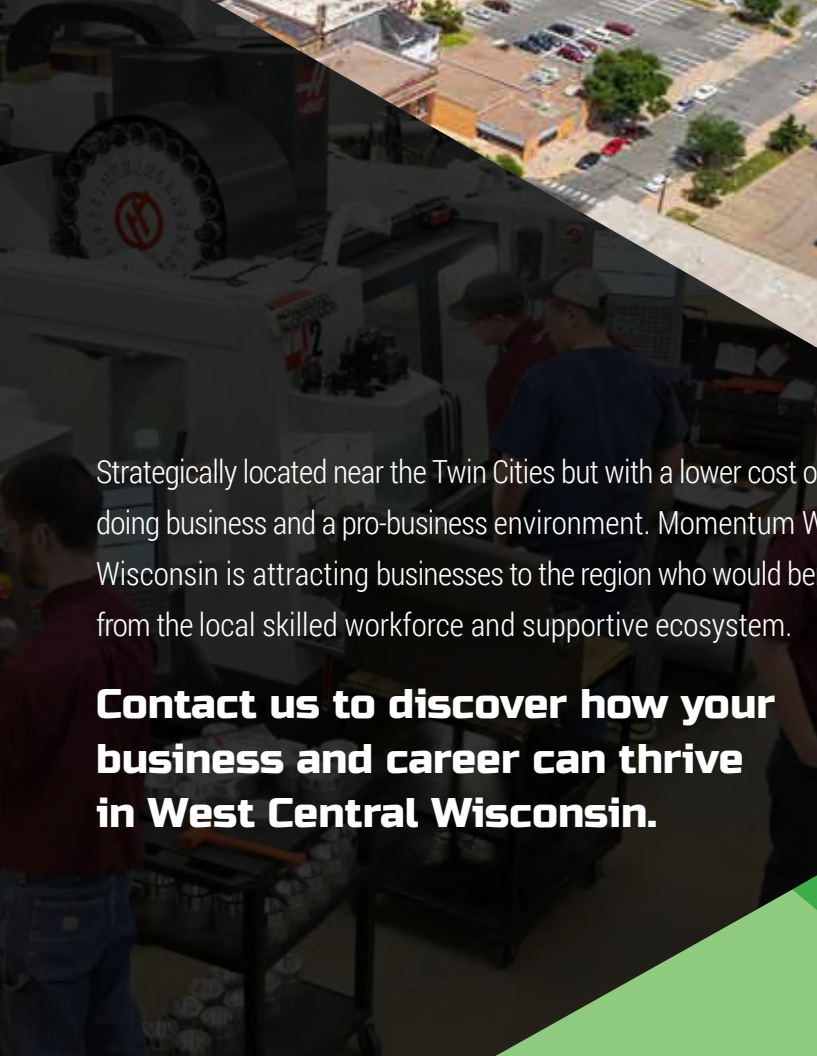


An aerial photograph of a town in West Central Wisconsin. A large river flows through the landscape, bordered by dense green forests. In the foreground, a town is visible with various buildings, including a prominent tall brick chimney. The sky is blue with scattered white clouds. The image is overlaid with a large orange diagonal shape in the top right and a green diagonal shape in the bottom right.

CHOOSE WEST CENTRAL WISCONSIN

A dark, semi-transparent image showing industrial workers in a factory setting. One worker in the foreground is wearing a red shirt and a hard hat, looking towards the right. Another worker is visible in the background. The scene is dimly lit, with some machinery and equipment visible.

Strategically located near the Twin Cities but with a lower cost of doing business and a pro-business environment. Momentum West Wisconsin is attracting businesses to the region who would benefit from the local skilled workforce and supportive ecosystem.

