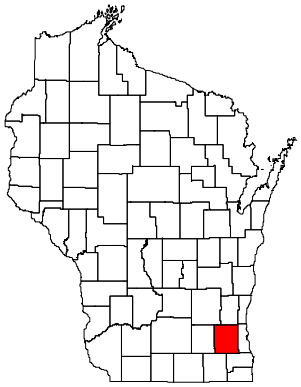
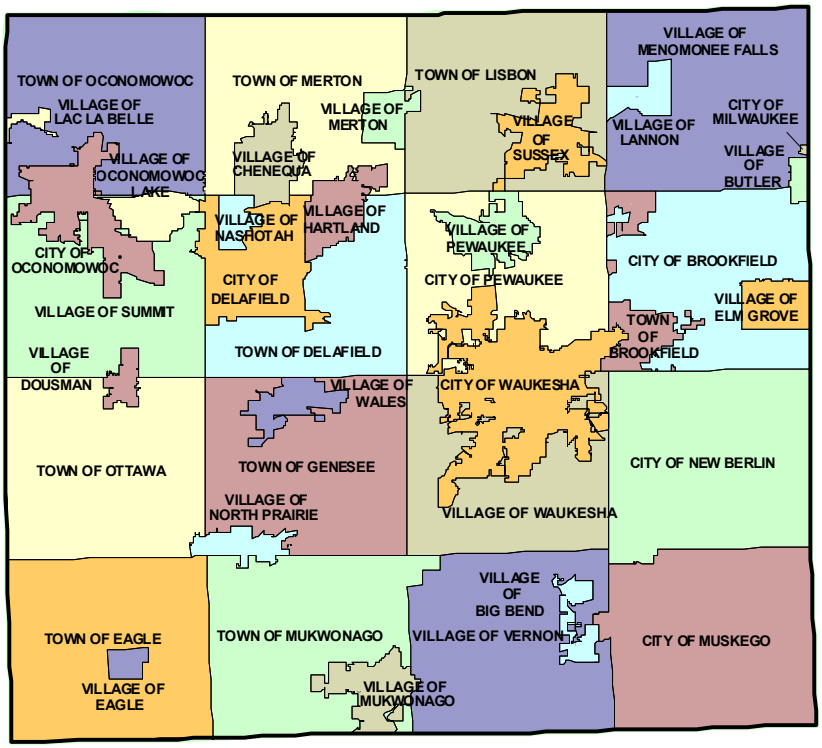
WAUKESHA COUNTY, WISCONSIN • COMMUNITY PROFILE





COUNTY POPULATION*	
As of 1/1/2020	406,785
2010 Census	389,891
*WI Department of Administration (2020), U.S. Census Bureau (2010)	

EQUALIZED PROPERTY VALUES	
Including TID	$62,620,157,900
Excluding TID	$61,132,610,900

BRIEF WAUKESHA COUNTY HISTORY

In April of 1846 Waukesha County was formed with sixteen townships. Supervisors representing each of the sixteen towns were elected to organize a county board, elect officers and to provide for and build necessary county buildings.

In 1965, the Wisconsin State Supreme Court ruled that county boards must equitably represent the population, and the Waukesha County Board switched to supervisory districts that represented an equal number of citizens, rather than the units system used previously.

In April of 1991, a new form of county government was established. The first county executive was elected by the voters of Waukesha County to be responsible for the administrative functions of county government. The county board reorganized to better reflect this new form of governing. The county executive also proposes the County Budget and has the ability to veto actions of the county board, and to appoint members to advisory boards and commissions. Effective April 2008, the County Board reduced their membership from 35 to 25, but maintained the seven standing committees.

WAUKESHA COUNTY TODAY

Waukesha County is located in southeastern Wisconsin, directly west of Milwaukee County and 100 miles northwest of Chicago. Waukesha County is part of the Milwaukee Standard Metropolitan Statistical Area (SMSA) and is the third most populous county in the State. The County has the second highest median household income and per capita income and the third highest equalized property tax base in the State. The County covers 576 square miles and consists of 8 cities, 21 villages and 9 towns. The County Board is represented by 25 County Board Supervisors.

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ECONOMIC DEMOGRAPHICS

LARGEST EMPLOYERS	
EMPLOYER	EMPLOYEES
Kohl's Department Stores	5,500
ProHealth Care	4,338
Froedtert	4,000
Quad Graphics Inc.	3,000
Advocate Aurora Healthcare	2,800
Roundy's (Kroger)	2,579
General Electric Healthcare	2,397
Target Corporation	1,830
Eaton Cooper Power Systems	1,675
Wal-Mart Corporation	1,517
Milwaukee Electric Tool/Empire Level	1,500
School District of Waukesha	1,500
Waukesha County	1,389
Elmbrook School District	1,302
Generac	1,300
BMO Harris Bank, N.A.	1,100
Waukesha County Technical College	1,100
Ascension (formerly Wheaton Franciscan)	928
United Parcel Service	873
Subtotal	40,628
% of Total Jobs (2019 - See Below)*	17%

* Latest annual total job estimate (2019), see table below.

Source: The 2019-2020 Business Journal Book of Lists, Infogroup (www.salesgenie.com), publically available disclosure documents available on EMMA.msrb.org, the County and employer contacts March 2020.

