



CITY OF
**EAU
CLAIRE**
Economic Development

Explore Eau Claire

Where Creativity & Commerce Converge

Foreword



By Aaron White

Community Development Director
City of Eau Claire

Welcome to the economic landscape of Eau Claire, Wisconsin, a mid-size city overflowing with potential.

As you read through this economic development prospectus, we invite you to take in the rich opportunities that make our city a dynamic hot spot for growth in Western Wisconsin.

Nestled at the gateway of the Northwoods, Eau Claire is proud to have spent the last two decades evolving into a thriving regional center where Midwestern tradition meets modernity, creating a unique blend of economic vibrancy and a high quality of life for our residents. From the scenic beauty of the Chippewa Valley to our bustling cultural scene, Eau Claire is not just another stop along the way; it's home to a growing group of individuals and businesses who have all contributed to the city's reputation as an outdoorsy small town that still offers an expansive list of things to do.

Our economic development vision is rooted in a commitment to supporting local businesses and cultivating a diverse and skilled workforce. Eau Claire's strategic location, well-connected transportation infrastructure, and access to large markets make it an ideal destination for businesses seeking a key foothold in the Midwest, and we're excited to continue strengthening the companies that are already here while finding new industries that would be eager to take advantage of our many resources.

This prospectus is a testament to the collaborative efforts of our community, business leaders, and government entities that work hand-in-hand to sculpt an environment where businesses can thrive and individuals can flourish each and every day. From cutting-edge industries to charming local mom-and-pop shops, Eau Claire offers a spectrum of opportunities waiting to be explored by entrepreneurs of all experience levels. It's our hope that you will use this document to do just that—to read about our past economic successes while getting an inside look at our area's projected growth.

Eau Claire invites you to become part of its unfolding story, where economic development is not just a goal of our city staff and regional partners but a shared journey toward prosperity. We believe in the potential of collaboration, the power of innovation, and the strength of our community. And we know that, together, we will chart a course toward a future where Eau Claire stands as both a beacon of economic vitality and a model for sustainable growth in the Midwest.

Sincerely,

Aaron White

Credits

Cover Photo

Beau Buckmaster
Up Up & Around LLC

Design

Kendall Williams
City of Eau Claire

Erin Trowbridge

Four Peas Consulting

Photography

Andrea Paulseth
Volume One

Copywriting

Kendall Williams
City of Eau Claire

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Eau Claire, Wisconsin Economic Vision

The City of Eau Claire Economic Development Division exists to strengthen the region's economic vitality and work cooperatively with private industries, regional economic development partners, and government agencies to promote investment in local projects. Ultimately, our desired outcome is a year-over-year boost in household incomes, job opportunities, and business growth throughout the community.

We achieve this by working toward the following objectives:

1 Recruitment, Retention, & Incentives

Attract new businesses with appropriate benefits and financial incentives while retaining existing businesses

2 Redevelopment

Support redevelopment and adaptive re-use of contaminated, blighted, functionally obsolete, and under-utilized properties

3 Site & Asset Readiness

Maintain an inventory of fully-serviced land, ready for development in locations throughout the city as an attraction to business recruitment, relocation, and start-ups

4 Downtown Revitalization

Aid in the ongoing revitalization of the greater downtown area to strengthen its status as a vibrant city center

5 Target Enterprises

Focus economic development support on targeted enterprises that attract an educated, trained labor force to Eau Claire

6 Entrepreneurship Support

Attract entrepreneurs who are most likely to succeed at establishing new industries and adding diverse employment opportunities

7 Skilled & Educated Workforce

Foster development of a competitive workforce needed to meet the demands of the contemporary economy

8 Quality of Place

Invest in the cultural, recreational, and leisurely amenities in Eau Claire that encourage businesses and people to thrive

9 Sustainable Development

Protect and enhance the beauty of Eau Claire's natural resources through sustainable development practices that balance growth with environmental protection

10 Community Leadership

Provide outcome-focused leadership for effective, collaborative economic development efforts in Eau Claire and the greater Chippewa Valley region



Find a list of our division's services at
eauclaireddevelopment.com/about



Guiding Principles

The City of Eau Claire Economic Development Division operates under a set of guiding principles designed to foster sustainable growth, innovation, and inclusivity throughout the Chippewa Valley. By adhering to these principles, we provide a clear framework for decision-making, help build trust among stakeholders in both the public and private sectors, and ensure that all economic initiatives align with the long-term vision and values of the Eau Claire community.

Principle #1: Collaboration

We will foster collaboration among government, businesses, educational institutions, and community organizations to leverage collective strengths while also establishing public-private partnerships to encourage investment and modernization.

Principle #2: Innovation

We will foster an environment that encourages both innovation and the adoption of new technologies and will support research and development initiatives to keep the economy competitive on a global scale.

Principle #3: Transparency

We will create a business-friendly environment with clear and predictable regulations to attract and retain businesses and will work to streamline communication processes to reduce inefficiencies.

Principle #4: Sustainability

We will promote environmentally sustainable practices to ensure long-term economic viability without compromising future resources and will encourage development of green industries and technologies.

Principle #5: Inclusivity

We will ensure that economic development benefits are distributed equitably across various segments of the population and will implement policies that address disparities and create opportunities for underrepresented groups.

Principle #6: Resilience

We will develop policies that empower the economy to adapt to changing circumstances and global economic shifts and will establish contingency plans to mitigate the impact of economic downturns.



These principles chart a clear path for future development projects.

Eau Claire At A Glance

Known for its distinctive charm, Eau Claire is West Central Wisconsin’s up-and-coming cultural hub for young professionals, families, and entrepreneurs alike. Driven by a recent renaissance of its arts scene and a flurry of redevelopment projects, the city has managed to bridge the gap between a cozy small-town atmosphere and modern metropolitan amenities, all while keeping its cost of living impressively low. Explore what makes this flourishing community, nestled at the confluence of two scenic rivers, a sought-after place to both live and do business in the Midwest.



Key Economic Indicators

Eau Claire’s growth has been on an upward trajectory everywhere it matters over the last ten years, while unemployment has remained below the national average.



+4.5%

**Population
Growth**

2025 vs. 2015



+9.4%

**Employment
Growth**

2024 vs. 2014



+23%

**Average Wage
Growth**

2025 vs. 2020



2.2%

**Unemployment
Rate**

2025



+20%

**GDP
Growth**

2023 vs. 2013



+11.7%

**Median Household
Income Growth**

2025 vs. 2015



2.9%

**Net New
Construction**

2024



7.9%

**Commercial
Vacancy Rate**

2023

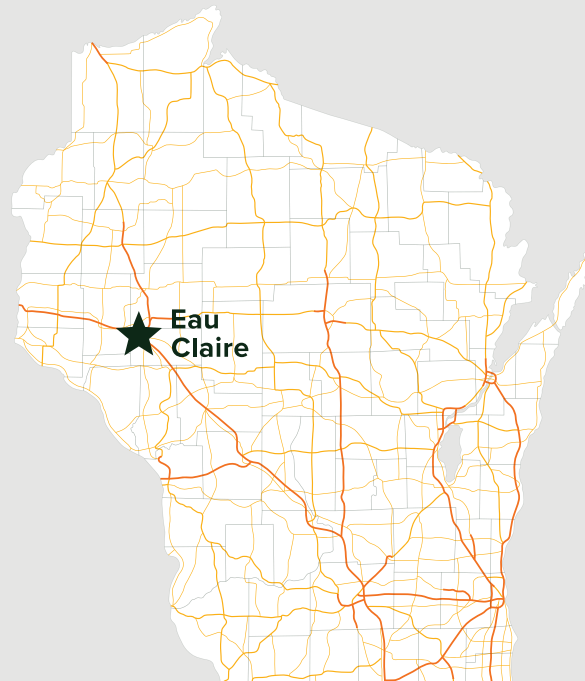
Source: Esri Community Analytics Software, U.S. Bureau of Labor Statistics, Wisconsin Department of Revenue, U.S. Bureau of Economic Analysis, NAI Commonweal Development

Eau Claire, Wisconsin

Competitive Advantages

Strategic Location

Eau Claire's convenient spot on I-94 between the Twin Cities and Chicago makes it a valuable **transportation hub** through which businesses can easily move goods and employees. The city is also centrally situated in the western half of the state and is just an hour and a half away from a major metropolitan area with a prominent international airport. This **proximity to a large consumer market** is especially advantageous for businesses that need increased supply chain efficiency and want to reach a broader customer base.



Distance to Metro Areas

City	Miles Away
Minneapolis-St. Paul	90 Miles
Milwaukee	246 Miles
Chicago	315 Miles
St. Louis	530 Miles
Detroit	600 Miles
Louisville	615 Miles
Cleveland	665 Miles

Eau Claire is located at the junction of Highway I-94 and Highway I-53 in Western Wisconsin.

