



Altoona, WI

2015 Community Profile

The City of Altoona is flourishing! Ranked in the top 5 fastest growing cities in Wisconsin, Altoona is experiencing unprecedented economic and population growth for the past three years due to several new residential developments, senior living facilities, a hospital, office buildings providing healthcare and financial services, grocery store, bank, and retail development. Altoona has not experienced this level of growth since its humble beginning in 1887 as the “smallest city in the United States.”

Today, Altoona maintains the serenity of a small town with big city amenities. Ideally located in the heart of the Chippewa Valley with the City of Eau Claire and Chippewa Falls as neighbors, Altoona offers convenient access to US and interstate highways, cultural experiences, attractions, shopping and more. Altoona is blessed with and committed to the preservation of its abundant natural beauty. Residents enjoy exceptional amenities because of thoughtful and deliberate community investments resulting in an excellent school district, a strong and diverse housing market, thriving neighborhoods, community parks, and year-round outdoor recreational opportunities with convenient access to Lake Altoona, the Eau Claire River, and connectivity to an expansive regional trail system.

One of Altoona’s current significant developments is River Prairie - a treasure trove of economic development and activity with conveniences such as Woodman’s Food Market, fueling stations and a soon-to-be completed extended stay hotel, Staybridge Suites. The City of Altoona and its residents have embraced the opportunities River Prairie offers and have invested in tech infrastructure with plans for outdoor music/entertainment venues, park spaces with water features such as man-made river, splash pad, and ponds, mixed use buildings with retail and residential units, restaurants, farmers market, outdoor dining, trails and a canoe/kayak launch site accessing the Eau Claire River.



BUSINESS GROWTH

Altoona has seen expansion in the industrial sector with CURT Manufacturing opening their distribution center adjacent to their manufacturing operations on Highway 12

Government Structure

The City of Altoona is governed by a mayor and six council members who are elected from aldermanic districts for two-year terms. Altoona's elected officials recognize the need for efficiency in areas of economic development; therefore, appointed city staffing is lean, nimble and responsive. The city is open to smart, sensible ideas and takes a common sense approach in its review process. Planning and development processes are streamlined and proficient which means your business could be on track for generating revenue faster.

Population

PLACE	2000	2010	2014 EST.
Altoona	6,698	6,708	6,940
Eau Claire Co.	93,142	98,736	101,564
Eau Claire MSA	148,337	161,151	165,024

Source: U.S. Census Bureau, 2015

Eau Claire County Financial Institutions

BANKS	NUMBER OF LOCATIONS	DEPOSITS (IN THOUSANDS)
Anchor Bank	1	\$12,196
Associated Bank	4	\$119,413
Bank Mutual	5	\$87,940
BMO Harris	4	\$217,199
Charter Bank Eau Claire	1	\$474,545
Citizens Community Federal*	3	\$152,173
Citizens State Bank of La Crosse*	1	\$6,020
Merchants Bank	1	\$35,149
Nicolet National Bank	1	\$4,573
Northwestern Bank	1	\$26,962
Peoples Bank Midwest	1	\$78,169
Pigeon Falls State Bank	1	\$22,654
Security Financial Bank	1	\$26,455
United Bank	1	\$62,976
Unity Bank	2	\$80,263
U.S. Bank	5	\$203,736
Wells Fargo	4	\$221,951

CREDIT UNIONS	NUMBER OF LOCATIONS	ASSETS
Co-op Credit Union	1	\$274,779,676
Marine Credit Union	1	\$534,897,603
RCU	6	\$1,543,002,000
WESTconsin Credit Union	1	\$889,012,358

*Branch located in profiled community. Source: FDIC Deposit Market Share Reports, June 30, 2014; Credit Unions: Individual Institution Reports 2014

2014 Property Taxes

RATE PER \$1,000 EQUALIZED VALUE	
Altoona Municipality Tax Rate	6.27
Altoona Total Tax Rate	21.88

