



*Franklin*  
W I S C O N S I N  
ECONOMIC DEVELOPMENT GUIDE

# WELCOME TO FRANKLIN

It is my pleasure to welcome you to the City of Franklin, Wisconsin! Franklin showcases friendly people, vibrant residential neighborhoods, a strong business climate, and a convenient location with access to world-class amenities.

It is no wonder that Franklin consistently ranks among the fastest-growing communities in Wisconsin. All of this makes Franklin a highly desirable community, but we don't stop there. It is our vision to continually enhance the quality of life for present and future generations by providing economic growth through the highest quality of residential, recreational and business development in Southeastern Wisconsin.

Sincerely,  
John Nelson, Mayor  
City of Franklin



## Opening New Businesses



## New Residential Developments



## Manufacturing Growth



## More TID Investments



## Expanded Transit Options for Workers



## Growing Our Tourism Economy



# CHOOSE FRANKLIN

Choose Franklin. We are one of Wisconsin's fastest growing and economically prosperous communities, a growing hub of innovation, commerce, and economic development. Our quality of life is second to none. And we have the workforce, services, infrastructure and incentives you are looking for – with plenty of room to grow with you.

## GROWTH

The data does not lie. Be a part of what's next.

## LOCATION

Minutes from Milwaukee, central to opportunity.

## ROOM TO GROW

Lots of space waiting for your next development.

## WORKFORCE

Dedicated talent pool to fit dynamic needs.

## PUBLIC INFRASTRUCTURE AND SERVICES

We are ready for your next project.

## LOW COSTS

It costs less to do business in Franklin.

## INCENTIVES AND COLLABORATION

Let us help you grow in Franklin.

## QUALITY OF LIFE

See why Franklin is a great place to live, work, play—and grow.





Photo: Luxe Golf Bays

# GROWTH

The data doesn't lie. Become a part of one of the fastest-growing cities in the state – and a community committed to grow responsibly. Our population has increased over 68% since 1990, and more growth is on the horizon. We've embraced a multitude of new businesses and an increasingly thriving economic landscape, as well as industrial growth (adding more than 1.1 million square feet since 2019). Yet throughout this transformative period and as our city continues to evolve, we live by a commitment to sustainable growth.

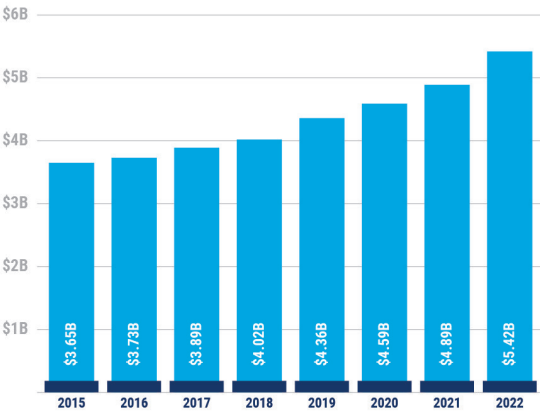
## Residential

20.16% Increase in Assessed Value Since 2010, 1,950 Total Units



Source: Live Velo Village

## Steady Growth in Property Value

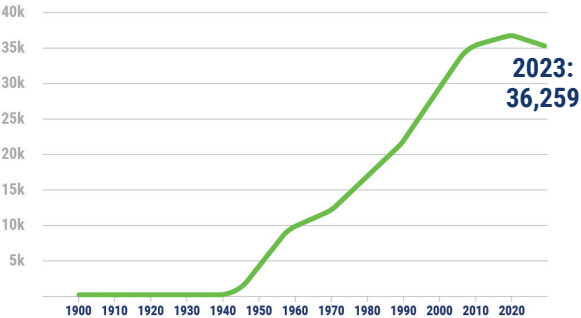


## Commercial

10.89% Increase in Assessed Value Since 2010



## Franklin Population Growth



## Industrial

10.65% Increase in Assessed Value Since 2010





# LOCATION

Conveniently located within the Milwaukee-Chicago-Madison I-94 corridor, Franklin is easily accessible with proximity to major highways and interstates. Situated minutes from Mitchell International Airport (5 miles) and O'Hare International (70 miles), the Port of Milwaukee (10 miles), and passenger rail and bus service at the Milwaukee Multimodal Station (11 miles), you'll have no trouble getting to your next destination with ease. Additionally, we have strong access to freight rail services.

## In the Middle of It All



# ROOM TO GROW

We have more than enough space for your business to grow. As of 2023, 61% of the city, covering 21 square miles, remains undeveloped, with ample opportunities in our business parks and other parts of the city.

## Five Business/Industrial Parks



# WORKFORCE

We hear you – you need access to a high-quality, adaptable workforce, and the next generation of talent. We have it. With strong local schools and proximity to 18 universities and technical colleges within a 30-mile radius, our community benefits from a diverse and educated workforce. And we are connected to workers from across the county through public transit and FlexRide Milwaukee, a ridesharing platform that affordably connects City of Milwaukee workers to jobs in Franklin.