Natural Resources

Eau Claire is home to an abundance of natural resources that enrich both the city's environment and quality of life.



Timber



Rivers & Lakes



Agricultural
Land



Mining



Wildlife

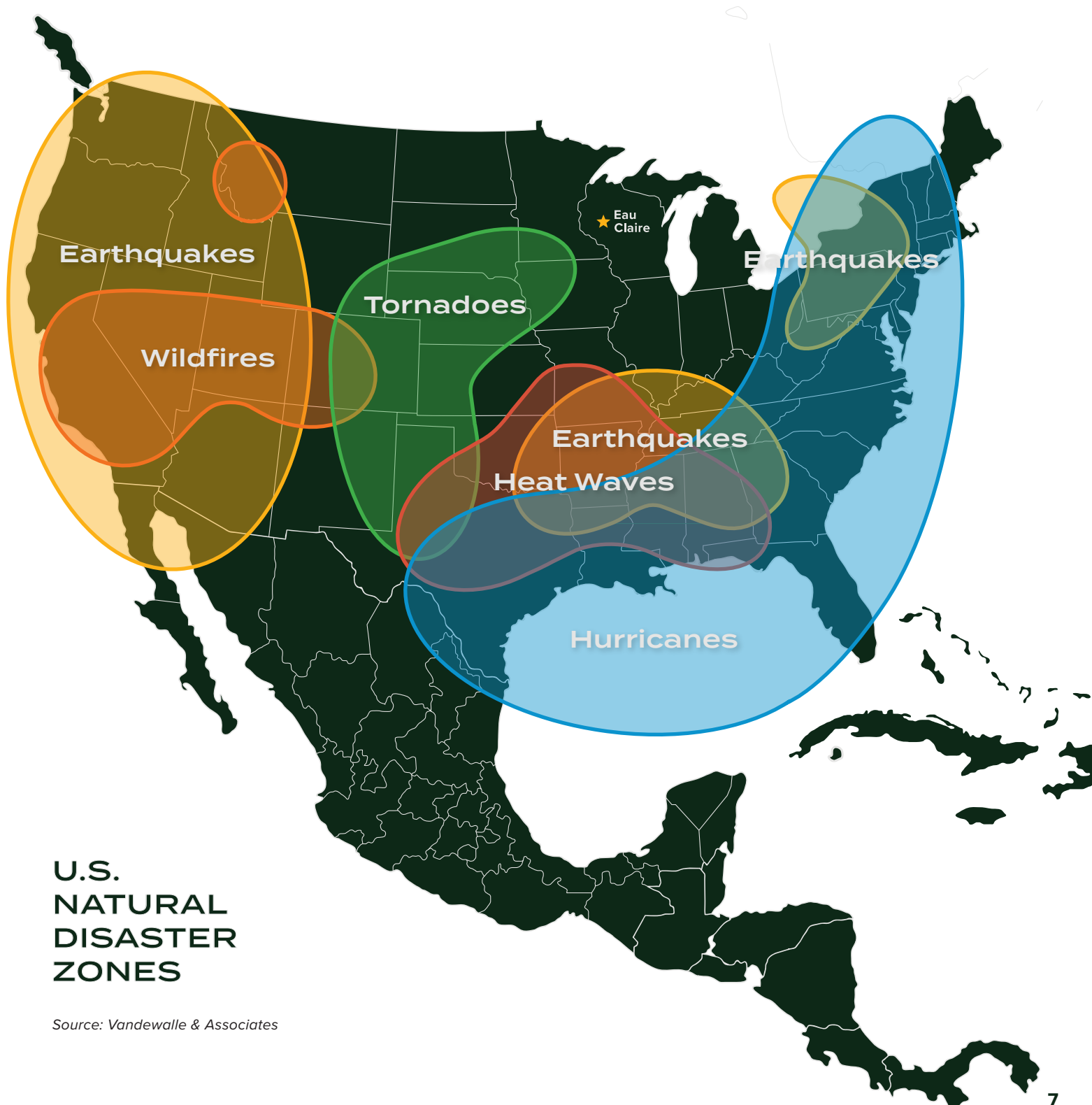


Renewable
Energy

Climate Change & Disaster Resilience

In a time when natural disasters are becoming both more frequent and more severe, Eau Claire, Wisconsin is an increasingly appealing location for businesses that can't absorb the costs of downtime and property loss.

According to the NOAA, FEMA, and USGS, the likelihood of experiencing major disaster events that could disrupt business operations for extended periods of time is considerably lower in Western Wisconsin compared to many other major metros in the United States. This makes Eau Claire an ideal location for companies seeking a stable operating environment. Plus, the reduced risk of natural disasters can lead to lower insurance premiums and fewer interruptions, ultimately contributing to greater financial stability and long-term growth for businesses in the area.



Source: Vandewalle & Associates

Infrastructure

Transportation

Eau Claire, Wisconsin offers diverse transportation options ensuring convenient mobility for local residents and visitors, from air travel to comprehensive public transit systems. The regional airport provides easy access to national and international destinations, while the transit bus service covers extensive routes around the area. And the city features well-maintained roads and highways, bicycle paths, and pedestrian-friendly walkways that make it easy for travelers of all types to navigate.



Airports

Eau Claire is home to its own regional airport north of downtown, and it's about 90 miles from an international airport.

1 Chippewa Valley Regional Airport (EAU)

Offers daily flights to and from Chicago via United and Florida via Sun Country Airlines, business and medical jet charter services via Heartland Aviation, aircraft hangar facilities and repairs, and amenities such as rental cars and a restaurant

2 Minneapolis-St. Paul International Airport (MSP)

Offers daily flights to over 150 destinations via close to 20 airlines as well as business, medical, and shipping jet charter services, multiple hangar facilities and repairs, and amenities such as on-site hotels, rental cars, lounges, restaurants, shops

Type	EAU Regional Airport	MSP International Airport
Size	Small/Regional	Large/International
Daily Flights	1-2	450,000
Annual Passengers	25,000	35,000,000
Services	Inexpensive Parking, Secure Boarding, Full-Service Restaurant & Bar/Lounge, Taxi & Limousine Services, Rental Car Agencies, Eau Claire City Bus Service, Conference & Banquet Facilities	Power Port, HyperCharge, Travelex America, Foreign Currency Exchange, Lockers, Play Area, Family Rooms, Wireless Internet, Hotel Shuttles, Rental Car Agencies, Taxi & Bus Services
Carriers	United Sun Country Airlines	Air Canada, American Airlines, Delta, Continental, Frontier, KLM, Royal Dutch, Mesaba/Northwest Airlink, Northwest, Skywest (Delta), United, US Airways

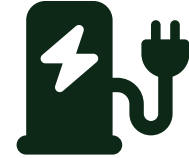
Railways

The Union Pacific Railroad provides full service transportation of goods through Eau Claire with a mainline connection between Minneapolis-St. Paul and Chicago. There is also an inter-modal terminal 14 miles north of Eau Claire that is accessible via a four-lane divided highway.

- Twice weekly train service
- Fifth morning availability to and from the West Coast
- 2,500-ft-long inter-modal loading and unloading track
- On-site grain transfer facility

Buses

Eau Claire is connected to all major cities and most smaller communities through 4 inter-city bus lines: Greyhound, Wisconsin-Michigan Trailways, Wisconsin Northern Transportation, and Jefferson Lines. Commuters can also utilize several local options to get around town and to the Twin Cities.



1 Public Transit

The city operates 22 buses on 13 routes that encompass all of Eau Claire and go as far as the neighboring town of Altoona. Major employment centers are on the routes as well, as are several retail shopping centers and multiple stops near the local college campuses.

2 Rideshare Companies

Uber, Lyft, private taxis, and specialized shuttles are all available in Eau Claire. Plus, the University of Wisconsin—Eau Claire offers shuttle services for students and staff that connect to various parts of the campus and several off-campus locations.

3 Airport Shuttles

National company Groome Transportation runs daily shuttles to the MSP Airport and offers van charter services throughout Western Wisconsin. Eau Claire-based Green Fleet also books electric vehicle rentals for trips throughout Wisconsin, Minnesota, and Illinois.

Roadways & Highways

The city is intersected by several major highways, making it very accessible by road. Key routes provide efficient connections to major cities and support regional commerce in the area.

