



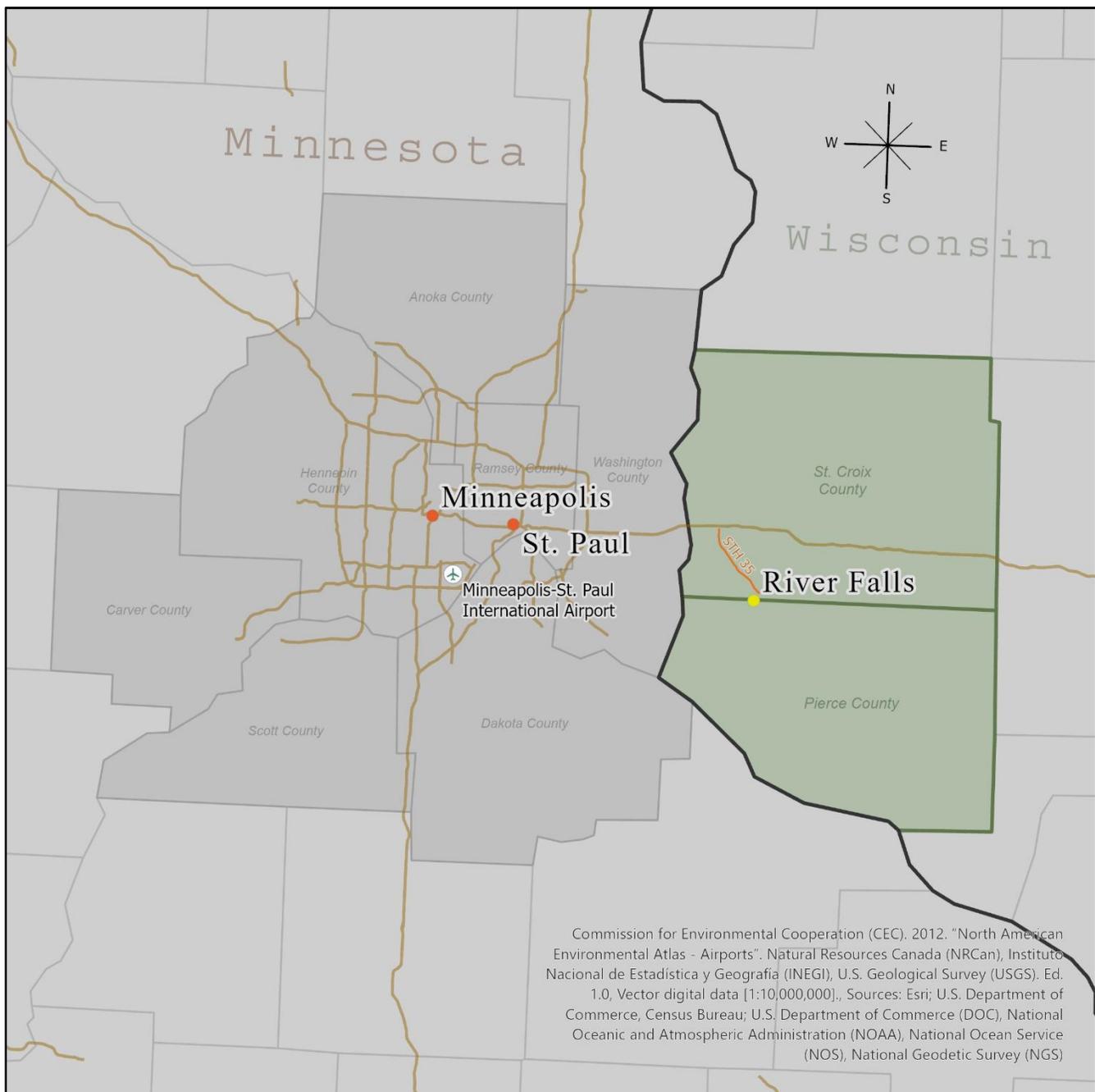
City of  
**RIVER FALLS**  
2024 Trends Report



Nestled within the Minneapolis-St. Paul metro area, River Falls blends small-town charm with the energy of a growing, connected community. With a vibrant downtown, two dynamic college campuses, four thriving business parks, and an abundance of scenic trails, parks, and rivers, River Falls is a place where nature, innovation, and community come together.

River Falls is guided by a long-term vision for smart growth, sustainability, and quality of life. The City's [Comprehensive Plan](#) – updated and adopted in 2023 and continuously reviewed – provides a strategic framework for shaping the community's physical, economic, and social future.

This report includes key data that track the City's progress towards its goals, offering insight into growth, development, and community well-being. The maps that follow highlight River Falls' location, municipal boundaries, adjacent townships, and land use across the area.



