



**Annual Report  
City of Franklin  
Economic Development**

*2018-2019  
Department Activities and  
Scan of the Economic Landscape*

*Celebrating Quality of Life*



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## THE YEAR IN REVIEW

The Economic Development Department (EDD) was represented in a number of ways and communicated with the public, stakeholders, and customers using several channels throughout the year. While not all-inclusive, these numbers offer a way to gauge the level of interest, involvement, interaction, and outreach between the department and others.

### By the Numbers

While many economic development activities are difficult to quantify, there are a few benchmarks that help convey the amount of traffic and interest in Franklin economic development initiatives.

- 18,628 emails
- 580 Total Likes on Facebook Economic Development Commission Page
- 68 New Likes on the Facebook Economic Development Commission Page
- 65 posts on the Facebook on the Facebook Economic Development Commission Page
- 437 meetings
- 20 Common Council Meetings

### Development Connections and Prospects

Interest in the City of Franklin continues to grow, with development inquiries and proposals coming from developers, construction firms, realtors, and financial institutions. The types of development proposed are across the board from industrial, commercial, and residential, with particular interest in the tax increment districts (TID's) as well as major thoroughfares such as Rawson Avenue, Ryan Road, and 27<sup>th</sup> Street.

Ashley Capital  
Capstone Quadrangle  
Cardinal Capital  
CCB Technology  
Colliers  
Confidential Developer  
Cushman-Wakefield Boerke  
Gerald Nell  
HAS Commercial  
Johnson Bank  
Kahler Slater  
Kapur & Associates  
KSingh

Lee & Associates  
MLG  
Northwest Mutual  
Odyssey Hotel Group  
PNC Bank  
Point Real Estate  
The Concord Group  
The Learning Experience  
The Ryan Companies  
Various Local Realtors  
VJS  
Zilber

## Business Support

Through the process of developing new business and assisting existing businesses, the EDD was able to connect with a number of Franklin businesses throughout the year. Several new companies also joined the Franklin business community, which is another way to measure growth of the community as a whole.

### Business Interaction

Allis Roller  
Ascension Hospital  
BTL Pallets  
Carma Labs  
Central Aquatics  
Drizzle Cheesecake  
Edward Jones  
FedEx  
Forte Theater Company  
Franklin Business Park Consortium  
Franklin Village  
Goodwill  
Hermle USA  
Krones, Inc.  
Oakwood Golf Course  
Payne & Dolan  
The Polish Cultural Center  
ROC Ventures  
Root River Center/Swagger  
Southwestern Suburban Symphony  
The Conservancy for Healing & Heritage  
Gift of Wings  
The Polish Center  
The Root River Center  
Terracon  
Waste Management  
Wheel & Sprocket  
XPO Logistics

### New Businesses

Bridgewater Performance  
Ceco Concrete  
Concentra Medical Center  
Deadstock  
Floor & Wall Carpet Company  
Flyers Energy, LLC  
Image 360  
Mars Family Foundation, Inc.  
Mimaki  
Mo's Barbershop  
Rainbow Child Care Center  
Reliance Partners  
Rockstar Athletics  
Star Trucking, LLC  
Terracon Consultants

## Community, Partner, and Stakeholder Connections

The EDD interacted with other individuals and organizations throughout the year in order to position Franklin as a collaborative partner and to ensure that Franklin is included in opportunities to advance economic development goals for the City. Some of the notable outreach activities/organizations are included here:

Aerotropolis/Gateway to Milwaukee  
Alliance for Regional Development  
Employ Milwaukee  
Franklin Business Park Consortium  
Franklin High School Business Capstone Course speaker  
Franklin Library Strategic Planning  
Landmark Credit Union  
Congressman Bryan Steil  
Milwaukee 7  
Milwaukee Area Technical College  
Milwaukee County Economic Development  
Racine County EDC  
Regional Transit Leadership Council  
Saber Business Alliance  
Site Location Partnership  
Small Business Administration  
South Suburban Chamber of Commerce  
Southeastern Wisconsin Regional Planning Commission  
Visit Milwaukee  
Wisconsin Association of Convention Centers and Visitors Bureaus  
Wisconsin Department of Natural Resources  
Wisconsin Department of Tourism  
Wisconsin Department of Transportation  
Wisconsin Department of Workforce Development  
Wisconsin Economic Development Association  
Wisconsin Economic Development Corporation  
Wisconsin Housing and Economic Development Authority  
Wisconsin Manufacturers & Commerce (chamber/association)

## Regional Activities

The EDD made a point of participating in a number of meetings, conferences, and other initiatives in order to bring back best practices, gather information about new programs and opportunities that could be applied in Franklin, and ensure that potential partners are continually reminded of the assets and strengths that can be leveraged for development and growth in Franklin. Activities that address those goals included:

2019 Annual Meeting and Party with the Partners (Visit Milwaukee)  
CARW 2018 Market Update  
CARW 25<sup>th</sup> Anniversary Celebration  
CARW at Ballpark Commons  
CARW Holiday Party  
Chamber Annual Awards Dinner  
Chamber Legislative Committee Member  
Chamber Networking Breakfasts  
CRE Networking Meeting  
Focus on Manufacturing Breakfast  
Franklin Business Appreciation Celebration  
Governor's Small Business Summit  
Intergovernmental Cooperation Council  
MATC – Oak Creek  
MATC – West Allis  
MATC Lunch with Representative Jesse Rodriguez  
Milwaukee 7 Annual Meeting  
Milwaukee 7 Economic Development Forum  
NAIOP Development Showcase  
NAIOP 2019 Capital Markets Update  
NAIOP Annual Meeting  
Quarry Tour  
Regional Transit Leadership Council Meet and Greet  
Saber Business Alliance Recognition Breakfast  
Saber Business Alliance Tour  
Sixth Annual Summit on Regional Competitiveness  
State of the Cities 2018  
State of Wisconsin Business & Industry Luncheon  
Top Golf Benchmarking Tour  
Wisconsin Economic Development Association (WEDA) Annual Conference  
WEDA Governor's Conference on Economic Development  
WEDA Legislative Day  
Wisconsin Governor's Conference on Tourism



## Public Relations

### City Tours

Any individual or organization involved in business development and interested in deal-making in Franklin was invited on a personal familiarization tour of the City. Throughout the year, the following participants learned of the breadth and scope of the community and the number of development projects both underway and contemplated for the City:

- CBRE
- JVS Development
- KSingh
- WEDA
- Wisconsin Economic Development Corporation

### Media

The EDD was approached many times throughout the year by various members of the press. The most notable was a WTMJ interview on City Development Opportunities which aired on the Morning News Program in April, 2019.

### Internal Relations

The EDD is responsible for administration of the Economic Development Commission (EDC) and the Tourism Commission. Each board met on average monthly with additional concurrent meetings specific to the Branding Initiative. In addition to these two commissions, staff attended several meetings held by other city-sanctioned entities (listed below) in order to provide broader coverage and knowledge when helping customers, build an understanding of how the City functions overall, and learn how the EDC and Tourism Commission could potentially collaborate on projects.

