**HISTORY & LOCATION**
The City of Oconomowoc was incorporated in 1875. The lakes and abundant natural resources attracted visitors and businesses from around the Midwest and beyond. For the past decade, Oconomowoc has partnered with its sister city, Dietzenbach, Germany, to promote mutual interests in culture, tourism, and economic development. Today Oconomowoc is a growing community with year-round cultural and recreational activities. Oconomowoc has an area of 12.3 square miles and is located on the western gateway of Waukesha County, close to IH 94, midway between Milwaukee and Madison.

**DEMOGRAPHICS**
Median Age: 38.8
Age Range:
0 to 19: 28.2%
19 to 44: 31.8%
45 to 64: 25.4%
65 and Older: 14.6%

White: 91.0%
Hispanic: 6.1%
Asian: 1.1%
Black: 0.6%
Other Race: 1.2%

**HOUSING**
Total Housing Units: 6,804
Owner Occupied Housing Units: 4,467 (65.7%)
  - Median Value: $233,600
Renter Occupied Housing Units: 2,031 (29.8%)
  - Median Monthly Rent: $848
Vacant Housing Units: 306 (4.5%)

**MEDIAN ANNUAL HOUSEHOLD INCOME**
City of Oconomowoc: $70,600
Waukesha County: $76,545
Southeastern Wisconsin: $56,905
Wisconsin: $53,357
United States: $53,889

**CONTACTS**

**ECONOMIC PROFILE**

**POPULATION**
2000 to 2010 change: 27.3%
2010 to 2017 change: 6.9%
2000: 12,382
2010: 15,759
2017: 16,842

**CITY OF OCONOMOWOC**

**ECONOMIC DEVELOPMENT**
262-569-2185
www.oconomowoc-wi.gov/140/Economic-Development

**WUAKESHA COUNTY CENTER FOR GROWTH**
262-409-2643
www.waukesha.org
EDUCATIONAL OPPORTUNITIES
The Oconomowoc Area School District extends into Dodge and Jefferson Counties and includes one high school, two middle schools, and five elementary schools. The high school offers educational opportunities through the International Baccalaureate program to develop multicultural knowledge and understanding. In addition, Oconomowoc is served by a number of private schools and by the Oconomowoc Public Library, which is a member of the Waukesha and Jefferson Counties Bridges Library System.

Numerous higher education opportunities are available to Oconomowoc residents in Waukesha County and in neighboring counties. 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) in Pewaukee and University of Wisconsin-Whitewater in Walworth County are located nearby and offer a range of associate, undergraduate, and graduate degrees. Milwaukee County is home to 15 universities, including UW-Milwaukee, Marquette University, and the Milwaukee School of Engineering. UW-Madison, the flagship of the university system, is just an hour’s drive west of Oconomowoc. Together, these universities offer a wide variety of undergraduate and graduate programs.

ACT SCORES
Oconomowoc Area School District
- English: 20.2
- Math: 21.7
- Reading: 21.6
- Science: 21.8
- Composite: 21.5

National
- English: 20.3
- Math: 20.9
- Reading: 21.3
- Science: 21.8
- Composite: 21.0

GOVERNMENT
The City of Oconomowoc is governed by an eight member Common Council and Mayor, who is the presiding officer of the Common Council. The Common Council conducts the City’s legislative business, adopts the City budget, and passes laws, policies, and regulations that govern the City. The Bureau of Economic Development works with the business community and the City to promote Oconomowoc as a place to establish business development. The City Police Department has about 50 sworn and civilian employees to provide emergency services. Oconomowoc is one of the municipalities that owns and operates the newly formed Western Lakes Fire District, serving ten communities in the area with about 140 staff members. Two of the District’s four fire stations are located in the City of Oconomowoc.

PARKS
Oconomowoc is home to Fowler Lake and Lac La Belle offering public access to swimming beaches and boat launches. In addition, the Oconomowoc park system consists of nearly 50 park and recreation facilities on over 330 acres of public park land and special use areas. The parks provide a wide range of active and passive activities including beaches, hiking and biking trails, baseball, soccer, and picnic shelters. The parks also protect unique natural resources and provide places for the community to gather.

TRANSIT
Waukesha County Transit—operated by Wisconsin Coach Lines—provides express bus service from Oconomowoc to Downtown Milwaukee, where riders can connect to numerous destinations by bus, rail, and air. The service operates weekdays, mainly over freeways with limited intermediate stops. Oconomowoc is also provided with connections to both Madison and Milwaukee by the Badger Bus.

TAXES
- Property tax: $15.96 per $1,000 of assessed value
- Sales tax: 5.1%

HEALTHCARE
Oconomowoc Memorial is a 76-bed, full-service, acute care hospital. The City is also served by numerous medical clinics and specialty care centers. In addition, the Aurora Medical Center Hospital is located just minutes away in the neighboring Village of Summit, and the Milwaukee Regional Medical Center is in Milwaukee County.
MAJOR PRIVATE EMPLOYERS

The largest private employers in the City are in the health services and warehousing industry sectors.

Aurora Medical
Bimbo Bakery
Bruno Independent Living Aids
Lutheran Homes of Oconomowoc
Oconomowoc Memorial Hospital
Orbis Corporation
Rogers Memorial Hospital
Roundy’s Distribution Center
Target Distribution Center
YMCA

LABOR FORCE

Residents in the Labor Force: 8,680
Unemployment Rate: 2.7% *

RESIDENT OCCUPATIONS

Management, Business, Science, and Arts: 43.2%
Sales and Office: 25.8%
Service: 15.9%
Production, Transportation, and Material Moving: 10.5%
Natural Resources: 4.6%

BUSINESS PARKS

There are five industrial/office parks located in the City of Oconomowoc, covering almost 900 acres. The newly developed Pabst Farms business parks have numerous sites still available for development in three distinct areas including office and light industrial, medical facilities, and technology companies.

<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>Oconomowoc Corporate Center</td>
<td>Northwest quadrant of I-94 and STH 67</td>
<td>257</td>
<td>2</td>
</tr>
<tr>
<td>Pabst Farms Business Park</td>
<td>Northwest quadrant of I-94 and Sawyer Road (CTH P)</td>
<td>199b</td>
<td>All</td>
</tr>
<tr>
<td>Pabst Farms Business Park-North</td>
<td>East side of STH 67 north and south side of</td>
<td>58</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Oconomowoc Parkway and south of Pabst Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pabst Farms Commerce Centre</td>
<td>Southwest quadrant of I-94 and STH 67</td>
<td>239</td>
<td>5</td>
</tr>
<tr>
<td>River Bend Industrial Park</td>
<td>West of the Oconomowoc River and south of</td>
<td>122</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Wisconsin Avenue (STH 16)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Number of vacant parcels as of April 2015.

* Includes 51 acres in the Village of Summit.

WAUKESHA COUNTY JOBS BY INDUSTRY

Note: Wage data for Information jobs not available

* 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.