

Economic Profile




Heart of Wisconsin
Chamber of Commerce



We mean business.

- Small Town with the Ability to Support Advanced Businesses
- Forbes Magazine Rates Wisconsin Rapids as Fifth Best Small city to Raise a Family!
- Heart of Wisconsin Entrepreneurial Bootcamp
- Business Support Network
- Mentor Resource Network
- Union & Non-Union Businesses Work in Tandem
- 50 Mile Radius Supply Chain
- Contractor Cooperation
- Easily Accessible Rail System
- Robust Telecommunications & Broadband Assets
- Highly Skilled, Motivated & Productive Workforce

Welcome to the Heart of Wisconsin!

The Heart of Wisconsin's rich history is "embedded" in resources from its over 100-year production of both cranberries and paper. Located on the northern shore of the old Wisconsin glacial lake bed, it has been the perfect location for the largest inland cranberry production in the world, and is also known for perfecting the process of coating fine papers for magazines and other publications. The area has an extensive "robust" infrastructure for New Economy types of business development, which depend on telecommunications and broadband data transmittal. Redundant telecommunications and broadband (T & B) infrastructure links installed to serve major users, such as a locally owned international software company, provide benefit to the entire community.

Located in the center of Wisconsin, it is easily within your reach, offering something for everyone - whether you are looking for the peace and serenity of natural, untouched area, the satisfaction of successful fishing and hunting adventures, the pleasure of quaint shops and eateries, the challenge of distinguished golf courses, or the fascinating history of an area that continues to make the most of its natural resources.

Year-Round Recreation

- Picturesque river and abundant lakes-bountiful wetlands and forests for any wildlife experience
- Expansive trail systems - for all modes of transportation
- Golf courses beyond belief! 90 holes within 20 minutes

History & Culture

- Paper & Historical Museum
- Cranberry roadways, tours, products and events
- Art exhibits, cultural festivals, theater facilities hosting national and local performers
- Grotto Shrine Gardens with rare lava rock

Shopping and Accommodations

- Antique stores
- Local agricultural products-cheese, ice cream, maple syrup, farmers' markets
- Quaint coffee shops
- Specialty cranberry items
- Variety of eateries
- Intimate bed and breakfast to full-service hotels
- Spa and wellness opportunities

Location

The Heart of Wisconsin area is centrally located in Wisconsin along the beautiful and scenic Wisconsin River. Access is abundant with interstates 90, 94 and 39 leading to state routes 13, 34, 54 and 73 that all meet in Wisconsin Rapids.

The Heart of Wisconsin area consists of South Wood County and Northern Adams County serving the communities of Vesper, Pittsville, Rudolph, Biron, Saratoga, Grand Rapids, Port Edwards, Nekoosa, Wisconsin Rapids and Rome.



Heart of Wisconsin Area

| Miles from... | Madison | 108 |
|---------------|---------|-----------------|
| Chicago | 246 | Milwaukee 158 |
| Green Bay | 100 | Minneapolis 200 |

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Population

| | 2010 Population |
|---------------------|--------------------|
| Wood County | 74,749 |
| Cities | |
| Wisconsin Rapids | 18,367 |
| Nekoosa | 2,580 |
| Pittsville | 874 |
| Villages | |
| Port Edwards & Town | 3,245 |
| Biron | 839 |
| Vesper | 584 |
| Townships | |
| Grand Rapids | 7,646 |
| Saratoga | 5,142 |
| Rudolph & Village | 1,467 |
| Rome | 2,720 |
| Cranmoor | 168 |
| Seneca | 1,120 |
| Sigel | 1,051 |
| Total | 45,803 |

A unique mix of cities and townships make up the Heart of Wisconsin area with a combined population of nearly 45,000 residents.*



Alexander Field, Wisconsin Rapids

Transportation

Highways serving area:

State routes 13, 34, 54, and 73.

Distance to nearest interstate: 20 miles, 4-lane access, to I-39 (formerly Hwy. 51); 60 miles to I-90/94

Railroads:

Daily service by Canadian National Intermodal Drive-on Ramp available at Stevens Point.

Trucking:

Serviced by eight motor freight carriers.

Air Transportation

Local: Alexander Field, Wisconsin Rapids

- Two runways - 5,500 and 3,650 feet
- All-weather airport.
- Lit runway, maintenance service, and instrument landing.
- Auto and jet fuel available.

Regional: Central Wisconsin Airport, Mosinee

- 37 miles from Wisconsin Rapids.
- One 7,645 foot-long and 150 foot-wide runway.
- Two 6,500 foot-long and 150 foot-wide runways.
- Air cargo, aircraft rental, and charter flights.
- Passenger services include; jet service, American Eagle, Delta and United Express.
- Freight services include FedEx and UPS.
- Rental cars and taxi service is available.

Protective Services

2010 Crime Rate Indexes show Wood County at half the national average of crime risk.

Police Departments

City of Wisconsin Rapids, Nekoosa and Pittville, Town of Grand Rapids and Rome, and Village of Port Edwards have staffed departments. Wood County is serviced by the Sheriff's Department.

