

# Thrive in the heart of the Driftless Region.

LACROSSE

## A playground to call home.

Located between Madison, Milwaukee, and Minneapolis/St. Paul, the La Crosse area boasts all the rugged, wild beauty that the Driftless Region offers with a thriving job market and growing communities.



### La Crosse by the numbers.

**118,567**

METRO POPULATION

Large enough to have everything you're looking for, small enough to make your mark.

**29**

AVERAGE AGE

Compared to the national average of 38, La Crosse attracts many young professionals.

**84.4/100**

COST OF LIVING

15.6% below national average for overall cost of living, groceries, housing, utilities, and transportation.

**\$55,500**

MEDIAN INCOME

Equivalent to a salary of \$72,000 in Minneapolis/St. Paul or Chicago.

**14.9 min.**

AVERAGE COMMUTE

Almost half the national average of 27.6 minutes.

**32%**

LOWER HOUSING COST

Cost of housing 32% lower than the national average.

**3%**

JOB GROWTH

Expected job growth over the next five years.

**82°F/29°F**

AVERAGE TEMPS

Average high temperatures in summer and winter.



### Close to it all.

Rochester **75 miles**  
Madison **141 miles**  
Minneapolis/St. Paul **151 miles**

Quad Cities, IA/IL **180 miles**  
Green Bay **200 miles**  
Milwaukee **209 miles**

Des Moines **265 miles**  
Chicago **281 miles**  
Indianapolis **464 miles**

### Major Industries % of all jobs

<b>20%</b> Health Care	<b>5%</b> Wholesale Trade
<b>12%</b> Government	<b>4%</b> Construction
<b>11%</b> Retail	<b>4%</b> Transportation + Warehousing
<b>11%</b> Manufacturing	<b>3%</b> Support + Waste management
<b>9%</b> Hospitality	<b>3%</b> Professional Services
<b>5%</b> Finance + Insurance	<b>3%</b> Educational Services

### Large Employers

Centurylink, Inc.	School District of Lacrosse
Gundersen Health System	Trane Technologies
Kwik Trip, Inc.	University of Wisconsin-La Crosse
Logistics Health, Inc.	Viterbo University
Mayo Clinic	Western Technical College

Industry, employer, and economic data from Emsi 2021 Economy Overview\*

Presented by local employer:

**PLACE YOUR  
COMPANY'S  
LOGO HERE**

[place website url here]

**ThriveInLaCrosse.com**

# Driftless Living

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LACROSSE

## Make your home here.

Whether you prefer city lights or starry nights, the La Crosse area offers a wide range of safe neighborhoods to call home. Choose from communities of all types and sizes. Whether you're looking for a historical district, a neighborhood perfect for a family, a quiet, small town feel, or something with a little more space and a view, the La Crosse area delivers. Plus! You'll enjoy relatively low property taxes and homes appreciating faster than the national average.

### CHECK OUT THESE COMMUNITIES

La Crosse  
Onalaska

Holmen  
La Crescent

Shelby  
West Salem

Campbell  
Bangor



## Their place to learn and grow.

### PUBLIC SCHOOLS

La Crosse  
Onalaska  
Holmen

La Crescent  
West Salem  
Bangor

### CHOICE/CHARTER SCHOOLS

Find the right fit for your student with innovative, challenging coursework ranging from International Baccalaureate and environmental education, to Montessori, health sciences, virtual, and engineering academies. La Crosse has it all!

### PRIVATE SCHOOLS

Options include Catholic, Lutheran, non-denominational Christian, and other faith-based schools as well as traditional, secular private schools.

### HIGHER EDUCATION

Viterbo University  
Western Technical College  
University of Wisconsin-La Crosse

## Your place to thrive.

The La Crosse community prides itself on continuing the long-held tradition of doing what they can to serve others and improve this little corner of the world. In La Crosse, there are countless opportunities to find your place, connect with your community, and make your mark.



### VOLUNTEERING

**Grow our community**  
by getting out, meeting  
others, and giving of your  
time!



### DIVERSITY

The La Crosse community  
is committed to  
**increasing diversity and  
inclusion.**



### FAITH

**60%** of La Crosse area  
residents are affiliated with  
a faith community.



### SPORTS

The La Crosse area boasts  
**community sports  
leagues for kids and  
adults.**

[ThriveInLaCrosse.com](http://ThriveInLaCrosse.com)

Presented by local employer:

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# Driftless Adventure

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LACROSSE

## Home to adventure.

The La Crosse area has long been home to bold risk takers seeking to build the life they want on their own terms. Boasting scenic bluffs, numerous waterways, and natural wonder at every turn, it's no surprise residents and visitors alike flock to nature to unwind, play, and explore.



### CYCLING

The winding bluffs of the Driftless Region offer **500+ miles of open road** for cyclists and motorists.



### HIKING

Discover something new on **89+ miles** of picturesque, peaceful **hiking trails**.



### PADDLING

Rivers, lakes, streams, and ponds—we've got **more boats per capita** than almost anywhere.



### FISHING

Our waters host **more species of fish** than any other temperate-climate river in the world.



## Explore the great indoors.

A lower cost of living means more money in your pocket to enjoy all the area has to offer. Take in a concert, symphony or play, or find your new favorite dish or go-to watering hole at one of La Crosse's many eateries.



### SHOPPING

La Crosse is the region's retail hub with plenty of **national retailers** and **local boutiques**.



### ENTERTAINMENT

Check out the **thriving local music scene** with a show at a bar, a park, or event venue.



### DINING

Expand your palate with **storied local favorites** and **trendy new eateries**.



### NIGHTLIFE

Unlimited options for a night out—La Crosse **boasts** one of the **highest rates of bars per capita**.