- Community Development Authority
- Environmental Commission
- Finance Committee
- Parks Commission
- Plan Commission
- Quarry Monitoring Committee
- Technology Commission
- Zoning Board of Appeals

### Building Permits

Building permits are one way to measure economic vitality in the City. From June of 2018 till June 2019, the following and number of business permits were recorded by the Inspections Department:

Type	\$	#
Residential	\$19.9M	57
Commercial	\$43.4M	64
All	\$63.3M	121

## **Community Assets / Opportunities**

Franklin has many strengths and assets that enrich the community. There are three relative newcomers to the mix who are seeking awareness of their goals and exposure for their business as they look to grow in Franklin and to provide more value and opportunity to residents and visitors alike.

### **Forte Theatre Company**

Forte Theatre Company is trying to create a thriving, professional theatre company in Franklin. Currently they are using other facilities in or near Franklin to put on shows and readings while they work towards leasing or purchasing a permanent home in Franklin. Forte also has a Theatre School that offers after school classes and summer camps in Franklin, Brookfield, Hales Corners, New Berlin, and Oak Creek.

### **Southwestern Suburban Symphony**

The Symphony strives to produce three concerts per season and have held concerts in various locations including the Polish Center and the Indian Community School. Although the Symphony currently does not have a physical location, the Conductor and Executive Director resides in Franklin and has been looking to locate the symphony in Franklin.

### **Conservancy for Healing and Heritage**

The Conservancy for Healing and Heritage is a 36-acre parcel of land off the NE corner of Rawson Avenue and 76<sup>th</sup> Street and is home to Kopmeier Lake, a ten acre glacier lake and the only one of its kind in Milwaukee County. Spring-fed with no invasive species, it is the most pristine lake in the region. With a chapel on the grounds and plans for healing gardens and nature trails, the Conservancy was originally intended as a respite for cancer patients seeking treatment at the Reiman Cancer Center nearby, but has grown into a destination for residents and visitors alike who are seeking to commune with nature and gain comfort and spiritual healing.

## CELEBRATIONS AND EVENTS

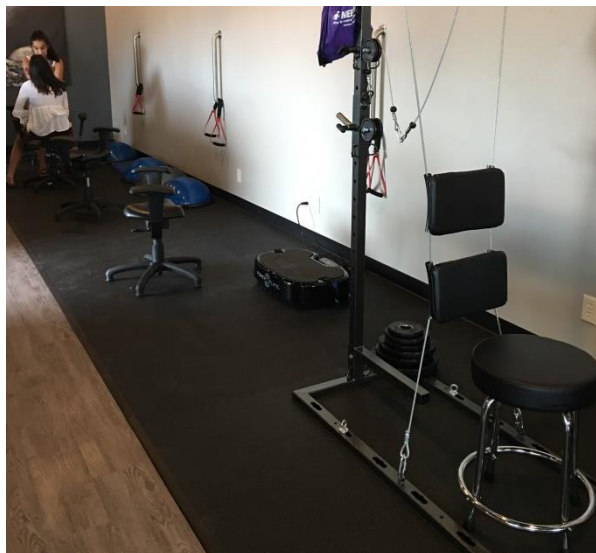
### July 2018. Mimaki Ribbon Cutting

Mimaki, a Japanese-based company specializing in digital printing and cutting products with locations in several major U.S. Cities, opened their new Milwaukee Technology Center in Franklin.



### July 2018. Rhythm of Life Chiropractic Grand Opening

Rhythm of Life expanded their operations at Franklin Village to include an outdoor patio and provide more room for patient operations.



## August 2018. Veridian Homes Groundbreaking

Veridian Homes breaks ground on Aspen Woods, a 69-unit single family home development located on 51<sup>st</sup> and Puetz.



## October 2018. Business Appreciation Celebration

The Franklin Economic Development Commission hosted the 2018 Business Appreciation celebration at Tuckaway Country Club. More than 125 guests enjoyed Keynote speaker Dr. Bill Mitchell, CEO of Aguila, A Foxconn Company, and VP Business Operations Americas, Foxconn. The following businesses were awarded (and those in parentheses nominated) in these four categories:

Excellence in Large Business	Carlisle IT (Northwestern Mutual Payne & Dolan, Vesta, Inc.)
Excellence in Small Business	Innovative Health & Fitness (Anderson Dental, Mimosa, Southwestern Suburban Symphony)
Excellence in Leadership	David Dull, Allis Roller (Richard Simonson, Carma Laboratories; Seth Tiegen, Ascension ; Tom Schulz, Kronos)
Excellence in Innovation	ROC Ventures (Kronos, Ascension, Aurora)





**2018 Business Appreciation Celebration Photo Collage**

# February 2019. Krones, Inc. Training & Technology Center Grand Opening

Krones, Inc. holds a ribbon cutting and employee luncheon to celebrate the opening of their newly built 40,000 square foot, state-of-the-art Training and Technology Center in the Franklin Business Park.





## February, 2019. Landmark Ribbon Cutting

The South Suburban Chamber of Commerce and Franklin officials help Landmark Credit Union officially open their doors to their new location on Rawson Avenue in front of the Franklin Centre.



## March, 2019. Workforce Summit

The City of Franklin partnered with Employ Milwaukee to hold the first of a series of Workforce Summits, designed to address the issues surrounding employee attraction, retention, and skill building. This first event was hosted by Ascension and focused on Employ Milwaukee Training Grant programs and creative ways to find and keep talent.



## June 2019. Hermle 20-year Anniversary

Machine Builder Hermle USA, Inc., commemorated their 20 year anniversary in the USA (and 16 years in the Franklin Business Park), with a nod to their German heritage and a refreshments for their employees.



## June 2019. Routine Field Ribbon Cutting

Routine Field, home of the professional baseball team the Milwaukee Milkmen and UW-Milwaukee Panthers, held their home game opener in June, 2019. Despite heavy rain storms, fans filled most of the 4,000 seats in the stadium to celebrate the newest community asset in Franklin.