Fire Departments

City of Wisconsin Rapids has two staffed Fire Stations. The City of Nekoosa and Pittsville, Town of Grand Rapids and Rome, and Villages of Port Edwards, Vesper, Biron and Rudolph have volunteer fire departments.

Utilities

Electricity

Wisconsin Rapids provides municipal electric service through the Wisconsin Rapids Water Works & Lighting Commission - www.wrwvlc.com

Other community electric provider: Alliant Energy - www.alliantenergy.com; Wisconsin Public Service Corporation-www.wisconsinpublicservice.com

Natural Gas - WeEnergies - www.we-energies.com

Telephone and Cable

Solarus - www.solarus.biz
Charter Communications - www.charter.com

Water & Waste Water Treatment

Wisconsin Rapids Water Works & Lighting Commission - www.wrwvlc.com

*East and West Tower 800,000 South Tower 2,000,000 = 2,800,00 Gallons
Clear wells at the plant hold 700,000 Gallons
Average daily usage for this year to date is 2.5 MGD
Water treatment capacity is 6.5 MGD*

Medical Services

Hospital

Riverview Hospital - www.rhahealthcare.org

Clinics

Riverview UW Cancer Center - www.rhahealthcare.org
Riverview Hospital Urgent Care - www.rhahealthcare.org
Marshfield Clinic - www.marshfieldclinic.org
Aspirus Doctors Clinic - www.aspirus.org
McDonough Orthopedic & Sports Medicine Center - www.mosmic.com
Urology Specialists of Wisconsin - www.urospecialists.com
Riverview Family Clinic - www.rhahealthcare.org
Wisconsin Rapids, Nekoosa, Rome
Wisconsin River Orthopedics - www.wroinstitute.com



Labor

Labor Force Data Wood County

(Wood County, March 2012) LAUS (<http://www.bls.gov/lau>)

| | |
|-------------------|--------|
| Labor Force | 41,402 |
| Unemployed | 3,302 |
| Unemployment Rate | 8.0% |

Employment by Sector QCEW (<http://www.bls.gov/cew>)

| | |
|---------------------------|--------|
| Manufacturing | 5,253 |
| Leisure and Hospitality | 2,410 |
| Public Administration | 2,246 |
| Transportation, Trade | 9,497 |
| Construction | 1,382 |
| Information, Professional | 1,652 |
| Financial | 1,100 |
| Education and Health | 15,243 |
| Natural Resources | 542 |
| Other Services | 1,324 |
| Unclassified | 4 |

Media

Newspapers

The Daily Tribune
The Voice

Weekly Shopper

Buyer's Guide

Radio Stations

WFHR-AM 1320
Kool Gold 105.5 WRCW

Television Stations

WSAW-TV (Ch. 7) CBS affiliate (www.wsaw.com)
WAOW-TV (Ch. 9) ABC affiliate (www.waow.com)
WEAU-TV (Ch. 13) NBC affiliate (www.wEAU.com)
WFSX-TV (Ch. 55) Fox affiliate (www.wfxs.com)

Government Services

Wisconsin Rapids - 421-8200

Nekoosa - 886-7878

Pittsville - 884-2422

Port Edwards - 887-3513

Biron - 423-6584

Vesper - 569-4530

Grand Rapids - 424-1821

Saratoga - 325-5204

Port Edwards - 886-5313

Rudolph - 435-3984

Rome - 325-8013

Most of the above municipalities have websites and all phone numbers are 715 area code.

Major Employers

Name

NewPage Corporation
Domtar Industries
Walmart
Wood County
Wisconsin Rapids Public Schools
Riverview Hospital Association
DeBoer Inc
Renaissance Learning
Ho-Chunk Gaming
Opportunity Development Center
Corenso North America Corp
Nekoosa Public School
Mid-State Technical College
City of Wisconsin Rapids
Ocean Spray
ECC Corrosion, Inc.
ERCO Worldwide

Products/Services

Paper Manufacturer
Paper Manufacturer
Retail Store
Government
Education
Health Care
Trucking
Educational Software
Gambling
Manufacturing/Outsourcing
Coreboard Mill
Education
Education
City Employer
Cranberries
Manufacturing
Chemical Technologies

Economic Development

Heart of Wisconsin Chamber of Commerce

- Maintains a list of available sites and buildings for business development - www.heartofwi.com
- Is a resource for community profile information.
- Partners with local municipalities.
- Acts as a clearing house for business development information.
- Offers business counseling and financing resources.
- Provides a first contact for business resource assistance.
Call 715.423.1830

Income



| | |
|---------------------|--------|
| Under \$15,000 | 12.00% |
| \$15,000-\$24,999 | 14.50% |
| \$25,000-\$34,999 | 13.70% |
| \$35,000-\$49,999 | 16.80% |
| \$50,000-\$74,999 | 19.10% |
| \$75,000-\$99,999 | 11.40% |
| \$100,000-\$149,000 | 8.60% |
| \$150,000 -199,999 | 2.10% |
| \$200,000 + | 1.90% |

| | |
|--------------------------|----------|
| Median household income* | \$43,319 |
| Median family income* | \$56,913 |
| Per capita income* | \$24,893 |

