

City of Franklin

Forward Franklin Economic Development Committee

**Franklin City Hall, Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin**

Monday, February 27, 2012 – 6:30 p.m.

MEETING AGENDA

- I. Call to Order, Roll Call and Pledge of Allegiance
- II. Citizen Comment Period
- III. Approval of Meeting Minutes
 - A. January 30, 2012
- IV. Announcements (No action to be taken)
 - A. Announcements relating to Economic Development
- V. Business
 - A. Presentation by and discussion with J. Scott Mathie of the Metropolitan Builders Association concerning Franklin's efforts to spur economic development.
 - B. Citizens for Community Development 2012 Objectives and possible collaboration efforts with respect to the Civic Center District.
 - C. Forward Franklin Economic Development Committee actions related to Economic Development web site.
 - D. Forward Franklin Economic Development Committee actions related to the preparation of Franklin Marketing materials.
 - E. Franklin Business Appreciation event.
 - F. Forward Franklin Economic Development Committee business plan and budget.
 - G. Establishment of a list of existing Franklin businesses.
 - H. Establishment of Exit Interview for businesses leaving Franklin.

FFEDC Agenda – February 27, 2012

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- I. Possible grant dollars for Franklin aquaponics start-up.
- J. Planning Department's Economic Resource Guide.
- K. Discussion of Strong Towns materials provided at January meeting.

VI. Next Meeting Date – March 26, 2012 (Possible Special meeting before that at call of the Chair)

VII. Adjournment

Notice is given that a majority of members of the Franklin Common Council and/or the Franklin-Oak Creek Joint 27th Street Steering Committee may attend this meeting to gather information about an agenda item over which they have decision-making responsibility. This may constitute a meeting of the Common Council and/or Joint 27th Street Steering Committee per State ex rel. Badke v. Greendale Village Bd., even though the Common Council and/or the Joint 27th Street Steering Committee will not take formal action at this meeting.

Notice is further given that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, please contact the Franklin City Clerk's Office at 414-425-7500.



METROPOLITAN BUILDERS ASSOCIATION

Item V. A.

N16 W23321 Stone Ridge Drive Waukesha, WI 53188
Phone: (262) 436-1122 • Fax: (262) 436-1110 • www.mbaonline.org

May 13, 2011

The Metropolitan Builders Association (MBA) is pleased to share with you several recommendations for your consideration. Attached to the following materials is a Checklist where you can select which topics your board would like additional information about.

- Consultant Standards
- Environmental Regulations
- Sustainability Standards
- Changes in Housing Demand
- Impact Fees

The MBA is a trade association that represents tens of thousands of employees of residential home builders, land developers, remodelers, electricians, plumbers, banks, flooring companies, and other related industry companies in the metropolitan Milwaukee region. We are affiliated with the Wisconsin Builders Association (www.wisbuild.org) and the National Association of Home Builders (www.nahb.org).

Our organization serves as a resource to our industry, consumers, and government entities. We offer counsel to local, state, and federal governments about topics such as economic, land use planning, environmental regulations, transportation standards, tax policy, and a variety of other areas that may impact our industry's ability to offer a variety of housing choices that meet the economic conditions of our region. Our organization works with other business, municipal, and environmental groups throughout the region to build consensus on policies that allow for economic development to thrive.

I welcome your comments and would be happy to discuss any provision below. Look forward to working with you to create a regulatory environment that enhances economic growth in our region. Please contact me directly at 262.522.3624 or jmathie@mbaonline.org.

Sincerely,

J. Scott Mathie

Sr. Director, Government Affairs

Consultant Standards

Many municipalities use the services of engineering and legal consultants to review land development proposals and to ensure compliance with your engineering standards, land use, zoning, and environmental standards. While these consultants play an important role to your municipality and land developers alike, many local government bodies do not maintain operational standards for these consultants and opens the door to out of control pass-through fees.

Issues

- No Time Review Standards
- Conducting unnecessary plan or legal reviews
- Re-engineering projects
- Continually requesting changes that require multiple reviews
- Review costs double to triple the amount charged for engineering the project

Proposed Solutions

- Publish standard review times and per hour costs based on typical projects
- Allow for a bidding process to keep costs in-check
- Ban consultant firms from charging fees in excess of the typical per hour costs charged to the municipality
- Cap the total cost based on the number of lots or at a percentage that is comparable to public construction projects
- Limit consultants to the review of projects versus re-engineering projects

Environmental Standards

Most environmental regulations start at the federal level and make their way through state and local iterations. At every level of government, the standards become more complex and create enforcement difficulties between those entities charged with regulatory enforcement – DNR, regional, county, local government units, and public consulting regulators. While this may ensure multiple reviews and that standards are being met, it also provides regulatory confusion and conflict for those bringing jobs and tax base to our region.

Proposed Solution

- Simply adopt state environmental standards



Sustainability Standards

The desire to reduce impacts to natural and water resources continue to be a priority for land developers, municipalities, and the general public. There are several simple approaches that have measureable results in enhancing these resources and ensuring true sustainability in the process.

Street Widths

Reducing street widths and minimizing other impervious surfaces (such as sidewalks) will provide environmental, safety, and cost saving benefits (up-front and long-term). Narrow streets can be designed to accommodate emergency and utility vehicles more effectively.

Landscaping Requirements

The trend in landscape ordinances has been to require specific planting methods that result in overplanting rather than basing an ordinance on sustainable design methods. Ordinances must be based on specific goals to accomplish and provide flexibility to address site and adjacent property issues.

Setbacks

Reducing front yard setbacks do allow for a relative reduction in driveway imperviousness and helps minimize the impact on the environment.

Density Bonuses

The general concept of conservation subdivisions is that residential lots are clustered at a higher density while priority natural resources are protected. Ordinances that address this type of development typically have avoided offering increased densities or density bonuses for natural resources protection. This is important to ensure the project will be viable for the property owner and marketable as compared to surrounding neighborhoods and municipalities. Density does allow municipalities to ensure appropriate per unit service costs. It is more difficult to keep per unit service costs reasonable for low density development.



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Changes in Housing Demand

Several years ago, the MBA promoted our Regional Housing Strategy that included suggestions on providing for a variety of housing options that matched the types of jobs created through business growth in an area. Our premise was to create housing options that a family's household income could sustain. Our industry continues to promote this idea and it has become even more important in these economic times.

It is important to recognize that the great economic expansion we just experienced was historical and unlikely to return in the foreseeable future. We are forecasting the greatest demand for housing options will be higher density single family and multifamily housing. Baby Boomers will continue to drive the economic demands with the emergence of the Echo Boom generation adding another dynamic.

Many comprehensive plans and zoning practices were being planned during a time of great expansion, and in some cases, unrealistic realities. Your municipality may be faced with landowners approaching you to change the original land use and zoning plan to reflect true market realities.

Proposed Solution

- Be open to changing your comprehensive and zoning plans to allow for projects to move forward.
- Evaluate your current comprehensive and zoning plans to ensure they are realistic to the types of jobs being created and the housing that you are planning for.

Impact Fees

The demand for housing and other economic development projects will be slow for the foreseeable future. However, our region has experienced a substantial growth in the use, average amount collected, and dependence on impact fees to pay for the transitional costs associated with economic development. It is our belief that most consultant firms do not fairly evaluate the fees they recommend.

Defining the Impact

Impact Fees were intended to be used to fund municipal projects needed immediately to directly serve new development where the typical financing horizon cannot keep up with ongoing municipal capacity projects. Wisconsin state law provide municipalities 7 years and an extension of 3 years to spend impact fee monies collected on a project that has a rational relationship to a new housing unit.



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Existing vs. New Value

The glaring problem with most impact fee needs assessments are that they fail to take into account the value of existing residential and existing commercial properties as compared to the proposed project's value, which is typically greater. This is a substantial tax disparity that is not considered. While impact fees can be a necessary and appropriate part of a municipality's budget, they are not always warranted based on a careful assessment of improved property value comparisons within each respective municipality.

National Standards vs. Actual Standards

Many municipal consulting firms use national standards for police, fire, and park projects that few communities can afford to meet. It is also important to note that municipal plans for park and open space will rarely come close to being developed within the planning horizon or several planning horizons, so the basis for many impact fee Needs Assessments are based on project costs in excess of what will actually be developed – specifically within the 7-10 year time frame that impact fees can be used.

Issues

- Discrepancy exists with Impact Fee Needs Assessments relating to evaluating existing vs. new residential and commercial development. The tax value of new development will provide a higher value to the municipality, while the average costs are the same in comparison to existing development.
- Use of national standards for police, fire, and park projects establish a base line standard that few municipalities can expect to meet or can afford.
- Impact Fee funds must be used within 7-10 years, which will be challenging given the current and expected demand for housing.

Proposed Solution

- Greatly reduce or eliminate your municipality's use of impact fees. It is apparent that impact fee studies do not treat properties fairly. New residential and commercial development will provide a greater property tax return than existing development.
- Impact Fee Needs Assessments should be used solely for specifically planned and budgeted projects that result from impact caused by new development. Updating past projects are typically not a valid use of impact fees.
- Evaluate your current segregated impact fee funds and determine whether funds should be returned to property owners. Municipalities only have 7 years to use the funds.