0 0.25 0.5 1 Miles

Certified: \_\_\_\_\_  
City Clerk, Amy White

Date: \_\_\_\_\_  
Last Revision: May 13, 2025 ORD 2025-03

\*Past Revision Dates Available upon Request  
V:\GIS\OfficialMaps\1\_DATA\Dates and Changes to Official Map.xlsx

## CITY OF RIVER FALLS OFFICIAL MAP

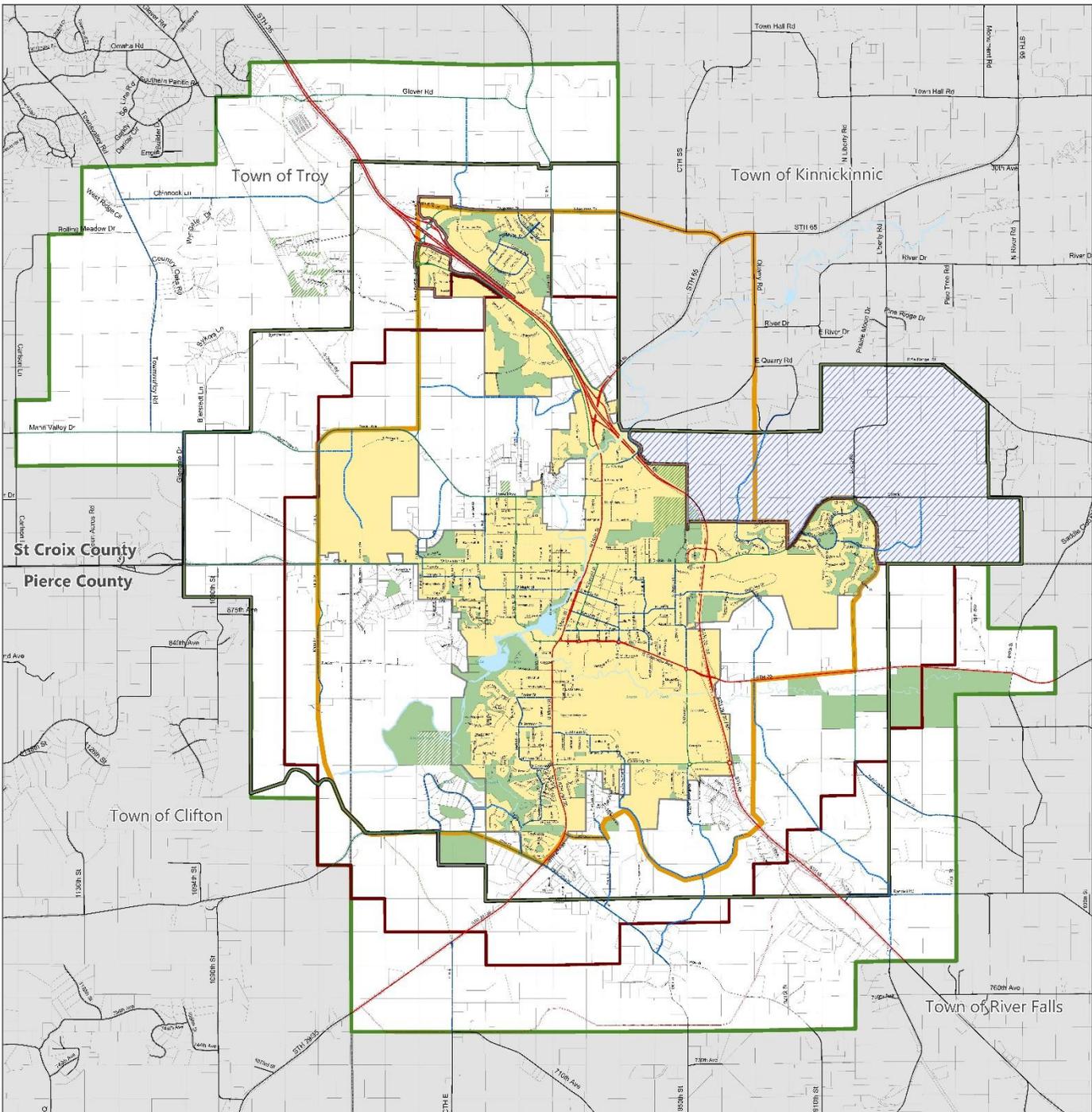
Pierce & St. Croix Counties, Wisconsin

Principal Arterial	Future Minor Arterial	Corporate Limits
Minor Arterial	Future Collector	Township Boundaries
Collector	Future Local Road	Subdivision Control Boundary
Local Road	Existing Parks or Open Space	Urban Area Boundary
Private Road	Proposed Park or Open Space	Sewar Service Area Boundary
Future Principal Arterial	Urban Reserve Area	Extraterritorial Zone (ETZ)

Notes:

- The Common Council may amend the Official Map. Any ordinances and/or resolutions reflecting revisions that are adopted after the most recent map date shown become a part of the Official Map and are conclusive with respect to the location and width of streets, highways, historic districts, waterways, and parkways.
- Properly recorded CSM's and Final Plats shall become part of the Official Map.
- Right-of-way (ROW) widths for existing streets are documented on approved plats and subsequent revisions, CSM's, and surveys. Where existing ROW does not meet the widths shown below\*\*, newly planned ROW's shall dedicate such ROW upon land subdivision.  
\*\*Principal Arterial 100' ROW, Minor Arterial 80' ROW, Collector 65' ROW, Local 60' ROW
- The placing of any street or highway line or lines upon the official map does not constitute the opening or establishment of any street or the taking or acceptance of any land for this purpose.
- Subdivision Boundary Effective February 22, 2007.
- Urban Reserve Area Approved April 12, 2019.

City of River Falls Engineering Department  
222 Lewis Street | River Falls, WI 54222 | (715) 425-0900



## 2024 Census Data Highlights

### 2024 Population: 17,802

The population is estimated to have grown by 1.14% since 2023.

### 2024 Income: \$79,433

The median household income is higher than that of the state average.

### 627 Estimated Businesses

The population is estimated to have grown by 1.14% since 2023.

