



**Village of Slinger
Economic Opportunity Analysis
August 18, 2016**

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I. Introduction and Background



Village of Slinger



Image 1: Schleisingerville tucked into the hills of the Kettle Moraine. Photograph courtesy of the Slinger Community Library

Tucked into the rolling hills of the Kettle Moraine, Slinger is a charming and quaint village with a genuine small town feel. The Village is situated near the southcentral portion of Washington County along the I-41 with access at East Commerce Boulevard (WI-60), Kettle Moraine Drive (WI-144) and CR-K providing access to Milwaukee and Waukesha markets in less than thirty minutes and the Fox Valley in under one hour. With a strong community fabric centered on a robust housing inventory, high performing schools, and numerous community activities it is not surprising that Slinger is a growing community with an eye toward the future.

Founded as Schleisingerville by Baruck Schleisinger Weil—an immigrant from Strasbourg, France—in 1854 Slinger was a busy center of trade for the surrounding communities from the mid 1800s to the turn of the century. During this time trade was concentrated in the area near the intersections of Kettle Moraine Drive and East Washington Street (WI-175) in what is the original downtown. Today there are strong bones and remnants indicate the commercial history

of the area and the potential for the future.

Although historically Slinger has never been a large employment center there are several major employers in the area. These businesses have been attracted to the Village for a variety of reasons including reasonable land prices, convenient highway, interstate, and railroad access, and ease-of-doing-business. Legacy employers include E.H. Wolf & Sons—who continue to expand and invest in the community—as well as more recent additions such as Legendary Whitetails—who chose to relocate to and expand in the community.



Image 2: John Kippenhan's New Commercial House completed in 1906 was a commercial and office building on Kettle Moraine Drive. Photograph courtesy of the Slinger Community Library

The Village has a wealth of assets to leverage for future community growth and new economic opportunities – a small town quality of life, top-rated schools, bountiful natural resources, and a business friendly attitude. The Village is perfectly positioned to capitalize on its location, geography, history, and community in order to realize a prosperous future for its citizens. In seeking a path for economic and community development, the Village recognizes the critical need to continue growing efficiently and responsibly. This planning effort is an outgrowth of the economic need to attract businesses, employees, activities, and services to provide the highest quality of life possible for all residents of the Village.



Image 3: Farmers gather near the Farm Supply Company in downtown at Washington and Storck Streets to celebrate. Photograph courtesy of the Slinger Community Library

Purpose of This Document

This document summarizes the process, findings, and recommendations of the Economic Opportunity Analysis planning effort. It presents a clear Economic Vision for the community—organized around four key action oriented initiatives to guide public and private decision-making toward a vibrant and sustainable future. The Vision presented is an achievable and realistic goal for the Village to pursue using the Plan’s strategic initiatives as the vehicle. While sections I and II of this plan provide critical information on the Village’s background and the plan development process, the substantive portion of this document is contained in Section III – Vision, Strategic Initiatives & Priority Projects and Section IV– Implementation Action Plan.

The key to achieving the intended outcomes of this Plan is to move seamlessly from plan adoption to implementation—which is where the work really begins. By undertaking project and program actions as soon as possible the Village and the Project Management Team minimize the amount of time, momentum, and political capital lost—a common occurrence when a plan document sits on a shelf.

Planning Process

During Plan development Vandewalle & Associates takes a comprehensive and thorough approach to gathering information and input from not only data sources, but the community as well. In order to develop an accurate picture of where Slinger is now and where the community wants to see Slinger in the future the team consulted with leadership from the public, private, and non-profit sectors as well as the community at large. This approach provides an array of perspectives and insider knowledge on the Village that is often hidden from the view of those outside the community. Additionally, the team was able to provide an outside perspective on the Village by taking a fresh look at the opportunities and challenges Slinger faces. This planning

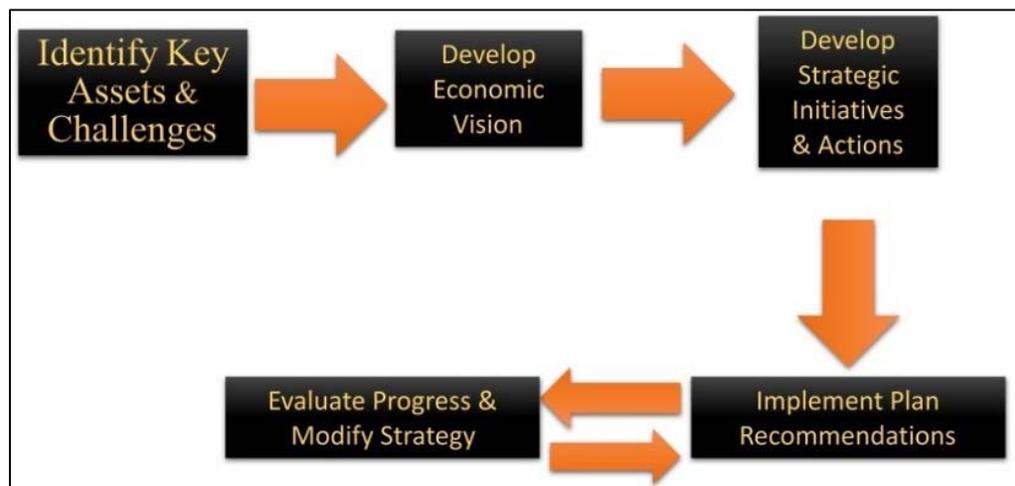


Figure 1: General framework for developing the Economic Opportunity Analysis

process consisted of the following components:

- **Data Collection and Analysis**—Demographic and economic data was collected on the local and regional scale to determine the assets, challenges, and emerging trends that may impact the Village. Detailed in Section II—Economic Opportunity Analysis, this data included a community tapestry profile that uses market data to assess the lifestyle and spending priorities of the community.
- **Steering Committee Meetings**—Throughout the plan development process Vandewalle & Associates continually looked for feedback and input on concepts and content from the project steering committee made up of Village staff and leadership from the board, plan commission, and redevelopment authority. This group of

vested stakeholders helped to provide input on how the Plan focus could most effectively balance the needs of the community.

- **Stakeholder Interviews and Business Roundtables**—On April 19th the Vandewalle & Associates team met with six stakeholder groups for roundtable discussions in order to better assess the Village’s specific needs and opportunities from the perspective of the a number of key individuals and groups. The group’s representation included civic, business, community, and county leadership to provide a complete sample of information to analyze during the planning process. A record of attendance can be found in appendix three. The six groups that participated in the roundtables – with the number of participants for each group in parentheses to the right of the group – are:
 - Village Department Heads (5)
 - Large employers (5)
 - Intergovernmental and non-profit partners (5)
 - Residential and commercial developers (10)
 - Downtown business and property owners (15)
 - Tourism (3)
- **Community Meeting**—On June 15th the Vandewalle team presented the background, strategic initiatives, and projects and programs developed over the preceding months to the public for input and feedback. The level of participation was high with forty-six registered attendees and the reactions were overwhelmingly positive. Participants provided the team with the validation that these initiatives were appropriate to address the critical elements of economic and community development residents of Slinger are concerned about. The team also received important feedback on areas to change or rethink to improve the final product.



Images 4, 5, 6: Participation was high at the June 15th Community Meeting where the public weighed in on their priorities and provided feedback on the ideas and concepts for the Plan. Photographs courtesy of Vandewalle & Associates.

II. Village Opportunity Analysis



The Village of Slinger is a stable, middle class community with a high standard of living, a strong quality of life, and a number of opportunities to grow successfully in the future. Identifying the key assets and challenges by developing a complete picture of Slinger is essential to forming the foundation for analyzing the appropriate steps to advance development and continue growing the community.

Sources of Input

In developing this economic opportunity analysis the Vandewalle & Associates team studied a number of sources of data provided by the Village, County, and other sources. The purpose of this review and research was to provide the team with the most complete set of quantitative and qualitative information possible to ensure an accurate picture of the Village. These sources included, but were not limited to the following:

- Regional Plans
- Washington County Plans
- Village Plans
- 2015 Village Visioning Process (Appendix four)
- Demographic and Market studies and data
- Village TIF District Plans
- WisDOT Traffic Counts
- Roundtable Discussions with Businesses and Property Owners
- Stakeholder and Expert Interviews
- Public Input
- Discussions with Village Board and Staff

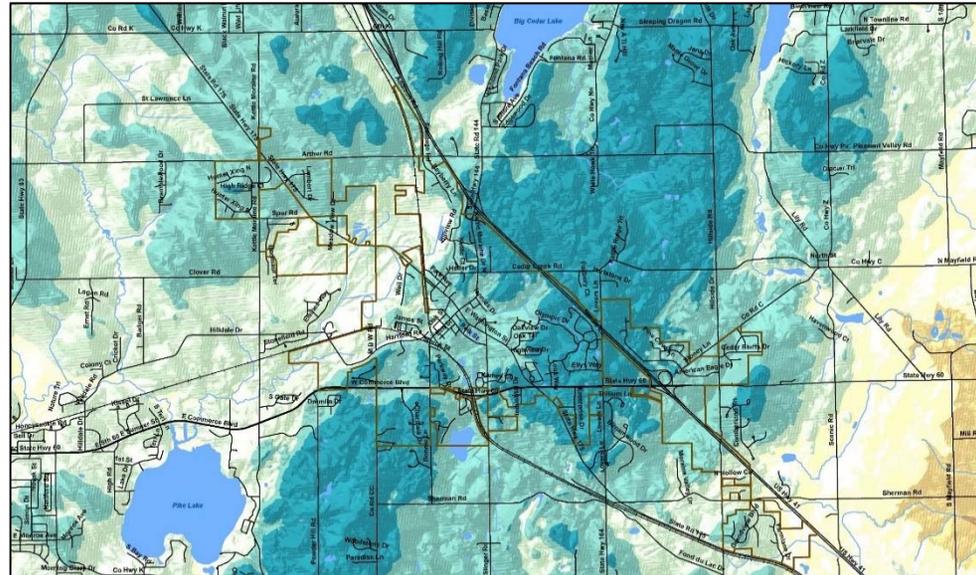


Image 7: The shaded relief map above shows the Village sits in the dark and medium blue areas indicating a significant amount of elevation change relative to the adjacent areas.

Regional and Local Influences

Slinger's location—approximately forty minutes northwest of Milwaukee, five minutes east of Hartford, and twenty minutes southwest of West Bend—positions it as a community with access to several labor markets which fuel the local economy. Easy access to I-41 provides a direct link to many of the economic centers in metropolitan Milwaukee while those working in Hartford have a short commute along Commerce Boulevard (WI-60). A number of Village residents also work in Waukesha County with southern access to Menomonee Falls by I-41 and other communities such as Sussex and the City of Waukesha by several north-south state highways. While Hartford to the west has the feeling of an exurban community, the Village of Slinger is very much connected to Metropolitan Milwaukee due to its location along the interstate.

In addition to county and regional influences, the Village has several local characteristics that have a strong influence on development and population. The Village is a small Midwest community with a population who have many of the associated attributes, including a strong work ethic, emphasis on family, a love of the outdoors, and a desire for independence and privacy.

Additionally, the East Commerce Corridor and the topography of the Kettle Moraine have a major impact on the Village. Commerce Boulevard has developed into a major shopping corridor with a high volume of east-west traffic from I-41 to the City of Hartford providing the market to support retail and commercial opportunities along the corridor. The land use mix along Commerce Boulevard varies from light industrial to commercial and service oriented businesses.

The single most important local influence for the Village is most likely the topography of the Village. As is evident in the shaded relief map (Image 7), many of the other communities in Washington County developed adjacent to the Kettle Moraine on relatively flat areas. Slinger, on the other hand, sits right at the center of the formation – the differences in topography are evident from the many hills and valleys throughout the Village.

Public Participation

During the development of this Plan the team recognized the importance of community input and guidance to develop a strategic framework reflective of the community's desires for growth and change. To begin the process, the team gathered input from key stakeholder groups to tap their local knowledge and expertise early in plan development. Once background was gathered and ideas cultivated the team presented draft initiatives and projects to the public for feedback and input. Throughout the process, a steering committee composed of Village staff, trustees, plan commission, and redevelopment authority members guided the process to ensure the final product would be in line with the long term growth goals of the Village. An agenda and meeting summary from the public meeting on June 15 can be found in appendix two.

THE IMPORTANCE OF COMMUNITY INPUT IN THIS PLANNING PROCESS: During the public meeting held on June 15, 2016, Village residents voiced substantial positive support for the proposed initiatives and priority projects. Community support is a key critical element to transitioning projects from the planning stage to implementation. It provides momentum and validity to the ideas taking shape. A number of similar ideas and recommendations to grow and revitalize the Village were included in the last two comprehensive plans, yet many of the opportunities have not been pursued. This plan can be an impetus that connects and drives public and private investment in a way that jump starts and builds a market for a variety of development opportunities in the Village. Significant public support validates the process and supports officials to dedicate the resources necessary to achieve economic growth.

Market Review

An important step in Plan development is to identify the feasibility of key initiatives and recommendations by using demographic and market data. When these data points are layered on top of the information contained in past plans and from stakeholder input it becomes clear what the market can support and where to target specific types of activities and uses. Doing this type of comparison, the team was able to synthesize and distill large quantities of information into the essentials necessary to advance development in the Village.

The team used ESRI Biz Reports, Economic Development Washington County's Zoom Prospector, and AARP's Livability Index as the main sources of demographic and market information for the Village. The market analysis report includes one-mile, three-mile, and five-mile radii with the center at the intersection of Kettle Moraine Drive and Washington Street, which covers the entire Village and provides layers of data for comparison. For the purpose of this study the team used the data from the five-mile radius.

Slinger has a relatively high median household income of \$76,438 compared to peer communities (5% higher), Washington County (7% higher), and the state of Wisconsin (39% higher). Further, data shows that the average household expenditures are approximately \$13,000 less than the median household income, meaning the average household in Slinger has a significant amount of disposable personal income (DPI). Portions of this DPI go toward savings, but a large portion of it can be captured by a local retail market.