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CivicPlus Features & Functionality

Forward Franklin Economic Development Commission

• February 10, 2012



Serving more than **900 clients** in 48 states, Canada and Australia,
we partner with governments to create **award-winning websites**.

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CivicPlus Features & Functionality

Developed for organizations that have a need to update their site frequently, CivicPlus provides a powerful content management structure and website menu management system. The system allows non-technical employees the ability to easily update any portion of your website instantaneously. The CivicPlus Government Content Management System utilizes Microsoft SQL Server, ASP, JavaScript, and HTML for web development.

No HTML knowledge is needed to update your website. If desired, HTML code can be used throughout the website for advanced users.

With extensive web applications in place, continual enhancement and an easy-to-use interface, our clients are the proud owners of their websites and are excited to be part of the CivicPlus community.

Additional benefits of the CivicPlus GCMS include: webpage version controls, customizable levels of user-rights, searchable data, accessible customer support services, instantaneous functionality updates, comprehensive security, and much more.

Each website begins with a unique design developed to meet your specific communication and marketing goals, while showcasing the individuality of your community. Features and capabilities are added and customized as necessary and all content is organized in accordance with web usability standards

CivicPlus Modules and Features

Modules are constantly being developed that meet the needs of our clients. Modules are displayed according to the client's specifications. A list of our modules follows:

Agenda Center

The CivicPlus Agenda Center is an all-inclusive agenda creation module. No longer will you have to build your agendas in a word-processing program, print it out and pass it around the office for approval, export the final version to a PDF and then upload it to the website. Agenda Center allows for the creation and management of the entire agenda process, from submitting preliminary items at the departmental level, to a robust and easy-to-use workflow, to the publishing of the agenda live to the public – one smooth and seamless process.

Agenda Center not only offers a one-stop-shop for agenda creation, but upon publish of the approved agenda, a template for the minutes of that meeting can be generated as well.

Agenda Center ties in with the Archive Center, so published agendas and minutes can be placed in an Archive Center category for immediate storage and easy search-ability. Update your residents in a fast and timely manner as well, as published agendas and minutes can also be sent out through the Notify Me module as email and text message updates.

Alerts Center

The Alerts Center provides an efficient and noticeable way to get important news out to your community, whether it be local inconveniences like street closures and road conditions, or critical, up-to-the-minute emergencies like flood warnings and Amber Alerts. With the click of a button, graphics and information can be activated on your website from a variety of layouts that best fit the alert's importance, with public notifications sent out through email, text message, and social networking avenues.

When a user clicks on an alert that is displayed on the site, they will be taken to the module information that details the alert, as well as provides photos, links to other resources, and a history of updates.

The screenshot displays the Alerts Center interface. At the top, it shows the breadcrumb 'You are here: Home > News Flash'. The main header is 'AlertCenter' with the tagline 'Keeping you informed about critical occurrences in your community'. Below this, there are sections for 'Weather Alerts' (2 Alerts), 'Amber Alerts' (0 Alerts), and 'Police Checkpoints' (0 Alerts). The 'Weather Alerts' section features a red alert icon and a title 'The Kansas River is Flooding' dated January 10, 2010, 8:34 AM. The text describes the river rising 10 feet due to rain. An 'UPDATE' section follows, dated January 12, 2010, 8:03 AM, stating the river began to subside. Below that is a 'Tornado Warning' dated January 10, 2010, 3:34 PM, issued for Johnson, Douglas, and Emerson counties. On the right side, there is a search bar, a 'Tools' section with links for RSS, Notify Me, and Archive, and a 'Categories' section listing various alert types like School Alerts, Weather Alert, Road Construction, Police Checkpoints, Amber Alerts, Terrorist Alerts, Health Department, Water Restrictions, and Wildfires.

Archive Center

The Archive Center has been developed specifically for the storage and retrieval of agendas, minutes, newsletters, and other date-driven documents. The Archive Center allows you to categorize and store date-driven documents in date order, which allow your users to find the specific document they are looking for easily and efficiently. Archives can be searched by date, category, or keyword.

The Archive Center is a huge timesaver for website administrators as well, as a document only needs to be uploaded once, and the unique "View Most Recent" link functionality on your website pages does the rest of the work by automatically updating to the most recent uploaded item.

Bid Postings

Bid Postings provides a simple and easy-to-use method of posting and organizing bids, RFPs, and RFQs online for vendors or local contractors that are interested in providing products and services to your community. You can provide as few or as many details about each bid as you choose: provide links to upload the full RFP package, link to related web pages, or post other bid details like the scope of work. Bids can be searched by category, title, or closing date and by open, closed, cancelled, or awarded. This module can be integrated with the Notify Me module, allowing site-visitors to sign up to be notified when new bids are available, and bids can be updated throughout the process to let interested parties know of amendments, cancellations, and to whom the bid was awarded. Bids can also be set to automatically expire off the site.

Blog

The Blog module helps to open up the lines of communications between administrators and citizens, increasing government transparency and citizen interaction. As Blog posts are added, this helps to keep the public informed by creating an open dialogue. The Blog features the option to allow citizen comments for feedback, and comments can be moderated before publishing live to the website.

Business/Resource Directory

Think of the Business/Resource Directory as the yellow pages of your website, as it provides site visitors with information about and links to organizations and services within your community. With the Business/Resource Directory module, site visitors can search by business or organization name or category, and the entries can also be organized by business (yellow pages style) or by category (topical directory style).

Display useful information like a description, a link to a map of the location, address, phone, email and a link to the business' website. Citizens can also download the included iPhone App at no cost, allowing them to search for businesses or services on the go.

Calendar

The Calendar allows administrators to set up calendar items in an effort to keep the public informed about goings-on in your community. Events can be set on a one-time basis or as recurring events for multiple months in advance, with short descriptions and hyperlinks to display the event details. The calendar recognizes the current date as the starting date for the display of events and also provides for easy navigation to future events. Multiple calendars are available.

Department Calendar: Any page on your site can display the most current calendar items in a special content area, great for departments or sections of the website that wish to have their calendar events appear on their page(s).

Featured Events: The Featured Events functionality within the Calendar Module allows you to highlight special upcoming events to draw attention to an event in advance.

The Calendar supports multiple views, including a monthly view that displays all the events in a month.

Carbon Calculator

Help your website keep up with green initiatives by allowing your citizens to track their carbon footprint.

GLOUCESTER CALENDAR VIEW ALL

- Nov. 15 Capital Improvement Advisory Board Meeting
- Nov. 15 CERT Training
- Nov. 15 Ordinances & Administration Committee
- Nov. 15 State of The City by Mayor Carolyn Kirk
- Nov. 16 Youth Connections: Hand-Hand with Seniors
- Nov. 17 Planning & Development Committee
- Nov. 17 Conservation Commission Meeting

Calendar
View all calendars is the default. Choose Select a Calendar to view a specific calendar.
Select the arrows on either side of the current month to change the month.

Search calendar by: [Start date] [End date] [Search] [Select a Calendar]

Event Details Return to Previous View Map

Youth Connections: Hand-Hand with Seniors
Tuesday, November 16th
A unique event celebrating the special relationships of youth with the trusted older adults in their lives. Live music by the Dockiders, activities and food and more. Sponsored by the Council on Aging, TRIAD & Health Gloucester Collaborative.

Date: November 16
Time: 3:00 PM - 4:30 PM
Location: Rose Baker Senior Center
Address: 6 Manuel F. Lewis Street Gloucester, MA 01930
Contact: 866-964-4602
Email: Joan Whitney
Cost: FREE EVENT! FREE TRANSPORTATION!
Links: Youth Connections Flyer

Document Center

The Document Center is a document storage center that allow for a variety of file types (e.g., PDF, spreadsheets, pictures, video files, sound clips, and more) to be downloaded or viewed by the end user, allowing for easy access for your site visitors. Instead of bogging down your employees with requests for documentation, site visitors can locate the forms and documents they need.

Your employees can easily add new documents and direct residents to the information they requested online, without sending out extra paperwork.

Moreover, all files are organized by our structured filing system of folders and subfolders, and this features the ability to set each file to automatically publish and unpublish, keeping all of your information updated and obtainable by your citizenry 24/7.

ePayment Center

Integrate eCommerce on your website with no third-party store to setup, and save your citizens time and effort by affording them the opportunity to pay for services right through your website. You have the ability to customize or make changes to any form that you create to take in online payments like permit fees, registration fees, pool passes, etc., and email notifications are sent out to both customer and client when a transaction is made. Financial reporting through our trusted PCI-compliant partner is also available with the click of a button.

Facilities & Reservations

The Facilities Module allows the site administrator to display local facilities and their amenities, and to manage their availability to the public. A site visitor can search for facilities by type or amenities available, review the amenities for each facility, retrieve location information and reserve the facility. Search results will offer additional options such as admission requirements, handicap accessibility, and how to reserve or make payments. Descriptions with details of the facility (location, contact info, photographs, video, map, handicap accessibility, rental availability, etc.) display within each facility's listing, with your staff able to allow for online reservation requests and to create calendars specific to a facility in order to display approved reservations.

