



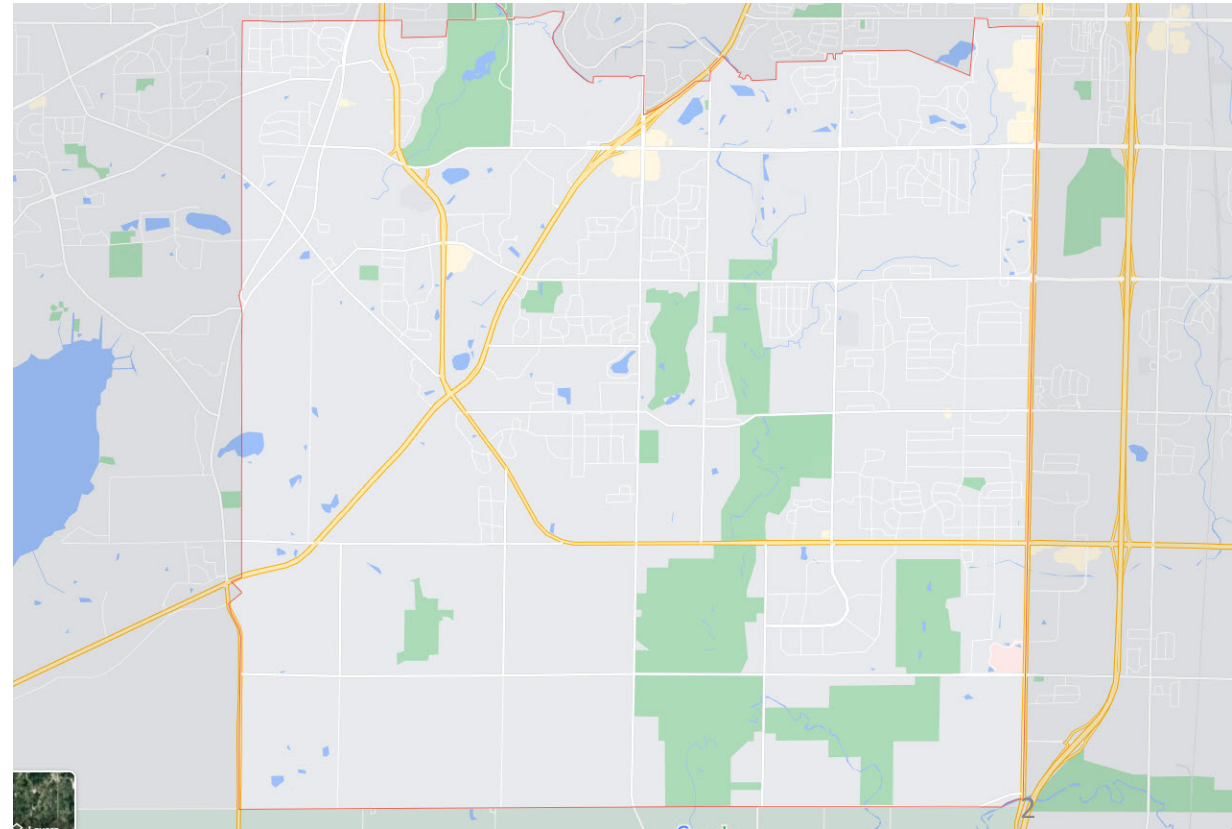
STATE OF THE CITY, 2022

PRESENTED TO
THE FRANKLIN COMMUNITY
AND
THE SOUTH SUBURBAN CHAMBER OF COMMERCE
March 24, 2022

STEVE OLSON
MAYOR

The Basics

- 22,197 acres / 34.5-square miles
- 36,816 residents (forecast to 56,000)
- 2nd largest land area and 3rd largest county taxpayer in Milwaukee County



The Numbers

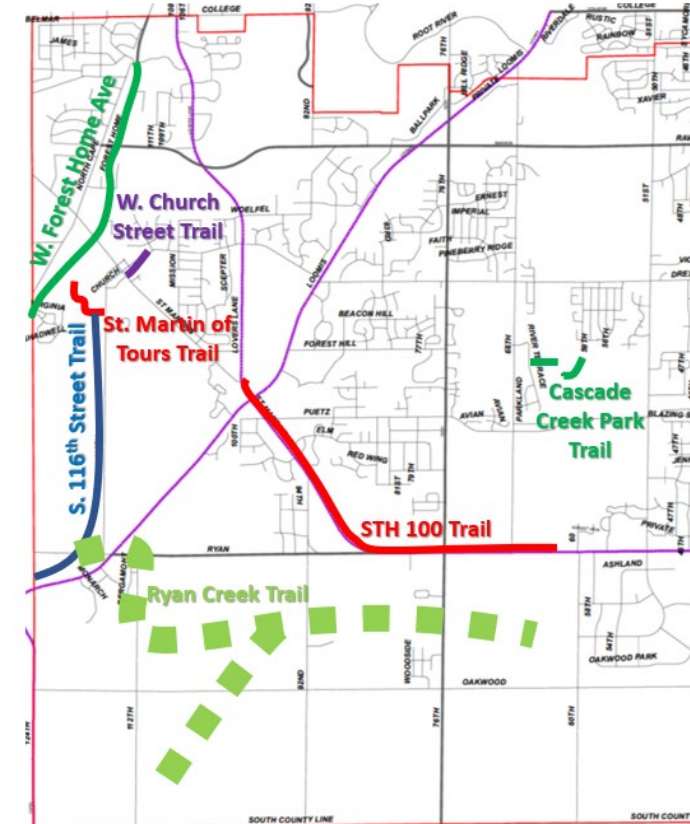
- Excellent financial position
- Aa2: Moody's bond rating, very favorable for city our size/value¹
- \$113,793,500 in new growth (2.48%) to support increased levy²
- \$548,500: Increase in city levy supported by new taxes (no tax increase)³
- \$1,235,000: Approximate 2021 Budget surplus⁴
- 1,736,180 sq. ft.: New industrial/commercial development approved (2021 to today)
- 2 Parades held (1 new) plus the State Champ Sabers parade!
- 465: Residential Building Permits - \$41M (\$35.7M in '20)
- 73: Commercial Building Permits - \$24.7M (\$21.7M in '20)
- 41 New Businesses in 2021

The Organization

- Mayor, Six Council Members, Municipal Judge
- 232 employees (added two firefighter/pm's in 2021)
- 19 leadership positions
- 24 boards, commissions, committees
- >120 volunteer commissioners
- 3 Fire Stations
- Police Department/Municipal Court
- Library
- Department of Public Works
- Water/Wastewater Facility

Transformative Decisions

- Trail Development
- Parks Development/Improvement
- Southwest Area Development
- Water Tower(s)
- Fire Station 2 Relocation
- DPW Expansion
- Water Supplier
- Fire Consolidation



Public Safety – Fire/EMS

- Only 100% All hazard, all paramedic department in the county
- 4505 CFS in 2021 up 7% from 2020, 38% in 10 years⁵
- Lucas Devices on all front line vehicles improving heart attack survivability
- 244 Stop the Bleed Trainings
- 320 CPR / AED / First Aid Training
- ISO rating raised to Class 2 means lower insurance costs

Public Safety – Police⁶

- 6,727 911 calls from 44,188 CFS. 30,000 PD
- All reportable crime measured declined in 2021. (1,233 v 1,550)
- 13 new officers hired (replacements)
- Significant number of overdoses
- Drug Operation Shutdown
- 1st Officer Involved Shooting
- 4-yr-old child drone rescue

Covid 19

- Led the County in Proactive and Pragmatic response to Covid
- Found ways to minimize impacts
- Housed the Joint EMS Covid Paramedic Response Team for South County
- Safely managed elections, meetings, social interactions and entertainment events
- County leading immunizations
- Continued many wellness and preventive care programs
- PHO's now formed organization similar to ICC for best practices sharing
- Franklin Cares, Volunteer Registry, Volition

Covid 3/15/20 – 3/18-22	Franklin	Milwaukee County	Notes
Infections	8,778	267,178	
Deaths	64	2,170	
Tests	38,743		Does not include “at home” testing
Positive Tests	8,778	267,178	Does not include “at home” testing
First Dose Vaccine	72.5%	64.5%	
Complete Vaccination	69.5%	60%	Three doses.
Average Daily Rate 3/11/22	1		Average daily rate high was 11.2 on 1/12/22 8

TID Performance

- TID 5 (Rock/Ballpark Commons)
 - MOSH Performance Center/YMCA (2021)
 - Luxe Golf Bays (Summer, 2022)
 - Dual Branded Hotel (Spring, 2023)
 - Rock n Pickle (Summer, 2023)
 - Boutique Hotel (Summer, 2023)
- TID 6 (Loomis Business Center)
 - Rise Commercial (Summer, 2023)
- TID 8(4) (Franklin Corporate Park)
 - Saputo Cheese (330,000 sq. ft, 650 employees)(Summer, 2023)
 - Wangard Flex Industrial Building 1 (236,000 sq. ft.)(Winter, 2022)
 - Wangard Flex Industrial Building 2 (234,000 sq. ft.)(Winter, 2023)
 - HSA Commercial Flex Industrial (271,780 sq. ft.) (Spring, 2023)

