



Shops off Broadway  
1501 N Broadway St, Menomonie, WI 54751

Marcus & Millichap



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# INVESTMENT SUMMARY

Marcus & Millichap is pleased to present the **Shops off Broadway in Menomonie, Wisconsin.**

The Shops off Broadway is a fully stabilized investment being offered at 93 percent occupancy. There is one vacant space, however the landlord has an LOI from a national tenant for the space. Thus, a future investor is strategically capturing the upside in the new lease by securing favorable terms that are not yet factored into the property's current valuation, strategically positioning themselves to immediately benefit from the net operating income injection from the new tenant. The addition of the prospective national tenant significantly enhances the value of the investment, creating the opportunity for a purchaser to capture the incremental value in the form of a future sale or a refinance at the increased value.

Shops off Broadway is a 129,000 square foot neighborhood center that sits on more than 8 acres in the heart of the Interstate 94 exit corridor. The corridor is home to a large Fleet Farm, Marketplace Foods, Slumberland Furniture, Marshalls, multiple hotels and car dealerships, and several quick service and fast-food restaurants that drive the traffic to this area. The center shadow anchors a McDonald's, Starbucks and Taco Bell and is adjacent to Walgreens, Arby's and Wendy's.

There is a Walmart Supercenter positioned on the north side of Interstate 94, which is in the top 46<sup>th</sup> percentile in the country in terms of number of annual visits. There is also a large Walmart distribution facility on the northeast side of town, which was 1 of the 25 distribution facilities chosen by Walmart to renovate with automated technologies to modernize its supply chain network.

The University of Wisconsin-Stout campus is located less than two miles away and is home to more than 6,900 students. The campus is 124 acres with 25 major academic buildings, 9 residence halls, and 245 laboratories.

# INVESTMENT HIGHLIGHTS

- 129,000 Square Foot Neighborhood Center
- 93% Occupancy | Zero Lease Rollover until at least 2027 | 73% of the GLA is Leased until at least 2033
- Massive Upside Opportunity | Landlord has an LOI from a National Tenant for the Remaining Vacant Space (See Agent for more Details) | Purchaser has the Opportunity to Immediately Capture the Value of the Future Lease that is not yet Factored into the Value of the Investment
- 9.90% Pro Forma Cap Rate (based off of Terms Offered in the Lease LOI)
- Shadow Anchors McDonald's (Top 18% Nationwide), Taco Bell (Top 25% Nationwide) & Starbucks (Top 31% Nationwide) Via Placer.ai Ranks # of Annual Visits
- Dunham's Sports Reports Annual Store Sales | Extremely Healthy Rent-to-Sales Ratio (See Agent for More Details)
- New 20-Year Lease Signed by Eclipse Self Storage (30% of the GLA)
- NNN Leases with Fixed CTI Reimbursements without Reconciliations
- Adjacent to Walgreens, Arby's, Wendy's & Marketplace Foods Grocery Store
- Interstate 94 Exit Corridor – Immediate Access to the Interstate which feeds Directly into Minneapolis
- Menomonie is Home to the University of Wisconsin-Stout Campus | 6,900+ Enrollment | NCAA Division III – WIAC
- Menomonie's Walmart Distribution Center was 1 of 25 Distribution Centers Selected by Walmart for Renovations to add Automated Technology to Modernize its Supply Chain Network



# OFFERING SUMMARY

 [Click to View Map: 1501 N Broadway St, Menomonie, WI 54751](#)



**Year Built**  
2009



**Net Operating Income**  
\$706,953



**Cap Rate**  
8.00%



**Square Footage**  
128,929



**1-Mile Avg HH Income**  
\$89,217

## PRICING

Price	\$8,835,000
Cap Rate	8.00%
Cash-on-Cash Return	7.54%
Building Square Footage	128,929
Price Per Square Foot	\$68.53
Year Built	2009
Lot Size	8.10 Acres

## FINANCING QUOTE

Approximate Rate	6.75%
Loan-to-Value	70%
Fixed Term	5 Years
Amortization	30-Year
Monthly Payment	\$40,112.55
Annual Payment	\$481,350.59

## ANNUALIZED OPERATING DATA (YEAR 1)

### OPERATIONS (YEAR 1)

Scheduled Gross Income	\$812,706
CTI Reimbursements	\$254,147
Total Income	\$1,066,853
Actual Vacancy	(\$153,000)
Operating Expenses	(\$206,900)
<b>Net Operating Income</b>	<b>\$706,953</b>

## MAJOR TENANTS

TENANTS	GLA	LEASE END	LEASE TYPE
Eclipse Self Storage	39,400	11/30/2043	NNN
Stout Kitchen & Tap House	22,526	4/30/2033	NNN
Dunham's Sports	23,200	1/31/2027	NNN
Broadway Bowl	17,211	4/30/2033	NNN



# OPERATING SUMMARY

## SUMMARY

<b>Price:</b>		<b>\$8,835,000</b>
Down Payment:	30.00%	\$2,650,500
<b>Current CAP:</b>		<b>8.00%</b>
Cash on Cash:		7.54%
Approx. Gross Square Feet:		128,929
Cost per Gross Square Foot:		\$68.53
Debt Coverage Ratio:		1.47
Year Built:		2009
Lot Size:		8.10 Acres

## PROPOSED FINANCING

First Loan Amount		\$6,184,500
Terms:	6.75% Interest	
	30 Year Amortization	
	5 Year Term	
Monthly Payment:		\$40,112.55
Annual Payment:		\$481,350.59

## CURRENT & PRO FORMA OPERATING DATA

	<b>Current Rents:</b>	<b>Pro Forma</b> <i>(100% Occupied):</i>		
<b>Scheduled Gross Income:</b>	<b>\$812,706</b>		<b>\$812,706</b>	
Tax Reimbursements:	\$60,946		\$65,519	
Insurance Reimbursements:	\$14,208		\$15,338	
CAM Reimbursements:	\$112,731		\$119,556	
Misc. Reimb (Elect, Water & Sewer)	\$57,456		\$57,456	
Management Fee Reimbursements:	\$8,317		\$10,217	
Admin Fee Reimbursements:	\$488		\$1,171	
<b>Total Income:</b>	<b>\$1,066,853</b>		<b>\$1,081,964</b>	
Actual Vacancy:	(\$153,000)	<b>6.98%</b>	\$-	
<b>Gross Operating Income:</b>	<b>\$913,853</b>		<b>\$1,081,964</b>	
Less Expenses:	(\$206,900)		(\$206,900)	
<b>Net Operating Income:</b>	<b>\$706,953</b>	<b>8.00%</b>	<b>\$875,064</b>	<b>9.90%</b>
Capital Reserves:	\$25,876		\$25,876	
Loan Payments:	(\$481,351)		(\$481,351)	
<b>Pre-Tax Cash Flow:</b>	<b>\$199,816</b>	<b>7.54%</b>	<b>\$367,928</b>	<b>13.88%</b>
Plus Principal Reduction:	\$65,911		\$65,911	
<b>Total Return Before Taxes:</b>	<b>\$265,728</b>	<b>10.03%</b>	<b>\$433,839</b>	<b>16.37%</b>

## PROJECTED EXPENSES

Taxes (2023):	\$0.51	\$65,508
Insurance (Sept 2023-Aug 2024):	\$0.13	\$16,196
CAM (Sept 2023-Aug 2024):	\$0.76	\$97,780
Management:	3.00%	\$27,416
<b>Total Expenses:</b>		<b>\$206,900</b>
Expenses PSF:		\$1.60



