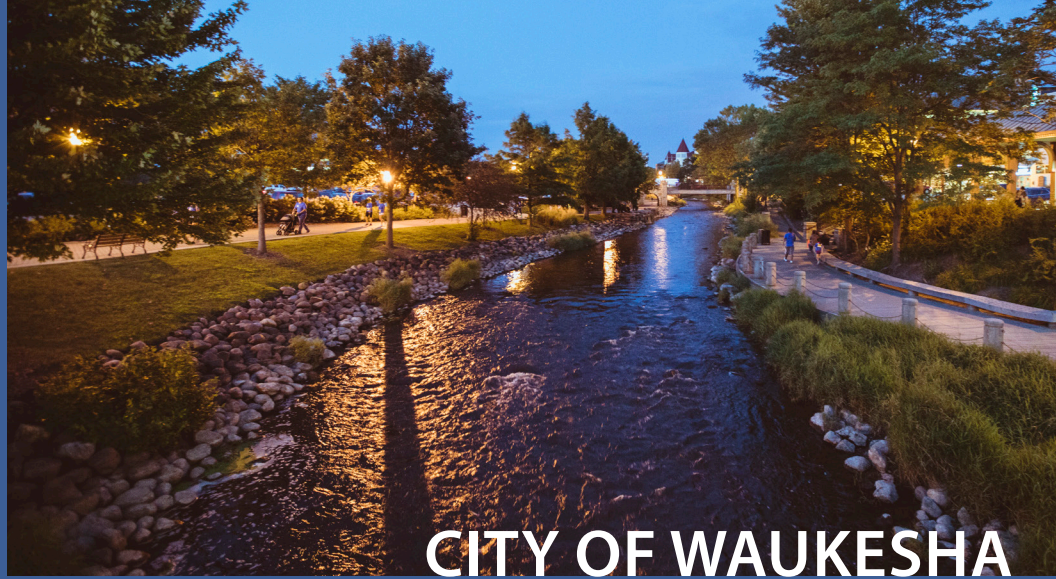


HISTORY & LOCATION

Waukesha was first settled in 1834, became the Waukesha County seat in 1847, and was permanently incorporated in 1852. The City's "healing" spring waters made it a popular destination for travelers in the late 19th century. The City transitioned into a major manufacturing center in the 20th century. Waukesha has an area of 25.7 square miles and is located in Southeastern Wisconsin along the Fox River, just south of Interstate 94 and about 17 miles west of Milwaukee.



CITY OF WAUKESHA

ECONOMIC PROFILE

DEMOGRAPHICS

Median Age: 34.2

Age Range:

0 to 19: 26.3%

19 to 44: 38.2%

45 to 64: 24.0%

65 and Older: 11.5%

White: 78.1%

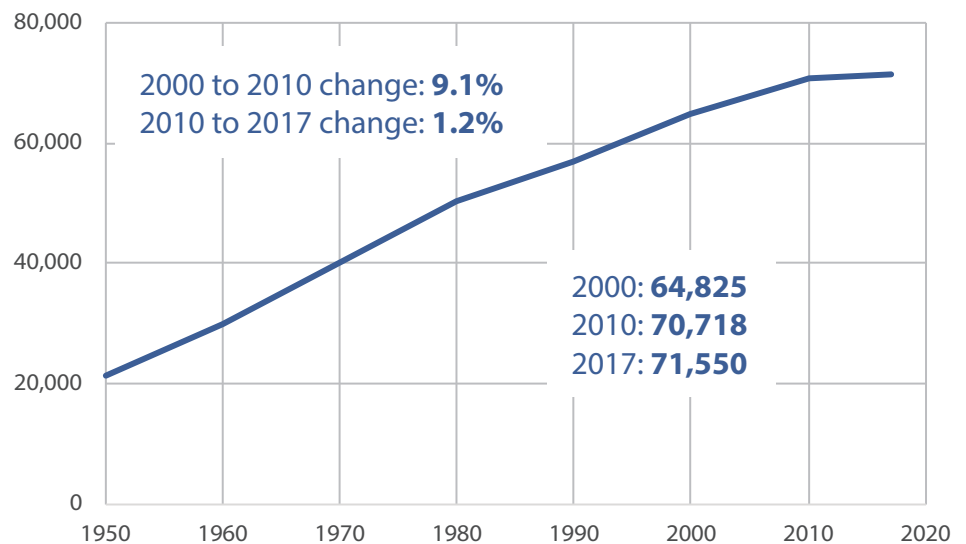
Hispanic: 12.7%

Black: 3.3%

Asian: 3.4%

Other Race: 2.5%

POPULATION



HOUSING

Total Housing Units: 29,426

Owner Occupied Housing Units:

16,569 (56.3%)

Median Value: \$192,200

Renter Occupied Housing Units:

11,762 (40.0%)

Median Monthly Rent: \$847

Vacant Housing Units: 1,095 (3.7%)

CONTACTS



City of Waukesha
Community Development
Phone: 262-524-3750
Website: www.waukesha-wi.gov



Southeastern Wisconsin
Regional Planning Commission
Phone: 262-547-6721
Website: www.sewrpc.org

MEDIAN ANNUAL HOUSEHOLD INCOME

City of Waukesha: \$59,547

Waukesha County: \$76,545

Southeastern Wisconsin: \$56,905

Wisconsin: \$53,357

United States: \$53,889



Waukesha County Center for Growth

Phone: 262-409-2643

Website: www.waukesha.org



We Energies

Phone: 800-714-7777

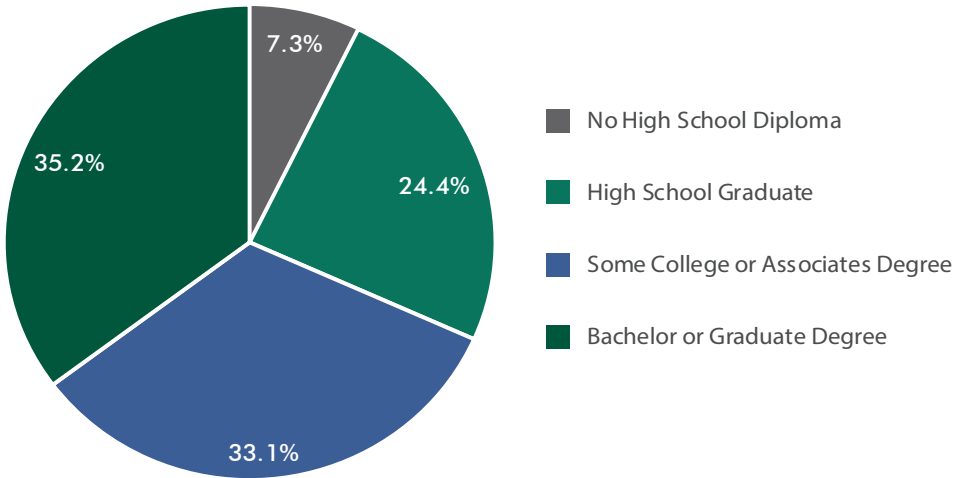
Website: www.we-energies.com

EDUCATIONAL OPPORTUNITIES

Waukesha is served by the School District of Waukesha, which includes 10 elementary schools, 3 middle schools, and 3 high schools. The School District of Waukesha offers students innovative educational opportunities such as dual language; science, technology, engineering, and math (STEM); and integrated arts, design, and creativity programs. In addition, the City is served by the Waukesha Public Library System and a number of private schools.

Numerous higher education opportunities are also available to Waukesha residents. Carroll University, a private university offering undergraduate and graduate programs, and UW-Waukesha, a University of Wisconsin system freshman and sophomore campus, are both located in Waukesha. In addition, Waukesha County Technical College (WCTC) is located just north of Waukesha in Pewaukee and offers associates degrees, technical diplomas, and short-term certificates. Waukesha residents can take

HIGHEST EDUCATIONAL ATTAINMENT



advantage of additional higher education opportunities in Waukesha County and neighboring Milwaukee County, which is home to 15 colleges and universities, including UW-Milwaukee, Marquette University, and the Milwaukee School of Engineering. Together, these universities offer a wide variety of undergraduate and graduate programs.