Roadway	Direction	Connects Eau Claire to...
Interstate 94	East/West	Minneapolis, Milwaukee
U.S. Highway 53	North/South	Superior, La Crosse
State Highway 93	North/South	Arcadia, Independence
State Highway 29	East/West	Green Bay, Wausau

Trucking

Over 30 trucking companies serve Eau Claire, and the city has a variety of express service carriers too. In addition to multiple regional shipping services, UPS and FedEx both have offices in the metro and provide overnight delivery.

Travelers can get anywhere within city limits in about 15 minutes.



Utilities

Eau Claire, Wisconsin is known for providing reliable and efficient utilities to its residents and businesses.

Electricity & Gas

Xcel Energy and Eau Claire Energy Co-op provide electricity and natural gas services to the area. Both are known for their reliable service and commitment to renewable energy.

Cents/kWh	Commercial	Industrial
U.S. Average	\$12.85	\$8.06
WI IOU Average	\$13.25	\$8.55
Xcel Energy	\$10.45	\$9-\$11
Eau Claire Energy Co-op	\$12.90	N/A

Source: U.S. Energy Information Administration, Xcel Energy, Eau Claire Energy Cooperative (2025)



Water Supply

Eau Claire has a high-quality water supply sourced from deep wells and treated to meet stringent safety standards.

1 Distribution

The City provides approximately 3.5 billion gallons of water per year to businesses and residents through a treatment plant that has 15 operating wells. Purified water is then distributed through a network of city-funded pipes, pumps, and storage facilities.

2 Wastewater & Sewage Systems

The City also provides wastewater treatment and sewage systems. Its treatment plant purifies 2.76 billion gallons per year, resulting in over 98% removal efficiencies. In addition, 9 million gallons of bio solids are land-applied each year.

Waste Management

Eau Claire residents and businesses have access to curbside recycling, garbage pickup, yard waste collection, and composting through 4 area haulers.

Communications

Eau Claire is serviced by most major telecommunication providers, with AT&T, Charter Communications, and West Wisconsin Telecom Cooperative being the most prominent.

1 AT&T

AT&T delivers a full portfolio including an extremely secure network, voice, data and IP solutions, the fastest 5G network, and largest WiFi network. The company is also the only national provider to offer 100% IP-based television services, and their suite of IP-based business communications services is one of the most advanced.

2 Charter

Charter Communications is a leading broadband communications company and the fourth largest cable operator in the United States. They provide a full range of advanced broadband services to over 450 Wisconsin communities, including advanced video entertainment programming, high-speed internet, and telephone service.

3 West WI Telecom

West Wisconsin Telecom is a locally-owned and operated communications cooperative. Their fiber optic-based services include broadband internet, digital TV, telephone, information technology services, security and surveillance systems, voicemail, networking solutions, and website design and hosting for businesses.

Education

Eau Claire, Wisconsin prides itself on the outstanding education opportunities offered to both students in K-12 grades and at the higher-education level.

1 Eau Claire Area School District

Eau Claire's public school system enrolls approximately 11,000 students at its 1 early learning center, 13 elementary schools, 3 middle schools, 2 high schools, and 2 charter schools each year. As a whole, Eau Claire's has been rated in the top 15% of preferred school districts in the nation by a national independent study.

2 Regis Catholic Schools

This faith-based private education system enrolls approximately 800 students at its 3 elementary schools, 1 middle school, and 1 high school each year. They offer advanced placement, honors, and distance learning courses for students who want to be challenged further, as well as tutoring and individual support for students who need additional help with subjects.



Education Level	Number of Schools	2024-25 Enrollment
Elementary Schools	16	4,868
Middle Schools	4	2,391
High Schools	3	3,420

Source: Eau Claire Area School District, Regis Catholic Schools (2025)

Colleges

Eau Claire has two renowned higher education institutions.



187 Programs

Across Both Universities



16,000+

Enrolled Each Year



3,300+

Graduates Each Year

University of Wisconsin—Eau Claire (UWEC) offers over 100 academic programs. The college has earned honors in the U.S. & News World Report's Best American Colleges Guide, Kiplinger's Finance magazine, and The Princeton Review. It has also been named among the best public regional universities in the Midwest and frequently ranks in the top five.

Chippewa Valley Technical College (CVTC) offers 110 programs, 37 certificates, and 16 apprenticeships to an 11-county area through the Wisconsin Technical College System. The college is known for delivering innovative, applied education that supports area workforce needs by researching training needs and placing their graduates with local businesses.

Healthcare & Emergency Services

Eau Claire, Wisconsin has 2 major hospitals: Mayo Clinic Health System and Marshfield Medical Center. Combined, these facilities have over 600 beds, and both are ranked highly in quality of care and patient safety. In addition to hospitals, Mayo Clinic Health System, Marshfield Clinic, and OakLeaf Medical Network have offices in Eau Claire that offer a wide range of healthcare services to patients. Emergency medical services (EMS), fire department, and police department are housed within the city and exist to serve the Eau Claire community when emergencies happen as well.

Eau Claire, Wisconsin By The Numbers

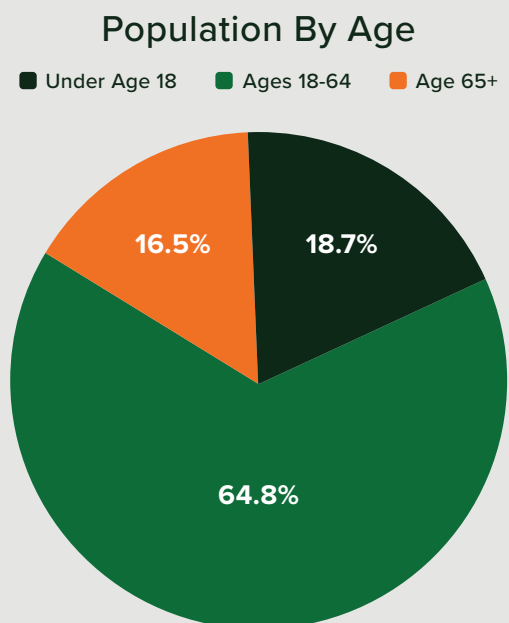
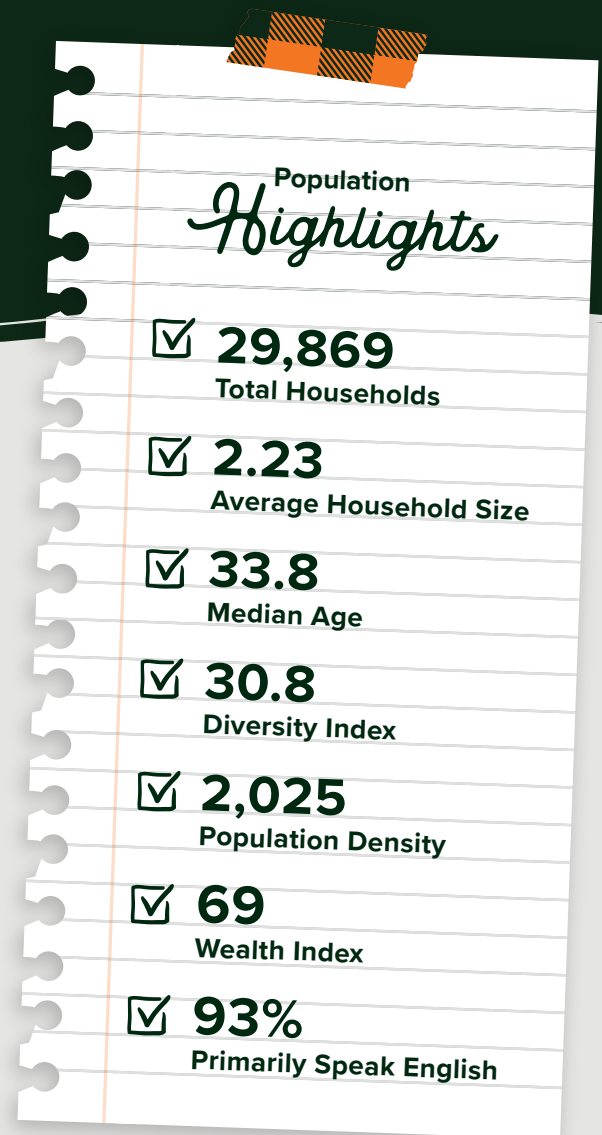
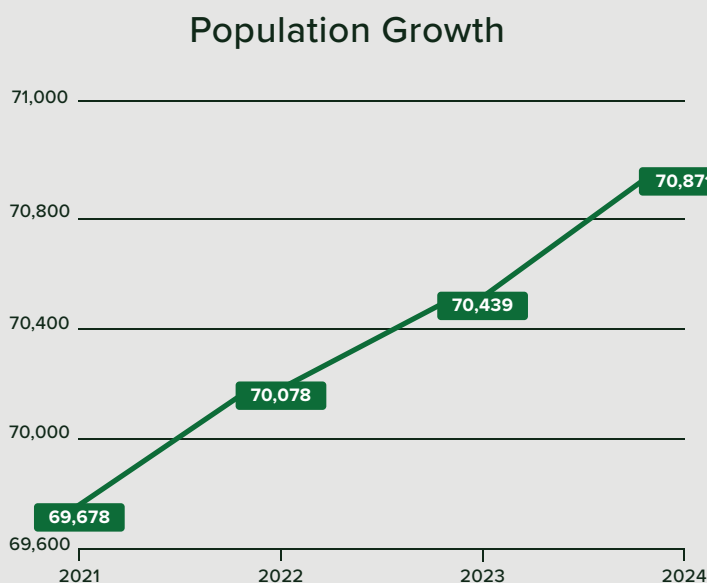
Demographics

Eau Claire, Wisconsin is home to a diverse and thriving population, drawn from various backgrounds and walks of life.

