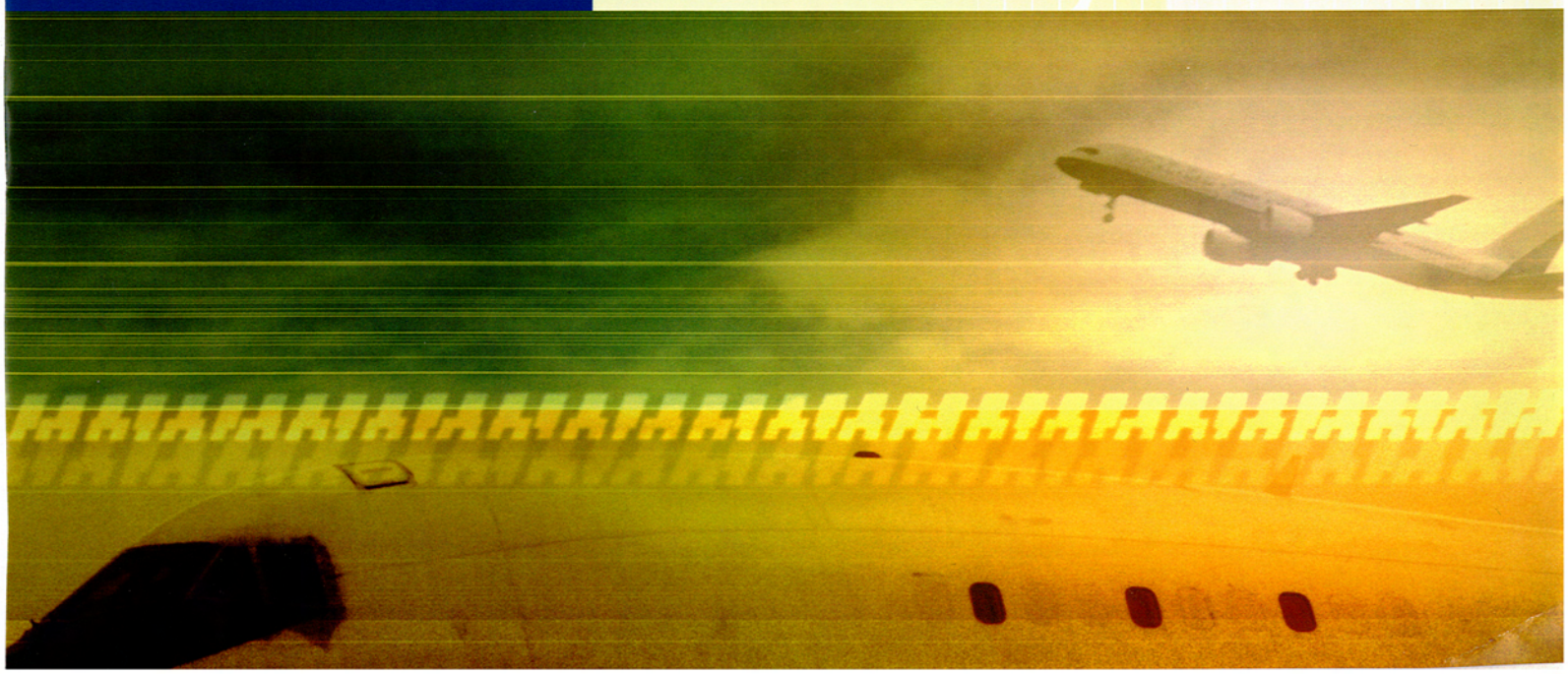
ECONOMIC RESOURCE GUIDE

THE RIGHT LOCATION FOR YOUR BUSINESS

CITY OF FRANKLIN

WISCONSIN



WELCOME!

Franklin is a growing suburban community of 33,000 in the Chicago, Ill.-Milwaukee-Madison corridor that offers numerous advantages for businesses seeking a strong foundation for success and profitability.

Centrally located in the heart of the Midwest, Franklin provides a strategic business location within driving distance of Milwaukee and Green Bay to the north, Chicago, Ill., to the south, Madison and Minneapolis, Minn., to the west, and Indianapolis, Ind., and Detroit, Mich., to the east.

Situated in southern Milwaukee County within a metropolitan population of 1.5 million, the city of Franklin has been designated by the Wisconsin Department of Commerce as part of the Metropolitan Milwaukee Technology Zone.

