Franklin Economic Development Guide

A thriving community in Southeastern Wisconsin

- Prime development opportunities
- Highly accessible to Milwaukee/Chicago
- Full-service utilities
- Home for Fortune 500s to Mom & Pops
- Welcoming, family-friendly environment
- 2015 Micro American City of the Future (*FDI Magazine*)

City of Franklin

414-425-4024 | franklinwi.gov

Welcome to Franklin, Wisconsin

It is my pleasure to welcome you to the City of Franklin, a thriving community in Southeastern Wisconsin. Franklin is an inviting community with vibrant neighborhoods, convenient access to Milwaukee and Chicago and a strong business climate.

It is our vision to continually enhance the quality of life for present and future generations by providing economic growth through the highest quality of development in the region. While Franklin consistently ranks among the fastest growing communities in Wisconsin, prime opportunities remain for residential, retail, and commercial development.

Let us help you explore why Franklin is right for you.

Sincerely,

Steve Olson
Mayor

Community Facts

County: Milwaukee
Land area: 34.58 Square Miles
Population: 35,451 (Median Age: 41.5)
Population Density: 1024.29 pop/sq mi

Demographic Information:
- Percent Unemployed: 3.8%
- HS Grads age 25+: 94%, Bachelor's: 35%
- Households: 13,666 (Owner Occupied: 77%)
- Median Home Value: $243,400
- Median HH Income: $75,180
- HH income $100K+: 4,642 (34%)
- Per Capita Income: $37,540

Source: U.S. Census Bureau

Value & Taxes

Equalized Value: $3,607,450,880 (2010 WI)

2011 Local Property Tax Rates (Per/$1,000):

City of Franklin	$5.79
Franklin School District	$11.62
Oak Creek/Franklin School District	$8.83
Whitnall School District	$9.56

City of Franklin

Why Franklin?

Franklin's business focus took shape with the creation of the 635 acre Franklin Business and Industrial Parks in the 1990's. The approach continues today, as Franklin consistently rates as one of Wisconsin's fastest growing communities. There are plenty of reasons major companies like Northwestern Mutual, Wheaton Franciscan Healthcare, Krones, Baptista's Bakery, Vesta, Carlisle Interconnect Technologies, Carmex, Central Aquatics, Proteus Packaging, and Transpak call Franklin home.

High quality infrastructure and services provide access to public sewer, water and storm water conveyance systems throughout the City. Strategic investments, like the Ryan Creek Sewer Interceptor, have opened new development opportunities and demonstrate regional collaboration and plans for growth.

Ideally located within the Milwaukee-Chicago corridor, Franklin has easy access to Interstates 94, 894, 43 and 41, as well as Gen. Mitchell International Airport (5 miles). Well maintained roads, including U.S. Highways and State and County Trunk Highways, are rated among the best in Milwaukee County and ensure Franklin moves at the speed of business.

Putting business needs first, Franklin is prepared to support expansion and relocation efforts. The City offers weekly development review team meetings, a streamlined review process, active tax-increment finance districts and a highly engaged team of economic development, planning, engineering and inspection professionals.

Space to grow in Franklin is plentiful with 21 square miles (61%) of the City undeveloped. Between 1970 and 2000, Franklin's population more than doubled and the City continues to be one of the fastest growing suburbs in Southeastern Wisconsin. The WI Department of Administration predicts Franklin will be the fastest growing community in Milwaukee County with 29% growth between 2000 and 2040. Aware of natural assets, Franklin works strategically to identify growth opportunities and assist developers in preserving the character and beauty of City's environmental features.

Creating a high-quality of life for Franklin businesses and residents is of the highest priority. Franklin is proud of its many community assets and works diligently to meet the standards set by our engaged citizenry. From top rated schools and public safety providers to development and environmental standards, Franklin ensures a standard of quality will remain in the community for generations to come.

Family focused means the City is a safe and welcoming community for residents and employees. High performing schools and quality recreation and natural areas are at the heart of creating an ideal setting to live, work and play. Rated as one of the safest communities in Milwaukee County, the Franklin Police & Fire Departments are in tune with community needs and protect the security and investments of residents and businesses alike.

Business Facts

Total Establishments: 2,355
Manufacturing Sales: $1.2B
Wholesaler Sales: $292M
Retail Sales: $615M

Retail Highlights

Total Population: 35,451
Daytime Population: 26,413
Median HH Income: $75,180
Traffic Counts: 15,000-30,000+ corridors
Average Consumer Expenditure: $62,745
Retail Sales/Capita: $12,664
Total Retail Demand: $321.8M
Total Retail Sales Leakage: $120M
- Foodservice & Drinking Places: $42.6M
- Clothing & Accessories Stores: $26.8M
- Food & Beverage Stores: $25.7M
- Building Material, Garden Equip & Supply: $18.5M
- Furniture & Home Furnishings: $13.5M
- Miscellaneous Store Retailers: $11.3M
- Sporting Goods, Hobby, Book & Music: $10M
- Electronics & Appliance Stores: $4M

Source: U.S. Census Bureau

Awards and Recognitions

Micro-Cities of the Future '15 & '07
- FDI Magazine

Safest Cities in WI '14
-Movoto.com

Best Towns in WI for Young Families '13
-Nerdwallet.com

Top 100 Cities to Live '11 & '07
- Money Magazine

Resources & Incentives

Franklin is experienced working with development projects of all scales and is ready to assist in accessing available resources and incentives. While some resources are industry specific, city staff can help explore local, regional and state programs that may support your project.

Industrial revenue bonds are offered to businesses to finance capital investments and job creation in Franklin. The sale of tax-exempt bonds can be used to fund building, equipment, land and bond issuance costs at interest rates that are lower than conventional bank loans.

Tax increment finance districts leverages the tax increment generated by a development to offset investments made in infrastructure and other development related expenses. TIF districts have previously been used to create the Franklin Business Park and attract businesses like Northwestern Mutual & Wheaton Franciscan Healthcare. New TIF districts have been explored to catalyze commercial, industrial and mixed-use developments throughout Franklin. An active TIF is available to support development near 27th Street & Oakwood Avenue.

Weekly development review team meetings offer developers the opportunity to review concepts with planners, engineers, inspectors, fire officials and legal council in a single session. The Mayor and District Alderperson may be available upon request. Meeting City staff early in the process, helps build relationships and create an environment to share ideas, get questions answered and keep projects on track.

Economic Development Organizations

WI Economic Development Corporation: inwisconsin.com

Milwaukee7: choosemilwaukee.com

Milwaukee Area Technical College: matc.edu

Milwaukee County Revolving Loan Fund: medconline.com/Milwaukee_County_RLF

Small Business Administration: sba.gov

The Gateway to Milwaukee: gatewaytomilwaukee.com

Visit Milwaukee: visitmilwaukee.org

WI Women's Business Initiative Corporation: wwbic.com

Chambers of Commerce

South Suburban Chamber of Commerce: southsuburbanchamber.com

African American Chamber of Commerce of Greater Milwaukee: aaccmke.org

American Indian Chamber of Commerce of WI: aiccw.org

Hispanic Chamber of Commerce of WI: hccw.org

Hmong WI Chamber of Commerce: hmongchamber.org

Metropolitan Milwaukee Association of Commerce: mmac.org

City of Franklin

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