According to data from ESRI Biz, Slinger residents are likely to spend their money in several key areas including: health and personal services; clothing and clothing accessories; recreational equipment and supplies; dining and entertainment; children’s consumable goods and activities; and sports and leisure activities. Each of these categories accounts for a significant portion of expenditures beyond everyday essential such as housing, utilities, food, and other living expenses. The data shows that for all of these categories Village residents are predominantly spending their money outside the community as there are not enough establishments to support the demand within Slinger. These broad categories can be further broken down into detailed areas of spending such as the number of books purchased or the amount of money spent on baseball gear. This type of data is extremely useful when developing a detailed strategy for marketing specific business opportunities in the Village and recruiting additional businesses. To examine the complete list, please see the ESRI, AARP, and EDWC reports included in Appendix one.

The team focused the review of market information on analyzing opportunities at three key areas of the Village. The first is the shopping center along East Washington Street, the second in downtown along East Washington Street and Kettle Moraine Drive, and the third along the Commerce Boulevard corridor. From this analysis the team determined that there were a number of opportunities to continue growing a business mix downtown that focuses on family activities providing a mix of unique shops, stores, live-work spaces, and restaurants. Along the East Commerce Corridor, however, market forces along a busy stretch of highway will attract the necessary attention and development while the Village can control what the development looks like. Therefore, the focus should not be as much on recruiting businesses but instead on creating the overarching environment for the types of businesses and the form of development the Village wants. Some outreach can be done for specific sites as the corridor plan takes shape. Lastly, for the shopping center along Washington Street there is an opportunity to create a public private development incorporating the Village facilities, public space, and commercial opportunities in a Village Square redevelopment.

Assets and Challenges

Through this process a number of key assets and challenges were identified as critical to consider in developing initiatives, projects, and programs to advance the development in the Village. This list was developed by the Vandewalle team who considered all of the influences and attributes from an outside perspective. In developing these lists it became apparent that several attributes belonged to both the assets and the challenges category. The reason for this is that certain characteristics present a challenge or have been an impediment in the past, but when addressed with creative thinking or the appropriate strategy can become some of the Villages strongest assets. The following assets and challenges were identified through this process:

Assets:		Challenges:	
<ul style="list-style-type: none"> • Natural setting/topography • Proximity/accessibility to multiple employment centers • School district • Intact downtown • Available development sites 	<ul style="list-style-type: none"> • Community expansion potential • Easy access to I-41 at three interchanges • Small town feel • Outdoor recreation opportunities 	<ul style="list-style-type: none"> • Topography • Relic town development/town pockets • Lack of local employment • Lack of community events and gathering facilities • Physical conditions in downtown 	<ul style="list-style-type: none"> • Lack of a Slinger “brand” • Lack of diverse shopping and dining opportunities • Physical condition of commercial corridors & lack of unique identity • Lack of downtown destinations

III. Economic Vision, Strategic Initiatives & Priority Projects



Economic Vision

Every community needs a vision for where they see themselves heading in the future. A vision provides the beacon to which the Village staff, community partners, and residents can continually look for inspiration, guidance, and reflection as they assess their evolution as a community. The vision sets the big picture of the ideal community without the need to consider the real world constraints of resource scarcity. That is not to say visions are grandiose and unattainable. Instead, they provide an opportunity for stakeholders to see what the community should look like in the future. Once a vision is developed it acts to steer the development of initiatives that are structured to achieve various aspects of the big picture and take into account real world variables and resource scarcity and set out a framework to overcome those challenges.

In developing a vision it is important to evaluate a wide array of qualitative feedback from a wide array of stakeholders in order to have a complete picture of the community. Historic information, the current conditions and opportunities, assets and challenges, the perception of the community members, the perception of outsiders, as well as a vast list of ideas for the future are critical in this process.

Slinger is well positioned to develop a community vision through this planning exercise due to the participation in the 2015 Community Visioning Exercise with UW-Extension. With a firm grasp on the big picture Vandewalle & Associates along with Village staff developed the following vision statement for Slinger:



“Nestled in the hills of the Kettle Moraine, and in close proximity to several major employment centers, Slinger offers an outstanding way of life with abundant outdoor recreation assets and excellent schools. The downtown is the hub of community activity while the Commerce Boulevard commercial corridor serves residents’ daily needs, and new business parks provide local employment opportunities and a diversified tax base. Working with its economic development partners, the Village is leading the way in making strategic investments in public facilities and infrastructure to secure the fiscal stability of the community for decades to come.”

Keeping the above Vision in mind Vandewalle & Associates developed a list of initiatives and projects/programs designed to accomplish this overarching theme. These detailed components are presented in the Strategic Initiatives and Projects section below.

Strategic Initiatives & Priority Projects

During Plan development five main strategic initiatives were identified as key areas of focus to achieve the economic and community vision. Initiatives are defined as broad areas of focus that—when added together—lead to a complete approach to reaching the community’s Vision and goals. The following initiatives should be the initial focus for the Village and its partners: 1) Make Downtown a Destination; 2) Capitalize on Natural Setting; 3) Improve Connectivity; 4) Diversify Tax Base and Create Jobs; and 5) Improve Commercial Corridors & Nodes. Under each of the initiatives are a number of projects and programs to pursue over the next several years to work toward achieving the economic vision for the Village.

Strategic Initiatives and Project Investments

- Strategic initiatives were developed by examining the data from the opportunity analysis and developing a list of the Village’s assets and challenges.
- Special energy and focus should be dedicated to Level 1 projects under each strategic initiative as these have been identified as being the best positioned projects to affect economic development and opportunity in the Village or as key strategies to position the Village for future growth.
- As projects are undertaken it is important for the Village to maintain an active role in either leading specific projects or managing and directing the market to maximize the positive impacts of development. For example, the Village can provide significant public investment by locating facilities at a site and potentially helping to consolidate and land bank parcels for other business and industrial development.
- When done strategically, public spending is an investment in the community rather than a cost. This translates to a greater positive output of measurable economic or community activity than the amount of resources invested in a project. Some of these outputs are easily quantifiable such as job creation and increased tax revenue while others are qualitative such as an increased sense of community or more use of a public facility.

The strategic initiatives, projects, and programs on the following pages are a blend of short, medium, and long term actions to achieve the economic vision for the Village. The timeline for achieving these ranges from a few months to several years. Documenting the large number of potential projects and programs to pursue over the next several years provides the menu for selecting where to target limited Village resources to achieve maximum results. In Section Four of this plan the projects and programs have been ranked into three priority levels to provide the rationale for selecting the first projects to pursue. The methodology and process for the prioritization of each project and program is described further in Section

Four.

The projects and programs on the following pages are meant as a starting point to begin immediately affecting progress—as implementation advances, the Village and its partners may find that the initial list of initiatives needs to be expanded, fine-tuned, and/or refocused in order to continue toward economic vision attainment.

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Strategic Initiative One: Make Downtown a Destination

A healthy and thriving downtown will provide unique activities, events, and entertainment for Village residents and draw visitors from outside the community. The more opportunities and compatible uses there are in or near downtown the greater the center of gravity to attract people on a regular basis. Creating buzz through community events and serving the types of tourist and niche market opportunities highlighted in the market data in Section II will position downtown as a destination and focal point of community activity offering activities and services for all members of the family. The following is a list of recommended projects and programs—which correspond to Map 1—to begin revitalizing Downtown Slinger.



- Adding relatively low cost features in public parks such as additional modular playground equipment, Wi-Fi, and upgrades to increase the diversity of uses creates more opportunities for families to utilize the park for day-time activities.
- A cantilevered screen provides shade and an interesting visual addition to existing playground equipment.
- Parents can work, socialize and supervise from a distance allowing children to interact and learn together playing games and using their imagination.



- Adding additional public space downtown can provide the opportunity for a weekend market for the sale of fresh produce and local artisan crafts and products.
- Farmer's Markets are a great way for communities to provide market opportunities for local farmers and artisans, showcase the community to outside visitors, and attract diverse vendors from other areas.
- There are opportunities to program markets and festivals on the public streets along East Washington Street and Kettle Moraine Drive in the heart of downtown to create a known and highly visible event in partnership with the Washington County Conventions & Visitors Bureau.

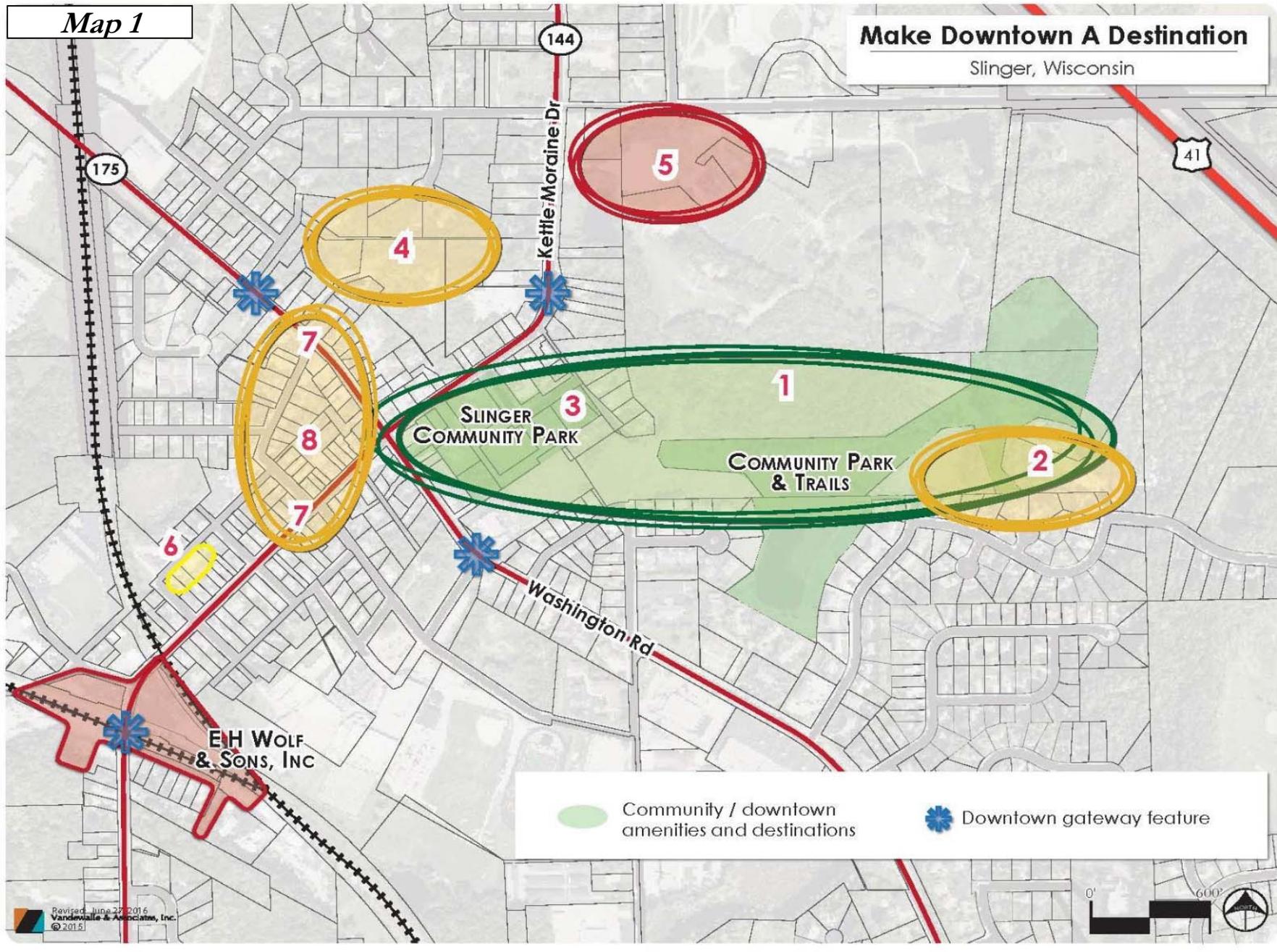


- To support downtown small businesses and restaurants it is important to create density. The marketing adage “retail follows rooftops” still holds true.
- There are several opportunities in or near downtown to add additional high-quality market rate multifamily housing to attract empty nesters, retiring boomers, and millennials interested in living close to amenities, shopping, and eating & drinking establishments.
- No other community in Wisconsin is known to have a ski hill so close to downtown. Providing residential opportunities near or at the ski hill may provide a one-of-a-kind experience for future residents and a market segment interested in the downtown experience.

Map 1

Make Downtown A Destination

Slinger, Wisconsin



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Projects:

All of the following projects correspond to Map 1 to the left of this page. The list of programs is not mapped on Map 1.

- 1) Work with adjoining properties to enlarge Community Park
 - Ties Village properties together to create more useable community space.
 - Provides off-street trail connections.
 - Increases the opportunity for recreational and sports facilities.
 - Utilizes a storm water management feature that can double as a recreational amenity.
 - Strengthens Community Park as a central feature of downtown and the Village.
 - Provides private developers with a desirable amenity to use in marketing their nearby projects.
 - Creates a space for larger community events.
 - Strengthens and enhances the connection between community park, Little Switzerland, and the adjacent neighborhoods.
 - Creates larger activity center with positive spillover impacts due to increased activity at Downtown businesses.
- 2) Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.
- 3) Create more “everyday use” facilities in Community Park.
- 4) Work with property owner to determine potential for hillside multifamily development at the end of Eiche Drive.
- 5) Work with property owners to explore a mixed-use “base village” at the foot of Little Switzerland.
 - Provides an attractive signature development in a major view shed as a “first impression” to visitors entering downtown.
 - Creates high quality residential density near downtown and major recreational attractions.
 - Provides mixed use facilities and additional amenities such as performance venues.
 - Cleans up the front side of Little Switzerland by converting the storage and support facilities to higher and better land uses.
 - Develops vacant land along the Kettle Moraine Drive frontage.
 - Increases and diversifies the Village tax base.
- 6) Work with Washington County to investigate the potential reuse strategies for former Niphos Coatings property.
 - The Niphos site is the top priority site for the Village as part of the Washington County Site Redevelopment Program.
 - The Site has undergone environmental investigation meaning reuse concepts can be developed to position the property.
- 7) Explore upgrading parking facilities along Kettle Moraine Drive, East Washington Street and the adjacent side streets.
- 8) Work with property owners and the Village to develop a plan to consolidate and share off street parking at key locations downtown.

Programs:

- A. Partner with civic organization to create additional community events in Community Park.
- B. Recruit businesses focused on food & beverage, entertainment, children, arts & crafts, and other niche retail.
- C. Recruit businesses focused on healthy lifestyle activities.
- D. Establish façade/building improvement program.
- E. Evaluate potential for TIF district.
- F. Meet with downtown property owners to discuss their long term plans for their property and involvement in downtown.
- G. Create downtown business association/local chamber.

