

# VILLAGE OF MENOMONEE FALLS ECONOMIC DEVELOPMENT FACT BOOK

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**MEMORANDUM REPORT  
NUMBER 14**

**VILLAGE OF MENOMONEE FALLS  
ECONOMIC DEVELOPMENT FACT BOOK  
WAUKESHA COUNTY, WISCONSIN**

Prepared by the  
Southeastern Wisconsin Regional Planning Commission  
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## SECTION I

### NATURAL RESOURCE AND PHYSICAL CHARACTERISTICS

## INTRODUCTION

The conservation and wise use of the natural resource base is vital to the physical, social, and economic development of any area and to the continued ability of the area to provide a pleasant and habitable environment for life. The following information identifies those elements of the natural resource base which affect, or are affected by, urban development within the Village.

## LOCATION

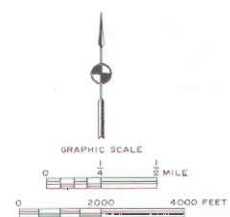
The Village of Menomonee Falls (see Map 1) is located in northeastern Waukesha County in the Southeastern Wisconsin Region (see Map 2) and encompasses a total area of 33.39 square miles. Geographically, the Village is in a good position for continued growth and development. The Village's location within the Milwaukee Metropolitan Area with good access to the area's excellent transportation systems, enables the Village to offer good locations for economic enterprises and enables residents to enjoy all of the facilities and services of a large metropolitan area set within one of the most attractive regions of the country. In addition, as shown on Map 3, many of the most important industrial areas and heaviest population concentrations in the Midwest are located within 350 miles of the Village. The easterly portion of the Village is served by excellent sewerage and water supply systems and provides a full range of high quality urban facilities and services.

## NATURAL RESOURCES

### Climate

The Village of Menomonee Falls exhibits weather typical of a continental-type climate, characterized by a continuous progression of markedly different seasons and a large range in annual temperature. Summers are relatively warm with occasional periods of hot, humid weather and sporadic periods of cool weather. Winters tend to be cool and, at times, snowy, and accentuated by prevailing northwesterly winds. Table 1 provides general climatic data for the Village of Menomonee Falls.

This map displays the townships of Washington County, Wisconsin, arranged in a grid. The townships are labeled with letters (A-W) and numbers (1-35). Key geographical features include the Fox River, Menomonee River, and Tamarack Swamp. Major roads like STH 100, STH 175, and STH 145 are shown. The map also indicates the locations of Menomonee Falls Industrial Park, Village Hall, and the City of Milwaukee. The map is bordered by Washington County to the north, Waukesha County to the east, and Milwaukee County to the south.



Map 2

SOUTHEASTERN WISCONSIN REGION

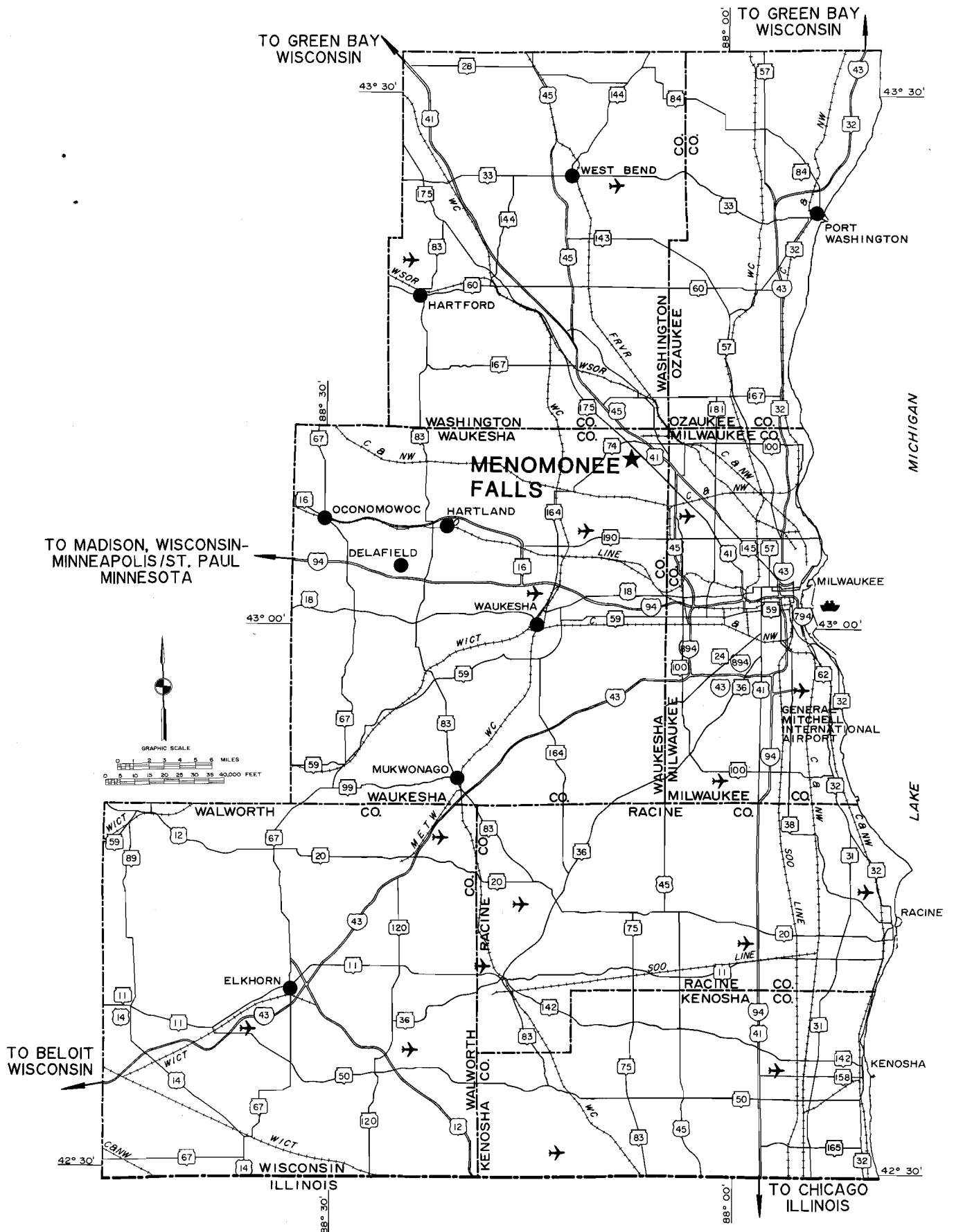








Table 1

GENERAL CLIMATIC DATA FOR THE VILLAGE OF MENOMONEE FALLS AREA

-----						
Temperature (F) Degree Day Normals			Humidity	Precipitation		
-----						
Month	Mean*	Heating Day Normals**	Cooling Day Normals**	Average Daily Relative Humidity (%)***	Precipitation Normals **** (average inches)	Mean Snowfall (inches) ****
-----						
January .....	20.5	1,435	0	68.0	1.64	13.1
February .....	23.3	1,176	0	67.0	1.33	9.3
March .....	32.8	1,020	0	65.0	2.58	8.9
April .....	44.4	612	0	61.0	3.37	1.8
May .....	54.5	334	18	60.0	2.66	Trace
June .....	64.6	84	81	61.0	3.59	0.0
July .....	70.8	11	182	61.0	3.54	0.0
August .....	69.7	25	158	63.0	3.09	0.0
September .....	62.5	117	24	64.0	2.88	Trace
October .....	51.3	444	7	63.0	2.25	0.1
November .....	37.6	831	0	67.0	1.98	2.8
December .....	25.9	1,237	0	71.0	2.03	10.7
-----						
Annual	46.5	7,326	470	64.3	30.94	46.7
-----						

=====				
Clear/Cloudy Days Sunrise to Sunset (mean number of days)***				
-----				
Month	Clear	Partly Cloudy	Cloudy	Percent of Possible Sunshine ***
January .....	7	6	18	44
February .....	7	6	16	47
March .....	6	8	17	50
April .....	7	8	16	53
May .....	7	10	14	59
June .....	8	10	12	64
July .....	10	11	10	70
August .....	10	11	10	66
September .....	10	9	11	59
October .....	9	9	13	54
November .....	6	6	18	40
December .....	6	6	19	37
-----				
Annual	93	100	174	54
-----				

\* 1871 through 1987.

\*\*\*\* Water equivalent.

\*\* Base of 65 degrees fahrenheit.

\*\*\*\*\* 1941 through 1987.

\*\*\* Recorded at 12 noon.

Source: U. S. Department of Commerce; National Oceanic and Atmospheric Administration,  
Environmental Data Service; and SEWRPC.

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### Environmental Corridors and Natural Areas

Studies conducted by the Southeastern Wisconsin Regional Planning Commission have shown that the best remaining elements of the natural resource base in southeastern Wisconsin occur in elongated, linear patterns which the Commission has termed "environmental corridors." There are several elements of the natural resource base which are considered to be basic elements of the environmental corridors. These are: 1) lakes and streams and their associated shorelands and floodlands; 2) wetlands; 3) woodlands; 4) prairies; 5) wildlife habitat areas; 6) wet, poorly drained, and organic soils; and 7) rugged terrain and high-relief topography. In addition, there are five natural resource base-related elements which are not a part of the natural resource base per se, but which are so closely linked to that base as to warrant consideration in delineating environmental corridors. These are: 1) existing park sites; 2) potential park sites; 3) historic sites and structures; 4) areas having natural and scientific value; and 5) scenic vistas and viewpoints. Of all of these basic elements, the woodlands, wetlands, and wildlife habitat areas tend to be the most physically dominant, and most significant. In Menomonee Falls, environmental corridors have been carefully preserved as parks and isolated natural areas through local land use planning and, therefore, add significantly to the quality of life in the Village.

### PHYSICAL CHARACTERISTICS

#### Land Use

The various elements of the built environment in the Village of Menomonee Falls and environs form a vital base for the Village's continued economic development. Information on land use patterns, the physical characteristics of existing development, the spatial relationships between land uses, and the amount of land utilized and readily available for urban development can assist in the identification of characteristics that can have an impact on the local economy. Table 2 and Map 4 provides information on the land use in the Village of Menomonee Falls.

Table 2

HISTORIC AND EXISTING LAND USE IN THE VILLAGE OF MENOMONEE FALLS: 1963 AND 1985

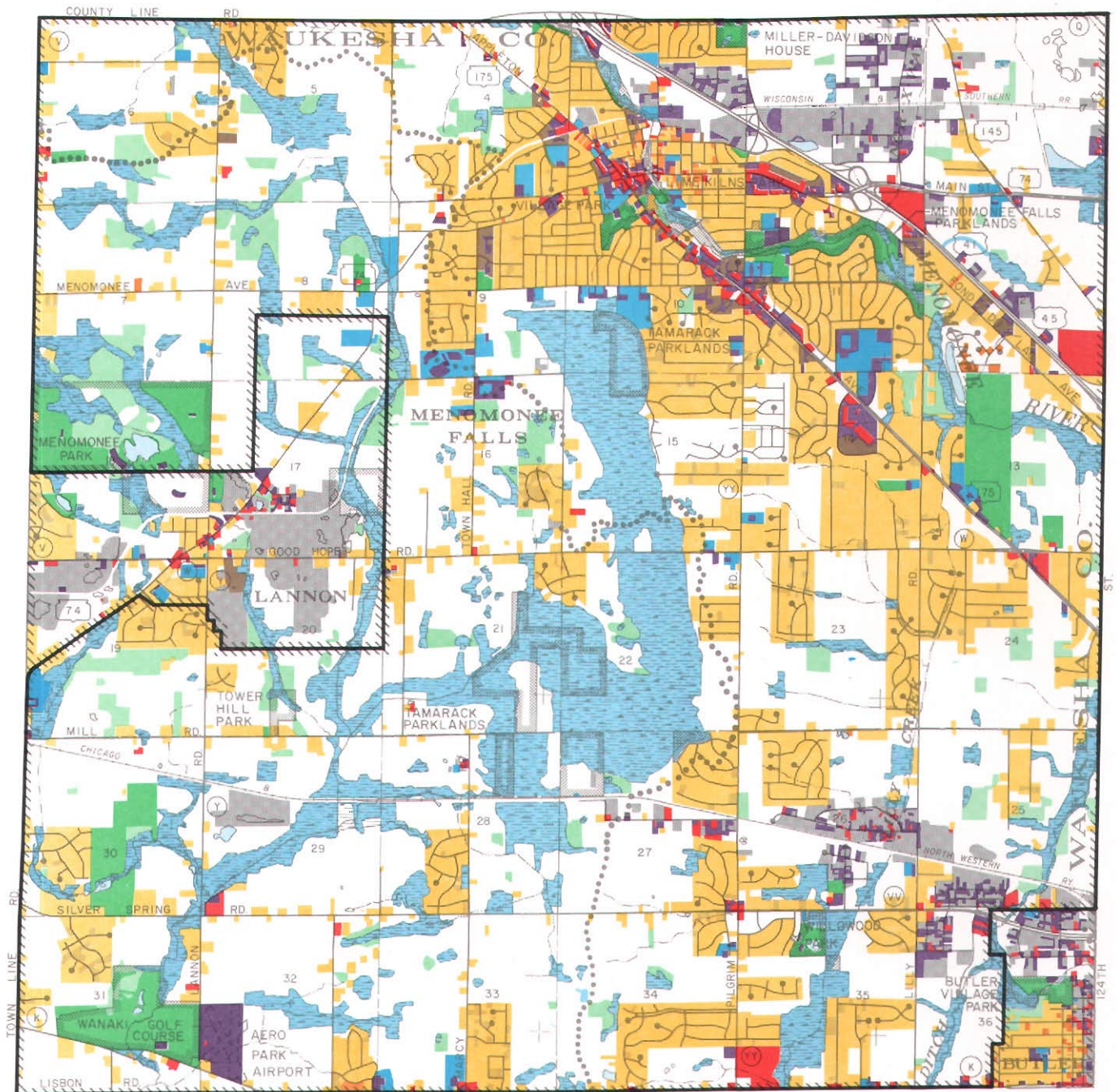
Land Use Category	1963			1985			Change: 1963-1985	
	Acres	Percent of Subtotal	Percent of Total	Acres	Percent of Subtotal	Percent of Total	Acres	Percent
<b>Urban</b>								
Residential .....	3,632	58.9%	16.9%	4,376	54.4%	20.5%	744	20.5%
Commercial .....	161	2.6%	0.7%	256	3.2%	1.2%	95	59.0%
Industrial .....	209	3.4%	1.0%	472	5.9%	2.2%	263	125.8%
Transportation, Communication, and Utilities ..	1,542	25.0%	7.2%	1,979	24.6%	9.3%	437	28.3%
Governmental and Institutional ..	150	2.4%	0.7%	253	3.1%	1.2%	103	68.7%
Recreation .....	476	7.7%	2.2%	714	8.9%	3.3%	238	50.0%
Urban Subtotal	6,170	100.0%	28.7%	8,050	100.0%	37.7%	1,880	30.5%
<b>Rural</b>								
Agricultural ....	11,508	75.2%	53.6%	9,736	73.1%	45.6%	(1,772)	-15.4%
Surface Water ...	136	0.9%	0.6%	70	0.5%	0.3%	(66)	-48.5%
Wetlands .....	2,871	18.8%	13.4%	2,787	20.9%	13.0%	(84)	-2.9%
Woodlands .....	789	5.2%	3.7%	731	5.5%	3.4%	(58)	-7.4%
Rural Subtotal	15,304	100.0%	71.3%	13,324	100.0%	62.3%	(1,980)	-12.9%
Total	21,474	--	100.0%	21,374	--	100.0%	--	--

Source: SEWRPC




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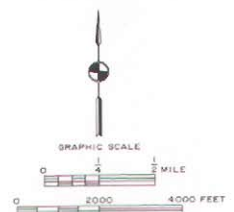
Map 4

LAND USE IN THE VILLAGE OF MENOMONEE FALLS: 1985



LEGEND

	SINGLE - FAMILY RESIDENTIAL		GOVERNMENTAL AND INSTITUTIONAL
	TWO - FAMILY RESIDENTIAL		PARKS AND RECREATIONAL
	MULTI - FAMILY RESIDENTIAL		WETLANDS
	RESIDENTIAL LAND UNDER DEVELOPMENT		WOODLANDS
	COMMERCIAL		WATER
	MANUFACTURING AND EXTRACTIVE		AGRICULTURAL AND OTHER OPEN LAND
	TRANSPORTATION, COMMUNICATION AND UTILITIES		



Source: SEWRPC.

### Housing Units

Information on the housing stock in the Village of Menomonee Falls is important in the determination of the adequacy of the existing housing stock and need for additional housing development. Tables 3, 4, 5, and 6 provide information regarding the total number of housing units; the 1980 tenure and vacancy status of existing housing units; the age of owner and renter-occupied housing units; and the 1980 median value, median monthly contract rent, and vacancy rates, respectively. Table 7 shows the number of residential, commercial, and industrial building permits granted by the Village during the 1980 through 1988 time period.

Table 3

TOTAL HOUSING UNITS IN THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN  
REGION, WISCONSIN, AND THE UNITED STATES: 1960, 1970, 1980 AND 1985

Area	Housing Units				Percent Change		
	1960	1970	1980	1985	1960-1970	1970-1980	1980-1985
Menomonee Falls...	5,039	8,092	9,067	9,342	60.6%	12.0%	3.0%
Region.....	500,761	566,756	664,973	681,555	13.2%	17.3%	2.5%
Wisconsin.....	1,288,620	1,472,466	1,863,897	INA	14.3%	26.6%	INA
United States.....	58,326,357	68,679,030	88,411,263	INA	17.7%	28.7%	INA

Source: U.S. Bureau of the Census and SEWRPC

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Table 4

TENURE STATUS OF THE EXISTING YEAR-ROUND HOUSING STOCK  
IN THE VILLAGE OF MENOMONEE FALLS: 1980

Type of Housing Unit	Village of Menomonee Falls		Region		Wisconsin		United States	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Occupied Housing Units ..	8,795	97.0%	627,955	95.8%	1,652,261	94.3%	80,389,673	92.7%
Owner Occupied .....	7,162	81.4%	389,381	62.0%	1,127,367	68.2%	51,794,545	64.4%
Renter Occupied .....	1,633	18.6%	238,574	38.0%	524,894	31.8%	28,595,128	35.6%
Vacant Housing Units ....	272	3.0%	27,791	4.2%	100,708	5.7%	6,303,150	7.3%
Total Housing Units .....	9,067	100.0%	655,746	100.0%	1,752,969	100.0%	86,692,823	100.0%

Source: U.S. Bureau of the Census and SEWRPC.

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Table 5

YEAR-ROUND OCCUPIED HOUSING UNITS BY TENURE AND OCCUPANCY STATUS BY YEAR STRUCTURE BUILT FOR THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Housing Units								
Occupancy Status and Year Structure Built	Village of Menomonee Falls		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Owner Occupied</b>								
1979 to March 1980 ..	132	1.5%	6,231	1.6%	26,285	2.3%	1,674,251	3.2%
1975 to 1978 .....	547	6.2%	28,218	7.2%	108,770	9.6%	5,485,082	10.6%
1970 to 1974 .....	414	4.7%	31,660	8.1%	112,165	9.9%	6,573,138	12.7%
1960 to 1969 .....	3,545	40.3%	67,129	17.2%	177,639	15.8%	10,294,974	19.9%
1950 to 1959 .....	2,867	32.6%	94,836	24.4%	189,150	16.8%	9,889,450	19.1%
1940 to 1949 .....	500	5.7%	44,778	11.5%	108,270	9.6%	5,322,811	10.3%
1939 or Earlier .....	790	9.0%	116,529	29.9%	405,088	35.9%	12,556,689	24.2%
<b>Total</b>	<b>8,795</b>	<b>100.0%</b>	<b>389,381</b>	<b>100.0%</b>	<b>1,127,367</b>	<b>100.0%</b>	<b>51,796,395</b>	<b>100.0%</b>
<b>Renter Occupied</b>								
1979 to March 1980 ..	62	3.8%	4,739	2.0%	13,506	2.6%	657,773	2.3%
1975 to 1978 .....	242	14.8%	17,710	7.4%	49,637	9.5%	2,212,683	7.7%
1970 to 1974 .....	214	13.1%	26,978	11.3%	64,920	12.4%	3,924,136	13.7%
1960 to 1969 .....	452	27.7%	44,127	18.5%	85,792	16.3%	5,796,432	20.3%
1950 to 1959 .....	265	16.2%	30,526	12.8%	54,685	10.4%	4,201,949	14.7%
1940 to 1949 .....	97	5.9%	29,200	12.2%	57,730	11.0%	3,644,487	12.7%
1939 or Earlier .....	301	18.4%	85,294	35.8%	198,624	37.8%	8,155,818	28.5%
<b>Total</b>	<b>1,633</b>	<b>100.0%</b>	<b>238,574</b>	<b>100.0%</b>	<b>524,894</b>	<b>100.0%</b>	<b>28,593,278</b>	<b>100.0%</b>

Source: U.S. Bureau of the Census and SEWRPC.

MF05

Table 6

MEDIAN OWNER-OCCUPIED VALUE OF NONCONDOMINIUM HOUSING UNITS AND MEDIAN RENT OF  
RENTER-OCCUPIED HOUSING UNITS FOR THE VILLAGE OF MENOMONEE FALLS, THE  
SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Area	Median Owner - Occupied Value	Median Monthly Contract Rent	Rental Vacancy Rate	Owner Occupied Vacancy Rate
Menomonee Falls.....	\$68,400	\$239	2.3%	1.7%
Region .....	\$59,604	\$204	4.5%	1.1%
Wisconsin .....	\$48,600	\$186	5.0%	1.3%
United States .....	\$47,300	\$199	2.5%	1.7%

Source: U.S. Bureau of the Census and SEWRPC.

mf06

Table 7

RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL BUILDING PERMITS ISSUED IN THE  
VILLAGE OF MENOMONEE FALLS: 1980 - 1988

Type of Permit	Years								
	1980	1981	1982	1983	1984	1985	1986	1987	1988
Single- Family	10	6	6	17	19	12	51	128	129
Two- Family	0	0	0	4	8	4	11	11	14
Multi- Family	88	45	0	0	36	140	58	10	30
Subtotal Residential	98	51	6	21	63	156	120	149	173
Commercial	30	35	34	50	39	65	60	45	49
Industrial	35	28	20	26	31	39	53	56	50

Source: Village of Menomonee Falls and SEWRPC.