Source: Wisconsin Taxpayer Alliance, 2014-2015

Median Household Income

2014 EAU CLAIRE COUNTY **\$48,090**

Source: U.S. Census Bureau, 2014

Labor Force

EAU CLAIRE	LABOR FORCE
County	58,324
MSA	91,450

Source: WORKnet, 2015

Housing

HOUSING UNITS	ALTOONA	EAU CLAIRE CO.
Total Housing Units	2,999	42,278
Owner Occupied	1,977	25,229
Renter Occupied	923	14,525

Source: U.S. Census Bureau, 2013

transportation

Telecommunications & Cable

Charter Communications, Inc. is a leading broadband communication company, the fourth largest cable operator in the nation, and proudly serves more than 540 Wisconsin communities. Charter provides a full range of advanced broadband services including advance video entertainment programming, high-speed internet, and telephone service. Charter Business™ provides scalable, tailored, and cost-effective broadband communication solutions to business organizations.

1.877.962.7880

www.charter.com

Electricity

Eau Claire Energy Cooperative (ECEC), provides reliable and affordable electricity and related energy services to residential, business, and farm members in Eau Claire County. ECEC is a Touchstone Energy Partner and offers personal service to over 10,500 cooperative members on more than 1,650 miles of distribution lines.

1.715.832.1603

www.ecec.com

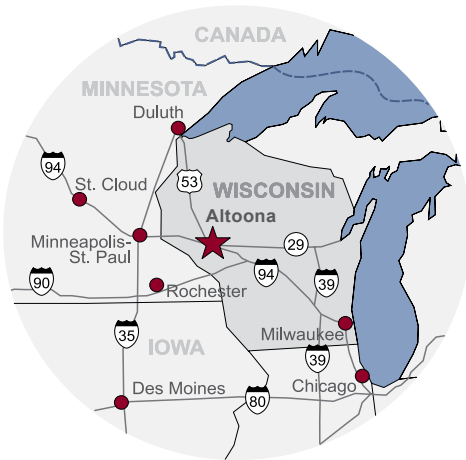
Xcel Energy, and its predecessor companies, has more than 130 years of serving homes and businesses in northern and western Wisconsin. Today, Xcel Energy is a major U.S. electric and natural gas company with regulated operation in eight states. Xcel provides a comprehensive portfolio of energy-related product and services to approximately 3.4 million electricity customer and .9 million natural gas customers. The Wisconsin and Michigan headquarters are located in Eau Claire.

1.800.895.4999

www.xcelenergy.com

Water & Sewer

The City of Altoona is serviced by a municipal water system that has six wells capable of pumping a total of 1,800,000 gallons in a 24-hour period. The average daily water usage in Altoona ranges between 700,000-1,200,000 gallons. Reserve capacity in 2 water towers is 1,000,000 gallons. Sewage is carried through a major interceptor sewer and life stations system and treated at the Eau Claire wastewater treatment plant.



DISTANCE TO MAJOR METRO AREAS

Altoona is located less than 100 miles from La Crosse, and Wausau WI, and less than 2 hours from the Minneapolis/St. Paul MN area.

Distance To Metro Areas

CITY	MILES	HOURS
La Crosse, WI	86	1.75
Wausau, WI	98	1.5
Minneapolis/St. Paul, MN	98	1.5
Superior, WI/Duluth, MN	151	2.25
Madison, WI	177	2.75
Green Bay, WI	192	2.75
Milwaukee, WI	245	3.5
Quad Cities	266	4.5
Des Moines, IA	302	4.75
Chicago, IL	317	4.75

Highways

County Trunk A runs East-West through Altoona and connects with U.S. Highway 12 and U.S. Highway 53 providing access to locations in every direction. Altoona is two miles from Interstate Highway 94; the main transportation route between Chicago, Milwaukee, Madison, Minneapolis, and St. Paul.