PRINCIPAL TAXPAYERS		
TAXPAYER	2019 EQUALIZED VALUE	2018 RANK
Fiduciary Real Estate Development	$230,410,300	N/A
The Corners of Brookfield	$203,759,700	2
Brookfield Square	$172,996,400	1
Wimmer Brothers	$166,988,500	5
Individual	$147,023,800	4
ProHealth Care	$143,907,468	7
Kohl's Dept. Stores	$142,661,500	3
Aurora	$129,576,270	6
Target Corporation	$116,691,064	8
Wal-Mart	$100,371,200	N/A
Subtotal	$1,554,386,202	
% Total 2019 Equalized Value*	2.6%	

*2019 total equalized value including TID of $59,540,912,600.

Source: Waukesha County Tax System & Wisconsin Department of Revenue

See Waukesha County Comprehensive Annual Financial Report for more detailed information

CONSTRUCTION & BUILDING PERMITS		
	Residential	
Year	Number	Value in 000's
2019	879	$354,686
2018	1,061	$437,265
2017	855	$351,821
2016	953	$365,330
2015	813	$301,244

Source: U.S. Department of Commerce

EMPLOYMENT BY INDUSTRY	
INDUSTRY	2019 NAICS (1)
Retail Trade, Transportation, Utilities	49,500
Manufacturing	44,015
Education and Health	42,004
Professional and Business Services	35,786
Leisure and Hospitality	21,968
Construction	17,672
Financial Activities	15,769
Other Services (2)	9,141
Public Administration	6,142
Information	4,054
Total	246,051

(1) North American Industry Classification System

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Information

(2) Includes Natural Resources.

INCOME, JOBS, AND UNEMPLOYMENT		
PER CAPITA INCOME, 2018 (1)		
Waukesha County		$72,650
State of Wisconsin		$51,592
United States		$54,446
JOBS, 2018 (2)		243,989
UNEMPLOYMENT RATE, 2018 (3)		2.6%

(1) Bureau of Economic Analysis - US Department of Commerce

(2) Wisconsin Department of Workforce Development

(3) Bureau of Labor Statistics - US Department of Labor

EQUALIZED PROPERTY VALUE BY CLASS * ($000's)					
Budget Year	Residential	Personal Property	Commercial	Mfg.	Agr./Forest/ Swamp/Other
2017	$39,052,315	$1,127,036	$10,020,704	$1,460,141	$277,359
2018	$40,728,754	$1,169,249	$10,483,713	$1,493,718	$282,698
2019**	$42,779,364	$808,507	$11,140,259	$1,513,522	$294,986
2020	$45,119,301	$871,812	$11,689,762	$1,553,375	$306,663
2021	$47,857,267	$886,813	$11,935,477	$1,627,680	$312,921
% of Total	76.4%	1.4%	19.1%	2.6%	0.5%

See STATS/TRENDS Section for more detailed information

* Includes Tax Incremental District Value

**The decrease in personal property value is due to a state law that exempts machinery, tools, and patterns (not used in manufacturing) from the personal property tax, which was offset by a state personal property aid payment of about $744,000 in 2019.

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DEMOGRAPHICS

ELEMENTARY AND SECONDARY EDUCATION

School Districts
Arrowhead Union High; Elmbrook; Hamilton; Hartland-Lakeside; Kettle Moraine; Lake Country; Menomonee Falls; Merton Community; Mukwonago; Muskego-Norway; New Berlin; Norris; North Lake; Oconomowoc Area; Pewaukee; Richmond; Stone Bank; Swallow; Waukesha

Educational Attainment: Percent High School Graduate or Higher*

Waukesha County: 96.1%
Wisconsin: 92.1%

*Source: US Census Bureau, https://data.census.gov, American Community Survey 5-Year Estimates, updated annually.

SCHOOL ENROLLMENT*

2019-2020 Academic Year
Public: 60,980
Private: 11,005
Home schooling: 1,309**

*Source: Wisconsin Department of Public Instruction
**May exclude enrollment counts from districts that have few home-schooled students, due to privacy law.

POST-SECONDARY EDUCATION

Colleges and Universities
Carroll University, City of Waukesha
Ottawa University-Milwaukee, City of Brookfield
University of Wisconsin-Milwaukee at Waukesha, City of Waukesha

Technical and Vocational Schools
Waukesha County Technical College,
Village of Pewaukee campus
Sky Plaza (Pewaukee) campus
City of Waukesha campus

TRANSPORTATION

Roads
407 miles Waukesha County roads
203 miles State Highway roads (In County)

Public Transit
Waukesha Metro Transit Contract Administrator
Wisconsin Coach Lines
Milwaukee County Transit System (MCTS)

Commuter-oriented bus services along major corridors – Para Transit Services
Specialized transportation (Ride line) service provided by the Waukesha County, Department of Aging and Disability Resource Center

UTILITIES

Electric Power
WE Energies
City of Oconomowoc Electric & Gas

Telephone
AT&T/Direct TV
CenturyLink
Spectrum

Natural Gas
WE Energies
Wisconsin Gas Company

Solid Waste
Private Collection and Hauling Services
General use landfills within the County
Community recycling programs

The County oversees a privately operated Material Recycling Facility in partnership with the City of Milwaukee, with 26 Waukesha County municipalities participating.

Water
14 publicly owned water utilities
Numerous small-private water utilities
Water drawn from groundwater aquifers

Sanitary Sewerage
19 sanitary sewerage systems served by 7 public wastewater treatment plants

EMERGENCY SERVICES*

Waukesha County Communications Center consolidates police, fire, and emergency dispatch for the Sheriff's Department and 31 municipalities**

*Source: State of Wisconsin, Department of Justice
**Does not include the City of Oconomowoc that only receives dispatching for fire and emergency medical service from county dispatch.

*For additional statistics, refer to the Stats./Trends section of the budget document.