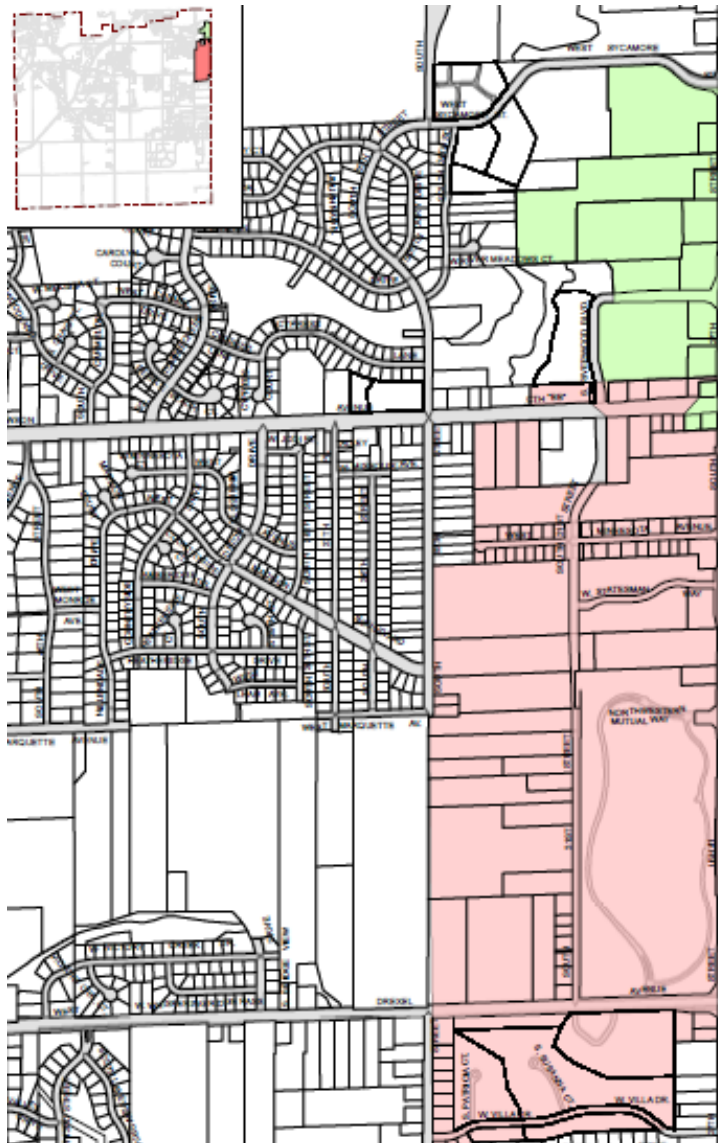
# PROJECTS

## Tax Increment Financing Districts (TIDs)

In addition to zoning and ordinances, TIDs are another way for the City to designate areas for specific types of development primarily industrial and mixed-use development. The City currently has five active TIDs.

