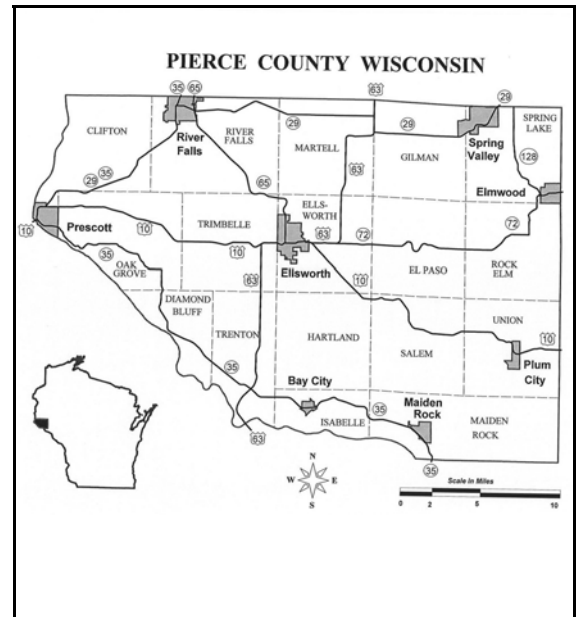
	2005	2006	2007	2008	2009
County of Pierce \$	29,875	30,895	32,293	33,035	32,226
State of Wisconsin \$	33,664	35,637	36,891	37,905	37,373
United States \$	35,424	37,698	39,461	40,674	39,635

Source: U.S. Department of Commerce

UNEMPLOYMENT TRENDS

	2007	2008	2009	2010
Pierce County Labor Force	23,899	23,998	23,486	23,012
Number Employed	22,880	22,953	21,667	21,436
Number Unemployed	1,019	1,045	1,819	1,576
Pierce County Unemployment Rate %	4.3	4.4	7.7	6.8
Wisconsin Unemployment Rate %	4.8	4.9	8.7	8.3
U.S. Unemployment Rate %	4.8	4.9	9.3	9.6

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

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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 2010-

Provider: Municipal Act'l Cap (GPM): 4,640
 No of Wells: 4 Ground Storage: 750,000
 Elev Storage: 550,000

-Wastewater Treatment Facility 2009-

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

2010 TAXES

-Local Property Taxes-

2010 Effective Full Value Rate/\$1000: 20.79
 2010 Real and Pers Property Full Value: 837,562,700
 Tax on machinery, equip inventory: Exempt
 County Sales Tax %: 0.50

-State Taxes-

Sales Tax %: 5.0%
 Corporate Income Tax %: 7.90%
 Gasoline Tax \$: .329 gallon
 Personal Income Tax: 4.6% - 7.75% (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

2009 WAGE ESTIMATES

	Average	Experienced
Office clerks, general:	13.41	15.36
*Welders, Cutters, and Welder Fitters:	19.23	21.55
Truck Drivers, heavy and tractor trailer:	19.24	21.91
Computer Support Specialists:	22.07	25.30
Construction Laborers:	21.96	25.42
Mgrs, all other (wide variety, wages estimates are variable):	48.45	57.43
Mtce Workers, Machinery:	18.27	21.30
*Janitors and cleaners, except maids and hskkeeping:	11.51	13.12
Licensed Practical and Vocational Nurses:	18.79	20.15
Retail Salespersons:	11.01	12.65

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

Source: Wis. Dept. of Workforce Development

EDUCATION AND HEALTH CARE

2009-2010	County	State
High School Drop Out Rate %:	0.26	1.60
Voch Tech:	Chippewa Valley Tech	
University(s):	UW River Falls, 0 mi	
Hospital(s):	River Falls	

-LOCAL CONTACT-

Name: City Administrator
 Address: 222 Lewis Street
 City, State, and Zip: River Falls, WI 54022
 Telephone: (715) 425-0900 Email: admin@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