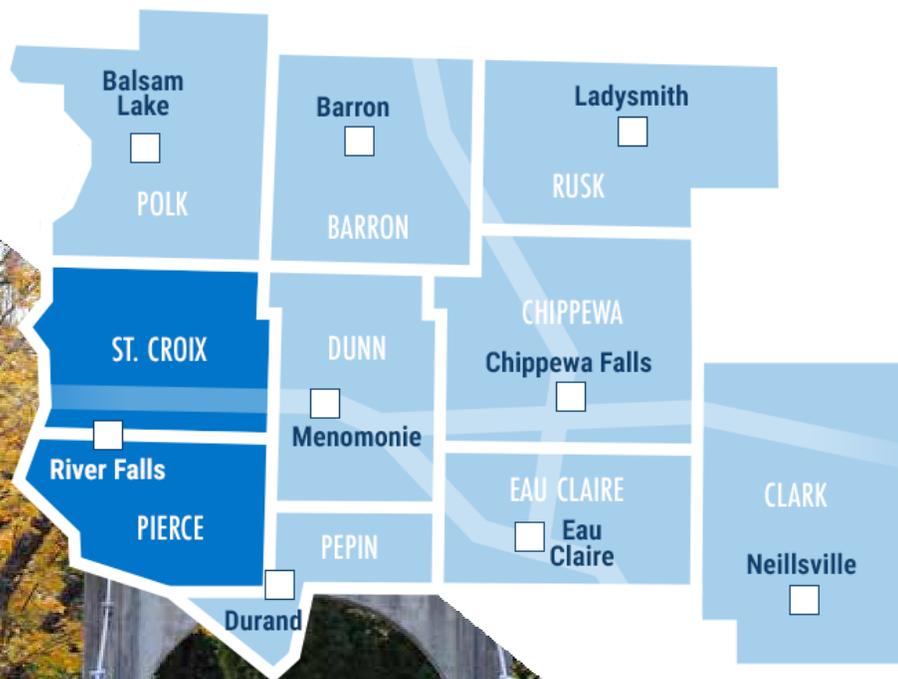


# A Distinct, Vibrant and Safe Community

in River Falls, WI

The City of River Falls is a thriving and growing community located 30 miles east of the Minneapolis/ St. Paul area in northwestern Wisconsin. The city's excellent schools, beautiful parks, and miles of recreational trails make for a high quality of life. The consistent and healthy economic growth here combined with the proximity to the Twin Cities create a sustainable business environment.



## At a Glance...

- 7.5 Square Miles
- Educational Services, Healthcare and Social Assistance, Manufacturing, and Retail Trade are the Key Industries
- Industrial Space Available in the River Falls Industrial Park, Whitetail Ridge Corporate Park, Sterling Ponds Corporate Park and Mann Valley Corporate Park
- Average Commute is 21.4 Minutes

## Infrastructure

- State Highways 29, 35 and 65
- Direct 4-lane Access to I-94
- 45 minutes from Minneapolis-Saint Paul Intl. Airport
- High Speed Broadband

## Life

- University of Wisconsin- River Falls
- Chippewa Valley Technical College-River Falls
- Over 612 Acres of Public Park Land
- World-Class Trout Fishing at Kinnickinnic River

## Top Employers

- University of Wisconsin – River Falls
- River Falls School District
- River Falls Allina Health
- Rise Bakery Company
- The City of River Falls
- Family Fresh Market

### POPULATION



17,445

Total Population



28

Median Age



23.4

Diversity Index

### HOUSING & INCOME



\$299,800

Median Home Value



5,519

Households



3.00%

Income Growth Rate  
(Per Capita Income)

### WORKFORCE



293

Total Businesses



9,560

Total Employed



340

Work at Home



4,588

Graduated High School

2,006

Associates Degree

5,690

Bachelor's Degree

1,148

Graduate Degree



#### City of River Falls

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