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www.hudsonwi.org

Hudson Wisconsin Community Profile

*Welcome to Hudson, Wisconsin
Spirit of the St. Croix*

WELCOME

Thank you for your interest in the Hudson community. We are excited about your inquiry and look forward to being of service to you.

BACKGROUND

The Hudson area is the gateway to the St. Croix River Valley and Western Wisconsin. Located only minutes east of Minneapolis/St. Paul, we offer a skilled, enthusiastic labor force, excellent transportation services, and an abundance of quality medical, educational and cultural opportunities. The State of Wisconsin's favorable business climate makes the Hudson community an excellent location for business expansions, relocations and new start-ups.

Basic economic activities of Hudson include construction, tourism, retail and wholesale sales, agri-business, and manufacturing. Hudson also serves as a regional health center.

Hudson offers unique shopping opportunities in historic downtown Hudson, as well as nationwide stores such as Target, Wal-Mart, Fleet Farm, Menards, Home Depot located in Hudson's "hill" area.

Due to the close proximity to the Twin Cities (Minneapolis and St. Paul), the Hudson area is uniquely situated. The Hudson area offers a strong business community, and dedicated communities.

This packet describes many advantages for choosing the Hudson area. Data presented represents St. Croix County and, when available, the specific municipalities of the *City of Hudson*, *Village of North Hudson*, *Town of Hudson*, *Town of St. Joseph* and *Town of Troy*.

LOCATION

Hudson is located in western Wisconsin's St. Croix County.

Distance to:

St. Paul	15 miles
Chicago	380 miles
Milwaukee.....	307 miles
Madison.....	250 miles
Eau Claire.....	65 miles

GOVERNMENT

COUNTIES -The State of Wisconsin is divided into 72 counties, of which St. Croix County is one, and Hudson is the county seat. Each county maintains a courthouse and provides a number of services. Some of those services include human services, law maintenance, emergency government, parks, libraries, services for the aging, planning, property tax administration and economic development (a new department created in 1993).

Counties are governed by Boards of Supervisors representing geographic districts. St. Croix County has 31 supervisors representing its 31 districts. Within each county, local government is broken down into one of the municipality types: cities, villages and townships, which build and maintain roadways and provide services within their jurisdiction.

CITIES - St. Croix County has four cities: Hudson, New Richmond, River Falls and Glenwood City. They are governed by elected mayors and city councils of seven members. Cities provide some of the same services as counties and also operate municipal water and sewerage treatment facilities, and fire and ambulance departments.

VILLAGES - St. Croix County has nine villages, of which North Hudson is one. It is governed by a village board with a president and six village trustees. Some operate their own utilities and fire and ambulance department, but others contract with nearby cities for such services.

TOWNSHIPS - St. Croix County has 21 townships, of which Hudson, St. Joseph and Troy are three. They are governed by town boards that consist of a chairman and from two to four supervisors and are also served by township clerks and treasurers.

BUSINESS AND INDUSTRIAL PARKS

1. St. Croix Business Park www.stcroixbusinesspark.com
Total Acres - 225 Acres
2. Hudson Industrial Park
Total Acres - 46 Acres
3. St. Croix Ventures Industrial Park (City of Hudson)
Total Acres - 27 Acres
4. St. Croix Ventures Industrial Park (Town of Hudson)
Total Acres - 47 Acres

EDUCATION

- Hudson School District
1401 Vine Street, Hudson, WI 54016
Phone: 715-386-4900
- New Richmond School District

152 East Fourth Street, New Richmond, WI 54017
Phone: 715-246-7411

- River Falls School District
852 East Division Street, River Falls, WI 54022
Phone: 715-425-1800
- St. Patrick's Catholic School
403 St. Croix Street, Hudson, WI 54016
Phone: 715-386-3941
- Trinity Lutheran School
1205 Sixth Street, Hudson, WI 54016
Phone: 715-386-9349

SECONDARY EDUCATION

- Wisconsin Indianhead Technical College
1019 South Knowles, New Richmond, WI 54017
Phone: 715-246-6561 or 800-243-9482
- Wisconsin Indianhead Technical College
377 O'Keefe Road, Hudson, WI 54016
Phone: 715-377-0007
- Chippewa Valley Technical College
500 South Wasson Lane, P. O. Box 496, River Falls, WI 54022
Phone: 715-425-3301
- University of Wisconsin River Falls
410 South Third Street, River Falls, WI 54022
Phone: 715-425-3911

TRANSPORTATION

- **HIGHWAYS** - The Hudson community is served by a significant network of interstate and state trunk highways. Interstate Highways 94 & 35, and Wisconsin State Highways 35 & U.S. Highway 12 provide easy access from all directions.
- **AIR** - Twin Cities International Airport is 30 minutes from Hudson via Interstate Highways 94 & 494. Our community benefits greatly from the accessibility that an international facility provides. Passenger service is also available at Holman Airfield in St. Paul and New Richmond, Wisconsin is the site of an airport (only 22 miles from Hudson). Local air service is just 8 miles away in Lake Elmo, MN.
- **RAIL** - Convenient rail service is provided by Union Pacific Railroad.
- **TRUCK, PACKAGE & CARGO** - Two local terminals provide area and regional truck line services. A variety of express service carriers provide convenient package delivery to the area.