The image displays three sequential screenshots of the Coralville Iowa website's facilities module. Each screenshot features a navigation bar with 'HOME', 'OUR COMMUNITY', 'GOVERNMENT', and 'DEPARTMENTS' (or 'SERVICES').

- Search Screen:** Shows the 'Locations And Facilities Finder' search interface. It includes a search box, a 'Search' button, and a list of search criteria: Bid Opportunities, Code of Ordinances, City Council, Employment, Facilities, and Staff Directory. There are also checkboxes for 'Facility Types (Hide Facility Types)', 'Facilities', and 'Amenities (Show Amenities)'. Navigation buttons for 'CALENDAR', 'LET US KNOW', 'NOTIFY ME', and 'PAY ONLINE' are visible.
- Facilities Listing:** Shows a search results page with a table of facilities. The table has columns for 'Facility Type' and 'Facility Name'. The listed facilities include: Coralville City Hall, Coralville Community Aquatic Center, Coralville Fire Station #1, Coralville Fire Station #2, Coralville Public Library, Coralville Public Library Meeting Rooms, Coralville Recreation Center, Indoor Pool, North Ridge Pavilion, Brown Deer Golf Club and Divots Bar and Restaurant, Coralville Center for the Performing Arts, Iowa Firefighters Memorial, Kate Wickham Elementary School, Oak Hill Cemetery, Van Allen Elementary School, Auburn Hills Park, Central Park, Coralville Creekside Ballpark, Dovetail Recreation Area, and Edgewater Wetland Park. The page is on 'Page: 12 >>'.
- Facility Description:** Shows the detailed page for the 'Coralville Community Aquatic Center'. It includes the location (1513 7th St, Coralville, IA 52241), amenities (Pool), maps (Google, MapQuest, Windows Live, Yahoo!), hours (Summer months), contact phone (319.248.9330), and a link to the facility. A photograph of the pool is shown. The 'Facility Description' text states: 'The Coralville Community Aquatic Center features over 11,000 square feet of surface water with a 25-meter L-shaped pool that has zero depth entry, diving boards, three slides, and a splash deck full of fountains and play structures for the little ones to enjoy. The water slides feature an open flume body slide and a space bowl body slide which circles swimmers around 2-4 times before dropping into an 8-foot pool of water.' Below this, it mentions an on-deck shaded seating area and a full-service concession stand. The 'Admission' section states: 'Daily admission is \$4 per person between 11:00 am and 6:00 pm or \$3 per person between 6:00 pm and 6:00 pm. All persons entering the Aquatic Center will be charged daily admission regardless of their intent to swim. Aquatic Center Punch Cards are \$44, which is 13 punches for the price of 11. This punch card is only permitted at the Coralville Community Aquatic Center and must be purchased at the Coralville Recreation Center. Coralville Swim Passes are available in three-month and 12-month increments. View pass information.'

Frequently Asked Questions

Help your citizens reduce time-consuming phone calls or trips to government offices by answering commonly asked questions through your website. FAQs – which can be organized by departments and/or category – may be added to any page and can be set up to link to additional information or documentation for easy reference.

FAQs also have their own search feature, so your site visitors can easily find answers to the questions they ask the most.

Forms Development Tool

Having online forms makes it easy for you to receive useful information from your community and for your community to complete tasks online. These completely customizable forms can be used as a means for citizens to contact you with questions, requests and feedback, or to sign-up for various events and activities. You can create as many online forms as you need with this module, with forms easily built from scratch or from our library of sample online forms. Various field options include long answer, radio button, drop-down lists and multiple choice (among others), with formatting options that include font colors, background colors, text alignment, and more.

You can preview forms as you create and edit them instead of sending it to someone else for changes. The Forms Development Tool lets you develop every aspect of your online form with no programming knowledge necessary.

Home > Forms
Lost and Found Report

Pet Information

Date Lost/Found:*

Indicate Circumstance:*

Type of Pet:*

Breed:*

Gender:

Age:

Hair Color:*

Distinguishing Marks:

Collar Color:

Microchip/Registration Number:

Upload Picture:

Convert to PDF?
(GIF, JPG, JPEG, PNG, HTM, HTML, DOC, DOCX, XLS, XLSX, TXT)

Name:*

Street:

Nearest Major Intersection:*

Contact Number:*

Email Address:

* indicates required fields.

In addition to being able to create your own form, you can *track your forms through your website!* No more lost emails and sorting for statistical data through multiple emails. Any form submitted on your website can be received via email to as many people as you wish, and/or be kept in a backend database. This data can then be exported to Microsoft Access, Excel, or other database software.

Healthy City

Help keep your citizens more health-conscious by giving them a way to track their daily and weekly exercise routine.

Job Postings

Display available jobs within your organization on your website in an easy-to-search-and-retrieve format for your site visitors. The Jobs Module allows you to provide as many details as you like and link to a number of files supporting the available position(s), with the ability to allow the site-visitor to download a job application and email their resume to the person/department of your choice. Website visitors can sort jobs by date or job type, and can sign up to be notified of new jobs through the Notify Me module. You can also choose to allow for online applications using the Online Job Application system (another module featured later).

The Jobs Module also can be set up to allow employers within your community to be able to post their own available job openings in a controlled environment on your website, helping to boost your community's economic standing and further make your website the hub of information within your community.

Licenses and Permits

This online service gives you the ability to let residents submit request for and payment for simple permits online. Once a resident fills out the required fields on their license or permit submission form, they are issued the printable version of their license/permit immediately, and you can set these requests to utilize CivicPlus ePayment module or to be cost-free.

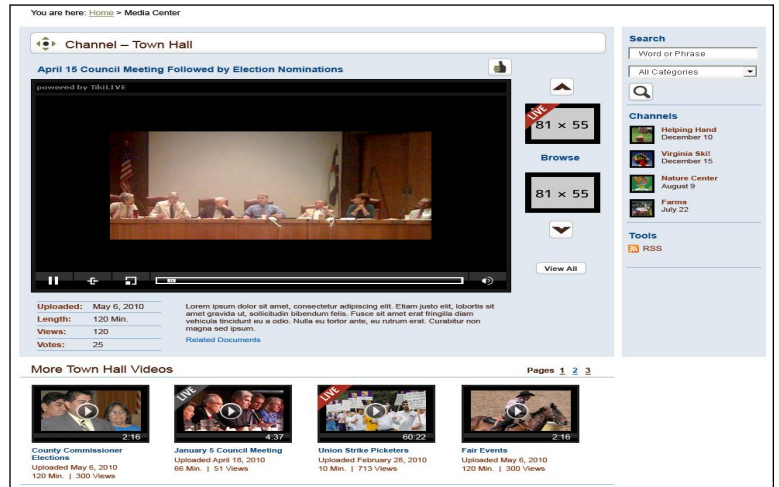
Creating a new license or permit request form is done through the Forms Development Tool, and you can utilize one of our 10 default forms or create your own customized form. You can also add number and letter formatting as a way of tracking permits (ex: 01234-Kansas).

Media Center with Live Streaming Video

The Media Center module provides an affordable way to upload video files and stream live video right through your website, without the need to purchase costly third-party solutions.

Media Center is optimized for the storage of video files, but it takes you a step further by providing an avenue to stream meetings, demonstrations, and events right through your website, and all you need to get started is a camera connected to a computer with Internet access.

This unparalleled offering from CivicPlus comes standard with our product with 10 GB of storage (roughly 40 hours), something our competitors simply cannot match.



My Dashboard

With My Dashboard, residents and users can set up a profile on your website that allows them to pick and choose the information that gets automatically fed to their dashboard upon site login. In one simple and streamlined view, your users can immediately see important news, available job openings, keyword searches, favorite pages, calendar feeds, and much more.

Your users will be able to login to My Dashboard using the Facebook Connect feature, negating the need for multiple usernames and passwords.

News Flash

News Flash provides your website with an area where important and timely news and announcements are posted. Any department may utilize News Flash for posting information that is specific to their department like a change in meeting location, results from an election, rainout announcements for sports fields, and more. News Flash is a dynamic page element that may be placed on any page, and each News Flash item has its own start and expiration date.

Notify Me®

With Notify Me®, visitors can sign up to be notified via email and/or SMS text message about community activities, meetings, and other updates to your website. Users can self-manage multiple subscriptions at once, and unsubscribing is easy. You can send out unlimited emails, and the first 500 text message subscribers are free, with the option to add more for additional fees.



Administrators can create as many Notify Me® lists as they want, and the module also automatically integrates with our Alerts Center, News Flash, Calendar, Job Postings, Bid Postings, and Blog modules.

Notify Me® supports HTML and plain text versions of email messages, and newsletter templates can be created for added presentation quality.

You can set up notifications as drafts and set them to send to subscribers at a specified date and time, and most current subscriber notification lists can be imported to our system, while the email lists created by your CivicPlus system can be exported for other files and/or purposes.

All of these features makes Notify Me® an excellent and valuable communication tool for your website, allowing you to continuously stay in contact with your residents by sending them important information updates that they are interested in receiving.

