



Rhinelander, Wisconsin

The City of Rhinelander, located in Oneida County, is home to approximately 8,000 residents. As the county seat, and possessing a strong commercial and industrial base, the City is the economic hub for Northern Wisconsin and Upper Michigan and services a regional population of approximately 200,000, increasing at various times throughout the year to an estimated 750,000.

The City of Rhinelander was founded in 1882, and is at the confluence of the Wisconsin and Pelican rivers. Our history is steeped in logging, and we have evolved to welcome thriving businesses in various sectors including medical, paper-making, packaging, defense contractors and national research facilities. Home-grown, national and international businesses thrive in our community.

The Rhinelander area is a year-round outdoor playground with 232 lakes within 15 minutes of our Downtown Business Improvement District. Whether you boat or fish, hike or bike, snowmobile or cross-country ski, our residents enjoy solitude, spectacular fall colors, exceptional winter trails, and lush summers.

Rhinelander is our home – and is an established vacation destination! We invite you to explore all that our area has to offer business and industry.



Demographics

City of Rhinelander Population: 7,756 *(2011 US Census Estimate)*

Oneida County Population: 35,801 *(2011 US Census Estimate)*

Regional Service Population:

- 200,000 - Northern WI and Upper Michigan *(Estimate)*
- 750,000 - Seasonal Population *(Estimate)*

Workforce:

- 32.3 residents per square mile *(2010 US Census)*
- [Oneida County Workforce Profile](#)

2010 US Census median household income of \$45,857
(compared to \$51,598 for the state of Wisconsin)

[State of Wisconsin - Oneida County Health Report](#)



Transportation

Rhineland / Oneida County Airport:

- Air Freight Servicing National Couriers
- Commercial Air Service daily to Minneapolis via SkyWest/Delta Airlines
- Full service FBO

National and Local Courier Services

Shipping: Fed Ex, UPS, United States Postal Service, Speedee Delivery

Trucking Facilities: Conway Trucking Terminal. Access to local warehousing facilities.

Railroad: Canadian National (Stevens Point, Superior). Industrial Park spurs available.

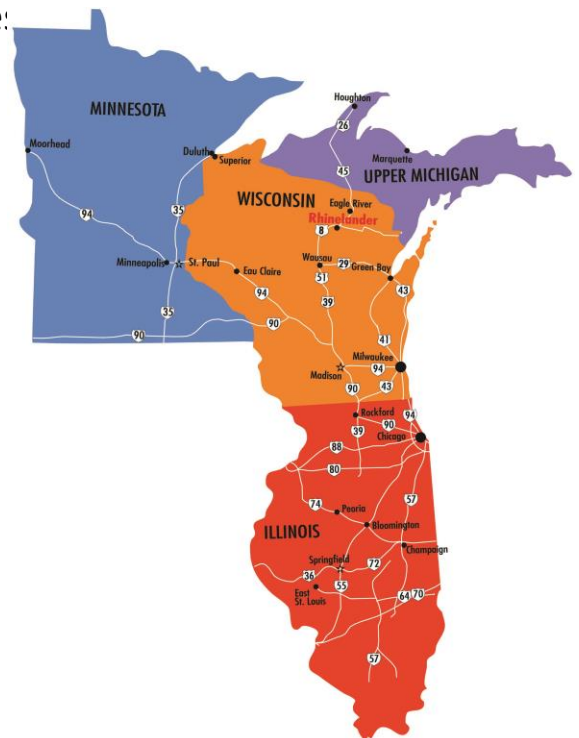
Public Transportation: 24 hour taxi service, medical and ADA transportation services, rental car service:

Distance to Highway 51/I-39: 14 miles

Distance to Milwaukee: 230 miles

Distance to Minneapolis: 220 miles

Distance to Chicago: 320 miles





Infrastructure

Electricity: Wisconsin Public Service. Three phase in Industrial Parks.

Natural Gas: Wisconsin Public Service. Pipeline Source: ANR Pipeline Company.

Water and Sewer: Full Service Municipal Water and Sanitary Sewer System. State of the Art Waste Water Treatment Facility.

Industrial Parks: Sustainable Business Park with 200 + acres, Airport Industrial Park, Five Active Tax Incremental Financing (TIF) Districts.



Public Safety

Rhinelander Police Department – 17 officers, K-9 Unit

Enhance 911

Rhinelander Fire Department and EMS Ambulance Service – 20 full time personnel

- Paramedic Ambulance Service
- HAZMAT Specialty
- Comprehensive Mutual Aide Systems
- Full Service Building Inspection Department

Oneida County Sheriff's Department

Our comprehensive mutual aide services reduce overall operating costs.



Healthcare

Rhinelander is a regional healthcare center.

Ministry Saint Mary's Hospital's medical campus on North Shore Drive features a state-of-the-art facility, which includes a Comprehensive Birthing Center, Women's Imaging Services, the James Beck Cancer Center, as well as surgery, emergency medicine and urgent care.