**Contact us to discover how your
business and career can thrive
in West Central Wisconsin.**

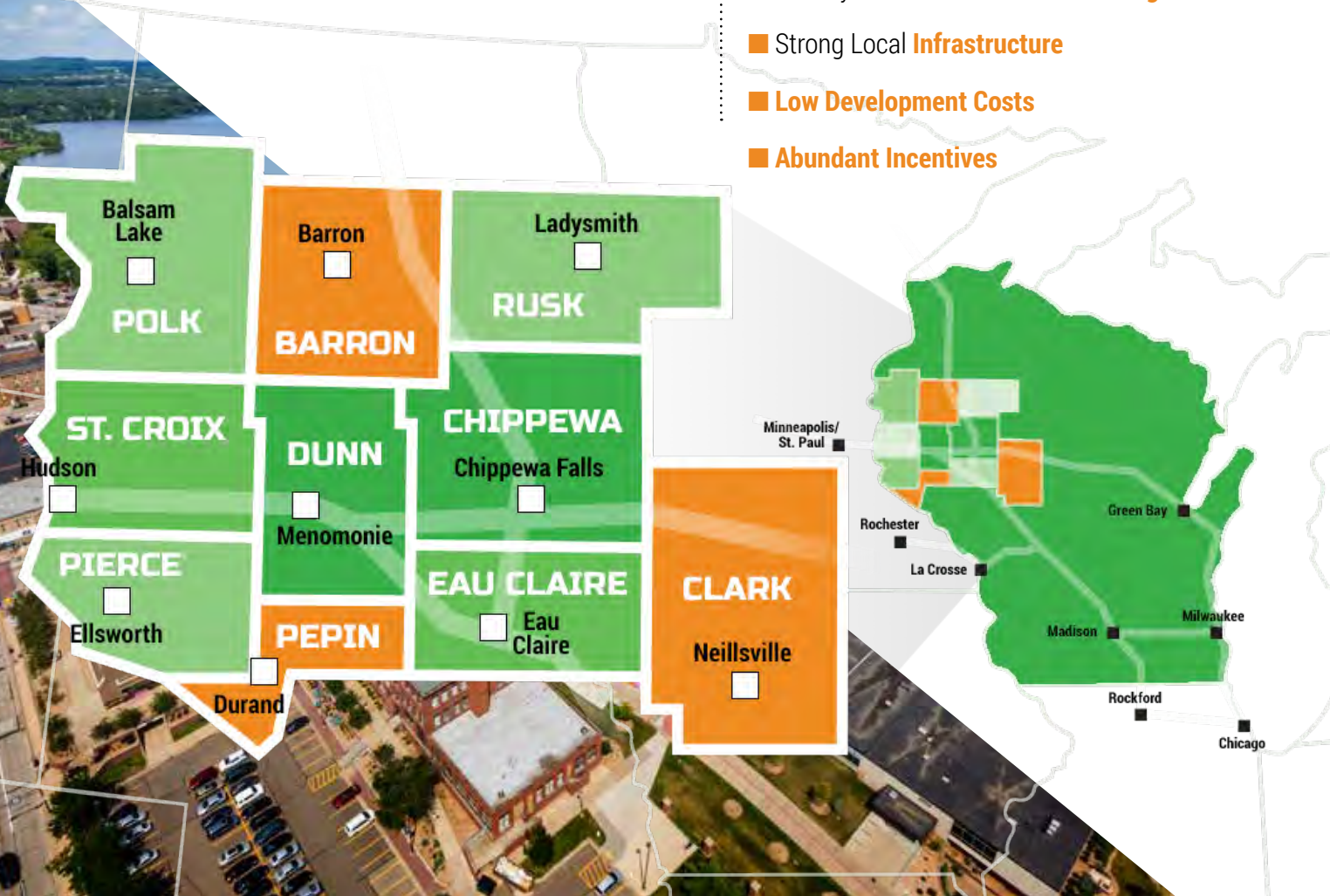
 **MOMENTUM
WEST WISCONSIN**
MOVING **FORWARD** TOGETHER

Affordability in Business and Living

Our region provides a lower cost of living than nearby Minnesota, giving residents the ability to afford a higher quality of life. Personal income tax rates in Wisconsin range from 3.54% to 7.65%, while in our neighboring state they range from 5.35% to 9.89%. Sales tax is 1.875% lower as well. Here an average home value of \$302,040 and average household income of \$95,958 make for generous living.