ACT SCORES

School District of Waukesha

English: 19.3
Math: 20.1
Reading: 19.9
Science: 20.7
Composite: 20.1

National

English: 20.3
Math: 20.9
Reading: 21.3
Science: 20.8
Composite: 21.0

GOVERNMENT

Waukesha is governed by a 15 member Common Council and Mayor, who is the presiding officer of the Common Council. Administrative responsibility is shared by the mayor, elected administrative officials, boards, and appointed officials, including a City Administrator appointed by the Mayor and Common Council who is responsible to the Council for the overall coordination and direction of the day-to-day operations of City government. The City includes full-time Police and Fire Departments with over 250 sworn and civilian employees to provide emergency services.

PARKS

The Waukesha Parks, Recreation, and Forestry Department—a National Recreation and Park Association gold medal winner—currently manages 48 parks on nearly 1,080 acres throughout the City. The parks provide a wide range of active and passive activities from soccer and tennis, softball and swimming, to biking, hiking, or enjoying the formal gardens. The parks also protect unique natural resources and provide places for the community to gather.

TRANSIT

Public transit routes originate from the Downtown Transit Center and serve neighborhoods throughout the City as well as the WCTC campus in Pewaukee and the Bluemound Road Corridor in Brookfield, where

riders can transfer to the Milwaukee County Transit System at Brookfield Square Shopping Center. Commuter bus service is available to Milwaukee, where riders can connect to numerous destinations by bus, rail, and air.

TAXES

Property tax: \$20.43 per \$1,000 of assessed value
Sales tax: 5.1%

HEALTHCARE

Waukesha Memorial Hospital is a 400 bed hospital located in the City of Waukesha. The City is also served by numerous medical clinics and specialty care centers. In addition, the Milwaukee Regional Medical Center is located minutes away in Milwaukee County.

