HISTORY & LOCATION
The City of Brookfield was incorporated in 1954 and has become a center for office, retail, and light industrial activity with millions of square feet of commercial and industrial space and numerous hotels offering conference and meeting rooms. Brookfield has an area of 27.6 square miles and is located in the more densely populated eastern portion of Waukesha County, along IH 94, about 10 miles west of Milwaukee.

DEMOGRAPHICS
Median Age: 47.1
- Age Range:
  - 0 to 19: 25.0%
  - 19 to 44: 22.3%
  - 45 to 64: 32.3%
  - 65 and Older: 20.4%

- White: 88.5%
- Hispanic: 3.1%
- Asian: 5.3%
- Black: 1.4%
- Other Race: 1.7%

HOUSING
Total Housing Units: 15,096
- Owner Occupied Housing Units: 12,840 (85.0%)
  - Median Value: $283,000
- Renter Occupied Housing Units: 1,805 (12.0%)
  - Median Monthly Rent: $1,316
- Vacant Housing Units: 451 (3.0%)

MEDIAN ANNUAL HOUSEHOLD INCOME
City of Brookfield: $92,518
Waukesha County: $76,545
Southeastern Wisconsin: $56,905
Wisconsin: $53,357
United States: $53,889

2000 to 2010 change: -1.9%
2010 to 2017 change: 1.1%

CONTACTS
Southeastern Wisconsin Regional Planning Commission
262-547-6721
www.sewrpc.org

City of Brookfield Economic Development Coordinator
262-796-6694
www.ci.brookfield.wi.us/114/Economic-Development

We Energies
800-714-7777
www.we-energies.com
EDUCATIONAL OPPORTUNITIES

Brookfield is served by the Elmbrook School District and includes two high schools, two middle schools, five elementary schools, and one special education school that serves six surrounding communities. Elmbrook consistently ranks among the top districts within Wisconsin as well as nationally. In addition, Brookfield is served by a number of private schools and by the Brookfield Public Library, which is a member of the Waukesha and Jefferson Counties Bridges Library System.

Numerous higher education opportunities are available to Brookfield residents in Waukesha County and in neighboring counties. Cardinal Stritch, Herzing, and Ottawa Universities have campuses in Brookfield offering undergraduate and graduate programs. Carroll University—a private university, and UW-Waukesha—a University of Wisconsin system freshman and sophomore campus, are both located in the City of Waukesha. In addition, Waukesha County Technical College (WCTC) is located in nearby Pewaukee and offers associate degrees, technical diplomas, and short-term certificates. Milwaukee County is home to 15 universities, including UW-Milwaukee, Marquette University, and the Milwaukee School of Engineering. Together, these universities offer a wide variety of undergraduate and graduate programs.

ACT SCORES

Elmbrook School District
English: 23.9
Math: 24.0
Reading: 23.9
Science: 23.7
Composite: 24.0

National
English: 20.3
Math: 20.9
Reading: 21.3
Science: 20.8
Composite: 21.0

GOVERNMENT

The City of Brookfield is governed by a 14 member Common Council and Mayor, who is the presiding officer of the Common Council. Administrative responsibility is shared by the Mayor, elected administrative officials, boards, and appointed officials. The City’s Community Development Department works with the business community to promote Brookfield as a place to establish business development. The City Police and Fire Departments have over 150 sworn and civilian employees to provide emergency services.

PARKS

The Brookfield park system consists of over 1,800 acres of public park land and special use areas. The parks provide a wide range of active and passive activities including an aquatic center, baseball, soccer, hiking and biking trails, and picnic shelters. The parks also protect unique natural resources and provide places for the community to gather. A vibrant cultural arts center offers year-round entertainment and educational experiences in music, dance, and the arts.