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Strategic Initiative Two: Capitalize on Natural Setting

One of the Village's biggest assets in attracting activity, investment, residents, and interest is its natural setting. Developing trails, parks, and connections that make it easier to not only take advantage of natural recreation, but to navigate the terrain of the Kettle Moraine will help make the Village a more attractive place for recreation and activity. The following is a list of recommended projects and programs—which correspond to Map 2—to position the Village to make the most out of its abundant natural amenities.



- Slinger is located within a short driving distance from several highly visible outdoor recreation centers such as Pike Lake, Holy Hill, Polk Kames, and the Ice Age Trail.
- Access to outdoor recreation is becoming more and more important to individuals and families looking for homes. Having an array of opportunities for hiking, biking, and passive recreation is just as critical as programmed park and recreation to many young families.
- Utilizing undevelopable environmental corridors such as wetlands and prairie and forest preserves for passive outdoor recreation is a great way to derive value from land as a public/community amenity. This often leads to increased development interest and higher land values on property adjacent to the natural area.



- The Ice Age Trail Slinger segment is trekked by thousands of avid backpackers and hikers every year drawing thousands of potential visitors to local shops, restaurants, and public spaces.
- Many communities use the Ice Age Trail as a major feature that interconnects to other trail networks providing an array of trekking choices for visitors and residents. These local trail systems build off a well-known and highly visible existing trail system to create more opportunities for outdoor enjoyment.
- Having a major trail head with supporting facilities can help differentiate a community from other communities along the Ice Age Trail by providing users with supporting facilities to make their experience more memorable, enjoyable, and seamless from parking lot to trail.



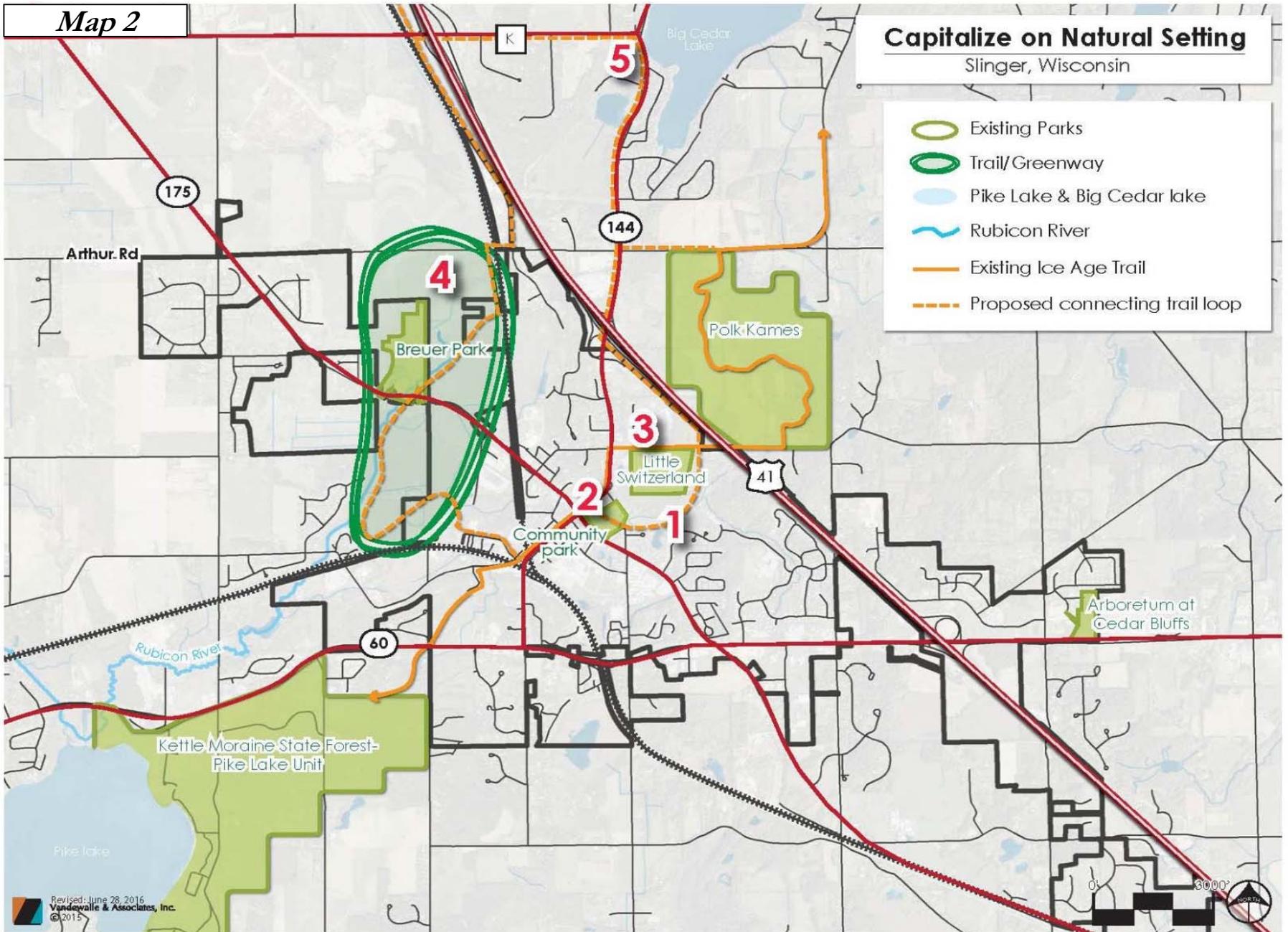
- The Kettle Moraine is a unique geological formation left over from the last ice age which provides the communities along its corridor with a unique identity. The opportunities to capitalize on the beautiful landscapes and interesting topography are vast.
- Slinger sits on top of the Kettle Moraine positioning it to provide abundant recreational opportunities within and close to the Village.
- Adding additional commercial businesses that outfit hikers and backpackers and undertaking a branding initiative in partnership with the Washington County Convention and Visitors Bureau can make Slinger known as destination when hiking the Kettle Moraine.

Map 2

Capitalize on Natural Setting

Slinger, Wisconsin

- Existing Parks
- Trail/Greenway
- Pike Lake & Big Cedar lake
- Rubicon River
- Existing Ice Age Trail
- Proposed connecting trail loop



Revised: June 28, 2016
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Projects:

All of the following projects correspond to Map 2 to the left of this page. The list of programs is not mapped on Map 2.

- 1) Reroute Ice Age Trail through Community Park behind Little Switzerland
 - Takes the trail “off-the-street” and into the heart of the downtown business district.
 - Provides a more quaint and nature based route for the Slinger segment of the Trail.
 - Provides opportunities to interconnect activities at Little Switzerland with the Ice Age Trail and Community Park.
 - Utilizes land owned by the Village or community partners.
- 2) Enhance Community Park as a major Ice Age Trail trailhead where users can park, use public facilities, gather necessary supplies and resources, and visit local establishments before and after hiking.
 - Existing bathroom, concession, and parking facilities provide most of the major infrastructure needed for a major trail head.
 - Enhances the frequency of use in Community Park at off peak times as most hikers are day-time users.
 - Focuses additional activity and visitors to downtown benefitting existing and future businesses.
 - Creates new opportunities for education and informational features at Community Park.
 - Deepens the relationship between the Ice Age Trail and the Village.
 - Builds additional market value on adjacent properties.
- 3) Encourage expansion of summer recreation activities at Little Switzerland to include year round programming and activities for the active lifestyle crowd.
- 4) Develop trail/greenway system along Rubicon River turning undevelopable wetland corridors into recreational amenities for residents, employees, and visitors. Tie the Greenway trail loop into Breuer Park, the Ice Age Trail, and Polk Kames to build a local, off-street trail network.
- 5) Loop greenway trail back to Ice Age Trail at Polk Kames to create a trail network with potentially miles of interconnected multi-use trails for recreational enjoyment and for residents to utilize as an alternative means to reach their destinations.

Programs:

- A. Meet with the Washington County Convention and Visitors Bureau and the Ice Age Trail Alliance to discuss long term plans to create an outdoor recreation personality for the Village. With a number of bus tours going through the community there is an opportunity for tours to see the sites then make a stop downtown for lunch and shopping at the local establishments.
- B. Explore opportunities to partner with the Slinger School District to develop outdoor education programming and curriculum to better connect educational opportunities in the environmental sciences with real world experiences utilizing the natural resources in or near the Village.
- C. Develop a relationship with the Moraine Park Technical College to engage their students and faculty in efforts to cultivate an outdoor recreational activity center in the Village. Opportunities to utilize student volunteer time to spread information or catalog resources can be key in starting a long term initiative.

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Strategic Initiative Three: Improve Community Connectivity

In order to overcome the development challenges associated with the topography of the Kettle Moraine and the historic land use patterns resultant of it the Village should attempt to incorporate automotive and pedestrian connections into all new development. Additionally, there are several projects that are currently well positioned to significantly improve the level of connectivity in key areas of the Village. Better physical connections will also lead to better community connections by encouraging activity and social interaction across Village neighborhoods. The following is a list of recommended projects and programs—which correspond to Map 3—to improve connectivity in the Village and to encourage additional attention to connections for all future development. Beyond physical connections there is also a list of programs to begin developing stronger community and business development connections around key areas of focus.



- Natural features such as environmental constraints and topography have impacted the development patterns in the Village since it was founded in 1854.
- Over the last several decades development has centered on cul-du-sac subdivisions lacking through streets and connections to adjacent neighborhoods and businesses.
- Identifying opportunities to make street connections between these neighborhoods where feasible and developing policies to ensure all future developments are interconnected is important to build a better sense of interconnectedness and ensure more intuitive wayfinding for residents and visitors.



- New development may benefit from developing grid patterns where possible working within the confines of the Village’s topography, especially near the center of the Village.
- Focusing street patterns on a more gridded form not only provides street connections it creates neighborhoods of blocks focusing community activity on the sidewalks and the front yards.
- Traditional neighborhood layouts also use space more efficiently meaning there are cost savings for utilities and infrastructure when developed and planned properly.



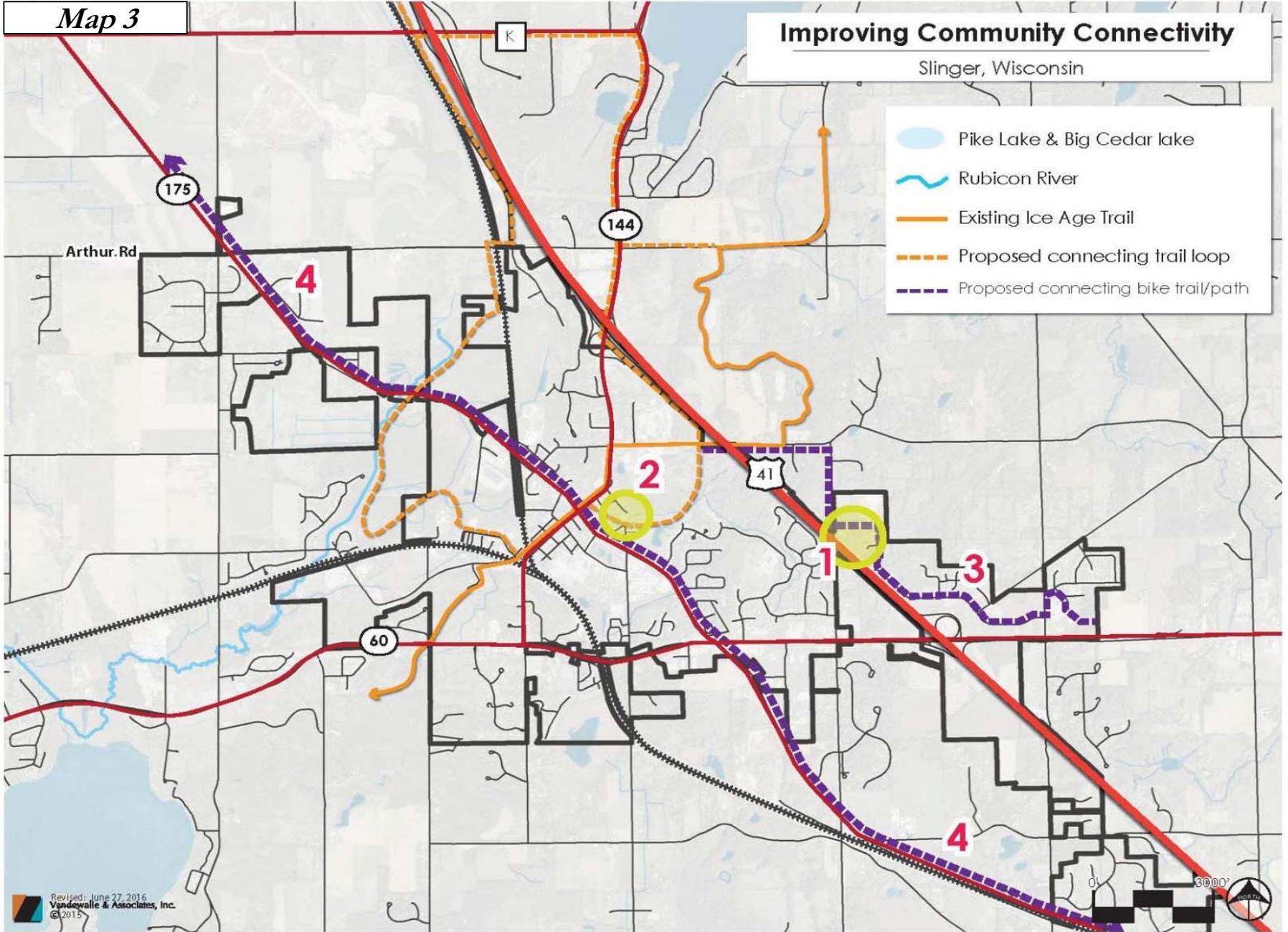
- Bike lanes provide a safe area for riders and a visual cue to drivers that cyclists are present. This encourages more bike riding for both exercise and transportation making a community healthier and environmentally conscious.
- Many roads and county highways in the Village are exceptionally wide providing the “built-in” opportunity to add marked bicycle lanes or other facilities with less cost than needing to add the paved lane.
- Neighborhood interconnectedness can also be cultivated from adding bicycle and walking paths so youth and families are able to ride through the Village while minimizing their on-street time.