UTILITIES

ELECTRICITY & NATURAL GAS – Xcel Energy (Wisconsin) is an AA-rated electric and natural gas utility with headquarters in Eau Claire, WI. This company’s electric rates are among the lowest in Wisconsin and the United States. Xcel Energy’s natural gas rates are also among the lowest in the state.

TELEPHONE – AT & T provides the latest in communication products and services.

MUNICIPAL UTILITIES - Sewer & Water

Village of North Hudson

City of Hudson

MEDIA

NEWSPAPERS - Hudson Star-Observer is the local weekly newspaper. Twin City Metro Newspaper dailies are the St. Paul Pioneer Press, with a Western Wisconsin Bureau in Hudson, and the Minneapolis Star Tribune.

TELEVISION – KTCA/KTCI (PBS) Channel 2/17, WCCO-TV (CBS) Channel 4, KSTP-TV (ABC) Channel 5, KMSP-TV (Fox) Channel 9, KARE-TV (NBC) Channel 11, KMWB (WB) Channel 23, WFTC-TV (UPN) Channel 29, KPXM (PAX) Channel 41, and KSTC-TV Channel 45 . Cable television is also available through Comcast Cable.

POPULATION HISTORY, GROWTH & PROJECTIONS

	1990*	2000*	2005**	2010**
City of Hudson	6,378	8,775	11,353	12,097
Village of North Hudson	3,101	3,463	3,694	4,161
Town of Hudson	3,692	6,213	7,481	8,932
Town of St. Joseph	2,657	3,436	3,685	4,172
Town of Troy	2,850	3,661	4,371	4,523
Hudson Area *	18,678	25,548	30,584	33,885
St. Croix County	50,251	63,155	75,686	80,779

**Includes City of Hudson, Village of North Hudson, Town of Hudson, Town of St. Joseph & Town of Troy Sources: *U.S. Census Bureau, 2000 Census; **St. Croix Economic Development Corporation,*

Total Number of Housing Units	2000	2005	2010	2015	2020	2025
City of Hudson	3,687	4,436	5,226	5,951	6,687	7,273
Town of Hudson	1,925	2,375	2,847	3,288	3,731	4,091
Village of North Hudson	1,315	1,466	1,626	1,765	1,905	2,006
Total	6,927	8,277	9,699	11,004	12,323	13,370

Source: US Census Bureau, 2000

PROJECTED HOUSEHOLDS

	St. Croix County	City of Hudson
Total Number of Housing Units	31,140	3,831
Owner Occupied Units	17,881	2,224
Renter Occupied Units	5,529	1,463
Persons/Housing Units	2.66	2.35
Median Value of Housing	\$139,500	\$149,500

Source: US Census Bureau, 2000

NOTE: This is the most updated information available from the US Census Bureau. According to Sperling's Best Places, the detailed profile on Hudson, WI lists the median home value at \$298,000 in 2007

LABOR FORCE

St. Croix County	2006**	2007*
Employed	44,587	44,567
Unemployed	2,318	2,332
TOTAL	46,905	46,899
Percentage of unemployment	4.9%	5.0%

*Wisconsin Department of Workforce Development, "St. Croix County Workforce Profile," April, 2008

LARGEST MANUFACTURERS

Nor-Lake Inc.	Refrigeration Equipment	243
Niro, Inc.	Dairy and Food Processing Equipment	180
United Gear & Assembly	Machine Gears	247
Phillips Plastics Corporation	Plastic Prototypes	80
	Combined with New Richmond, WI	345

Duro Bag Manufacturing Co.	Paper Bags	100
Johnson Controls, Inc.	Truck Seats	67
Robin Manufacturing USA, Inc.	Engines	100
Empire Bucket	Specialty Buckets	54

Sources: *St. Croix Economic Development Corporation, February, 2007 website

TOTAL EMPLOYMENT BY INDUSTRY **ST. CROIX COUNTY**

	2005	1-year Change
Construction & Mining	1,791	20
Manufacturing	5,723	70
Trade, Transportation and Utilities	5,766	122
Financial Activities	1,185	19
Professional & Business Services	1,960	-104
Education & Health	4,716	235
Leisure & Hospitality	3,425	174
Public Administration	1,261	13
TOTAL*	25,827	549

