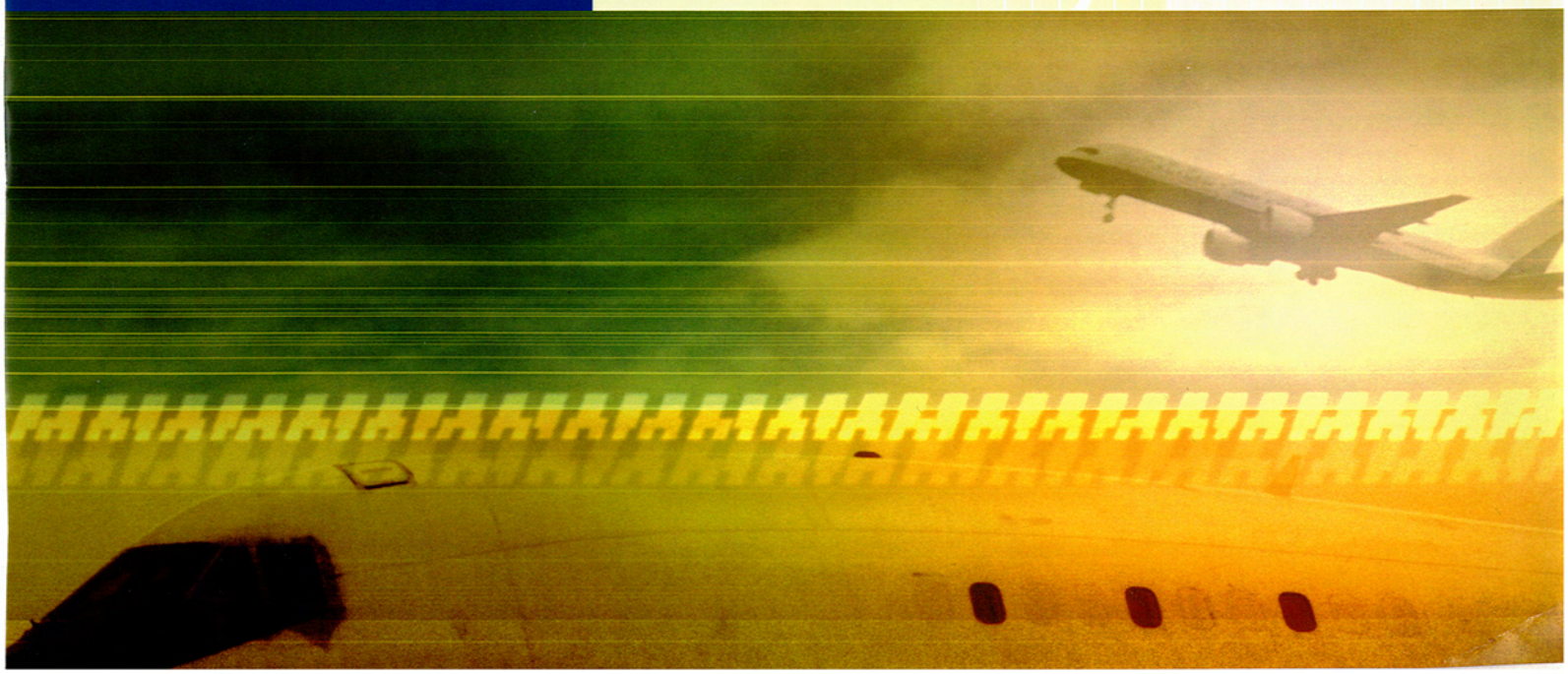
ECONOMIC RESOURCE GUIDE

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*
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City of Franklin

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*City of Franklin, Wisconsin*

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CITY OF FRANKLIN

WISCONSIN

# 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***

# 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*

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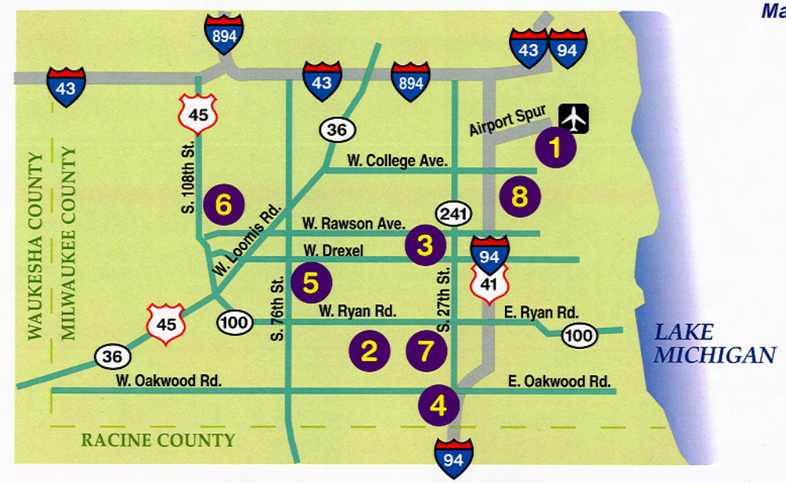


***Map Key:***

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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