Map 3

Improving Community Connectivity

Slinger, Wisconsin

- Pike Lake & Big Cedar lake
- Rubicon River
- Existing Ice Age Trail
- Proposed connecting trail loop
- Proposed connecting bike trail/path



Revised: June 27, 2016
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Projects:

All of the following projects correspond to Map 3 to the left of this page. The list of programs is not mapped on Map 3.

- 1) Connect American Eagle Drive to Lovers Lane.
 - Provides a critical connection between the east and west portions of the Village.
 - Does not require a large amount of infrastructure or cover a large distance.
 - Can be a multimodal facility with the addition of a bike lane – acting to connect other trail elements proposed in the Plan.
 - Multiple financing options could include a developer loan to accelerate completion and could be paid back as development occurs.
- 2) Connect Scenic Avenue to Community Drive.
- 3) Install a bicycle and pedestrian connection that extends from Downtown to the Arboretum at Cedar Bluffs.
- 4) Install bicycle facilities along East Washington Street through the Village and work with the county to integrate roadside bicycle lanes on rural cross sections outside the Village limits to create better connections from the northwest and southeast portions of the Village.

Programs:

- A. Develop a Slinger “Brand” and build a community marketing strategy
- B. Ensure connectivity within and between all future developments.
- C. Develop boundary agreements with towns to define common development expectations and goals at the borders between the communities.
 - This will prevent development that may act as an impediment to compact and sustainable land use.
 - Boundary agreements do not have to be complex, but offer guarantees to both entities regarding future land uses.
 - Prevents the land use development patterns in the bordering towns that have acted as impediments to practical land use and Village growth.
 - Provides a powerful tool for the Village to address the land use patterns of surrounding communities that are impacting the Village’s ability to make optimal land use decisions within its boundaries.

The Washington County Site Redevelopment Program is a coalition of five communities, Washington County and Economic Development Washington County, created to secure and leverage funding for site assessments, reuse planning, and environmental remediation of redevelopment sites known as brownfields. A brownfield is a property with real or perceived environmental concerns that deter redevelopment interest. Often these properties have an industrial history leading to soil and groundwater contamination. To date the program has secured over \$600,000 of grant money from the USEPA. The coalition plans to secure additional funding and is on target to be a multi-year and highly successful program helping communities redevelop sites that do not make financial sense for developers due to the high cost of environmental cleanup. As a coalition partner, the Village was allocated \$40,000 to assess the condition of the Niphos Coating building. Additionally, the Site Redevelopment Committee resolved to provide an additional allocation of funds for the Village to develop conceptual reuse plans/strategy for the intersection of East Washington Street and East Commerce Boulevard. These sites are very important to the Village as the EPA funding can be leveraged to create a redevelopment opportunity with less Village and private resources needed for the project.

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Strategic Initiative Four: Diversify Tax Base & Create Jobs

In order to keep tax rates down and diversify tax portfolios, communities must balance residential development with industrial and commercial development. This balance provides diverse tax streams capable of withstanding external pressures as well as a balance in the intensity and level of services demanded. Commercial and industrial users are mostly tax positive since they pay into the tax systems (generally at a higher amount than single family residential properties), but demand fewer services such as schools.

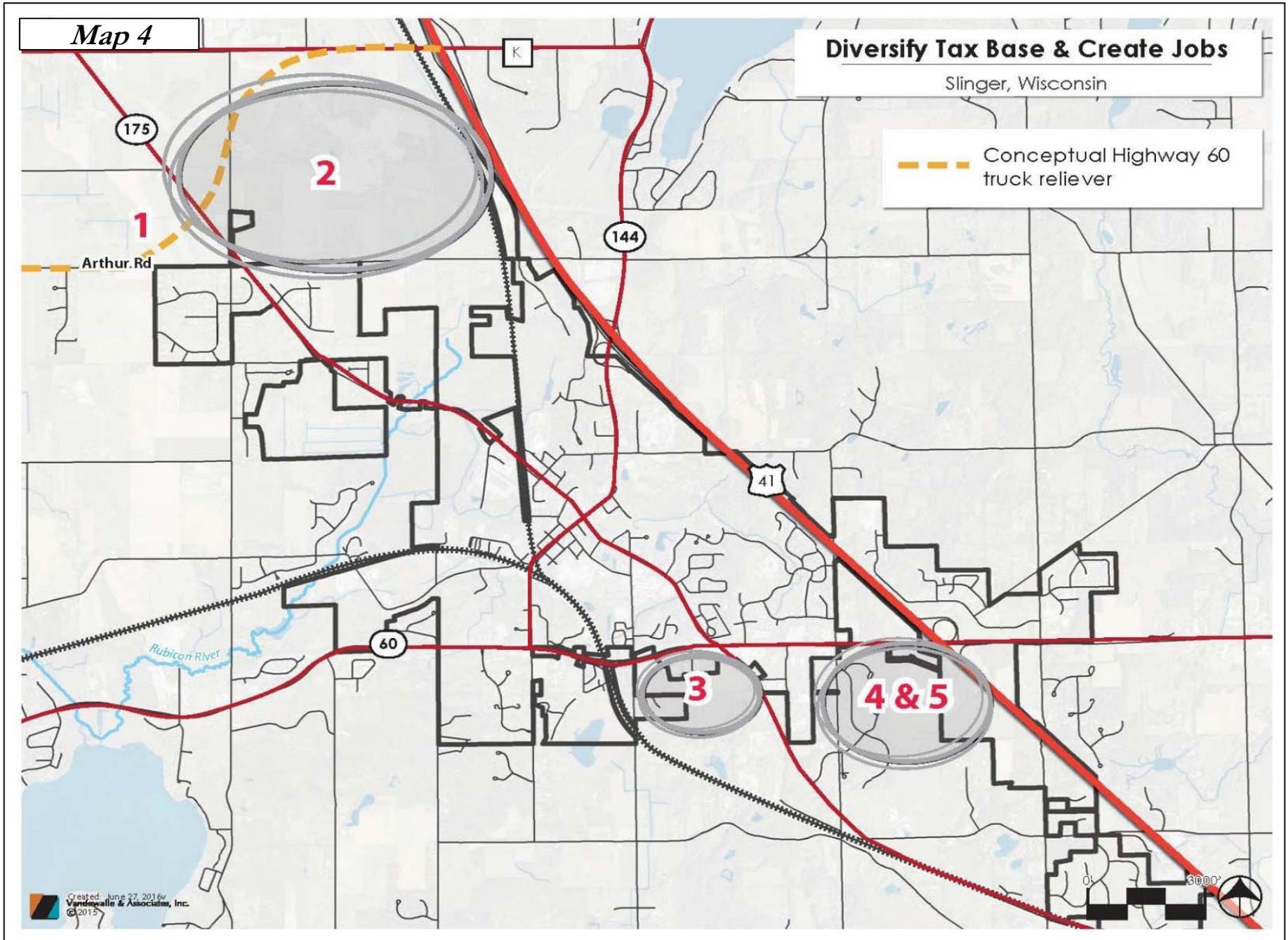
Further, adding more jobs not only provides employment opportunities for Village residents but also stimulates local spending from those traveling to the community for work. People commuting to the Village for work will take advantage of the restaurants for lunch and may stop along commercial corridors and nodes to pick up items before traveling home. Additionally, people generally like to use personal services facilities such as fitness centers and gyms that are close to either home or work, providing additional business opportunities. The following is a list of recommended projects—which correspond to Map 4—to begin diversifying the tax base and adding to the employment base in the Village.



- Adding industrial and business base helps municipalities diversify their tax revenue and eases the burden on residential properties.
- Business parks tend to add significant tax base while demanding lower levels of service relative to residential development since businesses do not use schools and other daily services residents use.
- Modern business parks are often designed with sustainable environmental practices and utilize features such as storm water retention ponds as amenities and recreational opportunities.
- There are several prime sites in the Village to grow and add new business base that will lead to responsible long term land use in conjunction with the plans of neighboring communities.



- Opportunities to add light industrial and business park uses can bring hundreds of job and tens of thousands in additional tax base.
- A business park can be master planned and phased in over several years.
- Slinger's numerous access points along I-41 and areas of undeveloped land within the Village limits make it well positioned for a business park varying in scale from dozens to hundreds of acres.



Projects:

All of the following projects correspond to Map 4 to the left of this page. The list of programs is not mapped on Map 4.

- 1) Evaluate costs and benefits of the proposed WI-60 (East Commerce Boulevard) Truck Reliever Route to accelerate business park development.
- 2) Evaluate potential for new business park development north of Arthur Rd.
- 3) Expand existing business park by extending Corporate Dr. west across East Washington Street.
 - Minimal infrastructure required to make the connection.
 - Opens up additional acreage to the south and west for industrial expansion and development.
 - Strengthens the border with the town of Polk to the south by discouraging additional residential development adjacent to the expanded industrial park.
 - There is already an existing Village well facility to service an expanded park.
 - Potential site for a new Village Department of Public Works Facility.
 - Identified by Economic Development Washington County as a potential near term project to expand the industrial base of the Village.
 - Provides land for businesses to relocate to avoid incompatible land uses near downtown and residential neighborhoods.
- 4) Continue working with the DOT to secure access to school district property at East Commerce Boulevard and I-41.
 - An access study is already underway.
 - The School District is a willing seller and is actively marketing the site. Access is the top concern for any interested parties. Solving the access issue at the site opens up a significant amount of I-41 frontage for development.
 - Positions the land for near term development.
 - Creates an impetus to accelerate solving the land use problem on the adjacent Town of Polk properties which create significant perception issues at the East Commerce Boulevard entry point to the Village.
 - Potentially creates the climate to move project five to a Level 1 priority project.
 - The future development and its timing at the School District property will have an impact on the level of priority for several of the projects under other initiatives.
- 5) Aggregate school property with adjoining vacant parcels and East Commerce Boulevard frontage to maximize visibility and development potential.

Programs:

- A. Develop an industrial recruitment and marketing plan in partnership with Economic Development Washington County to position industrial park land and prepare for interest in developing land for industrial uses.

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Strategic Initiative Five: Improve Commercial Corridors & Nodes

The Commerce Boulevard corridor should continue to grow to provide residents with the products and services they need on a regular/daily basis. To increase the development potential, maximize values, create unique and interesting places, development should be concentrated on “nodes” located at key intersections along the commercial corridors.

Nodal development may include multi-story buildings that are closer to the street and face the intersection to create a greater sense of place and serve as gateways to other parts of the community. This type of development creates intensified land use and density around key intersections to provide more goods and services and to create context and character that is often missing from traditional strip mall design. This results in more shopping options for residents, creates a sense-of-place or a “there”, improves the community image, and creates additional tax base.

Besides the Commerce Boulevard corridor there are several other important commercial nodes for the Village to concentrate their efforts. It is important to consider the interchange at Kettle Moraine Drive and I-41 both for development and to serve downtown. Additional opportunities to develop a “town square” concept which incorporates public and private investment should also be explored as an opportunity to create efficient and widely beneficial redevelopment that can act as catalysts for investment. The following is a list of recommended projects—which correspond to Map 5—to begin improving the Village’s commercial corridors and adding commercial nodes.



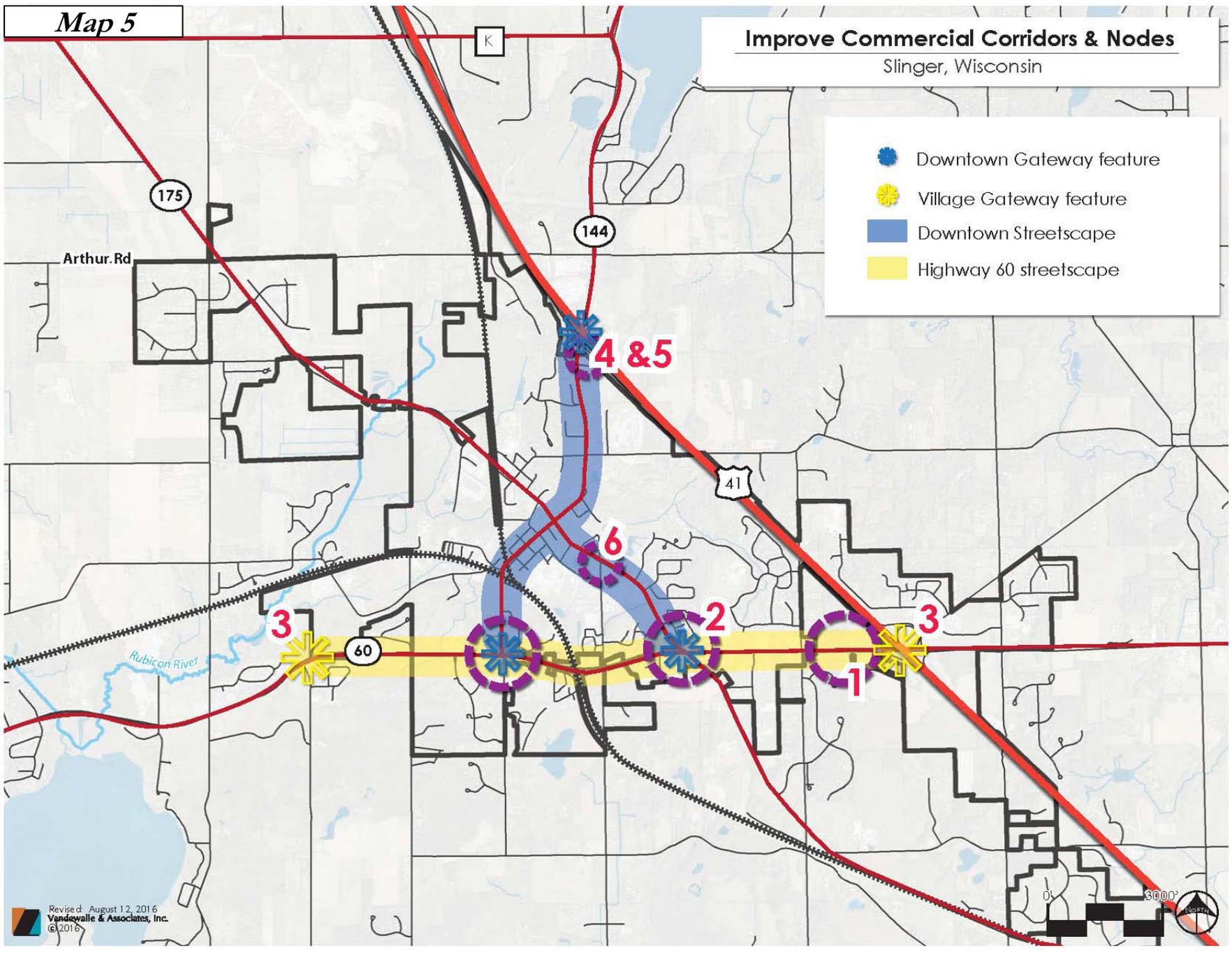
- Traditional strip centers like the one pictured to the left provide commercial destinations, but often lack a sense of place or unique identity.
- Strip centers are reliant on auto traffic and high visibility to attract customers and feature large areas of parking oriented to the street frontage.
- Commercial nodes can provide all the commercial development of a strip center while also creating a unique sense of place.
- Nodal development creates intensive mixed use centers at highly visible intersections and combines intensive retail, office, and residential uses on the same site.
- Nodes use land more efficiently than traditional strip centers and help diversify the tax base.
- A recent example of nodal development is the Mammoth Springs project at the intersection of Main Street and Waukesha Avenue in Sussex. The development is leasing out with fitness centers, restaurants, cafes, and offices all on a site oriented to the intersection with parking behind.
- Apartment units on the top two floors provide “rooftops” to support commercial development with commercial and office first and second floors providing a diverse mix of uses.