With a rich tapestry of cultures and a strong sense of community, its residents contribute to the city's vibrant social fabric, welcoming atmosphere, and collaborative spirit, which is one of the reasons the area continues to attract individuals seeking a high quality of life amidst its scenic landscapes and dynamic urban offerings.


70,871
Total
Population


0.45%
Population Growth
Rate



View more community statistics at eauclaireddevelopment.com

Workforce

Eau Claire benefits from a skilled and adaptable workforce, which contributes to the city's economic vitality and growth. Its mix of industries, ranging from healthcare and education to manufacturing and technology, offers diverse employment opportunities that help to attract professionals from various backgrounds and expertise.

Employees By Industry

Industry	Employees
Retail Trade	8,294
Healthcare	8,077
Manufacturing	5,536
Food Service	4,706
Educational Services	3,884
Public Administration	2,708
Finance & Insurance	2,357
Professional Services	1,945
Construction	1,334



48,132

Total
Employees



39,488

Total 16+
Employees



17.6

Average
Commute Time

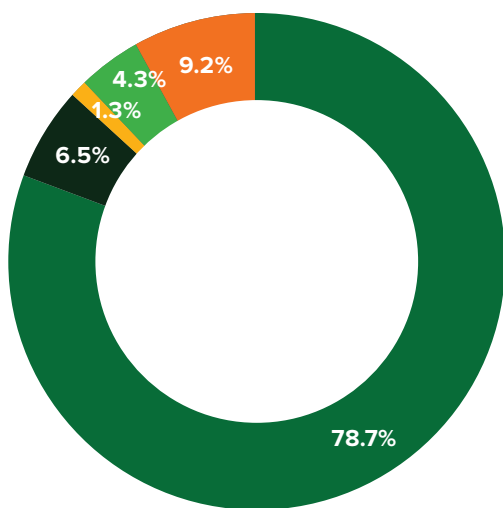


2.2%

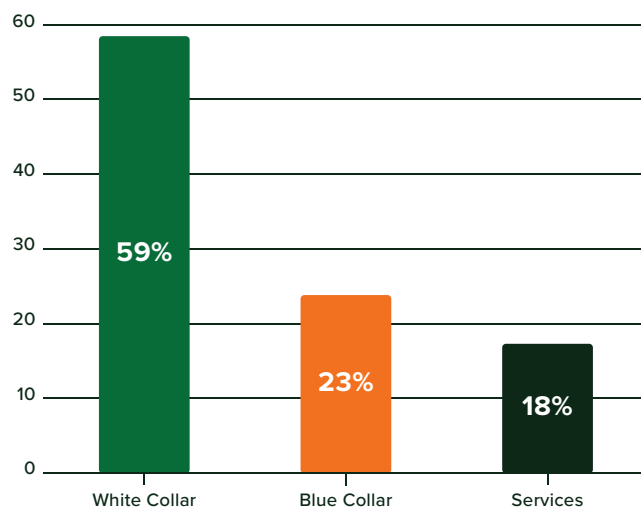
Unemployment
Rate

Commute Type

Car Carpool Bike/Walk
Public Transit Work From Home



Employment Type By Occupation



Education Level



2.9%

Some High
School

25.8%

High School
Diploma

33.5%

Associate
Degree

25.3%

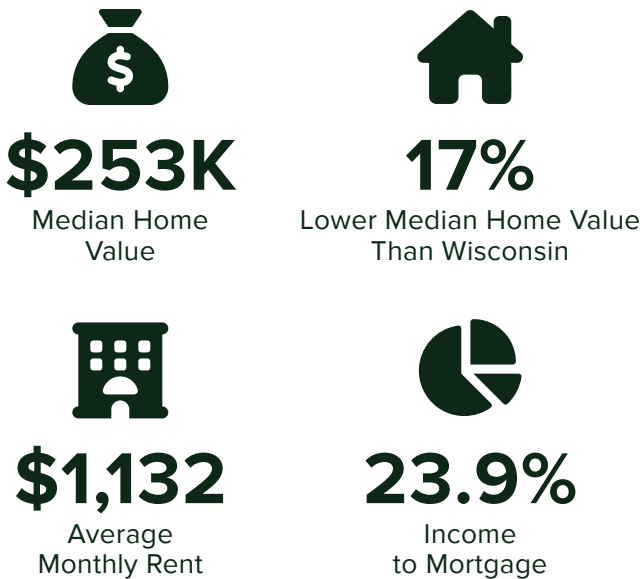
Bachelor's
Degree

12.5%

Graduate
Degree

Housing

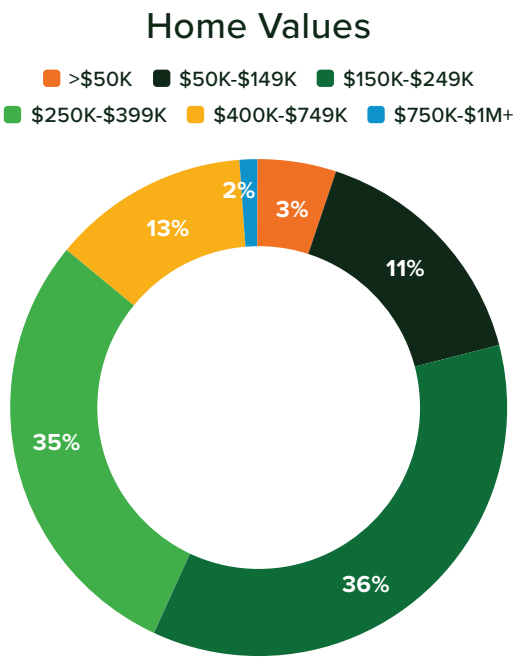
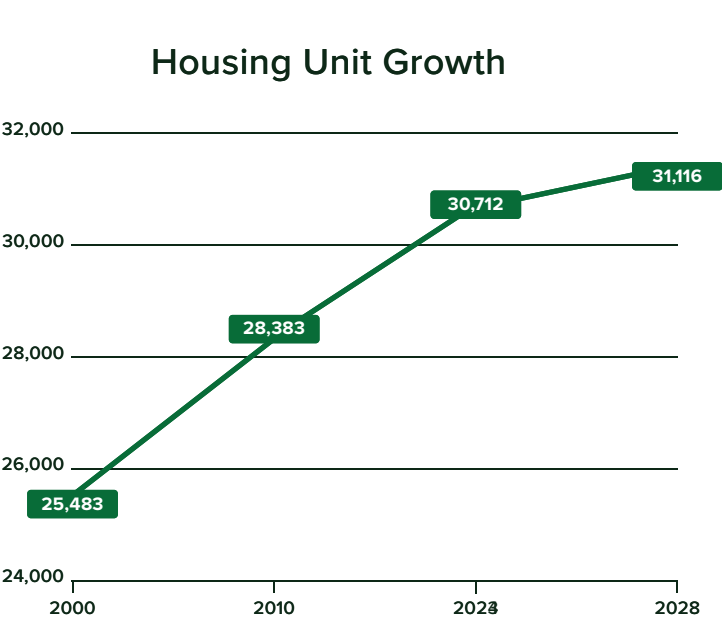
Eau Claire, Wisconsin provides a diverse range of housing options, from historic homes nestled in charming neighborhoods to modern apartments in its bustling downtown districts. Through a mix of affordable housing initiatives and upscale developments, the city aims to foster a sense of belonging and community for all of its residents living in the region.



Gross Rent

Rent Range	Percent
<\$100-\$499	6.9%
\$500-\$749	18.1%
\$750-\$999	33.4%
\$1,000-\$1,249	21.5%
\$1,250-\$1,499	10.1%
\$1,500-\$1,999	7.9%
\$2,000-\$2,499	1.3%
\$2,500-\$2,999	0.2%
>\$3,000	0.6%

Year Property Built



Income & Spending

Eau Claire boasts a varied income landscape, reflective of its diverse economy and many job opportunities.