### 2024 Labor Force: 9,604

The unemployment rate is estimated to be just 2.3% in 2024 (lower than state and county estimates)

### 2024 Average Commute: 24 Minutes

River Falls commuters spend less time commuting than most Twin Cities residents.

### 10-25% Growth Every Decade

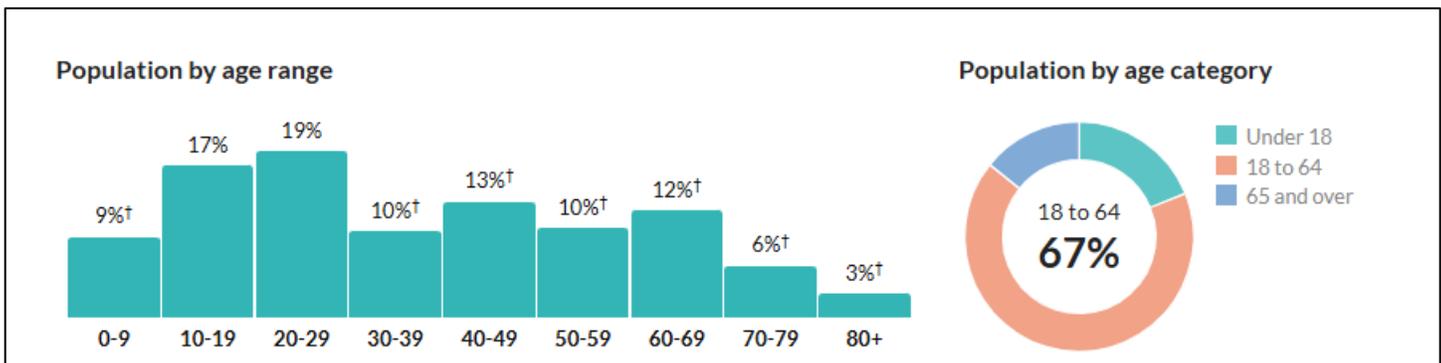
Expected overall growth every decade until 2050 in River Falls.

## Demographics

The following data provides an overview of the City's population and how it compares to the region and the State of Wisconsin. As seen below, all areas have experienced a growth over in population over the last 14 years.

	2024 U.S Census	2010 Estimates	Growth 2010- 2024
<b>City of River Falls</b>	<b>17,802</b>	<b>15,000</b>	<b>18%</b>
Town of Troy	5,508	4,705	18%
Town of Kinnickinnic	1,834	1,722	6%
Town of Clifton	2,268	2,012	12%
Town of River Falls	2,393	2,271	5%
St. Croix County	97,954	84,345	16%
Pierce County	43,380	41,019	5%
State of Wisconsin	5,960,975	5,686,986	4%
Twin Cities Metro Area	3,757,952	3,348,859	12%

Population Age Range & By Category for The City of River Falls



City of River Falls Labor Force

**9,892**

Unemployed

**334**

Number of Companies

**293**

Employed

**9,557**

Unemployment Rate

**2.4%**

Median Household Income

**\$78,078**

The City of River Falls continues to maintain a lower employment rate than both Pierce and St. Croix Counties, while its median household income – at approximately \$78,080 – is about \$460 below the national average (which stands near \$78,540). Overall, the St. Croix County Valley remains economically healthy, with persistently low unemployment in line with long-term recovery trends across the U.S.