New Businesses

Academy of Preschool Learning

American Veterinary Hospital

Anderson Commercial Group, LLC

Ava's Alterations LLC

COVID Repose

Danko Signs, LLC

Desi Bazaar

Empire Today

FJ Chiropractic SC

Kleidermide Woodwork

L'Image Skin & Spa

Lumpia City

Mann Brothers

Marams Palace Gits & More

Motivo

Muskego Warriors Youth Baseball Academy

Smokey's Vape & Tobacco Outlet

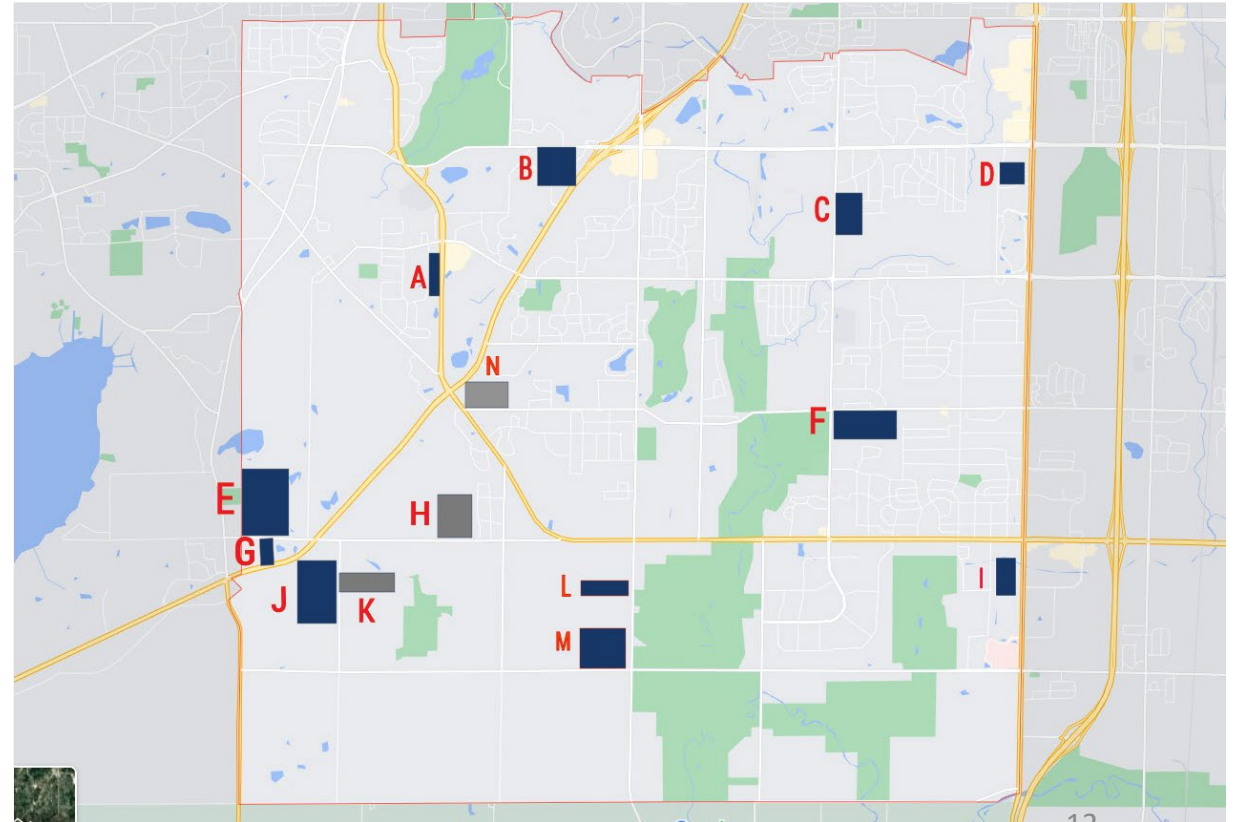
Strands

Summit Clinical Laboratories

YMCA

New Residential (Approved or Presented)⁷

A	Knollwood Legacy Apartments	40 Units, Market Rate
B	Velo Village Apartments	265 Units, Market Rate*
C	Pleasant View Reserve	53 single family home/lots
D	Statesman Apartments	180 Units, Market Rate
E	Cape Crossing	130 single family lots
F	Aspen Woods	69 single family home/lot
G	Ryan Meadows Condominiums	26 Ranch Condominium
H	TBD (Neumann Homes) (Plan Pending)	190 single family lots
I	Seasons at Franklin Apartments	252 Units, Market Rate
J	Ryan Meadows	79 single family lots
K	TBD (Bear Development) (concept only)	30 single family lots
L	Park Circle Condominiums	54 Condominium homes
M	Ryanwood Manor	54 single family lots (Parade site)
N	Crossroads (UFG) (concept only)	300 market rate apartments, 286 55+ apartments



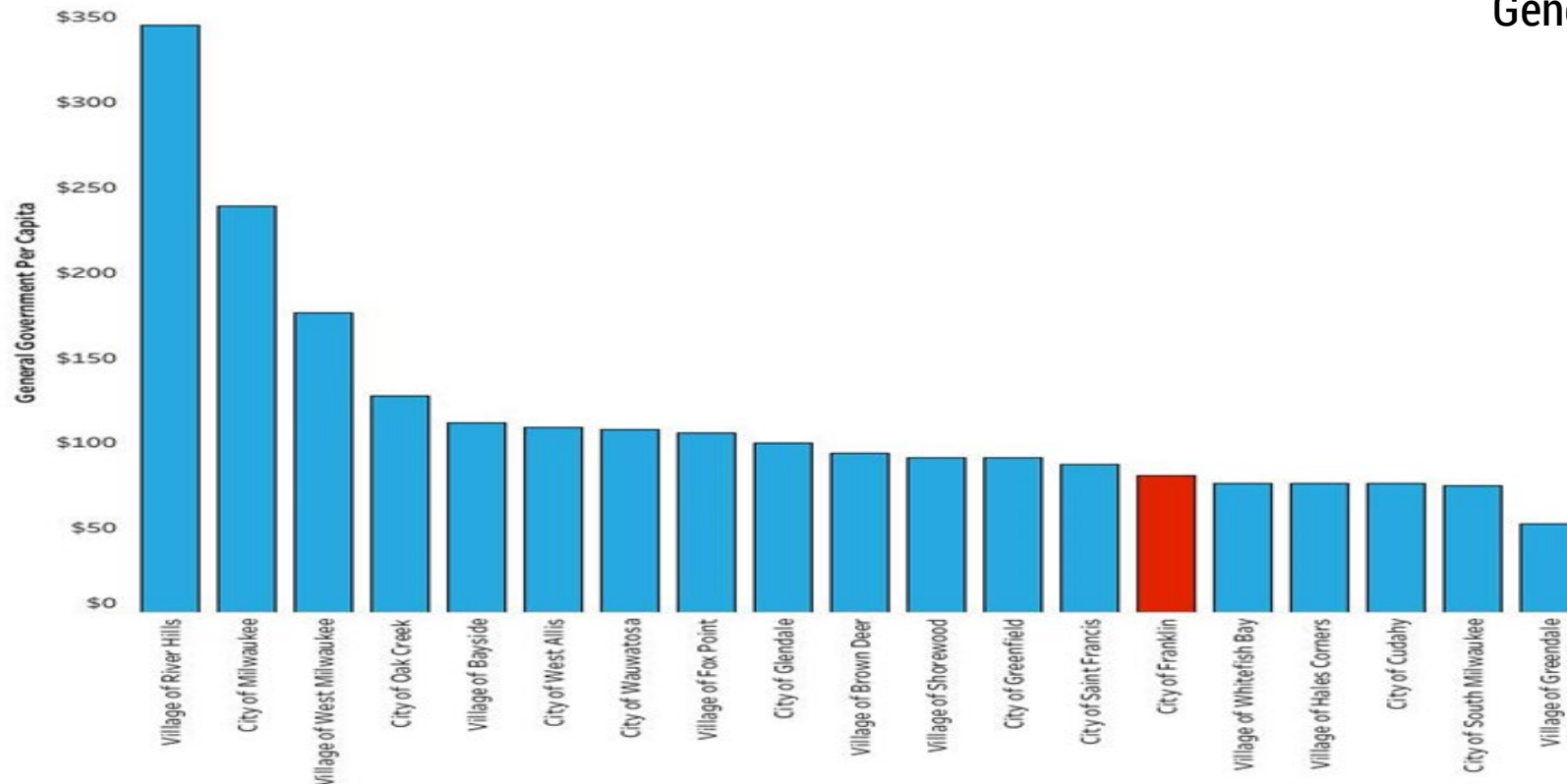
Working Together

- Intergovernmental Cooperation Council
 - Milwaukee County Emergency Medical Services Council
- League of Wisconsin Municipalities
- Regular meetings with neighboring community leaders, county exec, state and federal leaders
- Public Transportation Support
 - Funding for Final Mile Transportation Study – Mobilize
 - Participation in N-S BRT Transit Study
 - Ongoing lobbying for service to business parks
- Wisconsin Policy Forum
- FBPC Membership and Participation
- Southwest Suburban Chamber of Commerce Membership and Participation
- Support Letters – PPE and Bounceback grants