MF07

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## Section II

### LABOR FORCE CHARACTERISTICS

## INTRODUCTION

The quality and size of the Village of Menomonee Falls labor force are important factors influencing the economic development of the area in that productive labor is one of the factors in the locational decisions of businesses and industries. Accordingly, the quality and size of the labor force are important components of the Village's economy. The tables in this section present pertinent information on the Village's labor force, including information on historical trends in the size and composition of the labor force and characteristics of the unemployed segments of the labor force.

Table 8

COMPARATIVE CIVILIAN LABOR FORCE SIZE IN THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES:  
1960-1980, 1987, 1988 and 1989

Area	Labor Force*			Percentage Change		
	1960**	1970	1980	1960-1970	1970-1980	1960-1980
Menomonee Falls.....	6,411	12,297	15,433	91.8	25.5	140.7
Wisconsin Region.....	636,901	736,078	876,152	15.6	19.0	37.6
Wisconsin.....	1,527,722	1,774,008	2,263,413	16.1	27.6	48.2
United States.....	68,144,079	80,051,046	104,449,817	17.5	30.5	53.3

Area	Labor Force*			Percentage Change		
	1987	1988	1989	1987-1988	1988-1989	1987-1989
Menomonee Falls.....	15,300	15,700	16,400	2.6	4.5	7.2
Wisconsin Region.....	920,532	965,000	960,400	4.8	-0.5	4.3
Wisconsin.....	2,494,008	2,625,100	2,611,000	5.3	-0.5	4.7
United States.....	119,908,000	123,800,000	123,846,000	3.2	0.0	3.3

\* Sixteen years of age and over unless otherwise noted.

\*\* Fourteen years of age and over.

Source: U.S. Bureau of the Census; Wisconsin Department of Industry, Labor and Human Relations;  
Wisconsin Department of Administration; and SEWRPC.

MF08



Table 9

AGE COMPOSITION OF THE TOTAL CIVILIAN LABOR FORCE IN THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Total Civilian Labor Force						
Age	Village of Menomonee Falls		Southeastern Wisconsin Region		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Younger Workers						
16-19 years.....	2,133	13.8%	81,011	9.2%	212,775	9.4%
Mature Workers						
20-24 years.....	1,949	12.6%	132,643	15.1%	351,353	15.5%
25-29 years.....	1,377	8.9%	125,083	14.3%	325,984	14.4%
30-34 years.....	1,323	8.6%	109,011	12.4%	280,914	12.4%
35-44 years.....	3,103	20.1%	159,759	18.2%	412,255	18.2%
45-54 years.....	3,576	23.2%	144,006	16.4%	353,123	15.6%
55-59 years.....	1,176	7.6%	62,517	7.1%	157,818	7.0%
60-64 years.....	501	3.2%	38,636	4.4%	101,816	4.5%
Older Workers						
65 years and older.....	295	1.9%	23,486	2.7%	67,375	3.0%
Total	15,433	100.0%	876,152	100.0%	2,263,413	100.0%

Source: U.S. Bureau of the Census and SEWRPC.

MF09

Table 10

COMPARATIVE CIVILIAN LABOR FORCE COMPOSITION BY SEX FOR THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960, 1970, AND 1980

Area	Civilian Labor Force						Percentage Change		
	1960*		1970**		1980**		1960-	1970-	1960-
	Number	Percent	Number	Percent	Number	Percent	1970	1980	1980
<b>Village of Menomonee Falls</b>									
Male.....	4,813	75.1	8,147	66.3	9,018	58.4	69.3	10.7	87.4
Female.....	1,598	24.9	4,150	33.7	6,415	41.6	159.7	54.6	301.4
Total	6,411	100.0	12,297	100.0	15,433	100.0	91.8	25.5	140.7
<b>Southeastern Wisconsin Region</b>									
Male.....	430,601	67.6	451,094	61.3	496,957	56.7	4.8	10.2	15.4
Female.....	206,300	32.4	284,984	38.7	379,195	43.3	38.1	33.1	83.8
Total	636,901	100.0	736,078	100.0	876,152	100.0	15.6	19.0	37.6
<b>Wisconsin</b>									
Male.....	1,056,747	68.9	1,108,584	62.5	1,299,739	57.4	4.9	17.2	23.0
Female.....	476,214	31.1	665,424	37.5	963,674	42.6	39.7	44.8	102.4
Total	1,532,961	100.0	1,774,008	100.0	2,263,413	100.0	15.7	27.6	47.6
<b>United States</b>									
Male.....	45,762,669	67.2	49,549,239	61.9	59,926,488	57.4	8.3	20.9	31.0
Female.....	22,381,410	32.8	30,501,807	38.1	44,523,329	42.6	36.3	46.0	98.9
Total	68,144,079	100.0	80,051,046	100.0	104,449,817	100.0	17.5	30.5	53.3

\* Fourteen years of age and over.

\*\* Sixteen years of age and over.

Source: U.S. Bureau of the Census and SEWRPC.

Table 11

LABOR FORCE PARTICIPATION RATES IN THE VILLAGE OF  
MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN REGION,  
WISCONSIN, AND THE UNITED STATES: 1970 AND 1980

Area	1970	1980	Percentage Point
			Change 1970-1980
Menomonee Falls.....	65.5	72.8	7.3
Region.....	61.5	65.9	4.4
Wisconsin.....	59.1	64.1	5.0
United States .....	56.7	61.0	4.3

NOTE: The participation rate compares the size of the  
labor force to the size of the population of  
labor force age (16 years and older).

Source: Wisconsin Department of Industry, Labor and Human  
Relations and SEWRPC.

MF11

Table 12

COMPARATIVE AVERAGE WEEKLY WAGES BY INDUSTRY  
FOR MILWAUKEE METROPOLITAN AREA COUNTIES  
AND WISCONSIN: 1989\*

Industry	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Wisconsin
Agriculture, Forestry, and Fishing....	\$273.00	\$243.00	\$208.00	\$306.00	\$288.00
Construction.....	\$555.00	\$491.00	\$513.00	\$515.00	\$472.00
Manufacturing.....	\$568.00	\$480.00	\$606.00	\$536.00	\$497.00
Durable Goods.....	\$603.00	\$497.00	\$571.00	\$567.00	\$510.00
Nondurable Goods.....	\$485.00	\$439.00	\$674.00	\$476.00	\$477.00
Transportation					
Communication, and Utilities.....	\$532.00	\$402.00	\$417.00	\$474.00	\$462.00
Wholesale Trade.....	\$501.00	\$479.00	\$406.00	\$545.00	\$462.00
Retail Trade.....	\$208.00	\$191.00	\$184.00	\$206.00	\$188.00
Finance, Insurance, and Real Estate...	\$482.00	\$447.00	\$347.00	\$428.00	\$418.00
Services.....	\$353.00	\$273.00	\$310.00	\$335.00	\$312.00
Government.....	\$504.00	\$450.00	\$483.00	\$527.00	\$469.00
All Industries.....	\$424.00	\$378.00	\$427.00	\$432.00	\$385.00

\* Data reflects average weekly wages for the second quarter of 1989.

Source: Wisconsin Department of Industry, Labor and Human Relations, 1988; and SEWRPC.

MF12

Table 13

MEDIAN HOURLY WAGES BY OCCUPATION  
FOR PERSONS WORKING IN THE MILWAUKEE METROPOLITAN  
STATISTICAL AREA: 1988

All Industries	Milwaukee Metropolitan Statistical Area
Executive, Admin., and Managerial	\$14.43
Professional	12.53
Technical	9.48
Sales	5.00
Admin. Support, Incl. Clerical	7.25
Service	5.75
Farming, Forestry, and Fishing	4.95
Mechanics and Repairers	10.36
Construction	15.00
Precision Production	11.16
Production Working	8.75
Transportation & Material Moving	10.89
Handlers, Cleaners, Laborers	7.26
ALL CATEGORIES	8.50

Source: Wisconsin Department of Industry, Labor,  
and Human Relations; and SEWRPC.

MF13

Table 14

PLACE OF WORK FOR THE LABOR FORCE IN THE VILLAGE OF MENOMONEE FALLS  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Area and Place of Work	1980	
	Number	Percent
Village of Menomonee Falls*		
All Workers**.....	15,032	100.0
Worked in Place of Residence .....	4,682	31.1
Worked Outside Place of Residence .....	9,235	61.4
Place of Work Not Reported.....	1,115	7.4
Region		
All Workers**.....	667,099	100.0
Worked in Place of Residence .....	321,872	48.2
Worked Outside Place of Residence .....	294,030	44.1
Place of Work Not Reported.....	51,197	7.7
Wisconsin		
All Workers**.....	1,302,536	100.0
Worked in Place of Residence .....	734,307	56.4
Worked Outside Place of Residence .....	469,062	36.0
Place of Work Not Reported.....	99,167	7.6
United States		
All Workers**.....	66,594,552	100.0
Worked in Place of Residence .....	31,862,055	47.8
Worked Outside Place of Residence .....	28,848,055	43.3
Place of Work Not Reported.....	5,884,442	8.8

\* A distribution of employed persons living in the Village of Menomonee Falls by place of work is indicated in Table 22.

\*\* Excludes workers working outside of their state of residence.

Source: U.S. Bureau of the Census and SEWRPC.

MF14

Table 15

DISTRIBUTION OF EMPLOYED PERSONS LIVING IN THE  
VILLAGE OF MENOMONEE FALLS BY PLACE OF WORK: 1980

Place of Work	Number	Percent
Village of Menomonee Falls.....	4,682	31.1
City of Waukesha.....	219	1.5
City of Brookfield.....	833	5.5
Remainder of Waukesha County.....	906	6.0
City of Milwaukee.....	4,566	30.4
Remainder of Milwaukee County....	2,090	13.9
City of West Bend.....	27	0.2
Remainder of Washington County...	307	2.0
Worked Elsewhere.....	287	1.9
Place of Work Not Reported.....	1,115	7.4
Total Labor Force	15,032	100.0

Source: U.S. Bureau of the Census; Wisconsin Department  
of Administration; and SEWRPC.

MF15



Table 16

TOTAL RESIDENT EMPLOYMENT BY INDUSTRY AGE 16 YEARS AND OLDER IN THE VILLAGE OF MENOMONEE FALLS  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Industry	Employment							
	Village of Menomonee Falls		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fisheries, and Mining .....	151	1.0%	10,112	1.2%	121,071	5.7%	3,941,767	4.0%
Construction .....	874	6.0%	30,562	3.7%	94,496	4.5%	5,739,598	5.9%
Manufacturing * .....	4,543	31.1%	273,882	33.1%	602,507	28.5%	21,914,754	22.4%
Durable Goods .....	3,526	77.6%	210,530	76.9%	402,862	66.9%	13,479,211	61.5%
Nondurable Goods .....	1,017	22.4%	63,352	23.1%	199,645	33.1%	8,435,543	38.5%
Transportation, Communication, and Other Public Utilities ....	787	5.4%	50,482	6.1%	121,035	5.7%	7,087,455	7.3%
Wholesale Trade .....	723	4.9%	32,750	4.0%	79,267	3.7%	4,217,232	4.3%
Retail Trade .....	2,897	19.8%	134,293	16.2%	348,156	16.5%	15,716,694	16.1%
Finance, Insurance, and Real Estate .....	709	4.8%	45,844	5.5%	105,040	5.0%	5,898,059	6.0%
Services ** .....	3,680	25.2%	223,183	27.0%	566,874	26.8%	27,976,330	28.7%
Business and Repair Services ..	559	15.2%	29,302	13.1%	62,262	11.0%	4,081,677	14.6%
Personal Entertainment and Recreation Services .....	498	13.5%	26,992	12.1%	69,003	12.2%	4,082,834	14.6%
Health Services .....	1,205	32.7%	70,220	31.5%	175,176	30.9%	7,250,465	25.9%
Educational Services .....	878	23.9%	63,465	28.4%	184,082	32.5%	8,377,213	29.9%
Other Professional and Related Services .....	540	14.7%	33,204	14.9%	76,351	13.5%	4,184,141	15.0%
Public Administration .....	266	1.8%	25,348	3.1%	76,027	3.6%	5,147,466	5.3%
Total Employment	14,630	100%	826,456	100%	2,114,473	100%	97,639,355	100%

\* Nondurable and durable goods are shown as a percentage of total manufacturing employment.

\*\* Individual service industries are shown as a percentage of total service employment.

Source: U.S. Bureau of the Census and SEWRPC.

Table 17

OCCUPATION OF RESIDENT EMPLOYED PERSONS 16 YEARS OF AGE AND OLDER  
IN THE VILLAGE OF MENOMONEE FALLS AND THE UNITED STATES: 1980

Occupation	Employment				Location Quotient
	Village of Menomonee Falls		United States		
	Number	Percent	Number	Percent	
Managerial and Professional.....	3,142	21.5	22,151,648	22.7	0.947
Executive, Administrative and Managerial.....	1,614	51.4	10,133,551	45.7	1.123
Professional Specialty.....	1,528	48.6	12,018,097	54.3	0.896
Engineers and Scientists.....	349	22.8	2,150,707	17.9	1.276
Health Diagnostic Occupations.....	75	4.9	643,716	5.4	0.916
Health Assessment and Treatment.....	255	16.7	1,695,436	14.1	1.183
Teachers, Librarians, and Counselors.....	513	33.6	4,675,632	38.9	0.863
Miscellaneous.....	336	22.0	2,852,606	23.7	0.926
Technical, Sales, and Administrative Support.....	4,919	33.6	29,593,506	30.3	1.109
Technicians and Related Support.....	435	8.8	2,981,951	10.1	0.878
Sales.....	1,762	35.8	9,760,157	33.0	1.086
Administrative Support, Including Clerical.....	2,722	55.3	16,851,398	56.9	0.972
Service Occupations.....	1,598	10.9	12,629,425	12.9	0.844
Private Household Occupations.....	22	1.4	589,352	4.7	0.295
Protective Services.....	81	5.1	1,475,315	11.7	0.434
Other Service Occupations.....	1,495	93.6	10,564,758	83.7	1.118
Food Service.....	625	41.8	4,384,936	41.5	1.007
Cleaning and Building Service.....	408	27.3	2,745,403	26.0	1.050
Miscellaneous Service.....	462	30.9	3,434,419	32.5	0.951
Farming, Forestry, and Fishing.....	127	0.9	2,811,258	2.9	0.301
Precision Production, Craft, and Repair.....	2,203	15.1	12,594,175	12.9	1.167
Operators, Fabricators, and Laborers.....	2,641	18.1	17,859,343	18.3	0.987
Machine Operators, Assemblers, and Inspectors.....	1,548	58.6	9,084,988	50.9	1.152
Transportation and Material Moving.....	603	22.8	4,389,412	24.6	0.929
Handlers, Equipment Cleaners, Helpers, and Laborers..	490	18.6	4,384,943	24.6	0.756
Construction-Laborers.....	37	7.6	661,411	15.1	0.501
Freight, Stock and Material Handlers.....	129	26.3	1,259,182	28.7	0.917
Miscellaneous.....	324	66.1	2,464,350	56.2	1.177
Total	14,630	100.0	97,639,355	100.0	--

Note: All sub-occupational categories are shown as a percentage of the respective occupational category.

Source: U.S. Bureau of the Census and SEWRPC.

Table 18

NUMBER OF UNEMPLOYED IN THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960-1980, 1987-1989

Area	Unemployed*				
	1970		1980		Percent Change 1970 to 1980
	Number	Percent	Number	Percent	
Menomonee Falls.....	361	2.9	803	5.2	122.4
Region.....	27,278	3.7	49,696	5.7	82.2
Wisconsin.....	70,379	4.0	148,940	6.6	111.6
United States.....	3,497,447	4.4	6,810,462	6.5	94.7

Area	Unemployed*						Percent Change		
	1987		1988		1989		1987 to 1988	1988 to 1989	1987 to 1989
	Number	Percent	Number	Percent	Number	Percent			
Menomonee Falls.....	80	0.5	50	0.3	150	1.0	-37.5	200.0	87.5
Region.....	59,091	6.7	51,424	5.6	39,630	4.1	-13.0	-22.9	-32.9
Wisconsin.....	169,000	7.0	152,008	6.0	114,000	4.6	-10.1	-25.0	-32.5
United States.....	8,237,000	7.0	7,462,000	6.2	6,520,000	5.5	-9.4	-12.6	-20.8

\*Sixteen years and older.

Note: Percent Unemployed refers to the unemployment rate which equals the number of unemployed divided by the total civilian labor force.

Source: U. S. Bureau of the Census; Wisconsin Department of Industry, Labor and Human Relations; Wisconsin Department of Administration; and SEWRPC.

Table 19

AGE COMPOSITION OF THE UNEMPLOYED CIVILIAN LABOR FORCE  
IN THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN  
WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Unemployed Civilian Labor Force						
Age	Village of Menomonee Falls		Southeastern Wisconsin Region		Wisconsin	
	Number	Unemployment Rate	Number	Unemployment Rate	Number	Unemployment Rate
Younger Workers						
16-19 years.....	256	12.0%	9,529	11.8%	25,680	12.1%
Mature Workers						
20-24 years.....	145	7.4%	12,353	9.3%	35,971	10.2%
25-29 years.....	96	7.0%	7,801	6.2%	23,188	7.1%
30-34 years.....	72	5.4%	5,061	4.6%	15,646	5.6%
35-44 years.....	96	3.1%	6,234	3.9%	19,833	4.8%
45-54 years.....	94	2.6%	4,712	3.3%	15,004	4.2%
55-59 years.....	26	2.2%	1,839	2.9%	6,359	4.0%
60-64 years.....	17	3.4%	1,225	3.2%	4,046	4.0%
Older Workers						
65 years and older.....	0	0.0%	942	4.0%	3,213	4.8%
Total	802	5.2%	49,696	5.7%	148,940	6.6%

Note: The unemployment rate equals the number of unemployed divided by the total civilian labor force.

Source: U.S. Bureau of the Census and SEWRPC.

MF19

Table 20

NUMBER OF UNEMPLOYED BY SEX FOR THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN,  
AND THE UNITED STATES: 1970 AND 1980

Area	Unemployed				Percent Change
	1970**		1980**		1970-
	Number	Percent	Number	Percent	1980
-----					
Village of					
Menomonee Falls					
Male.....	212	2.6	508	5.6	139.6
Female.....	149	3.6	295	4.6	98.0
Total	361	2.9	803	5.2	122.4
-----					
Southeastern					
Wisconsin Region					
Male.....	14,998	3.3	30,773	6.2	105.2
Female.....	12,280	4.3	18,923	5.0	54.1
Total	27,278	3.7	49,696	5.7	82.2
-----					
Wisconsin					
Male.....	39,379	3.6	94,417	7.3	139.8
Female.....	31,000	4.7	54,523	5.7	75.9
Total	70,379	4.0	148,940	6.6	111.6
-----					
United States					
Male.....	1,925,485	3.9	3,921,798	6.5	103.7
Female.....	1,571,962	5.2	2,888,664	6.5	83.8
Total	3,497,447	4.4	6,810,462	6.5	94.7

\*Fourteen years of age and over.

\*\*Sixteen years of age and over.

Note: Percent unemployed refers to the unemployment rate which equals  
the number of unemployed divided by the civilian labor force.

Source: U.S. Bureau of the Census and SEWRPC.

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Table 21

OCCUPATIONAL DISTRIBUTION OF WAUKESHA COUNTY JOB SERVICE APPLICANTS AND  
JOB OPENINGS RECEIVED: 2ND QUARTER, 1989

Occupational Area	Waukesha County			Wisconsin		
	Applicants	Openings	Ratio	Applicants	Openings	Ratio
Executive, Administrative, and Managerial....	905	57	15.9 /1	8,899	783	11.4 /1
Professional.....	499	98	5.1 /1	6,758	1,440	4.7 /1
Technical.....	181	74	2.4 /1	2,881	671	4.3 /1
Sales Occupations.....	794	188	4.2 /1	13,936	3,217	4.3 /1
Administrative Support.....	1,396	391	3.6 /1	26,373	5,122	5.1 /1
Service Occupations.....	785	380	2.1 /1	28,875	7,700	3.8 /1
Farming, Forestry, and Fishing.....	91	81	1.1 /1	2,770	4,694	0.6 /1
Mechanics and Repair Workers.....	323	140	2.3 /1	6,802	1,501	4.5 /1
Construction Workers.....	184	152	1.2 /1	6,228	1,649	3.8 /1
Precision Production.....	342	96	3.6 /1	4,310	1,025	4.2 /1
Production Work.....	1,604	628	2.6 /1	30,300	6,259	4.8 /1
Transportation and Material Holding.....	347	204	1.7 /1	9,800	1,631	6.0 /1
Handlers and Material Workers.....	594	423	1.4 /1	28,340	4,034	7.0 /1
Unclassified.....	34	24	1.4 /1	177	107	1.7 /1
Total	8,079	2,936	2.8 /1	176,449	39,833	4.4 /1

Source: Wisconsin Department of Industry, Labor and Human Relations; and SEWRPC.

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**Section III**

**ECONOMIC CHARACTERISTICS**

## INTRODUCTION

The economic base of the Village of Menomonee Falls consists of a variety of activities, including the manufacture of products to be exported to regional, national and international markets; and the performance of important service activities. Reliable information on the structure of the Village's economy is, however, not available. Therefore, the following tables present available information on the structure of the Waukesha County economy and on recent changes in that structure, discusses forecast industry employment, and identifies the existing manufacturing industry employers in the Village of Menomonee Falls.