Ministry Health Care is a network of hospitals, clinics, and other health related organizations. To meet the needs of the communities we serve, we offer a complete continuum of care through acute and tertiary care hospitals, physician clinics, long-term care and assisted living facilities, home health agencies, hospices, and numerous other programs and services.

Aspirus Rhinelander Clinic family medicine providers offer comprehensive medical and preventive care for the entire family with access to onsite laboratory services, specialty care and advanced imaging technologies, including ultrasound, MRI services, mammography exams and more. For the convenience of our patients, same-day appointments and extended evening hours for walk-in care are also available. Aspirus is an integrated community-governed healthcare system which leads by advancing initiatives dedicated to improving the health of the communities we serve.

Marshfield Clinic's Rhinelander Center, a service of Marshfield Clinic, has been a member of the Marshfield Clinic system since April 1991 and offers services in neurology and nephrology (outreach). In 2012 the Marshfield Dental Clinic opened in Rhinelander. The Dental Clinic offers general dentistry and dental hygiene services for all patients regardless of their ability to pay or insurance status.

The Rhinelander area also offers health services including:

- | | |
|--------------------------|----------------------------------|
| Assist Living Facilities | Chiropractic Services |
| Dentistry Services | Eye Care Services |
| Hearing Care Services | Medical Transport Services |
| Memory Care Facilities | Occupational and Sports Medicine |
| Senior Living Facilities | Skilled Nursing Facilities |



Support Services

Rhinelanders offers Business Support Services, ranging in size from intimate, family-owned to nationally recognized firms.

- Financial Institutions including Banks and Credit Unions
- Accounting Firms
- Legal Services
- Computer Services for Small and Large Businesses
- Printing Services
- Office Supplies and Equipment
- Broadband and High Speed Internet
- Multiple Cellular Services

In 2006, Rhinelander was designated a Wisconsin Main Street Community by the Wisconsin Department of Commerce and implemented a Business Improvement District (BID).

[To learn more about Downtown Rhinelander, Inc. click this link to visit their website.](#)



Business & Commerce

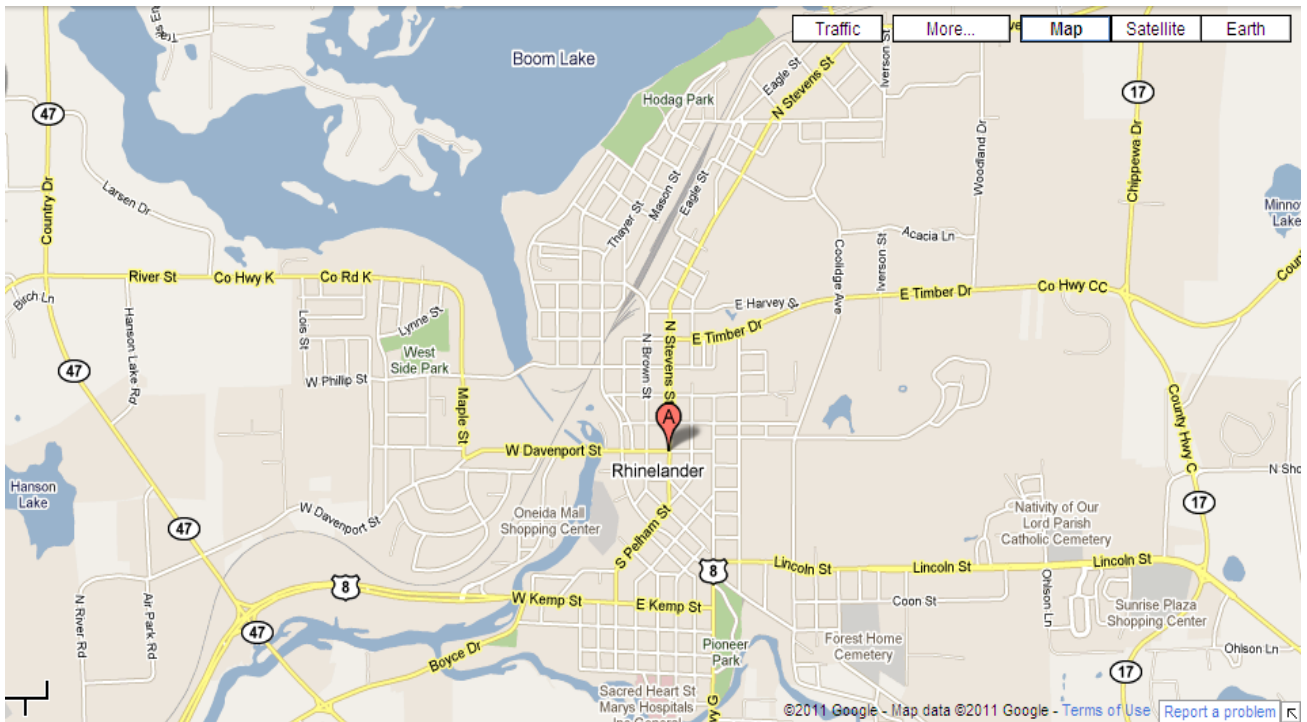
Rhinelander serves communities north of Wausau, west to Ashland, east toward Marinette, and the entire Upper Peninsula of Michigan.