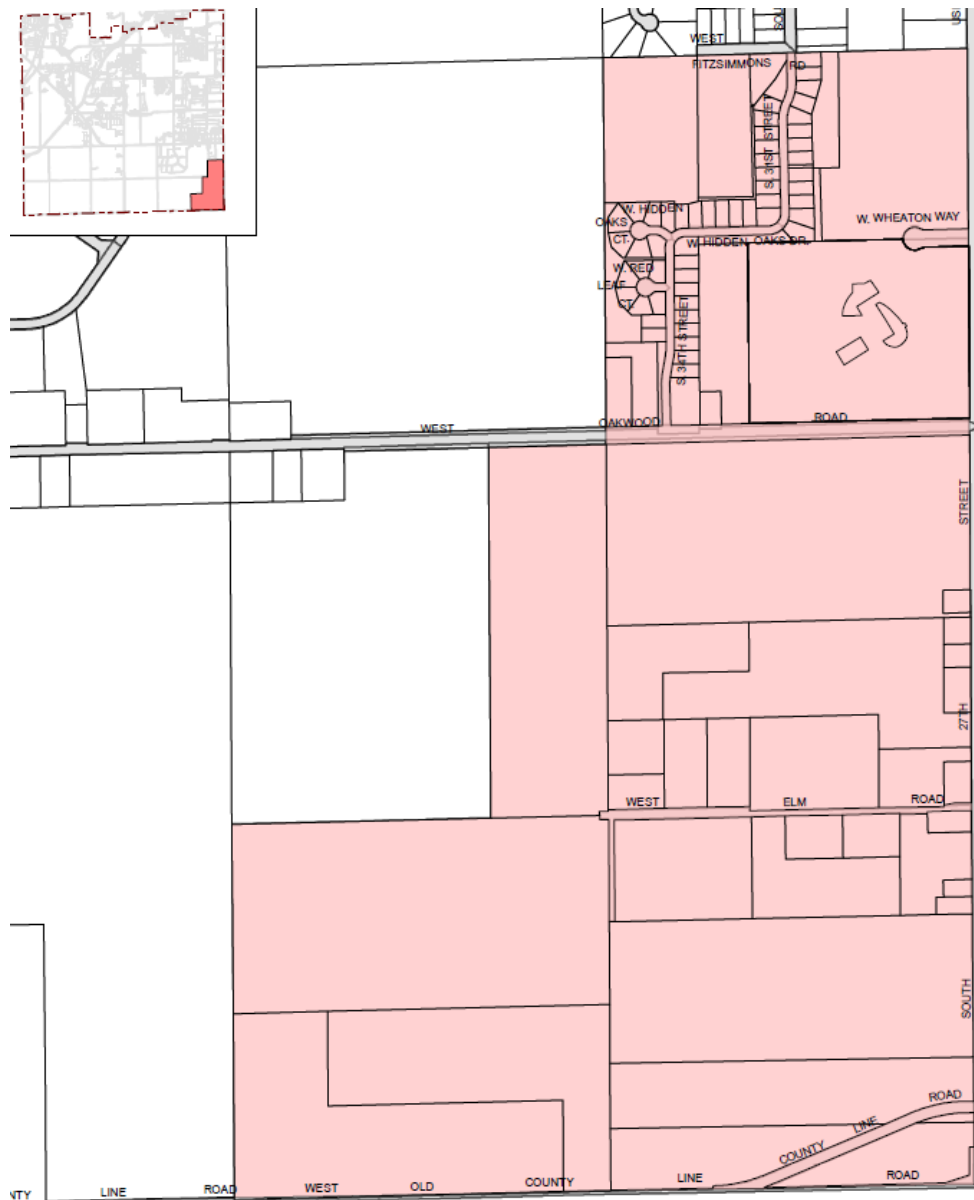
### TID 3

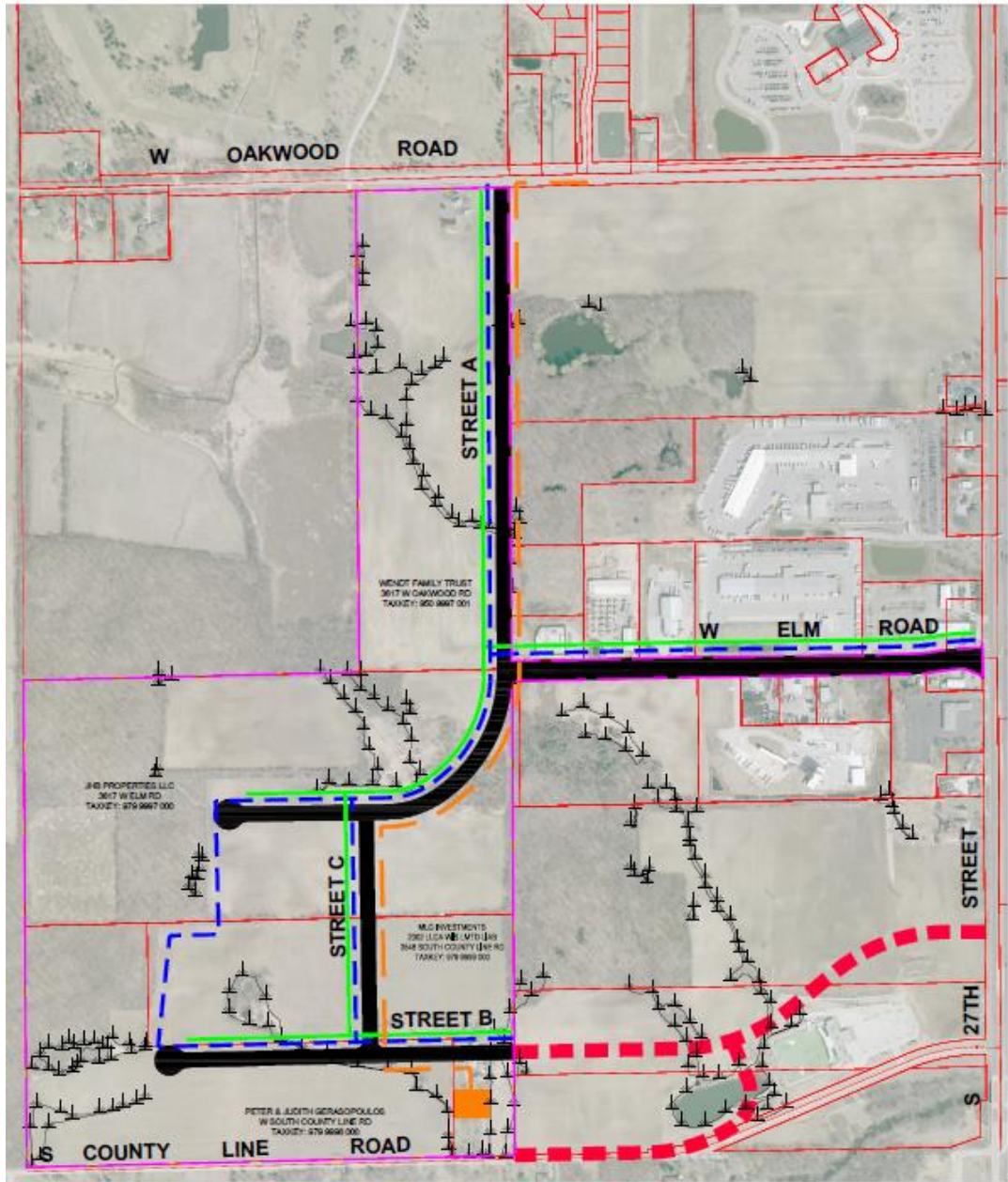
This TID was originally created for the 2000-employee Northwest Mutual campus. As a final project before closing in 2025, Zilber is developing apartments and a daycare. Development began with demolition of an old motel next to Little Cancun on 27<sup>th</sup> Street and continues with the near-completion of the Statesman and Kindercare. Four of six buildings, each of which has 30 units, are completed as is the clubhouse with swimming pool and fitness center and the daycare is almost completed.



## TID 4

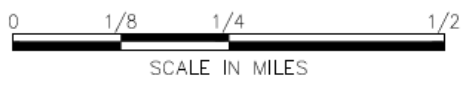
Designated as a future corporate park for the City, the parcels in the SE corner of the City have garnered a lot of attention from the development community and by confidential prospects looking to expand or consolidate to this area. The expenditure period for this TID ends in June of 2020 and is slated to close in 2025; however, based on the level of interest and the support of the Common Council, staff is in the process of creating a new TID. With the increment currently collected in TID 4, property is being acquired along ELM Road for future public infrastructure easements and additional easement purchases are being contemplated on other property for roads, water, and sewer. All property in this TID is privately held by several owners, and all of the large, undeveloped parcels are actively for sale.





**LEGEND**

- PHASE I PROJECT LIMITS
- - - PHASE I WATER MAINS
- PHASE I SANITARY SEWERS
- - - PHASE I SANITARY FORCE MAINS
- SEWAGE PUMP STATION (IN PHASE 1)
- PHASE I STREETS
- - - PHASE II STREETS (CONCEPTUAL)
- DELINEATED WETLANDS (NOT COMPLETE)



**TID 4 Proposed Public Infrastructure Layout**

## TID 5 and 7

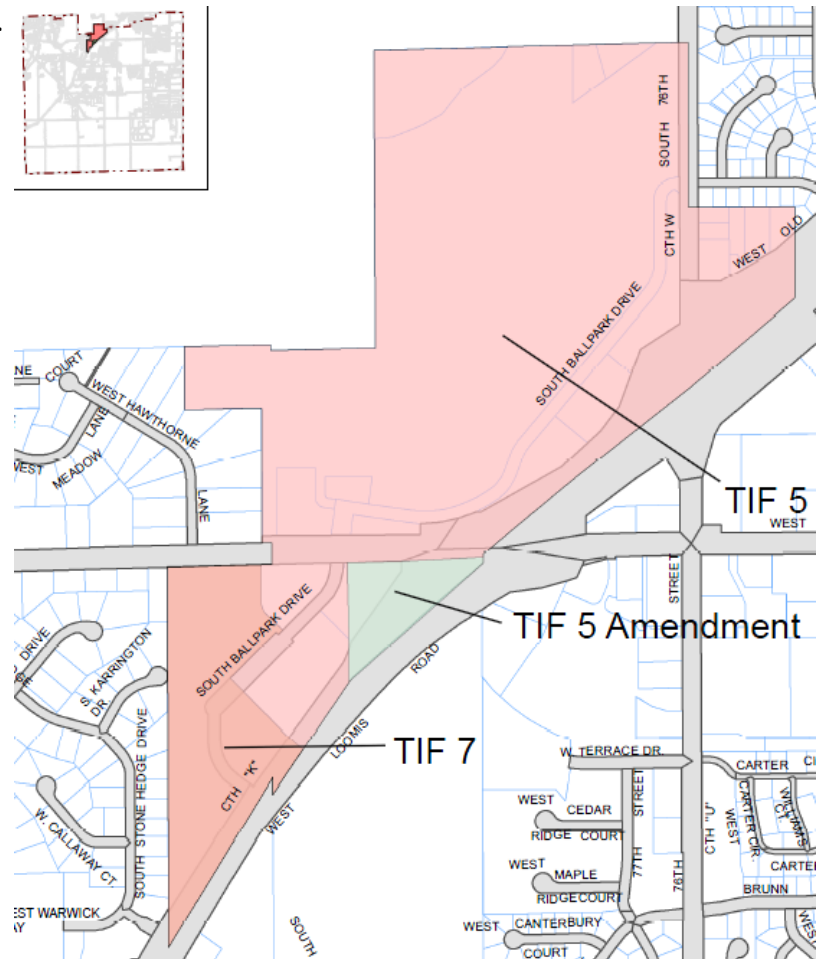
In 2012, ROC Ventures started The Rock Sports Complex on a closed and failing landfill; developing six major league baseball replica fields, a large outdoor “Umbrella Bar” with food trucks and live music, and the regional Halloween attraction “The Hills Has Eyes” on the adjacent Crystal Ridge Ski Hill ("The Snow Park")

Encouraged by the 125,000 annual visitors, ROC Ventures began expanding The Rock by acquiring the landfill in 2017, adding the adjacent Snow Park, and created Ballpark Commons (BPC), a 168-acre sport-anchored mixed-use development that incorporates The Rock and the Oak Leaf Trail (which circles all of Milwaukee County), with additional retail, commercial, office, residential, and other health and recreational components.

There was no existing usable public infrastructure in place and the landfill was failing so through a public-private partnership the City of Franklin created TID 5 to provide \$22M+ to assist with what was estimated to be \$34M+ in public infrastructure costs. In 2018 as public infrastructure construction began, it became clear that construction costs would be higher than anticipated, due in great part to challenges associated with landfill development, and the developer requested additional assistance for public infrastructure. Simultaneously, Mandel Group proposed a 265-unit, 5-building high-end apartment complex and requested TID assistance to make the project financially feasible.