Key Points

- **20-Minute Drive** from the Twin Cities
- **15 Minutes** from Minneapolis/St. Paul International Airport
- Access to Twin Cities Population of **3.6 Million**
- **Less than Five Hour Drive** to Chicago
- Average Daily Commute of Only **23.3 Minutes**
- Free Time to Enjoy **Local Recreational Opportunities**
- **Affordable Real Estate** in Wisconsin Compared to Neighboring States
- A Variety of **Cultural and Recreational Activities**
- Readily **Available Sites and Buildings**
- Strong Local **Infrastructure**
- **Low Development Costs**
- **Abundant Incentives**



Pro-Business Environment

- Wisconsin Has a Lower Corporate Income Tax Rate than Our Neighboring State – **7.9% Compared to 9.8%**
- Property Tax in Wisconsin (state average, commercial/industrial) is **\$22 Per Thousand compared to Our Neighboring State's Rate of \$33 Per Thousand**
- Robust **Building and Development Sites**
- A Consistent Speed-to-Market of **Approximately 90 Days**
- An **Abundant** Infrastructure
- An **Educated Talent Pipeline** that is Well-Trained and Readily Available
- **Supportive** Entrepreneurial Ecosystem

Wisconsin Advantages

Manufacturing and Agriculture Credit Virtually eliminates the tax on income from manufacturing activity in the state.

Business Development Tax Credits

Available for the creation or retention of full-time jobs, based on the wage range and number of jobs to be created.

Training Grants Available to businesses to upgrade or improve job-related skills of full-time employees.

Early Stage Investment Incentives Available for individuals looking to invest in Wisconsin companies.

Gold Shovel Ready Sites

Sites highlighted as Gold Shovel Ready sites meet specific development criteria that includes available utilities, appropriate zoning, and land free from known environmental impediments. Over 12 Gold Shovel Ready sites are available for development in the Momentum West region.

Wisconsin Certified Sites

The Momentum West region is home to three of fourteen Certified Sites designated by the Wisconsin Economic Development Corporation (WEDC) Certified Site Program. These properties are primed for development, leading to faster turnaround times, quick regulatory approvals and low development risk.

Regional Snapshot



522,232

Momentum West Service Area Population



20,112

Total Businesses



258,936

Workforce

A Connected Infrastructure

The Momentum West region has a strong infrastructure that includes:

- Four-Lane Highways (Interstate 94 and State Highway 29)
- \$377 Million St. Croix Crossing Bridge
- Immediate Access to Railways
- Close proximity to Minneapolis/St. Paul International Airport and Other Regional Airports
- A solid and Dependable Broadband Network supported by the *Telecommuter Forward!* Initiative
- An Abundant Water Supply
- Multiple Renewable Sources of Energy Provided by Xcel Energy and Dairyland Power

Airports

The Minneapolis–Saint Paul International Airport

An easy 15 minute commute from the Momentum West border with international and domestic flights.

Three Regional Airports The Chippewa Valley Regional Airport, New Richmond Airport and Menomonie Municipal Airport.

Railways

The Union Pacific Railroad Connects 23 states in the western two-thirds of the country by 32,000 route miles of rail and joins with Canada and Mexico's rail networks.