# RENT ROLL

TENANT	SF	% OF GLA	LEASE START	LEASE END	MONTHLY RENT	ANNUAL RENT	ANNUAL RENT PSF	RENT INCREASE DATE	NEW RENT	ANNUAL CTI REIMB	LEASE TYPE	OPTIONS
Stout Craft Co. Kitchen & Tap House	22,526	17.47%	1/1/2013	4/30/2033	\$11,916	\$143,000	\$6.35			\$43,651	NNN	
Broadway Bowl	17,211	13.35%	1/1/2013	4/30/2033	\$4,583	\$55,000	\$3.20			\$33,373	NNN	
<i>*Seller has LOI from National Tenant for this space</i>												
Vacant	9,000	6.98%			\$12,750	\$153,000	\$17.00					
Nail Spa	1,480	1.15%	1/20/2009	4/30/2027	\$1,763	\$21,156	\$14.29				Gross	
Fitness 1440	15,162	11.77%	5/1/2022	4/30/2033	\$18,750	\$225,000	\$14.84			\$26,250	NNN	(3) 5-Yr
								Option I Option II Option III	5/1/2033 5/1/2038 5/1/2043	\$247,500 \$272,250 \$299,475		
Dunham's Sports	23,200	17.99%	2/20/2006	1/31/2027	\$10,150	\$121,800	\$5.25			\$54,752	NNN	(3) 5-Yr
								Option III Option IV Option V	2/1/2027 2/1/2032 2/1/2037	\$127,600 \$133,400 \$139,200		
Eclipse Self Storage	39,400	30.56%	3/1/2024	11/30/2043	\$7,387	\$88,650	\$2.25			\$38,663	NNN	(2) 10-Yr
								Increase Increase	3/1/2026 3/1/2027	\$89,471 \$98,500		
Dunham's Storage	950	0.74%			\$425	\$5,100	\$5.37					
<b>TOTALS</b>	<b>128,929</b>	<b>100%</b>			<b>\$67,726</b>	<b>\$812,706</b>	<b>\$6.30</b>			<b>\$196,691</b>		
Total Occupied	119,929	93.02%			\$54,976	\$659,706	\$5.50			\$196,691		
Total Vacant	9,000	6.98%			\$12,750	\$153,000	\$17.00					

## Footnotes

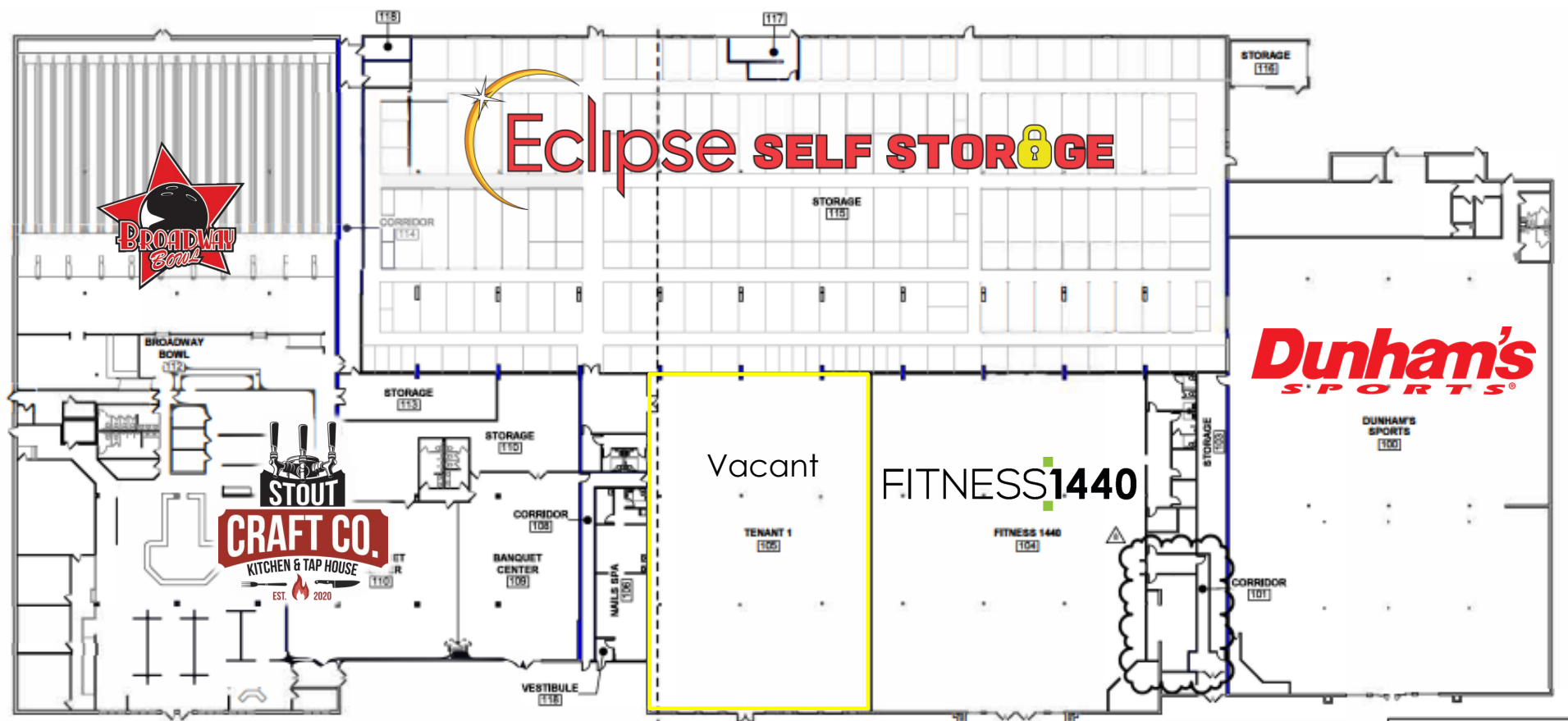
- See Next Page for Cam, Tax, Insurance, Management Fee and Admin Fee Reimbursement Breakdown.
- Seller has an LOI from a National Tenant for the 9,000 square foot vacant space. See Agent for more details.
- Fitness 1440 is paying back rent of \$22,087 in 2025 (in addition to their \$225k in Annual Rent), this rent is property of the Seller and will be prorated/credited to Seller at closing.
- Eclipse Self Storage Tenant is Paying Percentage Rent thru 2025. Seller will credit difference at closing.



# REIMBURSEMENT BREAKDOWN

ANNUAL REIMBURSEMENT BREAKDOWN						
TENANT	Taxes	Insurance	CAM	Management Fee	Admin Fee	Notes
Stout Kitchen & Tap House	\$11,954.52	\$2,704.32	\$28,992.48			Fixed CTI Reimbursements with No Reconciliation.
Broadway Bowl	\$9,133.92	\$2,066.16	\$22,173.84			Fixed CTI Reimbursements with No Reconciliation.
Fitness 1440	\$7,467.60	\$1,689.24	\$17,093.16			Fixed CTI Reimbursements with No Reconciliation.
Dunham's Sports	\$12,371.28	\$2,798.52	\$39,582.24			Fixed CTI Reimbursements with No Reconciliation.
Eclipse Self Storage	\$20,018.89	\$4,949.41	\$4,889.01	\$8,317.06	\$488.90	Monthly CTI Estimate Reimbursements with Year End Reconciliation. Only Responsible for 5% of CAM
<b>TOTAL REIMBURSEMENTS:</b>	<b>\$60,946</b>	<b>\$14,208</b>	<b>\$112,731</b>	<b>\$8,317</b>	<b>\$489</b>	