Fun Stuff

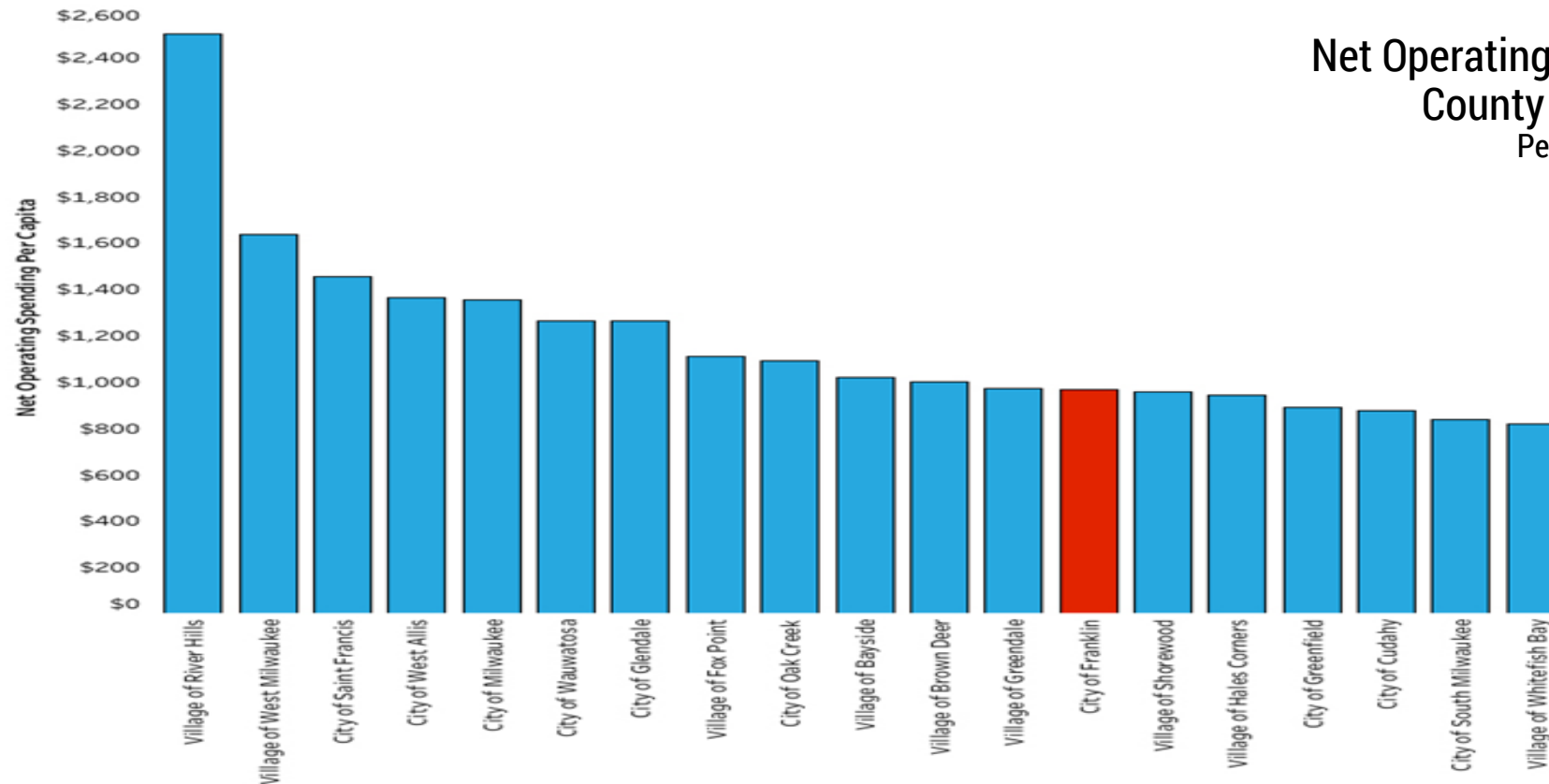
- Christmas Parade – new this year
- The return of
 - Independence Day Celebration
 - St. Martin's Fair
- State Football D1 Champion Saber Escort
- Volition outdoor Family Movie Night
- Trunk or Treat

Comparisons⁸



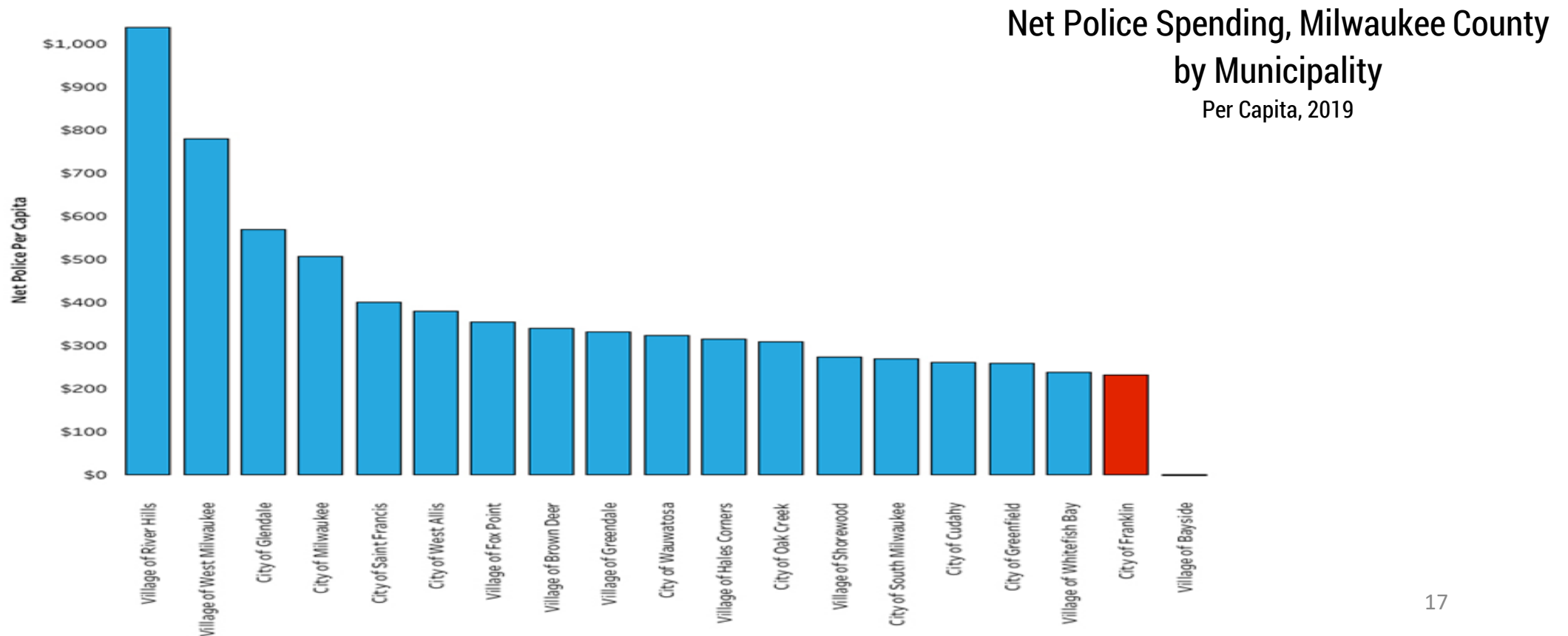
General Government Spending,
Milwaukee County by
Municipality
Per Capita, 2019