LABOR FORCE

Residents in the Labor Force: 40,902

Unemployment Rate: 5.1%

RESIDENT OCCUPATIONS

Management, Business, Science, and Arts: 38.4%

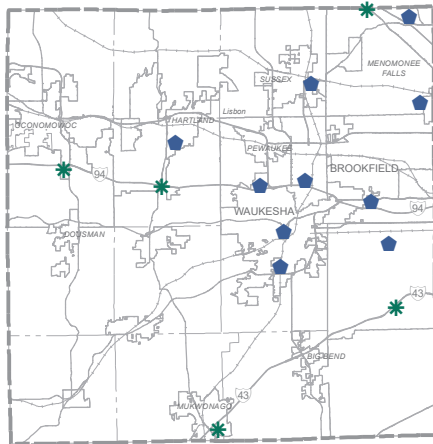
Sales and Office: 22.7%

Service: 18.3%

Production, Transportation, and Material Moving: 14.2%

Natural Resources: 6.2%

MAJOR EMPLOYMENT CENTERS



◆ EXISTING TO BE RETAINED
 ★ RECOMMENDED BY 2050

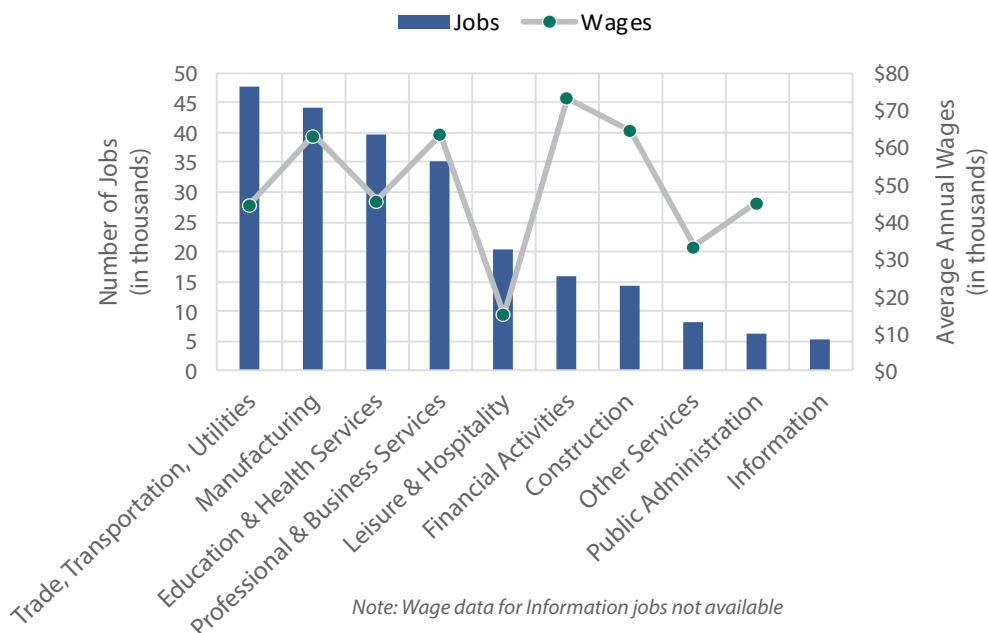
BUSINESS PARKS

There are 11 industrial/office parks located in the City of Waukesha covering over 1,100 acres. And, there's room to grow with almost 20 sites ready for development and public sewer and water supply capacity.

Business Park Name	Location	Size (acres)	No. of Vacant Parcels ^a
Hillcrest Business Center	Southeast quadrant of STH 164 and Main Street, north of STH 59	75	2
Lincoln Avenue Industrial Area	East and west side of STH 59 between Arcadian Avenue and Ellis Street, east of Frederick Street	235	2
Pebble Creek Industrial Park	Northeast quadrant of Poplar Drive and Badger Drive	67	0
Priedeman Business Center	East of STH 164, north of Main Street, south of USH 18	29	0
Sentry Drive Industrial Area	Between Sentry Drive and Canadian National Railway and between Progress Avenue and College Avenue	192	1
Spring City Business Park	Northwest quadrant of Sentry Drive and Sunset Drive	54	3
Waukesha Corporate Center	South side of STH 59, east of Center Road, west of Canadian National Railway	145	9
Waukesha Airport Industrial Park	Between Northview Road and Moreland Boulevard, west of Waukesha County Expo Center	115	2
Waukesha Industrial Park	Southeast quadrant of Sunset Drive and Prairie Avenue	84	0
Waukesha Industrial Park – South	Southwest quadrant of STH 59 and STH 164	93	0
Westmoreland Industrial Park	East of the Genesee Road and MacArthur Road intersection, west of the Fox River	20	0

^a Number of vacant parcels as of April 2015.

