

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

| | |
|-------------------------------|--|
| 20% Health Care | 5% Wholesale Trade |
| 12% Government | 4% Construction |
| 11% Retail | 4% Transportation + Warehousing |
| 11% Manufacturing | 3% Support + Waste management |
| 9% Hospitality | 3% Professional Services |
| 5% Finance + Insurance | 3% 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*

Learn what makes the Driftless Region unique at [ThriveInLaCrosse.com](https://www.thriveinlacrosse.com)

Driftless Living

Thrive in the heart of the Driftless Region.

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 | Holmen | Shelby | Campbell |
| Onalaska | La Crescent | West Salem | Bangor |



Their place to learn and grow.

PUBLIC SCHOOLS

| | |
|-----------|-------------|
| La Crosse | La Crescent |
| Onalaska | West Salem |
| Holmen | 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.**

Find a place you can call home at ThriveInLaCrosse.com

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**.

Sponsored by:



CHAMBER
LA CROSSE AREA

WISCONSIN
ECONOMIC DEVELOPMENT

Learn why adventurers call the Driftless Region home at **ThriveInLaCrosse.com**