Table 22

INDUSTRY EMPLOYMENT BY PLACE OF WORK AND PERCENTAGE CHANGE IN  
WAUKESHA COUNTY, WISCONSIN, AND THE UNITED STATES: MARCH 1975 AND 1989

Employment by Place of Work: March 1975							
Major Employment Category	Waukesha Number	County Percent	Wisconsin Number	Percent	United States Number	Percent	
Construction and Mining .....	4,600	6.1%	50,087	3.2%	4,196	5.5%	
Manufacturing .....	24,906	32.8%	503,849	32.5%	18,226	23.8%	
Durable Goods .....	19,425	78.0%	335,143	66.5%	10,728	58.9%	
Lumber & Wood Products .....	244	1.0%	16,781	3.3%	539	3.0%	
Furniture & Fixtures .....	182	0.7%	8,115	1.6%	434	2.4%	
Stone, Clay, & Glass Products .....	521	2.1%	7,248	1.4%	610	3.3%	
Primary Metal Industries .....	2,753	11.1%	27,265	5.4%	1,218	6.7%	
Fabricated Metal Products .....	4,668	18.7%	51,786	10.3%	1,336	7.3%	
Machinery, Except Electrical .....	7,675	30.8%	118,397	23.5%	2,128	11.7%	
Electrical & Electronic Equipment ..	2,781	11.2%	45,652	9.1%	1,773	9.7%	
Transportation Equipment .....	140	0.6%	40,808	8.1%	1,624	8.9%	
Instruments & Related Products .....	305	1.2%	9,489	1.9%	490	2.7%	
Misc. Manufacturing .....	156	0.6%	9,602	1.9%	576	3.2%	
Nondurable Goods .....	5,481	22.0%	168,697	33.5%	7,498	41.1%	
Food & Kindred Products .....	847	3.4%	54,704	10.9%	1,659	9.1%	
Textile Mill Products .....	0	0.0%	5,398	1.1%	845	4.6%	
Apparel & Other Textile Products ...	83	0.3%	6,219	1.2%	1,180	6.5%	
Paper & Allied Products .....	474	1.9%	40,135	8.0%	636	3.5%	
Printing & Publishing .....	2,318	9.3%	27,554	5.5%	1,089	6.0%	
Chemicals & Allied Products .....	225	0.9%	9,661	1.9%	1,009	5.5%	
Petroleum & Coal Products .....	80	0.3%	352	0.1%	194	1.1%	
Rubber & Misc. Plastics Products ...	1,277	5.1%	13,396	2.7%	564	3.1%	
Leather & Leather Products .....	177	0.7%	11,278	2.2%	245	1.3%	
Other Nondurable Products .....	0	0.0%	0	0.0%	77	0.4%	
Transportation & Public Utilities .....	3,380	4.5%	70,503	4.5%	4,506	5.9%	
Wholesale Trade .....	5,238	6.9%	81,910	5.3%	4,178	5.5%	
Retail Trade .....	12,952	17.1%	274,818	17.7%	12,673	16.6%	
Finance, Insurance, & Real Estate .....	2,651	3.5%	72,851	4.7%	4,207	5.5%	
Services .....	11,821	15.6%	246,095	15.9%	13,864	18.1%	
Government .....	10,387	13.7%	251,687	16.2%	14,618	19.1%	
Miscellaneous* .....	13	0.0%	137	0.0%	0	0.0%	
Total Jobs	75,948	100.0%	1,551,937	100.0%	76,468	100.0%	

Table 22 (Continued)

Employment by Place of Work: March 1989						
Major Employment Category	Waukesha Number	County Percent	Wisconsin Number	Percent	United States Number	Percent
Construction and Mining .....	7,318	5.2%	66,692	3.2%	5,966	5.5%
Manufacturing .....	43,966	31.3%	552,750	26.4%	19,680	18.2%
Durable Goods .....	29,048	66.1%	340,078	61.5%	11,604	59.0%
Lumber & Wood Products .....	408	1.4%	26,278	7.7%	777	6.7%
Furniture & Fixtures .....	394	1.4%	12,617	3.7%	535	4.6%
Stone, Clay, & Glass Products .....	693	2.4%	6,881	2.0%	607	5.2%
Primary Metal Industries .....	1,925	6.6%	22,376	6.6%	788	6.8%
Fabricated Metal Products .....	5,247	18.1%	58,165	17.1%	1,457	12.6%
Machinery, Except Electrical .....	11,259	38.8%	111,991	32.9%	2,143	18.5%
Electrical & Electronic Equipment ..	3,872	13.3%	38,772	11.4%	2,060	17.8%
Transportation Equipment .....	349	1.2%	32,498	9.6%	2,071	17.8%
Instruments & Related Products .....	4,427	15.2%	20,688	6.1%	776	6.7%
Misc. Manufacturing .....	474	1.6%	9,812	2.9%	390	3.4%
Nondurable Goods .....	14,918	33.9%	212,672	38.5%	8,076	41.0%
Food & Kindred Products .....	2,360	15.8%	59,369	27.9%	1,655	20.5%
Textile Mill Products .....	14	0.1%	4,380	2.1%	729	9.0%
Apparel & Other Textile Products ...	175	1.2%	7,414	3.5%	1,101	13.6%
Paper & Allied Products .....	747	5.0%	49,624	23.3%	697	8.6%
Printing & Publishing .....	7,364	49.4%	44,508	20.9%	1,600	19.8%
Chemicals & Allied Products .....	650	4.4%	10,631	5.0%	1,088	13.5%
Petroleum & Coal Products .....	16	0.1%	267	0.1%	161	2.0%
Rubber & Misc. Plastics Products ...	3,493	23.4%	29,787	14.0%	845	10.5%
Leather & Leather Products .....	99	0.7%	6,692	3.1%	144	1.8%
Other Nondurable Goods .....	0	---	0	---	56	0.7%
Transportation & Public Utilities .....	6,017	4.3%	94,599	4.5%	5,666	5.3%
Wholesale Trade .....	12,220	8.7%	113,523	5.4%	6,197	5.7%
Retail Trade .....	22,704	16.2%	395,679	18.9%	19,488	18.1%
Finance, Insurance, & Real Estate .....	5,974	4.3%	112,480	5.4%	6,774	6.3%
Services .....	28,890	20.6%	444,561	21.3%	26,520	24.6%
Government .....	13,374	9.5%	310,444	14.8%	17,597	16.3%
Nonclassified .....	0	---	14	0.0%	0	---
Total Jobs	140,463	100.0%	2,090,742	100.0%	107,888	100.0%

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Table 22 (Continued)

Major Employment Category	Percentage Change 1975 - 1989		
	Waukesha County	Wisconsin	United States
Construction and Mining .....	59.1%	33.2%	42.2%
Manufacturing .....	76.5%	9.7%	8.0%
Durable Goods .....	49.5%	1.5%	8.2%
Lumber & Wood Products .....	67.2%	56.6%	44.2%
Furniture & Fixtures .....	116.5%	55.5%	23.3%
Stone, Clay, & Glass Products .....	33.0%	-5.1%	-0.5%
Primary Metal Industries .....	-30.1%	-17.9%	-35.3%
Fabricated Metal Products .....	12.4%	12.3%	9.1%
Machinery, Except Electrical .....	46.7%	-5.4%	0.7%
Electrical & Electronic Equipment ...	39.2%	-15.1%	16.2%
Transportation Equipment .....	149.3%	-20.4%	27.5%
Instruments & Related Products .....	1351.5%	118.0%	58.4%
Misc. Manufacturing .....	203.8%	2.2%	-32.3%
Nondurable Goods .....	172.2%	26.1%	7.7%
Food & Kindred Products .....	178.6%	8.5%	-0.2%
Textile Mill Products .....	---	-18.9%	-13.7%
Apparel & Other Textile Products ....	110.8%	19.2%	-6.7%
Paper & Allied Products .....	57.6%	23.6%	9.6%
Printing & Publishing .....	217.7%	61.5%	46.9%
Chemicals & Allied Products .....	188.9%	10.0%	7.8%
Petroleum & Coal Products .....	-80.0%	-24.1%	-17.0%
Rubber & Misc. Plastics Products ....	173.5%	122.4%	49.8%
Leather & Leather Products .....	-44.1%	-40.7%	-41.2%
Other Nondurable Products .....	---	---	-27.3%
Transportation & Public Utilities .....	78.0%	34.2%	25.7%
Wholesale Trade .....	133.3%	38.6%	48.3%
Retail Trade .....	75.3%	44.0%	53.8%
Finance, Insurance, & Real Estate .....	125.3%	54.4%	61.0%
Services .....	144.4%	80.6%	91.3%
Government .....	28.8%	23.3%	20.4%
Miscellaneous* .....	---	---	---
Total Jobs	84.9%	34.7%	41.1%

Source: U.S. Bureau of Labor Statistics, Wisconsin Department of Industry,  
Labor and Human Relations, and SEWRPC.

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Table 23

INDUSTRY LOCATION QUOTIENTS FOR WAUKESHA COUNTY IN  
COMPARISON TO WISCONSIN AND THE UNITED STATES: MARCH, 1989

Major Employment Category	Location Quotients	
	Wisconsin	United States
Construction .....	1.63	0.94
Manufacturing .....	1.18	1.72
Durable Goods .....	1.07	1.12
Lumber and Wood Products .....	0.18	0.21
Furniture and Fixture .....	0.37	0.29
Stone, Clay, & Glass Products .....	1.18	0.46
Primary Metal Industries .....	1.01	0.98
Fabricated Metal Products .....	1.06	1.44
Machinery, Except Electrical .....	1.18	2.10
Electrical & Electronic Equipment .....	1.17	0.07
Transportation Equipment .....	0.13	2.28
Instruments & Related Products .....	2.51	0.49
Misc. Manufacturing .....	0.57	0.83
Nondurable Goods .....	0.88	0.77
Food & Kindred Products .....	0.57	0.01
Textile Mill Products .....	0.05	0.09
Apparel & Other Textile Products .....	0.34	0.58
Paper & Allied Products .....	0.21	2.49
Printing & Publishing .....	2.36	0.32
Chemicals & Allied Products .....	0.87	0.05
Petroleum & Coal Products .....	0.85	2.24
Rubber & Misc. Plastics Products .....	1.67	0.37
Leather & Leather Products .....	0.21	0.00
Other Nondurable Products .....	---	---
Wholesale Trade .....	0.95	1.51
Retail Trade .....	1.60	0.89
Finance, Insurance, & Real Estate .....	0.85	0.68
Services .....	0.79	0.84
Government .....	0.97	0.58

Source: U.S. Bureau of Labor Statistics, Wisconsin Department  
of Industry, Labor and Human Relations, and SEWRPC.  
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Table 24

INDUSTRY EMPLOYMENT PROJECTIONS FOR SERVICE DELIVERY AREA TWELVE: 1985 TO 2000\*

Major Employment Category	Employment by Place of Work					
	1985		2000		Change 1985 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, and Fishing.....	1,579	0.9%	2,600	1.2%	1,021	64.7%
Mining.....	228	0.1%	190	0.1%	(38)	-16.7%
Construction .....	8,034	4.7%	9,996	4.6%	1,962	24.4%
Manufacturing .....	54,097	31.9%	56,531	26.1%	2,434	4.5%
Durable Goods .....	38,167	70.6%	43,098	76.2%	4,931	12.9%
Lumber & Wood Products .....	456	1.2%	496	1.2%	40	8.8%
Furniture & Fixtures .....	299	0.8%	327	0.8%	28	9.4%
Stone, Clay, & Glass Products .....	723	1.9%	760	1.8%	37	5.1%
Primary Metal Industries .....	2,872	7.5%	2,726	6.3%	(146)	-5.1%
Fabricated Metal Products .....	6,210	16.3%	6,480	15.0%	270	4.3%
Machinery, Except Electrical.....	15,447	40.5%	14,675	34.1%	(772)	-5.0%
Electrical Machinery and Equipment..	10,100	26.5%	15,251	35.4%	5,151	51.0%
Transportation Equipment .....	650	1.7%	540	1.3%	(110)	-16.9%
Instruments & Related Products .....	960	2.5%	1,193	2.8%	233	24.3%
Misc. Manufacturing .....	450	1.2%	650	1.5%	200	44.4%
Nondurable Goods .....	15,930	29.4%	22,433	39.7%	6,503	40.8%
Food & Kindred Products .....	2,560	16.1%	3,394	15.1%	834	32.6%
Textile Mill and Apparel.....	220	1.4%	216	1.0%	(4)	-1.8%
Paper & Allied Products .....	1,140	7.2%	1,455	6.5%	315	27.6%
Printing & Publishing .....	6,190	38.9%	10,070	44.9%	3,880	62.7%
Chemicals & Allied Products .....	1,070	6.7%	1,450	6.5%	380	35.5%
Rubber & Misc. Plastics Products ...	3,390	21.3%	4,975	22.2%	1,585	46.8%
Leather & Leather Products .....	1,290	8.1%	781	3.5%	(509)	-39.5%
Other Nondurable Goods.....	70	2.7%	92	0.4%	22	31.4%
Transportation and Public Utilities.....	7,160	4.2%	10,422	4.8%	3,262	45.6%
Wholesale Trade.....	12,300	21.8%	18,538	21.3%	7,230	7.2%
Retail Trade.....	30,300	21.8%	45,541	21.3%	7,230	7.2%
Finance, Insurance, & Real Estate .....	7,130	4.2%	10,598	4.9%	3,468	48.6%
Services .....	29,900	17.6%	41,153	19.0%	11,253	37.6%
Government .....	18,800	11.1%	21,206	9.8%	2,406	12.8%
Total Jobs	169,528	118.5%	216,775	113.0%	47,247	27.9%

\* Service Delivery Area twelve refers to the counties of Ozaukee, Washington, and Waukesha.

Source: Wisconsin Department of Industry, Labor, and Human Relations; and SEWRPC.

Table 25

MANUFACTURING EMPLOYERS IN  
THE VILLAGE OF MENOMONEE FALLS: 1991

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Lumber and Wood Products

A-OK Products, Incorporated  
Lannon Millwork, Inc.  
Shady Lane Woodwork, Inc.  
Thunder Packaging & Fastener Corp.  
Wood Specialties, Inc.  
August H. Wulf Co., Inc.

Printing and Publishing

Ad Tape & Label Co., Inc.  
American Print-Quick of Menomonee Falls  
Arandell-Schmidt Corp.  
A J Printing Inc.  
Barber Printing Co.  
Copy Quick  
Digital Color, Inc.  
Falls Composing Service  
Inland Press  
MAS/Graphics Inc.  
Northwoods Publishing Co., Inc.

Rubber and Plastics

Absco Corporation  
Contemporary Products, Inc.  
Dielectric Corporation  
Engineered Plastics Corp.  
Glenroy, Inc.  
Hydra-Seal, Incorporated  
Interplas, Ltd.  
Lippert Corporation  
Rolyan Manufacturing Co., Inc.

Industrial, Commercial,  
and Computer Equipment

Accurate Machine & Gear Co.  
Ace Precision Machining Corp.  
ACV Inc.  
Adron Toll Corp.  
Alto-Shaam, Inc.  
Ameco Corp.  
Angel Machinery Corp.

Furniture and Fixtures

E. F. Brewer Company  
T. J. Hale Company

Paper and Allied Products

Callenor Co., Inc.  
Tailored Label Products, Inc.

Chemicals and Allied Products

Acro Sales & Engineering Inc.  
Copps Industries Inc.  
General Printing Inc. Division  
of Sun Chemical  
Handschy Industries Inc.  
Milwaukee Solvents  
& Chemicals

Stone Clay and Glass Products

Atwater-General Corp.  
Ready-Crete, Inc.  
Scan-Pac Mfg., Inc.  
U.S.A. Concrete, Inc.  
Wisconsin Shower Door  
& Supply Corp.

Fabricated Metal Products

APV Refinery Products Corp.  
Arcron Ltd.  
Badger Metal Tech - Metalife  
Process  
Benz Metal Products, Inc.  
Bobke Division of Middle West  
Bradley Corporation  
Cutweld Corporation  
Handi-Kutter, Inc.  
Herker Screw Products, Inc.  
Luitink Manufacturing Co.  
Middle West Mfg. Corp.  
Roband Corporation  
Rohn Metal Fabricating, Inc.  
Neilson Wheel Company, Inc.  
Press-Weld Corporation  
Gregg Metal Products, Inc.  
M. A. Gerett Division

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Table 25 (continued)

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Industrial, Commercial, and  
Computer Equipment - Cont'd.

Automated Finishing, Inc.  
B H W Bearings Inc.  
Babush Corp.  
Blanchard Grinding Service, Inc.  
Briggs & Stratton Corp.  
Butler Gear Co. Inc.  
Carbide Tools, Inc.  
Fred S. Carver, Inc.  
Comet, Inc.  
Con-Cor Company, Inc.  
Construction Hydraulics, Inc.  
Custom Products Corporation  
D & L Manufacturing Co., Inc.  
Davis & Thompson Co.  
Drive Systems Corp.  
Entrust Tool & Design Co., Inc.  
Evers Manufacturing Co., Inc.  
Falls Manufacturing, Inc.  
Felins Tying Machine Company  
Godsey tool & Mfg., Inc.  
H & S Metalcrafts, Inc.  
W. Haut Specialty Company, Inc.  
High-Tech Tooling, Inc.  
Independent Mold & Machining Corp.  
Industrial Balancing, Inc.  
International CNC Machining, Inc.  
Kazco Tool & Die, Inc.  
Krueger Bearings, Inc.  
Kuhlman Inc.  
Liberty Tool Corp.  
M & S Machine and Tool Corp.  
Mantel Machine Products, Inc.  
Master Machining, Division of  
Fusion Bearing Mfg. Co., Inc.  
Matt Tool & Die  
Metric Fasteners Inc.  
MG Industries  
MG Industries-Welding Products Division  
MG Systems  
Milwaukee Broach Co., Inc.  
Milwaukee Fabricators, Inc.  
Moldmakers, Incorporated

Fabricated Metal Products -  
Cont'd.

Ullmann Automatic  
Machine Products  
D. F. Wegner Co, Inc.  
Winco Stamping, Inc.  
Wisconsin Hardcoat Inc.  
Zenith Sintered Products, Inc.  
High Density Division  
Pinewood Tool Corp.  
Omega Tool, Inc.

Electronic Equipment

Dielectric Corporation  
Enercon Industries Corp.  
Magnatech, Division of  
Maysteel Corporation  
McIver Electric, Inc.  
Micro-Technology, Inc.  
Schunk Graphite Technology  
Storage Battery Systems

Transportation Equipment

Beta Manufacturing Co., Inc.

Instruments and Related Products

Advanced Atmosphere Control Co.  
I M C Instruments, Inc.  
Power Test, Inc.  
Realist Inc.

Miscellaneous Manufacturing

Martinson Engineering  
McDermott Cue Mfg., Inc.  
Quality Rubber Stamp Co.  
The Reflective Image

No SIC Number

Smith & Nephew Rolyan Inc.  
Wisconsin Tool Welding Co., Ltd.

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Table 25 (continued)

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Industrial, Commercial, and  
Computer Equipment - Cont'd.  
Precise Tool & Die, Inc.  
Precision Die & Mold Corp.  
Racine Hydraulic Tools, Inc.  
Reich Tool & Design, Inc.  
Richway Tool & Die Corporation  
Seaman-Parsons Corp.  
Server Products, Inc.  
Tech-Ni-Fab Corporation  
Ultra Tool & Mfg. Inc.  
Uni-Pump Inc.  
Universal Fabricators, Inc.  
Utecht Tool & Manufacturing Inc.  
Wacker Corporation  
Weimer Bearing & Transmission, Inc.  
Winters Grinding Service Inc.

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Source: 1990 Classified Directory of Wisconsin Manufacturers; the Village of Menomonee Falls; and SEWRPC.

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#### Section IV

#### POPULATION AND HOUSEHOLD CHARACTERISTICS

## INTRODUCTION

Historical population trends and the characteristics of the resident population are important considerations in any development effort. The following tables provide information relative to the historical change in resident population and in various population characteristics, including age composition, sex composition, income characteristics, population in poverty, residential mobility of the population, population income characteristics, and projected population levels.

This section also provides selected household characteristics for the Village. A household is composed of all persons who occupy a group of rooms or a single room which constitutes a housing unit, i.e., separate living quarters. The household is a useful unit of analysis when comparing various market studies and for public utility and transportation system planning. This section includes information relative to household income, to the number of households and persons per household, and to the number of inadequately housed low- and moderate-income households.

Table 26

TOTAL POPULATION IN THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1900-1989

Population				
Village of Menomonee Falls			Southeastern Wisconsin Region*	
Year	Population	Percent Change from Preceding Time Period	Population	Percent Change from Preceding Time Period
1900	687	--	501,800	--
1910	919	--	631,200	25.8
1920	1,019	10.9	783,700	24.2
1930	1,291	26.7	1,006,100	28.4
1940	1,469	13.8	1,067,700	6.1
1950	2,469	68.1	1,240,600	16.2
1960	18,276	640.2	1,573,600	26.8
1970	31,697	73.4	1,756,100	11.6
1980	27,845	-12.2	1,764,800	0.5
1989**	27,574	-1.0	1,767,757	0.2

Population				
Wisconsin			United States	
Year	Population	Percent Change from Preceding Time Period	Population	Percent Change from Preceding Time Period
1900	2,069,000	--	75,994,600	--
1910	2,333,900	12.8	91,972,300	21.0
1920	2,632,100	12.8	105,710,600	14.9
1930	2,939,000	11.7	122,775,000	16.1
1940	3,137,600	6.8	131,669,300	7.2
1950	3,434,600	9.5	151,325,800	14.9
1960	3,952,800	15.1	179,323,200	18.5
1970	4,417,900	11.8	203,184,800	13.3
1980	4,705,800	6.5	226,545,800	11.5
1989	4,863,154	3.3	249,511,000	10.1

\* The Southeastern Wisconsin Region is comprised of the Counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha.

\*\* Wisconsin Department of Administration 1989 estimates.

Source: U.S. Bureau of the Census and SEWRPC.

Table 27

AGE COMPOSITION OF THE POPULATION OF THE VILLAGE OF MENOMONEE FALLS, THE  
SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Population								
Age Group	Village of Menomonee Falls		Southeastern Wisconsin Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Under 5 .....	1,430	5.1	128,085	7.3	346,940	7.4	16,348,254	7.2
5-9 .....	1,842	6.6	127,834	7.2	344,804	7.3	16,699,956	7.4
10-14 .....	2,709	9.7	146,252	8.3	392,247	8.3	18,242,129	8.1
15-19 .....	3,726	13.4	168,897	9.6	466,612	9.9	21,168,124	9.3
20-24 .....	2,199	7.9	166,934	9.5	450,026	9.6	21,318,704	9.4
25-29 .....	1,696	6.1	153,984	8.7	401,915	8.5	19,520,919	8.6
30-34 .....	1,691	6.1	134,573	7.6	348,115	7.4	17,560,920	7.8
35-44 .....	3,887	14.0	194,058	11.0	501,973	10.7	25,634,710	11.3
45-54 .....	4,394	15.8	182,119	10.3	452,945	9.6	22,799,787	10.1
55-59 .....	1,595	5.7	90,688	5.1	229,046	4.9	11,615,254	5.1
60-64 .....	857	3.1	76,201	4.3	206,947	4.4	10,087,621	4.5
65 and Over ...	1,819	6.5	195,294	11.1	564,197	12.0	25,549,427	11.3
Total	27,845	100.0	1,764,919	100.0	4,705,767	100.0	226,545,805	100.0
Median Age	31.1	--	29.7	--	29.4	--	30.0	--

Source: U.S. Bureau of the Census and SEWRPC.

MF27

Table 28

SEX COMPOSITION OF THE TOTAL POPULATION IN THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Area	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Menomonee Falls.....	13,896	49.9	13,949	50.1	27,845	100.0
Region.....	854,125	48.4	910,794	51.6	1,764,919	100.0
Wisconsin .....	2,305,427	49.0	2,400,340	51.0	4,705,767	100.0
United States .....	110,053,161	48.6	116,492,644	51.4	226,545,805	100.0

Source: U.S. Bureau of the Census and SEWRPC.

