



**DRIVING STRATEGIC ECONOMIC GROWTH**

**Economic Development Update  
2023 to Mid-2025**



# Welcome To Franklin



I was born and raised in the City of Franklin, so not only is it my honor to represent the area as Mayor, but I also have an added incentive to showcase the greatness Franklin has to offer. From the people that greet you in the grocery store to the endless business opportunities our area has to offer, my goal as Mayor is to elevate the city to its fullest potential.

Our focus will continue to be on the quality of life, which is why in 2024 we

signed a 40-year water agreement with the city of Oak Creek. Franklin continues to be recognized as one of the fastest growing communities because of the vast multi-season outdoor activities, acclaimed school system and wide range of work opportunities. Alongside our police and fire departments,

we take immense pride in the safety of our community, as well as maintaining a close and friendly camaraderie with our residents.

As our population grows, so must the focus on our economic development.

We are delivering – with much more to come. Tens of millions of dollars of new investment and hundreds of new jobs are flowing into our city. Existing companies are choosing to expand in a big way in our city, including Carma Labs, Yaskawa America and Tiger Aesthetics. New manufacturers like Saputo Cheese, Modine Manufacturing, and Niche Cocoa Services Inc. are putting roots here. Ballpark Commons continues its success as a regional destination, and projects like the RISE Commercial District and the new Wangard industrial development are enabling future growth.

*We celebrate those successes, and more, in this report.*

*The City of Franklin is open for business!*

  
John Nelson, Mayor of Franklin

**Adding \$1.1B in Value in Two Years**  
*Assessed value growth 2022-24*



## Franklin City Council



**District 1**  
John Peccarelli



**District 2**  
Michelle Eichmann



**District 3**  
Yousef Hasan



**District 4**  
Courtney Day



**District 5**  
Nabil Salous



**District 6**  
Jason Craig

# Big Development Wins



\$80M Cheese Processing Plant  
Brings 550 Jobs to Franklin



Carma Labs Expands With New  
\$38M HQ, Production Facility,  
Warehouse



Ghanaian Company Opening First  
North American Plant



**Wangard & HSA**  
**spec buildings**  
\$58M of New Industrial/  
Flex Buildings



Flexible Work,  
Warehouse Space Come  
to Franklin



Luxe Golf, MainStay  
Suites/Sleep Inn  
& Suites, and new  
restaurants come to  
the Commons.



Plans \$182M Expansion,  
700+ New Jobs



Announces Plans for New \$50M,  
120,000 Square-Foot Facility



Investing \$8M in Franklin Plant



Expands Into Third Facility  
With \$30M Investment



# Our Work in Action



## Investing in business growth and expansion

The city's Economic Development team, city staff, and elected officials have been strong partners in attracting new development to Franklin and helping existing companies expand. This includes investing tax incremental financing funds into major projects across the city.

- ✓ In the Franklin Business Park, **Yaskawa America Inc.** has announced a major expansion project, including 1,000 jobs and a \$182 million investment. Over 875,000 square feet of existing and new space will be developed and redeveloped including four new and two expanded and refitted buildings, including manufacturing, warehousing, R&D and headquarters facilities, as well as two parking ramps.
- ✓ Establishing TID 9 was instrumental in making the **Carma Labs** headquarters, production and warehousing project a reality – and enabling new industrial, commercial, institutional, and residential uses yet to come. Franklin provided \$1.8 million in TIF support for extended sewer and water lines.
- ✓ We are also helping **Modine Manufacturing** grow locally with a new 153,000 square foot facility to produce thermal management systems used in specialty and commercial electric vehicles. The City of Franklin has offered \$1.6 million in TIF to support the development.



## Stepping up our recruiting efforts

We can't do this alone. That is why we have strengthened partnerships with organizations like M7 and the Wisconsin Economic Development Corp., and with developers like HSA and Wangard to attract new projects to Franklin and make them a reality. We also promoted the city as an economic

development destination with a new Economic Development Guide, and have attended key recruiting events like the International Manufacturing Technology Show.

Key projects have followed. In the Franklin Corporate Park, **Saputo Cheese USA Inc.** has opened its new cheese processing and packaging facility. And we welcome Ghana's **Niche Cocoa Services**, building its first North American facility in Franklin.