# SITE PLAN











STOUT  
**CRAFT CO.**  
KITCHEN & TAP HOUSE  
EST. 2020

OFF BROADWAY BA

BUD  
LIGHT





Actual Site Exterior



YEAR FOUNDED  
2013

HEADQUARTERED  
Menomonie, WI

OWNERSHIP  
Private (King Pin  
Management)

WEBSITE  
[stoutcraftco.com](http://stoutcraftco.com)

# OF LOCATIONS  
1

OWNERSHIP WEBSITE  
[kpmi.com](http://kpmi.com)



## TENANT OVERVIEW

**Stout Craft Co. Kitchen and Tap House** is a vibrant, community-focused restaurant and bar that offers a unique blend of craft beer, delicious food, and a welcoming atmosphere. Known for its impressive selection of local and regional craft brews, Stout Craft Co. pairs its beers with a diverse menu featuring elevated comfort food, including burgers, tacos, shareable appetizers, and fresh salads. The venue typically boasts a modern, rustic aesthetic with a laid-back vibe, making it a popular spot for casual dining, social gatherings, and special events. Stout has axe cages and a bowling alley, called Broadway Bowl. With a commitment to quality and local ingredients, Stout Craft Co. has established itself as a go-to destination for craft beer enthusiasts and food lovers alike. The tap house frequently hosts events, such as live music and beer tastings, further enhancing its role as a gathering place for the community. Stout is owned and operated by King Pin Management, which operates 10 restaurants, 8 bowling alleys, and two event centers across 10 different major cities in Wisconsin.



Actual Site Interior









YEAR FOUNDED  
2013

HEADQUARTERED  
Menomonie, WI

OWNERSHIP  
Private (King Pin Management)

WEBSITE  
[stoutcraftco.com/bowling](http://stoutcraftco.com/bowling)

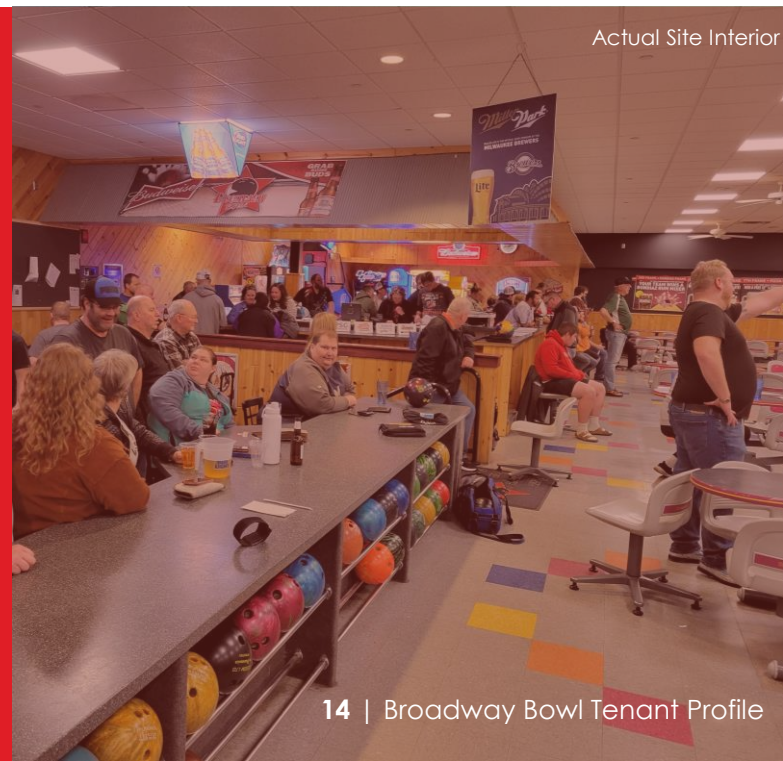
# OF LOCATIONS  
1

OWNERSHIP WEBSITE  
[kpmi.com](http://kpmi.com)



## TENANT OVERVIEW

**Broadway Bowl** is also owned and operated by King Pin Management. This is one of their 8 bowling alleys that they have in their portfolio. The bowling alley is tucked at the back of the Stout Craft Co. Kitchen and Taphouse, perfectly complimenting the lively atmosphere, and offering a fun and exciting game before or after enjoying a refreshing drink, making it the ideal spot for a night out with friends or family. Broadway Bowl is open 7 days a week and offers a multitude of packages and events like Kids Summer Bowling, College Student Day, \$0.50 Cent Day, Cosmic Bowling Fridays and Saturday's, and even just open bowling. Broadway Bowl and Stout Craft Co. both thrive off of having similar customer bases, as guests can easily move from enjoying drinks to a fun game, or vice versa, creating a social atmosphere that keeps people coming back for more.









# FITNESS1440



NOW OPEN  
FITNESS1440





# FITNESS1440

YEAR FOUNDED  
2011

HEADQUARTERED  
Gilbert, AZ

# OF LOCATIONS  
48

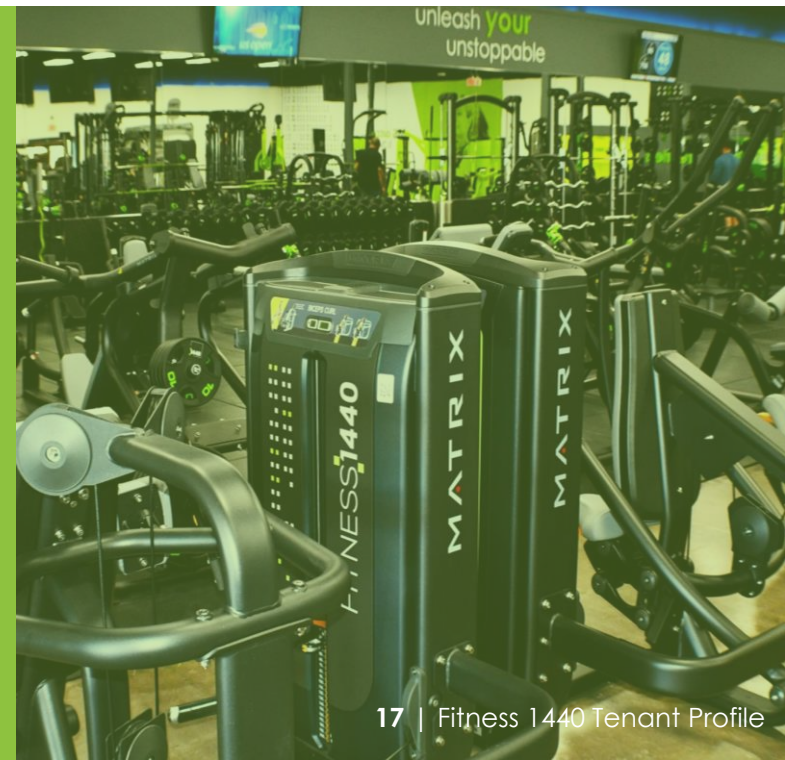
# OF STATES  
16 States & Canada

OWNERSHIP  
Private

WEBSITE  
[fitness1440.com](https://fitness1440.com)