Comparisons

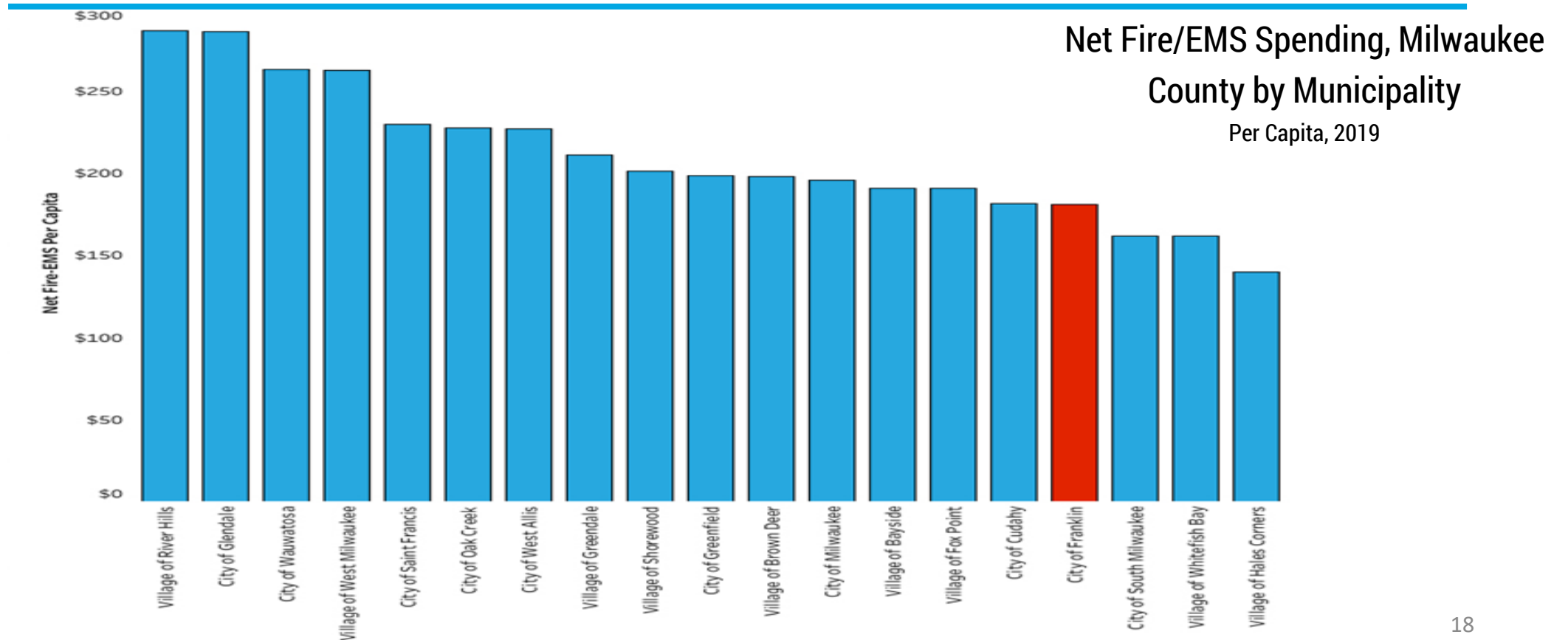


Net Operating Spending, Milwaukee County by Municipality
Per Capita, 2019

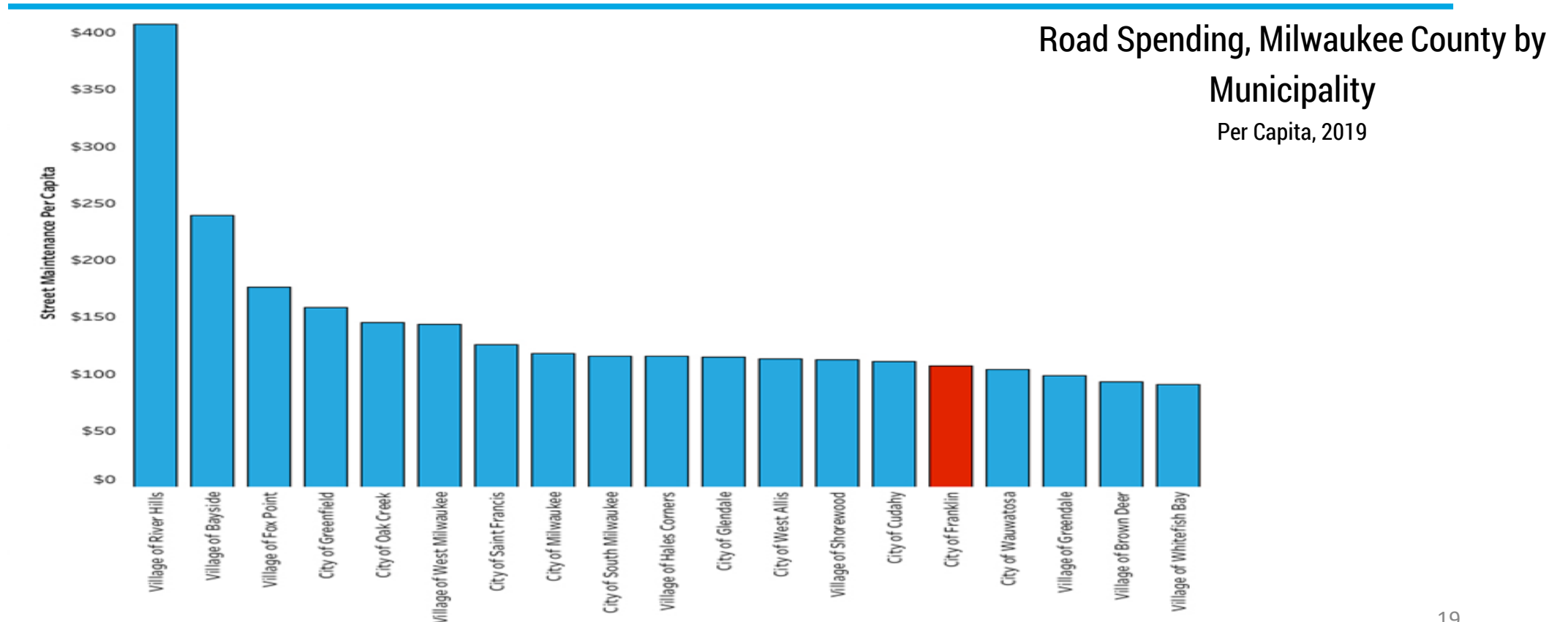
Comparisons



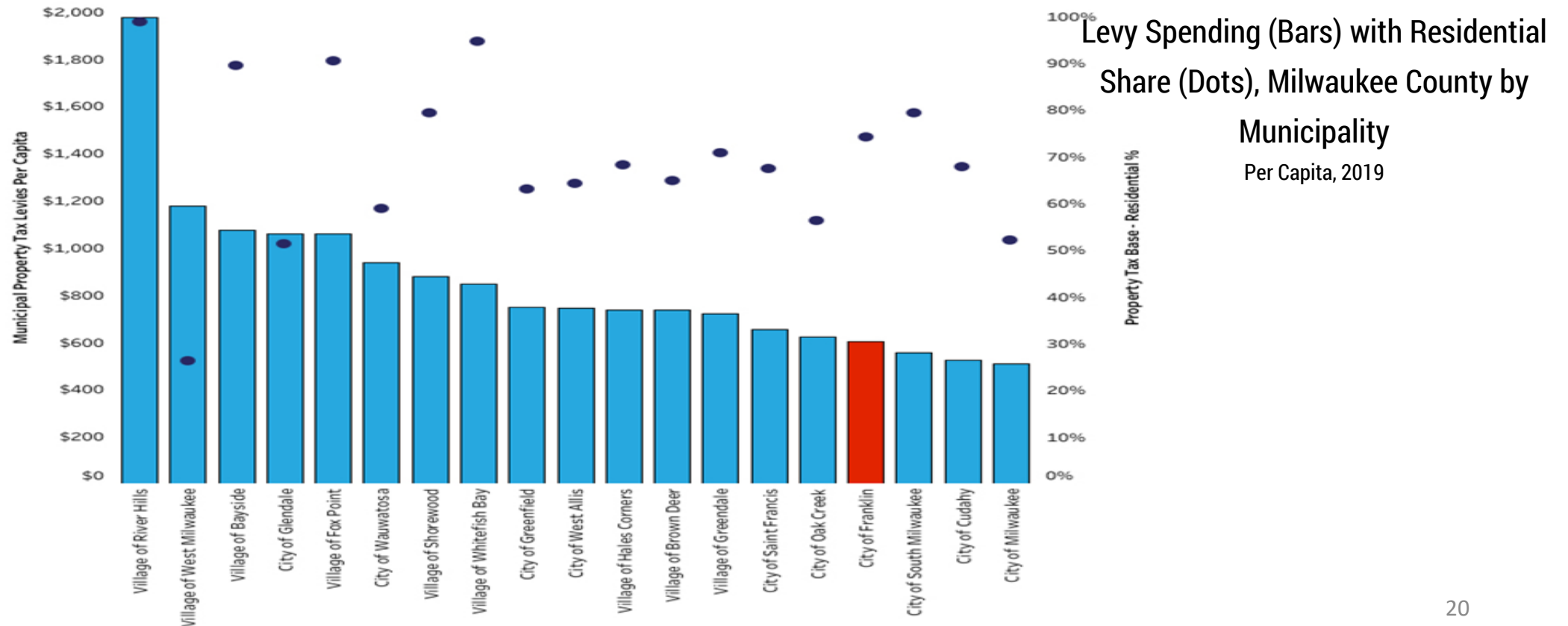