## Connecting workers with jobs

Workforce transportation is critical to our city's economic development success. That is why city leaders have actively supported the continued growth of FlexRide Milwaukee, a Wisconsin Policy Forum award-winning on-demand transportation service connecting workers from the City of Milwaukee with jobs in Franklin and the Franklin Business Park. We also continue to advocate for expanded Milwaukee County Transit Service to Franklin – an effort paying off with new routes as part of its MOVE 2025 initiative.



## Making planning a priority

The Economic Development Commission (EDC) is putting a laser focus on drafting its final report recommendations for economic development strategic planning, for the first time in city history. The EDC is partnering with CP2 Consulting to develop a strategic economic development action plan to be released in 2025. The plan will help us prioritize our work and sharpen our tools to attract and retain businesses, so that we are a faster, more effective development community.

## Final Report Recommendations

GOAL  
1

Community vision for development understood: Analysis of industrial and housing incentives and industrial and retail site prioritization

GOAL  
2

Development process improved: Study TID utilization with Finance Committee; develop TID use strategy; UDO update completed

GOAL  
3

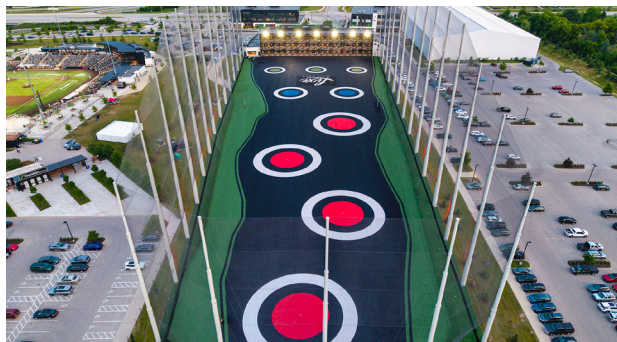
City development communications improved: Marketing materials distribution plan drafted; event attendance prioritized; promotional videos updated; develop retention and expansion schedule





### Investing in tourism

We are investing to make Franklin a tourism destination. The Tourism Commission (TC) partnered with a local advertising agency on a tourism study, giving us a roadmap of opportunities for investment. The TC has contracted with Engage Franklin to lead on destination marketing, and that investment is already paying off.



Growth continues at Ballpark Commons, including the opening of Luxe Golf, MainStay Suites and Sleep Inn & Suites, and food options like the Brick Pizzeria & Ristorante and Dog Haus. New attractions like Enchant Christmas and the Tacos and Tequila Festival have attracted tens of thousands of visitors to our city.

At Croatian Park, the facility's new 6,000 square-foot pavilion will be complete in 2025, and future plans include upgrading the bakery and kitchens, to host more and larger events and celebrations.



The Croatian Eagles Soccer Club is planning construction of a 122,000 square foot artificial turf field, backed in part by a \$100,000 investment from the Tourism Commission. The state-of-the-art-field will enable the soccer club to extend their season, increase daily play time and attract more regional and international tournaments. These events will generate more overnight stays and retail activity in Franklin.

## Economic Development Commission



Mike Barber  
Economic  
Development  
Commissioner



Steve Bobowski  
EDC Chairman



Michelle  
Eichmann  
Alderman



Justin Lockridge  
Economic  
Development  
Commissioner



Cathleen Richard  
Economic  
Development  
Commissioner



Timothy Wachter  
Economic  
Development  
Commissioner



Barbara Wesener  
Economic  
Development  
Commissioner

### Key Staff Members

Director of  
Administration  
Kelly Hersh

City Clerk  
Shirley Roberts

Director of Finance  
and Treasurer  
Danielle Brown

City Attorney  
Jesse Wesolowski

City Engineer  
Mike Paulos

Economic Development  
Director  
John Regetz

# Celebrating Success

## 2024 Franklin Business Award Winners



SCAN  
FOR PROFILES OF  
EACH WINNER

### Large Business of the Year: Saputo Cheese USA



*"We are still growing into our current space, in terms of both people and production capabilities."*

### Small Business of the Year: Point After Pub & Grille



*"We are very comfortable working with the staff at City Hall. There are wonderful developments and amenities in place."*

### Leadership in Business Award: Niche Cocoa Services



*"We're thrilled to be in Franklin. This is a first-class location. It hits all the right notes."*

### Innovation in Business Award: Construction 2 Building Trades Program



*Partnership Between Franklin School District, Tim O'Brien Homes Connects Students With Real-World Experience.*



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