WAUKESHA COUNTY JOBS BY INDUSTRY

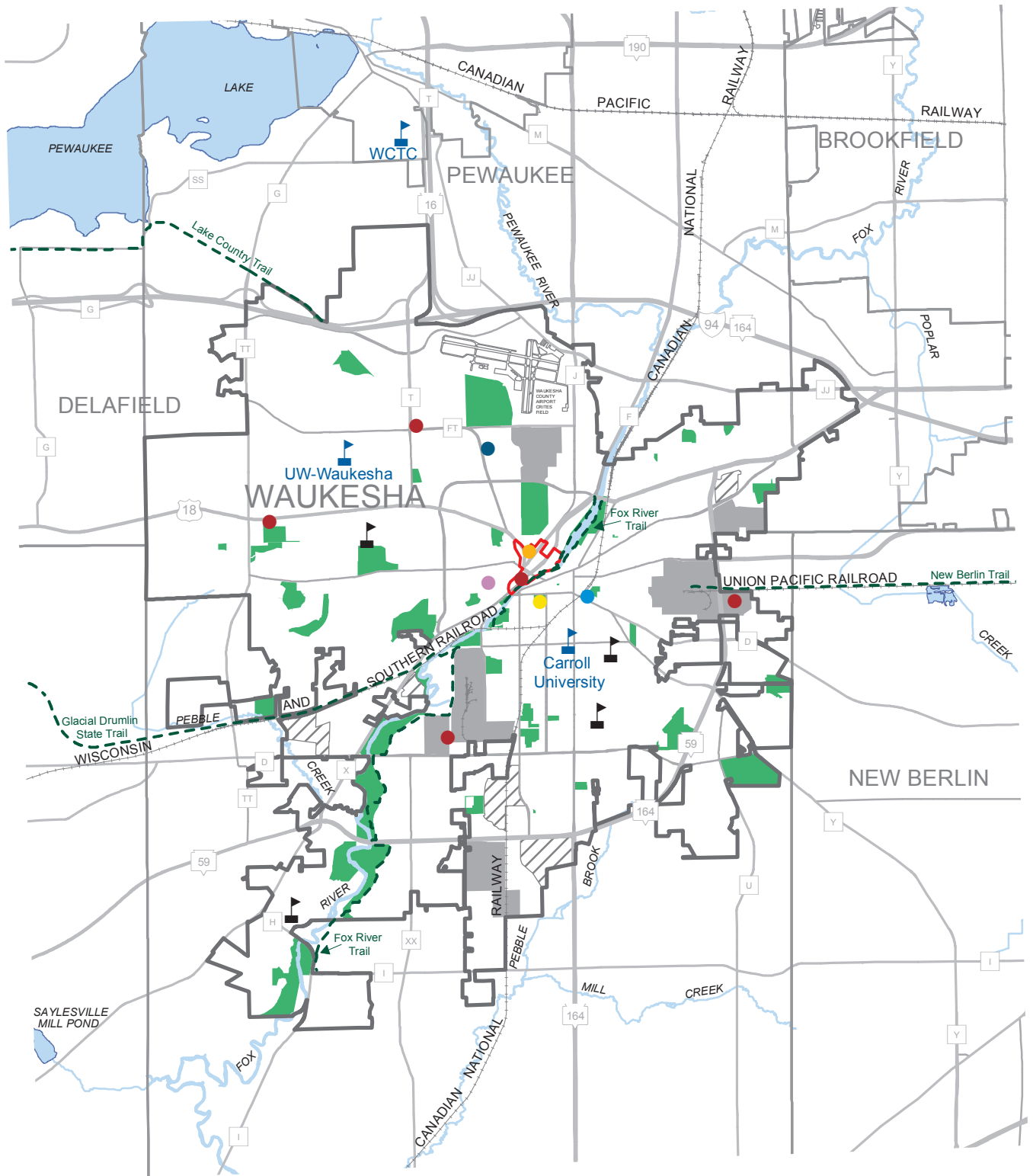


MAJOR PRIVATE EMPLOYERS

The largest private employers in the City are in the manufacturing, information/utilities, and business and other services industry sectors.

Carroll University
 Eaton/Cooper Power Systems Inc
 GE Healthcare
 GE Power & Water
 Generac Power Systems
 (Town of Waukesha)
 HUSCO International Inc
 Metal Tek Intl Inc
 Prohealth Waukesha Memorial Hospital
 SPX Transformer Solutions Inc
 Waukesha State Bank
 Weld All Mfg Inc

CITY OF WAUKESHA ECONOMIC PROFILE MAP: 2017



- EXISTING BUSINESS/INDUSTRIAL PARK - WITH LOTS AVAILABLE
- EXISTING BUSINESS/INDUSTRIAL PARK - NO LOTS AVAILABLE
- PARK AND OPEN SPACE SITES
- EXISTING BIKE TRAIL
- PUBLIC AND PRIVATE HIGH SCHOOLS
- UNIVERSITY AND TECHNICAL COLLEGE

- CITY HALL
- POLICE STATION
- FIRE STATION
- POST OFFICE
- LIBRARY
- HOSPITAL

DOWNTOWN AREA