With median household incomes consistently above the national average and a growing number of employment sectors, the city offers residents the means to thrive in a supportive and dynamic economic environment.

Households By Income Range

Income Range	Households
\$0K-\$24K	14.6%
\$25K-\$49K	20.4%
\$50K-\$99K	32.2%
\$100K-\$199K	27.4%
\$200K+	5.4%



\$66.5K

Median Household Income



\$90K

Average Household Income



\$38.2K

Income Per Capita



\$27.55

Average Wage



\$6.2K

Annual Spending on Healthcare

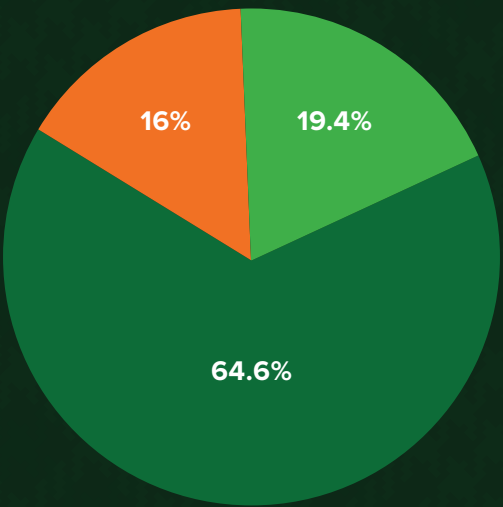


\$1.4K

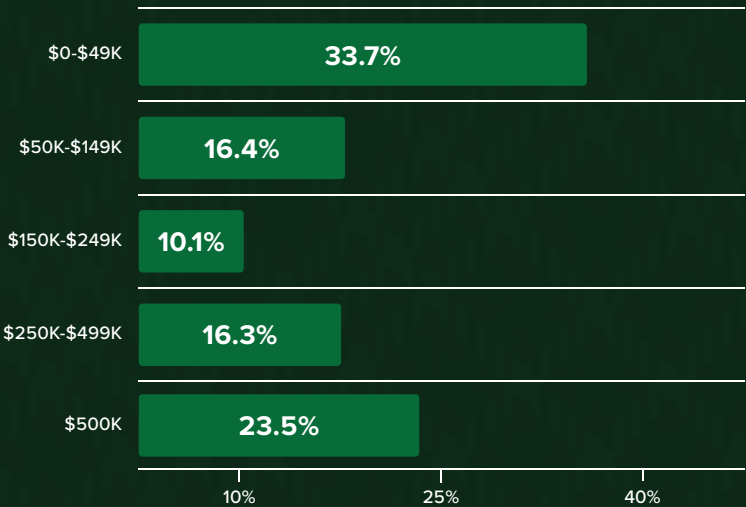
Annual Spending on Food & Drink

Households By Income Tier

High Income Middle Income Low Income



Net Worth



Annual Leisure Spending By Category



\$2.3K

Travel

\$857

Transportation

\$1.9K

Apparel

\$3.2K

Entertainment

\$812

Furniture

What It's Like To Live in Eau Claire

No matter their background or station, Eau Claire, Wisconsin locals appreciate a high quality of life thanks to the city's lively community, standout industries, affordable cost of living, and outdoor recreation activities. Plus, it's known for being both safe and family-friendly, with top-notch schools and plenty of fun events for all ages.

Eau Claire is truly an outstanding place to call home, and there's no shortage of things to do around town all year long.



-55% Lower Crime Rate Than the National Average

-28% Lower Home Sale Price Than National Average

+14% More Purchasing Power than in Chicago

90% of Residents Call the City Family Friendly

17.6 Average Time Commuting in City Limits

+6% Growth of Tourism's Economic Impact over 2023

Source: Neighborhood Scout (2025), Esri Community Analytics Software (2025), Tax Foundation (2023), Best Places (2024), Tourism Economics (2024)

Eau Claire, Wisconsin Through The Seasons

So, what *does* a typical year look like in the City of Bridges? Trek through our Midwestern seasons to find out what makes this place magical.

Spring

Take in the Fresh Air

Spring in Eau Claire is like a breath of fresh air. As the snow melts, the city comes alive with a renewed energy. Locals and visitors alike enjoy strolling through the lush parks, picnicking by the riverside, and exploring the scenic trails. The warmer weather also brings out community spirit, with outdoor festivals, farmers' markets, and a variety of annual events returning for more family fun. It's a season of growth, joy, and plenty of adventure.

1 Viennese Ball

3 Eau Claire Marathon

2 Eau Claire Jazz Fest

4 Sculpture Tour



Summer

Summer in Eau Claire is a sun-soaked adventure. Everywhere you go, the city is teeming with excitement as everyone heads outside to make the most of the few warm, sunny days we Wisconsinites get during the summer months. The only tough part is knowing where to start when building your summer bucket list.



Opportunities to get outdoors abound: kayaking on the Chipewewa River, sun-bathing at Half Moon Beach, hiking the many scenic riverside trails, attending a baseball game at Carson Park, walking along the nation's largest sculpture tour, or playing sand volleyball or kubb in the park. The sound of live music from local bands can be heard around town most evenings; meanwhile, the city's four massive music festivals bring thousands of fans to town on the weekends. Farmers' markets are in full swing too, offering fresh produce and homemade goodies three times a week, and everywhere you look there's a cozy outdoor patio where you can cool off with a cold beer, wine, or hand-crafted cocktail.

Attend an Event

The Eau Claire community celebrates often at its hundreds of summer events and one-of-a-kind cultural experiences.

- | | |
|----------------------|-----------------------|
| 1 Music Festivals | 5 Kubb Championship |
| 2 Food Truck Fridays | 6 Farmers Markets |
| 3 Plays & Shows | 7 Park Concert Series |
| 4 Northern WI Fair | 8 Baseball Games |



Get Outdoors

Eau Claire has an impressive network of trails, waterways, and forests that both residents and visitors enjoy exploring.

- | | |
|--|---|
|  Parks |  Camping |
|  Bicycling |  Off-Roading |
|  Hiking |  Hunting |
|  Water Sports |  Fishing |

Autumn



Eau Clairians take a collective breath after a jam-packed summer when it's time to settle back into the routine of school. The return of crisp September air means everyone's pulling out their flannels and boots again and, on Sundays, donning Packers gear as they cheer them on from a chair at their favorite local watering hole. The community also tries to stretch summer out a little longer by hosting street festivals and homecoming parades before effortlessly shifting into exploring pumpkin patches, taking hayrides through the countryside, and picking apples at area orchards. Bright reds, yellows, and oranges can be seen everywhere too, as nature puts on one last show before the first blanket of snow covers the ground around Thanksgiving.

Winter

Although temperatures do sink below zero in Eau Claire, winter transforms the city into a picturesque snowy wonderland. When the first flakes fall, everyone gears up for a season filled with frosty fun. Families bundle up for ice skating at Pinehurst Park, while adventurers hit the slopes for some skiing and snowboarding at nearby resorts. Area parks also become the perfect backdrop for snowball fights, building snowmen, and even the occasional snowshoeing expedition.

Inside, locals find warmth and cheer with plenty of indoor activities. Coffee shops serve up hot cocoa and baked goods, perfect for warming up after a day in the snow. Community organizations put on winter festivals, craft fairs, and holiday markets where local artisans showcase their unique creations. And evenings are spent by the fire, listening to live jazz and other tunes. By embracing winter sports and savoring cozy indoor comforts, residents make the winter season a time of joy, togetherness, and delightful wintry experiences.



Watch Eau Claire's community videos
at eauclairedevelopment.com

Stay Active

The fun doesn't stop when the weather turns cold! Eau Claire hosts many events that keep locals out and about into the long winter months.



**Downtown
Fall Festival**



**Gatsby's
Gala**



**Clearwater
Winter Parade**



**Silver Mine
Ski Invitational**



**Winter
After Hours**



**Banbury
Art Crawl**

Eau Claire, Wisconsin

Key Industries

Thanks to its growing population, diverse economy, four business parks, and high-quality education system, Eau Claire, Wisconsin has emerged as an attractive location for both new and existing businesses, specifically in these five sectors: retail, healthcare, manufacturing, education, and technology. The region's supportive business environment further enhances its appeal, making it a prime destination for investment and development in these industries.