Source: *Wisconsin Department of Workforce Development, "St. Croix County Workforce Profile," April, 2008

REPRESENTATIVE HOURLY WAGE RATES

	Mean Rate/Hour- 2007
Accountant/Auditor	\$24.76
Assemblers/Fabricators	\$11.51
Clerk, Shipping & Receiving	\$14.32
Construction Laborer	\$21.99
General Machinist	\$17.04
General Manager	\$36.85
Mechanical Engineer	\$30.54
Registered Nurse	\$27.94
Secretary	\$13.22
Welder	\$15.86
Waiters/Waitresses	\$7.45

Source: *Wisconsin Department of Workforce Development, "St. Croix County Workforce Profile," April, 2008

EFFECTIVE BUYING INCOME

2004, % Households

Income Range	St. Croix County	State
\$ 20,000 - \$ 34,999	18.1%	24.5%
\$ 35,000 - \$ 49,999	23.0%	22.4%
\$ 50,000 and over	45.8%	32.6%
Median Household Disposable Income	\$47,460	\$38,084

Effective buying income is total money income minus personal and real estate taxes. Money income includes income from: wages, self-employment, disability, public assistance, alimony, child support, and other periodic payments.

Source: Sales and Marketing Management, September 2005; St. Croix Economic Development Corporation, May 2006

FINANCES

Mill Rate Comparison

	2006 Village of North Hudson	2006 City of Hudson	2005 City of Hudson
Municipality	\$ 3.33	\$ 3.98	\$ 5.85
Hudson School District	\$ 7.91	\$ 7.00	\$11.05
County	\$ 3.17	\$ 2.81	\$ 4.29
WITC	\$ 1.08	\$.96	\$ 1.47
State	\$ 0.19	\$.17	\$ 0.27
Total	\$15.69	\$14.92	\$22.92
State School Tax Credit	<u>-\$1.31</u>	<u>-\$1.02</u>	<u>-\$1.26</u>
Net tax rate per \$1,000	\$14.38	\$13.90	\$21.67

Source: City of Hudson, 2007

Note: The net tax shown here does not include a lottery credit of \$82.93.

BUSINESS FINANCING & INCENTIVE PROGRAMS

Revolving Loan Fund

City of Hudson
Town of Hudson
St. Croix County

Wisconsin Financing Alternatives:

The State of Wisconsin is an active partner with new, existing and start-up businesses concerning its ability to offer financing programs and incentive programs. The Department of Commerce has a broad range of financial assistance for its businesses. Most of the programs are low interest loans that are repaid to a local unit of government. On a limited basis, Commerce offers programs that are structured as grants or as forgivable loans. For additional information on Wisconsin's programs, contact Commerce's Area Development, Marty Ambrose, Manager 715-836-2630 or mambros@commerce.state.wi.us.

Small Business Administration (SBA) Financing:

Wisconsin Business Development Finance Corporation (WBD) is a private, non-profit corporation serving the long-term credit needs of small business. WBD is certified by the SBA as a "development company", thereby enabling it to package certain SBA loan programs that are blended with bank loans and a down payment from the business owner. Contact WBD's Eau Claire office for additional information 715-834-9474 or www.wbd.org

DEVELOPMENT CONTACTS

Local

Hudson Area Chamber of Commerce & Tourism Bureau
Kim Heinemann - E-mail: kim@hudsonwi.org
502 Second Street, Hudson, WI 54016
715-386-8411 www.hudsonwi.org

St. Croix Business Park
Jack Breault, Mayor - E-mail: jdoonan@ci.hudson.wi.us
505 Third Street, Hudson, WI 54016
715-386-4765 www.stcroixbusinesspark.com

St. Croix Economic Development Corporation
William Rubin, Executive Director
E-mail: bill@st.croixedc.com
1101 Carmichael Road, Hudson, WI 54016
715-381-4383 www.stcroixedc.com

City of Hudson
Dennis D. Darnold, Planner/Zoning Administrator
E-mail: ddarnold@ci.hudson.wi.us
505 Third Street, Hudson, WI 54016
715-386-4776 www.ci.hudson.wi.us

Town of Hudson
Bob Waxon, Chairman
760 County Trunk N, Hudson, WI 54016
715-386-4263

State

Forward Wisconsin
Eugene "Pepi" Randolph
201 W. Washington Ave.; Suite 500
Madison, WI 53703
608-261-2508 www.forwardwi.com

Wisconsin Department of Commerce
Marty Ambros
PO Box 1586
Eau Claire, WI 54701-1586
715-836-2630 www.commerce.state.wi.us

**We welcome you to the Hudson, Wisconsin area,
and we look forward to working with you.**

Updated July 2009