MF28

Table 29

RACIAL COMPOSITION OF THE POPULATION IN THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Area	Nonwhite							
	Black		American Indian Eskimo, Aleutian		Asian and Pacific Islanders		Other Race*	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Menomonee Falls.....	48	0.2%	43	0.2%	70	0.3%	48	0.2%
Region.....	167,876	9.5%	7,416	0.4%	8,919	0.5%	22,632	1.3%
Wisconsin.....	182,592	3.9%	29,499	0.6%	18,164	0.4%	32,477	0.7%
United States.....	26,495,025	11.7%	1,420,400	0.6%	3,500,439	1.5%	6,758,319	3.0%

Area	Total Nonwhite		Total White		Total		Spanish Origin**	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Menomonee Falls.....	209	0.8%	27,636	99.2%	27,845	100.0%	126	0.5%
Region.....	206,843	11.7%	1,558,076	88.3%	1,764,919	100.0%	46,452	2.6%
Wisconsin.....	262,732	5.6%	4,443,035	94.4%	4,705,767	100.0%	62,972	1.3%
United States.....	38,174,183	16.9%	188,371,622	83.1%	226,545,805	100.0%	14,608,673	6.5%

\* Includes other race not elsewhere classified.

\*\* The 1980 Census did not count persons of Spanish origin as a separate race category. Therefore, the Spanish origin category shown above includes persons of Spanish origin who are also included in other race categories. The Spanish origin category includes those who are Mexican, Puerto Rican, Cuban, and other Spanish.

Source: U.S. Bureau of the Census and SEWRPC.

MF29

Table 30

ETHNIC COMPOSITION OF THE POPULATION IN THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Ancestry Group	Village of Menomonee Falls		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Single Ancestry								
Group								
Dutch	98	0.35%	7,182	0.41%	43,703	0.93%	1,404,794	0.62%
English	487	1.75%	45,797	2.59%	146,111	3.10%	23,748,772	10.48%
French	140	0.50%	11,097	0.63%	39,363	0.84%	3,068,907	1.35%
German	8,973	32.22%	369,177	20.92%	1,111,413	23.62%	17,943,485	7.92%
Greek	50	0.18%	4,113	0.23%	5,901	0.13%	615,882	0.27%
Hungarian	92	0.33%	6,471	0.37%	9,781	0.21%	727,223	0.32%
Irish	506	1.82%	37,885	2.15%	103,228	2.19%	10,337,353	4.56%
Italian	428	1.54%	31,473	1.78%	46,588	0.99%	6,883,320	3.04%
Norwegian	220	0.79%	18,389	1.04%	138,538	2.94%	1,260,997	0.56%
Polish	802	2.88%	104,849	5.94%	189,694	4.03%	3,805,740	1.68%
Portugese	0	0.00%	273	0.02%	662	0.01%	616,362	0.27%
Russian	24	0.09%	7,751	0.44%	11,813	0.25%	1,378,446	0.61%
Scottish	59	0.21%	3,943	0.22%	10,733	0.23%	1,172,904	0.52%
Swedish	160	0.57%	9,723	0.55%	42,494	0.90%	1,288,341	0.57%
Ukrainian	6	0.02%	1,668	0.09%	3,043	0.06%	381,084	0.17%
Other	1,062	3.81%	260,849	14.78%	429,676	9.13%	43,931,128	19.39%
Multiple Ancestry								
Group	12,889	46.29%	698,169	39.56%	1,960,403	41.66%	69,737,700	30.78%
Ancestry Not Specified								
Other	548	1.97%	44,599	2.53%	135,662	2.88%	15,061,348	6.65%
Not Reported	1,301	4.67%	101,511	5.75%	276,961	5.89%	23,182,019	10.23%
Total	27,845	100.00%	1,764,919	100.00%	4,705,767	100.00%	226,545,805	100.00%

Source: U.S. Bureau of the Census and SEWRPC.

Table 31

RESIDENTIAL MOBILITY OF THE POPULATION FIVE YEARS OF AGE AND OLDER  
IN THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN REGION,  
WISCONSIN, AND THE UNITED STATES: 1975-1980

Movers						
Time Period	Persons Previously Living in the Same County		Persons Previously Living in a Different County		Persons Previously Living Abroad	
	Number	Percent	Number	Percent	Number	Percent
Menomonee Falls 1975-1980 ....	2,814	10.6	5,472	20.6	57	0.2
Region 1975-1980 ....	458,044	28.0	253,045	15.5	13,449	0.8
Wisconsin 1975-1980 ....	1,111,150	25.5	767,649	17.6	29,401	0.7
United States 1975-1980 ....	52,749,574	25.1	40,946,465	19.5	3,931,836	1.9
Totals						
Time Period	Total Movers		Total Nonmovers		Total	
	Number	Percent	Number	Percent	Number	Percent
Menomonee Falls 1975-1980 ....	8,343	31.5	18,173	68.5	26,516	100.0
Region 1975-1980 ....	724,538	44.2	913,195	55.8	1,637,733	100.0
Wisconsin 1975-1980 ....	1,908,200	43.8	2,451,424	56.2	4,359,624	100.0
United States 1975-1980 ....	97,627,875	46.4	112,695,416	53.6	210,323,291	100.0

Source: U.S. Bureau of the Census and SEWRPC.

MF31



Table 32

ACTUAL AND PROJECTED POPULATION LEVELS IN THE  
REGION BY COUNTY: 1980, 1990, 2000, AND 2010

County	Actual 1980 Population Level	Projected Population Levels					
		1990					
		Pessimistic		Intermediate		Optimistic	
		Number	Percent	Number	Percent	Number	Percent
Kenosha.....	123,137	109,900	-10.7%	117,300	-4.7%	135,700	10.2%
Milwaukee.....	964,988	861,700	-10.7%	924,300	-4.2%	964,900	<sup>a</sup>
Ozaukee.....	66,981	60,500	-9.7%	69,700	4.1%	84,000	25.4%
Racine.....	173,132	152,900	-11.7%	165,200	-4.6%	188,400	8.8%
Walworth.....	71,507	66,900	-6.4%	78,200	9.4%	85,600	19.7%
Washington.....	84,848	78,000	-8.1%	97,500	14.9%	114,600	35.1%
Waukesha.....	280,326	267,700	-4.5%	302,000	7.7%	353,800	26.2%
Region	1,764,919	1,597,600	-9.5%	1,754,200	-0.6%	1,927,000	9.2%

County	Actual 1980 Population Level	Projected Population Levels					
		2000					
		Pessimistic		Intermediate		Optimistic	
		Number	Percent	Number	Percent	Number	Percent
Kenosha.....	123,137	105,200	-14.6%	118,000	-4.2%	152,900	24.2%
Milwaukee.....	964,988	831,800	-13.8%	892,200	-7.5%	991,900	2.8%
Ozaukee.....	66,981	58,800	-12.2%	75,000	12.0%	106,200	58.6%
Racine.....	173,132	146,800	-15.2%	166,000	-4.1%	206,000	19.0%
Walworth.....	71,507	65,000	-9.1%	85,600	19.7%	106,200	48.5%
Washington.....	84,848	75,800	-10.7%	104,500	23.2%	135,900	60.2%
Waukesha.....	280,326	264,400	-5.7%	336,000	19.9%	424,800	51.5%
Region	1,764,919	1,547,800	-12.3%	1,777,300	0.7%	2,123,900	20.3%

County	Actual 1980 Population Level	Projected Population Levels					
		2010					
		Pessimistic		Intermediate		Optimistic	
		Number	Percent	Number	Percent	Number	Percent
Kenosha.....	123,137	101,800	-17.3%	123,300	0.1%	166,800	35.5%
Milwaukee.....	964,988	818,100	-15.2%	911,300	-5.6%	1,009,800	4.6%
Ozaukee.....	66,981	57,700	-13.9%	81,900	22.3%	139,000	107.5%
Racine.....	173,132	139,600	-19.4%	171,800	-0.8%	224,700	29.8%
Walworth.....	71,507	63,700	-10.9%	89,900	25.7%	129,700	81.4%
Washington.....	84,848	74,400	-12.3%	116,000	36.7%	164,400	93.8%
Waukesha.....	280,326	261,800	-6.6%	378,000	34.8%	481,700	71.8%
Region	1,764,919	1,517,100	-14.0%	1,872,200	6.1%	2,316,100	31.2%

<sup>a</sup> Less than one-half of 1 percent.

Source: SEWRPC.

MF32

Table 33

MEAN AND MEDIAN HOUSEHOLD INCOME AND PER CAPITA INCOME OF PERSONS 15 YEARS AND OVER IN  
THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN,  
AND THE UNITED STATES: 1979

Households								
Income	Village of Menomonee Falls		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
\$0-\$4,999....	304	3.5	59,308	9.4	181,943	11.0	10,663,441	13.3
\$5,000-\$9,999....	594	6.8	83,645	13.3	259,020	15.7	12,772,409	15.9
\$10,000-\$14,999...	694	7.9	82,607	13.1	248,555	15.0	12,342,073	15.3
\$15,000-\$19,999...	1,020	11.6	87,216	13.9	249,541	15.1	11,379,049	14.1
\$20,000-\$29,999...	2,681	30.5	161,400	25.7	401,832	24.3	17,441,615	21.7
\$30,000-\$39,999...	1,872	21.3	87,240	13.9	182,148	11.0	8,582,674	10.7
\$40,000-\$49,999...	937	10.7	35,701	5.7	68,236	4.1	3,594,101	4.5
\$50,000 and Over..	683	7.8	32,100	5.1	63,502	3.8	3,692,065	4.6
Median.....	\$26,804	--	\$20,096	--	\$17,680	--	\$16,841	--
Mean.....	\$28,818	--	\$22,756	--	\$20,382	--	\$20,306	--
Per Capita.....	\$9,097	--	\$8,154	--	\$7,243	--	\$7,298	--
Total Households*	8,785	100.0	629,217	100.0	1,654,777	100.0	80,467,427	100.0

\*Number reflects those individuals responding to household income question in 1980 U.S. Census.

Source: U.S. Bureau of the Census and SEWRPC.

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Table 34

PER CAPITA INCOME ESTIMATES IN THE VILLAGE OF MENOMONEE FALLS,  
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND  
THE UNITED STATES: 1979 AND 1985

Area	Per Capital Income		Percent Change
	1979	1985	
Menomonee Falls.....	9,097	13,341	46.7%
Milwaukee County.....	7,952	11,194	40.8%
Region*.....	8,153	11,504	41.1%
Wisconsin.....	7,241	10,298	42.2%
United States.....	7,299	10,797	47.9%

\* Per capita income estimates for the region are based upon  
weighted averages for the counties in the Region.

Source: U.S. Bureau of the Census and SEWRPC.

MF34

Table 35

NONINSTITUTIONALIZED PERSONS BELOW THE POVERTY LEVEL  
IN THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN  
WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1979

Poverty Status	Area			
	Village of Menomonee Falls		Southeastern Wisconsin Region	
	Number	Percent	Number	Percent
Persons Below the Poverty Level.....	397	1.4	136,732	7.9
Total Persons Above and Below the Poverty Level...	27,705	100.0	1,727,257	100.0

Poverty Status	Area			
	Wisconsin		United States	
	Number	Percent	Number	Percent
Persons Below the Poverty Level.....	397,813	8.7	27,392,580	12.4
Total Persons Above and Below the Poverty Level...	4,582,005	100.0	220,845,766	100.0

Source: U.S. Bureau of the Census and SEWRPC.

MF35

Table 36

NUMBER OF HOUSEHOLDS AND PERSONS PER HOUSEHOLD IN THE VILLAGE OF MENOMONEE FALLS, THE  
SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960-1980

Area	Household			Percent Change		
	1960	1970	1980	1960-1970	1970-1980	1960-1980
Menomonee Falls.....	4,701	7,954	8,795	69.2	10.6	87.1
Region.....	465,913	536,486	627,955	15.1	17.0	34.8
Wisconsin.....	1,146,040	1,328,804	1,652,261	15.9	24.3	44.2
United States.....	53,023,875	62,874,000	80,389,673	18.6	27.9	51.6

Area	Number of Persons Per Household		
	1960	1970	1980
Menomonee Falls.....	3.87	3.97	3.15
Region.....	3.30	3.27	2.75
Wisconsin.....	3.36	3.22	2.77
United States.....	3.33	3.14	2.75

Source: U.S. Bureau of the Census and SEWRPC.

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Table 37

INADEQUATELY HOUSED LOW- AND MODERATE-INCOME HOUSEHOLDS IN  
THE VILLAGE OF MENOMONEE FALLS, THE SOUTHEASTERN WISCONSIN REGION,  
AND WISCONSIN: 1980

Inadequately Housed Low- and Moderate-Income Households				
Area and Type of Housing Unit	Number	Percent	Percent of Total Households	Total All Households
Village of Menomonee Falls				
Owner .....	24	4.8%	0.3%	7,162
Renter .....	479	95.2%	5.4%	1,633
Total	503	100.0%	5.7%	8,795
Southeastern Wisconsin Region				
Owner .....	9,150	11.0%	1.5%	389,381
Renter .....	74,300	89.0%	11.8%	238,574
Total	83,450	100.0%	13.3%	627,955
Wisconsin				
Owner .....	43,424	21.3%	2.6%	1,127,367
Renter .....	160,506	78.7%	9.7%	524,894
Total	203,930	100.0%	12.3%	1,652,261

Source: Wisconsin Department of Development, Housing Information System;  
and SEWRPC.

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Section V

COMMUNITY FACILITIES AND SERVICES

## INTRODUCTION

Information on a community's utilities, facilities, and services are particularly useful in any consideration of economic development. The tables in this section present information relative to the electric power, natural gas, telephone, solid waste collection, and municipal water supply and sanitary sewer facilities and services for the Village. In addition, information is provided on commercial and industrial sites that are available for sale, police and fire protection, educational facilities, and various other services available to the Village of Menomonee Falls businesses and residents.

## COMMUNITY UTILITIES

### Electric Power Service

An adequate, reliable, yet low cost supply of electric power is provided within the Village of Menomonee Falls. Generally, electric power is available on demand at various voltages to serve residential, commercial, and industrial users in the Village. The Wisconsin Electric Power Company (WEPCo), noted for providing electric power at some of the lowest rates in the United States, provides electric power service to the Village of Menomonee Falls. Table 38 provides base residential electric power rate information for Village users. Table 39 provides base commercial electric power rates; and Table 40 provides base industrial electric power rates in the Village of Menomonee Falls as of January 1, 1988. For more information contact:

Wisconsin Electric Power Company  
Menomonee Falls District Office  
W164 N9168 Water Street  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 251-7000

### Gas Service

Natural gas service is provided within the Village by the Wisconsin Gas Company. An adequate and reliable supply is available throughout the Village. Table 41 provides base residential gas rates for the Village of Menomonee



Table 38

BASE ELECTRICAL UTILITY RESIDENTIAL RATES FOR  
THE VILLAGE OF MENOMONEE FALLS: JANUARY 1988

Residential Base Rates Per Month		
Wisconsin Electric Power Company		
Rate Classification	Cost	Rate Schedule
Facilities Charge (minimum bill)	\$3.50	RG1 <sup>a</sup>
100 Kilowatt Hours Per Month .....	9.97	RG1
250 Kilowatt Hours Per Month .....	19.68	RG1
500 Kilowatt Hours Per Month .....	35.85	RG1
750 Kilowatt Hours Per Month .....	52.03	RG1
1,000 Kilowatt Hours Per Month .....	68.20	RG1
1,500 Kilowatt Hours Per Month .....	100.55	RG1
2,000 Kilowatt Hours Per Month .....	132.90	RG1

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 9, "Comparison of Net Monthly Bills of Wisconsin Electric Utilities, January 1, 1988."

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Table 39

BASE ELECTRICAL UTILITY COMMERCIAL RATES FOR  
THE VILLAGE OF MENOMONEE FALLS: JANUARY 1988

Commercial Base Rates Per Month		
Wisconsin Electric Power Company		
Rate Classification	Cost	Rate Schedule
3 Kilowatts, 375 Kilowatt Hours Per Month .....	\$34.17	CG1
6 Kilowatts, 750 Kilowatt Hours Per Month .....	59.33	CG1
12 Kilowatts, 1,500 Kilowatt Hours Per Month ...	109.65	CG1
30 Kilowatts, 6,000 Kilowatt Hours Per Month ...	411.60	CG1
40 Kilowatts, 10,000 Kilowatt Hours Per Month ..	680.00	CG1

NOTE: This table shows rates for electrical service rendered commercial establishments, such as stores, shops, restaurants, offices, theaters, and small industrial businesses where electricity is used primarily for lighting and other nonmanufacturing purposes.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 9, "Comparison of Net Monthly Bills of Wisconsin Electric Utilities, January 1, 1988."

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Table 40

BASE ELECTRICAL UTILITY INDUSTRIAL RATES FOR  
THE VILLAGE OF MENOMONEE FALLS: JANUARY 1988

Commercial Base Rates Per Month		
Wisconsin Electric Power Company		
Rate Classification	Cost	Rate Schedule
75 Kilowatts, 15,000 Kilowatt Hours Per Month ...	\$ 1,028.50	CG1
75 Kilowatts, 30,000 Kilowatt Hours Per Month ...	1,728.43	CG3
150 Kilowatts, 30,000 Kilowatt Hours Per Month ..	2,486.68	CG3
150 Kilowatts, 60,000 Kilowatt Hours Per Month ..	3,356.85	CG3
300 Kilowatts, 60,000 Kilowatt Hours Per Month ..	4,335.18	CP1
300 Kilowatts, 120,000 Kilowatt Hours Per Month .	5,869.99	CP1
500 Kilowatts, 100,000 Kilowatt Hours Per Month .	6,908.64	CP1
500 Kilowatts, 200,000 Kilowatt Hours Per Month .	9,466.65	CP1
1,000 Kilowatts 200,000 Kilowatt Hours Per Month .	13,342.27	CP1
1,000 Kilowatts 400,000 Kilowatt Hours Per Month .	18,458.29	

NOTE: This table shows rates for industrial electric service.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 9, "Comparison of Net Monthly Bills of Wisconsin Electric Utilities, January 1, 1988."

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Table 41

BASE RESIDENTIAL GAS UTILITY RATES FOR THE  
VILLAGE OF MENOMONEE FALLS: JANUARY 1988

Wisconsin Gas Company <sup>a</sup>					
	Base Rate	P.G.A. <sup>b</sup>	Surcharge	Total	Rate Schedule
<u>Regular Service</u>					
Minimum Bill ...	\$ 3.50	\$ 0.00	\$ 0.00	\$ 3.50	GS-1
10 Therms .....	9.33	-0.03	0.00	9.30	GS-1
25 Therms .....	18.08	-0.08	0.00	18.00	GS-1
40 Therms .....	26.82	-0.13	0.00	26.69	GS-1
100 Therms .....	61.80	-0.32	0.00	61.48	GS-1
200 Therms .....	120.10	-0.64	0.00	119.46	GS-1
300 Therms .....	178.40	-0.96	0.00	177.44	GS-1

<sup>a</sup>The Wisconsin Gas Company is served by rate area 1--ANR Pipeline Company, Midwestern Gas Transmission Company, and the Northern Natural Gas Company.

<sup>b</sup>P.G.A. refers to the portion of the utility bill resulting from the purchased gas adjustment as reported by the utility.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 10, "Comparison of Net Monthly Bills of Wisconsin Gas Utilities, January 1, 1988."

Falls. Table 42 provides base commercial and industrial gas rates for the Village as of January 1, 1988. For more information contact:

Wisconsin Gas Company  
5400 N. Green Bay Avenue  
Milwaukee, Wisconsin 53209  
Telephone: (414) 874-3300

#### Sanitary Sewer Service

The Village of Menomonee Falls maintains a modern sanitary sewerage system for the collection and conveyance of effluent. The Village system is connected to the system of the Milwaukee Metropolitan Sewerage District for further sediment conveyance and disposal, the latter services being provided to the Village by the District under contract. Sewer utility rates are based upon the District capital recovery, operating, and maintenance costs as well as the Village's capital recovery, operating, and maintenance costs. All billing for sewer use is handled by the Village. Sanitary sewer service rate information is available from:

Village of Menomonee Falls  
Water Utility  
W156 N8480 Pilgrim Road  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 255-8312

#### Water Utility

The Village is served by the Menomonee Falls Water Utility. All water is drawn from the groundwater through five community wells. Table 43 provides a comparison of typical quarterly customer bills.

Table 42

BASE COMMERCIAL AND INDUSTRIAL GAS UTILITY RATES  
FOR THE VILLAGE OF MENOMONEE FALLS: JANUARY 1988

Commercial and Industrial Service <sup>a</sup>						Rate
	Base Rate	P.G.A. <sup>b</sup>	Surcharge	Total		Schedule
<u>Regular Service</u>						
Minimum Bill	\$ 6.50	\$- 0.00	\$ 0.00	\$ 6.50		CGS1
500 Therms	258.25	- 1.60	0.00	256.65		CGS1
1,000 Therms	510.00	- 3.20	0.00	506.80		CGS2
10,000 Therms	4,780.00	- 32.00	0.00	4,748.00		CGS1
100,000 Therms	44,350.00	- 320.00	0.00	47,030.00		LUF1
500,000 Therms	236,550.00	-1,600.00	0.00	234,950.00		LUF1

Commercial and Industrial Interruptible Service						
	Base Rate	P.G.A. <sup>b</sup>	Surcharge	Total		Schedule
<u>Regular Service</u>						
Minimum Bill	\$ 750.00	\$ 0.00	\$ 0.00	\$ 750.00		I4
500 Therms	933.60	4.35	0.00	937.95		I4
1,000 Therms	1,117.20	8.70	0.00	1,125.90		I4
10,000 Therms	4,422.00	87.00	0.00	4,509.00		I4
100,000 Therms	36,470.00	870.00	0.00	37,340.00		I3
500,000 Therms	174,350.00	4,350.00	0.00	178,700.00		I2

<sup>a</sup>The Wisconsin Gas Company is served by rate area 1--ANR Pipeline Company, Midwestern Gas Transmission Company, and the Northern Natural Gas Company.

<sup>b</sup>P.G.A. refers to the portion of the utility bill resulting from the purchased gas adjustment as reported by the utility.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 10, "Comparison of Net Monthly Bills of Wisconsin Gas Utilities, January 1, 1988."