For transportation and logistics, Franklin offers convenient freeway access to four interchanges for Interstate 94, which runs parallel to the city's eastern border, plus eight interchanges for I-43 and six interchanges for I-894, both running parallel to the city's northern border, two miles directly to the north.

Franklin is also well positioned, less than 10 minutes from General Mitchell International Airport and the air service it provides to approximately 90 cities.

Franklin offers high-quality local schools, both public and private, with average test scores that well exceed both state and national averages. Franklin High School has also been recognized for its near-perfect graduation rate, as more than 99 percent of students earn high school diplomas. Many high school graduates continue their studies at more than 20 nearby colleges and universities.

Attesting to the superb quality of life, Franklin is the largest community in Wisconsin to attain more than 10 percent population growth since the 2000 census.

Please come visit us in person or on the web at **www.franklinwi.gov**, or contact the Department of City Development at **414-425-4024**.

Thomas M. Taylor

Sincerely,
Mayor Tom Taylor

Milwaukee County Parks

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City of Franklin, Wisconsin
An Economic Resource Guide

City of Franklin

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FACTS AT A GLANCE

Franklin is the largest city in Wisconsin with more than 10% population growth since the 2000 census!

The population of Metropolitan Milwaukee is 1,512,855. (U.S. Census Bureau, 2005)

Milwaukee County Parks

Year[1]	Population	Growth	% Increase
1980	16,871		
1990	21,855	4,984	29.54%
2000	29,494	7,639	34.95%
2006[2]	33,000	3,506	10.62%
2020[3]	45,314	6,890	18.51%
Buildout[3]	57,015	11,701	25.82%

Sources:
[1] U.S. Census Bureau
[2] Wisconsin Dept. of Admin. (www.doa.state.wi.us)
[3] Southeastern Wisconsin Regional Planning Commission

Milwaukee County Parks

- 4,049 building permits issued for new homes within the past 10 years
- 45 new residential developments under way
- **Median family income:** $75,532 (U.S. Census Bureau, 1999)
- **4,470 households with income of $75,000 or more:** (U.S. Census Bureau, 1999)
  - *7th highest in Milwaukee Metropolitan Area*
- **Average sale price for existing homes:** $232,376 (Metro Multiple Listing Service, 2005)
- More than 3,600 acres of land for parks & recreation
- **Three golf courses:** Tuckaway, Whitnall & Oakwood

◀ ***Whitnall Clubhouse***

St. Luke's Franklin Health Care Center
Partnering with Businesses to Build Healthier Communities

The physicians at St. Luke's Franklin Health Care Center partner with area businesses to help promote greater health for a more productive work environment and a healthier community. Beyond the top quality primary and specialty care available right in your community, we offer comprehensive services to help businesses stay healthy.

Behavioral Health
Dentistry
Family Practice
General/Vascular Surgery
Gynecology and Obstetrics
Internal Medicine
Occupational Health
Ophthalmology
Orthopedics
Otolaryngology
Pediatrics/Adolescent Medicine
Podiatry
Psychiatry

Occupational Health & Work Injury Treatment

We offer workplace solutions located near your business that include:

- Prevention, treatment and management of work-related injuries and illness
- Preplacement examinations
- Drug and alcohol testing
- Rehabilitation
- Urgent Care for unexpected injuries and illnesses after hours and on weekends

International Traveler Services

When traveling for work, or pleasure, our International Traveler Services can assist by:

- Reviewing necessary vaccinations recommended for travel outside of the United States
- Setting up a vaccination plan that can safely and efficiently protect travelers

On-Site Specialties

- Radiology Services: X-ray, mammography, ultrasound and CT scanning
- Lab services
- Aurora Pharmacy
- Franklin Rehabilitation
- Optical Center

St. Luke's Franklin Health Care Center®
Aurora Health Care
www.AuroraHealthCare.org

To learn more about how St. Luke's Franklin Health Care Center can help your company, please call 414-529-9200. We're located at 9200 W. Loomis Road.

b70145 (01/07) ©AHC

THE RIGHT LOCATION FOR YOUR BUSINESS

"The support we received from the City of Franklin and its proximity to Mitchell International Airport and interstate highways were driving factors in Harley-Davidson's decision to locate our state-of-the-art distribution center here. Franklin is an ideal location, allowing us to provide excellent service to our customers across the world."