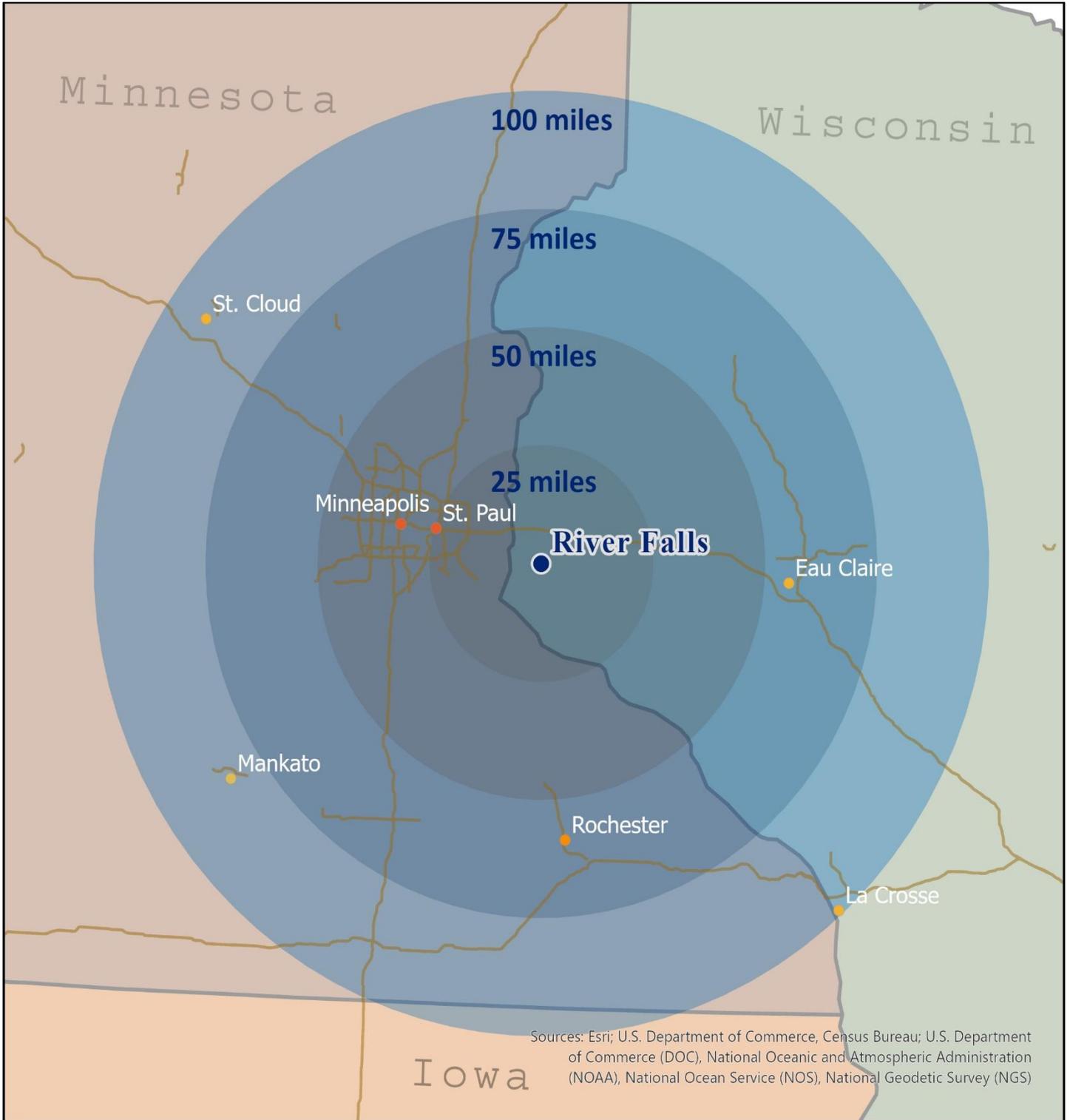
## 2024 ACS Estimates

Area	Labor Force	Employed	Unemployed	Unemployment Rate
St. Croix County	54,967	53,153	1,814	3.3%
Pierce County	24,927	24,054	873	3.5%
Wisconsin	3,140,000	3,047,100	93,000	3.2%

*ACS stands for American Community Survey*

## Top Employers in River Falls (2024)

Entity	Description	# of Employees
University of Wisconsin – River Falls	Post-Secondary Education	732
School District of River Falls	Elementary & Secondary Education	420
Rise Baking Company	Industrial Baking	300+
River Falls Area Hospital (Allina Health)	Hospital	250
City of River Falls	Municipal Government	128



# Radius Map: Labor Force Characteristics



Data is aggregated at the County level. Source: <http://www.statsamerica.org/radius/big.aspx>

Counties within 25 Miles		Counties within 50 Miles	
2024 Population	473,276	2024 Population	3,479,411
10-year Growth	12%	10-year Growth	7%
2024 Labor Force	258,031	2024 Labor Force	1,930,147
Unemployment Rate	4%	Unemployment Rate	4%
Average Earnings	\$61,782	Average Earnings	\$88,334

Counties within 75 Miles		Counties within 100 Miles	
2024 Population	4,546,649	2024 Population	5,201,625
10-year Growth	8%	10-year Growth	7%
2024 Labor Force	2,517,453	2024 Labor Force	2,864,597
Unemployment Rate	4%	Unemployment Rate	4%
Average Earnings	\$84,122	Average Earnings	\$81,093

## Nearest Metropolitan Areas

Metropolitan Statistical Area (MSA) population U.S. Census 2024 estimates and driving distance:

**Minneapolis-St. Paul, MN**

3,757,952

30 Miles

**Rochester, MN**

230,742

70 Miles

**La Crosse, WI**

139,094

115 Miles

**Eau Claire, WI**

176,153

65 Miles

**St. Cloud, MN**

200,406

100 Miles

**Mankato, MN**

105,000

115 Miles

Building Permits Issued  
325

Acres Annexed  
49.5 Acres

New Single-Family Permits  
104

Developer Agreements  
Signed  
3

Development Review  
Applications Processed  
10

New Multi-Family Permits  
0

## Kinni Corridor Updates

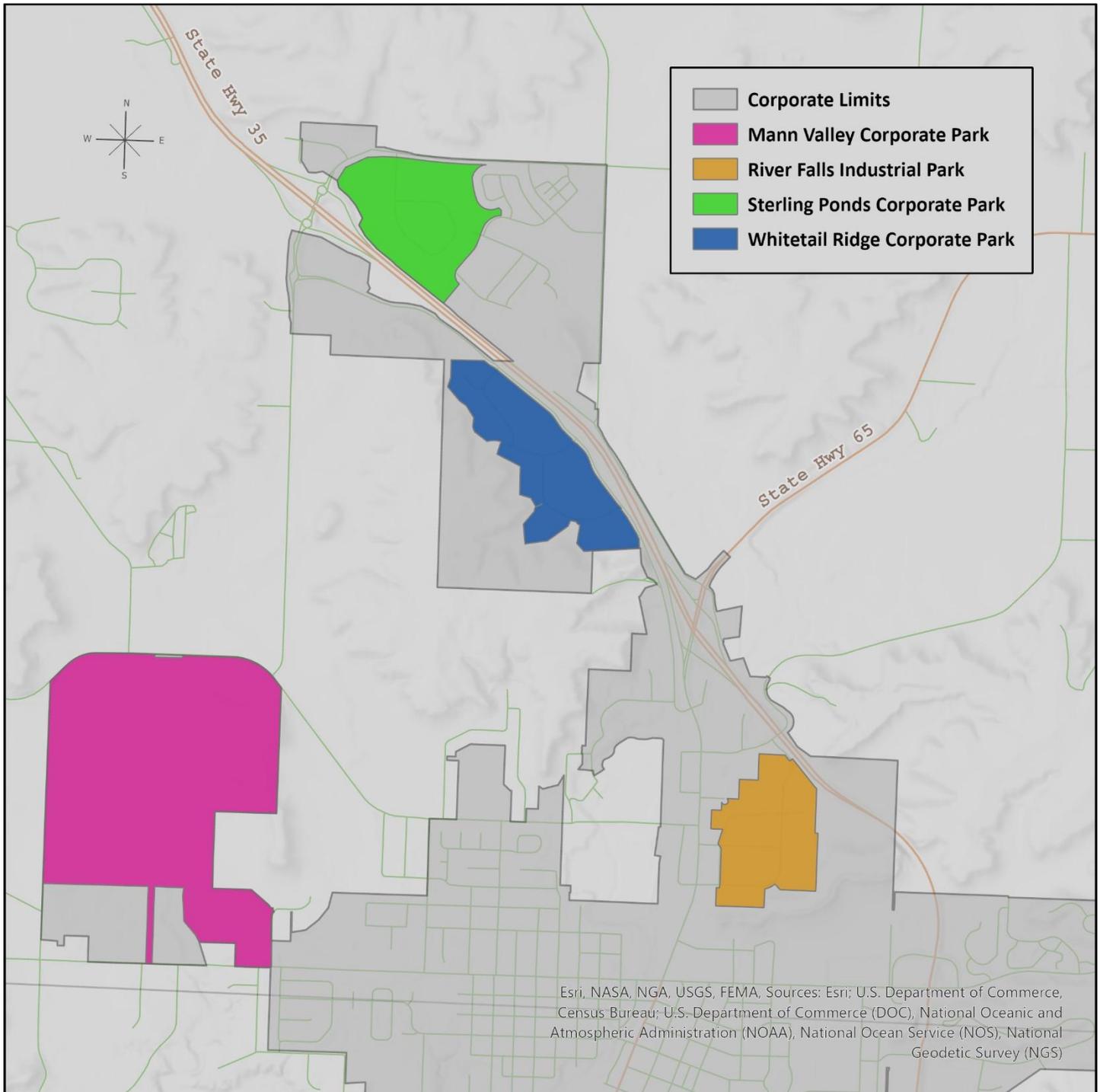
In 2023, the City partnered with the U.S. Army Corps of Engineers (USACE) through a CAP 206 Cost Share Agreement to study the environmental and cost benefits of restoring the Kinnickinnic River by removing one or both hydroelectric dams. Although the Feasibility Study was initially delayed due to required internal USACE waivers, work resumed in late 2024 and is now expected to be completed by November 2025. Throughout 2024, the City and its legislators worked to keep the project a priority and pursue additional funding in 2025. A major boost came with the January 2025 approval of updates to the Water Resources Development Act, increasing the CAP 206 program’s maximum funding from \$10M to \$15M – directly benefiting the Kinni restoration efforts.

Additionally, in 2024 the City received a National Park Service Rivers, Trails & Conservation Assistance grant, providing NPS support to advance the Kinni Corridor Plan. This work includes developing detailed river access and recreation plans tied to future dam-removal and restoration efforts, with planning continued into 2025.



Junction Falls Dam on Kinnickinnic River

River Falls offers four strategically positioned corporate and industrial parks, ideal for companies seeking visibility, connectivity, and scalable development in the Twin Cities metropolitan region. Backed by robust utilities and shovel-ready infrastructure, these sites support a wide range of business needs – from light industrial and office, to manufacturing uses.