## Industry Employment Projections Milwaukee County

	2020 Employment	Projected 2030 Employment	Occupational Openings	Percent Change (2020-2030)
Architecture & Engineering	8,320	8,670	630	4.0%
Arts, Design, Entertainment, Sports, & Media	10,380	11,400	1,180	9.8%
Business & Financial Operations	33,300	35,840	3,300	7.6%
Building & Grounds Cleaning & Maintenance	15,210	15,030	1,890	-1.2%
Community & Social Service	11,410	12,030	1,340	5.4%
Computer & Mathematical	14,520	16,380	1,200	12.8%
Construction & Extraction	11,220	12,020	1,230	7.1%
Education, Training, & Library	32,850	34,400	3,040	4.7%
Farming, Fishing, & Forestry	1,860	1,780	260	-4.3%
Food Preparation & Serving Related	42,490	44,460	7,600	4.6%
Healthcare Practitioners & Technical	37,340	38,770	2,100	3.8%
Healthcare Support	13,580	14,140	1,600	4.1%
Installation, Maintenance, & Repair	15,200	15,490	1,480	1.9%
Legal	5,330	5,590	380	4.9%
Life, Physical, & Social Science	2,600	2,790	250	7.3%
Management	31,570	34,560	2,840	9.5%
Office & Administrative Support	72,360	70,340	7,780	-2.8%
Personal Care & Service	38,160	44,990	6,700	17.9%
Production	40,190	37,150	4,070	-7.6%
Protective Service	12,070	11,970	1,350	-0.8%
Sales & Related	42,150	42,040	5,580	-0.3%
Transportation & Material Moving	30,110	31,120	3,830	3.4%
<b>Total All Occupations</b>	<b>522,240</b>	<b>540,960</b>	<b>59,560</b>	<b>3.6%</b>

Source: Milwaukee County 2023 Workforce Profile

## Access to the Next Generation of Talent

Community and School Experiential Learning (Franklin HS)



**Community Internships, Youth Apprenticeships, and FHS Internships:** Franklin High School is a partner in delivering experiential learning opportunities through internships and apprenticeships. Students have the opportunity to engage in tailored experiences within their chosen career fields, where they can gain practical skills and industry insights and build valuable connections. These initiatives collectively form a comprehensive foundation for holistic career development, ensuring students are well-prepared for success in their chosen professions.

### Certified Nursing Assistant (CNA) Program, MATC Dual Enrollment Academy, Early College Credit Program (ECCP), and Start College Now (SCN) Initiative:

Students can also explore diverse educational pathways with unique opportunities for skill development and career exploration. The MATC Dual Enrollment Academy covers fields like healthcare, STEM, manufacturing, creative arts, business, and more. The Start College Now initiative allows enrollment in college courses at leading Wisconsin technical colleges, and the Early College Credit Program partners with institutions like Marquette, UW-Milwaukee, UW-Parkside, the Milwaukee School of Engineering and Milwaukee Institute of Art and Design. The high school's CNA program offers a one-course, two-college-credit option.



## Community Facts & Data Points



US Census Bureau - Franklin, WI

**36,816**  
People  
43.4 Median Age



**14,015**  
Households  
77% Owner Occupied

Median Home Value

**\$280,000**

Average Home Value

**\$380,896**

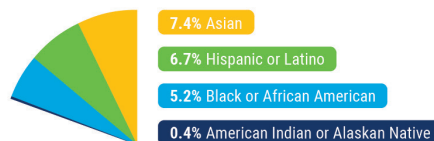
Franklin Median Household Income

**\$100,524**

Wisconsin Median Household Income

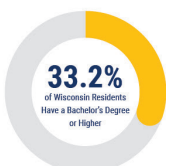
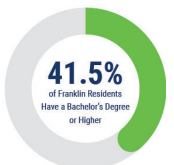
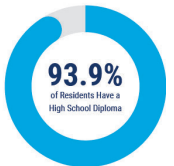
**\$70,996**

### 19.7% Diverse Population



### 2023 Tax Rates (per \$1,000 of assessed value)

**City of Franklin: \$4.05**  
Oak Creek/Franklin Schools: \$8.17  
Whitnall Schools: \$8.25  
Milwaukee County: \$3.37  
Milwaukee Metropolitan Sewerage District: \$1.32  
Milwaukee Area Technical College: \$0.86



**Equalized Assessed Evaluation in Franklin: \$6,063,973,200**

### Colleges & Universities Within 30 Minutes of Franklin

Alverno College | Bryant & Stratton College | Carroll University | Herzing University | Marquette University | Medical College of Wisconsin | Mount Mary University | Milwaukee Area Technical College | Milwaukee Institute of Art and Design | Milwaukee School of Engineering | University of Wisconsin - Milwaukee | University of Wisconsin - Parkside | Waukesha County Technical College | Wisconsin Lutheran College