Largest Industries	Employment
Retail Trade	8,294
Healthcare & Social Assistance	8,077
Manufacturing	5,536
Educational Services	3,884
Public Administration	2,708
Finance & Insurance	2,357
Professional & Technical Services	1,945
Construction	1,334
Transportation & Warehousing	1,017
Administrative & Support Services	986
Arts, Entertainment, & Recreation	942

Source: Esri Community Analytics Software (2025)

Retail

Eau Claire's largest employment sector is retail trade, employing over 10,000 in stores alone and 3,000+ more in admin. The industry is anchored by the city's status as a regional retail center and as the base for Menards' corporate operations.

- 1 Menards
- 2 Large Retailers
- 3 Oakwood Mall

Healthcare

Another large industry is healthcare, employing over 12,000. Its two hospitals and various smaller clinics make Eau Claire an attractive employer for medical professionals, and its location makes it a natural choice for care for nearby communities.

- 1 Mayo Clinic System
- 2 Marshfield Clinic
- 3 OakLeaf Network

Manufacturing

Centered in Eau Claire's industrial parks, manufacturing plays a major role in the city's economy. The sector contains some of the area's largest employers that combined provide about 10,000 well-paying jobs to skilled workers in the region.

- 1 Nestlé
- 2 Silver Spring Foods
- 3 American Phoenix

Major Private Employers	Employees
Menards	11,550
Mayo Clinic Health System	5,500
Eau Claire Area School District	1,400
UW—Eau Claire	1,275
Marshfield Clinic	1,026
Nestlé	999
City of Eau Claire	650
Eau Claire County	645
Chippewa Valley Technical College	592
Market & Johnson	350
Cascades Tissue Group	241

Source: City of Eau Claire (2024)

Education

Education is also a large sector in the region, employing over 4,000 across both Eau Claire's school district and two colleges. These educational facilities are a significant part of the region's local economy as well and help to foster a well-educated workforce.

Technology

A high-growth industry in Eau Claire is technology development, which now employs over 2,000 professionals. Fields include software development, data analysis, and IT support, as well as technological manufacturing.

Eau Claire's Renowned Creative Economy

Eau Claire has become a lively hub for creatives, blending its rich history with a thriving contemporary arts scene where innovation flourishes. The city is home to a plethora of local galleries, music venues, and public art installations that provide ample opportunities for emerging and established artists to showcase their talents. The community's commitment to nurturing the arts is also evident in its various festivals and events that draw in visitors from near and far to experience a unique blend of music, art, and culture.

Eau Claire's creative economy is bolstered by a growing number of enterprises and startups. The city's entrepreneurial spirit is driven by its diverse range of businesses, from artisan crafts and local boutiques to innovative tech companies and design studios. Collaborative spaces and incubators, such as The Coven and UWEC's Small Business Development Center, provide resources and support for creatives so they can turn their passions into thriving businesses. This collaborative atmosphere makes Eau Claire an ideal place for creatives to connect, grow, and succeed.

Entrepreneur Resources

Multiple organizations in the Eau Claire community offer helpful resources to creative professionals.

- | | |
|---|---|
| 1 UWEC Small Business Development Center | 4 SCORE, West Central Wisconsin |
| 2 Eau Claire Area Chamber of Commerce | 5 U.S. Small Business Administration |
| 3 Western Dairyland Economic Opportunity Council | 6 Eau Claire Area Economic Development Corporation |

Support Local Art

-  **Pablo Center at the Confluence**
-  **2 Roots Art & Wine Gallery**
-  **Sculpture Tour Eau Claire**
-  **Chippewa Valley Theatre Guild**
-  **Wisconsin Makers Market**
-  **Eau Claire Int'l Film Festival**
-  **ColorBlock Eau Claire**
-  **Chippewa Valley Symphony**
-  **Clear Water Comedy**
-  **Chippewa Valley Writers Guild**



Economic Impact

The economic impact of the arts in Eau Claire is significant and multifaceted, contributing to the local economy in various ways. This sector provides employment opportunities for creatives, as well as the support staff employed at galleries, theaters, museums, and music venues. It attracts visitors from outside the region who spend money on accommodations, dining, transportation, and shopping, providing a substantial boost to the local economy. Public art and creative placemaking initiatives also enhance the appeal of neighborhoods, leading to increased property values and attracting new residents and businesses to the city.

Growth Sectors

Eau Claire, Wisconsin is experiencing a surge in diverse growth sectors, ranging from innovative tech startups fueling the city's digital landscape to flourishing healthcare initiatives catering to the region's evolving needs. This dynamic growth is fostering a vibrant ecosystem where industries such as advanced manufacturing, renewable energy, biohealth, and tourism are flourishing, contributing to Eau Claire's promising economic landscape.

Technology & Innovation

The technology sector in Eau Claire is rapidly expanding, driven by a skilled workforce from its two universities that are known for supporting innovation. The city has already attracted several tech companies in software development, cybersecurity, data analytics, and advanced manufacturing.

Biohealth

The biohealth sector in Eau Claire is thriving thanks to both its strategic location that offers easy access to vital resources and its local academic institutions that specialize in life sciences and biotech research. This combination attracts skilled scientists and engineers, fostering innovation in pharmaceuticals, medical devices, and agriculture.

Advanced Manufacturing

The advanced manufacturing sector in Eau Claire benefits from its proximity to major metro areas and steady talent stream from its colleges. The city has also made it a point to encourage collaboration between industry, academia, and government, which has driven advancements in the aerospace, automotive, and electronics subsectors.

How Wisconsin Stacks Up...