Map 5

Improve Commercial Corridors & Nodes

Slinger, Wisconsin

-  Downtown Gateway feature
-  Village Gateway feature
-  Downtown Streetscape
-  Highway 60 streetscape



Revised: August 12, 2016
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Projects:

All of the following projects correspond to Map 5 to the left of this page. The list of programs is not mapped on Map 5.

- 1) Explore access and control of land in the area around school district property to provide development opportunities at a key Village interchange.
- 2) Develop a reuse plan for the site at the intersection of East Washington Street and East Commerce Boulevard.
 - The Washington County Site Redevelopment Program has committed to provide funding through a USEPA Brownfield grant to study the environmental considerations and/or market potential and develop concepts for this area.
 - As one of the nodes along the East Commerce Boulevard corridor this funding is a significant resource and makes this a Level 1 priority project.
 - Potential to provide the funding to develop reuse concepts to position the site for developer recruitment and ultimately redevelopment.
- 3) Install community gateway features at both ends of East Commerce Boulevard and utilize consistent streetscape design along the East Commerce Boulevard corridor.
- 4) Establish Kettle Moraine Drive at I-41 as the primary entry to Downtown and promote additional visitor/highway-oriented businesses complimentary to Held's Market.
 - Provides the most direct route to Downtown from I-41 north and south.
 - Creates a better market and increases traffic for the interchange development opportunities and existing businesses at Kettle Moraine Drive and I-41.
 - This entry point creates the image visitors will have of Slinger. Visitors will travel past Held's Cheese and Meat Market and Little Switzerland while slowly descending into a valley. At the intersection of Tennes Drive and Kettle Moraine Drive the bend and view shed of Downtown, St. Peter's Church on the Hill, and the Village water tower will all add to the brand and image.
 - Install downtown gateway feature and utilize consistent streetscape theme along the corridor.
- 5) Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors.
- 6) Work with adjoining property owners on potential development of public/private town square.
 - Creates a unique public/private development in the Village that creates new public facilities and improves the adjacent shopping center.
 - Timing aligns with the Village undertaking a detailed facilities needs study meaning decision makers will have the most up-to-date and accurate data available. The opportunity to explore these types of projects only happen every few decades.
 - There are efficiencies to pursuing a public/private development including haring spaces, facilities, and development costs.
 - Can be a catalyst for additional development.
 - Positions the area for additional civic investment by the Slinger School District by signaling the intent to shift land use to commercial, residential, and civic uses.

Programs:

- A. Determine the desired development form for the corridor and at each node and explore the possibility for zoning code alterations to accommodate this new land use direction.
- B. Develop a marketing package for the East Commerce Boulevard corridor to conduct outreach to the development community on opportunities in the corridor.

IV. Priority Projects



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Section Four provides the foundation for moving from project planning to implementation. In this section: the top seven projects identified by the steering committee and Vandewalle & Associates are presented for advancement over the next twelve to eighteen months; the prioritization framework for ranking priority projects is explained; all projects and programs are ranked into three levels of priority using the ranking framework; and the next steps to immediately begin plan implementation are identified.

Projects Selected for Advancement

At a meeting on August 1, 2016 Vandewalle & Associates facilitated an exercise for the steering committee to discuss and select the projects positioned to immediately advance. Each steering committee member came to the meeting prepared to discuss their top priority projects for each of the five initiatives. During this discussion the top projects for each initiative were recorded on large sheets of paper. After each committee member had the opportunity to present their top projects the group voted for their top five projects across all initiative. Participants were not allowed to vote for a project more than once to ensure that voting was evenly distributed across all projects. After voting the votes for each project were tallied and a closing discussion of the appropriateness of the top vote getting projects was conducted. A summary of the results of this exercise can be found in Appendix 5 of this document.

From the voting exercise the following seven projects were identified and agreed upon by the steering committee as appropriate to focus initial implementation efforts. The projects are ordered in descending order according to how many votes each received. Number one received the highest number of votes and numbers five to seven the least. It should be noted that projects five to seven tied with four votes each. Moving forward the project management team may choose to advance one, two, or all of these projects at their discretion.

1. Work with adjoining property owners to enlarge Community Park. (6)
2. Reroute the Ice Age Trail through Community Park behind Little Switzerland. (6)
3. Connect American Eagle Drive to Lovers Lane. (5)
4. Continue working with DOT to secure access to school property at East Commerce Boulevard and I-41. (5)
5. Develop boundary agreements with towns to define common development expectations and goals at the borders between the communities. (4)
6. Expand existing business park by extending Corporate Drive west Across East Washington Street. (4)
7. Explore access and control of land in the area around school district property to provide development opportunities at a key Village interchange. (4)

Over the next twelve to eighteen months a project management team will advance a number of these top seven projects. As part of the implementation process a workplan with a detailed list of next steps, tasks, and actions will be developed to aid in achieving each project. Throughout implementation the project management team will work to develop partnerships and define responsibilities to advance each project in the most efficient and effective way.

Prioritization Framework

PRIORITIZATION CRITERIA

Priority projects are those that:

1. Have already started, are making progress, and have established momentum for moving ahead.
2. Are more cost effective and efficient to advance simultaneously with other project(s) already identified as a priority.
3. Continue/build off of a previous project or plan.
4. Have funding source(s) available that are specific to the project/are economically viable.
5. Have potential to serve as a catalyst that will accelerate other identified projects.
6. Result in the development of more detailed plans, establishment of policies, or decisions necessary for other implementation activities to be undertaken.
7. Have identified partners who are willing and able to participate.
8. Have the strong support and interest of the Village Board, Plan Commission, Redevelopment Authority, and citizens.

PRIORITIZATION LEVELS

Projects are broken into the following priority levels based on their extent of consistency with the Prioritization Criteria.

- Level 1 – These are projects that meet five or more of the criteria and should be the primary focus of the proactive efforts undertaken by the Village
- Level 2 – These are projects that meet three or four of the criteria. The Village should continue to monitor conditions and trends related to these (such as the completion of related projects, availability of funding, market conditions, etc.) to determine when they comply with the Level 1 criteria and are more ripe for attention and action.
- Level 3 – These are projects that meet less than three criteria. Current conditions and trends will need to change significantly before these would increase in their level of priority. Many of these will be market driven and are dependent upon a property owner/business/developer initiating them. Once that happens, the project is likely to jump to a Level 1 Priority. Thus, classifying a project as a Level 3 Priority does not indicate the Village is not interested in it; it means the Village believes current conditions and trends require another party to take the lead.

IMPLEMENTATION MANAGEMENT

The Village should informally review and evaluate all projects every six months and update the priority level based on changes in any of the variables under each Prioritization Criteria.

Project Prioritization

Based on the above criteria, all of the projects and programs identified in the Economic Opportunity Analysis have been classified into three prioritization levels.

Level 1 Projects

There are a total of fifteen identified level one projects. These represent the highest priority projects at the time of Plan development. The initial projects chosen for initial implementation efforts are considered level one projects.

- Work with adjoining properties to enlarge Community Park
- Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.
- Create more “everyday use” facilities in Community Park.
- Work with property owners to explore a mixed-use “base village” at the foot of Little Switzerland.
- Work with Washington County to investigate the potential reuse strategies for former Niphos Coatings property.
- Meet with downtown property owners to discuss their long term plans for their property and involvement in downtown.

- Reroute Ice Age Trail through Community Park behind Little Switzerland
- Enhance Community Park as a major Ice Age Trail trailhead where users can park, use public facilities, gather necessary supplies and resources, and visit local establishments before and after hiking.

- Connect American Eagle Drive to Lovers Lane.
- Connect Scenic Avenue to Community Drive.
- Develop boundary agreements with towns to define common development expectations and goals at the borders between the communities.

- Evaluate costs and benefits of the proposed WI-60 (East Commerce Boulevard) Truck Reliever Route to accelerate business park development.
- Expand existing business park by extending Corporate Dr. west across East Washington Street.
- Continue working with the DOT to secure access to school district property at East Commerce Boulevard and I-41.

- Develop a reuse plan for the site at the intersection of East Washington Street and East Commerce Boulevard.

Level 2 Projects

There are a total of eight identified level two projects. Generally, these projects are mid-range projects and may be tied to the advancement or completion of a level one project. Level 2 priority projects should be closely monitored to ensure they transition to level 1 at the appropriate time.

- Partner with civic organization to create additional community events in Community Park.
- Evaluate potential for TIF district.
- Encourage expansion of summer recreation activities at Little Switzerland to include year round programming and activities for the active lifestyle crowd.
- Install bicycle facilities along East Washington Street through the Village and work with the county to integrate roadside bicycle lanes on rural cross sections outside the Village limits to create better connections from the northwest and southeast portions of the Village.
- Evaluate potential for new business park development north of Arthur Rd.
- Aggregate school property with adjoining vacant parcels and East Commerce Boulevard frontage to maximize visibility and development potential.
- Work with adjoining property owners on potential development of public/private town square.
- Determine the desired development form for the corridor and at each node and explore the possibility for zoning code alterations to accommodate this new land use direction.

Level 3 Projects

There are a total of twenty-one identified level three projects. Level three projects are generally classified as long range projects that need one or more of the level one or two priorities to advance or other external circumstances to change before they are positioned to advance.

- Work with property owner to determine potential for hillside multifamily development at the end of Eiche Drive.
- Explore upgrading parking facilities along Kettle Moraine Drive, East Washington Street and the adjacent side streets.
- Work with property owners and the Village to develop a plan to consolidate and share off street parking at key locations downtown.
- Recruit businesses focused on food & beverage, entertainment, children, arts & crafts, and other niche retail.
- Recruit businesses focused on healthy lifestyle activities.
- Establish façade/building improvement program.
- Create downtown business association/local chamber.
- Develop trail/greenway system along Rubicon River turning undevelopable wetland corridors into recreational amenities for residents, employees, and visitors. Tie the Greenway trail loop into Breuer Park, the Ice Age Trail, and Polk Kames to build a local, off-street trail network.

- Loop greenway trail back to Ice Age Trail at Polk Kames to create a trail network with potentially miles of interconnected multi-use trails for recreational enjoyment and for residents to utilize as an alternative means to reach their destinations.
 - Meet with the Washington County Convention and Visitors Bureau and the Ice Age Trail Alliance to discuss long term plans to create an outdoor recreation personality for the Village. With a number of bus tours going through the community there is an opportunity for tours to see the sites then make a stop downtown for lunch and shopping at the local establishments.
 - Explore opportunities to partner with the Slinger School District to develop outdoor education programming and curriculum to better connect educational opportunities in the environmental sciences with real world experiences utilizing the natural resources in or near the Village.
 - Develop a relationship with the Moraine Park Technical College to engage their students and faculty in efforts to cultivate an outdoor recreational activity center in the Village. Opportunities to utilize student volunteer time to spread information or catalog resources can be key in starting a long term initiative.
-
- Develop a Slinger “Brand” and build a community marketing strategy
 - Ensure connectivity within and between all future developments.
 - Install a bicycle and pedestrian connection that extends from Downtown to the Arboretum at Cedar Bluffs.
-
- Develop an industrial recruitment and marketing plan in partnership with Economic Development Washington County to position industrial park land and prepare for interest in developing land for industrial uses.
-
- Explore access and control of land in the area around school district property to provide development opportunities at a key Village interchange.
 - Install community gateway features at both ends of East Commerce Boulevard and utilize consistent streetscape design along the East Commerce Boulevard corridor.
 - Establish Kettle Moraine Drive at I-41 as the primary entry to Downtown and promote additional visitor/highway-oriented businesses complimentary to Held’s Market.
 - Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors.
 - Develop a marketing package for the East Commerce Boulevard corridor to conduct outreach to the development community on opportunities in the corridor.

Next Steps

In order to build on the momentum of the Village of Slinger Economic Opportunity Analysis there are several steps to undertake. Ensuring that each of these is completed with a degree of urgency will ensure that the planning phase transitions smoothly into implementation – losing as little momentum as possible. This is often the critical point when many plans become “just another plan on the shelf” or a tool to affect significant and attainable community investment and development.

The following four next steps are recommended for completion in the next three to four weeks:

- Propose the Village Board adopt the Plan using a non-binding resolution.
- Explore budget sources to fund additional services to continue advancing project initiatives.
- Select a project management team (PMT) to oversee the implementation of the project recommendations and to work to build partnerships for plan advancement.
- Develop an implementation plan with an action matrix defining the detailed steps, actions, tasks, and timeframes for the priority projects.

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V. Appendices

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Appendix 1



"Fueling growth companies for the creation of quality jobs and wealth"

For economic development assistance, please contact:
Economic Development Washington County
Christian Tscheschlok, CEC
(262) 335-5769
tscheschlok@edwc.org

Slinger, WI

Community Profile

**TOTAL
POPULATION**
5,259

The total population of the City of Slinger is 5,259. The median age is 39.78.



The population in Slinger has grown 3.65% since 2012.