Table 43

COMPARISON OF NET QUARTERLY WATER UTILITY BILLS,  
MENOMONEE FALLS WATER UTILITY: DECEMBER 1988

Residential and Small Commercial Service					
Minimum	500 CF	1,000 CF	2,500 CF	6,000 CF	10,000 CF
Bill	3,750 gal.	7,500 gal.	18,750 gal.	45,000 gal.	75,000 gal.
	\$7.85	\$10.60	\$1.35	\$21.60	\$40.85
	\$62.85				
Large Commercial and Industrial User					
Minimum	40,000 CF	66,667 CF	100,000 CF	133,333 CF	266,667 CF
Bill	300,000 gal.	500,000 gal.	750,000 gal.	1,000,000 gal.	2,000,000 gal.
	\$91.80	\$290.80	\$418.80	\$578.80	\$738.80
					\$1,378.80

Source: Public Service Commission of Wisconsin, Accounts and Finance Division,  
"Comparison of Net Quarterly Bills of Wisconsin Water Utilities,  
January 1, 1988."

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Village of Menomonee Falls Public Water Supply System

Source of Water: Five wells

Maximum Daily Capacity: 6,200,000 gallons with adequate  
capacity for new industry

Average Daily Consumption: 2,177,493 gallons

Total Hardness: Well one: abandoned Well four: 29.0 ppm

Well two: 27.1 ppm Well five: 22.0 ppm

Well three: 27.0 ppm Well six: 25.1 ppm

Storage Capacity: Maximum elevated storage: 1,050,000 gallons

Effective underground capacity: 1,857,322 gallons

Rate Information: Village Clerk (414) 255-8304

For more information contact:

Menomonee Falls Water Department  
Village Hall  
W156 N8480 Pilgrim Road  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 255-8351

TRANSPORTATION FACILITIES

Arterial Street and Highway System

The Village of Menomonee Falls is served by a well-developed and well maintained, all-weather arterial street and highway system. Interstate Highway (IH) 94 is located approximately five miles to the south of the Village and IH 43 is located approximately eight miles to the east of the Village. The U. S. Highway 41 and 45 freeway directly serves the Village. The major freeways provide direct access to the surrounding metropolitan Milwaukee area; to the populous northeastern Illinois region to the south; and to the growing Fox River Valley area of Wisconsin.

Public Transit

The Village of Menomonee Falls is served by one freeway flyer route of the Milwaukee County Transit System, a system owned and operated by Milwaukee



County. The Village is also served by a specialized public transportation service provided by the Waukesha County Department of Aging to handicapped and elderly county Residents; and a locally sponsored intra-village bus for senior citizens that operates one day a week. The Village is also served by an intercity bus line--Greyhound Lines, Inc.

Specific information on these providers of public transportation services is available by contacting the following agencies:

Local and Freeway Flyer Routers  
Milwaukee County Transit System  
1942 N. 17th Street  
Milwaukee, Wisconsin 53205  
Telephone: (414) 344-4550

Waukesha County  
Department of Aging  
N1 W25042 Northview Road  
Waukesha, Wisconsin 53188

#### Railway Service

Railway freight service is provided by the Chicago & North Western Transportation Company, the Soo Line Railroad Company, the Wisconsin Central Limited, and the Wisconsin & Southern Railroad Company. Intercity railway passenger service, provided by Amtrak, is available in the City of Milwaukee to all parts of the United States and Canada.

For specific freight service information contact:

Chicago & North Western  
Transportation Co.  
4823 N. 119th Street  
Milwaukee, Wisconsin 53225  
Telephone: (414) 535-4291

Soo Line Railroad Company  
General Offices  
433 W. St. Paul Avenue  
Milwaukee, Wisconsin 53202  
Telephone: (414) 274-8200

Wisconsin Central Limited  
1206 E. Broadway  
Waukesha, Wisconsin 53187  
Telephone: (414) 535-4291

Wisconsin & Southern Railroad Co.  
P.O. Box A  
Horicon, Wisconsin 53032  
Telephone: (414) 485-4783

For specific passenger service information contact:

AMTRAK

433 W. St. Paul Avenue

Milwaukee, Wisconsin 53202

Telephone: (414) 933-3081

Trucking and Warehousing Service

There are over 154 trucking and warehousing establishments in Waukesha County. The truck line carriers provide comprehensive and diversified highway transport, including local cartage, intrastate service, interstate service, and specialized hauling. In addition, there are motor freight lines, local cartage lines, heavy lift haulers, liquid or dry bulk haulers, air cargo services, and sand and gravel haulers.

Air Service

The Village of Menomonee Falls is served by five public use general aviation airports: General Mitchell International Airport, located 20 miles southeast of the Village, and Lawrence J. Timmerman Field, located two miles east of the Village, are both owned by Milwaukee County; Crites Field, located 10 miles southwest of the Village, owned by Waukesha County; and Capitol Airport, located two miles southeast of the Village, and Aero Park Airport, located within the Village. The latter two airports are privately owned, but available for public use. General Mitchell International Airport and Timmerman Field are capable of handling the largest corporate jets and have airfield lighting and navigation aids that permit all-weather operation. General Mitchell International Airport is served by 18 scheduled commercial airlines, with 170 departure flights on a typical weekday. Chicago's O'Hare International Airport is located approximately 85 miles to the south. Additional specific information on local airports is provided in Table 44.

Water Transportation Facilities

The Village of Menomonee Falls is located approximately 11 miles from the Port of Milwaukee. The Port plays a major role as a strategic shipping and receiving point of international trade. Principal inbound cargoes include:

Table 44

## AIRPORTS SERVING THE VILLAGE OF MENOMONEE FALLS

General Mitchell International  
Airport

Scheduled Air Carrier Airport owned and operated by Milwaukee County

Elevation: 723 feet above sea level

Location: 20 miles southeast of Menomonee Falls

Runways: 5 including 2 jet runways--1L/19R 9,690 feet x 200 feet, and 7R/25L:8,010 feet x 150 feet

Attended: All hours, year round

Navigation Aids: Air traffic control tower, ILS approaches on runways 1L, 7R and 19R, rotating beacon, Airport Surveillance Radar, and Approach Lighting on 3 runways

Field Services: Fuel, major repairs, avionics service, and other fixed base operator services for all types and sizes of aircraft, air freight receiving and forwarding

Terminal Services: Restaurants; cocktail lounges; coffee shops; newsstands; gift shops; banking services; public parking for over 5,300 vehicles, taxis, buses, and limousines; car rental; first-aid stations; and numerous other passenger services for public convenience.

Scheduled Air Carriers: American, Comair, Continental, Delta, Eastern, Enterprise, Express I, Midway, Midway Commuter Midwest Express, Mesaba Northwest, Skyway, Trans World, United, and U. S. Air. Mitchell Field is a customs landing rights airport.

Airport Manager: C. Barry Bateman  
(414) 747-5300

Lawrence J. Timmerman Field

General Aviation Airport owned and operated by Milwaukee County--Reliever airport for Mitchell International.

Elevation: 745 feet above sea level

Location: 2 miles east of Menomonee Falls

(continued)

Table 44 (continued)

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Lawrence J. Timmerman Field  
(continued)

Runways:	15L/33R: 4,107 feet x 75 feet 4L/22R: 3,202 feet x 75 feet
Attended:	6:00 A.M. to 10:00 P.M., year round
Navigation Aids:	Air traffic control tower, nonprecision instrument approaches on runways, 4L and 15L rotating beacon, and VASI lights
Field Services:	Fuel, major repairs, avionics service, and other fixed base operator services
Terminal Services:	Restaurant, public parking, taxis, and car rental
Telephone:	(414) 461-3222

Waukesha County--Crites Field

	General Aviation Airport owned and operated by Waukesha County--Reliever airport for Mitchell International
Elevation:	931 feet above sea level
Location:	10 miles southwest of Menomonee Falls
Runways:	3 including 2 paved--10/28 5,850 feet x 100 feet 18R/36L 3,600 feet x 75 feet
Attended:	6:00 A.M. to 9:00 P.M. year round
Navigation Aids:	Air traffic control tower, ILS approach on runway 10, rotating beacon, and VASI lights on Runways 10 and 28
Field Services:	Fuel, major repairs, and other fixed base operator services.
Terminal Services:	Public parking, taxis, limousines, and car rental.
Airport Manager:	Peter Schoeninger (414) 549-6150

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Table 44 (continued)

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<u>Capitol Airport</u>	General Aviation Airport privately owned and open for public use. Reliever airport for Mitchell International
Elevation:	850 feet above sea level
Location:	2 miles southwest of Menomonee Falls
Runways:	3 including 1 paved: 3/21-3,555 feet x 45 feet
Attended:	Daylight hours year round
Navigation Aids:	Runway lights and REIL on Runway 21.
Field Services:	Fuel, major repairs, and other fixed base operator services
Terminal Services:	Public parking, and courtesy car
Airport Manager:	Jim Germek (414) 783-6602

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<u>Aero Park Airport</u>	General aviation airport privately owned and open for public use
Elevation:	850 feet above seal level
Location:	In Menomonee Falls
Runways:	3 turf runways: longest is 1,880 feet. Not plowed in winter
Attended:	Daylight hours
Terminal Services:	Public parking, restaurant, and courtesy car
Airport Manager:	Kent R. Schaarschmidt (414) 252-3266

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cement, coal, plywood, motor vehicles, steel, salt, twine, limestone, petroleum, sand, gravel, crushed rock and miscellaneous general cargo. Major harbor facilities, dockage and heavy cargo-handling equipment are available at the Port to handle both bulk and containerized shipments.

The Port of Milwaukee offers an operational flexibility unique to the Western Great Lakes. Terminals designed for the efficient handling of containers, general cargo, dry and liquid bulk, and heavy machinery, plus intermodal connections to all Midwest cities, make the Port of Milwaukee the economic choice for routing all types of cargo. Specific information relative to the Port of Milwaukee is too numerous to mention herein; however, information is available from:

Port of Milwaukee, Traffic Division  
Board of Harbor Commissioners  
500 N. Harbor Drive  
Milwaukee, Wisconsin 53202  
Telephone: (414) 278-3511

#### LAW ENFORCEMENT AND FIRE PROTECTION SERVICES

##### Police Protection

The Village of Menomonee Falls Police Department places emphasis on community safety. Its staff of more than 70 includes 54 sworn officers. The Department maintains an aggressive crime prevention program and a comprehensive community relations program. It is actively involved in public education with such programs as home security surveys, programs designed to prevent business theft and fraud, and traffic safety programs. Its school liaison program assigns officers to Middle School and High School to serve as education resource persons and to build positive relationships between young people and the police.

For more information contact:

Menomonee Falls Police Department  
Administrative Offices  
W156 N8480 Pilgrim Road  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 251-6063

#### Fire Protection

The Village Fire Department has more than 100 paid-on-call volunteers who operate from three stations located strategically in the community. Sixty-five of the Department's total complement are trained emergency medical technicians and each station houses a fully equipped ambulance. The Department also has a fully equipped Hazardous Materials Response Team.

For more information contact:

Menomonee Falls Fire Department  
Fire Station Locations:  
N88 W1663 Appleton Avenue  
N140 W7501 Lilly Road  
N56 W14971 Silver Spring Road  
Menomonee Falls, Wisconsin 53057  
Telephone: (414) 251-2190

#### EDUCATIONAL FACILITIES AND SERVICES

##### Education Facilities

The Village of Menomonee Falls is served by the Menomonee Falls and Hamilton School Districts which operate six elementary schools, two junior high schools and two high schools including those schools operated by the District and located in the nearby Villages of Sussex and Lannon. District enrollment for the 1988-1989 school year is approximately 5,900 students. School District officials indicate that approximately 80 percent of the graduating classes continue their education at a trade school, college, or university.

There are also nine private and parochial elementary schools in Menomonee Falls which offer a kindergarten through twelfth grade education.

#### Higher Educational Facilities

Carroll College, a private liberal arts college, and the University of Wisconsin-Waukesha, both of which are located in the City of Waukesha, serve Village of Menomonee Falls residents. In addition, a total of eight higher educational institutions serve nearby Milwaukee County and, therefore, are readily accessible to Menomonee Falls residents. Table 45 lists these institutions and provides contact information.

#### Vocational and Technical Schools

The Waukesha County Technical College campuses in Waukesha County, including the campus in the Village of Menomonee Falls, and the Milwaukee Area Technical College campuses in Milwaukee and Ozaukee Counties are all readily accessible to Menomonee Falls residents. The campus locations are indicated in Table 46.

#### Library

The Village library, Maude Shunk Library, was established in 1906. Through its membership in the Waukesha County Federated Library System, the library offers access to the resources of other county libraries, as well as libraries throughout the state and nation.

In addition to a collection of general interest, major service goals are to provide materials of current interest, and to be a door to learning for preschool children. This is accomplished by using a trained staff who provide guidance in library use.

The library collection includes 90,000 volumes, 460 periodical titles, 3,500 sound recordings in CD, LP and tape formats, as well as video cassettes and original art work for loan. A local history collection, including an extensive historical photograph collection, is available for onsite examination.



Table 45

HIGHER EDUCATIONAL FACILITIES IN WAUKESHA AND MILWAUKEE COUNTIES

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In addition to the public and private primary and secondary educational system serving the Village of Menomonee Falls, there are ten institutions of higher education serving Waukesha and Milwaukee Counties. These institutions are:

Alverno College  
3401 S. 39th Street  
Milwaukee, Wisconsin 53221  
(414) 647-3999

Milwaukee School of Engineering  
1025 N. Milwaukee Avenue  
P.O. Box 644  
Milwaukee, Wisconsin 53201-0644  
(414) 277-7300

Carroll College  
100 N. East Avenue  
Waukesha, Wisconsin 53186  
(414) 547-1211

Mount Mary College  
2900 N. Menomonee River Parkway  
Milwaukee, Wisconsin 53222  
(414) 258-4810

Cardinal Stritch College  
6801 Yates Road  
Milwaukee, Wisconsin 53217  
(414) 352-5400

University of Milwaukee-Wisconsin  
P. O. Box 749  
Milwaukee, Wisconsin 53201  
(414) 229-3800

Marquette University  
1217 W. Wisconsin Avenue  
Milwaukee, Wisconsin 53233  
(414) 224-7250

University of Wisconsin Center-Waukesha  
1500 N. University Drive  
Waukesha, Wisconsin 53188  
(414) 521-5200

Medical College of Wisconsin  
8701 Watertown Plank Road  
Wauwatosa, Wisconsin 53226  
(414) 257-8296

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Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages: 1988-1989; and SEWRPC.

Table 46

VOCATIONAL AND TECHNICAL COLLEGES  
SERVING THE VILLAGE OF MENOMONEE FALLS

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Milwaukee Area Technical College Milwaukee Campus 1015 N. 6th Street Milwaukee, Wisconsin 53203 (414) 278-6600	Milwaukee Area Technical College South Campus Center 6665 S. Howell Avenue Oak Creek, Wisconsin 53154 (414) 762-2500
Milwaukee Area Technical College North Campus Center 5555 W. Highland Road Mequon, Wisconsin 53092 (414) 242-6500	Milwaukee Area Technical College West Campus Center 1200 S. 71st Street West Allis, Wisconsin 53214 (414) 476-3040
Waukesha County Technical College 800 Main Street Pewaukee, Wisconsin 53072 (414) 691-5200	Waukesha County Technical College Menomonee Falls Campus W165 N8301 Lavergre Avenue Menomonee Falls, Wisconsin 53051 (414) 255-4351
Waukesha County Technical College Downtown Campus 327 E. Broadway Waukesha, Wisconsin 53186 (414) 521-5190	Waukesha County Technical College Oconomowoc Campus 122 S. Main Street Oconomowoc, Wisconsin 53066 (414) 567-1396

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Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages 1988-1989; and SEWRPC.

For additional information contact:

Maude Shunk Library  
W156 N8446 Pilgrim Road  
Menomonee Falls, Wisconsin 53051-0347  
Telephone: (414) 255-8386

## HEALTH CARE FACILITIES AND SERVICES

### Community Memorial Hospital

Community Memorial Hospital is a privately owned facility. The hospital is a 208-bed general acute facility that offers 24-hour emergency services, day surgery, rehabilitation, and home health care. In addition, two major medical clinics; three dental clinics; two nursing homes; and numerous independent health care professionals provide quality care to Village residents.

### Waukesha County Health Facilities and Services

Waukesha County communities, including the Village of Menomonee Falls, are served by a complete range of health facilities and health professionals, including seven area hospitals and nine clinics. In addition, Village residents have ready access to hospitals and clinics located throughout the Milwaukee metropolitan area. Of special interest is the Milwaukee Regional Medical Center, located in Milwaukee County, a voluntary consortium of private, nonprofit and governmental institutions dedicated to the delivery of health care, the education of health personnel, and the conduct of health related research. Its membership includes seven major Milwaukee facilities; Blood Center of Southeastern Wisconsin, Curative Rehabilitation Center, Froedtert Memorial Lutheran Hospital, Medical College of Wisconsin, Milwaukee Children's Hospital, Milwaukee County Medical Complex, and Milwaukee County Mental Health Complex, with the University of Wisconsin-Milwaukee as an affiliate member. Table 47 provides a listing of the major hospitals located within Waukesha County.

Table 47

HOSPITALS AND MEDICAL CLINICS IN WAUKESHA COUNTY

Hospitals and Clinics	Location
<b>Hospitals</b>	
Community Memorial Hospital.....	Village of Menomonee Falls
Elmbrook Memorial Hospital.....	City of Brookfield
Memorial Hospital.....	City of Oconomowoc
New Berlin Memorial Hospital.....	City of New Berlin
Northview Home and Hospital.....	City of Waukesha
Rogers Memorial Hospital.....	City of Oconomowoc
Waukesha Memorial Hospital.....	City of Waukesha
<b>Clinics</b>	
Beaumont Family Medical Clinic.....	City of New Berlin
Brookfield General Clinic.....	City of Brookfield
Falls Medical Group.....	Village of Menomonee Falls
Kettle Moraine Hospital	
Outpatient Clinic.....	City of Waukesha
Moreland Medical Center.....	City of Waukesha
Muskego General Clinic.....	City of Waukesha
Southside Medical Clinic.....	City of Waukesha
Wilkinson Clinic.....	City of Oconomowoc

Source: Hospital Council of Greater Milwaukee, and SEWRPC.

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Further information regarding area hospitals and their facilities can be obtained from:

Hospital Council of Greater Milwaukee Area  
2300 N. Mayfair Road  
Milwaukee, Wisconsin 53226  
Telephone: (414) 258-9610

Planning Council for Health and Human Services  
1442 N. Farwell Avenue  
Milwaukee, Wisconsin 53202  
Telephone: (414) 224-0404

For information regarding various types of nursing homes and their facilities contact:

Wisconsin Association of Nursing Homes  
123 W. Washington Avenue  
Madison, Wisconsin 53703  
Telephone: (414) 257-0125

#### Flight for Life

Flight for Life is a 24-hour airborne emergency response and interhospital transfer system providing onsite diagnosis and enroute care to any critically injured citizen living, working, or traveling within 150 miles of the Milwaukee Regional Medical Complex (MRMC). Hospitals, emergency medical services, physicians, law enforcement agencies, fire departments and industrial safety personnel can bring Flight for Life into action whenever there is a critical emergency or need for a special patient transfer. Flight for Life operates at no cost to the referring professional or facility and is provided free of charge to any fire fighter or police officer injured in the line of duty.

The helicopter is equipped to carry up to two patients, pilot, and two medical crew members. Advanced aerodynamic design dampens noise and reduces vibration to minimal levels. On board, the aircraft is equipped with two stretchers,

cardiac monitoring and defibrillating equipment, respirator, IVs, splinting and immobilization equipment, burn packs and emergency medications, endotracheal intubation supplies, oxygen, neonatal isolette, dopplers for blood pressure monitoring and fetal heart tone assessment, external pacemaker, pediatric and adult anti-shock trousers, and other advanced life-support instruments. A searchlight and loudspeakers are included and a rescue net is available.

Operating both day and night, 365 days a year, Flight for Life is the airborne extension of the Trauma Center of the Milwaukee County Medical Complex. Flight for Life is sponsored by members of the Milwaukee County Medical Complex, Froedtert Memorial Lutheran Hospital, and the Medical College of Wisconsin.

For more information contact: Flight for Life, Telephone (414) 778-4577.

Table 48

LISTING OF NEWSPAPERS SERVING  
THE VILLAGE OF MENOMONEE FALLS

Newspaper	Frequency
Menomonee Falls News & Advertiser..... 11063 W. Blue Mound Road Wauwatosa, Wisconsin 53226 Telephone: (414) 778-5000	Weekly
Menomonee Falls, The Smart Family Shopper..... 21945 Enterprise Avenue Brookfield, Wisconsin 53005	Weekly
Milwaukee Journal-Sentinel..... N86 W16462 Jacobson Drive Menomonee Falls, Wisconsin 53203 Telephone: (414) 251-5030	Daily
U.S.A. Today ..... 20900 Swenson Drive Waukesha, Wisconsin 53186 Telephone: (414) 786-4998	Weekdays
Waukesha Freeman..... 200 Park Place Waukesha, Wisconsin 53186 Telephone: (414) 542-2501	Daily, Except Sunday

Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer  
Yellow Pages, 1988-1989; and SEWRPC.

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Table 49

MAJOR BROADCASTING STATIONS  
SERVING THE VILLAGE OF MENOMONEE FALLS

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WCGV-TV Channel 24 (Independent) 5445 N. 27th Street Milwaukee, Wisconsin 53209 Telephone: (414) 527-2424	WVCY-TV Channel 30 (Independent) 3434 W. Kilbourn Avenue Milwaukee, Wisconsin 53208 Telephone: (414) 935-3000
WISN-TV Channel 12 (ABC) 759 N. 19th Street Milwaukee, Wisconsin 53233 Telephone: (414) 342-8812	WVTV-TV Channel 18 (Independent) P. O. Box 1818 Milwaukee, Wisconsin 53201-1818 Telephone: (414) 874-1818
WITI-TV Channel 6 (CBS) 9001 N. Green Bay Road Milwaukee, Wisconsin 53209 Telephone: (414) 355-6666	WOBBY-TV Channel 8 (Independent) 509 W. Wisconsin Avenue Milwaukee, Wisconsin 53203 Telephone: (414) 226-4154
WMVS-TV Channel 10 (PBS) 1015 N. 6th Street Milwaukee, Wisconsin 53203 Telephone: (414) 271-1036	W43AV Channel 43 (Independent) Waukesha, Wisconsin
WMTV-TV Channel 36 (Educational) 1015 N. 6th Street Milwaukee, Wisconsin 53203 Telephone: (414) 271-1036	W65BT Channel 65 (Independent)
WTMJ-TV Channel 4 (NBC) 720 E. Capitol Drive Milwaukee, Wisconsin 53212 Telephone: (414) 331-9611	WDJT-TV Channel 58 (Independent) Milwaukee, Wisconsin  Channel 55 (Independent) 777 E. Wisconsin Avenue Milwaukee, Wisconsin 53202 Telephone: (414) 272-8668

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Cable Television: Metrovision of Wisconsin, Inc.  
N84 W13540 Leon Road  
Menomonee Falls, Wisconsin 53203  
Telephone: (414) 255-10117

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Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages, 1988-1989; and SEWRPC.