Online Job Application

Save yourself and your residents' time, save paper, and give your website users instant access to apply for available positions with CivicPlus Online Job Application system.

Allow applicants to apply completely online by filling in the application, attaching supplemental paperwork, and submitting to your HR department, with applications time and date stamped. Applicants can also create an online profile, which allows them to update their application and apply for other jobs without filling out multiple applications.

Your staff can be notified by email when a new application has been received, which then allows you to view, sort and download submitted applications. And fear not about lost applications – they're databased on the website for easy retrieval.

Opinion Poll

This module allows you to interact with your site visitors. Once a user submits their vote, the poll results are displayed. This is a popular module and is an easy way to keep people coming back to see what's new on your site.

We recommend that the poll questions be non-controversial items, as results are not scientific. The results may be used to provide website decision-makers with valuable information in order to make informed decisions. Also, having the Opinion Poll module demonstrates even further the true interest your community has in residents and stakeholders.

Photo Gallery

The Photo Gallery module is designed to allow you to store and display photographs in a central location to showcase to your citizens and the world the best that your community has to offer. Photo Gallery helps your website become the place to put your community's best face out there and to attract new citizens to your area. Users will be able to:

- Explore your city or county through albums and favorites
- Browse your featured photos and events
- Share with friends or send as postcard
- Submit images
- View images as thumbnails or full-size
- Write descriptions with each photo
- Search the Photo Gallery
- View a slideshow of photos
- Give photo credits
- Give images "thumbs up"



You can use the Photo Gallery to store and organize photo files by department, division, and/or event. Like the Document Center, you can store as many pictures in as many albums as you like.

Postcard

Highlight your community by giving visitors the opportunity to email virtual picture postcards with personalized messages.

Quick Links

The Quick Links module allows you to place links to related and often-requested information directly on the page of your choice. The entire collection of these links is contained within the actual module, and is unlimited in the amount of categories and links that you can provide to your users. The links can be to interior pages of your website, to documents and forms, or to outside websites. You can organize the links by category or item and can set them up to auto-publish and unpublish.

Real Estate Locator

Another way to make your website the hub of information for your community, the Real Estate Locator helps attract incoming businesses and residents by providing a one-stop shop for available real estate listings in your community. Properties – commercial or residential – can be organized by and searched for by neighborhood, street or zone, and price range.

The Real Estate Locator can be set up to allow realtors and brokers the ability to post their own available properties in a controlled environment on your website, further helping to boost economic development.

Citizen Request Tracker™

The Citizen Request Tracker™ (CRT) is a powerful tool that facilitates interoffice and government-to-citizen communication and workflow concerning requests reported by residents. Users create a profile and submit requests or complaints, view pending issues, reopen closed issues, request additional information, and more. Once a profile is set up, contact information is automatically filled in when a user submits a new request. Furthermore, problems reported over the phone can be manually entered into the system for increased efficiency. Marketing the CRT™ system as the primary tool for communication on problems and requests in your area will allow you to reduce staff time spent on addressing issues by hand, and it will allow your constituents to interact with your staff any time of the day.

The CRT™ system makes it easy to:

- Add comments and action items
- Assign the request to a staff member
- Review the history of the issue
- Send messages to the constituent
- Close the request
- Print and/or export statistics and reports
- Print work orders
- Generates efficiency statistics and reports
- Export data in CSV or tab-limited format

The screenshot displays the CRT interface for a request titled "Street Light and Rental Light Repairs" (ID #192). The interface includes a header with the request title and ID, and a sidebar with navigation buttons: "Add Comment", "Print Work Order", "Print History", and "Close Request". Below the header, there are fields for "Category" (Electrical), "Priority" (3 - Normal), "Assigned To" (Puryear, Amy), "Last Modified" (11/19/2010), "Submitted" (11/19/2010), and "Source" (Online Form). A "CC Email List" section is also present. The main content area is divided into "REQUEST DETAILS" and "HISTORY TRAIL". The "REQUEST DETAILS" section includes a "Description" field with the text: "The two lights north of 9th Avenue on the west side GW Way are out--some of the time. They go off and on. I couldn't find a number on the first one. The more north of the two has the #44 painted on the base. These two lights are south of #1218, which is working just fine. .". Below the description is a "Show Additional Details" link. The "HISTORY TRAIL" section shows a comment by "Dustin Brinkman" on 11/19/2010 at 11:11:13 AM, with buttons for "Insert Canned Response", "Save & Publish", and "Save". There is also a "Browse..." button and a "Convert to PDF" checkbox. At the bottom, there is an "Associated Requests" section with an "Associate" button and a timestamp "Entered into CIS 11-19-10. SO# 37588". A "Map" section shows a location on a map with a blue pin and a yellow line, with the address "3100 George Washington Way, Richland, WA" displayed below it. An "INTERNAL" stamp is visible in the bottom right corner.

Spotlight

Spotlight creates an additional space on a webpage that allows you to highlight important text or widgets in a compact, easy-to-update module. The information posted with this module can relate to one or more pages.

Staff Directory

If the Business/Resource Directory is your website's yellow pages, then the Staff Directory module is the white pages. A time-saving resource for your residents, Staff Directory provides detailed contact information for your staff and various offices all in one place, decreasing the number of calls requesting contact information. You can include as much or as little employee and department information as you deem necessary; plus, Staff Directory entries can be linked to pages throughout your site, providing quick access to a specific department or employee's information.

Employee information can include title, bio, photo, and contact links via email or form submittal (email addresses are blocked from e-mail harvesting programs). Website users can search the directory for a specific employee by last name, first name, and by department.

Administrative Features and Services

Bad Links Identifier

You may not be aware of any broken links on your website, but your guests are. This module creates a list of the broken links on your site when they are accessed. It also allows a site visitor the ability to enter comments concerning how they accessed the page. On the administrative of the system an asterisk alerts you that a comment concerning a bad link has been posted.

Content Library

The Content Library features galleries full of templates and pages all at your fingertips. It is a way for you to create and share page templates and layouts between co-workers, departments, or with the entire CivicPlus Community. The Fire Department is not sure what pages to include under their section? Search the Content Library. Need some ideas on how to set up a fantastic Permits and Licenses page? Find examples in the Content Library. Want to share a great page that you made on your website? Share with the entire CivicPlus Community.

Content Library Features

- The templates and pages are categorized by type or department and available in all site sizes.
- CivicPlus includes its own personal picks and best practices for each type and department.
- Pages and templates can be voted on and rated by your peers.
- Top downloads and top contributors can be viewed throughout the entire CP Community.
- Highest rated and downloaded templates will have their creator placed in a CivicPlus Hall of Fame.

We want the creation and implementation of content on your website to be a smooth process. We believe the Content Library will help alleviate content headaches and contribute to making your website pages and information the best it can be.

Dynamic Layout

The layout for your website is determined by you and the designer. The placement of navigation and dynamic areas are important in guiding site visitors to key information quickly and easily. Our consultants make recommendations based upon website-user studies and research on best practices.

Dynamic Page Components

Events Calendar, FAQs, Opinion Poll, News Flash and other new features may be included as dynamic page components. Dynamic Page Components may be placed on any page and will help dedicated areas of the site appear as its own website. For example, the entry page for your Parks and Recreation department can be customized with specific lists of events, FAQs, and news announcements, pertaining to that department.

Dynamic Breadcrumbs & Site Map

When a user visits your site, Dynamic Breadcrumbs are used to show their location within the website. Breadcrumbs are automatically generated by the CivicPlus system. This feature assists a site visitor in understanding the site structure and navigation. A dynamically generated site map automatically updates itself to your menu system. So if a menu item is renamed, added, or deleted in your navigation, the site map will reflect those changes.

eCommerce Integration

While CivicPlus does offer our ePayment Center, we also work with numerous trusted third-party payment processors to handle payment and account information, allowing your citizens to easily log on and pay bills ranging from property taxes to utilities. The payment processor used for transactions is dependent upon the city's wants and needs, with every effort made to ensure a clean, seamless on-site presentation of the payment portal.

Of the vendors that we've worked with, many allow for one-time credit card or debit card payments, payment through the Automated Clearing House (ACH) network and even Interactive Voice Response (IVR) payment options via telephone. Many give users the option for automatic bill payment, with payment being automatically withdrawn from the specified account on a certain day each month. These payment processors feature payment and usage reporting, and all of our e-commerce partners meet the Payment Card Industry's Data Security Standard (PCI DSS). Integration of third-party vendors is subject to scope and additional fees.

History Log

Easily track changes made to your website by all of your users with the History Log. Track changes made to items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable, and exportable.

Intranet

We can set up an Intranet for your site to be used by employees or other groups that need to share non-public resources. An Intranet is a secure location on your website that allows employees to login and access information specific to them, and you have the ability to set up multiple Intranet groups with varying view rights.

Most modules available to the public on your site are also available for use on the Intranet. For example, you can use the Calendar module to notify employees of work events; FAQs to answer questions about wages; Notify Me to send notification of flexible benefits deadlines; and News Flash module to let employees know of births, marriages, and other personal events.

Levels of Rights

Most information is constantly changing and needs to be updated frequently. With CivicPlus, each department is capable of updating their own content. Even though each department can update their department's information and web pages, the menu structure, top of page, banner and navigation throughout the site remains the same.