Age Distribution



49.46%
Male



50.54%
Female



39.78
Median Age

EDUCATIONAL ATTAINMENT

The majority of the population in Slinger has completed at least a high school degree.



39.96%
of the population
has a college degree.



offer Associate's Degree
or Certificate



offer Bachelor's Degree
or Higher

LABOR FORCE

2,889

Slinger has a labor force of 2,889 people, with a job growth rate of -2.6% since 2015.

TOTAL EMPLOYEES



1,989
2016

The work distribution of total employees in Slinger is.



5 TOP TALENT

Where are the top jobs by occupation?



TOTAL ESTABLISHMENTS

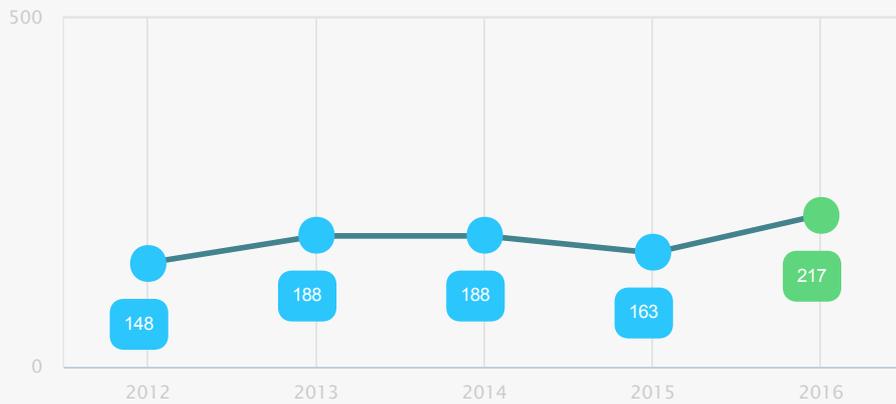
230

BUSINESSES AND JOBS

Slinger has a total of 230 businesses. In 2016, the leading industries were:

Manufacturing, Retail, Banking, Finance and Insurance, Education, and Health Care and Social Services

Which are the top 5 industries by jobs?



How many employees do businesses in Slinger have?

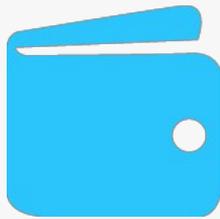


1-4 Employees	60%
5-9 Employees	18.7%
10-19 Employees	10.87%
20-49 Employees	6.52%
50-99 Employees	3.04%
100+ Employees	0.87%

INCOME AND SPENDING

Workers in Slinger earn a median yearly household income of \$76,438. 61.04% of the households earn more than the national average each year. Household expenditures average \$62,910 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

There are 189% more households who own their homes than there are renters.



MEDIAN

**HOUSEHOLD
INCOME**
\$76,438

7% more than the county
39% more than the state
36% more than the nation

Income Distribution



How do people spend much of their money?

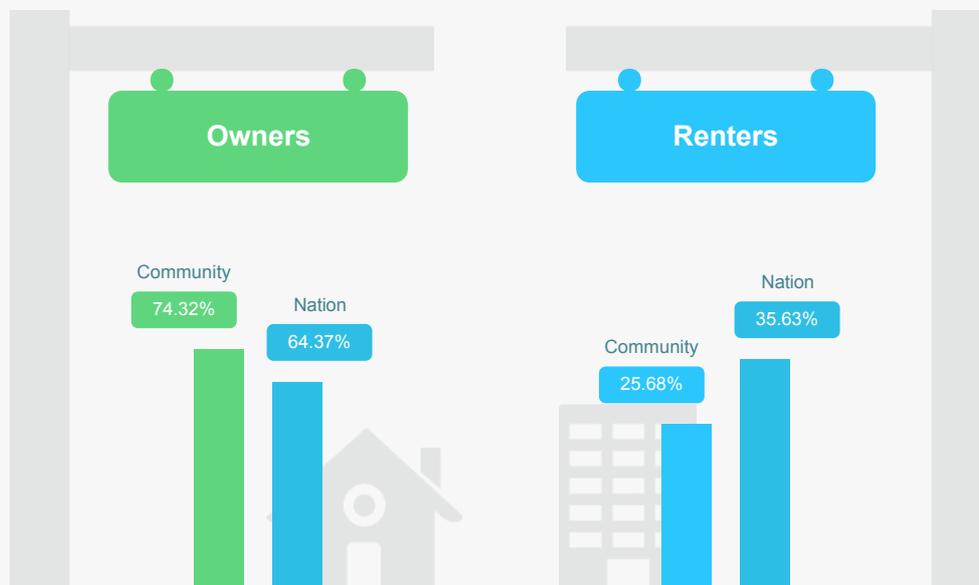
\$ PER HOUSEHOLD



The average household expenditure in Slinger is:

\$62,910

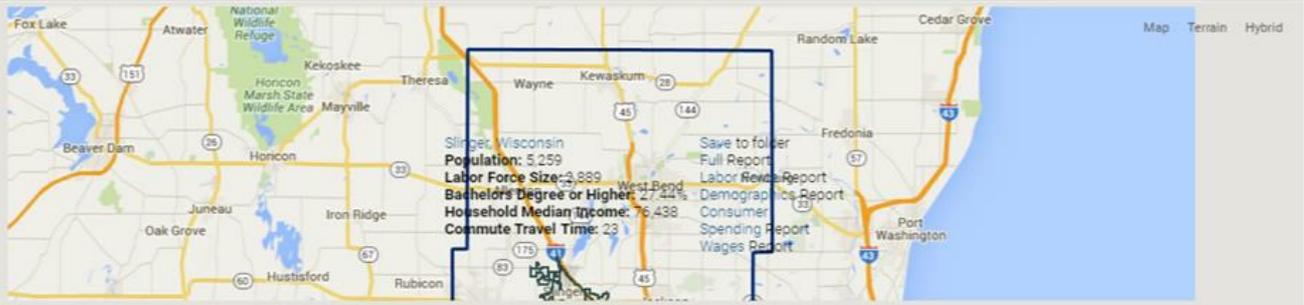
HOUSING



TRANSPORTATION

Residents spend an average of 23 minutes commuting to work. Slinger is served by 25 airports within 50 miles. Rail can be accessed within 1 miles. Interstates can be accessed 15 miles away.







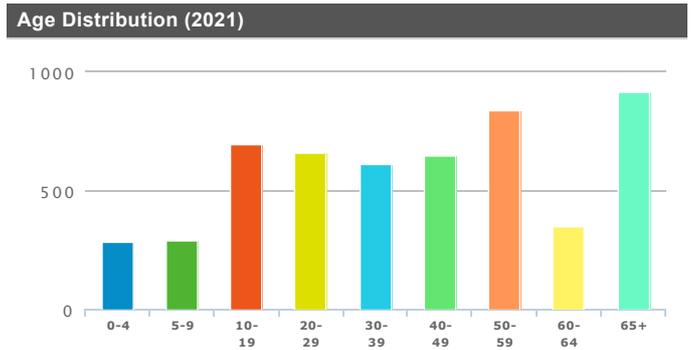
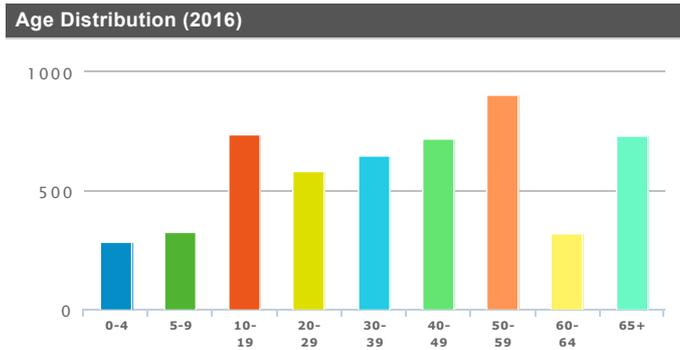
For economic development assistance, please contact:
 Economic Development Washington County
 Christian Tscheschlok, CEC
 (262) 335-5769
tscheschlok@edwc.org

Demographics

Demographics Report (Slinger, Wisconsin)

Population (2016)	
	TOTAL
Population (2016)	5,259

Population (2021)	
	TOTAL
Population (2021)	5,305



	TOTAL	%
0-4	287	5.46
5-9	325	6.18
10-19	737	14.01
20-29	583	11.09
30-39	648	12.32
40-49	719	13.67
50-59	902	17.15
60-64	322	6.12
65+	734	13.96

	TOTAL	%
0-4	285	5.37
5-9	290	5.47
10-19	699	13.18
20-29	662	12.48
30-39	611	11.52
40-49	650	12.25
50-59	838	15.8
60-64	351	6.62
65+	917	17.29

Sex (2016)



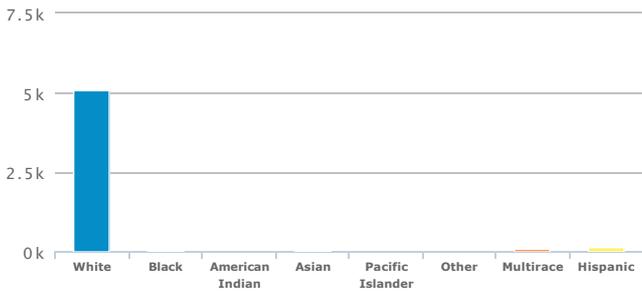
	TOTAL	%
Male	2,601	49.46
Female	2,658	50.54

Sex (2021)



	TOTAL	%
Male	2,619	49.37
Female	2,686	50.63

Race and Ethnicity Distribution (2016)

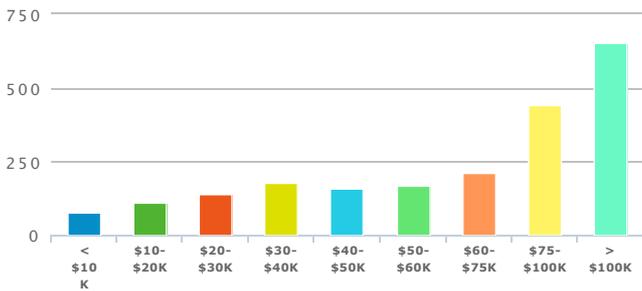


	TOTAL	%
White	5,080	96.6
Black	34	.65
American Indian	14	.27
Asian	46	.87
Pacific Islander	3	.06
Other	14	.27
Multirace	68	1.29
Hispanic	126	2.4

Total Households (2016)

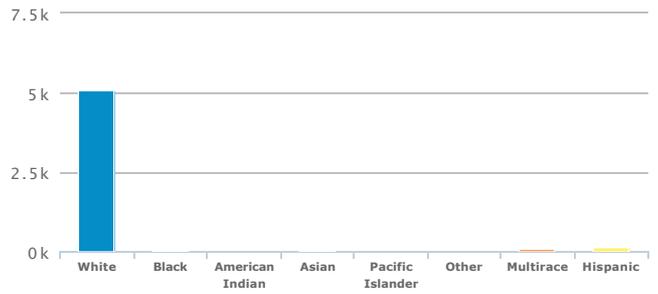
	TOTAL	%
Households	2,146	
Families	1,486	69.25

Household Income Distribution (2016)



	TOTAL	%
< \$10 K	76	3.54
\$10-\$20K	112	5.22
\$20-\$30K	140	6.52
\$30-\$40K	176	8.2
\$40-\$50K	161	7.5
\$50-\$60K	170	7.92
\$60-\$75K	212	9.88
\$75-\$100K	443	20.64
> \$100K	655	30.52

Race and Ethnicity Distribution (2021)

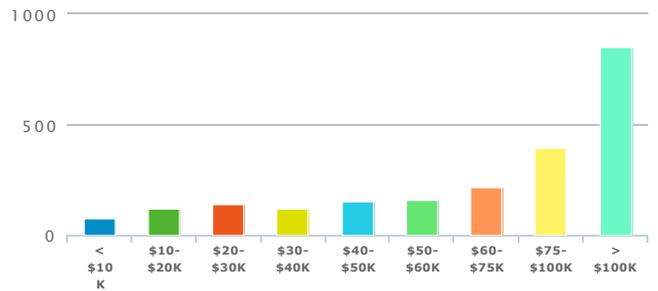


	TOTAL	%
White	5,111	96.34
Black	36	.68
American Indian	15	.28
Asian	50	.94
Pacific Islander	3	.06
Other	15	.28
Multirace	75	1.41
Hispanic	142	2.68

Total Households (2021)

	TOTAL	%
Households	2,239	
Families	1,479	66.06

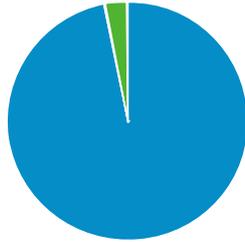
Household Income Distribution (2021)



	TOTAL	%
< \$10 K	75	3.35
\$10-\$20K	121	5.4
\$20-\$30K	139	6.21
\$30-\$40K	120	5.36
\$40-\$50K	153	6.83
\$50-\$60K	161	7.19
\$60-\$75K	218	9.74
\$75-\$100K	400	17.87
> \$100K	853	38.1

Labor Force Status (2016)

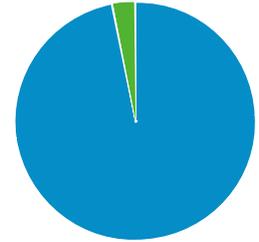
■ Employed
■ Unemployed



	TOTAL	%
Labor Force	2,889	
Employed	2,800	96.92
Unemployed	89	3.08
In Armed Forces		
Not In Labor Force	1,310	

Labor Force Status (2021)

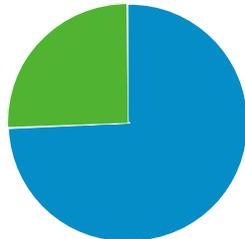
■ Employed
■ Unemployed



	TOTAL	%
Labor Force	2,972	
Employed	2,880	96.9
Unemployed	92	3.1
In Armed Forces		
Not In Labor Force	1,347	

Total Number of Housing (2016)

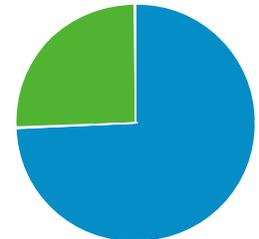
■ Owner-Occupied Dwellings
■ Renter-Occupied Dwellings



	TOTAL	%
Total Dwellings	2,193	
Owner-Occupied Dwellings	1,595	74.32
Renter-Occupied Dwellings	551	25.68
Housing Units Occupied	2,146	97.86