Table 50

LISTING OF RADIO STATIONS SERVING SOUTHEASTERN WISCONSIN

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WAUK (AM) Light Music W224 S1460 Whitnall Avenue Waukesha, Wisconsin 53186 (414) 544-6800 (1510)	WGLB (AM/FM) Country Highway 33 Port Washington, Wisconsin 53074 (414) 377-4400 (1560/100.1)
WLUM (FM) Jazz, Rock, R&B 12800 W. Bluemound Road Elm Grove, Wisconsin 53122 (414) 785-1021 (102.1)	WGTD (FM) Gateway Technical WLUM College (Educational) 3520 30th Avenue Kenosha, Wisconsin 53142
WMKE (AM) Contemporary Rock 5407 W. McKinley Milwaukee, Wisconsin 53209 (414) 799-1340 (3140)	WHAD (FM) 3319 W. Beltline Highway Madison, Wisconsin 53713 (608) 273-5500 (90.7)
WCCX (FM) Carroll College 221 N. East Avenue Waukesha, Wisconsin 53186 (414) 524-7355 (104.5)	WHBT (AM/FM) Rock 2200 N. Green Bay Road Racine, Wisconsin 53405 (414) 933-1460 (1460) (414) 342-8362 (100.7)
WBKV (AM/FM) Light Music 303 E. Decorah Road West Bend, Wisconsin 53095 1-800-472-8550 (1470/92.5)	WHKQ (FM) Adult Contemporary 4201 Victory Avenue Racine, Wisconsin 53405 (414) 634-3311 (92.1)
WZTR (FM) Easy Listening 520 E. Capitol Drive Milwaukee, Wisconsin 53212 (414) 964-8300 (95.7)	WISN (AM) Music, Personality WLTQ (FM) Light Rock P.O. Box 402 759 N. 19th Street Milwaukee, Wisconsin 53201 (414) 342-1111 (1130/97.3)
WEMP (AM) Adult Contemporary WMYX (FM) Music mix-contemporary 11800 W. Grange Avenue Hales Corners, Wisconsin 53130 (414) 529-1250 (1250/99.1)	WKLH (FM) Classic Rock 735 W. Wisconsin Avenue Milwaukee, Wisconsin 53203 (414) 271-5511 (95.6)

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-continued-

Table 50 (continued)

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WEZW (FM) Light Music 735 W. Wisconsin Avenue Milwaukee, Wisconsin 53233 (414) 272-1040 (103.7)	WKSH (AM) Inspirational W223 N3251 Shady Lane Pewaukee, Wisconsin 53072 (414) 691-1036 (1370)
WFMR (FM) Classical W172 N7348 Shady Lane Road Menomonee Falls, Wisconsin 53051 (414) 255-3100 (98.3)	WSUW (FM) UW-Whitewater 137 N. Graham Avenue Whitewater, Wisconsin 53190 (414) 472-1312 (91.7)
WLIP (AM) Rock WJZQ (FM) Rock 8500 Green Bay Road Kenosha, Wisconsin 53142 (414) 694-7800 (1050/95.1)	WTTN (AM) 1940's/1950's Music 100 E. Main Street Watertown, Wisconsin 53094 (414) 261-1580 (1580)
WLZR (AM/FM) Light Rock 5407 W. McKinley Avenue Milwaukee, Wisconsin 53203 (414) 453-4130 (1340/103)	WTKM (AM/FM) Polkas, Country 27 N. Main Street Hartford, Wisconsin 53027 (414) 799-1105 (1540/104.9)
WMIR (FM) Adult Contemporary Highway 50 East Lake Geneva, Wisconsin 53147 (414) 248-1550 (1550)	WTMJ (AM) Music, Personality WKTI (FM) Top 40 Rock 720 E. Capitol Drive Milwaukee, Wisconsin 53212 (414) 332-9611 (620/94.5)
WMLW (FM) Contemporary 100 E. Main Street Watertown, Wisconsin 53094 (414) 261-1580 (94.1)	WUWM (FM) UW-Milwaukee 3223 N. Downer Avenue Milwaukee, Wisconsin 53211 (414) 229-4664 (89.7)
WMSE (FM) Educational 324 E. Juneau Avenue Milwaukee, Wisconsin 53202 (414) 277-7247 (91.7)	WVCY (FM) UW-Milwaukee 3223 N. Downer Avenue Milwaukee, Wisconsin 53211 (414) 935-3000 (107.7)
WNOV (AM) Soul 3815 N. Teutonia Avenue Milwaukee, Wisconsin 53206 (414) 449-9668 (860)	WYMS (FM) Educational 5225 W. Vliet Street Milwaukee, Wisconsin 53208 (414) 475-8389 (88.9)
WOKY (AM) Big Band WMIL (FM) Country 12100 W. Howard Avenue Milwaukee, Wisconsin 53228 (414) 545-5920 (920) (414) 545-8900 (106.1)	WMVP (AM) 1950's/1960's Music WZTR (FM) Adult Contemporary 520 W. Capitol Drive Milwaukee, Wisconsin 53212 (414) 964-8300 (1290/95.7)

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-continued-

Table 50 (continued)

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WQFM (FM) Adult Album Rock 606 W. Wisconsin Avenue Milwaukee, Wisconsin 53203 (414) 276-2040 (93.3)	WRJN (AM) Adult Contemporary 4201 Victory Avenue Racine, Wisconsin 53405 (414) 634-3311 (1400)
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NOTE: Radio call numbers are identified as (AM/FM), when station operates on both AM and FM bands.

Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages, 1988-1989; and SEWRPC.

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Table 51

MENOMONEE FALLS SHOPPING AREAS

Area	Businesses
Apple Run Appleton Avenue and Good Hope Road	Food store, liquor store, barber shop, travel agency, cards and gifts, tavern, copy and mailing service
Applewood Mall Appleton Avenue and St. Francis Drive	Book store, bridal shop, hair salon, weight control, liquor store, photography studio
Colonial Plaza Appleton Avenue and Roosevelt Drive	Chamber of Commerce, credit union, office supplies, restaurants, hair salon, butcher shop, shoe repair computer sales, children's clothes, book store, pet store, tanning salon, dry cleaners, novelties and gifts, travel agency, videos, craft items, jeweler, pharmacy
Crossroads Appleton Avenue and County Line Road	Barber shop, pharmacy, women's fashions, bank, restaurant, dry cleaners, weight control, grocery store, jeweler, car wash, hardware store, automobile tune-ups
Falls Plaza Appleton Avenue and Elm Lane	Vacuum cleaners, music store, barber shop, miniatures and collectibles, real estate sales, liquor store, self-serve laundry, record store, electronic parts, grocery store, candy store, US Navy recruiting, pharmacy, dry cleaners, travel agency, draperies, tanning salon, clothing, baby clothing, photo processing, optician, jeweler, doctors, book store, framing shop, restaurant

-continued-

Table 51 (continued)

Area	Businesses
Main Street Plaza  Main Street and Shady Lane	Bicycles and exercise equipment, water softeners
North Hills Plaza  Appleton Avenue and Menomonee Avenue	Videos, travel agency, bowling, restaurants, copy service, trophies, shoe store, real estate sales, chiropractor, hair salon
Pilgrim Shopping Center  Main Street and Pilgrim Road	Golf supplies, vacuum cleaners, restaurants, bakery, fan sales, dry cleaners, liquor store, sewing machines sales, printing service, swimming pool sales, videos, grocery
Rivercourt  Richfield Way and County Line Road	Ceramics studio, archery, equipment rental, composing service, hardware, attorney offices, blueprint services
Village Centre  Main Street and Appleton Avenue	Music store, restaurants, insurance offices, auto stereo sales, art studio, paint and art supplies, real estate sales, chiropractor, crafts and gifts, furniture, clothing, doctors, banks, auto parts, beauty salon, sports cards, land surveyors, hotels, taverns, drug stores, plumbing and heating supply, photography studio, tattoo parlor, dry cleaners, art glass studio, electronics sales and repair, martial arts school, antiques

Source: Village of Menomonee Falls, and SEWRPC.

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## Section VI

### FINANCIAL RESOURCES AND BUSINESS SERVICES

## INTRODUCTION

Information pertaining to the availability of public and private financial resources for public utility and facility improvements and direct business loans are important to existing industries, as well as to industries that may be expected to locate in the Village of Menomonee Falls in the future. This section presents information on sources of financial assistance for public utility and facility improvements that are expected to result in new business development as well as sources of public and private financial assistance that can be utilized by an existing or new business in the Village of Menomonee Falls.

## PUBLIC AND PRIVATE FINANCIAL RESOURCE BASE

### Resources Available for Public Facility Improvements

Information pertaining to the availability of financial resources for public utility and facility improvements in the Village of Menomonee Falls is important to existing business, as well as businesses that may be expected to locate in the Village in the future. Business establishments will consider the availability of public financial resources as they consider expansion and relocation decisions.

General Revenues, Bonding and Borrowing: Municipalities in Wisconsin have typically utilized general revenues, general obligation bonding, special assessments, and borrowing to finance improvements to municipal utilities and facilities. General revenues tend to be utilized by municipalities on a limited basis for major public facility improvements since the cost of such improvements tend to cause relatively large short-term property tax fluctuations. General obligation bonds are frequently used by municipalities in Wisconsin to finance community utilities and facility improvements. The amount of outstanding bonded indebtedness a municipality may incur is limited by Wisconsin Statutes to not more than 5 percent of the total equalized valuation of all property within the municipality.



When conventional methods of financing cannot be utilized to finance improvements to community utilities and facilities, certain federal and state programs may be available to finance such projects. The following paragraphs summarize the various federal and state programs available for use in the Village of Menomonee Falls. For additional information, contact:

Director of Community Development  
Village of Menomonee Falls  
W156 N8480 Pilgrim Road  
Menomonee Falls, Wisconsin 53051-0100  
Telephone: (414) 255-8323

Tax Incremental Financing (TIF): Tax incremental financing (TIF) is a local financing program authorized by Section 66.46 of the Wisconsin Statutes that allows a city or village to designate a portion of its area as a tax incremental financing district. At least 50 percent of the property within the district must be blighted, in need of redevelopment, or suitable for industrial sites, and the district must be a continuous geographic area.

Creation of a TIF district allows the municipality to finance urban redevelopment and industrial development projects within the boundaries of a TIF district through the taxes collected on the increase in value of taxable property resulting from the proposed project. The taxes collected from the base value of the properties within the district at the time of its creation are distributed among all taxing jurisdictions, just as the taxes from property outside the district are distributed. However, the incremental tax revenues received from the increased values of properties within the district, as a result of completed development on them, are allocated to a special fund to be used by the city or village for the payment of costs associated with the completion of projects, as listed in the community district project plan. The initial creation or amendment to a TIF district plan must be approved by a joint review board. This board is made up of representatives from the city or village, the county, the affected school district, and the vocational, technical and adult education (VTAE) districts, in addition to one citizen representative. The TIF district terminates when all project costs are paid,

or 15 years following the last expenditure identified in the community's project plan. In recent years, TIF has been utilized extensively by municipalities in southeastern Wisconsin to finance sanitary sewerage system and water supply systems improvements. Contact:

Wisconsin Department of Development  
123 W. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Business Improvement Districts: Chapter 66.608 of the Wisconsin Statutes provides authorization to cities, villages, and towns to create one or more business improvement districts (BID's) to allow businesses within those districts to develop, manage, and promote the districts, and to establish an assessment method to fund these activities. A total of 60 percent of the property owners in the area must approve of the creation of the BID. Under the Statutes, an operation plan must be adopted which sets forth a plan for the redevelopment, maintenance, operation, and promotion of the business improvement district. Specific projects can include management, marketing, advertising, and/or physical improvements. Contact:

Wisconsin Department of Development  
123 W. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Transportation Economic Assistance Program: The Transportation Economic Assistance and Development program is administered by the Wisconsin Department of Transportation (DOT). The DOT provides up to 50 percent of the cost of transportation improvements that will result in new jobs. Applicants can include businesses, a consortium group, or a governing body. Applications can be submitted to the DOT at any time during the year. Additional information is available from:

Wisconsin Department of Transportation

P. O. Box 7910

Madison, Wisconsin 53707

Telephone: (608) 266-1113

Resources Available for Business Development Financial Assistance

A variety of business development assistance is available in Menomonee Falls. The assistance can be categorized into direct financing, technical assistance, and employment training assistance. The following provides a brief review of these assistance programs, as well as contact information for more specific program information. A more detailed publication on government financial assistance entitled, Wisconsin Financing Alternatives is available free of charge from:

Wisconsin Department of Development

P. O. Box 7970

Madison, Wisconsin 53707

Telephone: 1-800-HELP BUS

Wisconsin Development Fund-Economic Development Program: The Wisconsin Development Fund (WDF)-Economic Development Program is a federally funded program administered by the Wisconsin Department of Development. The program is designed to improve the economy of local communities and the State by making possible business development, jobs, and private investment. WDF grants are provided to communities and, in turn, are loaned to local businesses for specific projects. The maximum loan amount available to any one business is \$750,000, while communities are eligible to apply for \$1.5 million on an annual basis. Eligible activities include the acquisition of real estate and fixed assets, construction and renovation, direct labor and inventory expenditures, and the purchase of existing companies. While a range of criteria are considered in the review of a WDF grant application, the basic criteria include: a dollar-for-dollar match of grant funds with debt financing or equity contributions; creation or retention of one job for every \$20,000 in WDF grant funds received; and the unavailability of the WDF financing from other sources. For additional information contact:

Director of Community Development  
Village of Menomonee Falls  
W156 N8480 Pilgrim Road  
Menomonee Falls, Wisconsin 53051-0100  
Telephone: (414) 255-8323

U.S. Small Business Administration, Section 504--Certified Development Company Program: Certified development companies organized under provisions set forth by the U. S. Small Business Administration (SBA) provide long-term, subordinated fixed-asset financing for the acquisition of land; building construction, expansion, and renovation; and the purchase of equipment. Loans are usually available for up to 25 years at below market rates. The Milwaukee Economic Development Corporation (MEDC) and the Wisconsin Business Development Finance Corporation (WBDFC) are both SBA Certified Development Companies serving Waukesha County. Additional information is available from:

Milwaukee Economic Development Corporation  
809 N. Broadway  
Milwaukee, Wisconsin 53202  
Telephone: (414) 223-5840

Wisconsin Business Development Finance Corporation  
633 W. Wisconsin Avenue (Milwaukee Office)  
Milwaukee, Wisconsin 53203  
Telephone: (414) 278-7515

Small Business Investment Company (SBIC): The Small Business Investment Company (SBIC) is a privately owned and operated company which has been licensed by the U. S. Small Business Administration to provide equity capital and long-term loans to small businesses. Several licensed SBIC's are located in Wisconsin and are listed on the following page.

Twin Port Capital Company  
1228 Poplar Avenue  
Superior, Wisconsin 54880  
Telephone: (715) 392-8131

Future Value Ventures, Inc.  
622 N. Water Street  
Milwaukee, Wisconsin 53202  
Telephone: (414) 278-0377

Marine Venture Capital, Inc.  
c/o Marine Bank (N.A.)  
111 E. Wisconsin Avenue  
P. O. Box 2033  
Milwaukee, Wisconsin 53201  
Telephone: (414) 765-3000

Moramercia Capital Corporation  
600 E. Mason Street  
Milwaukee, Wisconsin 53202  
Telephone: (414) 276-3829

Community Capital, Inc.  
14 W. Mifflin Street  
Suite 314  
14 W. Mifflin Street  
Madison, Wisconsin 53703  
Telephone: (608) 256-3441

Capital Investments, Inc.  
515 W. Wells Street Wisconsin  
Milwaukee, Wisconsin 53203  
Telephone: (414) 273-6560

Madison Capital Corporation  
c/o Madison Development Corporation  
102 State Street  
Madison, Wisconsin 53703  
Telephone: (608) 256-8185

Bando-McGlocklin  
Investment Company, Inc.  
13555 Bishops Court, Suite 205  
Brookfield, Wisconsin 53005  
Telephone: (414) 784-9010

Super Market Investors, Inc.  
11300 W. Burleigh Street  
P. O. Box 473  
Wauwatosa, Wisconsin 53222  
Telephone: (414) 453-6211

M&I Ventures Corporation  
770 N. Water Street  
Milwaukee, Wisconsin 53202  
Telephone: (414) 765-7910

Wisconsin Housing and Economic Development Authority (WHEDA) Linked Deposit Loan Program: WHEDA's Linked Deposit Loan (LIDL) program is an economic development program designed to enable small businesses that are more than 50 percent owned or controlled by women or minorities to access low-cost capital to purchase land, buildings, or equipment. WHEDA places deposits in private

financial institutions at concessionary rates, enabling participating lenders to make short-term, below-market-rate loans to eligible minority-and women-owned or controlled businesses to start up or expand their businesses and to increase local job opportunities. The LIDL program is funded with WHEDA surplus reserves. For additional information contact:

WHEDA

One South Pinckney Street, Suite 500

P. O. Box 1728

Madison, Wisconsin 53701

Telephone: (608) 266-1688

Wisconsin Housing and Economic Development Authority, Business Energy Fund:

The Wisconsin Housing and Economic Development Authority (WHEDA) Business Energy Fund provides financing to small businesses and industries for energy conservation improvements. Funded with oil overcharge monies, the program uses both rebates and subsidies to make conservation loans more affordable.

For additional information contact:

WHEDA

One South Pinckney, Suite 500

P. O. Box 1728

Madison, Wisconsin 53701

Telephone: (608) 266-1688

Wisconsin Housing and Economic Development Authority Business Development Bond

Program: The Wisconsin Housing and Economic Development Authority (WHEDA), Business Development Bond Program issues tax-exempt bonds, the proceeds of which are loaned to eligible businesses for expansion projects. Eligible businesses include those with less than \$35.0 million in annual sales. The maximum bond proceeds of \$1.0 million must be used to purchase, develop, or improve buildings and land and/or to purchase new machinery and equipment. For additional information contact:

WHEDA

One South Pinckney, Suite 500

P. O. Box 1728

Madison, Wisconsin 53701

Telephone: (608) 266-1688

Wisconsin Department of Development, Export Loan Program: Business establishments can obtain loans of up to \$30,000 for the Wisconsin Department of Development to assist in entering foreign markets. The company must have annual sales of less than \$25.0 million, and match the loan with private funds on a dollar-for-dollar basis. The loan funds can be used for: obtaining technical information relative to exporting, foreign market research, preparing a detailed export development plan, producing foreign sales literature, establishing foreign sales agents, and hiring export consultants. For additional information contact:

Wisconsin Department of Development

123 W. Washington Avenue

P. O. Box 7970

Madison, Wisconsin 53707

Telephone: (608) 266-1018

Wisconsin Department of Development, Technology Development Fund: Funding, in the form of grants or loans, is provided by the Wisconsin Department of Development (DOD) Technology Development Fund, to a consortium composed of a company headquartered in Wisconsin and an institution that is part of the University of Wisconsin system or another Wisconsin institution of higher learning. Grants are made in support of research and development for new products. Priority is given to proposals that have the potential for follow-up federal or private sector support or for encouraging future federal or private sector support of related research. For additional information, contact:

Wisconsin Department of Development  
123 W. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Wisconsin Department of Development, Major Economic Development Grants or Loans: Funding, in the form of grants or loans, is provided by the Wisconsin Department of Development (DOD) for up to 75 percent of the project cost, to any business, consortium, or governing body. A project is defined as a business development that increases the productivity of a business or its employees in Wisconsin, leads to a significant capital investment in a Wisconsin business, leads to the retention of existing jobs, or creates new jobs. For additional information contact:

Wisconsin Department of Development  
123 E. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

U. S. Small Business Administration: The U. S. Small Business Administration (SBA) 7(a) loan program provides up to an 80 percent guarantee of fixed asset and working capital loans provided by private financial institutions. The loan interest rates are usually 2.25 to 2.75 points above the current prime interest rate. For more information, contact:

Milwaukee SBA  
310 W. Wisconsin Avenue  
Milwaukee, Wisconsin 53203  
Telephone: (414) 291-3941

Wisconsin Department of Administration, Waste Fuels-To-Energy Grants: Funding in the form of grants is available to local governments, private businesses, regional planning commissions, and state agencies for feasibility studies and



other activities related to the development of waste-to-energy and recycling projects in Wisconsin. For additional information contact:

Wisconsin Department of Development  
Wisconsin Energy Bureau  
P. O. Box 7868  
Madison, Wisconsin 53707  
Telephone: (608) 266-8234

Community-Based Businesses and Entrepreneurial Development: Grants of up to \$30,000 to community-based organizations are available to support activities that will develop small businesses that will result in the creation of new jobs. Grants that will provide assistance to businesses may be used for direct management services including the development of business plans, financial planning, assistance in the preparation of loan applications, preparation of feasibility studies, assistance in the review of in-house operation procedures such as accounting systems and inventory control, and for entrepreneurial training. Grants to promote small business development may be for planning economic development projects, the collection and dissemination of data and information, the provision of management training, and the recruitment of small businesses to distressed areas. For additional information contact:

Wisconsin Department of Development  
123 W. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Community-Based Incubator Program: Grants of up to \$30,000 on an annual basis are available to community-based organizations for the operation of existing business incubators, while grants of up to \$25,000 and \$100,000 are available for technical assistance in the start-up of incubators and to initiate business incubators, respectively. The operation and start-up funding may be used for salaries, fringe benefits and other operating costs, while the

technical assistance and start-up funds may be used for salaries, fringe benefits and other operating costs of community organizations of municipalities that are directly related to starting an incubator. For additional information contact:

Wisconsin Department of Development  
123 W. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Business Development Technical Assistance

Small Business Development Centers (SBDC's): The University of Wisconsin, through its Extension Service, has created a number of centers of business management and development assistance at campuses across the State. The centers provide information on sources of business financing, as well as on how to solve business management problems and problems related to new business start-ups. The Small Business Development Center at the University of Wisconsin-Extension in Milwaukee provides services to business establishments in Waukesha County. For additional information contact:

University of Wisconsin Extension  
929 N. 6th Street  
Milwaukee, Wisconsin 53203  
Telephone: (414) 224-4758