A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website.

Users of the administrative system may be defined as publishers or authors of the content, or as administrators of modules. A central publisher for each department can then approve the pages.

LDAP Authentication

We are excited about our new LDAP authentication functionality. LDAP will provide our clients with a powerful and simple way to manage users and permissions within our system by syncing your website up with your existing Active Directory database, negating the need for multiple user upload and sign-on. Features of this new functionality include:

- Log on with existing network account credentials
- Automatic user creation
- Automatic permissions setup
- Integrate with other non-LDAP authentication systems
- Easy-to-use "Remember Me" sign-in
- Security features like "next required login"

Because LDAP authentication requires custom programming time, additional fees apply.

Link Redirects

This is helpful in marketing an area of your website by creating a web address that is easy to remember. Instead of sending your users to <http://civicplus.com/index.aspx?nid=351>, you can send them to <http://civicplus.com/awards>. A more obvious link is great for print materials and much easier to tell people how to find a particular page on the website.

Live Edit

This front-end edit feature makes updating website content even quicker and easier, as Live Edit allows users Point-Click-Edit access to information...right from the front-end of the website.

Step 1: Find the blue Live Edit icon and click on the area of the website that you wish to edit.

Step 2: Make changes to the website, then click 'Save'. Changes are immediately reflected on the site.

A great tool for those non-technical users to use to update the website from the public view, Live Edit allows you to see where your information will be posted before you make any changes. Live Edit is becoming available to more and more modules and functionality as we continue to enhance our product.

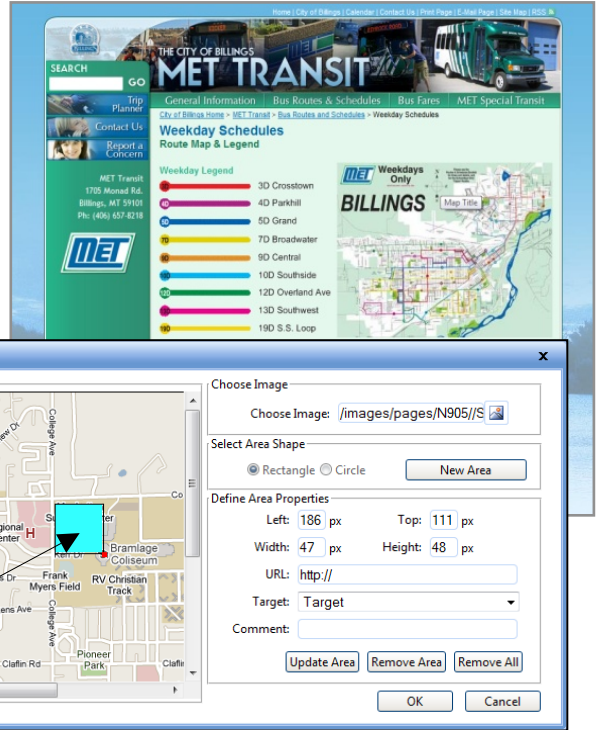
Maps – Clickable, JavaScript or Flash

Help website users find commonly requested information like:

- Bus Schedules
- Parks
- Walking Tours
- Bike Paths
- Trash Pick Up Schedules
- Location of highways
- Tourist attractions
- Education Information
- Major Employers
- Demographics

Maps can be customized as simple, clickable maps, through the use of our Image Map Editor, or more sophisticated JavaScript or Flash (additional fees required for Javascript or Flash development). Either one provides a great way to present your community to web visitors.

Clickable Area



MuniMobile™

CivicPlus' MuniMobile™ feature ensures that your website will have a mobile-compatible version, automatically and with no extra work required. Given the near-ubiquitous demand for full mobile sites, CivicPlus offers this functionality a no additional cost.

The design, navigation, and content of your website will be automatically configured in such a way that a person viewing the site from a mobile device will still be afforded the same ease-of-use and intuitive setup as if they were navigating the website on a computer, with an option to view the full website available as well.

Navigation Options

CivicPlus provides many different navigation structures and options. A few are presented here.



Navigation Depth

We work with you to determine the best navigation setup for your needs. Unlimited pages can be created with the CivicPlus system and there is no limit to the depth of pages that can be created.

Portal Page Development

Portal pages are often developed to bring numerous site resources together into one central entry location. Creating a graphic overview, the portal provides direction to a diverse group of site visitors while reinforcing your website's key message. Portal pages may be simple links or may be developed using animation such as JavaScript or flash programming. Because there is additional design and programming time involved with portals, additional fees apply.

RSS Feeds

RSS stands for Real Simple Syndication, and in short, it's a way of bringing your site to the people rather than waiting for them to come to your site to find out new information. When a user signs up for RSS feeds, they receive email notifications of the latest news information updates without having to visit your website. RSS begins with downloading a free reader and then subscribing to the feed. Then, as often as the website is updated, the subscriber receives notifications of these updates at their earliest convenience.

Search Engine Registration & Optimization

Before Go Live, your site will be registered with the top search engines. A brief description and a list of key words pertaining to your new website will provide search engines the necessary information to find the website when a user enters a search for your website.

Search Engine Optimization (SEO) is an important tool to improve search engine page rankings. CivicPlus is currently using several tools to improve the SEO of our websites. These include development of quality content, use of strong keywords and solid page descriptions. In the near future, changes are planned to further strengthen SEO for our clients. These changes include but are not limited to: user friendly URL's, optimized images and improvements to the site map and page descriptions. These changes will further promote client websites to the top of search engine results.

Site Search

On the public side of the site, we supply all our clients with a robust Site Search with advanced search features. The CivicPlus Site Search will search through web pages on your site, PDF documents, any module entries, and document files. Video and sound files are searched by name. The site search organizes the results by the type of information (calendar item, web page, Microsoft files, PDF documents, etc.)

With the Site Search Log, site administrators can review a history of searched-for words by frequency, date, time, and exact terms input by site visitors. This is a helpful tool for your site users and also a means of keeping your staff in-the-know of what items are being regularly searched on your site.



Site Administrative Controls

System administrators may review many facets of the website. Administrative tools like Login History, Website Log, and Bad Links allow the administrator to review the website administrative procedures. Redirects allow the administrators to easily establish a direct path to a page within the website.

Our unique Site Search Log offers tremendous value to decision-makers, informing them on what items are being searched for on a frequent basis and giving insight into the best placement of this requested information.

The CivicPlus Website Management System captures and processes referrals to pages that cannot be displayed (404 errors). The system allows the site visitor to make a note concerning how they reached this page. This feature allows you to track down old links from other sites or your own website.

Social Networking and Gov 2.0

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. CivicPlus is committed to helping municipalities establish a presence on the most popular social networking sites and advising governments on Gov 2.0 management policies. From community-centric pages on Facebook to real-time Twitter feeds that can deliver emergency alerts, our production teams are dedicated to helping our clients integrate their web content into the most dynamic social media sites and make their marks in the growing world of Gov 2.0.

- **Facebook**

Facebook is the most popular social networking website in the world, and more and more, governments are jumping in with their own Facebook profiles. Many governments are finding this social networking tool to be an essential part of their online presence, as it provides another avenue to share news, announcements, events, pictures and videos with a wide range of regular site visitors. CivicPlus can create your Facebook page and sync up your website to automatically push news and calendar events out to Facebook, with a link to your website for more information.

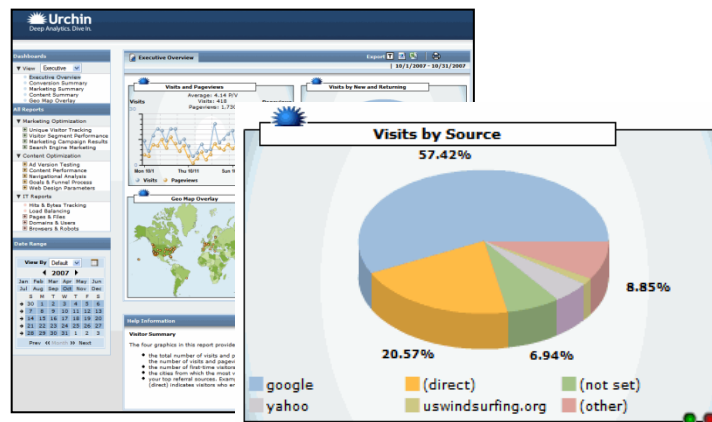
- **Twitter**

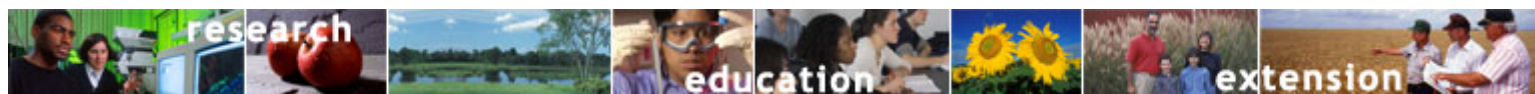
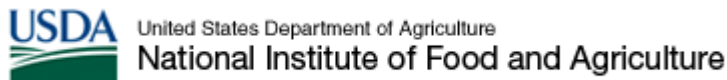
Twitter is a micro-blogging service that enables users to send short updates to other interested users. Twitter's short, 140-character "tweets" offer a way for municipalities to distribute information quickly and effectively. Much like Facebook setup, CivicPlus can link your website to your Twitter account for automatic publishing of news and announcements like road closings, meeting schedules, and emergency notifications.