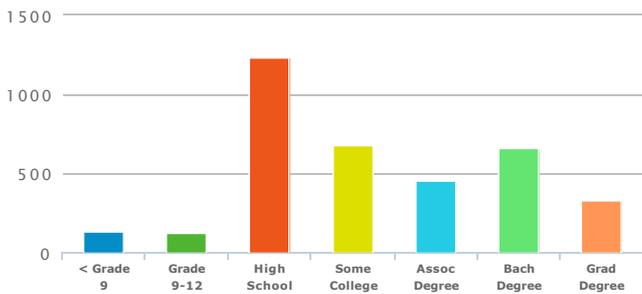
Total Number of Housing (2021)

■ Owner-Occupied Dwellings
■ Renter-Occupied Dwellings



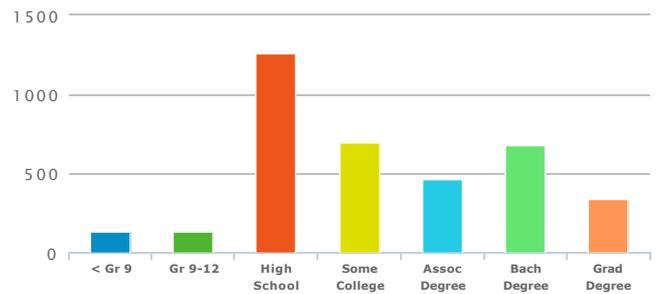
	TOTAL	%
Total Dwellings	2,295	
Owner-Occupied Dwellings	1,665	74.36
Renter-Occupied Dwellings	574	25.64
Housing Units Occupied	2,239	97.56

Education Attainment (2016)



	TOTAL	%
Population Age 25+	3,623	
< Grade 9	135	3.73
Grade 9-12	129	3.56
High School	1,234	34.06
Some College	677	18.69
Assoc Degree	454	12.53
Bach Degree	662	18.27
Grad Degree	332	9.16

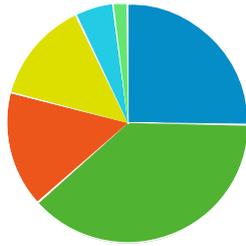
Education Attainment (2021)



	TOTAL	%
Population Age 25+	3,703	
< Gr 9	137	3.7
Gr 9-12	132	3.56
High School	1,261	34.05
Some College	692	18.69
Assoc Degree	464	12.53
Bach Degree	677	18.28
Grad Degree	340	9.18

Size of Household (2016)

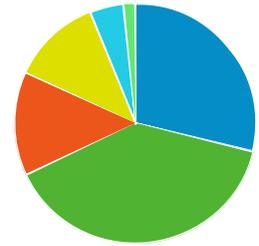
- 1 Person
- 2 Person
- 3 Person
- 4 Person
- 5 Person
- 6+ Person



	TOTAL	%
1 Person	538	25.07
2 Person	813	37.88
3 Person	335	15.61
4 Person	292	13.61
5 Person	109	5.08
6+ Person	43	2

Size of Household (2021)

- 1 Person
- 2 Person
- 3 Person
- 4 Person
- 5 Person
- 6+ Person



	TOTAL	%
1 Person	642	28.67
2 Person	869	38.81
3 Person	312	13.93
4 Person	267	11.92
5 Person	100	4.47
6+ Person	37	1.65

Source: Applied Geographic Solutions, 2016

Map Terrain Hybrid

Slinger, Wisconsin
Population: 5,259
Labor Force Size: 2,889
Bachelors Degree or Higher: 27.44%
Household Median Income: 76,438
Commute Travel Time: 23

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Full Report
Labor Force Report
Demographics Report
Consumer Spending Report
Wages Report

Map data ©2016 Google Terms of Use Report a map error



Demographic and Income Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

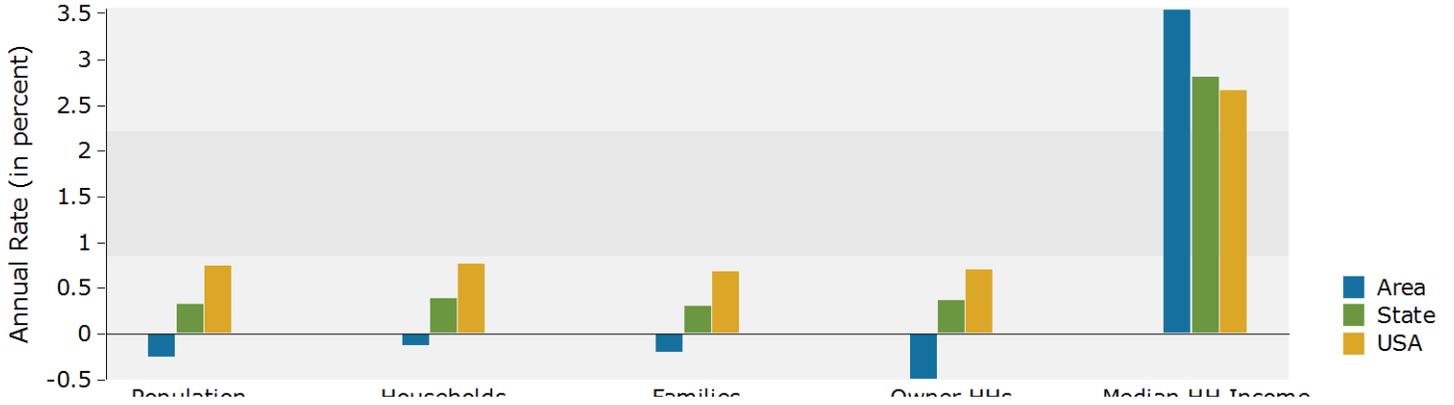
Summary	Census 2010	2015	2020			
Population	3,678	3,584	3,536			
Households	1,517	1,489	1,479			
Families	1,016	991	981			
Average Household Size	2.41	2.39	2.37			
Owner Occupied Housing Units	1,050	1,006	981			
Renter Occupied Housing Units	467	483	498			
Median Age	38.1	39.0	38.1			
Trends: 2015 - 2020 Annual Rate	Area	State	National			
Population	-0.27%	0.32%	0.75%			
Households	-0.13%	0.39%	0.77%			
Families	-0.20%	0.31%	0.69%			
Owner HHs	-0.50%	0.37%	0.70%			
Median Household Income	3.56%	2.81%	2.66%			
Households by Income	2015		2020			
	Number	Percent	Number	Percent		
<\$15,000	87	5.8%	73	4.9%		
\$15,000 - \$24,999	133	8.9%	88	5.9%		
\$25,000 - \$34,999	96	6.4%	71	4.8%		
\$35,000 - \$49,999	224	15.0%	194	13.1%		
\$50,000 - \$74,999	358	24.0%	329	22.2%		
\$75,000 - \$99,999	203	13.6%	233	15.8%		
\$100,000 - \$149,999	267	17.9%	333	22.5%		
\$150,000 - \$199,999	84	5.6%	114	7.7%		
\$200,000+	37	2.5%	44	3.0%		
Median Household Income	\$61,547		\$73,300			
Average Household Income	\$75,717		\$87,092			
Per Capita Income	\$31,244		\$36,154			
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	244	6.6%	221	6.2%	226	6.4%
5 - 9	253	6.9%	229	6.4%	215	6.1%
10 - 14	261	7.1%	237	6.6%	227	6.4%
15 - 19	248	6.7%	229	6.4%	214	6.1%
20 - 24	172	4.7%	249	6.9%	232	6.6%
25 - 34	493	13.4%	456	12.7%	505	14.3%
35 - 44	526	14.3%	463	12.9%	444	12.6%
45 - 54	625	17.0%	544	15.2%	439	12.4%
55 - 64	434	11.8%	504	14.1%	512	14.5%
65 - 74	201	5.5%	249	6.9%	330	9.3%
75 - 84	146	4.0%	126	3.5%	125	3.5%
85+	75	2.0%	77	2.1%	68	1.9%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,566	96.9%	3,451	96.3%	3,374	95.4%
Black Alone	21	0.6%	27	0.8%	36	1.0%
American Indian Alone	12	0.3%	15	0.4%	18	0.5%
Asian Alone	28	0.8%	30	0.8%	33	0.9%
Pacific Islander Alone	2	0.1%	2	0.1%	2	0.1%
Some Other Race Alone	8	0.2%	10	0.3%	11	0.3%
Two or More Races	42	1.1%	50	1.4%	61	1.7%
Hispanic Origin (Any Race)	77	2.1%	92	2.6%	114	3.2%

Data Note: Income is expressed in current dollars.

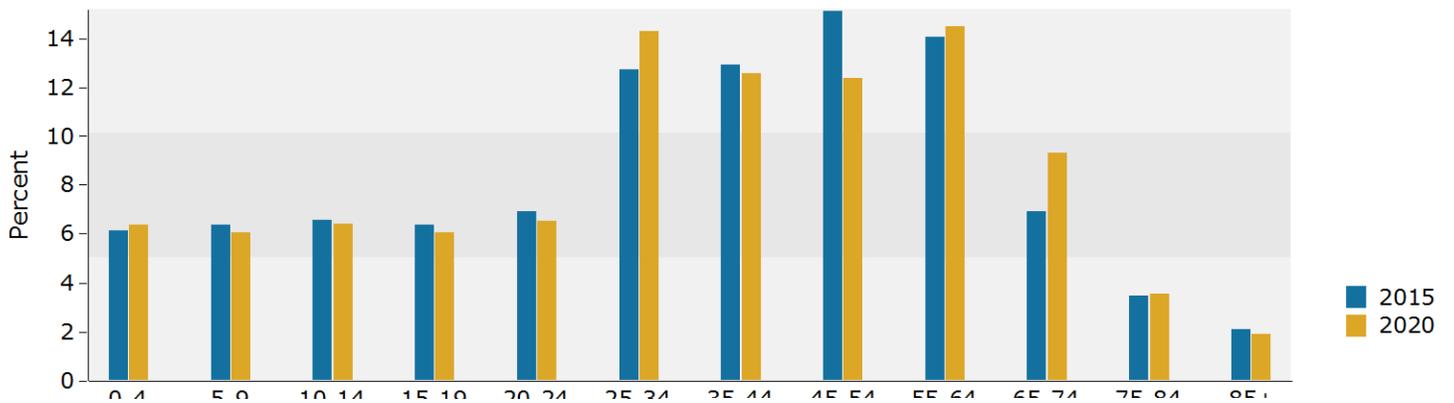
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 25, 2016

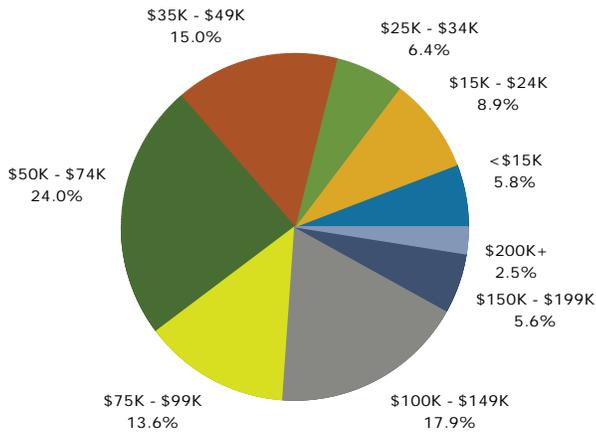
Trends 2015-2020



Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Summary	Census 2010	2015	2020
Population	9,412	9,487	9,593
Households	3,647	3,696	3,757
Families	2,687	2,718	2,760
Average Household Size	2.57	2.56	2.54
Owner Occupied Housing Units	2,929	2,936	2,971
Renter Occupied Housing Units	718	760	786
Median Age	40.6	41.7	41.8
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.22%	0.32%	0.75%
Households	0.33%	0.39%	0.77%
Families	0.31%	0.31%	0.69%
Owner HHs	0.24%	0.37%	0.70%
Median Household Income	3.19%	2.81%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
< \$15,000	150	4.1%	125	3.3%
\$15,000 - \$24,999	250	6.8%	164	4.4%
\$25,000 - \$34,999	218	5.9%	159	4.2%
\$35,000 - \$49,999	521	14.1%	450	12.0%
\$50,000 - \$74,999	786	21.3%	725	19.3%
\$75,000 - \$99,999	520	14.1%	605	16.1%
\$100,000 - \$149,999	736	19.9%	857	22.8%
\$150,000 - \$199,999	298	8.1%	414	11.0%
\$200,000+	217	5.9%	258	6.9%

Median Household Income	\$71,558	\$83,724
Average Household Income	\$91,537	\$104,853
Per Capita Income	\$35,764	\$41,169

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	589	6.3%	539	5.7%	543	5.7%
5 - 9	650	6.9%	633	6.7%	585	6.1%
10 - 14	686	7.3%	651	6.9%	668	7.0%
15 - 19	646	6.9%	594	6.3%	587	6.1%
20 - 24	390	4.1%	555	5.9%	481	5.0%
25 - 34	1,024	10.9%	1,014	10.7%	1,135	11.8%
35 - 44	1,329	14.1%	1,177	12.4%	1,151	12.0%
45 - 54	1,767	18.8%	1,568	16.5%	1,290	13.4%
55 - 64	1,236	13.1%	1,465	15.4%	1,547	16.1%
65 - 74	595	6.3%	783	8.3%	1,040	10.8%
75 - 84	360	3.8%	352	3.7%	413	4.3%
85+	142	1.5%	156	1.6%	154	1.6%

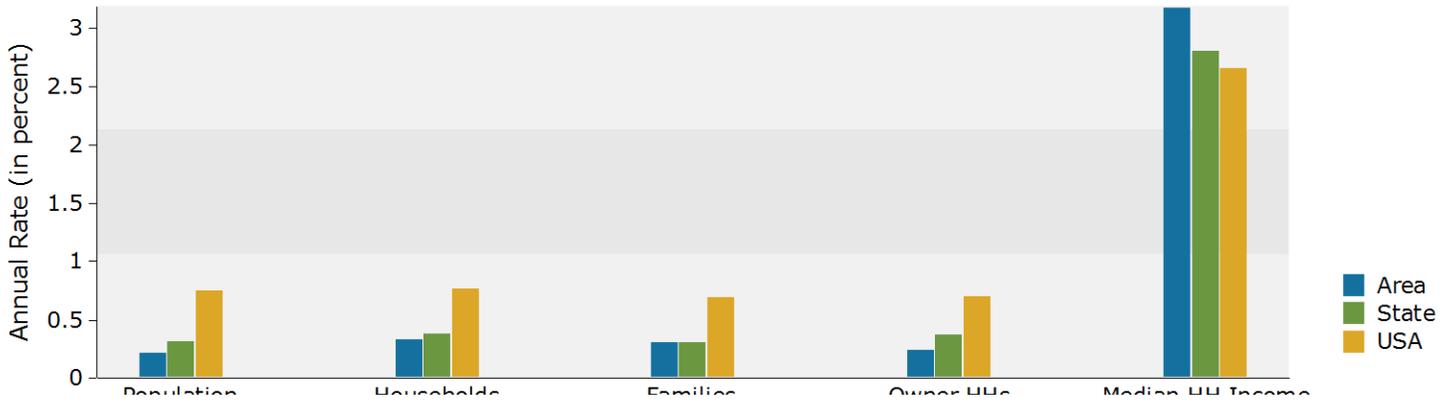
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,162	97.4%	9,183	96.8%	9,217	96.1%
Black Alone	37	0.4%	48	0.5%	64	0.7%
American Indian Alone	25	0.3%	32	0.3%	41	0.4%
Asian Alone	74	0.8%	83	0.9%	96	1.0%
Pacific Islander Alone	6	0.1%	8	0.1%	11	0.1%
Some Other Race Alone	22	0.2%	27	0.3%	33	0.3%
Two or More Races	85	0.9%	105	1.1%	131	1.4%
Hispanic Origin (Any Race)	175	1.9%	214	2.3%	269	2.8%

Data Note: Income is expressed in current dollars.