#1

for Medical Imaging
Manufacturing



490K+

Total Manufacturing
Jobs Statewide



0.4%

Tax Rate for
Manufacturing



#2

for Manufacturing
Job Concentration



#1

for Food Machinery
Manufacturing



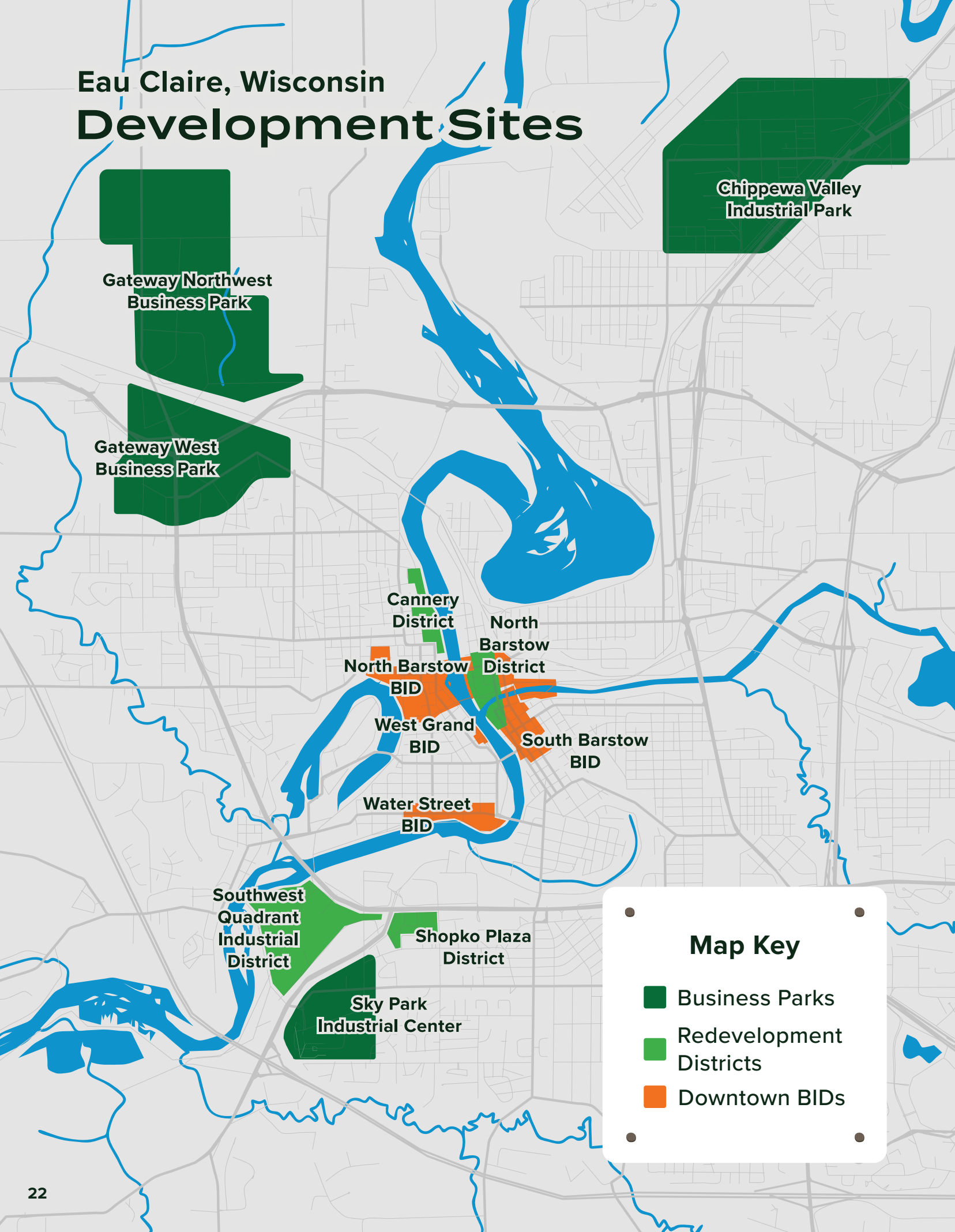
1.1K+

EPC Companies
Statewide

*Eau Claire is poised to grow into
a regional hub for these sectors.*



Eau Claire, Wisconsin Development Sites



Map Key

- Business Parks
- Redevelopment Districts
- Downtown BIDs

Business Parks

Key ■ Available ■ Occupied

There are four business parks in Eau Claire, Wisconsin. The Chippewa Valley Industrial Park is already home to more than 50 businesses and is Eau Claire's only privately-owned business park. Sky Park Industrial Center, which is currently filled, is located on the south side of the city and is suited for light manufacturing. Gateway West Business Park consists of approximately 200 acres and is conveniently located on Highway 312. And Gateway Northwest Business Park is the newest; it has approximately 400 acres available and is partially designed with high-tech companies in mind.

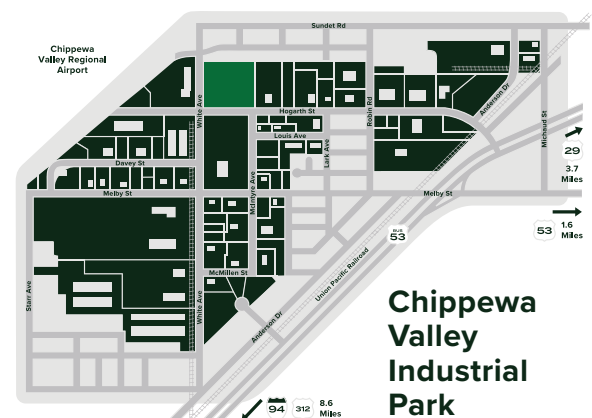
Business Park	Zoned For	Available Sites
Chippewa Valley Industrial Park	Light & Heavy Industrial	Yes
Sky Park Industrial Center	Light Industrial	No
Gateway West Business Park	Light Industrial	Yes
Gateway Northwest Business Park	Light Industrial	Yes



View interactive maps at eauclairedevelopment.com



**Gateway Northwest
Business Park**



**Chippewa
Valley
Industrial
Park**



**Gateway
West Business Park**

Redevelopment Districts

Eau Claire, Wisconsin's Redevelopment Authority has identified several districts, the most prominent of which are located in downtown. This area has undergone revitalization over the past two decades, bringing commercial, residential, and recreational developments back to the heart of the city. There are still available spaces to relocate your business to this thriving commerce center as well as profitable opportunities for developers.



Cannery District

The Cannery Redevelopment District, established in May 2008, is located north of Madison Street alongside the West Bank of the Chippewa River. The City of Eau Claire adopted the West Riverside District Plan in 2011, which includes the 30-acre Cannery District, and the city's Redevelopment Authority adopted the Cannery District Redevelopment Plan in 2019. Projects have been underway since.

- 1 The Brewing Project
- 2 Cannery Park & High Bridge Trail
- 3 New Apartment Complexes



North Barstow District

The North Barstow Redevelopment District, established in March 2002, is located south of Madison Street alongside the east bank of the Chippewa River. The City of Eau Claire adopted the district plan to eliminate inappropriate land use, renovate deteriorated and obsolete structures, and improve the environment, while encouraging economic activity and reducing fragmented land ownership.

- 1 Phoenix Park & Pavilion
- 2 Royal Credit Union Headquarters
- 3 Jamf Software Building

Focus Areas

The Redevelopment Authority seeks out properties with these attributes.



Blighted Structures



Underutilized Space



Non-Conforming Lots



Poor Site Access

Former Shopko Plaza District

The Former Shopko Plaza District is located on the Southern side of Clairemont Avenue adjacent to the Highway 37 intersection. The City of Eau Claire adopted the redevelopment plan to repurpose unused parking lots, upgrade commercial spaces, and build additional multi-family housing units that are in close proximity to the nearby Chippewa Valley Technical and medical campuses.

- 1 Chippewa Valley Technical College
- 2 Station 955 & Metro Crossing Apartments
- 3 Medical Campuses



Southwest Quadrant Industrial District

The Southwest Quadrant Industrial District is located south of Clairemont Avenue alongside the east bank of the Chippewa River. The Redevelopment Authority identified the area for redevelopment due to its potential for residential and commercial development on the waterfront.

- 1 Chippewa River Trail
- 2 Sonnentag Event Center
- 3 Carson Park



Q Brownfield Sites

The EPA has awarded a community-wide assessment grant to encourage the reuse of brown-field sites in Eau Claire.

Now through 2027, the city will be conducting a study that targets a mix of older low-income residential neighborhoods, older commercial/retail corridors, and former industrial spaces. The grant will provide funding to compile and maintain a list of sites with redevelopment potential; characterize sites by past use; determine the presence or absence, nature, and extent of contamination of hazardous substances; initiate site revitalization and prepare for site redevelopment; and conduct site-specific cleanup and redevelopment planning.

Business Incentives

Wisconsin provides many financial incentives to businesses, including tax credits, grants, and low-interest loans, that are designed to stimulate economic growth and development by reducing costs and encouraging investment. Businesses that take advantage of these incentives can lower their operational expenses, access funding for expansion and innovation, enhance their competitiveness, and significantly improve both cash flow and profitability. Utilizing these resources can also support job creation, workforce training, and the revitalization of communities, making it a strategic move for long-term business success.

Tax Rates By State

Tax Rate	Wisconsin	Minnesota	Illinois
Corporate	7.9%	9.8%	9.5%
Personal Income	3.50%-7.65%	5.35%-9.85%	4.95%
Sales & Use	5%	6.875%	6.25%
Unemployment	Base: \$14K	Base: \$40K	Base: \$13K
Compensation	0.27%-9.8%	0.67%-10.816%	0.85%-8.65%

Business Tax Exemptions

- 1 Property
- 2 Manufacturing Machinery & Equipment
- 3 Merchant & Manufacturing Inventory
- 4 Waste Treatment Facilities
- 5 Computer Equipment

Sales & Use Tax Exemptions

- 1 Alternative Energy
- 2 Manufacturing Fuel, Materials, & Electricity
- 3 Manufacturing Machinery & Equipment
- 4 Manufacturing & Biotech Research
- 5 Pollution Abatement, Waste Treatment, & Research Equipment

Manufacturing & Agriculture Tax Rate

Wisconsin's Manufacturing & Agriculture Credit gives entities in these industries an effective corporate tax rate of **0.4%**.

Tax Increment Financing (TIF)

TIF Districts are allowed for Wisconsin cities, villages, and towns. Eau Claire has **8** active Tax Incremental Districts.

Tax Credits

Wisconsin businesses can claim tax credits against the corporate income and franchise tax. These credits generally fall into six categories.

 Economic Development

 Geography

 Research

 Target Industries

 Agriculture

 Employment

Financial Assistance

for Eau Claire Businesses

The City of Eau Claire offers financial assistance programs that can either complement or fill gaps in other programs to open businesses, expand operations, create jobs, and improve commercial buildings.

Building Façade Loan	Micro Loan	Low Barrier Loan	Revolving Loan (City)	Revolving Loan (EDA)
Eligibility Any property owners, businesses, and tenants located in the city in commercial zones or the central business district	Eligibility Any manufacturing or service business, excluding restaurants, located in the city that has been in business for 3 years or less	Eligibility Any manufacturing or service business, including restaurants, located in the city that has been in business for 3 years or less	Eligibility Any manufacturing or service business, excluding restaurants, located in the city that has been in business for at least 3 years	Eligibility Any manufacturing or service business, including restaurants, located in the city
Uses Façade renovation; signs & exterior graphics; exterior doors, windows, lighting, & awnings; other façade or landscape improvements	Uses Permanent working capital; inventory & supply purchases; equipment, machinery, furniture, or fixture acquisition; leasehold improvements; building renovation or rehab; real estate	Uses Permanent working capital; inventory & supply purchases; equipment, machinery, furniture, or fixture acquisition; leasehold improvements; building renovation or rehab; real estate	Uses Permanent working capital; inventory & supply purchases; equipment, machinery, furniture, or fixture acquisition; leasehold improvements; building renovation or rehab; real estate	Uses Permanent working capital; inventory & supply purchases; equipment, machinery, furniture, or fixture acquisition; leasehold improvements; building renovation or rehab; real estate
Amount \$5K-\$30K	Amount \$5K-\$30K	Amount \$5K-\$25K	Amount \$10K-\$100K	Amount \$10K-\$150K
Interest Rate 0%	Interest Rate 4%	Interest Rate 4%	Interest Rate 4%	Interest Rate *4% (May Vary)
Term 7 Years or Less (May Be Amortized Up to 15 Years)	Term Varies Depending on Collateral & Use	Term Varies Depending on Collateral & Use	Term Varies Depending on Collateral & Use	Term Varies Depending on Collateral & Use



Learn more and apply online at eauclaireddevelopment.com/financing

Workforce Resources

Eau Claire, Wisconsin provides a variety of workforce resources that help businesses attract, develop, and retain talent. From job training programs to economic incentives and networking opportunities, multiple organizations provide valuable support.