## TENANT OVERVIEW

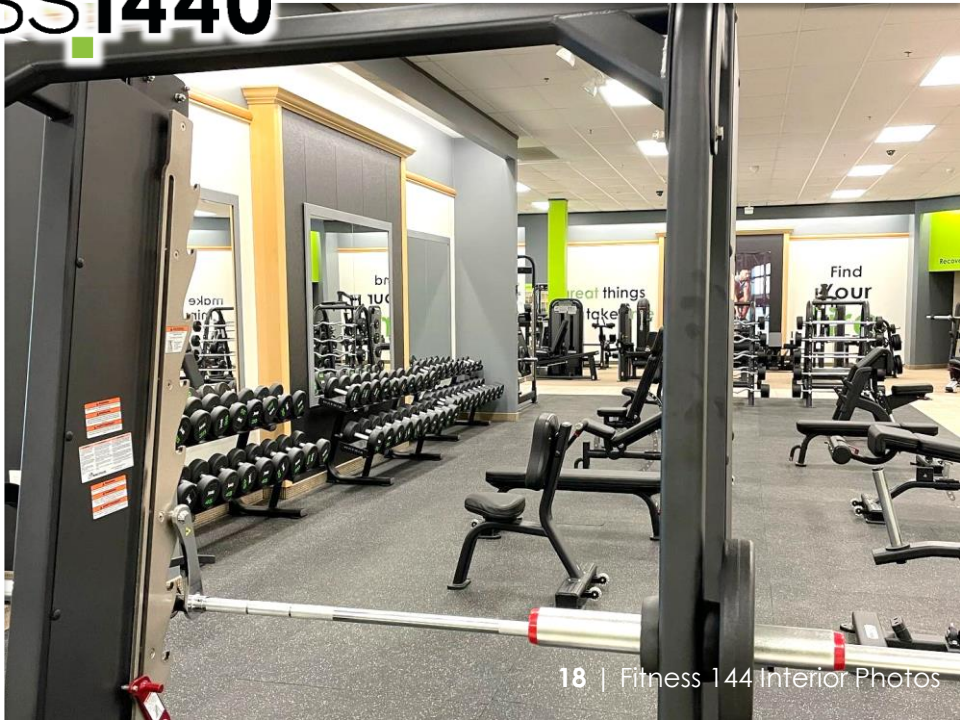
**Fitness 1440** is a fitness concept that emphasizes the importance of utilizing every minute of the 1,440 minutes in a day to improve one's health and wellness. The idea behind Fitness 1440 is rooted in the belief that with time being a limited resource, each moment presents an opportunity to engage in activities that enhance physical, mental, and emotional well-being. It encourages individuals to find small but consistent ways to incorporate exercise and healthy habits throughout the day, whether through structured workouts, active commuting, balanced nutrition, or mindfulness practices. Fitness 1440 isn't just about committing to a single hour of exercise, but rather recognizing that fitness is a continuous journey that can be woven into the fabric of daily life, making health and well-being a priority every day, in every minute. The approach challenges the traditional notion of fitness as something that happens only in the gym, advocating for a more holistic, everyday approach to maintaining a healthy lifestyle.







# FITNESS 1440







**Dunham's SPORTS**

**Dunham's  
SPORTS**

**NOW  
HIRING**





# Dunham's

SPORTS®

YEAR FOUNDED  
1937

HEADQUARTERED  
Troy, MI

OWNERSHIP  
Private

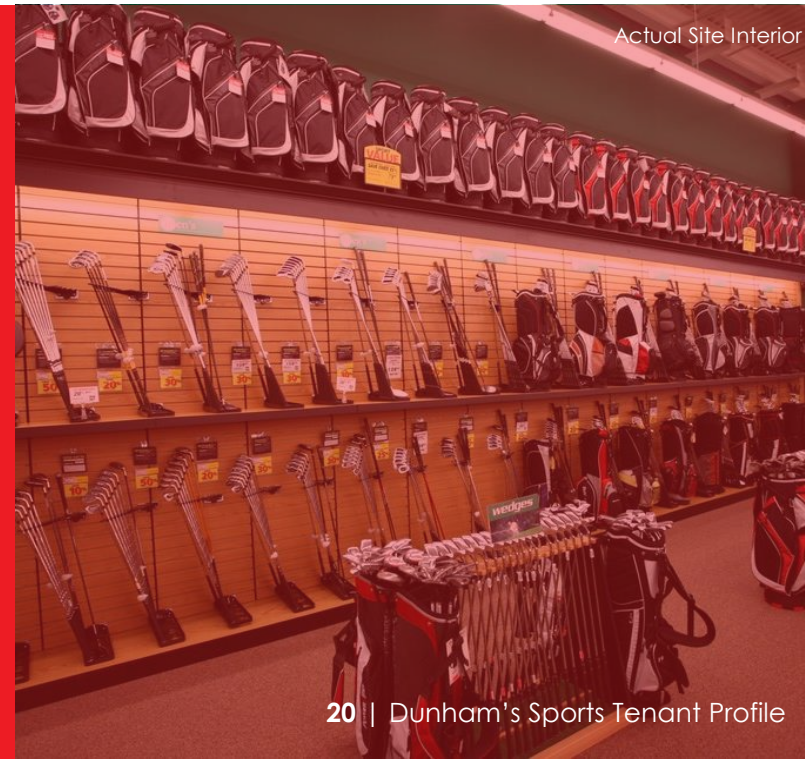
# OF STATES  
25

# OF LOCATIONS  
250+

WEBSITE  
[dunhamssports.com](http://dunhamssports.com)

## TENANT OVERVIEW

Dunham's Sports is a sporting goods retailer known for offering a wide range of athletic equipment, apparel, and outdoor gear at competitive prices. Founded in 1937, the company has grown to become one of the largest sports retailers in the United States, with hundreds of locations primarily in the Midwest and Southeast. Dunham's Sports carries products for various sports, including basketball, football, baseball, hockey, and fitness, as well as outdoor activities like camping, hunting, and fishing. The store also offers a variety of footwear, apparel, and accessories. With a focus on providing high-quality products at affordable prices, Dunham's is a go-to destination for athletes, outdoor enthusiasts, and families looking to gear up for their favorite activities.







# Dunham's SPORTS®





Eclipse  
**SELF STORAGE**

 **CLIMATE CONTROLLED** 

UNITS AVAILABLE  
**715-235-0648**  
EclipseSelfStorage.com

**RENT NOW!**  
**ENTER IN BACK**  
← →





YEAR FOUNDED  
2011

HEADQUARTERED  
Rice Lake, WI

OWNERSHIP  
Private

# OF CITIES  
3

# OF LOCATIONS  
6

WEBSITE  
[eclipseselfstorage.com](http://eclipseselfstorage.com)

## TENANT OVERVIEW

**Eclipse Self Storage** is a locally owned and operated, clean and secure self storage business. It is a UW-Stout Alumni owned business, that takes pride in storing your valuables like they are their own when they were in college at UW-Stout. The owners have 6 self storage facilities across Wisconsin, in Menomonie, Cumberland, and Rice Lake. The brand-new units at the North Broadway Menomonie location are indoor climate-controlled units, with 24/7 security locks and security system monitoring. With over 12 years of experience in self storage, and as proud members of the Wisconsin Self Storage Association and past President of the Association, they understand and appreciate the unique needs of the discerning storage customer.