Aspin Procurement Institute: The Aspin Procurement Institute, initiated by Congressman Less Aspin, provides workshops, educational seminars, and general problem-solving assistance to southeastern Wisconsin businesses seeking government contracts. For additional information contact:

Aspin Procurement Institute  
840 Lake Avenue  
Racine, Wisconsin 53403  
Telephone: (414) 632-6321

Midwest Trade Adjustment Assistance Center: The U. S. Department of Commerce, Midwest Trade Adjustment Assistance Center (TAAC), provides professional assistance to qualified companies in order to help them compete more effectively in world markets. For additional information contact:

TAAC  
150 N. Wacker Drive  
Chicago, Illinois 60606  
Telephone: (312) 368-4600

Pipeline for Excellent Products: The Wisconsin Gas Company, Pipeline for Excellent Products program provides businesses with an opportunity to identify either a local supplier of product inputs necessary for production, as well as assisting companies that are seeking new purchasers for their finished products. The program can be accessed by modem by dialing (414) 291-6989. For additional information contact:

Wisconsin Gas Company  
626 E. Wisconsin Avenue  
Milwaukee, Wisconsin 53202  
Telephone: (414) 291-6980

Permit Information Center: The Wisconsin Department of Development, Permit Information Center, has been designed to effectively state resources to: 1) resolve delays, confusion, miscommunications, and other problems that might arise with permits and regulations; 2) to facilitate the identification of permits that are needed and establish deadlines for the permitting process that businesses can count on; 3) to expedite the issuance of permits, including monitoring progress made at each step; 4) to provide information on permits and improvements in the permit process; and 5) to marshal and

coordinate state resources for economic development. For additional information contact:

Wisconsin Department of Development  
Permit Information Center  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Small Business Innovative Resource Program: The Wisconsin Department of Development and U. S. Small Business Administration, Small Business Innovative Research program is a federal program with an annual budget of \$400 million in grants earmarked exclusively for research and development projects conducted by small businesses. The program includes Phase I awards for a six-month proof-of-concept project, and Phase II awards for a two-year period of project development. For additional information contact:

Wisconsin Department of Development  
Wisconsin SBIR Coordinator  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Technology Development Fund: The Wisconsin Department of Development, Technology Development Fund (TDF) was established to provide funding for technical research that results in the development of a new, or the improvement of an exiting, industrial product or process. Funding consists of a grant to a consortium of businesses and higher educational institutions that are undertaking research and product development that is expected to result in additional economic benefit to the State. For additional information contact:

Wisconsin Department of Development

P. O. Box 7970

Madison, Wisconsin 53707

Telephone: (608) 266-1018

HELP-BUS: In order to assist private businesses in solving problems related to doing business with the State of Wisconsin, the State has established a telephone "hot line" number where assistance is readily available. Businesses experiencing problems of any kind should contact the service at:

1-800-HELP-BUS

Employment Training Assistance

Job Training Partnership Act (JTPA): The U. S. Department of Labor provides funding through the Job Training Partnership Act (JTPA) to local private industry councils (PIC's) that provide employment training services to eligible persons. Funding is available for work experience programs whereby a portion of the wages paid to employees by a business is reimbursed by the council. The PIC involved in JTPA activities in Waukesha County is:

Waukesha-Ozaukee-Washington

Private Industry Council

Suite 4, 707 W. Moreland Boulevard

Waukesha, Wisconsin 53188

Telephone: (414) 521-5375

Wisconsin Department of Development, Customized Labor Training Program:

Funding, in the form of grants or loans, may be provided by the Wisconsin Department of Development (DOD) for up to 50 percent of the cost of employee training. Funds cannot be provided for 1) costs incurred by a vocational, technical, and adult education district, or by a public secondary, or post-secondary institution; 2) costs incurred prior to the beginning of a labor training program; 3) the cost of developing a training program curriculum; 4) the cost of recruiting, screening, and counseling program trainees; 5) the

cost of a financial audit; 6) the cost of renting instructional equipment and training facilities owned or leased by the district or institution, unless the equipment or facilities are rented only for the training program. For additional information contact:

Wisconsin Department of Development  
123 W. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Wisconsin Department of Industry, Labor and Human Relations, Wisconsin Job Service: The Wisconsin Job Service provides employer assistance in locating qualified workers for area employers. In addition, the Job Service provides detailed employment and wage data to employers upon request. The Job Service serving the Village of Menomonee Falls is:

Wisconsin Job Service  
141 Northwest Barstow Street  
Waukesha, Wisconsin 53186  
Telephone: (414) 521-5048

Private Financial Resource Base

The private financial resource base of the Village of Menomonee Falls consists of banks, savings and loan institutions, and venture capital groups. Table 52 lists the private financial institutions in the Village, including the locations of full service banks, savings and loan institutions, and credit unions. It should be noted that businesses seeking to locate or expand in the Village should consider financial institutions throughout the County, and, indeed, throughout the greater Milwaukee area should local establishments not have the ability to meet their financial needs. In addition to banks and savings and loan institutions, a number of venture capital groups have been formed to assist new businesses in projects that are of a high risk, but have the ability to provide long-term, above average growth potential. Existing venture capital groups serving Milwaukee businesses are also shown in Table

52. Each investment by a venture capital group is individually structured and could include subordinated debt with warrants and/or conversion rights, income participation debentures, preferred stock, and common stock options.

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Table 52

PRIVATE FINANCIAL INSTITUTIONS IN  
THE VILLAGE OF MENOMONEE FALLS: 1990

Financial Institution	Address	Telephone Number
<b>Banks</b>		
F & M Bank.....	N88 W16554 Main Street Menomonee Falls, Wisconsin 53051	(414) 251-1500
M & I Bank of Menomonee Falls...	N82 W15415 Appleton Avenue Menomonee Falls, Wisconsin 53051	(414) 255-4600
Tri-City National Bank of Menomonee Falls.....	N96 W18221 City Line Road Menomonee Falls, Wisconsin 53051	(414) 255-1610
Federated Bank.....	N88 W16586 Appleton Avenue Menomonee Falls, Wisconsin 53051	(414) 251-5300
Great American Savings and Loan Association...	N82 W15340 Appleton Avenue Menomonee Falls, Wisconsin 53051	(414) 251-3990
Security Savings Bank.....	N85 W16058 Appleton Avenue Menomonee Falls, Wisconsin 53051	(414) 255-2770
<b>Credit Unions</b>		
Citizens Credit Union.....	W168 N8932 Appleton Avenue Menomonee Falls, Wisconsin 53051	(414) 255-0833
<b>Venture Capital Groups</b>		
Bando-McGlocklin Capital Corporation.....	13555 Bishops Court Brookfield, Wisconsin 53005	(414) 784-9010
Banc One Venture Corporation....	111 E. Wisconsin Avenue Milwaukee, Wisconsin 53202	(414) 765-2274
Capital Investments, Inc.....	744 N. 4th Street Milwaukee, Wisconsin 53203	(414) 273-6560
First Commerce Financial Corporation.....	400 N. Executive Drive Brookfield, Wisconsin 53005	(414) 786-0699
Growth Financial Services, Inc..	238 W. Wisconsin Avenue Milwaukee, Wisconsin 53203	(414) 276-8990
Investamerica Venture Group.....	600 E. Mason Street Milwaukee, Wisconsin 53233	(414) 276-3839
Lubar & Company.....	777 E. Wisconsin Avenue Milwaukee, Wisconsin 53233	(414) 291-9000
M & I Ventures Corporation.....	770 N. Water Street Milwaukee, Wisconsin 53202	(414) 765-7910
MorAmerica Capital Corporation..	600 E. Mason Street Milwaukee, Wisconsin 53202	(414) 276-3839
Polaris Capital Corporation.....	11270 W. Park Place Milwaukee, Wisconsin 53224	(414) 359-3040
Venture Investors of Wisconsin, Inc.....	100 State Street Madison, Wisconsin 53703	(608) 256-8185
Wind Point Partners.....	1525 Howe Street Racine, Wisconsin 53403	(414) 631-4030
Wisconsin Venture Network, Inc..	1011 N. Mayfair Road Wauwatosa, Wisconsin 53226	(414) 453-1353

Source: Wisconsin Bell, an Ameritech Company; Milwaukee Consumer Yellow Pages, 1987-1988, and SEWRPC.



Section VII

ECONOMIC DEVELOPMENT ASSISTANCE ORGANIZATIONS

## INTRODUCTION

This section provides the prospective business person with general information about local, state, and areawide agencies that are available to assist business in local expansion projects, new locations, and general problems that may be encountered while doing business in Menomonee Falls.

## LOCAL ECONOMIC DEVELOPMENT ORGANIZATIONS

A number of local governmental agencies and private development organizations are available to assist businesses in expanding or locating in the Village. The following list provides a brief description of these agencies and organizations, together with contact persons.

### Village of Menomonee Falls

The Village of Menomonee Falls, Community Development Authority is the lead economic development agency in the Village. The purpose of the authority is to initiate, implement, and coordinate community development and economic development activities in the Village.

For additional information contact:

Village Manager  
Village of Menomonee Falls  
W156 N8480 Pilgrim Road  
P. O. Box 100  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 255-8300

### Menomonee Falls Chamber of Commerce and Industry

The Menomonee Falls Chamber of Commerce and Industry advocates the interests of business in the Village through a number of committees that include: Industrial, Retail, Economic Development, Government, Membership, and Education. For specific information on current Chamber of Commerce activities contact:

Executive Director  
Menomonee Falls Chamber of Commerce and Industry  
W168 N8936 Appleton Avenue  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 251-2430

Areawide Economic Development Organizations

Local economic development organizations in the Village of Menomonee Falls are supplemented by a number of areawide economic development agencies that provide additional economic development services. The name of these organizations, along with a brief description and contact information, is provided below.

Forward Wisconsin, Inc.: Forward Wisconsin, Inc., is Wisconsin's economic development marketing corporation. It is a unique public/private cooperative venture working to attract industry to Wisconsin. Forward Wisconsin assists businesses by providing detailed information on Wisconsin's business climate.  
Contact:

Forward Wisconsin, Inc.  
633 W. Wisconsin Avenue  
Milwaukee, Wisconsin 53203  
Telephone: (414) 223-3999

Women's Business Initiative Corporation: The Women's Business Initiative Corporation (WBIC) assists women starting or expanding their own business through business clinics and individual counseling. WBIC has a revolving loan fund and provides loan packaging, counseling for the WBIC, and for other loan funds. Contact:

WBIC  
3112 W. Highland Blvd.  
Milwaukee, Wisconsin 53208  
Telephone: 933-1800

Metropolitan Milwaukee Association of Commerce: The Metropolitan Milwaukee Association of Commerce (MMAC) is a business membership organization that provides a wide-range of business services to its members. The MMAC serves businesses located in Milwaukee, Ozaukee, Washington, and Waukesha Counties. Contact:

MMAC  
756 N. Milwaukee Avenue  
Milwaukee, Wisconsin 53202  
Telephone: (414) 273-3000

Southeastern Wisconsin Regional Planning Commission: The Southeastern Wisconsin Regional Planning Commission is the official areawide planning agency for the southeastern region of Wisconsin. The Commission was created to provide the basic information and planning services necessary to solve problems which transcend the corporate boundaries and fiscal capabilities of local units of government in the Region. The Commission's Economic Development Division provides four basic types of services: economic development program planning; data and information provision; preparation and administration of grant applications; and project planning services. Contact:

Southeastern Wisconsin Regional Planning Commission  
916 N. East Avenue  
P. O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Telephone: (414) 547-6721

University of Wisconsin-Extension: The University of Wisconsin-Extension provides a range of community economic development services related to community education. In particular, the Extension provides a direct link to the broad range of information and assistance available throughout the University of Wisconsin system. Contact:

University of Wisconsin  
Cooperative Extension Service  
Waukesha County Courthouse  
500 Riverview Avenue  
Waukesha, Wisconsin 53188-3681  
Telephone: (414) 548-7773

Waukesha County Technical College, Division of Economic Development: The Economic Development Office of the Waukesha County Technical College (WCTC) provides a range of economic development services that include: customized labor training and technical assistance; small business counseling; job placement services; and community economic development and program coordination. For additional information contact:

Economic Development Office  
Waukesha County Technical College  
800 Main Street  
Pewaukee, Wisconsin 53072  
Telephone: (414) 691-5257

Wisconsin Bell, an Ameritech Company: Wisconsin Bell, an Ameritech Company, provides assistance to communities in conducting local industry retention surveys. The surveys are designed to create a confidential comprehensive data profile on each manufacturing-related business in the community to assist in the retention of these businesses and to create an environment suitable for business expansion. Contact:

Wisconsin Bell, an Ameritech Company  
740 N. Broadway, Room 310  
Milwaukee, Wisconsin 53202  
Telephone: (414) 678-2846

Wisconsin Department of Development: The Wisconsin Department of Development (DOD) is the state agency responsible for economic and community development services. Whereas Forward Wisconsin, Inc., is primarily concerned with out-of-state business expansions, the DOD is charged with assistance related to business retention and expansion of in-state businesses. Contact:

Wisconsin Department of Development  
123 W. Washington Avenue  
P. O. Box 7970  
Madison, Wisconsin 53707  
Telephone: (608) 266-1018

Wisconsin Electric Power Company: The Wisconsin Electric Power Company (WEPCo) provides a range of professional economic development services. Working with Forward Wisconsin, Inc., and the Wisconsin Department of Development (DOD), the WEPCo represents the common economic development interest of its service area. The WEPCo staff assists in the attraction of new business, as well as working to help solve the problems of existing business. The WEPCo also maintains an inventory of vacant industrial buildings. Contact:

Economic Development Manager  
231 W. Michigan Street  
P. O. Box 2046  
Milwaukee, Wisconsin 53201  
Telephone: (414) 221-3842

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Section VIII

GOVERNMENT REGULATORY AGENCIES

## INTRODUCTION

Local and state government in Wisconsin have developed a number of regulatory agencies intended to protect the health, safety, and welfare of its citizens. These agencies can be of assistance to businesses and industries seeking to locate within the Village of Menomonee Falls. The following provides a list of these agencies, a summary of the regulatory responsibilities, and contact information.

## LOCAL AGENCIES

### Village of Menomonee Falls

The Village of Menomonee Falls maintains a number of regulatory commissions and agencies that work to maintain the quality of life in the Village. Businesses that intend to locate or expand in the Village should contact the Village regarding any necessary Plan Commission approvals or building permits that may be necessary for a proposed project. For additional information contact:

Village of Menomonee Falls  
Director of Community Development  
W156 N8480 Pilgrim Road  
P. O. Box 100  
Menomonee Falls, Wisconsin 53051-0100  
Telephone: (414) 255-8323

## REGIONAL AGENCY

### Milwaukee Metropolitan Sewerage District

The Milwaukee Metropolitan Sewerage District has the power to project, plan, and construct sewerage treatment plants, main and intercepting sewers, and pumping and temporary disposal works for the collection and transmission of domestic, industrial, and other sanitary sewerage. For additional information contact:



Milwaukee Metropolitan Sewerage District  
260 W. Seeboth Street  
Milwaukee, Wisconsin 53204  
Telephone: (414) 272-5100

#### STATE AGENCIES

The following provides a brief description and contact information for state agencies that administer regulatory activities that may impact on business development activities.

##### Department of Agriculture

The Wisconsin Department of Agriculture (DOA) issues operating licenses, permits, and registrations for numerous types of businesses. A summary of the DOA-issued licenses, permits, services, and available information is provided below.

Licenses: Dairy plant operator; grade A milk distributor; milk and cream tester; bulk milk weigher and sampler; buttermaker, cheesemaker, Limburger cheesemaker; livestock dealer; livestock market operator; livestock trucker; meat establishment; custom slaughterhouse and custom processor of uninspected meats; mobile slaughter; rendering plant operator; food processor; cold storage warehouse operator; refrigerated food locker, branch locker, and frozen foods processor; counter freezer operation; public storage warehouse person; baker, confectioner; soda water beverage manufacturer, wholesale distributor; commercial feed dealer; commercial fertilizer dealer, manufacturer, blender; seed labeler; liming materials seller, distributor; nursery dealer and grower.

Permits and Registration: Antifreeze; pesticides; commercial pesticide applicator; restricted use pesticide dealer; out-of-state beekeeper; cattle brand recording. For additional information contact:

Wisconsin Department of Agriculture  
801 W. Badger Road  
Madison, Wisconsin 53707  
Telephone: (608) 266-2295

Department of Health and Social Services

The Wisconsin Department of Health and Social Services (DHSS) is responsible for providing social services to persons throughout the State. The Department operates a variety of social service programs, provides supervision and counseling of local volunteer social service organizations and regulates the State's health care facilities. The DHSS regulations that pertain to businesses are summarized below, with contact information provided for each DHSS Division.

The DHSS Section of Hotels, Restaurants and Recreational Sanitation inspects and licenses restaurants, hotels, tourist rooming houses, the vending of food, and beverage vending operations. The Section issues temporary licenses to restaurants at fairs and carnivals, and approves and maintains a roster of sanitizers for use in Wisconsin restaurants. The Section is also responsible for the enforcement of the Wisconsin Administrative Code relative to the regulation of campgrounds, mobile home parks, recreational camps, public bathing places and boat and onshore sewage facilities. For additional information contact:

Division of Health  
Section of Hotels, Restaurants, and  
Recreational Sanitation  
1414 E. Washington Avenue  
Madison, Wisconsin 53707  
Telephone: (608) 266-2835

The DHSS Bureau of Quality Compliance inspects and licenses private nursing homes and residential care institutions, and enforces the Wisconsin Administrative Code pertaining to the construction, maintenance, and operation of these institutions. For additional information contact:

Division of Health  
Bureau of Quality Compliance  
1 West Wilson Street  
Madison, Wisconsin 53703  
Telephone: (608) 266-8847

The DHSS Division of Health is responsible for protecting and promoting public health in Wisconsin and assuring that all state residents have access to adequate health services at a reasonable cost. To fulfill these responsibilities the Division: 1) enforces state and federal health regulations; 2) promotes preventive health care programs; 3) administers the state certificate of need and medical assistance programs; 4) provides consultation, education, and general information on health topics; 5) prepares and disseminates health statistics; and 6) provides health care services in state correctional institutes. For additional information contact:

Division of Health  
Wisconsin State Office  
1 West Wilson Street  
P. O. Box 309  
Madison, Wisconsin 53707  
Telephone: (608) 266-1511

Department of Industry, Labor and Human Relations

In most cases, employers are subject to the laws and regulations administered by the Wisconsin Department of Industry, Labor and Human Relations (DILHR). The Department, through its five divisions, provides a wide range of services to industry and labor in Wisconsin, and seeks to ensure the protection of human rights. Responsibilities include developing and maintaining worker benefit payments; promoting full employment; developing training opportunities to improve job skills; and helping to protect the public from discrimination in housing and employment and dangerous conditions in public and private buildings. The services provided by each of the DILHR divisions are reviewed below. For additional information contact:

DILHR Information

201 E. Washington Avenue  
P. O. Box 7946  
Madison, Wisconsin 53707  
Telephone: (608) 266-1024

The DILHR Employment and Training Policy Division administers state laws governing the employment of apprentices, and assists businesses in developing apprenticeship programs to meet their skilled work force needs. At present, approximately 350 different apprenticeship programs are available in the State. For additional information contact:

DILHR

Employment and Training Division  
201 E. Washington Avenue  
Madison, Wisconsin 53707  
Telephone: (608) 266-5370

The DILHR Job Service Division administers the State's employment programs and unemployment compensation program. The unemployment compensation program collects payroll taxes from employers, processes jobless benefit claims, and pays benefit checks to unemployed workers. Generally, an employer is covered by the unemployment compensation law if one or more of its workers are employed for at least 20 weeks in any one calendar year. For additional information contact:

Job Service Division

201 E. Washington Avenue  
Madison, Wisconsin 53707  
Telephone: (608) 266-8561

The DILHR Equal Rights Division administers a number of labor laws, including laws governing the minimum wage, child labor, wage payment and collection, and private employment agencies. It also administers the state laws on equal opportunity in employment, housing, and public accommodations.

The fair employment law prohibits discrimination in employment because of sex, race, age, color, religion, creed, handicap, national origin, or ancestry.

The open housing law prohibits discrimination in the sale, rental, or financing of housing because of sex, race, religion, color, handicap, national origin, or ancestry. The public accommodations law prohibits the denial of access to places where amusement, goods, or services are available to the public because of sex, race, religion, handicap, color, national origin, or ancestry. The nondiscrimination contracts law, which the Division assists other state agencies in enforcing, prohibits employment discrimination by firms which do business with the State of Wisconsin. For additional information contact:

DILHR Equal Rights Division  
201 E. Washington Avenue  
Madison, Wisconsin 53707  
Telephone: (608) 266-6860

The DILHR Safety and Buildings Division enforces laws requiring government employers to protect the life, health, and welfare of employees. New and existing buildings may be subject to the codes of the Division in order to ensure that they are suitable for the operations for which they are intended.

The Division also assists private employers in meeting federal regulations of the Occupational Safety and Health Administration (OSHA) through safety consultation program administered separately from OSHA. Under this voluntary program, employers requesting a consultation are advised of any safety hazards which might violate the OSHA regulations. For additional information contact:

DILHR Safety and Buildings Division  
201 E. Washington Avenue  
P. O. Box 7969  
Madison, Wisconsin 53707  
Telephone: (608) 266-3151

The DILHR Worker's Compensation Division administers programs to assure the prompt, full delivery of benefits to injured workers by insurers and self-insured employers with an aim toward restoring employability, and promoting the minimization of work-related injuries, illnesses, and death by enforcing the State's job injury compensation law. For additional information contact:

Worker's Compensation Division  
201 E. Washington Avenue  
P. O. Box 7901  
Madison, Wisconsin 53707  
Telephone: (608) 166-1340

Department of Natural Resources

The Wisconsin Department of Natural Resources (DNR) is responsible for the protection and enhancement of the State's environment. The Department administers the National Pollutant Discharge Elimination System by issuing permits for the U. S. Environmental Protection Agency for all new or existing surface water discharges. Some classes of dischargers also are required to report annually on self-monitoring results in accordance with the Wisconsin Administrative Code. The development of new sources of air contaminants, solid waste disposal sites, and actions which will have a significant environmental impact are also evaluated by the DNR.

The DNR monitors the activities of those individuals planning on using significant amounts of water from nonmunicipal sources by requiring permits for wells with more than 100,000 gallons per day capacity. In addition, the Division monitors the discharge of industrial wastewater whether it discharges into a municipal system or a private, onsite treatment system. The Division also grants approval of plans for all new wastewater treatment facilities, and licenses all solid waste disposal sites.