Jim Ziemer
President & CEO
Harley-Davidson Inc.

Strategically located along Interstate 94 between Milwaukee and Chicago, Ill., just 4 miles from General Mitchell International Airport and air service to approximately 90 cities, the city of Franklin provides easy access to the third-largest market in the United States.

Participating in the Metropolitan Milwaukee Technology Zone, the city of Franklin offers a well-educated work force and great quality of life without traffic congestion.

Franklin has connections!

Four interchanges for Interstate 94

Eight interchanges for I-43

Six interchanges for I-894

all within 2 miles

The right location:

Downtown Milwaukee is 11 miles away. (17 minutes)

General Mitchell International Airport is 4 miles away. (8 minutes)

"We are very pleased to expand our Northwestern Mutual campus in Franklin. City officials and staff have handled our needs efficiently and effectively, and have made us feel welcome. Many of our employees find this a convenient alternative to our downtown campus. Our decision to expand in Franklin has worked well for us."

Edward J. Zore
President & CEO
Northwestern Mutual

General Mitchell International Airport

- *More than 7 million passengers per year*
- *Approximately 470 arrivals & departures daily*
- *More than 13 airlines serving 90 cities*

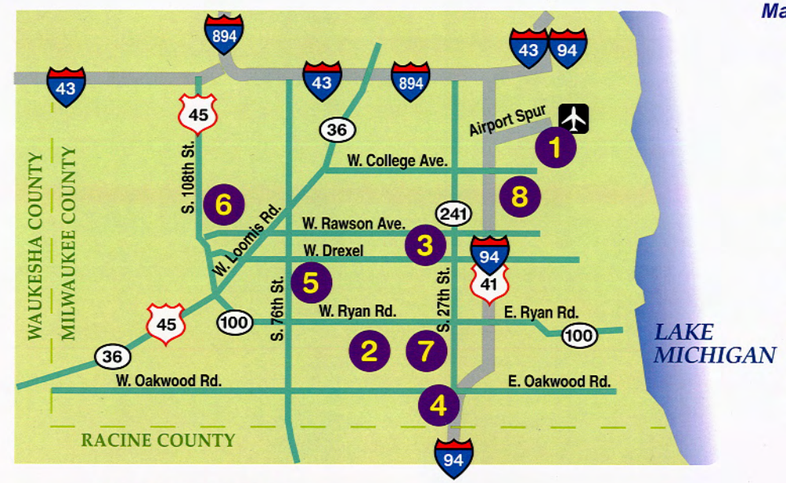
source: www.mitchellairport.com

Business in Franklin will also benefit from:

- Three interstate freeways, U.S. Highway 45, three state highways & seven county highways
- Three active Tax Incremental Finance (TIF) Districts
- Industrial Development Revenue Bond Program
- Transportation, water & sanitary sewer infrastructure
- High-speed Internet access with affordable & reliable electricity

Milwaukee County's General Mitchell International Airport - Dave LaHaye

CITY OF FRANKLIN
WISCONSIN



Map Key:

1. General Mitchell International Airport
2. Franklin Business Park, TIF District #2
3. TIF District #3 (northern TIF district on 27th Street)
4. TIF District #4 (southern TIF district on 27th Street)
5. Tuckaway Country Club
6. Whitnall Park Golf Course
7. Oakwood Golf Course
8. Milwaukee Area Technical College (MATC)

Miles from Franklin

General Mitchell International Airport	4
Downtown Milwaukee	11
Madison	82
Chicago, Ill.	83
Rockford, Ill.	89
Green Bay	130
Indianapolis, Ind.	265
Minneapolis, Minn.	340
Detroit, Mich.	365
St. Louis, Mo.	374
Cincinnati, Ohio	380

For assistance, contact:

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dwheaton@franklinwi.gov

CITY OF FRANKLIN
WISCONSIN

BUSINESS RESOURCES

ECONOMIC PROFILES

City of Franklin
www.sewrpc.org/economicprofiles/pdfs/c_franklin_EP.pdf

Milwaukee County
www.sewrpc.org/economicprofiles/pdfs/co_milwaukee_EP.pdf

Metropolitan Milwaukee
www.mmac.org/ImageLibrary/user/bmayborne/DEMO_2006_pdf.pdf