 **Eclipse SELF STORAGE** 









Walmart

Hampton Inn & Suites

Marshall's

KEYES  
Chevrolet

BW Best Western

Denny's

slumberland  
FURNITURE

ANYTIME  
FITNESS

94

Kwik Trip

38,100 VPD

Arby's

Wendy's

Super 8

MarketPlace

Walgreens

taco john's

N Broadway St

McDonald's

BREMER  
BANK

PEOPLES  
STATE BANK

U.S. Route 12  
12

16,700 VPD

4,800 VPD

TACO  
BELL





T Mobile  
Applebee's  
Papa Murphy's  
AT&T  
Pizza Hut  
SUBWAY

Fleet Farm

Markquart

AmericInn  
BY WYNDHAM

Kwik Trip

DUNKIN'

Walmart

Hampton Inn & Suites

Markquart RV

Chevrolet

35,500 VPD

94

38,100 VPD

94

Johnson Motors

12

MarketPlace

Denny's

Arby's

Wendy's

Serkins

Super 8

ANYTIME FITNESS

Xcel Energy

4,800 VPD

Walgreens

U.S. Route 12

12

McDonald's

16,700 VPD

N Broadway St

CITIZENS STATE BANK

Starbucks



12

INTERSTATE 94

INTERSTATE 94

I-94 (35,500 VPD)

I-94 (38,100 VPD)

N BROADWAY ST (18,100 VPD)

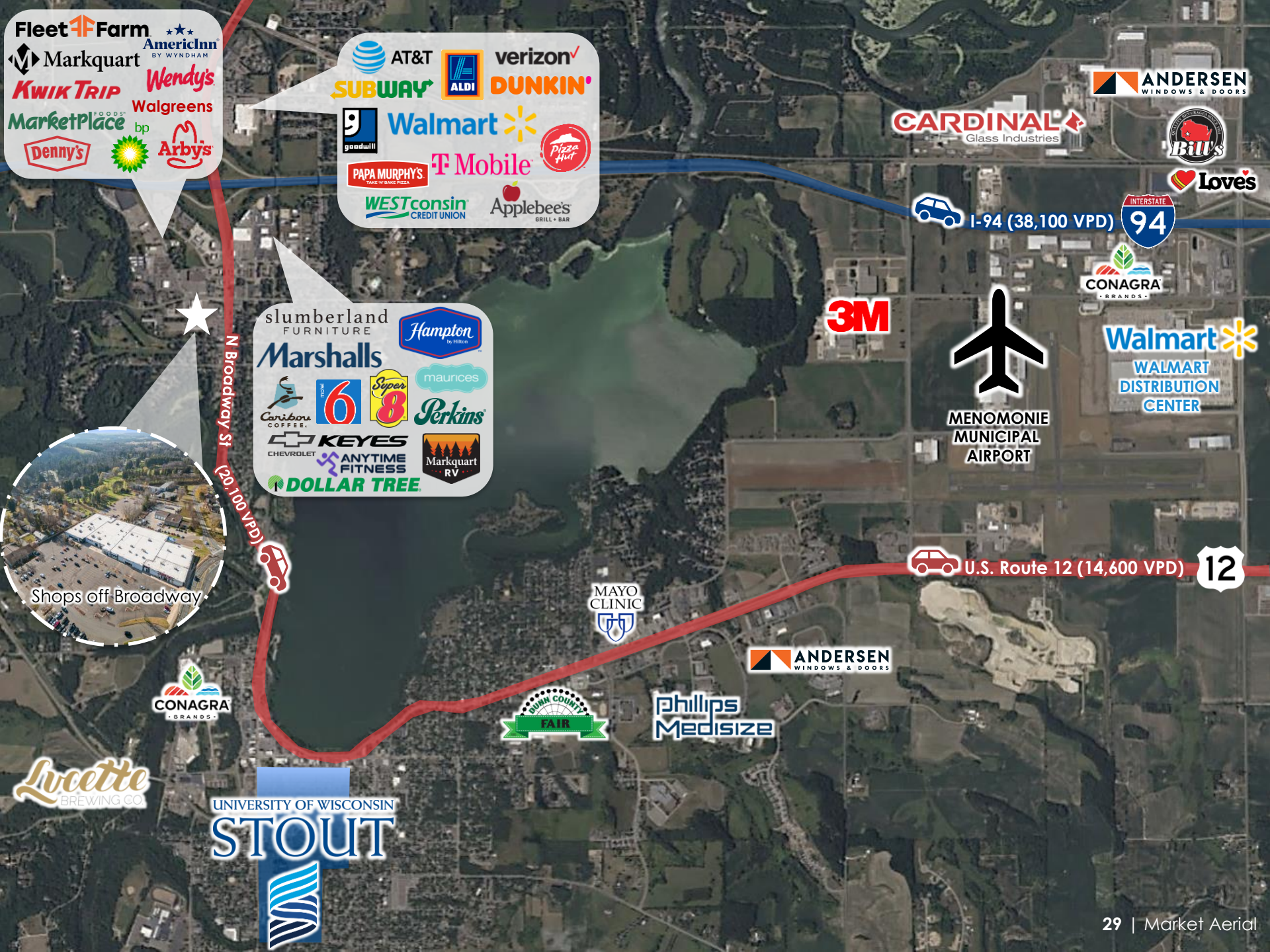
- CBC Theatres
- verizon
- AT&T
- ALDI
- goodwill
- WESTconsin CREDIT UNION
- SUBWAY
- PAPA MURPHY'S TAHOE NY BAKE PIZZA
- T-Mobile
- Applebee's GRILL + BAR
- Pizza Hut
- DUNKIN'



WAKANDA ELEMENTARY SCHOOL







**Fleet Farm** **American**  
**Markquart** BY WYNDHAM  
**Kwik Trip** **Wendy's**  
**MarketPlace** **Walgreens**  
**Denny's** **Arby's**

**AT&T** **verizon**  
**SUBWAY** **ALDI** **DUNKIN'**  
**goodwill** **Walmart** **Pizza Hut**  
**PAPA MURPHY'S** **T-Mobile**  
**WESTconsin** **Applebee's**  
CREDIT UNION GRILL + BAR

**slumberland** **Hampton**  
FURNITURE by Hilton  
**Marshalls** **maunices**  
**Caribou** **6** **Super 8** **Perkins**  
COFFEE CHEVROLET **ANYTIME FITNESS** **Markquart**  
**DOLLAR TREE** **RV**