Other social networking sites like LinkedIn, YouTube, etc., can be featured on your website as links to your organization's profile on those particular websites.

Website Statistics

In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics, which are provided through Google Urchin Analytics. Important information can be pulled from this data in order to make decisions about the use of the website.





You are here: [Home](#) / [Grants](#) / [Grant Search](#) / Organic Agriculture Research and Extension Initiative (OREI)

Grants

Organic Agriculture Research and Extension Initiative (OREI)

The OREI seeks to solve critical organic agriculture issues, priorities, or problems through the integration of research and extension activities. The purpose of this program is to fund projects that will enhance the ability of producers and processors who have already adopted organic standards to grow and market high quality organic agricultural products. Priority concerns include biological, physical, and social sciences, including economics. The OREI is particularly interested in projects that emphasize research and outreach that assist farmers and ranchers with whole farm planning. Projects should plan to deliver applied production information to producers. Fieldwork must be done on certified organic land or on land in transition to organic certification, as appropriate to project goals and objectives. Refer to the USDA National Organic Program (<http://www.ams.usda.gov/nop>) for organic production standards.

Who Is Eligible to Apply

- 1862 Land-Grant Institutions
- 1890 Land-Grant Institutions
- 1994 Land-Grant Institutions
- For-profit Organizations Other Than Small Businesses
- Individuals
- Other or Additional Information (See below)
- Private Institutions of Higher Ed
- State Agricultural Experiment Stations
- State Controlled Institutions of Higher Ed

More Information on Eligibility

The following entities are eligible: 1. State agricultural experiment stations; 2. colleges and universities; 3. university research foundations; 4. other research institutions and organizations; 5. Federal agencies; 6. national laboratories; 7. private organizations or corporations; 8. individuals who are United States citizens or nationals; or 9. any group consisting of 2 or more of the entities described in subparagraphs (1) through (8).

[Request for Application \(RFA\)](#) | Apply: [Electronic](#) | [Abstracts of Funded Projects](#)

| | |
|--|---------------------------------|
| Solicitation Date (Opening) | January 17, 2012 |
| Letter of Intent Due Date | None |
| Due Date (Closing) | March 9, 2012 |
| Estimated Total Program Funding | \$19,000,000.00 |
| Range of Awards | \$0.00 to \$2,000,000.00 |
| Percent of Applications Funded Last Fiscal Year | 24% |
| Cost Sharing Requirements | See RFA |
| For More Information Contact | Steven I. Smith |

| | |
|---|--|
| Funding Opportunity Number | USDA-NIFA-ICGP-003649 |
| CFDA Number | 10.307 |
| Contact for Electronic Access Problems | webcomments@nifa.usda.gov |

[Questions? Comments?](#)

Last Updated: January 27, 2012

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**CITY OF FRANKLIN****REPORT TO THE FORWARD FRANKLIN
ECONOMIC DEVELOPMENT COMMITTEE****Meeting of February 27, 2012****City of Franklin Economic Resource Guide**

RECOMMENDATION: Such action as the Forward Franklin Committee may determine.

| | |
|--------------------------|--|
| Project Name: | City of Franklin Economic Resource Guide |
| Applicant: | City of Franklin |
| Action Requested: | Such action as the Forward Franklin Committee may determine. |

INTRODUCTION:

Over the past six months, the City of Franklin has undertaken a number of initiatives in order to place itself in a better position to address economic development related issues and to better respond to economic development related proposals. In particular, the Mayor had directed that the Administration and Planning Departments provide assistance to those City boards and commissions involved in economic development efforts. In response, the Planning Department has:

- Updated the City website, primarily the Business Page, including:
 - the addition of new links to various economic development related agencies, organizations, programs and services; and
 - updated existing databases of approved developments, and associated tables, charts, and maps.
- Provided information to the CDA and Forward Franklin to help in their economic development related efforts, including a CD of a comprehensive collection of the City's economic development related plans and reports.
- Completed a draft of a comprehensive revision of the City's Economic Resource Guide.

ECONOMIC RESOURCE GUIDE:

The City of Franklin Economic Resource Guide, which was initially prepared in 2007, presented a brief summary of pertinent facts and figures about the City that might be of interest to potential businesses. It was then placed on the City's website, and numerous hard copies were made available. However, the document was never subsequently updated.

As part of its update of business related information on the City's website, the Planning Department determined that the Economic Resource Guide needed to be updated and expanded. The attached final draft document presents a summary of various economic development related information, including demographics, amenities, and services provided within the City, as well as a summary of the areas within the City which are targeted for commercial/non-residential development (as determined by the City's various economic development related plans and existing zoning).

This draft report was then presented to the Plan Commission and Common Council for their review and consideration. The Common Council, at its January 10, 2012 meeting, directed staff to provide this document to the Forward Franklin Committee for their use in their efforts to prepare marketing materials for the City. In the meantime, the Planning Department has already begun providing this document to prospective businesses and others interested in the City of Franklin, will shortly place this document on the City's website, and will regularly maintain the information contained within the document.



City of Franklin, Wisconsin

Economic Resource Guide

Open For Business

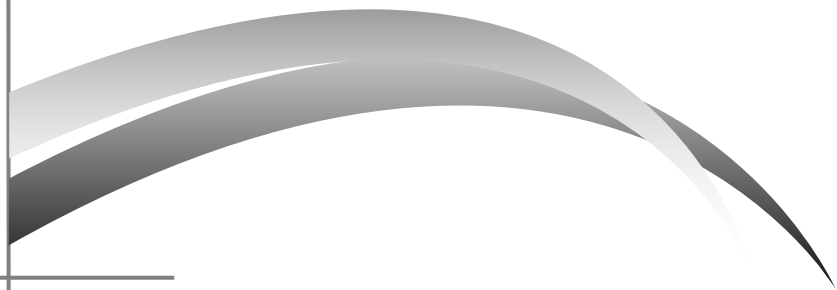


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Demographics

- Population Statistics:
 - Population: 35,451 (2010)
 - SEWRPC Projected Ultimate Population: 57,015
 - Median Age: 41.5 (2010)
- Housing Statistics:
 - Total Housing Units: 14,356 (2010)
 - Owner Occupied Housing Units: 10,485 (76.9%) (2010)
 - Renter Occupied Housing Units: 3,157 (23.1%) (2010)
 - Median Home Value: \$231,000 (2008)
- Labor Statistics
 - 18,313 people over 16 years of age in labor force (66.1%) (17,317 employed)
 - Percent Unemployed: 5.4%
 - Median Household Income: \$75,740
 - 4,379 households have incomes over \$100,000 (approximately 36.3%)
- Business QuickFacts (US Census Bureau)
 - Total number of firms, 2007: 2,355
 - Manufacturer shipments, 2007: \$1,014,679
 - Merchant wholesaler sales, 2007: 212,868
 - Retail sales, 2007: 460,115
 - Retail sales per capita, 2007: \$12,664
 - Accommodation and food services sales, 2007: 33,923
- Education Attainment: 91.1% of Franklin’s population aged 25 or older are high school graduates and 33.7% have a bachelor’s degree or higher (2008-2010 Census)

Sources:
U.S. Census Bureau, 2010 & 2008-2010 3-Year Estimates

Business Climate

Welcome to the City of Franklin, Wisconsin, where being “open for business” is an invitation to you and your company to join our growing community of 35,451!

Franklin is strategically located. Our City is only a 14-mile (19 minute) drive from Milwaukee’s General Mitchell International Airport and a 72-mile (90 minute) drive from Chicago’s O’Hare International Airport. We possess convenient access to these and other regional destinations through three Interstate Highways, located within 2 ½ miles of the City, and a well established roadway network that includes two U.S. Highways, two State Trunk Highways and three County trunk Highways.

Franklin is a business-friendly community. From our TIF districts, commercial corridors and ample supply of vacant developable land, to our recently streamlined development review process and ongoing participation in local and regional economic development initiatives, Franklin understands the importance of providing opportunities for businesses to locate here and grow. Some major economic development initiatives include the City’s cooperative planning effort with the neighboring city of Oak Creek to produce a redevelopment plan for the South 27th Street Corridor and our participation in the regional effort to establish General Mitchell International Airport and its surrounding area as an Aerotropolis.

Franklin is a full-service community. Franklin provides a full range of city services including public sewer, water and stormwater conveyance systems, as well as our own Police and Fire Departments. We contract with other agencies for solid waste collection & disposal, wastewater treatment and drinking water. Outside agencies provide electric power, natural gas and telecommunications for the City.