**Franklin**  
Milwaukee County  
34.58 sq mi  
1048.70 pop/sq mi

Source: U.S. Census Bureau



# PUBLIC INFRASTRUCTURE AND SERVICES

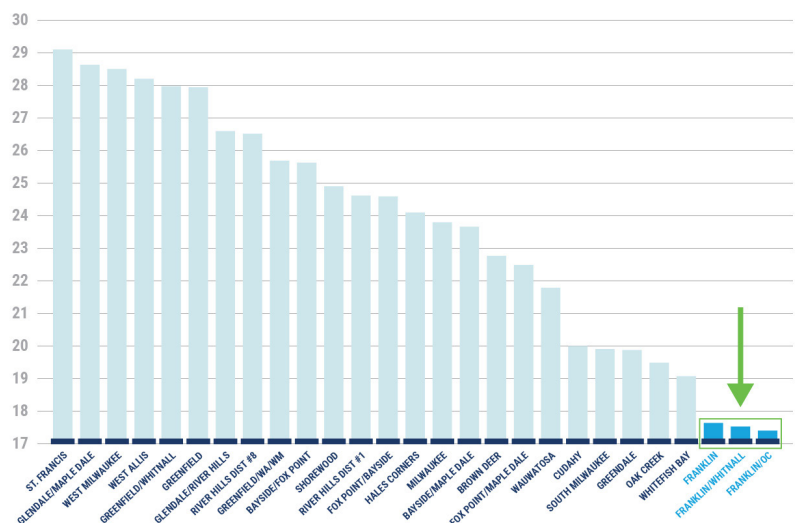
We think regionally and invest locally when it comes to the critical needs of your business. High-quality infrastructure provides you access to public sewer, water, and stormwater conveyance systems throughout the city, all at affordable rates. And our city services – from award-winning, full-time first responders and Public Works to urban planning and economic development teams – are unparalleled. We have the people in place for your next development, and we continue to invest in our services.



# LOW COSTS

Simply put, your investment goes further in Franklin. With competitive real estate prices and streamlined operational expenses, businesses can thrive economically while maintaining quality and efficiency. Franklin's cost-effective environment encourages strategic resource allocation, fostering sustainable growth.

**Franklin: Lowest Tax Rates in the County**  
Milwaukee County Property Tax Rates by City/School District



Source: Wisconsin Policy Forum

# INCENTIVES AND COLLABORATION

Our seasoned economic development staff is ready to work with you on projects of all sizes, guiding you with industry-specific resources and helping you navigate local, regional and state funding opportunities for your project. We have a successful history of allocating tax incremental financing and other local funds to support your projects.



## TIF Districts

Tax incremental financing (TIF) districts help fund infrastructure and facilities development that otherwise wouldn't be possible. The City of Franklin currently has six active TIF districts.



- TID #5
- TID #5 Amendment
- TID #6
- TID #6 Amendment
- TID #7
- TID #8
- TID #9

## BallPark Commons: Investing in a Franklin Destination



Ballpark Commons is Franklin's top attraction – bringing hundreds of thousands of visitors a year to a growing mixed-use space destination in which to live, work and play. From athletic fields and event venues to apartments and hotels to retail spaces, Ballpark Commons reflects our dedication to developing the city for future generations. And we have lived up to that commitment by providing city funding, including TIF financing, approval of environmental exceptions, facilitation of special use permits, and other support.

## Carmex: Helping Our Businesses Grow



Carma Labs, the force behind Carmex, has been an integral part of Franklin since relocating to a new facility in 1976. Now, with city support that could include up to \$1.81 million in tax incremental financing (TIF), they're poised for a major expansion with a new headquarters.

## Saputo Cheese: Bringing New Business to Town



Franklin welcomes Saputo Cheese USA Inc., poised to create up to 650 jobs at its expansive new cheese processing facility in the 500-acre Franklin Corporate Park. With a special use permit approved by the Franklin Common Council – as well as TIF support – this \$85 million venture is a testament to Franklin's growth and potential as a business destination, and our desire to work with you to make your next development happen.





Source: Milwaukee Milkmen

# QUALITY OF LIFE

In Franklin, we put family first, and we take pride in being a safe and welcoming community to live, work and play. We are one of the top 10 safest cities in the state. The foundations of our community are our high-performing schools, our distinctive neighborhoods, and an abundance of quality recreational and natural spaces. Our nearly 4,000 acres of parks offer botanical gardens, championship golf courses, a world-class nature center, miles of trails and more. Add in professional baseball, a growing local arts scene, unique events, and one of the top youth sports complexes in the country – not to mention Lake Michigan and the amenities and attractions of Milwaukee just a few miles away – and our quality of life is second to none.

**Oakwood Park Golf Course**



Source: Golf Wisconsin

**Enchant Christmas**



Source: VISIT Milwaukee

**Conservancy for Healing and Heritage**



Source: Catholic Herald

**Croatian Eagle and Polonia Soccer Clubs**



**Franklin High School**



**Ascension Hospital - Franklin**



**John Regetz**  
**Economic Development Director**  
**Phone: 414-427-7566**  
**Email: [JRegetz@franklinwi.gov](mailto:JRegetz@franklinwi.gov)**

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[franklinwi.gov/Business](http://franklinwi.gov/Business)