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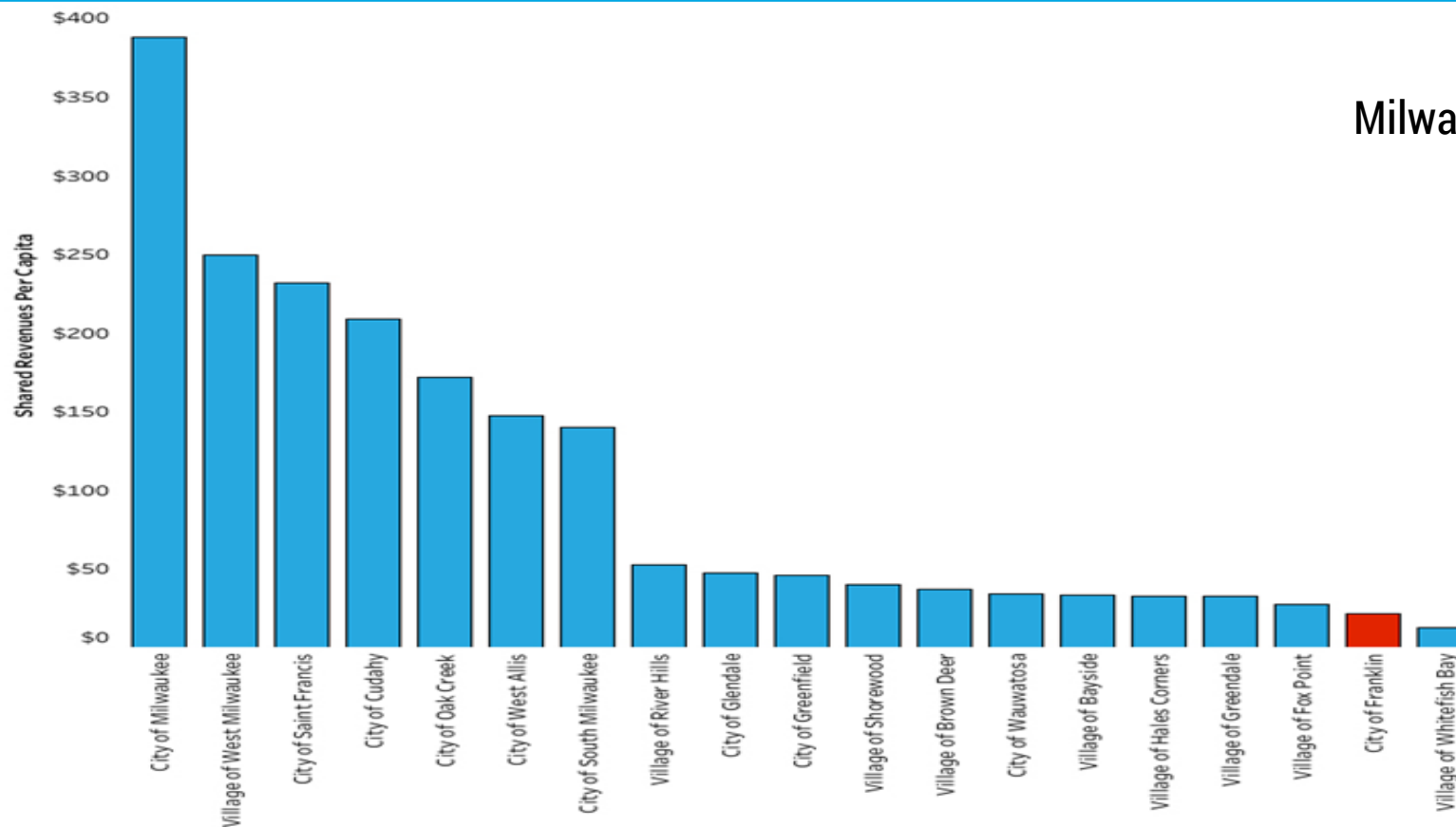
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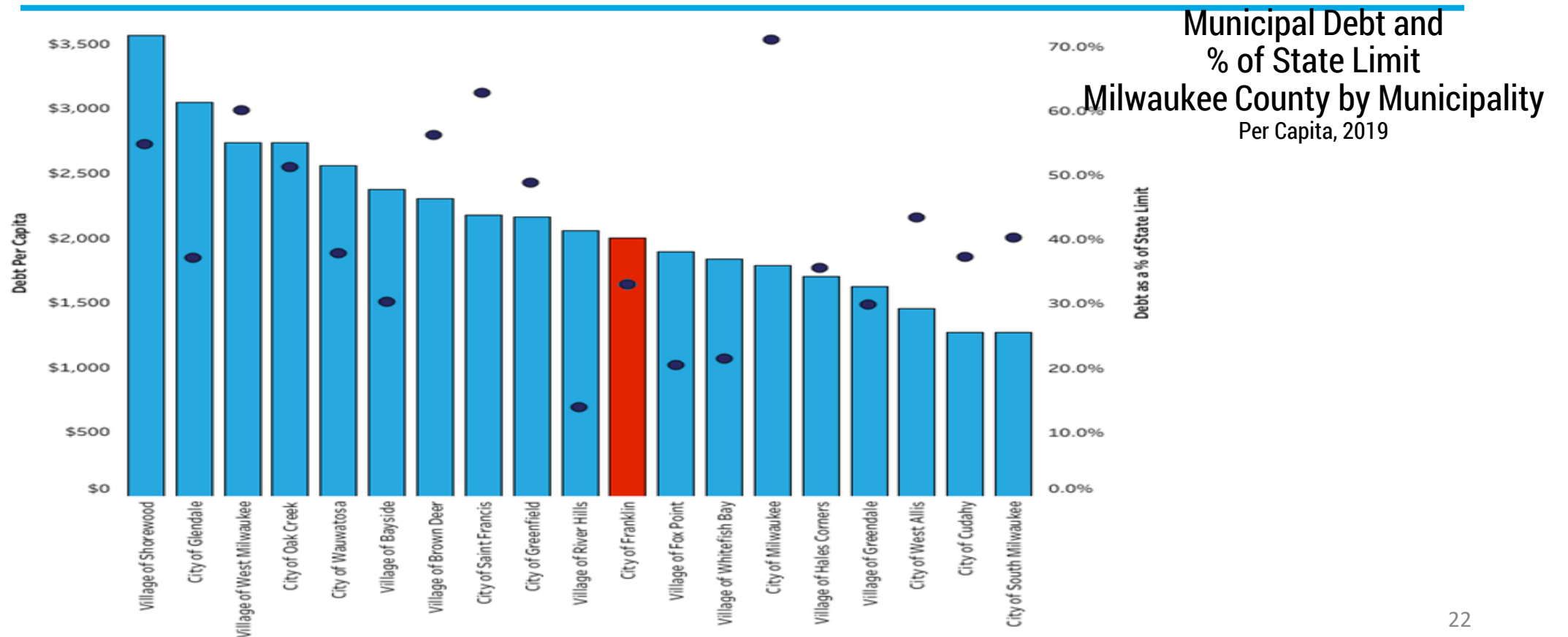


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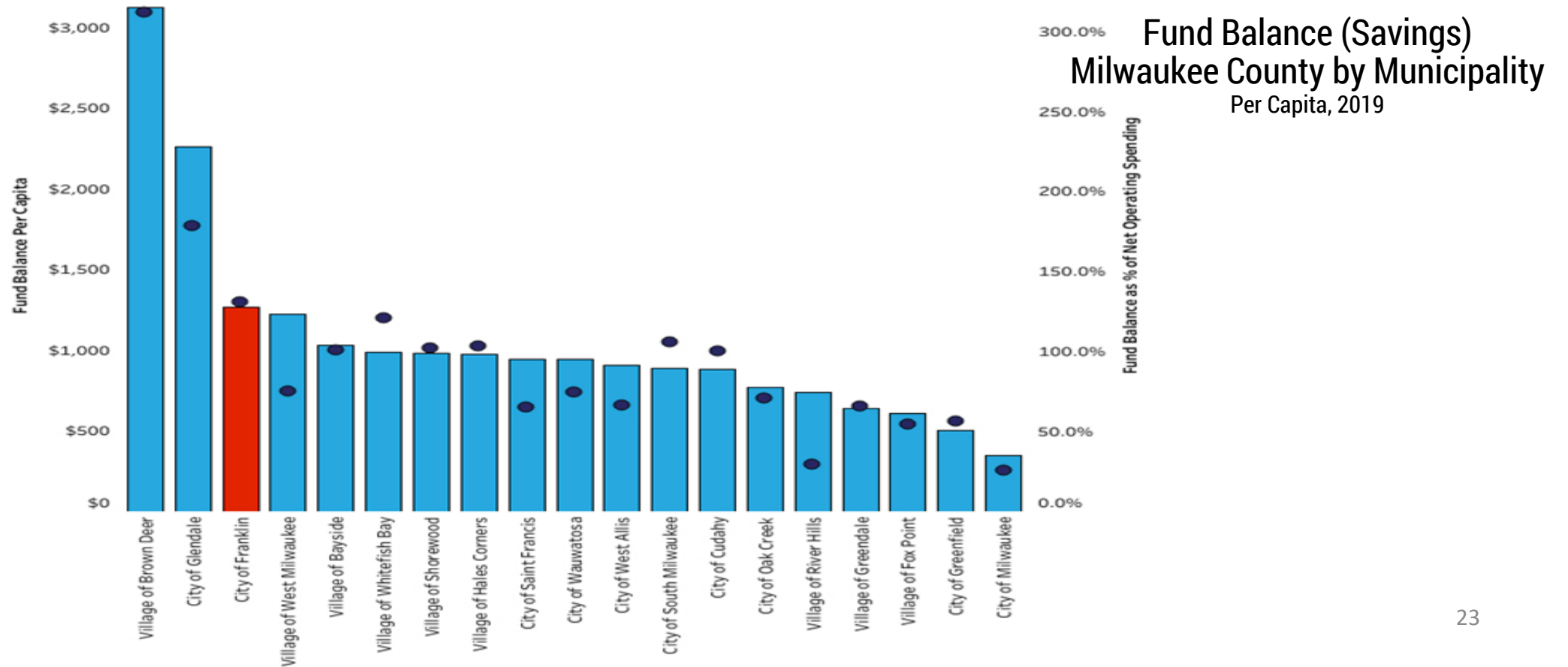