We offer multiple retail districts, including Lincoln Street and a thriving downtown historic commercial district.



Equal Competition Trade Area

- Highlighted area indicates trade area
- Green dots indicate cities used in analysis





School District of Rhinelander

The School District of Rhinelander serves nine surrounding townships and the City of Rhinelander. The district serves approximately 2,800 students in its three elementary schools, middle school, high school, elementary charter school, secondary charter school and environmental academy. A secondary alternative education program and a variety of virtual opportunities are offered to the students, and the district has developed partnerships with families who have chosen home-school education for their children. The schools offer area students exceptional academic programs as well as athletic, cultural, and community opportunities.

Nativity of Our Lord Catholic School

Nativity of Our Lord Catholic School offers quality, faith-based educational experiences to children ages Preschool through Grade Eight. Supported by the congregation of Nativity of Our Lord Catholic Parish, Nativity Catholic School strives to provide a Christian environment where children can become respectful, caring citizens. Nativity Catholic School is accredited by the Wisconsin Religious and Independent Schools Accreditation and meets the stringent guidelines required for this accreditation. In addition to excellent educational programs, students in our school participate in athletic, service, and community opportunities.

Zion Ev. Lutheran School

Zion Ev. Lutheran School is a Pre-K through 8th Grade, Christian-based, day-school supported by Zion Ev. Lutheran Church (WELS) offering quality education combined with spiritual nurturing for the children of our congregation and the community of Rhinelander. Our School Mission is to train children in discipleship for Jesus Christ and to foster fear, love, and trust in God in both mind and spirit. We desire and pray that each student will walk in personal salvation and through the power of the Holy Spirit, they will spread the Gospel message to others through personal testimony and example.



Education & Training

Nicolet Area Technical College

Nicolet Area Technical College is a public community college serving Northern Wisconsin from its campus situated along Lake Julia south of Rhinelander, and from outreach centers located within the Nicolet District. The College offers one- and two-year career diplomas and degrees, liberal arts university transfer studies, and a comprehensive continuing education program.

Created in 1967 as a pilot community college, Nicolet was destined to be unique in Wisconsin. In a state with University of Wisconsin branch campuses and separately administered technical colleges, Nicolet's mission is to combine the two functions and offer a comprehensive educational program incorporating occupational education, liberal arts studies, and community education offerings.

University Wisconsin-Oneida County Extension

With an office in each Wisconsin county, Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living and youth development.

Extension county-based faculty and staff live and work with the people they serve in communities across the state. Extension specialists work on UW System campuses where they access current research and knowledge. Collaboration between county and campus faculty is the hallmark of Cooperative Extension in Wisconsin.

Rhinelander Partners in Education

This all volunteer, non-profit group is comprised of business, education and community leaders working together to create the learning opportunities our local students need to be successful with 21st Century Skills.



Recreation

Rhinelander is home to the [YMCA of the Northwoods](#). The Y's mission is to put Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

The Y's Rhinelander facility features Adventure Alley, Generation Center, a pool and whirlpool, a wellness center, a gymnasium, and the Stoney Pine Trail.



Many acres of hunting land, as well as hiking and bike trails abound in the region. Complete details are available on the [Chamber's website](#).

Popular Trails include: CAVOC Trail System, Mud Lake Trail System, Northwood Ski Trail, Washburn Lake County Trail

Lakes and water enjoyment abound, with 232 lakes within 15 minutes of Downtown Rhinelander.

Popular lakes include: Boom Lake and the Wisconsin River Flowage, Buck Lake, Crescent Lake, & Lake Julia

Hodag Sno-Trails, Rhinelander's original snowmobile club, maintains over 140 miles of scenic, adventurous trails.



The trails link Rhinelander, the "hub" of snowmobiling, with the following areas: Tomahawk, Lake Tomahawk, Minocqua, St. Germain, Eagle River, Three Lakes, Sugar Camp, Monico, Crandon, Pelican Lake, and Antigo.

[Other area attractions can be found on the Chamber's website.](#)



Contact Us

For more information about Rhinelander and Oneida County:

City of Rhinelander

Blaine Oborn

City Administrator

(715) 365-8600

Oneida County

Roger Luce, Executive Director

Oneida County Economic Development Corporation

(715) 369-9110

Rhinelander Area Chamber of Commerce

Lara Reed, Executive Director

(715) 365-7464