Copies of Natural Resource Laws and of the entire set of rules for environmental protection as presented in the Administrative Code may be purchased from the DNR Document Sales. The Department provides a free

publication entitled Waste Treatment Facilities--Industrial and Governmental.  
For additional information contact:

Wisconsin Department of Natural Resources  
101 S. Webster Street  
P. O. Box 7921  
Madison, Wisconsin 57070  
Telephone: (608) 266-2621

Public Service Commission

The Public Service Commission regulates private as well as municipally owned and operated public utilities. The Commission regulates public utilities relative to service, reviews advance plans for proposed utility extensions, and conducts research related to the demand, cost, operation, and supply of public utilities. The Commission also reviews environmental impact statements, conducts studies of long-range energy requirements and has various telecommunications responsibilities.

Businesses furnishing electric, gas, telephone, water, or other utility service to the public can be provided with the appropriate governmental authorizations by the Commission. For additional information contact:

Public Service Commission  
4802 Sheboygan Avenue  
P. O. Box 7854  
Madison, Wisconsin 53707  
Telephone: (608) 266-2001

Department of Regulation and Licensing

The Wisconsin Department of Regulation and Licensing (DRL) consists of 16 examining boards for licensing and regulating various occupations and businesses. Certain occupations licensed directly by the DRL are: private detectives, private detective agencies, transient merchants, entertainers, peddlers, and professional fund raisers.

Various state boards are responsible for determining the quality of education needed for a professional license; for the administration and evaluation of the licensing examinations and for setting the standards for professional conduct; for enforcing those standards by means of inspection programs; and for investigating complaints from the public. Information and publications (State Statutes, administrative rules, directories) are available on all of the required licenses. Interested persons are urged to contact the DRL for information on the occupations covered by state licensing. For additional information contact:

Department of Regulation and Licensing  
1400 E. Washington Avenue  
P. O. Box 8936  
Madison, Wisconsin 53708  
Telephone: (608) 266-2112

Department of Revenue

The Wisconsin Department of Revenue administers most state tax laws, prepares periodic estimates of state revenues, determines the equalized value of taxable property, provides auditing and related accounting services upon request, and administers local financial assistance programs. Questions concerning corporation franchise taxes or individual income taxes can be directed to the Revenue Audit Bureau at (608) 266-2772. For additional information contact:

Wisconsin Department of Revenue  
Sales and Withholding Tax Office  
4638 University Avenue  
P. O. Box 8902  
Madison, Wisconsin 53708  
Telephone: (608) 266-2776

Property taxes in Wisconsin are assessed and collected at the local level, except those of manufacturing establishments which are assessed by the



Department of Revenue. The Department has general supervisory powers and can answer questions concerning the administration of this tax, as well as deal with contested assessments which can be appealed to the Department. For additional information contact:

Wisconsin Department of Revenue  
125 S. Webster Street  
P. O. Box 3933  
Madison, Wisconsin 53708  
Telephone: (608) 266-1611

Department of Transportation

The Wisconsin Department of Transportation (DOT) is responsible for protecting, promoting, and planning all transportation within the State. Major programs assigned to the Department by the Legislature include highway, motor vehicle, traffic enforcement, rail, harbor, and aeronautics activities. For additional information contact:

Wisconsin Department of Transportation  
4802 Sheboygan Avenue  
P. O. Box 7910  
Madison, Wisconsin 53707  
Telephone: (608) 266-2321

Secretary of State

The Secretary of State files the public documents of the State, records matters relating to the organization of corporations, maintains a file of statements submitted pursuant to the Uniform Commercial Code, regulates lobbying, registers trade names and trademarks, and issues notary public commissions.

Companies intending to make a public filing to perfect a security interest under the Uniform Commercial Code must file with the Secretary of State unless the collateral involved is farm equipment used in farming operations, livestock and crops and their manufactured products, consumer goods, fixtures,

or vehicles which must be registered with the Motor Vehicle Division of the Wisconsin Department of Transportation. Under Wisconsin law, the Secretary of State will forward one copy of the financing statement and one-half of the fee to the register of deeds in the appropriate county.

The Corporations Division of the Secretary of State has the program responsibility for issuing charters to domestic corporations, licensing foreign and domestic corporations, reviewing and filing all amendments to articles of incorporation, and collecting annual reports of all domestic and foreign corporations.

The Government Records Division handles publication duties relating to legislative acts, registers trade names and trademarks, and regulates lobbying, and is the filing office for many official state documents. For information contact:

Secretary of State  
201 E. Washington Avenue  
P. O. Box 7845  
Madison, Wisconsin 53707  
Telephone: (608) 266-3590 (Corporations)  
Telephone: (608) 266-5503 (Government Records)

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**Section IX**

**TAXATION**

## INTRODUCTION

Wisconsin's tax climate has steadily improved as a result of several state initiatives that began in 1971. The purpose of this section is to provide a general overview of local and State taxes, as well as specific information relative to the tax advantages of locating a business in the Village of Menomonee Falls.

## LOCAL TAXES

All taxable property in the Village of Menomonee Falls is required by State Statute to be assessed at full market value. Taxable values, or assessments, except for manufacturing property, are fixed by the Village Tax Assessor, with the values subject to review by a local board. The Wisconsin Department of Revenue establishes the assessment of all manufacturing real and personal property. In 1990, the Village included a total equalized property value of over \$1.6 billion, with an assessment ratio of 0.9138 and a net tax rate per \$1,000 of taxable property of \$31.92 in that portion of the Village located in the Menomonee Falls School District and \$34.67 in that portion of the Village located in the Hamilton School District. For detailed information on the local assessment process contact:

Village of Menomonee Falls  
Village Assessor  
W156 N8480 Pilgrim Road  
P. O. Box 100  
Menomonee Falls, Wisconsin 53051-0100  
Telephone: (414) 255-8311

## STATE TAXES

The State's legislative changes to alter tax policy and stimulate business growth reflect a pattern of consistent improvement over the past two decades. This has resulted in the composite tax burden on Wisconsin manufacturers being among the lowest in the nation. Wisconsin's tax climate has steadily improved

as a result of several initiatives that began in 1971 and has continued during the 1980's. These include:

- 1971-1973
  - o Adoption of federal depreciation schedule.
  - o Tax credit on fuel and electricity used in manufacturing.
  - o Property taxes reduced through revenue sharing.
- 1973-1975
  - o Introduction of apportionment formula and double weighting for corporate income taxes.
  - o Sales tax exemption in waste treatment facilities/materials.
  - o Phase-in of property tax exemption on inventories.
  - o Property tax exemption on machinery and equipment used in manufacturing.
- 1977-1979
  - o Repealed the sales tax on computer and data processing services.
- 1979-1981
  - o Sales tax exemption on waste treatment supplies.
  - o Personal income tax rates reduced.
  - o Expanded coverage of double weighting in corporate income tax apportionment formula.
  - o Personal income tax indexed for inflation.
- 1981-1983
  - o Phase-in of federal capital gains treatment.
  - o Elimination of inheritance and gift taxes on interspousal transfers.
  - o Adoption of new federal accelerated depreciation.
- 1983-1985
  - o Provided research and development tax credits to corporations for capital and noncapital spending.
  - o Increased exemptions for capital and noncapital spending.
  - o Increased the gift tax exemption.
  - o Phase-out of certain intercorporate dividends from consideration as income.

- 1985-1987
  - o Reduced personal income tax rates.
  - o Exempted from capital gains, sales of qualifying small business stock.
  - o Reduced inheritance tax rates for distant relatives and non-relatives.
  - o Extension of carry over period for net operating losses and credits, to conform with federal law.
  
- 1987-1989
  - o Reduction in the tax rate from 7.9 percent to 6.93 percent.
  - o Phase out of the inheritance tax over a five-year time period.
  - o A 60 percent exclusion of the capital gains tax on the sale of assets held for more than one year.
  - o Conformance, except for capital gains tax, to the Federal Tax Code.
  - o A \$14.6 million reduction in the gross receipts tax for the telephone industry.

Table 53 provides information regarding major State taxes and tax credits that may be of interest to persons considering Wisconsin as a location for their business.

For additional information on Wisconsin taxes contact:

Wisconsin Department of Revenue  
125 W. Webster Street  
Madison, Wisconsin 53703  
Telephone: (608) 266-1611

Interested persons can also contact:

Wisconsin Taxpayers Alliance  
335 W. Wilson Street  
Madison, Wisconsin 53703  
Telephone: (608) 255-4581

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Table 53

MAJOR TAXES AND TAX CREDITS OF INTEREST TO WISCONSIN BUSINESS

Tax	Rate
Corporate Tax Credit for Research Activities (new and expanded facilities and new equipment).....	5.0 percent
Corporate Income.....	7.9 percent (flat)
Apportionment:	
Sales.....	50.0 percent
Property.....	25.0 percent
Payroll.....	25.0 percent
Sales/Use.....	5.0 percent
Credit for Electricity and	
Fuel Used for Manufacturing.....	Tax credit
Manufacturing Machinery.....	Exempt
Pollution Controls Equipment.....	Exempt
Materials Consumed.....	Exempt
Manufacturing Energy.....	Tax credit
Property Tax (State average).....	2.114 percent (full value)
Manufacturing Machinery and Equipment.....	Exempt
Manufacturing Inventories.....	Exempt
Merchant's Inventories.....	Exempt
Pollution Controls Equipment.....	Exempt
Unemployment Compensation	
New Employers (2 years) payroll < \$300,000.....	3.25 percent
New Employers (2 years) payroll > \$300,000.....	3.40 percent
Base.....	\$10,500
Minimum/Maximum.....	.05 to 9.8 percent
FUTA Penalty.....	0 percent
Workers' Compensation	
Average in Manufacturing as Percent of U. S. Average.....	\$3.18/\$100 of wages
Personal Income (married, filing jointly)	
\$0-\$10,000.....	4.9 percent
\$10,001-\$20,000.....	6.55 percent
\$20,000 +.....	6.93 percent
State Capital Gains	
Asset Must Be Held 12 Months.....	60 percent exclusion

Source: Forward Wisconsin.

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Section X

RECREATIONAL AND CULTURAL ACTIVITIES

## INTRODUCTION

Recreational and cultural programs respond to the interests and needs of the individual by providing a host of activities, ranging from educational services to pure entertainment. The Village of Menomonee Falls, together with the entire Milwaukee Metropolitan Area and the State of Wisconsin, offer the individual and the family a variety of cultural and recreational opportunities, that together enhance the area as an attractive location in which to live.

## VILLAGE OF MENOMONEE FALLS

### Existing Park Lands

The Village of Menomonee Falls currently has 14 developed parks with a total of 791 acres of active use areas, passive use areas and environmental preserves. These developed parks are concentrated mostly in the urbanized northeast quarter of the Village. Six of the Parks--Mill Pond, Taylor, Lime Kiln, Riverside, Municipal, and Rotary--are either located on or near the Menomonee River. In addition to the parks, four separate sections of parkway also lie along the Menomonee River. Old Falls Village lies to the north of USH 41/45 in the far northeast quarter of the Village, while Willowood Park is situated in a residential area in the far southeast quarter of the Village. Tower Hill Park is isolated in the sparsely populated southwestern sector of the Village, while the Tamarack Swamp conservancy area lies in the central section of the Village. Finally, Village Green Park, and Village Park lie on the western edge of Menomonee Falls' urban development. Waukesha County Park is located on the western Village limits, while the Wanaki Golf Course, which is also owned and operated by Waukesha County, lies in the far southwestern corner of the Village. Additionally, there are six public schools that contribute recreational facilities to the residents of Menomonee Falls.

### Individual Parks

Taylor Park: Taylor Park is Menomonee Falls smallest park. It is a 0.8 acre mini-park in the central part of the urban area. It has several benches for seating and a variety of trees, shrubs, and flowers.

Village Green Park: Village Green Park is Menomonee Falls' only neighborhood park. This 3.2 acre park is located in the western fringe of the urban area, adjacent to a number of apartment buildings and other residential buildings. There is a well-used children's playground with play equipment, and a softball diamond is situated in the southwest quarter of the site. The outfield of the softball diamond is flooded in the winter to create a skating area.

Riverside Park: Riverside Park is an 18-acre community park located in the west central urban area, north of the village hall and library. The main activity in Riverside Park is baseball. There is a complete baseball field, grandstand with restrooms and storage area, two parking lots, and a concessions stand. A lawn area adjacent to the east parking lot serves as an ice skating rink in the winter, and there are several picnic tables and benches situated around the site.

Municipal Park: Municipal Park is an 8.6 acre community park that lies directly east of the municipal building and library. This park is used primarily for organized group activities. There is a lighted softball field with bleachers, and two practice soccer fields. In addition, there is a large grassy, open playfield to the east of the soccer fields.

Village Park: Village Park is an 18-acre community park that receives heavy, diverse use because it contains a variety of facilities and opportunities. The park is situated in the east central portion of the Village's urban development. This park offers a lighted softball diamond, one full basketball court, and six tennis courts. In addition, there is an outdoor open shelter, restroom facilities, an extensive children's playground, and numerous benches, picnic tables, and grills. There is a large wooded, natural area on the south side of the park. The active use area is linked to the wooded natural area by a foot path. The path starts out paved on the western entrance and extends through play areas. There are numerous shade and ornamental trees throughout the park in addition to the heavily wooded natural areas.

Willowood Park: Willowood Park is an extensively developed 26.5 acre community park serving the residents of southeastern Menomonee Falls. It is

located south of Silver Spring Drive and east of Badger Drive, in the center of a rapidly developing residential area. The park serves a variety of purposes. There are two softball fields, one full basketball court, two tennis courts, a dredged pond that is used for winter skating, a sledding hill, a community building with complete restroom facilities, children's play equipment, and a variety of picnic tables, benches and grills.

Rotary Park: Rotary Park is a 19-acre special purpose park that is located on the eastern fringe of the Village's urban area. It is situated between Fond du Lac Avenue and Menomonee Avenue, and is bisected by the Menomonee River. This park is considered the primary spot for group picnics and gatherings, and the facilities are developed to support those activities. A large, open-sided shelter and barbecue spit are located to the east of the River, along with a softball diamond, temporary toilets, paved parking lot and extensive children's playground. Also, there are numerous picnic tables, benches, and pedestal grills on both sides of the river. There is an extensive foot trail system that runs through the park. The trail starts at the north end of the park and follows the east bank of the Menomonee River until it reaches the park service building. There are extensive areas of natural trees and shrubs on both sides of the river.

Lime Kiln Park: Lime Kiln Park is a 16.5-acre urban greenspace situated on the Menomonee River in the center of the Village's urban area. The park is located directly south of Main Street, and lies just east of Appleton Avenue. Access to the park is afforded by a foot trail off of Arthur Avenue on the south, and by a foot trail off a paved parking lot on the north. Lime Kiln Park is a mostly wooded site, with the Menomonee River flowing through its center. The original falls of the Menomonee River are situated in the center of the park, and are flanked by the remnants of the historic lime kilns on the west, and the original lime stone quarry on the east. The lime kiln and quarry, which were originally operated in the late 19th century, remain as a reminder of the early commerce of the area. A gravel foot path passes through the west section of the park and affords access to the kilns and the Menomonee River. A foot bridge at the north end of the park affords access to the east bank.

Mill Pond Park: Mill Pond Park is a four-acre urban greenspace situated on the Menomonee River in the center of the Village's urban area. The park is located directly north of Lime Kiln Park, across Main Street. The park's major feature is a pond that was created when the Menomonee River was dammed to supply water power for a mill at that site. The mill has long since been removed, but the pond still exists, as do the dam and spillway, which are located on the south end of the park. Additionally, a gravel foot path lies along the west edge of the pond. A large water fountain is situated in the south-central part of the pond. There are several benches and picnic tables in this park and a skating rink in the winter.

Tower Hill Park: Tower Hill Park is a 22.3-acre special interest park located in the sparsely populated west central part of the Village. The park is located directly north of Mill Road on a steeply sloping, slightly wooded site. Its primary recreational use is as a sledding/skiing area.

Tamarack Swamp: The Tamarack Swamp is the Village's largest and highest quality urban greenspace. It consists of 584.4 acres of Village-owned land in an officially mapped wetland in the center of the Village. There is little development within the swamp with the exception of a bridle trail. The vegetation of the area, which is a classic example of a native plant community, exists in its natural state.

Old Falls Village Park: The Old Falls Village Park is owned by the Village of Menomonee Falls and developed and maintained in conjunction with Menomonee Falls Historical Society. The 22.3-acre special purpose park lies on the Village's far north side, and it is located south of County Line Road and west of Pilgrim Road. Old Falls Village is a collection of historic buildings and artifacts that have been moved from various locations within the Village of Menomonee Falls. The Historical Society has created a feeling of authenticity around the site by reconstructing the site conditions typical to each building in its historical context.

Menomonee River Parkway: The Village of Menomonee Falls has four urban greenspace parks situated along the Menomonee River, between other existing Village parks. These are four main parkway areas totaling about 37.5 acres of land.

Menomonee Park (Waukesha County Park System): Menomonee Park is located within the Villages of Menomonee Falls and Lannon, 1.5 miles north of STH 74 on CTH V. It totals 397 acres of rolling field, high quality maple woods, cattail marsh, wetlands, and a quarry lake. Menomonee Park has significant historical background from the stone quarrying period of 1880-1900. The Village of Lannon and its surroundings were once called Hatfield after Joseph Hatfield, who established the largest quarrying operation in the State. Menomonee Park was formerly called Stone City because of the numerous workers' homes that were constructed at the southeast end of the quarry. Hatfield even constructed his own personal railway (the Milwaukee, Menomonee Falls and West Railroad, known as the Bug Line) to serve the Village and the quarries. Historical remnants from these times remaining in the park include an old stone crusher and a railroad spur. Hatfield's quarry is now the well-known 16-acre Menomonee Quarry Lake, which has clear blue waters for swimming, fishing, non-motorized boating and ice skating. A beach house and concessions area are open for swimmers from June through August. During the non-swimming season, the beach house may be rented by small groups.

Other recreational opportunities in the park include group and individual camping, reserved and family picnicking, nature trails, archery, sledding, playfields and a bridle and cross-country ski trail. The park headquarters, a recreation building and a hard surface area for tennis and basketball are located in the federally owned Nike site which was conveyed to Waukesha County in 1963 for public park and recreation purposes. The recreation building, with kitchen, meeting room, and overnight facilities, is available to rent for small parties, meetings, and scout outings. The Waukesha County Park System has developed Camp Pow-Wow within Menomonee Park, a unique facility run by the Association of Retarded Citizens for mentally retarded and physically handicapped residents of Waukesha County. For many years, this campground has

occupied the northwest corner of the park and provided recreational outlets, outdoor experiences and learning opportunities for handicapped citizens through its organized programs.

Wanaki Golf Course: The Wanaki Golf Course is a 152-acre course located along the Fox River in the southwestern portion of the Village of Menomonee Falls. The course, which is owned and operated by the Waukesha County Park System, provides a regulation 18-hole golf course. In addition, the Wanaki Golf Course is located along the proposed Fox River Recreation Trail.

For additional information on park use and activities, contact:

Village of Menomonee Falls  
Park Use and Reservations  
W156 N8480 Pilgrim Road  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 255-8323

#### Recreation and Community Education Activities

Recreation and community education activities in the Village of Menomonee Falls are sponsored by the Menomonee Falls School District. A short description of the programs offered by the School District is provided below:

Adult Programs: Off-campus adult programs are offered in District buildings including programs sponsored by the University of Wisconsin-Milwaukee, Cardinal Stritch, Marian, Waukesha County Technical College and other post-secondary educational institutions.

Alternative high school diploma programs are offered through the Waukesha County Technical College Off-Campus Center. This campus is located in a school facility which is rented from the District. Other adult education courses are offered through the Off-Campus Center, including a carpentry apprentice program.

Business Partnerships: A variety of programs are offered to students in cooperation with local businesses:

- o The Chamber of Commerce Education Committee sponsors a variety of activities for student participation, including seminars for both students and teachers.
- o Numerous scholarships are sponsored by local businesses.
- o Annually, a Chamber of Commerce members hosts a teacher tour and reception during American Education Week in November.
- o The Chamber of Commerce hosts an Adult Job Fair at the high school.
- o Local business representatives serve as teachers in the Junior Achievement Program offered at the Middle School.
- o Business representatives are presenters during the annual eighth grade student Career Day.

Parent Partnerships: Each school in the District supports a Parent Advisory Group. Parents serve on District planning committees, including the Employability Education Council, the Human Relations Council, the District Facility Planning Committee, the School Evaluation Consortium (curriculum evaluation) Committees and the Community Prevention council. The parent partnership activities include:

- o Parents assist in interviews for key administrative positions.
- o Parent conferences to discuss student progress are scheduled on all levels.
- o Parent volunteers supervise Emergency Health Rooms in all District schools.
- o Parent classroom volunteers are encouraged, especially at the elementary levels.



### Senior Citizen Programs

Senior citizen programs include:

- o The Eirenicon Club, a senior citizen organization holds monthly meetings and programs for senior citizens, including local tours and extended trips.
- o The local American Association of Retired People (AARP) conducts monthly meetings in school facilities.
- o Citizens of the community who are retired are provided a free pass to all school functions.
- o The High School Student Council coordinates a student volunteer program to assist senior citizens with home projects.

### Youth Programs

The Riverside School in the Village is rented to a private enterprise which provides day care for over four hundred pre-school aged youth, and all District elementary schools have available an after school latchkey program sponsored by the YMCA.

Safety Town, a pre-school youth safety awareness program, is sponsored by the District Recreation/Community Education Department each summer.

The Recreation/Community Education Department sponsors a variety of youth recreation programs throughout the year. Options include music, athletics, baby sitting training and many other choices. Besides enrichment for all youth, gifted youth are served in many of these offerings. Scout meetings are scheduled in District school facilities.

Other Community Programs

For additional information contact:

Menomonee Falls Recreation/Community  
Education Department  
N84 W16579 Menomonee Avenue  
Menomonee Falls, Wisconsin 53051  
Telephone: (414) 255-8460

MILWAUKEE METROPOLITAN AREA

The Milwaukee Metropolitan Area, consisting of the Counties of Milwaukee, Ozaukee, Washington, and Waukesha, responds to the needs of the individual by providing a host of activities that include the arts; ethnic festivals, exhibition, convention, conference, and meeting facilities; professional sports; and special events and attractions. A current and comprehensive source for information on recreational and cultural activities in the Milwaukee Metropolitan Area is available from:

Southeastern Wisconsin Tourism Federation  
756 N. Milwaukee Avenue  
Milwaukee, Wisconsin 53202  
Telephone: 1-800-776-3583

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