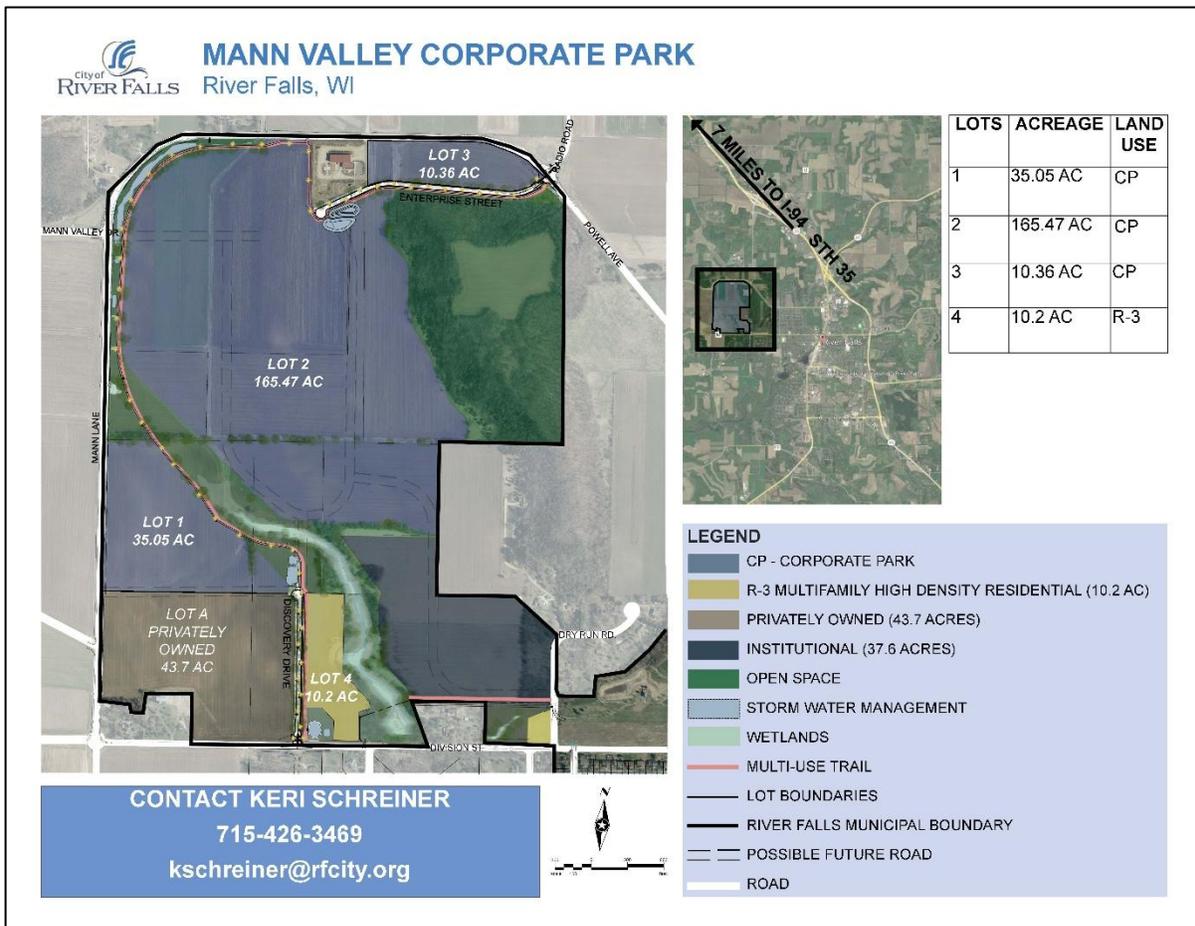
# Mann Valley Corporate Park at a Glance



In 2024, significant progress was made as the City completed key infrastructure elements and advance site readiness for future tenants. The year marked a major milestone with a public ribbon-cutting ceremony, celebrating the opening of Phase I improvements and highlighting the collaborative efforts between City leadership, project partners, and the community. The ceremony symbolized the transition from groundwork to growth as the park begins welcoming development opportunities that will support local economic expansion for years.



Pictures from the 2024 Ribbon Cutting Event at Mann Valley Corporate Park



## Housing and Development in River Falls – 2024

In 2024, River Falls saw continued growth in both single-family and multi-family housing. A total of 102 new homes were permitted in established neighborhoods including Highview Meadows, Sterling Ponds, Thompson Heights, Oak Hill, and Eco Village. Construction also progressed on two major apartment projects: The Uplands (105 units) and The Current (106 units)

Several new developments received partial approvals in 2024, with full approvals expected in 2025:

- **Brookgreen** – A 100-unit townhome neighborhood located across from Thompson Heights on Paulson Road at Radio Road.
- **Red's Place Supportive Housing and Single-Family Neighborhood** – Danielson Development plans a 75-unit supportive housing community for adults with autism and their families, along with 30 new single-family townhomes, located on the east side of Hwy 29, south of Larson Park.
- **Sisu River Falls** – A 66-unit apartment building with an additional self-storage facility, located on Sunshine Avenue near River Falls High School.

Throughout the year, city staff presented updates on both national and local housing trends and outlined next steps for implementing the Housing Chapter of the Comprehensive Plan.



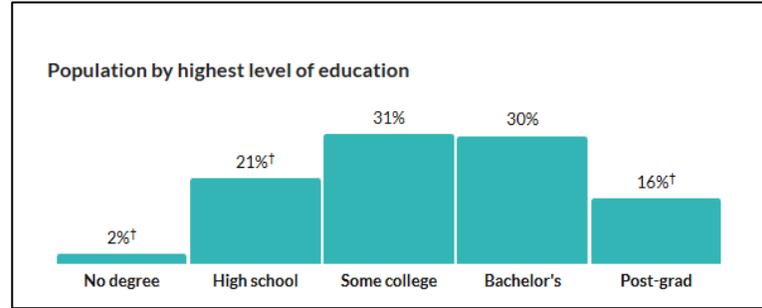
The Current Housing Development



The Uplands Housing Development

River Falls is a thriving regional hub for education, innovation, and workforce development. The community is home to the River Falls School District, the University of Wisconsin-River Falls, and the River Falls campus of Chippewa Valley Technical College, creating a powerful ecosystem that fuels local and regional growth.

In 2024, River Falls continues to stand out for its highly educated workforce. More than half of the city's adult residents have pursued education beyond high school, providing local employes with access to talent that is skilled, adaptable, and future-focused.



## School Campuses

### River Falls School District Campuses and Enrollment:

- River Falls High School: 1,082
- Meyer Middle School: 731
- Greenwood Elementary: 401
- Montessori (Public) Elementary: 182
- Renaissance Charter Academy: 41
- Rocky Branch Elementary: 412
- Westside Elementary: 411

*(Enrollment totals from WI Dept. of Public Instruction)*

### Other School Campuses:

- Heartland Montessori Academy: No 2024 data available
- St. Bridget Parish School: 153

### Colleges and Universities:

- Chippewa Valley Technical College: 8,198
  - 52.3% are enrolled Full Time
- University of Wisconsin – River Falls: 5,273

## UWRF - News



UWRF is building its largest-ever facility, the SciTech Innovation Center, set to open in January 2026. The 134,500 sq ft building will house labs for biology, chemistry, physics, and psychology, plus collaboration and active-learning spaces.