Franklin is a family-friendly community. “A house is not a home unless it contains food and fire for the mind as well as the body.” This saying, attributed to the City of Franklin’s namesake Benjamin Franklin, describes our philosophy that both the physical and cultural aspects of our City are important to our homes, our neighborhoods and our community. For instance, not only do we provide a wide variety of safe and high-quality housing opportunities so our citizens can age in place, we also provide a wonderful park and outdoor recreation system (in close coordination with the Milwaukee County Park System) for our community’s health and well-being. Franklin is also home to three very good school districts, including the Franklin School District. In 2011, Franklin High School achieved a composite score of 23.0 out of 36.0 on the 2011 ACT test. In 2010 and 2011, the Franklin High School baseball team won the WIAA State Championship and its coach was voted the NOW All-Suburban Coach of the Year.

Franklin is a growing community. Our City is one of the fastest growing communities in Wisconsin. Between 1970 and 2010, Franklin grew from a population of 12,247 to a population of 35,451, achieving the highest growth rate in Milwaukee County. With 21 square miles,


or about 61 percent of Franklin still undeveloped, we also have a lot of space for additional growth. This growth will primarily occur within the southwestern quarter of the City where the Ryan Creek Interceptor Sewer will be constructed in 2012. Because of our many growth opportunities, Franklin could reach a population of about 57,000 sometime after 2035, making it the third or fourth largest community within Milwaukee County.

Franklin is a community with high standards. We are proud of so much within our community. Our highly rated schools, vast parkland, high level of police and fire protection, strong development standards and involved citizenry make Franklin an engaging place to live. From the various boards and commissions within City government, to the wide range of civic organizations throughout the City, the citizens of Franklin take an active role in our government and in our community.

Franklin is an evolving community. Although we are a City with a full range of services, Franklin is primarily suburban in character. While our City contains such urban uses as a business park, an industrial park and many commercial corridors, it also contains agricultural lands, woodlands, farmlands and rural residential development. In general, our City can be described as urban within its northern and eastern limits, rural within its southern and western limits and suburban in between. However, we are proud to claim that these contrasts provide ample development opportunities. Whether you are looking for a vacant developable site for your business or a fully developed “turn key” property, Franklin can meet your needs.

Please browse this document, our website, or contact our staff with any questions you may have. We will be happy to assist you.

“ Franklin showcases friendly people, vibrant residential neighborhoods, a strong business climate, and a convenient location to world-class amenities. ”



Mayor Tom Taylor

“ My children attend Franklin schools, my wife works in Franklin and several Boucher employees are Franklin residents as well. We all agree...we absolutely love this city. ”

Patrick Easterlin, General Manager, Boucher

City of Franklin

- County: Milwaukee
- Land area: 34.58 Square Miles
- Persons per square mile: 1,025.1
- Public park, green space and open space: approximately 3,881 acres
- Travel Times:
 - 14 miles, 19 minutes from General Mitchell International Airport
 - 17 miles, 22 minutes south of downtown Milwaukee, WI
 - O’Hare International Airport 72 miles, 1 hour 29 minutes
 - Madison, WI 82 miles, 1 hour 35 minutes
 - Chicago, IL 84 miles, 1 hour 43 minutes
 - Rockford, IL 86 miles, 1 hour 34 minutes
 - Midway International Airport 93 miles, 1 hour 54 minutes
 - Green Bay, WI 129 miles, 2 hours 13 minutes
 - Indianapolis, IN 266 miles, 4 hours 57 minutes
 - Minneapolis, MN 339 miles, 6 hours 1 minute
 - Detroit, MI 365 miles, 6 hours 25 minutes
 - St. Louis, MO 374 miles, 6 hours 29 minutes
 - Cincinnati, OH 379 miles, 6 hours 52 minutes

Franklin Facts

- Equalized Value: \$3,607,450,880 (2010 WI Department of Revenue)
- Schools: Five Elementary Schools, one Middle School, and one High School. Total public school enrollment of 4,143 (2010 WI DPI). Three private elementary schools.
- Parks: The City of Franklin has sixteen parks, and seven parks at school sites for a total of 3,881-acres of park, open space, and outdoor recreations sites.
- 2011 Local Property Tax Rates (Per/\$1,000):

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

City of Franklin Awards and Recognitions

- Money Magazine ranked Franklin, Wisconsin among the top 100 cities to live, ranking 94th in 2011 and 90th in 2007
- Franklinwi.gov is recognized as one of the top city government websites by Juggle.com – August 2010
- Franklin Honored for South 27th Street Corridor Efforts – June 19, 2008
- Franklin was awarded the Wisconsin Good Government Award – October 5, 2007
- Franklin Designated as a “City of the Future!” – April/May 2007

Business Organizations

- [South 27th Street Corridor \(www.south27th.com\)](http://www.south27th.com)
- [South Suburban Chamber of Commerce \(www.southsuburbanchamber.com\)](http://www.southsuburbanchamber.com)
- [Center for Advanced Technology & Innovation \(www.thecati.com\)](http://www.thecati.com)
- [Commercial Association of REALTORS Wisconsin \(www.carw.com\)](http://www.carw.com)
- [Forward Wisconsin \(www.forwardwi.com\)](http://www.forwardwi.com)
- [Greater Milwaukee Association of REALTORS \(www.gmar.ws\)](http://www.gmar.ws)
- [Metropolitan Builders Association \(www.mbaonline.org\)](http://www.mbaonline.org)
- [Metropolitan Milwaukee Association of Commerce \(www.mmac.org\)](http://www.mmac.org)
- [Milwaukee Seven \(www.choosemilwaukee.com\)](http://www.choosemilwaukee.com)
- [National Association of Industrial & Office Properties \(www.naiop.org\)](http://www.naiop.org)
- [Wisconsin Business Development \(www.wbd.org\)](http://www.wbd.org)
- [Wisconsin Manufacturing Extension Partnership \(www.wmep.org\)](http://www.wmep.org)
- [Wisconsin Technology Council \(www.wisconsinotechnologycouncil.com\)](http://www.wisconsinotechnologycouncil.com)

A few of our city-wide amenities:

- Three Golf Courses: Tuckaway Country Club, Whitnall Park Golf Course, Oakwood Park Golf Course
- U.S. Highway 45, three state highways, and seven county highways
- Two active Tax Incremental Finance (TIF) Districts
- Industrial Development Revenue Bond Program
- Stormwater, water & sanitary sewer infrastructure
- High-speed Internet access with affordable & reliable electricity

Target Development Corridors

1. South 27th Street Corridor
 - a. West College Avenue to West Rawson Avenue
 - b. West Rawson Avenue to West Drexel Avenue
 - c. West Drexel Avenue to West Ryan Road
 - d. West Ryan Road to Interstate I-94
2. Franklin Civic Center
 - a. Crossroads Trade Area
 - b. State Hwy 100, West Drexel Avenue & State Hwy 36
3. South 76th Street & West Rawson Avenue
4. South 51st Street & West Rawson Avenue
5. Franklin Business Center
 - a. Franklin Business and Industrial Park (including M-1)
 - b. Franklin Business Center Service Area (State Hwy 100 & South 51st Street)
6. Other Commercial Areas



1. South 27th Street Corridor (State Highway 241)

The South 27th Street Corridor is the City's primary targeted development area. As such, the City requires that new development achieve the South 27th Street Design Overlay District standards. These standards include such aspects as high quality architecture, cross-access to adjacent properties, and multi-story buildings. The corridor is divided into four sections.

West College Avenue to West Rawson Avenue

This section of the South 27th Street Corridor is intended to be a regional commercial area primarily for retail uses.

- Traffic Counts (WI Department of Transportation, 2008)
 - 20,000 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 50,325 vehicles per day
 - 2030: 54,850 vehicles per day
 - 10,300 vehicles per day on West College Avenue
 - 22,200 vehicles per day on West Rawson Avenue

Notable Destinations:

- | | |
|------------------|---------------------|
| *Gander Mountain | *Sam's Club/Walmart |
| *Home Depot | *Ashley Furniture |
| *Lowe's | *Dunham's |



West Rawson Avenue to West Drexel Avenue

This section of the South 27th Street Corridor is intended to primarily be an area for regional office uses.

- Traffic Counts (WI Department of Transportation, 2008)
 - 19,100 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 39,275 vehicles per day
 - 2030: 42,350 vehicles per day
 - 5,600 vehicles per day on West Drexel Avenue

Notable Destinations:

- *Adair Floors
- *Northwestern Mutual Life
- *Baker Pool & Fitness



West Drexel Avenue to West Ryan Road

This section of the South 27th Street Corridor is intended to be a commercial infill redevelopment area.

- Traffic Counts (WI Department of Transportation, 2008)
 - 13,100 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 27,525 vehicles per day
 - 2030: 30,775 vehicles per day
 - 2,700 vehicles per day on West Puetz Road
 - West Puetz Road WisDOT Forecasts:
 - 2020: 3,700 vehicles per day
 - 2030: 4,200 vehicles per day



Notable Destinations:

- *La Toscana Italian Ristorante
- *Mulligan’s Irish Pub & Grill
- *Two Brothers Restaurant
- *Wisconsin Vision

West Ryan Road to Interstate 94

This section of the South 27th Street Corridor is intended to be a mixed use office area.