To meet the needs of both new requests, the City created TID 7, which designates the apartment portion of TID 5 as a new district to allow TIF financing for the multi-family project.

Additionally, the City stepped up to provide more financing to assist TID 5 in completing the public infrastructure. Between the two TIDs, the City was able to provide a total of \$43M in TIF financing and Roc Ventures and Mandel Group have guaranteed between \$160-180M in private investment.





**BPC Completed Developments include:**

- 4,000-seat stadium for pro team Milwaukee Milkmen and UW-Milwaukee Panthers
- 46,000 SF mixed-use office and retail building, home of Wheel & Sprocket, ROC Ventures, and a coffee shop (confidential at the time of this report)

**BPC Ongoing Projects include:**

- Velo Village – 5-building, 265-unit luxury apartment complex with underground parking
- Luxe Golf (like Top Golf) with two restaurants and a beer garden
- New Perspectives Senior Living – full continuum of care, 150 units
- Performance & Wellness Village - sports medicine, orthopedic, fitness center; in partnership with Exos, Milwaukee Wave, and Midwest Orthopedic Specialty Hospital

**BPC Phase 2 Developments to include:**

- 22,000 SF mixed-use, 1st floor commercial, 65 apartments
- Hotel
- Brew Pub
- 11,000 SF commercial

