HISTORY & LOCATION
Settlement along the Bark River in the 1800s grew into the Village of Hartland, incorporated in 1892. The Watertown Plank Road, and later the Milwaukee and Watertown Railroad, connected farmers and travelers between agricultural and resort areas around Hartland and the industry and entertainment of Milwaukee. Hartland continues to grow geographically, as well as in population and employment opportunities. Hartland has an area of 5.4 square miles and is located in the heart of “Lake Country” on State Highway 16 (limited access freeway), near IH 94. The Village is about 23 miles west of Milwaukee.

DEMOGRAPHICS
Median Age: 39.7
Age Range:
0 to 19: 28.2%
19 to 44: 30.0%
45 to 64: 29.8%
65 and Older: 12.0%

White: 93.8%
Hispanic: 2.5%
Asian: 1.4%
Black: 0.7%
Other Race: 1.6%

HOUSING
Total Housing Units: 3,698
Owner Occupied Housing Units:
2,187 (59.1%)
Median Value: $246,500
Renter Occupied Housing Units:
1,446 (39.1%)
Median Monthly Rent: $886
Vacant Housing Units: 65 (1.8%)

MEDIAN ANNUAL HOUSEHOLD INCOME
Village of Hartland: $66,721
Waukesha County: $76,545
Southeastern Wisconsin: $56,905
Wisconsin: $53,357
United States: $53,889

ECONOMIC PROFILE
2000 to 2010 change: 15.2%
2010 to 2017 change: 1.0%
2000: 7,905
2010: 9,110
2017: 9,197

CONTACTS
Hartland Village Administrator
262-367-2714
www.villageofhartland.com

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

Waukesha County Center for Growth
262-409-2643
www.waukesha.org

We Energies
800-714-7777
www.we-energies.com
EDUCATIONAL OPPORTUNITIES
The Arrowhead Union High School District serves Hartland and many of the surrounding Lake Country communities. Three elementary schools and a middle school in Hartland feed into Arrowhead High School. Arrowhead’s recently opened Design Engineering Manufacturing Center demonstrates the generous support and cooperation with the school district by many business partners in Waukesha County and the Milwaukee metropolitan area. In addition, Hartland is served by a number of private schools and by the Hartland Public Library, which is a member of the Waukesha and Jefferson Counties Bridges Library System.

Numerous higher education opportunities are also available to Hartland residents in Waukesha County and in neighboring counties. Carroll University, a private university offering undergraduate and graduate programs, 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 just east of Hartland in 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
Arrowhead Union High School District
English: 23.2
Math: 24.3
Reading: 23.0
Science: 23.8
Composite: 23.7

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

GOVERNMENT
The Village of Hartland is governed by a Village Board, consisting of a Village President and six trustees. The Board makes decisions regarding most Village matters, including the Village budget, capital improvements, ordinances, and hiring of most department heads. Administrative responsibility is shared by the Village President, Village Administrator, and Village Clerk who are responsible for the overall coordination and direction of the day-to-day operations of Village government. The Village Police and Fire Departments have about 70 total sworn and civilian employees to provide emergency services.

PARKS
The Hartland park system consists of about 175 acres of public park land and special use areas. The parks provide a wide range of active and passive activities including baseball, soccer, football, picnic shelters, and the Ice Age Trail. 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 commuter bus service from Hartland to Oconomowoc and to Downtown Milwaukee, where riders can connect to numerous destinations by bus, rail, and air. The service operates weekdays with limited intermediate stops. The transit stop is located in Downtown Hartland, near a variety of shops and restaurants.

TAXES
Property tax: $15.25 per $1,000 of assessed value
Sales tax: 5.1%

HEALTHCARE
Hartland is served by Oconomowoc Memorial, a 76-bed, full-service, acute care hospital, and Waukesha Memorial Hospital, a 400 bed hospital located nearby in the City of Waukesha. The Village 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.
MAJOR PRIVATE EMPLOYERS
The largest private employers in the Village are in the retail, manufacturing, and business and other services industry sectors.

- Advanced Disposal
- Aurora Wilkinson Medical Clinic
- Batteries Plus Corporate Office
- Charleston/Orwig
- Dorner Manufacturing Corp
- Heraeus Electro-Nite
- Holt Electric Supply
- Insurity
- Merge Healthcare
- One Touch Point - CCI

LABOR FORCE
Residents in the Labor Force: 4,886
Unemployment Rate: 2.7%*

RESIDENT OCCUPATIONS
Management, Business, Science, and Arts: 37.8%
Sales and Office: 27.1%
Production, Transportation, and Material Moving: 14.4%
Service: 13.5%
Natural Resources: 7.2%

BUSINESS PARKS
There are four industrial/office parks located in the Village of Hartland covering nearly 500 acres. And there's room to grow with twelve sites available for development.

<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>Bark River Commerce Center</td>
<td>East side of STH 83 along Walnut Ridge Drive</td>
<td>156</td>
<td>6</td>
</tr>
<tr>
<td>Cottonwood Commerce Center</td>
<td>North side of North Shore Drive along Cottonwood Avenue</td>
<td>48</td>
<td>0</td>
</tr>
<tr>
<td>Geason Commerce Center</td>
<td>Northeast quadrant of STH 83 and North Shore Drive</td>
<td>68</td>
<td>3</td>
</tr>
<tr>
<td>Hartland/Lake Country Business Park</td>
<td>East side of STH 83, south of Canadian Pacific Railway</td>
<td>227</td>
<td>3</td>
</tr>
</tbody>
</table>

* Number of vacant parcels as of April 2015.

WAUKESHA COUNTY JOBS BY INDUSTRY

Note: Wage data for Information jobs not available

Average Annual Wages (in thousands)

WAUKESHA COUNTY JOBS BY INDUSTRY

- Trade, Transportation, Utilities
- Manufacturing
- Education & Health Services
- Professional & Business Services
- Leisure & Hospitality
- Financial Activities
- Construction
- Public Administration
- Information

* 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