- Traffic Counts (WI Department of Transportation, 2008)
 - 10,600 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 26,525 vehicles per day
 - 2030: 28,600 vehicles per day
 - 19,200 vehicles per day on West Ryan Road
 - 103,000 vehicles per day on Interstate 94



Notable Destinations:

- *Staybridge Suites Hotel
- *Wheaton Franciscan Hospital
- *Walgreens

2. Franklin Civic Center District

Franklin Civic Center (State Hwy 100, State Hwy 36, and West Drexel Avenue)

The Civic Center District is intended to serve as Franklin’s new “downtown”. The district promotes mixed use development, with an emphasis on civic, cultural, institutional, indoor entertainment, business, and multi-family residential uses. Developments are encouraged to be pedestrian oriented as well as utilize superior building, site, and landscaping design standards.

- Traffic Counts (WI Department of Transportation, 2008)
 - 12,000 vehicles per day on State Hwy 100 (South Lovers Lane Road)
 - 14,100 vehicles per day on State Hwy 36 (West Loomis Road)
 - 8,300 vehicles per day on West Drexel Avenue

Notable Destinations:

- * Franklin City Hall
- * Franklin Public Library
- * Franklin Law Enforcement Center



- * Franklin Post Office
- * The Shoppes at Wyndham Village

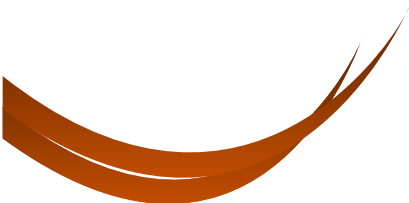
Crossroads Trade Area

The Crossroads Trade Area is intended to be a mixed use commercial area, with primarily retail and office uses. Two story buildings are encouraged and a single building shall not exceed 125,000 square feet in size. Four-sided architecture is strongly preferred.

- Traffic Counts (WI Department of Transportation, 2008)
 - 17,700 vehicles per day on State Hwy 100 (West St. Martins Road)
 - 15,300 vehicles per day on State Hwy 36 (West Loomis Road)

Notable Destinations:

- * Walgreens
- * Crossroads Professional Building
- * Franklin Veterinary Clinic



3. South 76th Street and West Rawson Avenue Corridor

This area is intended for a variety of commercial uses, such as retail and office.

- Traffic Counts (WI Department of Transportation, 2008)
 - 21,700 vehicles per day on South 76th Street (County Hwy U)
 - 17,500 vehicles per day on State Highway 36 (West Loomis Road)
 - 17,700 vehicles per day on West Rawson Avenue (County Hwy BB)

Notable Destinations:

- * Orchard View Shopping Center
- * Franklin Centre Shopping Center
- * Franklin Village Shopping Center
- * Rawson Medical Center



4. South 51st Street and West Rawson Avenue Corridor

This area is intended for a variety of commercial uses, such as retail and office.

- Traffic Counts (WI Department of Transportation, 2008)
 - 19,900 vehicles per day on West Rawson Avenue
 - 5,700 vehicles per day on South 51st Street

Notable Destinations:

- * Sendik's
- * CVS
- * Bank Mutual
- * Andy's Gas Station

"We are very pleased to expand our Northwestern Mutual campus in Franklin. City officials and staff members have handled our needs efficiently and effectively, and they have made us feel welcome in their City."

**Edward J. Zore, former President & CEO,
Northwestern Mutual**

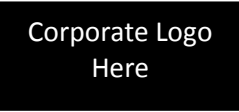
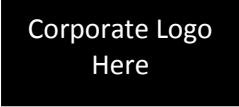
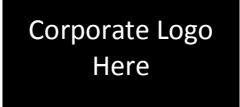
5. Franklin Business Center



Franklin Business and Industrial Parks

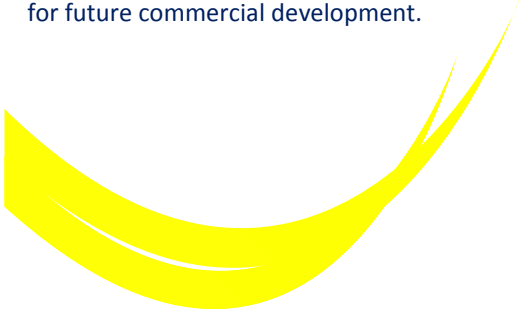
The Business Park was created utilizing a TIF District, which was closed in 2011. The Franklin Business Park is one of the most successful business parks in the State of Wisconsin and has a limited number of vacant developable acres remaining.

- Traffic Counts (WI Department of Transportation, 2008)
 - 15,300 vehicles per day on State Hwy 100 (West Ryan Road)

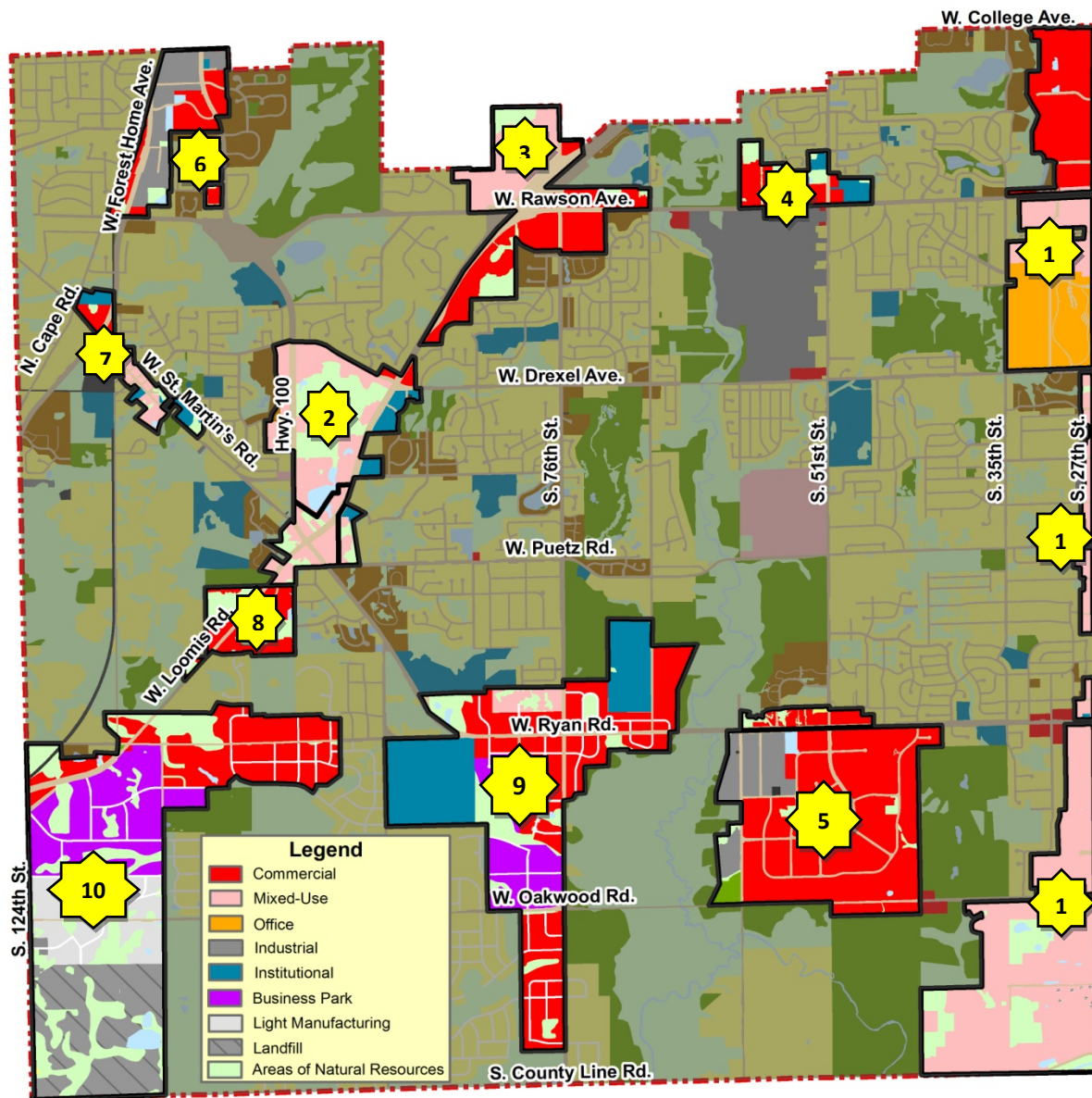


Franklin Business Center Service Area

The Franklin Business Center Service Area is located south and east of the Milwaukee County Sports Complex and north of West Ryan Road and the Franklin Business Center. The area is zoned primarily B-1 and B-3 Business Districts and is planned for future commercial development.



6. Franklin Commercial Areas



Economic Development Contacts:
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Targeted Development Corridors:

1. South 27th Street Corridor (State Highway 241)
2. Franklin Civic Center District
3. South 76th Street and West Rawson Avenue
4. South 51st Street and West Rawson Avenue
5. Franklin Business and Industrial Parks

Other Notable Commercial Areas:

6. Forest Home Avenue and Lovers Lane Road
7. St. Martins District
8. West Loomis Road
9. South 76th Street
10. Southwest corner