Shared Revenue
Milwaukee County by Municipality
Per Capita. 2019

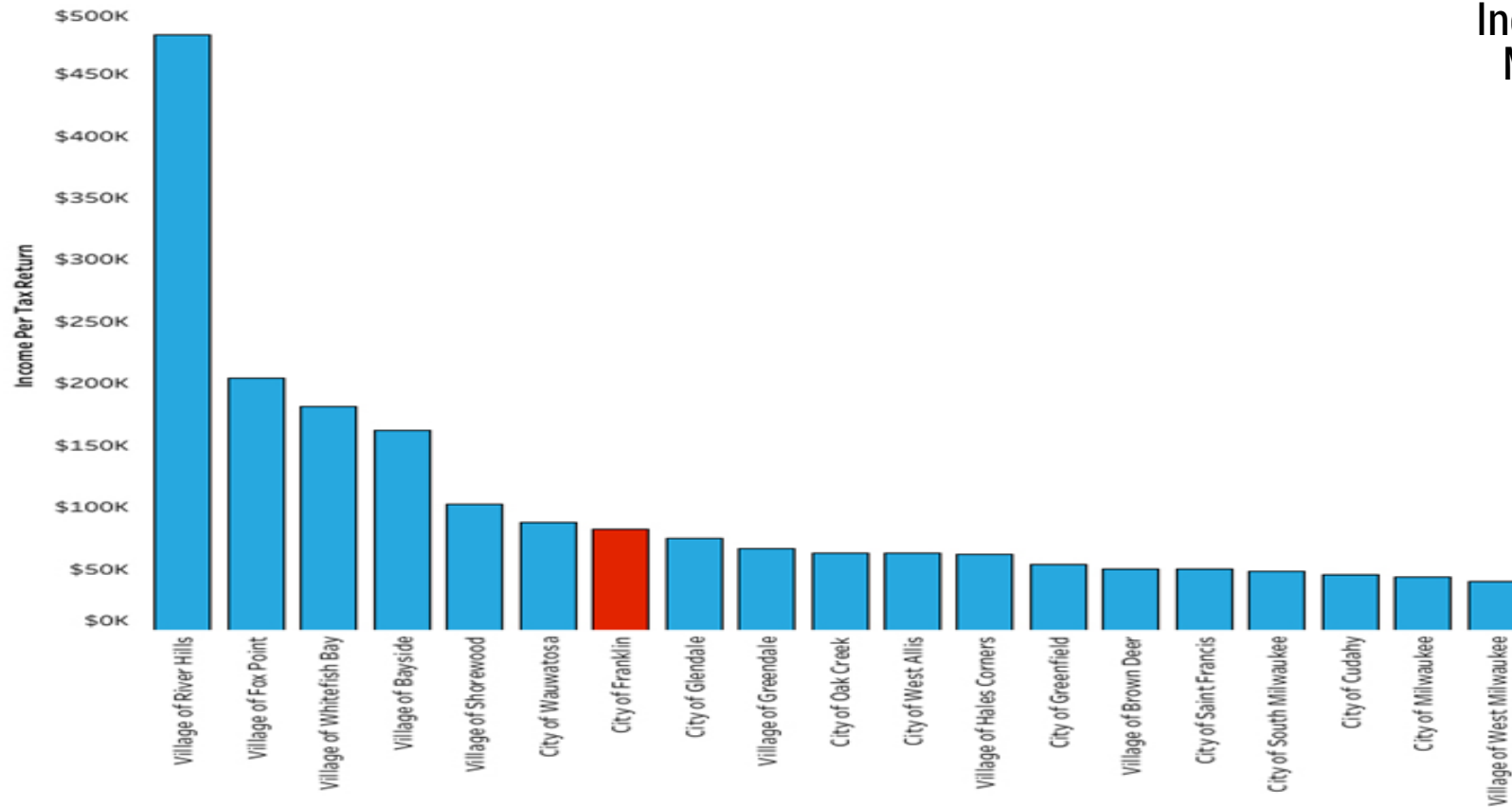
Comparisons



Comparisons



Comparisons



Income (per Tax Return)
Milwaukee County by
Municipality
Per Capita, 2019

Thank You!

Questions?

¹ 2022 budget presentation to the Common Council

² 2022 budget presentation to the Common Council, 2022 adopted budget

³ 2022 budget presentation to the Common Council, 2022 adopted budget

⁴ Preliminary estimate subject to accounting and audit adjustment

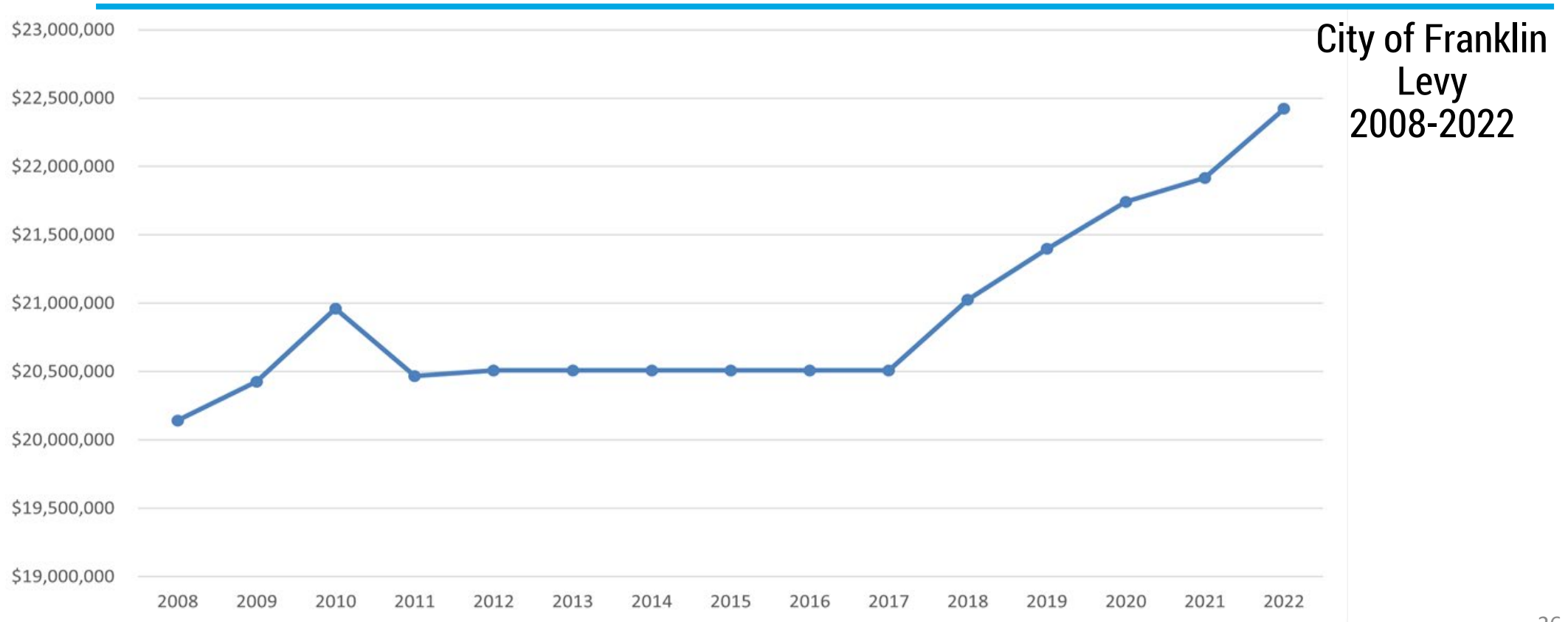
⁵ E-mail from Chief Remington prior to FFD Annual Report

⁶ Franklin Police 2021 Annual Report (to be released 3/18/22)