*In 2010 Inflation-adjusted dollars

<http://www.census.gov/acs/www>

Taxes

Current Tax Year 2011

Local Property Taxes

| | |
|-----------------------------|---------|
| Full Value Rate Wood County | \$23.58 |
| Net Tax rate/1,000 | \$23.53 |

State Taxes

| | |
|--|-----------------|
| Retail Sales Wood County | 5.5% |
| Personal Income (married, filling jointly) | |
| Minimum Rate | 4.60% |
| Maximum Rate | 6.75% |
| Corporate Income | 7.9% (flat) |
| State Capital gains | 60% Exclusion |
| Gasoline | 30.9¢ / per gal |

Financial Institutions

Banks

| | Total Deposits* |
|---------------------------------|-----------------|
| WoodTrust Bank | \$ 235,153 |
| Nekoosa Port Edwards State Bank | \$ 175,556 |
| Paper City Savings | \$ 144,300 |
| River Cities Bank | \$ 123,647 |
| KeySavings Bank | \$ 66,728 |
| Pioneer Bank | \$ 7,735 |
| Citizens Community Federal | \$14,071 |
| US Bank | \$93,900,000 |
| M&I Bank | \$40,000,000 |

* As of June 30, 2011

Credit Unions

| | Assets |
|---------------------------------|----------------|
| Bull's Eye Credit Union | \$ 124,942,502 |
| Members Advantage Credit Union | \$ 73,825,037 |
| Nekoosa Credit Union | \$ 18,668,247 |
| Valley Communities Credit Union | \$ 110,312,828 |



Wisconsin State Firefighters Memorial - Wisconsin Rapids, WI



Every year approximately one hundred firefighters die in the line of duty in the United States. The Wisconsin State Firefighters Memorial Board of Directors has chosen to provide a unique and lasting way to pay tribute to firefighters from the State of Wisconsin who have made this ultimate sacrifice while in service to their communities. This tribute has taken the form of a Memorial Park dedicated to preserving their memory.



Website:
<http://www.wsfm.org>



The vision of the WSFM was to create a park with a natural and scenic setting to house a memorial to our fire fighting heroes from across this great State of Wisconsin. The serenity of the setting allows park visitors to be alone with their thoughts and emotions and at the same time realize that their loved one will never be forgotten.

Education and Training



The Heart of Wisconsin area offers an excellent choice of public or private educational opportunities. Our schools offer a safe and quality education.

| School District | Number |
|---------------------------------|--------|
| Wisconsin Rapids Public | |
| Elementary | 8 |
| Middle | 1 |
| Junior High | 1 |
| High School | 2 |
| 2011-2012 Enrollment | 5,370 |
| Wisconsin Rapids Private | |
| Elementary | 4 |
| Middle | 1 |
| High School | 1 |
| 2011-2012 Enrollment | 489 |
| Nekoosa | |
| Elementary | 1 |
| Middle | 1 |
| High School | 2 |
| 2011-2012 Enrollment | 1,249 |
| Port Edwards | |
| Elementary | 1 |
| Middle/High School | 1 |
| 2011-2012 Enrollment | 405 |
| Pittsville | |
| Elementary | 1 |
| Middle/High School | 1 |
| 2011-2012 Enrollment | 636 |
| Auburndale | |
| Elementary | 1 |
| Middle/High School | 1 |
| 2011-2012 Enrollment | 865 |

Education and Training



Institutions of Higher Education

Mid-State Technical College (www.mstc.edu) has assumed a vital leadership role in the development of the central Wisconsin workforce and economy. As one of the 16 publicly supported colleges in the Wisconsin Technical College System, MSTC provides a dynamic learning environment that assists area residents in achieving their personal and career goals. Approximately 16,000 full and part-time students enroll annually. 84% of MSTC graduates stay in the district.

MSTC offers technical training in nearly 50 careers by granting one and two-year technical diplomas and two-year associate degrees in four areas: business, health, service technologies, and technical & industrial. In addition, MSTC also awards certificates for the successful completion of a single course or a combination of courses.

MSTC offers five, renewable energy certificates targeted primarily to journey workers and displaced workers. The certificates help prepare students with additional skills for future energy needs. Certificates include: Biorefinery, Energy Efficiency, Photovoltaic System, Solar Thermal and Wind Systems. Many of Wisconsin's emerging professions with the most growth potential are energy-related. These unique certificates provide an opportunity for students to receive training in labs with state-of-the-art equipment and with tools currently utilized in the manufacture, installation, repair and maintenance sectors of the renewable energy industry.

The Wisconsin Rapids campus is adjacent to the Woodlands Business and Technology Center. Through credit, non-credit, and life enrichment courses, MSTC has emerged as a driving force behind post-secondary education in Central Wisconsin.

Other training and workforce development programs include:

Encourage Workforce Central
 Wisconsin Customized Training Programs
 Wisconsin Manufacturing Excellence Partnership

Other area institutions of higher education:

University of Wisconsin Stevens Point - www.uwsp.edu
 University of Wisconsin Marshfield/Wood County -
www.marshfield.uwc.edu
 Lakeland College - www.lakeland.edu

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