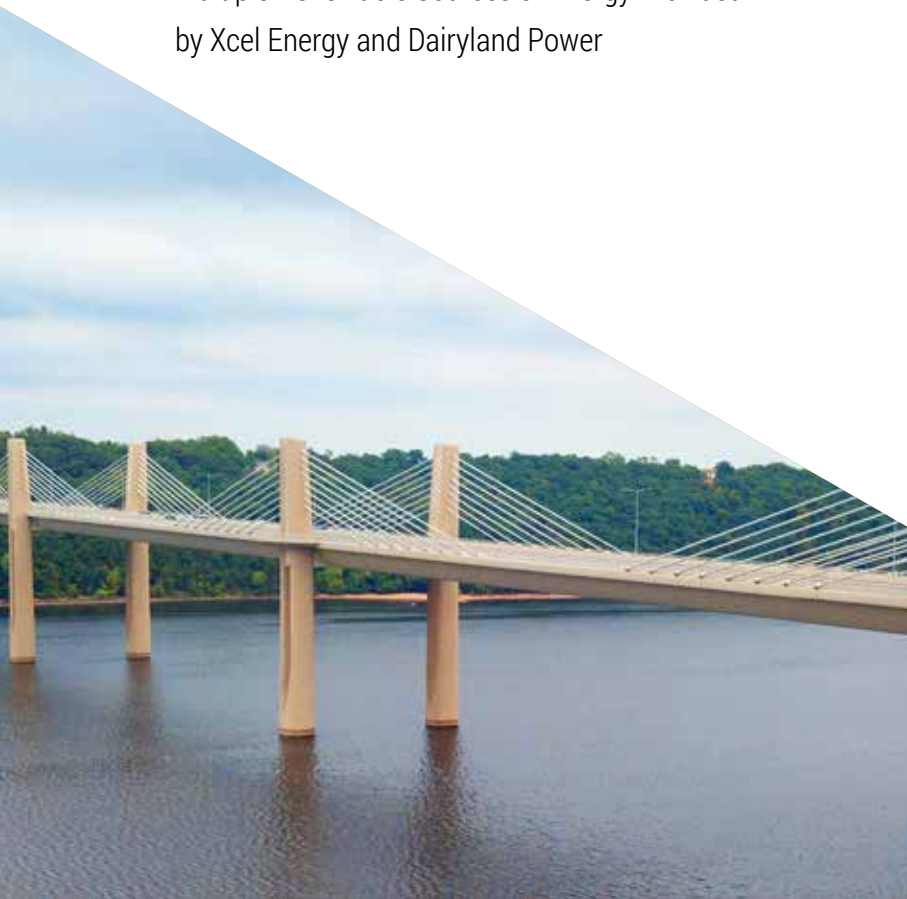
The Canadian National Rail Spans from the Atlantic and Pacific oceans to the Gulf of Mexico by over 21,000 miles of track.

Progressive Rail Provides short line operations in five states and has a Class I connection with Union Pacific Railroad in Northwest Wisconsin.

Burlington Northern Santa Fe Serves the Wisconsin communities along the border with Minnesota by 32,500 route miles in 28 states and three Canadian provinces.

St. Croix Crossing

Connecting Minnesota State Highway 36 and Wisconsin State Highway 64, the bridge carries four lanes of traffic, and includes a bike/pedestrian path on the north side. The \$377 million bridge extends 3,365 feet across the St. Croix River.



UW-Eau Claire

Eau Claire, WI • www.uwec.edu

Opportunities are limitless in UWEC's diverse undergraduate and graduate programs. Students engage in collaborative classrooms, exciting research innovations and meaningful peer and professional networks. Rare research programs and collaborations between local organizations and UWEC contribute to the growing talent pipeline in the Momentum West Region. UWEC and the Mayo Clinic Health System embarked on a 10-year collaboration agreement, one of only three Mayo collaborations in the nation, to provide new research opportunities for students that will benefit future patients nationwide. The University of Wisconsin-Eau Claire is not only a college campus, but a community of intellectuals, adventurers, competitive athletes and dedicated leaders.

#1

in Undergraduate Research
**National Council on
Undergraduate Research**

99%

Graduates Employed or
Continuing Education

100,000+

Successful Alumni

Key Points

- More than 200 Academic Programs
- Highest-Rated Public Regional University in Wisconsin and Minnesota (Wall Street Journal 2024)
- Best Value School in Wisconsin Among Public Universities (U.S. News & World Report 2024)
- Ranked a Best of the Best LGBTQIA+ Friendly College in 2023 by Campus Pride
- 850+ Student-Athletes
- 167 Conference Championships
- Blugold Athletics Received 16 National Titles
- 23 Division III Blugold Athletic Teams



UW-River Falls

River Falls, WI • www.uwrf.edu

Our university, situated in the scenic St. Croix Valley, is a beacon of educational excellence just 30 minutes from Minneapolis/St. Paul. We help students build skills for the future they want and turn learners into leaders, offering hands-on learning experiences through internships and research. UWRF excels in STEM fields, particularly agricultural sciences, while also offering robust programs in business, education, allied health, and the arts. We are shaping a new generation of self-starters and team builders, creative makers and critical thinkers, catalyzing a regional innovation ecosystem. Our \$117M Science and Technology Innovation Center stands as a testament to our commitment to advancing STEM education while driving economic growth in partnership with local entrepreneurs and employers. At UWRF, we're not just a university; we're a cornerstone of the St. Croix Valley's success story. Learn more at www.uwrf.edu.