Southeastern Wisconsin
www.wisrep.org/REP_Profiles/rep_profiles.html

State of Wisconsin
http://commerce.wi.gov/BD/BD-COM-0005.html

TRANSPORTATION

General Mitchell International Airport
www.mitchellairport.com

Amtrak — Milwaukee Stations
http://amtrakhiawatha.com
www.dot.wisconsin.gov/travel/rail/mars.htm

GOVERNMENT

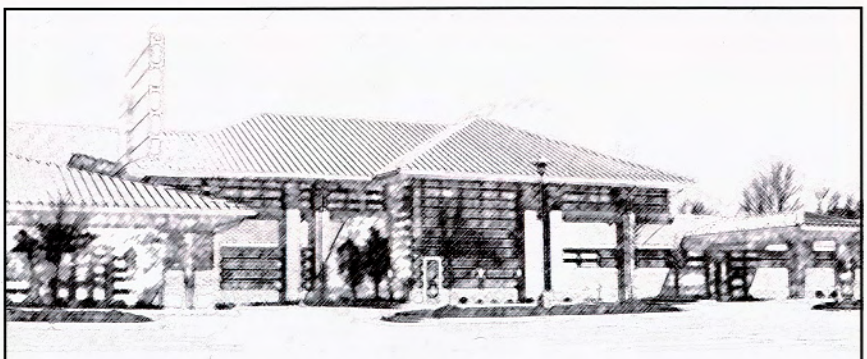
City of Franklin
www.franklinwi.gov

Milwaukee County
www.milwaukeecounty.org

Metropolitan Milwaukee Technology Zone
http://commerce.wi.gov/BDdocs/BD-TZMetropolitanMilwaukee_000.pdf

Southeastern Wisconsin Regional Planning Commission
www.sewrpc.org

State of Wisconsin — Department of Commerce
www.commerce.state.wi.us



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EDUCATION

Franklin School District
www.franklin.k12.wi.us

Milwaukee Area Technical College
www.matc.edu

Milwaukee School of Engineering
www.msoe.edu

University of Wisconsin – Milwaukee
www.uwm.edu

Marquette University
www.marquette.edu

Medical College of Wisconsin
www.mcw.edu

LOCAL NEWS

Franklin NOW
www.franklinnow.com

BUSINESS ORGANIZATIONS

Franklin South Suburban Chamber of Commerce
www.secub.net

Center for Energy Conservation & Advanced Manufacturing
http://matc.edu/corporate/ECAM/ecam_home.html

Forward Wisconsin
www.forwardwi.com

Metropolitan Milwaukee Association of Commerce
www.mmac.org/display/router.asp?DocID=1

The Milwaukee Seven
www.choosemilwaukee.com

Southeast Wisconsin Regional Economic Partnership
www.wisrep.org

Wisconsin Manufacturing Extension Partnership
www.wmep.org

ENTERTAINMENT & ATTRACTIONS

Boerner Botanical Gardens
www.boernerbotanicalgardens.org

Greater Milwaukee Convention & Visitors Bureau
www.milwaukee.org

Midwest Airlines Convention Center
www.midwestairlinescenter.com

Milwaukee Art Museum
www.mam.org/thebuilding/index.htm

Milwaukee Brewers Baseball
www.brewers.mlb.com

Milwaukee Bucks Basketball
www.nba.com/bucks

Milwaukee County Parks
www.countyparks.com

Milwaukee County Sports Complex
www.co.milwaukee.wi.us/display/router.asp?docid=9051

Milwaukee County Zoo
www.milwaukeezoo.org

Milwaukee Public Museum
www.mpm.edu

Summerfest
www.summerfest.com

Tuckaway Country Club
www.tuckawaycountryclub.com

Whitnall Park - Wehr Nature Center
www.friendsofwehr.org

Wisconsin State Fair Park
www.wsfp.state.wi.us

Wheaton Franciscan Healthcare

Major Employers

Northwestern Mutual
Harley-Davidson
General Automotive Manufacturing
Krones Inc.
All-Glass Aquarium
BD Medical Systems
Wheaton Franciscan Healthcare
Aurora Health Care
Wisconsin Energy
Vesta Inc.

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