A University & Business Collaboration Center will connect students with local employers for research and internships. This state-of-the-art facility reflects strong community support and hands-on learning and workforce opportunities.

## CVTC - News



CVTV began renovating the 23,800 sq ft South Education Center in 2023.

This project was funded by a 2020 district-wide referendum.

As part of the referendum, CVTV purchased about 6.7 acres of land and an existing building next to its River Falls Campus. They converted a former car dealership at the corner of Hwy 35 and East Cascade Ave into this educational facility.

## Power Service

- River Falls is a Green Power Community (since 2009)
- As of 2024, RFMU is #3 in the country for Green Power Sales Rate at 9.39%, and 3% in the country for Green Power Participation at 16% (data from NREL’s 2023 Utility Green Pricing Survey)
- 128,070,389 kWh consumed City-wide in 2024, of which 31.6% comes from renewable energy sources.
- Average households use 2 to 3 energy blocks per month.
- Customers may purchase solar energy at \$3 per block (1 block = 300 kWh)
- In 2024, 1,184 customers participated by purchasing Green Energy blocks, totaling over 11.5 million kWh of Green Energy purchased.

## POWERful Choices!

- POWERful Choices continues to offer customers a variety of different programs aimed at energy efficiency and renewable energy opportunities.
- In 2024, over \$54,000 worth of incentives were given to 160 RFMU residential and business customers:

Program	# of Customers Participating	Total Incentives
Residential Program (Focus on Energy Match)	1	\$910
Business Programs (Focus on Energy Match)	5	\$11,717
Electrification of Landscape Equipment	60	\$4,628
Home Energy Assessments/Improvements	31	\$19,266
Solar Program	6	\$10,419
Electric Vehicle Charging Program	12	\$5,385
Smart Thermostat/Central Air Tune Up	27	\$1,324
Tree Power	18	\$1,037
<b>TOTAL:</b>	<b>160</b>	<b>\$54,686</b>

- In addition to RFMU programs, 256 customers received over \$96,000 worth of Focus on Energy (our statewide efficiency program) incentive. This saved over 410,000 kWh (first year) and 73 kW.

## Water (since 1894)

- The network includes 5 wells, 3 booster stations, 4 storage tanks, and 81.9 miles of water mains.
- Water is pumped from the Jordan Aquifer (Ordovician and Cambrian Sandstone)
- 398,651,000 gallons were pumped in 2024
- Maximum daily usage in 2024:
- Minimum daily usage in 2024:

## Wastewater (since 1930)

- The network includes 1 Wastewater Treatment Facility, 84.9 miles of sewer mains and 3 lift stations.
- The treatment facility’s capacity is 1.9 million gallons per day (GDP)
- Our current average flow at the Wastewater Treatment Facility is 1.4 million gallons per day up .9% from 2017.
- The Wastewater Treatment Facility’s average daily flow has gone up very little in the past 8 years due to our new North interceptor and continuous sewer lining to stop infiltration.



New Biosolids building located at the Wastewater Treatment Facility



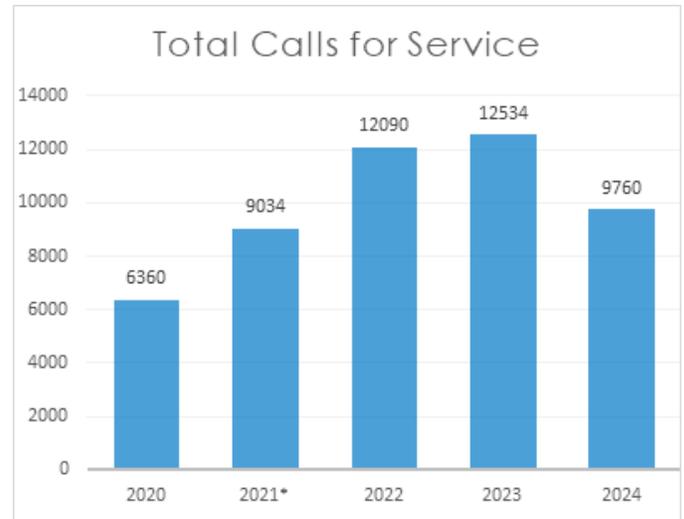
## Emergency Services

### Police Department

- 6 Sergeants
- 17 Officers
- 7 Marked Fleet Units

### Fire Department

- 58 Volunteer Firefighters
- 1 Full Time Chief
- Average of 9.5 years of service
- 3 Engines, 1 Ladder, 2 Tankers, and 2 Brush Trucks



## Transportation

River Falls is well-connected by Wisconsin Highways 29, 35, and 65, with Highway 35 providing quick four-lane access to Interstate 94, the Twin Cities, and Minneapolis–St. Paul International Airport. Most residents enjoy short, easy commutes, with average drive times now just over 20 minutes. In 2024, the City partnered with WisDOT to enhance safety and traffic flow with a new single-lane roundabout on South Wasson Lane, complete with sidewalks, streetlights, and a shared-use path that links into the city’s growing trail system. That same year, River Falls also secured funding to build new multi-use trails through Mann Valley Corporate Park, expanding connections for walkers and cyclists. With more than 35 miles of paths and over 50 miles of sidewalks, getting around River Falls is convenient, safe, and designed for both drivers and active travelers.