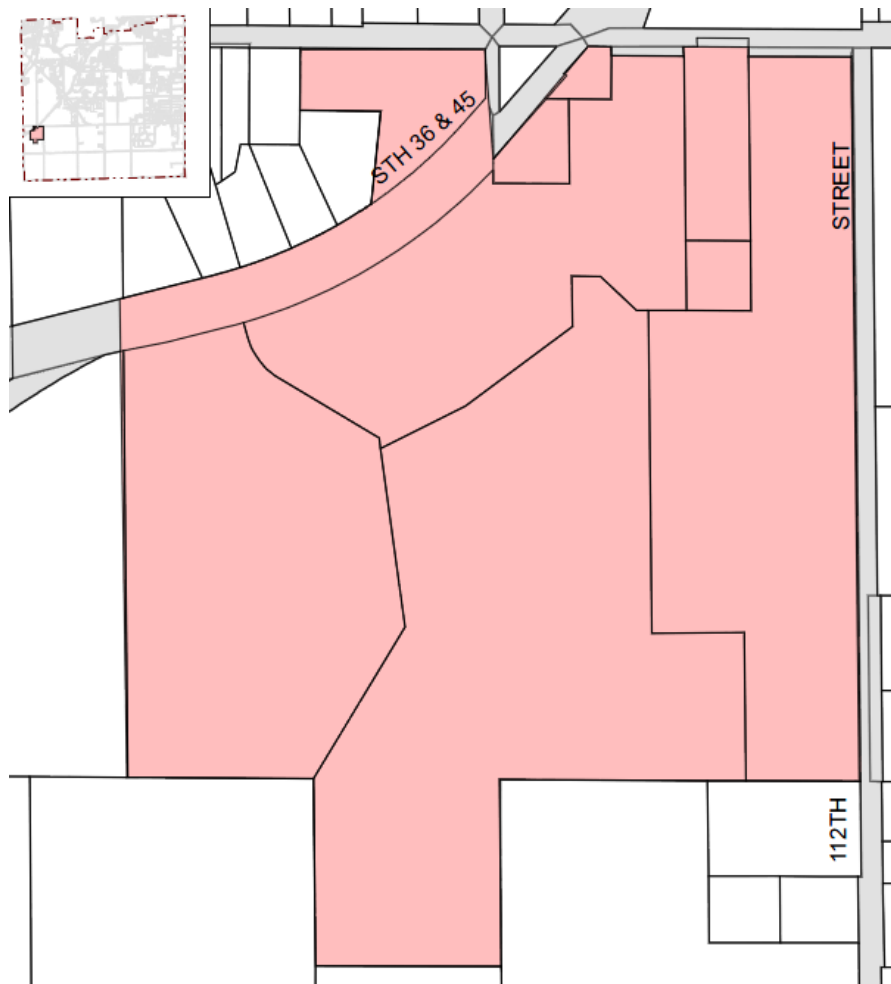


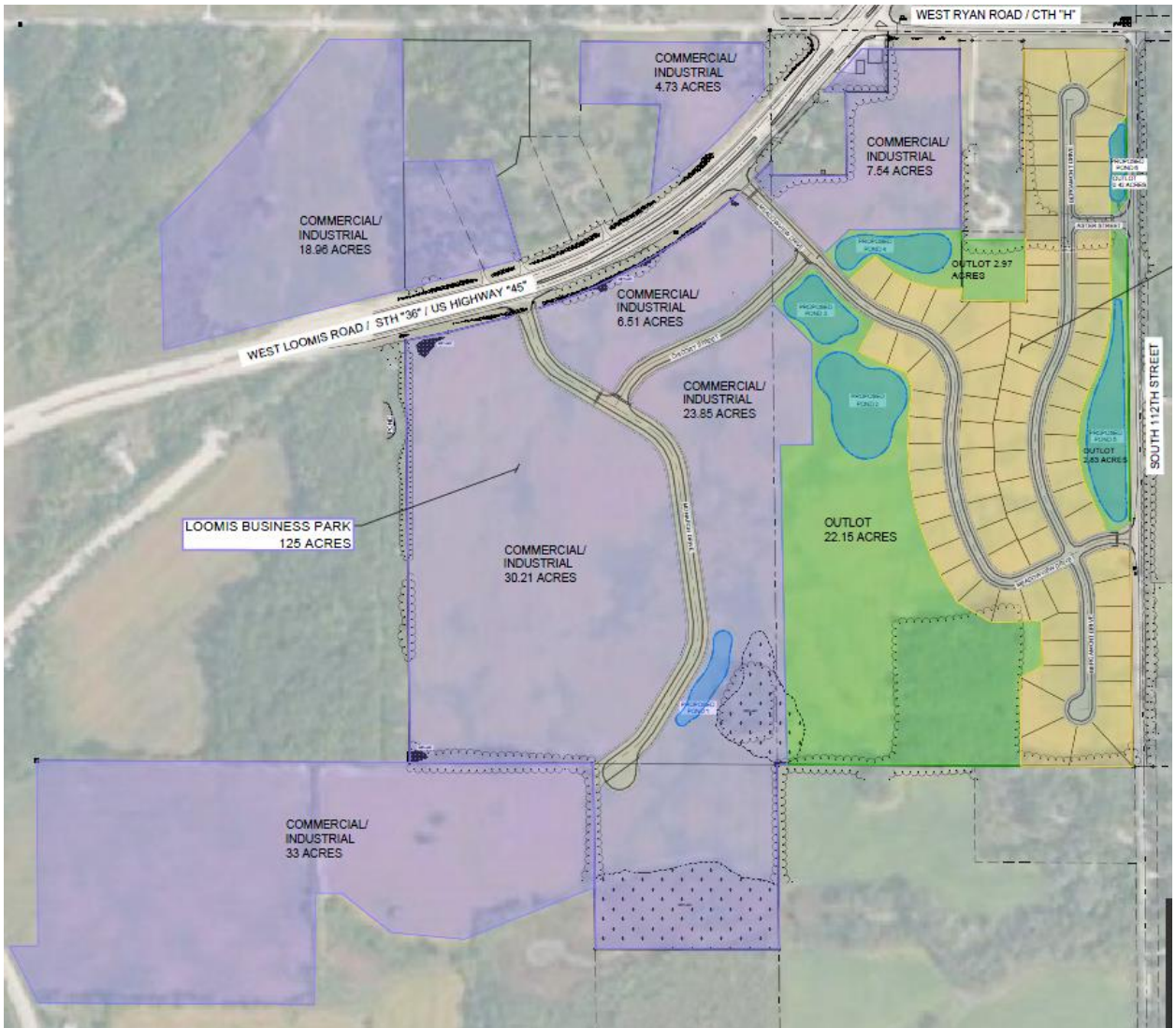
## TID 6

In August, 2018 Bear Development asked the City to create a TID in the SW corner of the City for a mixed use development. The developer had a large industrial user committed to building a \$120,000 s.f. building, which would be the anchor for the development, which also included commercial and residential components.

By November, 2018, the City had created TID 6 to provide Bear Development with \$21M in TIF assistance as part of the \$64M total project costs. This assistance enables the developer to put in all components of public infrastructure, including water, sewer, and roads.

Construction is slated to begin and the development will include Ryan Meadows, 72 single-family homes to the east; a conservancy in the south-central area; and the Loomis Business Park, consisting of commercial development along Ryan and Loomis to the North and Strauss Brands will expand and diversify their business to the West. Many prospects have indicated an interest in locating in the commercial and industrial areas and TID 6 is an economic development tool to attract new business to the community.





**Developmental Area Conceptual Map**  
**Includes contiguous parcels outside the TID boundaries**



## Branding

After years of discussion, staff brought the Economic Development Commission and the Tourism Commission together in the summer of 2018 to work jointly on creating a new brand and logo for the City. The commissions invited five firms to present proposals for a branding initiative and THIEL Brand Design was selected to spearhead the project. The two commissions selected two logos for presentation to City Council, who selected the final logo and the tagline “Celebrating Quality of Life.”

By June 2019, departments began incorporating the new logo into stationery, vehicles, and other branded City property. THIEL provided the City with Brand Standards and a Usage Guide to ensure that the brand and logo are used correctly and to help staff correctly order branded items.

The Tourism Commission continues to expand the brand to include campaignable themes that complement the logo and support the brand while creating targeted messaging. THIEL provided the Tourism Commission with a menu of activities, including print, TV, radio, social media, and virtual advertising; place-making (banners, welcome signs, etc.), brochures, billboards, etc.



Excerpt from Brand Guidelines



## **Tourism Commission Projects**

In addition to the Branding initiative, the Tourism Commission engaged in other notable activities described here.

### **Community Inventory of Assets**

The Wisconsin Department of Tourism facilitated an exercise over the summer of 2018 with the Tourism Commission to identify and categorize assets in the City of Franklin.

This asset list, shown on the next page, became a baseline document used for production of the City Showcase Video Series by the CGI Company, and for THIEL Brand Design's community survey during the Branding Project. The asset list also forms a basis for an impactful marketing campaign in conjunction with ROC Ventures.

### **Wisconsin Department of Tourism 50-50 Co-Op Grant Program**

The Wisconsin Department of Tourism runs a Co-Op advertising program whereby eligible tourism-based businesses can buy into any of a set of advertising opportunities, such as social media content, Wisconsin Traveler emails, and digital ad programs. These programs can be costly for smaller Franklin businesses who do not have robust marketing budgets. The Commission created a grant program that reimburses an advertising business for 50% of their media buy upon proof of activity and sharing of results. The commission created a \$20,000 annual budget with a \$2,000 maximum reimbursement annually per advertising business. Members of the commission have started building awareness for the program within the community.

### **Community Promotional Videos**

The Tourism Commission engaged CGI Communications to produce a cost-free Community Showcase Video Program that focuses on Tourism, Economic Development, Quality of Life, and Community Assets. The videos will be featured online and will include local company advertising alongside the community videos. A local videographer took footage of many assets throughout the community over the course of two days and that footage is being combined with additional local photos and videos. Final product is anticipated third quarter of 2019 and will be part of the future Tourism Commission website as well as on the City's website, pending review.

### **Web Development**

The Commission contracted with THIEL Brand Design to produce a website for tourism which should be live by the end of summer.

## Routine Field Co-op Advertising Campaign

The commission approved spending of \$14,080 on a one-year contract to partner with the Routine Field and the Milwaukee Milkmen by participating in the following:

- **Milwaukee Milkmen Delivery Route Concourse Sign** – this will be a keyed map of the City denoting locations for lodging, restaurants, tourism-based businesses, parks, and other assets of interest to visitors taking in a baseball game at the stadium;
- **Boom with a Beat – Fireworks and Music Themed Milwaukee Milkmen Games** – the Tourism Commission will sponsor one of these performances as a way to build name recognition;
- **Milwaukee Milkmen Game Presenting Partner** – includes marketing booth, logo inclusion on all digital, social, web, and email collateral;
- **Milk on Tap! Show Sponsored Segment** - Commission selects location and is recognized as sponsor of the online video
- **Dominant Signage in Bathrooms at Routine Field** – the Commission provides flyers to market current events, businesses, or programs. These flyers will be placed on stall doors and bathroom walls at Routine Field.

## Tourism Community Support and Advertising

The commission used the campaignable theme “the space to be FESTIVE” twice in the summer of 2019. The commission donated \$1,000 to Franklin Park Concerts Inc. to sponsor one of the concerts in the Summer Concert Series and used the theme on the banner which advertised the sponsorship.

The commission sponsored the volunteer t-shirts for the 2019 Civic Celebration for \$3,579.65 and used the same campaignable them in white, which was on placed on the back of the shirts.