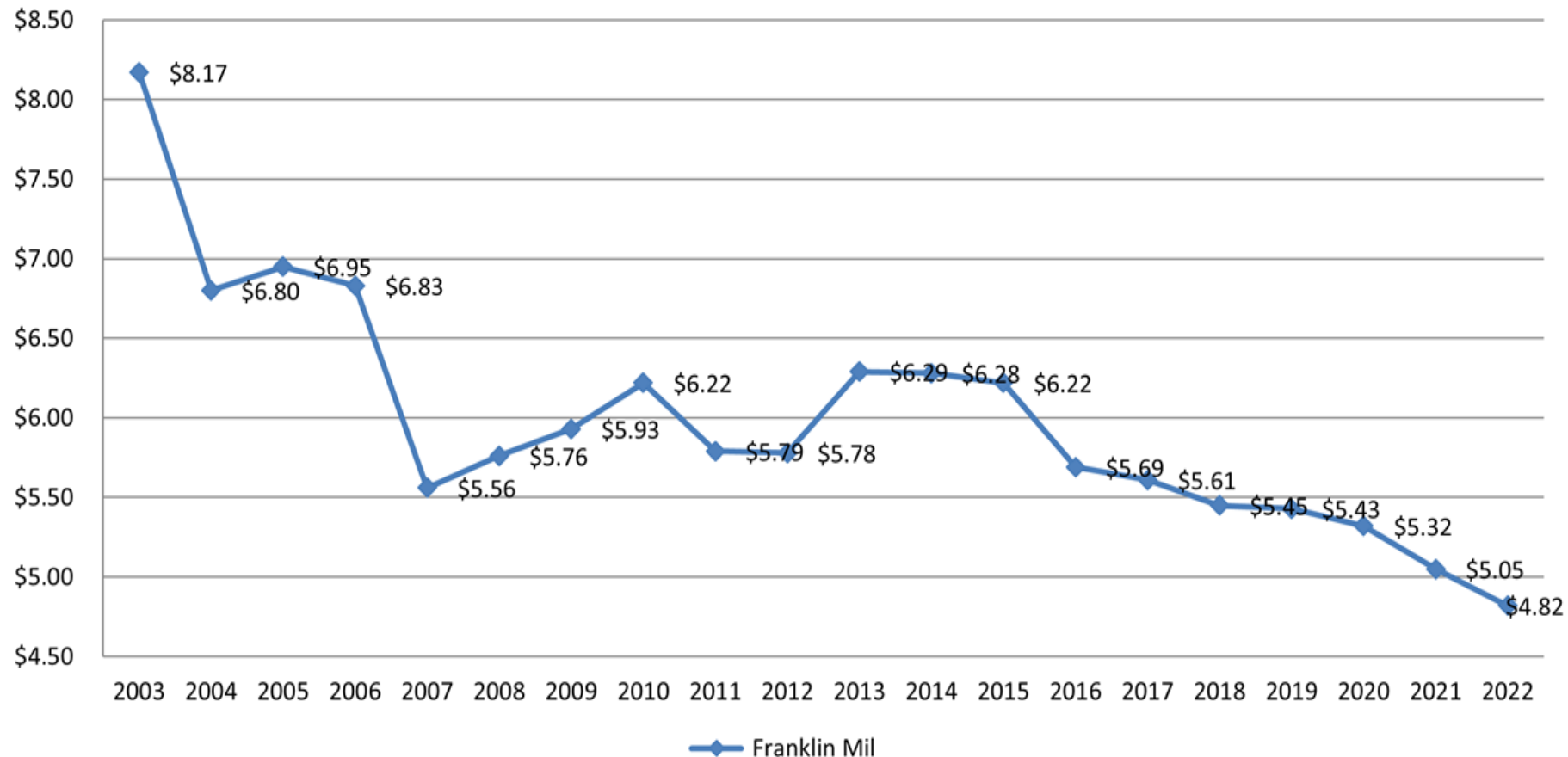
⁷ 1037 apartment units, 685 single family/condominium lots, 1722 total built/approved/presented 2019-2022

⁸ Comparison charts from Wisconsin Policy Forum “Municipal Data Tool, August 2021” 2019 data

How do Property Taxes Work?

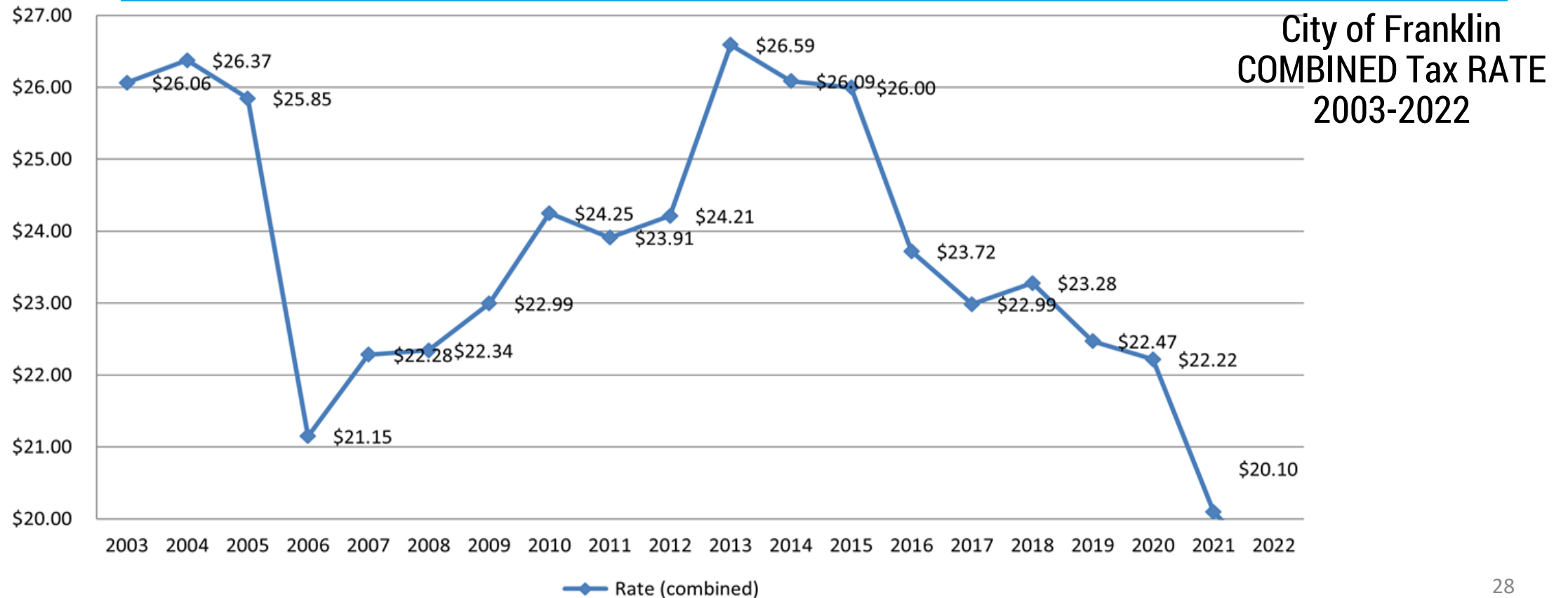


How do Property Taxes Work?