**CARDINAL**  
Glass Industries

**ANDERSEN**  
WINDOWS & DOORS

**Bill's**  
RESTAURANT

**Loves**

**I-94 (38,100 VPD)** **94**  
INTERSTATE

**CONAGRA**  
BRANDS

**3M**



**MENOMONIE MUNICIPAL AIRPORT**

**Walmart**  
WALMART DISTRIBUTION CENTER



Shops off Broadway

**N Broadway St (20,100 VPD)**

**U.S. Route 12 (14,600 VPD)** **12**

**CONAGRA**  
BRANDS

**MAYO CLINIC**

**ANDERSEN**  
WINDOWS & DOORS

**QUINN COUNTY FAIR**

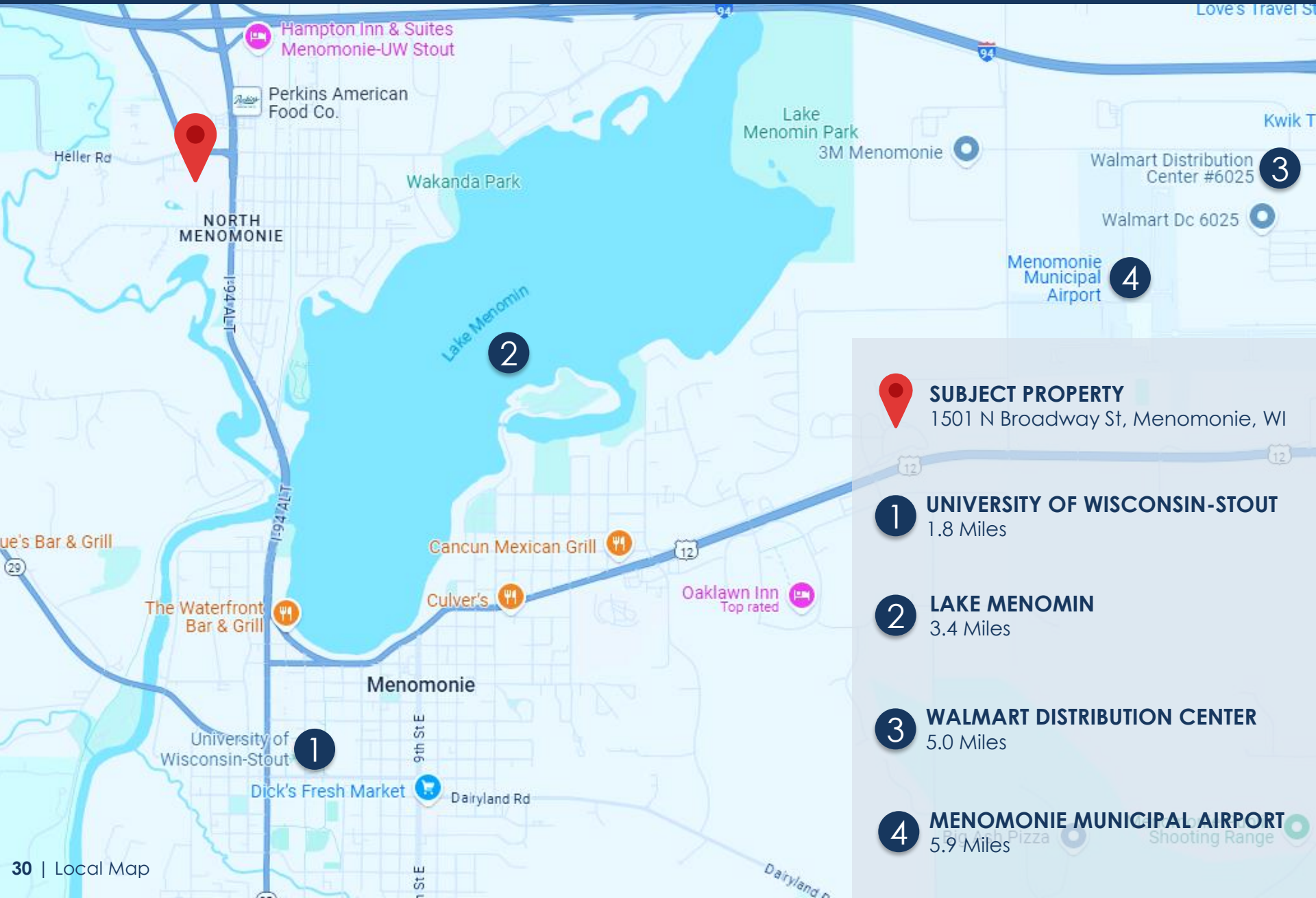
**Phillips Medisize**

**Lucette**  
BREWING CO.

**UNIVERSITY OF WISCONSIN**  
**STOUT**



# LOCAL MAP



-  **SUBJECT PROPERTY**  
1501 N Broadway St, Menomonie, WI
- 1 UNIVERSITY OF WISCONSIN-STOUT**  
1.8 Miles
- 2 LAKE MENOMIN**  
3.4 Miles
- 3 WALMART DISTRIBUTION CENTER**  
5.0 Miles
- 4 MENOMONIE MUNICIPAL AIRPORT**  
5.9 Miles