Attraction	Activity/Type	Type*	Category
4th of July Parade	Parades	L	Special Events
Boerner Botanical Garden Summer Concerts	Music Festivals and Concerts	D	Special Events
Boerner Botanical Gardens	Arboretum / Botanical Gardens	D	Nature
Boerner Botanical Gardens	Bird Watching	D	Nature
Boerner Botanical Gardens	Fall Foliage	D	Nature
Boerner Botanical Gardens	Nature Trails	D	Nature
Boerner Botanical Gardens	Woodlands	D	Nature
Boerner Botanical Gardens	Holiday Celebrations & Festivals	D	Special Events
Boerner Botanical Gardens - Wehr Nature Center	Wildlife Sanctuaries and Preserves	D	Recreation
Boerner Botanical Gardens - Wehr Nature Center	Bird Watching	D	Nature
Boerner Gardens - China Lights	Ethnic / Multi-Cultural Celebrations	D	Special Events
Croatian Fest	Ethnic / Multi-Cultural Celebrations	D	Special Events/Cultural & Heritage
Croatian Soccer Club	Ball Parks / Tournaments	D	Recreation
Fort Theater Company	Theater	D	Special Events
Franklin High School	Ball Parks / Tournaments	L	Recreation
Franklin Auditorium	Performances	L	Special Events
Franklin Savanna	Prairies and Grasslands	L	Nature
Froemming Park - on Oak Leaf Trail	Parks	L	Recreation
Gifts of Wing Kite store	Kite Flying	R	Recreation
Hunger Task Force Tours	Farm Tours	R	Special Events
Indian Community School	Religious / Spiritual Observances	D	Special Events
Kayla Playground	Adaptive Playground	R	Recreation
Ken Windl Park	Tennis / Pavilion	R	Recreation
Lion Legends Park	Pickle Ball	L	Recreation
Lion Legends Park	Band Shell / Concerts	R	Recreation / Special Events
Lion Legends Park	Memorials and Monuments	L	Cultural & Heritage
Lion Legends Park	Tennis	L	Recreation
Mallard in Whitnall Park	Lakes	D	Nature
MKE County Sports Complex	Antique & Collectibles Show	R	Special Events
MKE County Sports Complex	Arts, Crafts & Hobby Fairs	R	Special Events
MKE County Sports Complex	Boat Shows	R	Special Events
MKE County Sports Complex	Parks	R	Recreation
MKE County Sports Complex	Music Festivals and Concerts	D	Special Events
MKE County Sports Complex	Roller Derby	D	Recreation
MKE County Sports Complex	Nature Trails - Walk / Bike / Roller Blade	D	Nature
Oakwood Park - Golf	Golf	R	Recreation
Oakwood, Whitnall	Parks	R	Recreation
Parks - Various	Picnicing	R	Recreation
Parks - Various	Cross-Country Skiing	R	Recreation
Polish Fest at Polish Center	Ethnic Celebrations / Festivals	R	Cultural & Heritage
Polonia Soccer Club	Ball Parks / Tournaments	D	Recreation
Sacred Heart Catholic Seminary	Religious / Spiritual	D	Special Events / Cultural & Heritage
Southwestern Suburban Symphony	Symphony / Orchestral Performances	L	Special Events
St Martin Road	Fall Foliage	L	Nature
St Martins Fair	Agricultural Fairs	R	Special Events
St Martins Fair	Flea Markets	D	Special Events
St. Martins District / Church	Historic Districts / Religious Sites	L	Cultural & Heritage
St. Martins Park	Dog Trails	R	Recreation
The Alpha Trail	Ball Parks / Tournaments	D	Recreation
The Hills Have Eyes	Ghost Towns / Haunted Buildings	R	Cultural & Heritage
The Rock Sports Complex	Sports Events	L	Nature
The Rock Snow Park	Sledding/Tubing/Skiing/Snowboarding	R	Recreation
The Rock Sports Complex	Ball Parks / Tournaments	D	Recreation
The Root River	Rivers, Streams and Waterways	R	Nature
The Umbrella Bar	Natural Lookout Points	R	Nature
The Umbrella Bar - Food Truck Events	Culinary Fairs and Events	R	Special Events
The Umbrella Bar - Summer Concert Series	Culinary Fairs and Events	D	Special Events
Whitnall Park - Golf, winter sports, hiking	Arboretum / Botanical Gardens	D	Nature

\* Local (L), Regional (R), Destination (D)

## Snapshot of Tourism Assets in the City of Franklin

## FRANKLIN TOURISM COMMISSION 50/50 GRANT PROGRAM

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### STRETCH YOUR AD MONEY TWICE AS FAR!

*Advertise with the Wisconsin Department of Tourism Co-op Program and the Franklin Tourism Commission will reimburse you.*

### GET HALF YOUR MONEY BACK IN THREE EASY STEPS:

1. *Make a media buy with Wisconsin Department of Tourism  
<http://industry.travelwisconsin.com/marketing-opportunities/co-op-advertising>*
2. *Submit proof of payment, ad copy, and any available metrics regarding your ad buy to the Tourism Commission via City Hall*
3. *Receive reimbursement for 50% of your spend, up to \$2,000 annually*

Submissions are only accepted from businesses located in Franklin, Wisconsin, and 50/50 grants are only available for co-op advertising with the Wisconsin Department of Tourism. Other advertising platforms are not eligible.

All documentation must be submitted to the Tourism Commission by December 20th, 2019.

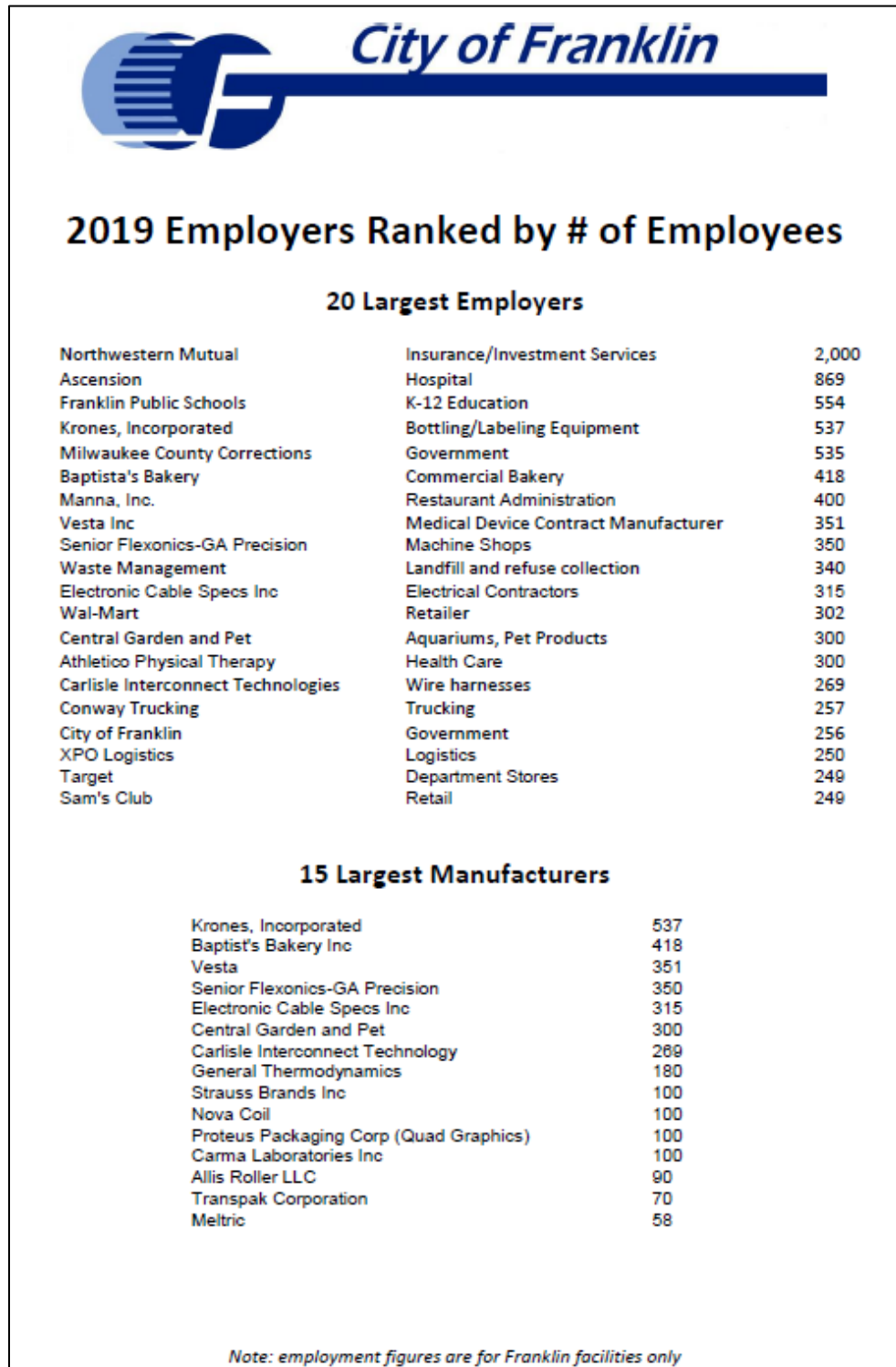
The Tourism Commission has allocated \$20,000 for this program in 2019. Businesses should check in with the Director of Economic Development prior to commitment with the Wisconsin Department of Tourism to ensure program funds are still available.