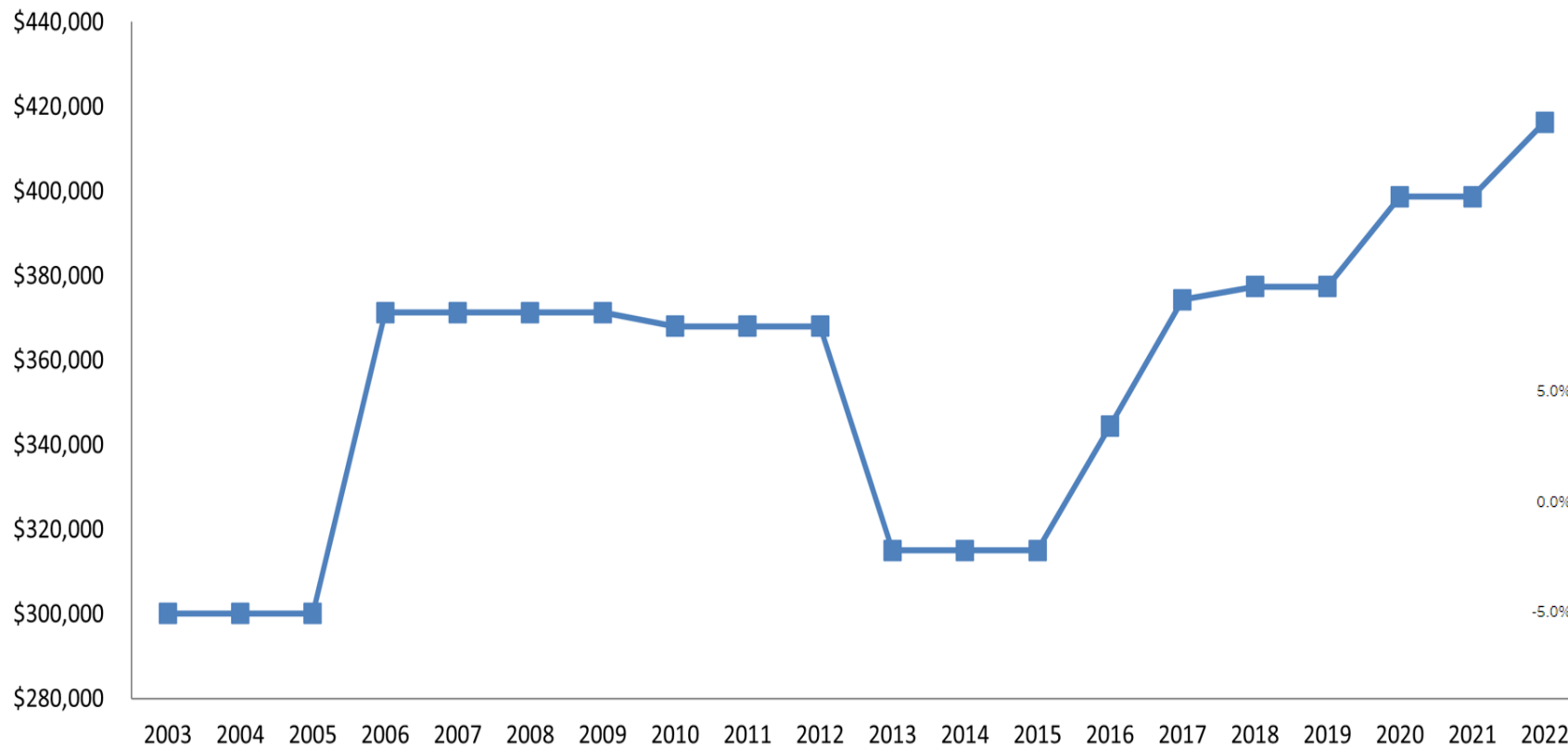


City of Franklin
Tax RATE
2003-2022

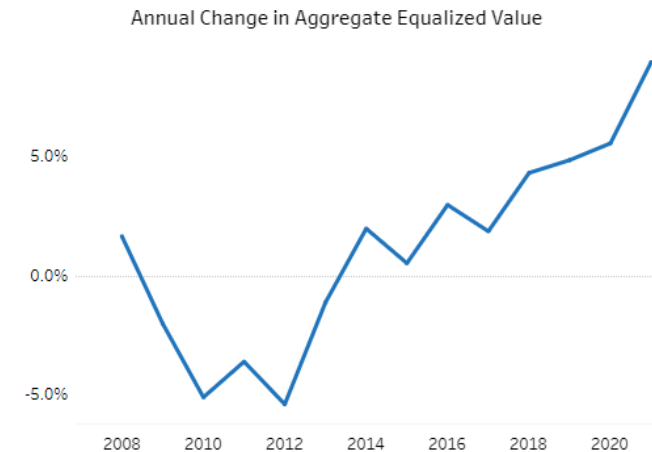
How do Property Taxes Work?



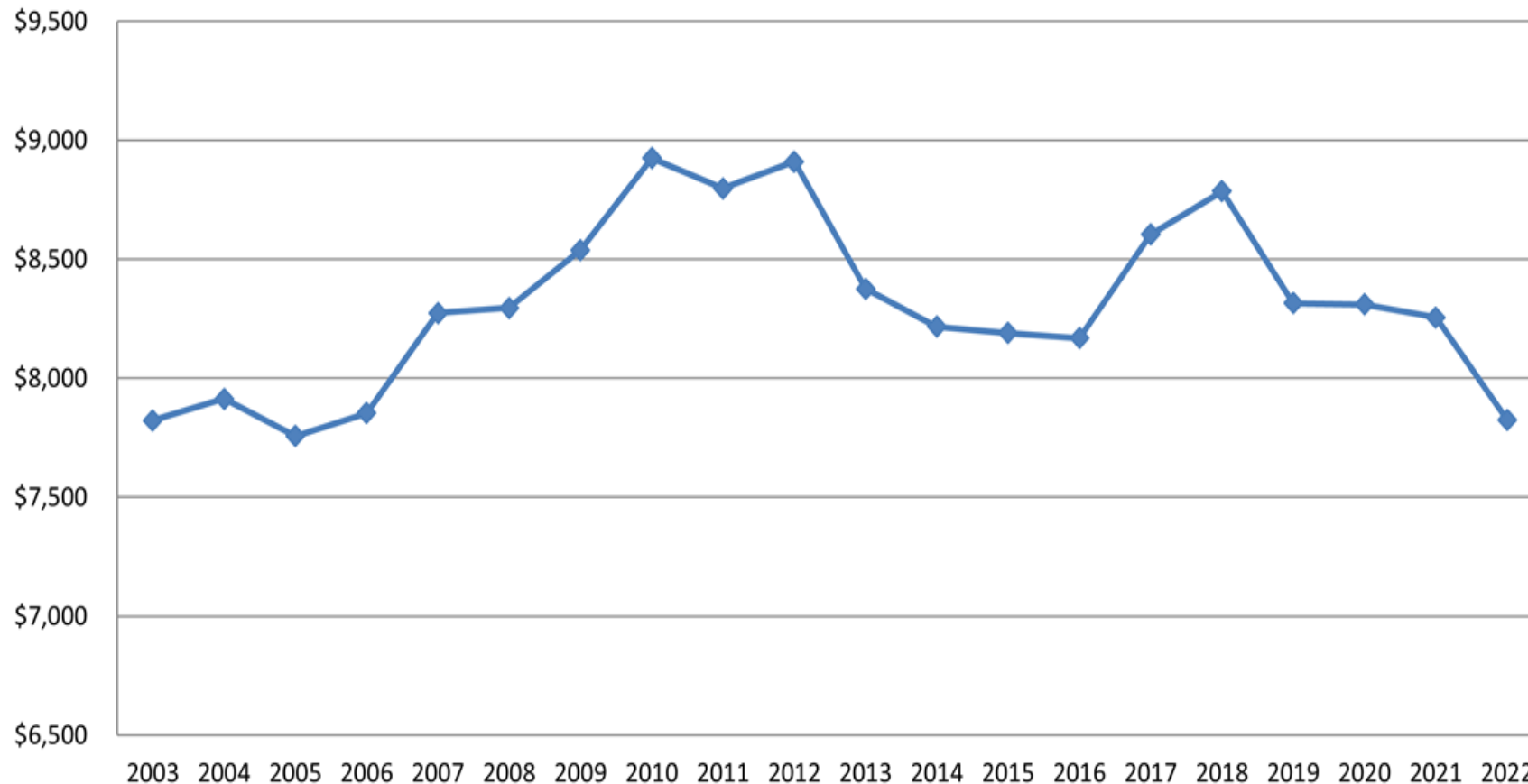
How do Property Taxes Work?



**Steve's
Assessed Value
2003-2022**



How do Property Taxes Work?



Steve's
Property Taxes Paid
2003-2022

How do Property Taxes Work?

Table 5

CITY OF FRANKLIN, WISCONSIN
Assessed Value and Estimated Actual Value of Taxable Property
Last Ten Years

Value As of 1/1		Real property		Personal property		Total Assessed Value	Total Direct Tax Rate	Total Estimated Actual Value	Ratio of Assessed to Estimated Value
		Assessed Value	Estimated Actual Value	Assessed Value	Estimated Actual Value				
2020	#	\$ 4,460,061,600	\$ 4,534,361,500	\$ 51,812,400	\$ 53,391,000	\$ 4,511,874,000	\$ 5.05	\$ 4,587,752,500	98.35%
2019	#	4,307,636,600	4,307,636,600	52,632,400	52,632,400	4,229,425,745	5.32	4,360,269,000	97.00%
2018	# &	3,892,949,730	3,968,886,600	39,302,100	54,054,800	3,932,251,830	5.43	4,022,941,400	97.75%
2017	#	3,780,102,600	3,815,928,100	74,663,600	72,998,100	3,854,766,200	5.62	3,888,926,200	99.12%
2016	#	3,623,999,925	3,658,026,300	80,479,000	70,976,800	3,704,478,925	5.69	3,729,003,100	99.34%
2015		3,320,368,500	3,558,087,200	76,174,600	91,098,700	3,396,543,100	6.26	3,649,185,900	93.08%
2014		3,279,586,200	3,498,464,700	85,006,600	91,229,400	3,364,592,800	6.28	3,589,694,100	93.73%
2013	#	3,265,704,200	3,314,653,800	94,023,900	99,622,800	3,359,728,100	6.29	3,414,276,600	98.40%
2012		3,557,806,088	3,436,681,800	95,404,700	87,424,100	3,653,210,788	5.78	3,524,105,900	103.66%
2011	*	3,555,065,388	3,587,535,800	90,644,700	88,843,900	3,645,710,088	5.79	3,676,379,700	99.17%

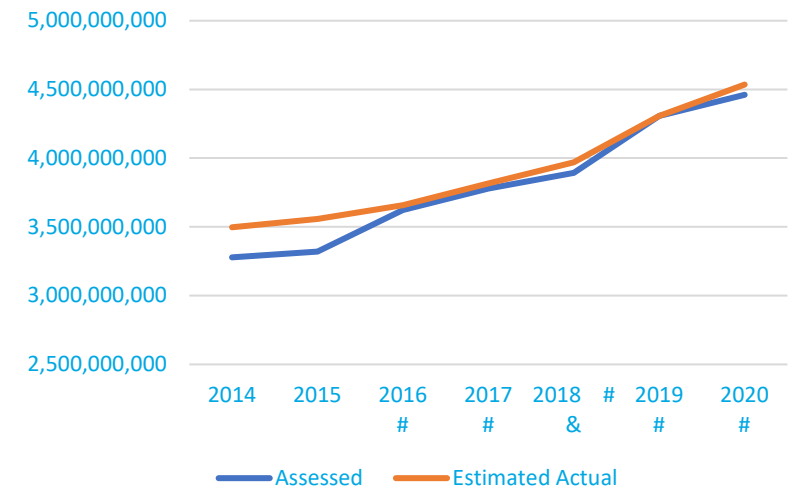
* Reassessment year
Revaluation year

Assessed Valuation by School District - 2019

	Franklin School District	Oak Creek/ Franklin School District	Whitnall School District	Total Assessed Value
Total	\$ 3,208,068,400	\$ 771,293,045	\$ 250,064,300	\$ 4,229,425,745

**City Value
2011-2020**

Total Assessed Value



New Construction



Wangard North Building