Roundabout at South Wasson Lane



Trails at Mann Valley Corporate Park

**Public Parks  
(Active Recreation Space)  
433.9 Acres**

**Parks per 1,000 Residents  
26.81 Acres**

**Public Conservancy  
(Undeveloped Open Space)  
568.9 Acres**

The National Recreation and Park Association recommends at least 6 to 10 acres of developed, active park space per 1,000 residents. River Falls' extensive park system includes 26.81 acres of parkland per 1,000 residents, in addition to school district playgrounds and fields, private golf courses, and public conservancy lands that contain miles of nature trails. In 2024, 75 Parks and Recreation programs served 1,868 youth and 541 adults.

### New And In-Progress Park Projects Include:

- Implementation of Glen Park Master Plan (Phase 2)
- Completion of Glen Park Splash Pad
- Completion of Shade Structure at Glen Park Pool
- Completion of Wells Park Shade Structure
- Expansion of Whitetail Ridge Mountain Bike Trail

### Community Designations Include:

- Bird City Wisconsin (High Flyer Status)
- Tree City USA
- Playful City USA (one of 6 in Wisconsin)
- Monarch City USA
- Bicycle Friendly Community
- Bee City USA



Glen Park Splash Pad Aerial Photo



Swinging Bridge Fall Photo

## Local Service Providers

### Phone and Internet Service Providers:

Xfinity (Comcast), Baldwin Telecom, AT&T, T-Mobile/Verizon (5G Home Internet). Fiber options like Baldwin LightStream and Swift Current Connect.

### Natural Gas Providers:

Located in River Falls, St. Croix Gas Company has served the City since 1966.

### Solid Waste Provider:

Republic Services, Waste Management, and local options like River City Disposal.

### City Media:

City Council, Plan Commission, and Utilities Commission meetings are broadcast on YouTube.

# A New Chapter for the River Falls Public Library



Opened in 1997, the 36,000 square foot River Falls Public Library has served as a vibrant hub for nearly three decades. A proud member of the MORE Library Consortium, it grants patrons access to resources from over 50 libraries across 10 countries, vastly expanding its collection. The library offers a wide array of offerings – from public computers, laptops, and tablets to e-books via Kindles, Nooks, and popular databases. Students benefit from extended collections through partnership with UWRF and CVTC. In October 2024, the Library was awarded a \$4.08 million grant from the state’s Flexible Facilities Program (administered by WEDC and DOA) part of the American Rescue Plan, to renovate its existing interior space – adding flexible group study areas, a teen center, modern meeting spaces, enhanced accessibility, and up-to-date connectivity infrastructure. Once the renovations are complete, we invite you to visit and experience the next chapter of the River Falls Public Library – where stories, learning, and community come together in a newly reimagined space. In 2024, there were:

Total Door Count

**148,288**

Number of Youth Programs

**284**

Number of Adult Programs

**48**

Total Materials Checked Out

**276,026**

Number of Participants

**7,539**

Number of Participants

**2,963**



Exterior and Interior Photos of Library



Governor Tony Evers visits Library in October 2024



## Budget Breakdown - 2024

Total All Funds <b>\$53,131,499</b>	Library <b>\$1,323,262</b>	Special Revenue Funds <b>\$6,189,993</b>	Debt Service <b>\$1,267,021</b>
General Fund <b>\$13,583,632</b>	Utilities <b>\$22,931,902</b>	Other Funds <b>\$2,828,645</b>	Capital Costs <b>\$5,007,044</b>

These are a sample of the City's budgeted initiatives for 2024.

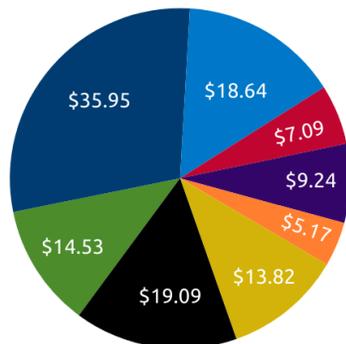
Budgeted Initiatives	Budgeted Amount
New Biosolids Facility	\$8,500,000
North Substation Transformer	\$500,000
Powell Avenue Feeder Phase II (electric)	\$500,000
Wastewater Treatment Plant Generator	\$338,600
Future Parkland Acquisition	\$324,000
City Hall Solar Panels	\$200,000
Hoffman Basin Flood Study Update	\$183,500
Water Advanced Metering Infrastructure	\$128,520
Inlow Park Redesign	\$75,000
Main Street Corridor Plan	\$50,000

## Where do your tax dollars go?

### Monthly tax bill breakdown\*



\*based on tax bill for average home value (\$334,000)



### City Budget Themes 2024

- Financial Sustainability: Aa2 (high quality) credit rating assigned to the City's taxpayer-backed debt in 2023.
- Investing in the Future: Mann Valley Corporate Park, Biosolids Facility, South Wasson Lane reconstruction and more.
- Information Technology: Ongoing investments in network security and reliability to the latest standards.



*Most of the data in this report was pulled from the following sources:*

- *U.S. Census Bureau's American Community Survey*
- *State of Wisconsin Department of Administration (DOA)*
- *Department of Transportation (DOT)*
- *Department of Workforce Development (DWD)*
- *Economic Development Corporation (WEDC)*
- *Department of Public Instruction (DPI)*
- *Other sources are cited throughout or were produced by City Staff*