99%

of Grads are Employed or
Attending Graduate School

14th

Gold STARS Rating Sustainability
Achievements

**Advancement of Sustainability
in Higher Education (AASHE)**

14th

Midwest Regional
Public University

US News and World Report, 2024

Key Points

- 70+ Areas of Study
- 30+ STEM Programs
- '24-'25 Silver Military-Friendly School
- AASHE STARS Gold rating
- 500+ Students in Honors Programs
- \$2.3 Million Dollars in Scholarships in 2022-23
- Nearly 40% of Students are First Generation College Students
- 20 Varsity Sports
- 92 Conference Championships in School History
- 64 WIAC/NCHA Scholar-Athletes

UW-Stout

Menomonie, WI • www.uwstout.edu

As Wisconsin's Polytechnic University, UW-Stout prepares engineering, technology, management, design and other industry-focused graduates to fuel the future of workforce innovation. With a near-perfect employment rate for more than 15 years, its applied learning, research and industry-sponsored experiences empower students to do more on day one.



**University of
Wisconsin-Stout**
Wisconsin's Polytechnic University

700+

Annual Industry Partners

1,000+

Student Internship Placements

99%

Graduates Employed

Key Points

- 50+ Undergraduate Majors & 70+ Minors
- 20+ Graduate Degrees
- 40+ Professional Certificates & Certifications
- One of the Largest Biannual Career/Internship Conferences in the Midwest
- DWD Train the Trainer Apprenticeship
- NSA National Center of Academic Excellence in Cybersecurity
- Military Friendly (Gold); Best for Vets School
- Malcolm Baldrige National Quality Award Winner
- U.S. Department of Education Green Ribbon Sustainability Winner
- Corporate Services: Manufacturing Outreach Center, Center for Innovation & Development, Catalyst Planning/Facilitation Services, Stout Vocational Rehabilitation Institution, Stout Technology Park



Northwood Technical College

**Ashland, WI • New Richmond, WI • Rice Lake, WI •
Superior, WI • NorthwoodTech.edu**

Northwood Technical College, a nationally top-ranked institution with over 100 years of innovative education, puts students first and aspires to be the recognized leader in workforce development and community engagement through student success. Serving approximately 13,000 residents of Northwestern Wisconsin annually, Northwood Tech offers a multitude of career-focused associate degree programs, technical diplomas, short-term certificates, customized business training, and personal and career enrichment courses. With 4 campus locations, 3 outreach centers, and mobile training options, the College is dedicated to ensuring that every learning experience is both meaningful and professional, empowering students with skills sought after by employers. As a member of the Wisconsin Technical College System and accredited by the Higher Learning Commission, Northwood Tech enables students to save up to 50% in tuition costs compared to a 4-year UW school.

10th

Best Community Colleges
in America
Niche 2024

2024-25

Celebrated Gold Military
Friendly® School
Viqtory

Top 150

U.S. Community Colleges
Aspen Institute 2025

Key Points

- 60+ Career Areas
- 60+ Programs and Certificates
- 39 Programs and Certificates are Offered Fully Online
- 92% of Northwood Tech Graduates are Employed within Six Months
- \$52,045 Average Annual Starting Salary for Graduates
- 2023 Vets Ready Employer initiative Award Recipient
- Awarded more than \$220,000 in Scholarships and Emergency Support to Students Last Year



Chippewa Valley Technical College

Eau Claire, WI • www.cvtc.edu

CVTC offers flexible, hands-on learning experiences with a polytechnic advantage. The degree programs and certification courses are designed to help students obtain fulfilling, high-paying jobs after graduation. Additional learning programs like Techstart join Chippewa Valley Technical College to nearby Northwood Technical College and local organizations like Visions Northwest and Momentum West to increase the number of internships and apprenticeships in Northwestern Wisconsin. This initiative emphasizes connecting students from Northwestern Wisconsin tech colleges with small and mid-sized businesses. Students who attend CVTC gain the requisite skills required by industry leaders, a deep understanding of their chosen field, and life-long learning opportunities after graduation to ensure their knowledge, skills, and abilities continue to meet the demands of their employers for the entirety of their careers.