1 Recruitment

Eau Claire businesses can tap into a strong recruitment network throughout Western Wisconsin. UW-Eau Claire and Chippewa Valley Technical College run **internship and apprenticeship programs**, especially in healthcare, IT, and manufacturing, that attract young employees and tenured staff exploring new career paths. **Job fairs** hosted by the Eau Claire Area Chamber of Commerce and Wisconsin Job Center connect employers with job seekers. And **relocation incentives** help attract out-of-state talent with stipends and housing assistance.



2 Training & Development

Eau Claire businesses can access funding and training resources that enhance skills and productivity. The **Wisconsin Fast Forward Grant Program** funds customized training programs across all industry sectors. The Eau Claire Area Chamber of Commerce and Chippewa Valley Technical College host ongoing **leadership and soft skills trainings**. Local universities offer **trade certifications** in high-demand industries. And **mentorship programs** help employees advance in their careers at a faster rate.



3 Retention & Culture Building

Eau Claire businesses can increase retention by leveraging resources that improve workplace culture and employee well-being. **Employer-assisted childcare programs** help working parents manage their responsibilities. **Employee Assistance Programs (EAPs)** and **wellness initiatives** support employee mental health to improve productivity and focus. **Flexible work arrangements** allow businesses to adapt to evolving needs of the modern workforce. And **advancement and recognition programs** provide clear career paths to current employees.



4 Small Business & Entrepreneurship Support

Eau Claire entrepreneurs can participate in various support programs that help launch and expand their businesses. The UWEC Small Business Development Center, Eau Claire Area EDC, SCORE West Central Wisconsin, and other partners offer **training and business idea development** to help small business owners launch new ventures. The City of Eau Claire, Downtown Eau Claire, Inc., and the Regional Business Fund provide **financial assistance** to small business owners. Local co-working spaces and business incubators host **networking and collaborative opportunities** that allow entrepreneurs to make connections.



5 Technology & Innovation

Eau Claire businesses looking to advance in the digital economy can access regional IT training programs to enhance digital literacy and cybersecurity awareness. Imagineering and HOOPs provide local businesses with **hardware and software solutions** to meet various technology needs. Local universities host **automation and AI trainings** to assist with workforce reskilling initiatives. And state-funded **technology grants and training programs** help companies stay competitive in an evolving job market.

Partners

The City of Eau Claire Economic Development Division works in partnership with these economic development organizations.



128 Graham Avenue #105
Eau Claire, WI 54701
eauclaire-wi.com

The **Eau Claire Area Economic Development Corporation** is a leading force driving economic prosperity in the region through strategic partnerships, innovative initiatives, and targeted investments.



101 North Farwell Street #101
Eau Claire, WI 54703
eauclairechamber.org

The **Eau Claire Area Chamber of Commerce** is a dynamic organization dedicated to fostering economic growth, advocating for businesses, and enhancing the overall vitality of the Eau Claire region.



CITY OF EAU CLAIRE
**REDEVELOPMENT
AUTHORITY**

203 South Farwell Street
Eau Claire, WI 54701
eauclairewi.gov

The **Eau Claire Redevelopment Authority** is a municipal committee that facilitates sustainable development and growth in the Eau Claire area through strategic planning, collaboration, and investment initiatives.



2352 South Park Street #303
Madison, WI 53713
wedc.org

The **Wisconsin Economic Development Corporation** is a public and private partnership tasked with promoting business development, job creation, and economic growth through various initiatives and programs.



2322 Alpine Road #7
Eau Claire, WI 54703
momentumwest.org

Momentum West Wisconsin is a regional economic development organization focused on driving growth and prosperity in the west-central region of the state through collaboration, advocacy, and resource allocation.



128 Graham Avenue #234
Eau Claire, WI 54701
visiteauclaire.com

Visit Eau Claire is a premier destination marketing organization dedicated to promoting tourism, events, and attractions in the Eau Claire area with a goal of creating memorable experiences for visitors and residents.



View more partners at eauclairedevelopment.com/partners

Eau Claire, Wisconsin Major Projects

Eau Claire has approved an array of recent development projects aimed at revitalizing the city's urban fabric and fostering economic growth.

\$275M+

Worth of Development
Projects Currently
In Progress

Development Project	Value
The Sevens	\$120M
The Sonnentag Center	\$110M
Cannery Square North	\$50M
The Confluence	\$45M
Station 955 Apartments	\$40M
Block 7	\$26.5M
Galloway Flats	\$20M
Eau Claire Transit Center	\$15M
Eau Claire Event District	\$15M
Costco	\$13M
Children's Museum of Eau Claire	\$11M



The Sevens

Success Stories

Over the last twenty years, Eau Claire has undergone a renaissance as the city has prioritized revitalizing public spaces, expanding neighborhoods, and invigorating the local economy through redevelopment, including adaptive reuse projects to transformative community-led initiatives that have breathed new life into many historic buildings.

1 The Sevens

The Sevens is a new mixed-use development located on the south side of Eau Claire. The project includes multiple housing options as well as lots designed for Class A office, retail, and hospitality ventures. Infrastructure improvements will also be made to the area, such as construction of a connecting trail system and bike overpass.

2 The Sonnentag Center

The Sonnentag Center is a new sports facility located on the Chippewa River. It houses a 5,000-capacity event space, a turf fieldhouse, the UW-Eau Claire Center for Health & Wellbeing, the Mayo Clinic Health System Diagnostic Imaging & Sports Medicine Center, surface level parking, and commercial redevelopment space.

3 Cannery Square North

Cannery Square North is a new residential development located near the Chippewa River. The complex offers modern apartments with a mix of luxury and affordable living options, as well as ground-floor retail spaces that contribute to the area's vibrant atmosphere are within walking distance of a nearby brewery, park, and trail.



The Sonnentag Center



4 The Confluence Project

The Confluence Project is a redevelopment site located adjacent to Haymarket Plaza in downtown. It's the proud home of Pablo Center at the Confluence, a modern arts center that offers performance spaces, galleries, and education programs in partnership with the local university, as well as housing, retail spaces, and offices.

5 Station 955 Apartments

Station 955 Apartments is a new residential complex located near Chippewa Valley Technical College. The development offers a variety of units, including both luxury and affordable living options designed to cater to students and professionals who desire easy access to shopping, dining, and public transportation.

6 Block 7

Block 7 is a mixed-use development located north of the Liner Site along North Barstow Street. The project transformed a former empty parking area into two lots with a six-story 109-unit apartment building on the north side and Menomonie Market Food Co-op, a community-owned grocery store, on the south side.

7 Transit Center

The Eau Claire Transit Center is a new mixed-use structure located in downtown. The structure features dedicated bus bays and offices, as well as improved amenities such as restrooms and a heated lobby. And it houses modern apartments and two levels of parking, making it a more efficient and accessible hub for public transportation.



8 Eau Claire Event District

The Eau Claire Event District is a major redevelopment area located on the north side of the county. Designed to host multiple large-scale events that draw thousands of visitors to the region each year, the space is already home to festival grounds, campsites, and a mix of commercial spaces and is poised for continued expansion.

9 Phoenix Park

Phoenix Park is a recreational space located south of Madison Street along the Chippewa River. Once a brownfield site and a railroad yard, it has since been transformed into a vibrant gathering place that features walking paths, greenery, and a riverfront amphitheater that serves as a hub for community events, concerts, and festivals.



Contact Us

About Development Opportunities



Aaron White

Community Development Director

City of Eau Claire

aaron.white@eauclairewi.gov



Kendall Williams

Marketing & Communications Specialist

City of Eau Claire

kendall.williams@eauclairewi.gov

City of Eau Claire, WI
eauclairedevelopment.com
(715) 839-4914