TRANSPORTATION CORRIDORS

TO & FROM ALTOONA	MILES
US Hwy 12	0
US HWY 53	0
Interstate 94	4
US Hwy 29	7.2

Air Service

The Chippewa Valley Regional Airport is located six miles from Altoona. Key services include:

- Daily flights to and from Chicago (ORD) via United Airlines
- Business and medical jet charter service via Hawthorne Global Aviation Services
- Aircraft tie-down and hanger facilities, and aircraft repair
- Amenities such as a full-service restaurant and rental cars

www.chippewavalleyairport.com

AIRPORT TECHNICAL SPECIFICATIONS

Elevation	913 ft MSL
Lights	HIRL
Fuel	Jet A and 100LL
Runways	(2) 8, 101' x 150' and 4,99' x 100'
National Average	21.1

Source: Chippewa Valley Airport, 2015

Bus

- Greyhound and Jefferson lines provide inter-city bus service
- Eau Claire City Transit operates 22 buses on 13 routes that encompass most of Eau Claire and parts of Altoona, including two university routes, and provides service to major employment centers
- Limited connections between Eau Claire and Menomonie provided by Dunn County Transit

Freight & Cargo

Altoona is part of a regional hub to a wide variety of express service carriers to accommodate regional, national, and international business shipping.

Rail Service

Serviced by Union Pacific Railroad

Area Educational Institutions

Chippewa Valley Technical College (CVTC) in Eau Claire is the largest campus of the Wisconsin Technical College System in the state, and is committed to delivering innovative and applied education to support the workforce needs of the region, improving the lives of students, and adding value to the community.

www.cvtc.edu

Globe University continues to prepare students for a successful, rewarding career for over 130 years. Students are equipped with practical skills employers are looking for in high-value careers in medical, legal, computing, and creative fields.

www.globeuniversity.edu

University of Wisconsin-Eau Claire is consistently cited as one of the best, most beautiful and more affordable public universities in the United States (U.S. News & World Report, Kiplinger's Personal Finance Magazine, and Princeton Review). Additionally, UW-Eau Claire ranks among the nation's leader in Fulbright Scholars, service to the community, and the number of students who study abroad.

www.uwec.edu

University of Wisconsin-Stout is the first recipient in higher education for the Malcolm Baldrige Award. UW-Stout is a comprehensive polytechnic university where applied learning, scientific theory, and research is used to solve real-world problems, grow the economy, and service society.

www.uwstout.edu

Opportunities for Development

In Altoona there are numerous possibilities for development of vacant land. A few areas suitable for development are:

- River Prairie: NW, SW and SE quadrants (commercial and multi-family residential)
- Hillcrest Greens (commercial and residential)
- Altoona Business Park (commercial)
- 14 acres on the north side of US Hwy 12 (industrial)
- 17 acres on the south side US Hwy 12 (commercial)
- 200+ acres on the west side of Mayer Rd stretching north to US Hwy 12 and south to Prill Rd (residential)



RECREATION

Lake Altoona offers year-round water recreation and is located near bike trails, playgrounds, and natural areas.



Area Schools

ALTOONA SCHOOL DISTRICT

PUBLIC SCHOOLS	2014-2015 ENROLLMENT
Elementary	835
Middle School	315
High School	427

Source: Wisconsin Department of Public Instruction, 2014-2015

www.altoona.k12.wi.us

715.839.6032

Media

PRINT

PUBLICATION	FREQUENCY	DISTRIBUTION
Eau Claire Leader Telegram	Weekdays Saturday Sunday	19,736 20,524 23,634
The Country Today	Weekly	27,500
Augusta Area Times	Weekly	1,200

TELEVISION

STATION	AFFILIATE
WEAU (Eau Claire, WI)	NBC
WEUX (Eau Claire, WI)	FOX
WHWC (Menomonie, WI)	PBS
WKBT (Eau Claire, WI)	CBS
WQOW (Eau Claire, WI)	ABC



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