TRANSIT

Brookfield Square Shopping Mall is served by both Waukesha Metro Transit and the Milwaukee County Transit System. Waukesha County Transit—operated by Wisconsin Coach Lines—provides express bus service from Goerkes Corners Park-Ride lot to Downtown Milwaukee, where riders can connect to numerous destinations by bus, rail, and air. The service operates weekdays over freeways with limited intermediate stops. Brookfield is also provided with connections to both Madison and Milwaukee by the Badger Bus.

TAXES

Property tax: $16.25 per $1,000 of assessed value
Sales tax: 5.1%

HEALTHCARE

Elmbrook Memorial is a full-service, acute care hospital located in Brookfield. The City is also served by numerous medical clinics and specialty care centers. In addition, the Milwaukee Regional Medical Center is located minutes away in Milwaukee County.
**BUSINESS PARKS**

Almost a dozen existing industrial/office parks located in the City of Brookfield cover over 900 acres, with some sites still available for development. The major office centers are located with convenient access to IH 94.

<table>
<thead>
<tr>
<th>Business Park Name</th>
<th>Location</th>
<th>Size (acres)</th>
<th>No. of Vacant Parcels*</th>
</tr>
</thead>
<tbody>
<tr>
<td>124th Commerce District</td>
<td>Southwest quadrant of 124th Street and</td>
<td>122</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Capitol Drive (STH 190)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bishop's Woods Office Park</td>
<td>Southeast quadrant of Bluemound Road (USH 18)</td>
<td>167</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>and Sunnyslope Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brookfield Industrial Park</td>
<td>West side of Barker Road (CTH Y) just</td>
<td>98</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>south of Gebhardt Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brookfield Lakes Corporate Center</td>
<td>Southeast and southwest quadrants of</td>
<td>138</td>
<td>1</td>
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<td></td>
<td>Bluemound Road (USH 18) and Corporate Drive</td>
<td></td>
<td></td>
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<tr>
<td>Eastgate Business Center</td>
<td>North side of Lisbon Road, one-half mile</td>
<td>19</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>west of 124th Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Drive Office Park</td>
<td>Southeast and southwest quadrants of</td>
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<td></td>
<td>Bluemound Road (USH 18) and Executive Drive</td>
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<td></td>
</tr>
<tr>
<td>Gateway West Commerce Center</td>
<td>Southeast quadrant of Capitol Drive (STH 190)</td>
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<td>5</td>
</tr>
<tr>
<td></td>
<td>and Springdale Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glenwood Executive Center</td>
<td>Northeast quadrant of Capitol Drive (STH 190)</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>and Pilgrim Road (CTH YY)</td>
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<td></td>
</tr>
<tr>
<td>Northeast Industrial Park</td>
<td>Northeast quadrant of Lisbon Road and</td>
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</tr>
<tr>
<td></td>
<td>124th Street, south of Ruby Avenue</td>
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<td></td>
</tr>
<tr>
<td>Pheasant Drive Industrial Park</td>
<td>Northeast quadrant of Calhoun Road and</td>
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<tr>
<td></td>
<td>Pheasant Drive</td>
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<td></td>
</tr>
<tr>
<td>Fox River Business Center</td>
<td>Southwest quadrant of Capitol Drive (STH 190)</td>
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<tr>
<td></td>
<td>and Richland Parkway</td>
<td></td>
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</tr>
<tr>
<td>NorthBrook Commerce Center (Proposed)</td>
<td>North side of Capitol Drive (STH 190) at</td>
<td>26</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Springdale Road</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Number of existing vacant parcels as of April 2015.

**MAJOR PRIVATE EMPLOYERS**

The largest private employers in the City are in the financial and health services, as well as manufacturing and retail.

- BMO Harris Bank
- Fiserv
- Guhring
- Milliman
- Milwaukee Tool
- Pentair
- Thompson Reuters
- US Bank
- Wheaton Franciscan Healthcare

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*Unemployment rate for Waukesha County as of February 2018.
Sources include: U.S. Census Bureau American Community Survey: 2011-2015, Wisconsin Department of Administration, Wisconsin Department of Workforce Development, and SEWRPC