5th

Best State for Millennials
WalletHub 2019

130+

Businesses Received Customized
Workforce Training and
Development in 2023

95%

of Employers Indicated
they Would Hire Another
CVTC Graduate

Key Points

- Home to Three of the Fastest Growing Counties in Wisconsin – Eau Claire, St. Croix, & Chippewa
- 5th Most Livable Small City in the U.S. – SmartAsset 2021
- Top 100 Best City in the U.S. – Livability 2022
- 110+ Programs, 36 Certificates, and 16 Apprenticeships
- OSHA Ambassador & National Safety Education Center Alliance
- 24'-25' Silver Military-Friendly School



Why Western Wisconsin?

Barron County

- Home of Saputo Cheese
- Northwood Technical College
- Numerous Recreational Lakes
- Eight Premiere Golf Courses
- Home of Jennie-O Turkey Store

Chippewa County

- Home of Leinenkugel's Brewery
- Country Fest/Rock Fest Music Festivals
- Northern Wisconsin State Fair
- 32,000 Acres of Pristine Forests for Hiking and Biking
- Access to 100% of the U.S. Population and All Major Canadian Markets Via Rail

Clark County

- Home of Grassland Dairy
- 135 Miles of ATV Trails
- High Ground Veterans Memorial Park
- Wisconsin Pavilion from the 1964 and 1965 New York World's Fair
- Over 130 Annual Community events

Dunn County

- Historic Mable Taintor Theater
- UW-Stout Polytechnic University
- Beautiful biking and hiking trails
- Hoffman Hills State Park
- Four Phillips-Medisize Campuses

Eau Claire County

- Home to UW-Eau Claire
- Home of Chippewa Valley Technical College with Numerous Campuses in the Region
- Pablo Center for the Arts
- JAMF Software's Home Base
- Hub for Indie Music and Cutting-Edge Culture

Pepin County

- Scenic Mississippi River Road
- Laura Ingalls Wilder Birthplace and Museum
- Bird Watch the Tiffany Bottoms Wildlife Area Via Train
- Sunset Sailing Cruise on Lake Pepin
- Multiple Wineries and cideries

Pierce County

- Home of the Ellsworth Cooperative Creamery
- Beautiful Road trip Backroads and Scenic highways
- Fly Fishing, Kayaking, boating, Hiking, and Much More!
- Music, Theater, Art Fairs, Festivals, Minor League Baseball, Historical Sites, that's Just the Beginning!

Polk County

- St. Croix Falls Civic Auditorium
- Beginning of 1200-mile Ice Age Trail
- Year-Round Recreation Haven
- Telecommuter Forward and Broadband Forward Community Designation by the State of Wisconsin
- Home to Bending Branches, Oxbo, and Polaris Industries

Rusk County

- 300 Miles of Snowmobile Trails
- Home to Artisans Apparel and Rockwell Automation
- Four Rivers and Lots of Lakes for Year-Round Recreation
- Rusk County Visitors Center and Rail Museum
- Live Where You Vacation!

St. Croix County

- Hundreds of Acres of Shovel-Ready Sites
- St. Croix Valley Business Innovation Center
- 15 minutes to MSP International
- Willow River Falls in Willow River State Park
- St. Croix Crossing Bridge and Stillwater Lift Bridge

High Quality of Life

West Central Wisconsin boasts an even mixture of rural and urban geographies. The region has open landscapes to explore, numerous parks, annual festivals and quick access to the great outdoors without the traffic congestion of more populated areas. There are year-round recreational opportunities like hiking, fishing, snow skiing and water sports, and the region is home to dozens of local wineries, distilleries and craft breweries. Wine tastings, art crawls and farmer's markets contribute to the endless opportunities for leisure.

POPULATION



522,232

Total Population



40

Median Age



22.300

Diversity Index

HOUSING & INCOME



\$255,752

Median Home Value



208,357

Households



2.77%

Income Growth Rate
(Per Capita Income)

WORKFORCE



20,112

Total Businesses



241,297

Total Employed



23,396

Work at Home



99,380

Graduated High School

54,227

Associates Degree

73,852

Bachelor's Degree

32,366

Graduate Degree

The appeal of living and thriving in the Momentum West region is hard to beat with the affordable housing, top-rated schools and diverse entertainment venues. The region's natural beauty provides a blank canvas for personal and business growth.

Momentum West is a regional economic development organization in Wisconsin serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk and St. Croix counties. With its strategic location near Chicago and the Twin Cities, the region offers an affordable, pro-business environment.



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