# REGIONAL MAP



SUBJECT PROPERTY  
Menomonie, WI

69 Miles

Minneapolis, MN



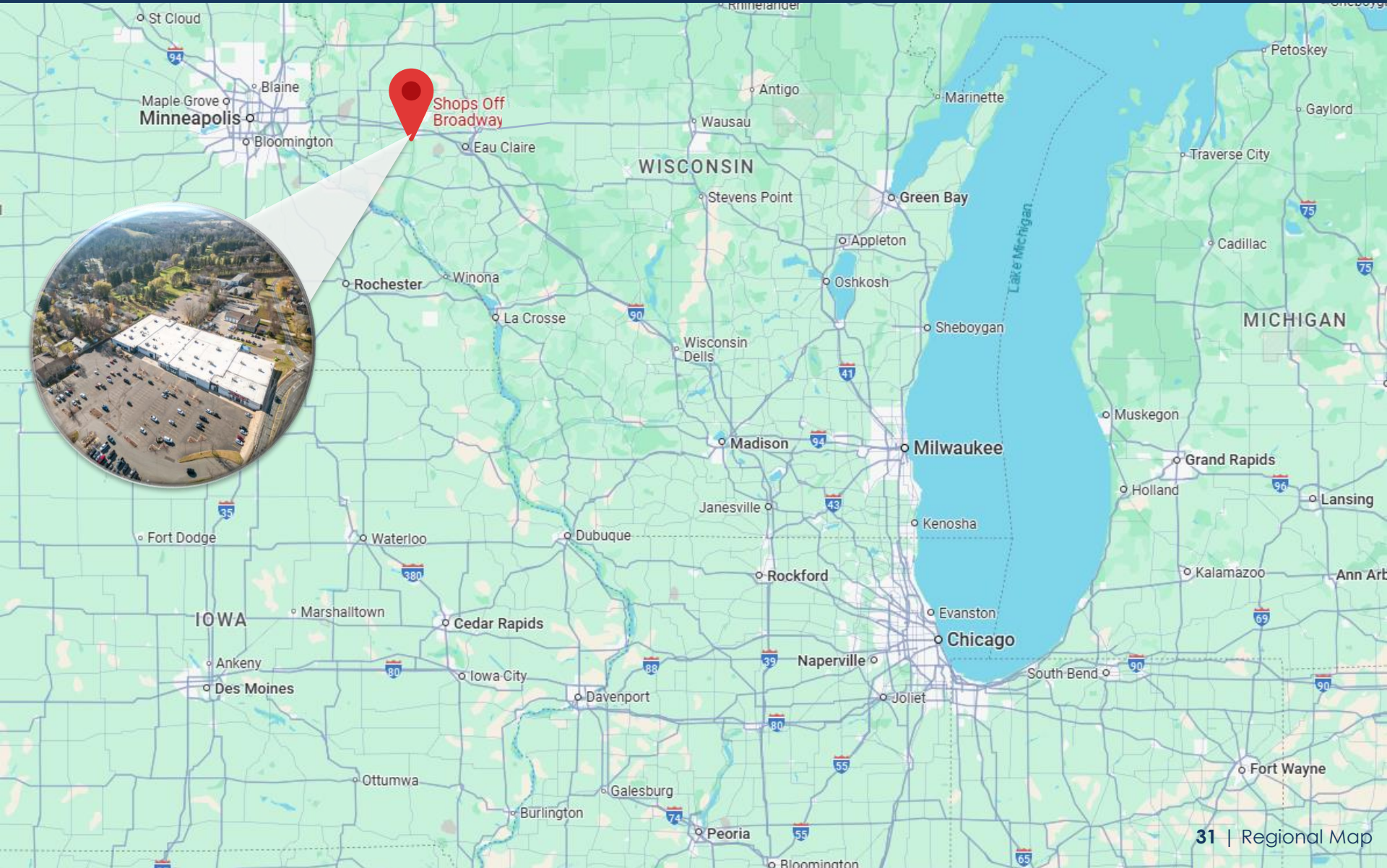
269 Miles

Milwaukee, WI



273 Miles

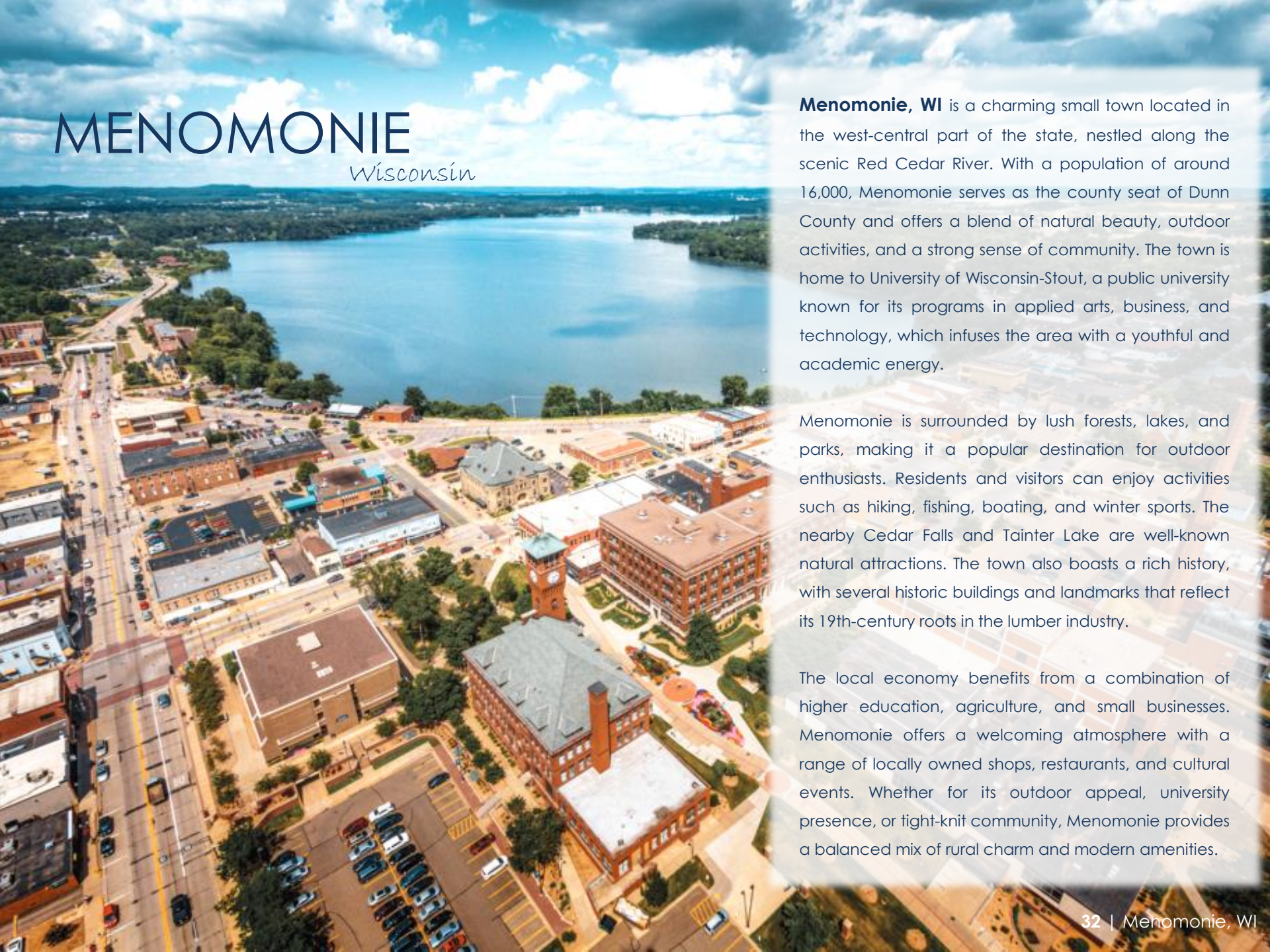
Des Moines, IA





# MENOMONIE

*Wisconsin*

An aerial photograph of Menomonie, Wisconsin, showing a mix of historic brick buildings, modern structures, and green spaces. The Red Cedar River flows through the town, and the surrounding landscape is lush with trees. The sky is blue with scattered white clouds.

**Menomonie, WI** is a charming small town located in the west-central part of the state, nestled along the scenic Red Cedar River. With a population of around 16,000, Menomonie serves as the county seat of Dunn County and offers a blend of natural beauty, outdoor activities, and a strong sense of community. The town is home to University of Wisconsin-Stout, a public university known for its programs in applied arts, business, and technology, which infuses the area with a youthful and academic energy.

Menomonie is surrounded by lush forests, lakes, and parks, making it a popular destination for outdoor enthusiasts. Residents and visitors can enjoy activities such as hiking, fishing, boating, and winter sports. The nearby Cedar Falls and Tainter Lake are well-known natural attractions. The town also boasts a rich history, with several historic buildings and landmarks that reflect its 19th-century roots in the lumber industry.

The local economy benefits from a combination of higher education, agriculture, and small businesses. Menomonie offers a welcoming atmosphere with a range of locally owned shops, restaurants, and cultural events. Whether for its outdoor appeal, university presence, or tight-knit community, Menomonie provides a balanced mix of rural charm and modern amenities.





University of  
Wisconsin-Stout  
Wisconsin's Polytechnic University



2024 Best Colleges List by Money Magazine



A 99% employment rate for recent graduates



A best-in-the-region average starting salary of \$58,000 for graduates



More than 55 Fortune 500 employers who hired recent graduates

**The University of Wisconsin-Stout (UW-Stout)** is a public university located in Menomonie, Wisconsin. It is part of the University of Wisconsin System and was established in 1891. UW-Stout is known for its focus on applied learning, combining a strong academic foundation with practical, hands-on experiences. The university offers a range of undergraduate and graduate programs, particularly in fields such as business, education, engineering, art and design, and human services. Money Magazine recently named the University of Wisconsin-Stout (UW-Stout) to its 2024 Best Colleges list, focusing on affordability and student outcomes. UW-Stout was named one of the top 94 in the nation and one of the top 45 in the Midwest.

For more information, visit: <https://www.uwstout.edu/>

*Do More on Day One.*



# DEMOGRAPHICS

POPULATION	1 Mile	3 Miles	5 Miles
■ 2028 Projection			
Total Population	1,970	17,493	22,453
■ 2023 Estimate			
Total Population	1,958	17,358	22,249
■ 2020 Census			
Total Population	2,032	17,388	22,396
■ 2010 Census			
Total Population	1,920	16,873	21,608
2023 Daytime Population	3,128	30,270	34,737
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
■ 2028 Projection			
Total Households	934	6,539	8,523
■ 2023 Estimate			
Total Households	926	6,463	8,413
■ 2020 Census			
Total Households	921	6,417	8,356
Average Household Income	\$89,217	\$73,367	\$76,850
Median Household Income	\$68,586	\$57,941	\$62,126
Per Capita Income	\$43,066	\$29,631	\$30,881



## POPULATION

In 2023, the population in your selected geography is 22,249. The population has changed by 2.97 since 2010. It is estimated that the population in your area will be 22,453 five years from now, which represents a change of 0.9 percent from the current year. The current population is 49.8 percent male and 50.2 percent female. The median age of the population in your area is 27.7, compared with the U.S. average, which is 38.7. The population density in your area is 283 people per square mile.



## HOUSEHOLDS

There are currently 8,413 households in your selected geography. The number of households has changed by 8.39 since 2010. It is estimated that the number of households in your area will be 8,523 five years from now, which represents a change of 1.3 percent from the current year. The average household size in your area is 2.3 people.



## INCOME

In 2023, the median household income for your selected geography is \$62,126, compared with the U.S. average, which is currently \$68,480. The median household income for your area has changed by 42.40 since 2010. It is estimated that the median household income in your area will be \$74,860 five years from now, which represents a change of 20.5 percent from the current year.