#### FOR MORE INFORMATION PLEASE CONTACT:

**Calli Berg, Director of Economic Development**  
City of Franklin  
414-427-7566  
cberg@franklinwi.gov  
9229 Loomis Road, Franklin WI 53132

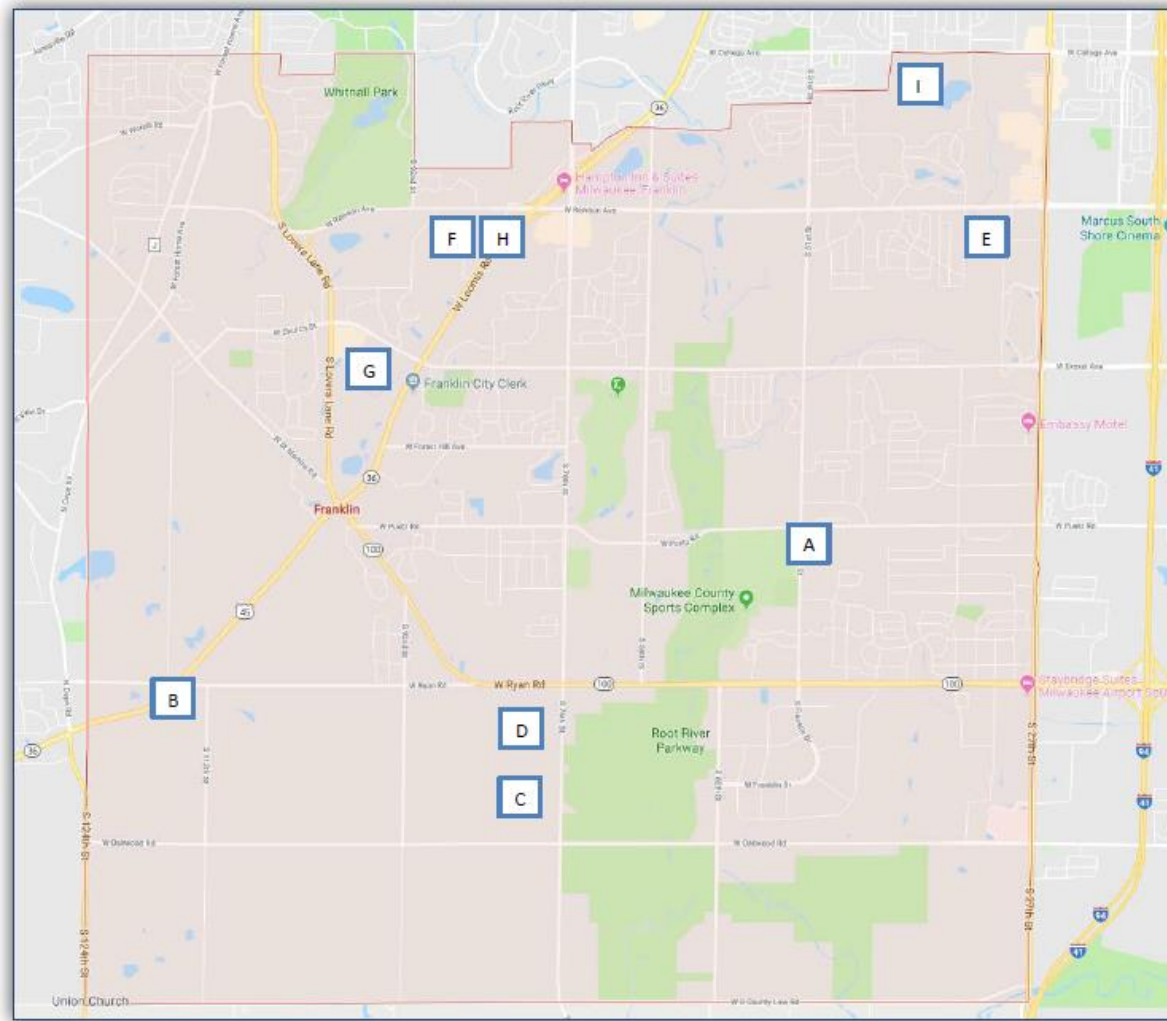
## FRANKLIN EMPLOYERS - SNAPSHOT

This marketing piece demonstrates to prospects and developers that Franklin supports a diverse array of businesses that employ significant numbers of people and supports a diversified manufacturing base as well.



## RESIDENTIAL DEVELOPMENT MAP - SNAPSHOT

This map represents notable large-scale residential development that has recently taken, or will soon be taking, place in Franklin. Interest in residential development continues unabated, and there is opportunity and space to create additional housing units as demand for Franklin living grows.



### Franklin Residential Development

- A. Aspen Woods/Veridian Homes – 69 single-family
- B. Bear Development – 79 single-family
- C. Neumann Development – 68 single-family
- D. Neumann Development – 56 duplex
- E. Zilber Development – 180 apartment
- F. Ballpark Commons – 219 apartment
- G. Autumn Leaves Memory Care – 46 units
- H. Ballpark Commons – 139 senior living units
- I. Woodlands Edge – 48 senior living units

Single Family Total	216
Multi-Family Total	455
Senior/Assisted Total	<u>233</u>
	<u>904</u> total units



## 2020 AND BEYOND

Economic Development builds community wealth using three basic tenants: retention, attraction, and expansion. Much of the work planned through 2020 and beyond revolves around activities that support those basic tenants.

- Continue TID project management and administration.
- Continue relationship building with area developers and development influencers.
- Adopt a Customer Relationship Management tool to populate and maintain an accurate city-wide database that reflects critical information and contact information for the business community.
- Update the EDC web content, including demographics and marketing information.
- Implement an economic development marketing strategy guided by the EDC. Components may include advertising in trade journals, virtual attraction campaigns, and round tables and other content aimed at the business community.
- Begin a retention visit program.
- Establish TID application procedures and developer agreement templates.
- Train and transfer Tourism Commission administration duties to their new hire.
- Produce the 2020 Business Appreciation Celebration.



*Celebrating Quality of Life*