## HOUSING

The median housing value in your area was \$217,103 in 2023, compared with the U.S. median of \$268,796. In 2010, there were 4,079.00 owner-occupied housing units and 3,684.00 renteroccupied housing units in your area.

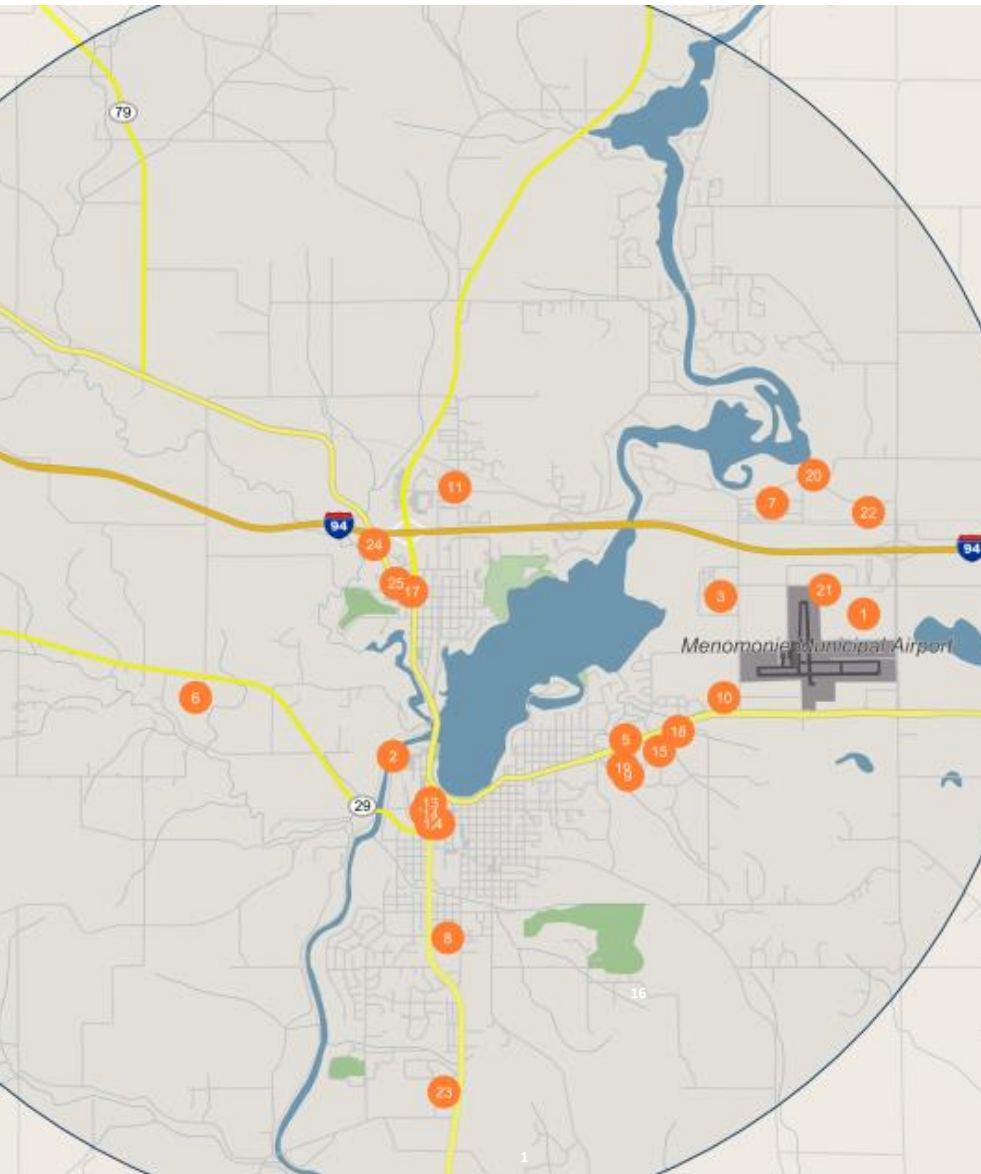


## EMPLOYMENT

In 2023, 14,257 people in your selected area were employed. The 2010 Census revealed that 59.1 percent of employees are in white-collar occupations in this geography, and 20.5 percent are in blue-collar occupations. In 2023, unemployment in this area was 5.0 percent. In 2010, the average time traveled to work was 20.00 minutes.



# MAJOR EMPLOYERS



## MAJOR EMPLOYERS

## EMPLOYEES

1. Walmart Inc	3,600
2. Conagra Brands Inc-Swiss Miss Division	939
3. 3M Company	835
4. University of Wisconsin-Stout-Outreach Services	650
5. Mayo Clinic Health System-Red Cedar	340
6. Veolia Environmental Services	294
7. Cardinal Glass Industries	280
8. Aurora Residential Alternatives	258
9. Phillips Medi Size-Medical Molding Building	249
10. City of Menomonie-Police Department	244
11. City of Menomonie-Fire Department	225
12. University of Wisconsin-Stout-Learning Technology Services	221
13. University of Wisconsin-Stout	215
14. University of Wisconsin-Stout-Financial Department	204
15. Aurora Community Health Inc	200
16. University of Wisconsin-Stout-Services Building	181
17. Courtesy Corporation-McDonalds	181
18. Westconsin Credit Union	181
19. Chippewa Valley Technical College	178
20. Firmed LLC-Trelleborg Healthcare & Medical	162
21. Midwest Stainless Tech LLC	160
22. Bills Distributing-Bills Distributing	159
23. Pember Companies Inc	159
24. Fleet and Farm of Menomonie-Mills Fleet Farm	146
25. Marketplace Foods Inc-Coburn	143



# DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

WISCONSIN REALTORS® ASSOCIATION  
4801 Forest Run Road, Madison, WI 53704

Marcus & Millichap Real Estate  
Effective July 1, 2016

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1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the  
2 following disclosure statement:  
3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent  
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A  
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is  
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the  
7 customer, the following duties:  
8 (a) The duty to provide brokerage services to you fairly and honestly.  
9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.  
10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request  
11 it, unless disclosure of the information is prohibited by law.  
12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the  
13 information is prohibited by law (see lines 42-51).  
14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your  
15 confidential information or the confidential information of other parties (see lines 23-41).  
16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.  
17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the  
18 advantages and disadvantages of the proposals.  
19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services,  
20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home  
21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a  
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.  
23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the  
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person  
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to  
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the  
27 Firm is no longer providing brokerage services to you.  
28 The following information is required to be disclosed by law:  
29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).  
30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection  
31 report on the property or real estate that is the subject of the transaction.  
32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may  
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a  
34 later time, you may also provide the Firm or its Agents with other Information you consider to be confidential.  
35 **CONFIDENTIAL INFORMATION:** \_\_\_\_\_  
36 \_\_\_\_\_  
37 \_\_\_\_\_  
38 **NON-CONFIDENTIAL INFORMATION** (The following information may be disclosed by the Firm and its Agents): \_\_\_\_\_  
39 \_\_\_\_\_  
40 \_\_\_\_\_  
41 \_\_\_\_\_ (Insert information you authorize to be disclosed, such as financial qualification information.)  
42 **DEFINITION OF MATERIAL ADVERSE FACTS**  
43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such  
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable  
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction  
46 or affects or would affect the party's decision about the terms of such a contract or agreement.  
47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee  
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural  
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information  
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a  
51 contract or agreement made concerning the transaction.  
52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons  
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at  
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.



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