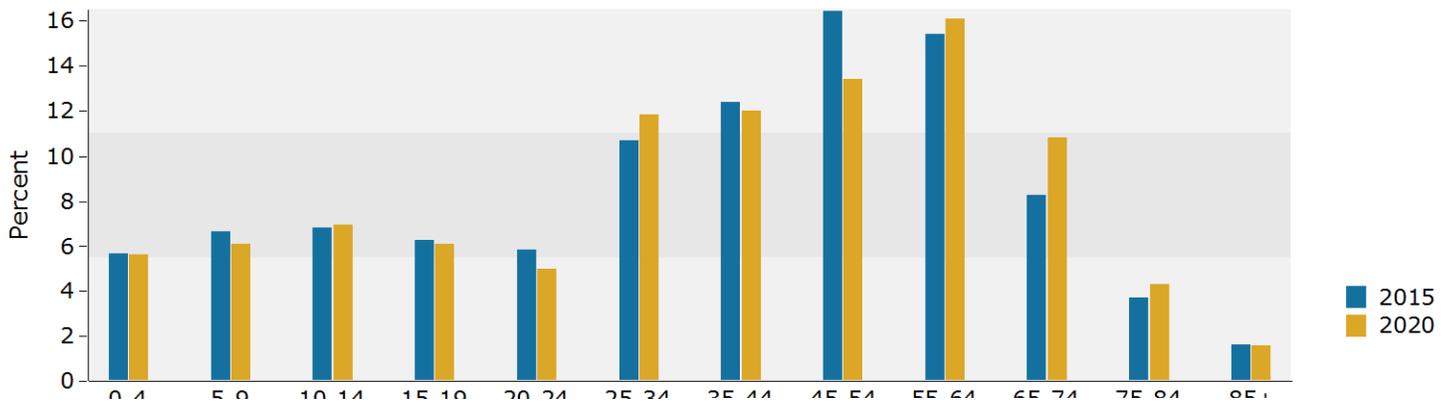
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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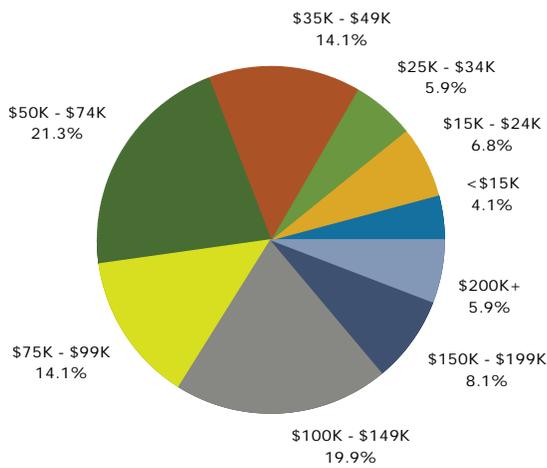
Trends 2015-2020



Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Summary	Census 2010	2015	2020
Population	24,931	25,185	25,496
Households	9,719	9,874	10,055
Families	6,906	6,983	7,093
Average Household Size	2.54	2.53	2.51
Owner Occupied Housing Units	7,462	7,450	7,617
Renter Occupied Housing Units	2,257	2,424	2,438
Median Age	40.5	41.3	41.4
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.25%	0.32%	0.75%
Households	0.36%	0.39%	0.77%
Families	0.31%	0.31%	0.69%
Owner HHs	0.44%	0.37%	0.70%
Median Household Income	3.39%	2.81%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
< \$15,000	678	6.9%	590	5.9%
\$15,000 - \$24,999	761	7.7%	528	5.3%
\$25,000 - \$34,999	790	8.0%	605	6.0%
\$35,000 - \$49,999	1,251	12.7%	1,103	11.0%
\$50,000 - \$74,999	1,903	19.3%	1,771	17.6%
\$75,000 - \$99,999	1,560	15.8%	1,820	18.1%
\$100,000 - \$149,999	1,840	18.6%	2,180	21.7%
\$150,000 - \$199,999	639	6.5%	914	9.1%
\$200,000+	453	4.6%	544	5.4%
Median Household Income	\$67,285		\$79,500	
Average Household Income	\$83,692		\$96,441	
Per Capita Income	\$33,022		\$38,279	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,601	6.4%	1,484	5.9%	1,488	5.8%
5 - 9	1,717	6.9%	1,732	6.9%	1,623	6.4%
10 - 14	1,787	7.2%	1,713	6.8%	1,816	7.1%
15 - 19	1,624	6.5%	1,556	6.2%	1,543	6.1%
20 - 24	1,168	4.7%	1,342	5.3%	1,213	4.8%
25 - 34	2,806	11.3%	2,847	11.3%	2,983	11.7%
35 - 44	3,440	13.8%	3,134	12.4%	3,231	12.7%
45 - 54	4,395	17.6%	4,053	16.1%	3,380	13.3%
55 - 64	3,120	12.5%	3,615	14.4%	3,881	15.2%
65 - 74	1,733	7.0%	2,137	8.5%	2,622	10.3%
75 - 84	1,069	4.3%	1,075	4.3%	1,202	4.7%
85+	471	1.9%	497	2.0%	514	2.0%

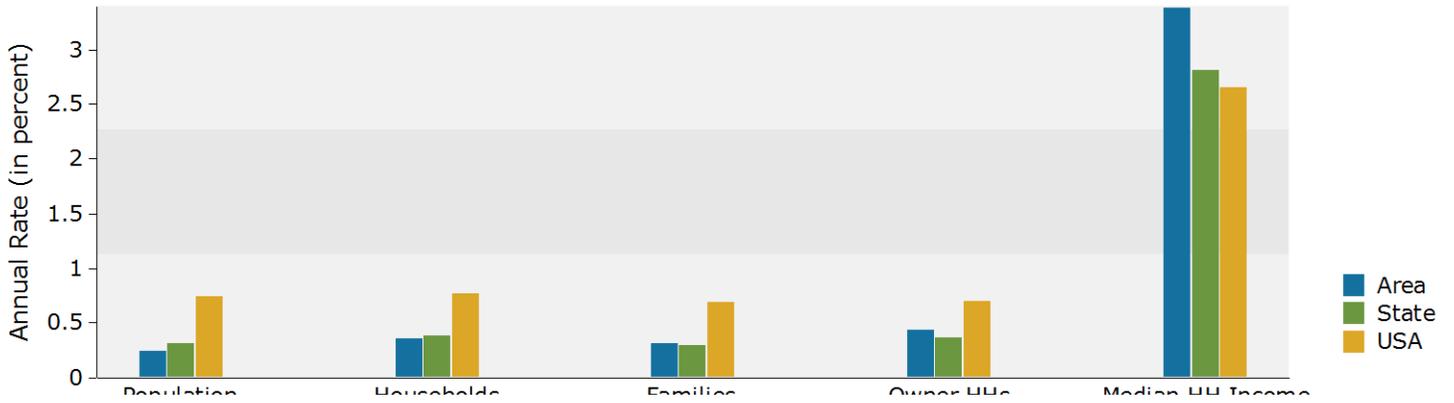
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,065	96.5%	24,122	95.8%	24,171	94.8%
Black Alone	125	0.5%	164	0.7%	219	0.9%
American Indian Alone	81	0.3%	102	0.4%	126	0.5%
Asian Alone	172	0.7%	190	0.8%	220	0.9%
Pacific Islander Alone	10	0.0%	12	0.0%	16	0.1%
Some Other Race Alone	220	0.9%	275	1.1%	346	1.4%
Two or More Races	258	1.0%	320	1.3%	398	1.6%
Hispanic Origin (Any Race)	771	3.1%	949	3.8%	1,186	4.7%

Data Note: Income is expressed in current dollars.

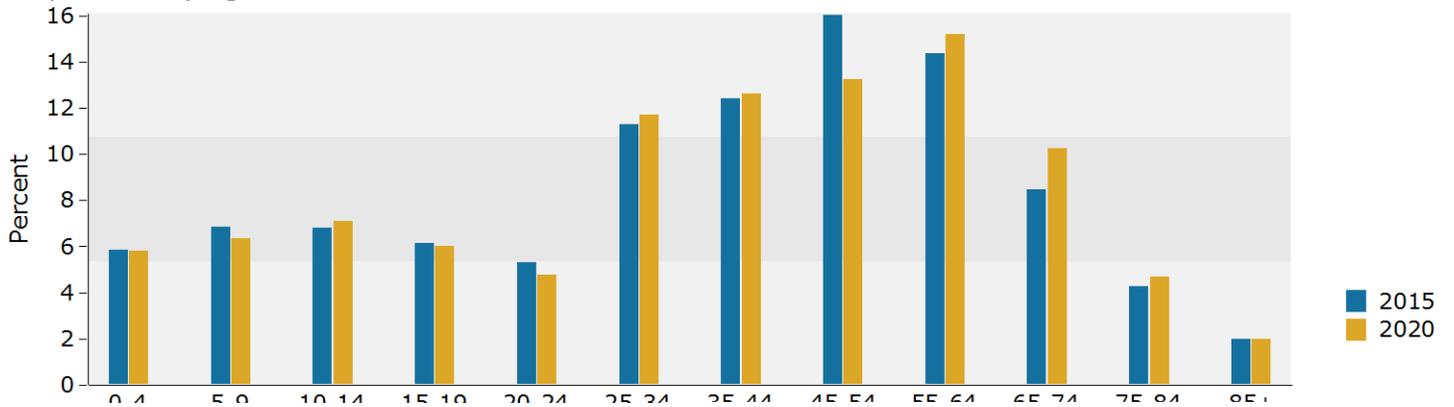
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 25, 2016

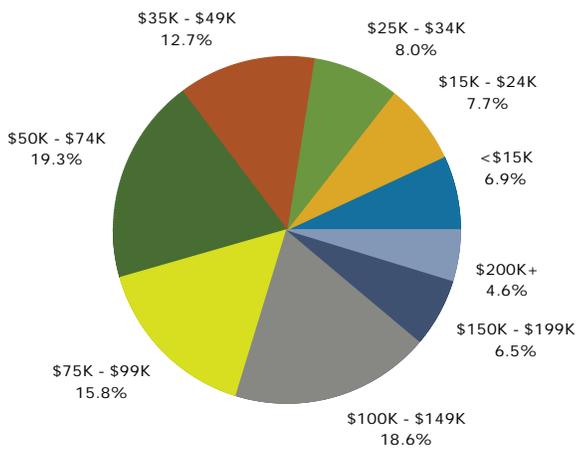
Trends 2015-2020



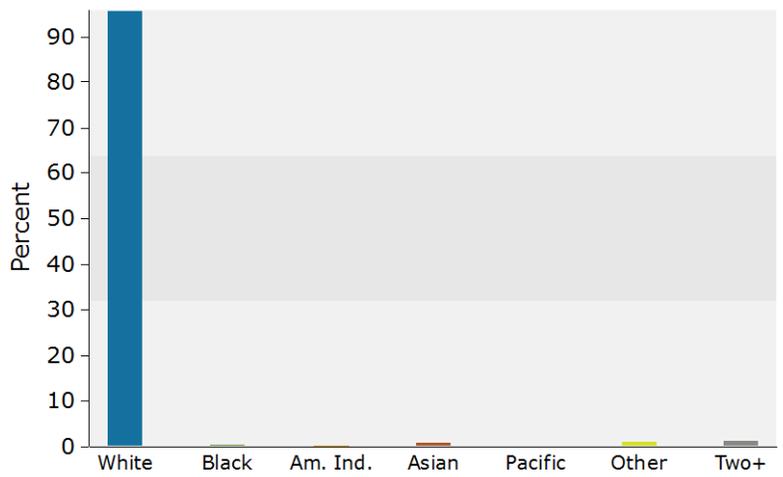
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Summary Demographics

2015 Population	3,584
2015 Households	1,489
2015 Median Disposable Income	\$49,228
2015 Per Capita Income	\$31,244

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$61,940,172	\$60,660,785	\$1,279,387	1.0	36
Total Retail Trade	44-45	\$56,106,107	\$57,303,226	-\$1,197,119	-1.1	26
Total Food & Drink	722	\$5,834,065	\$3,357,559	\$2,476,506	26.9	10

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,181,442	\$9,592,753	\$3,588,689	15.8	1
Automobile Dealers	4411	\$10,748,293	\$9,458,196	\$1,290,097	6.4	1
Other Motor Vehicle Dealers	4412	\$1,662,880	\$0	\$1,662,880	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$770,269	\$0	\$770,269	100.0	0
Furniture & Home Furnishings Stores	442	\$1,621,836	\$2,173,273	-\$551,437	-14.5	3
Furniture Stores	4421	\$1,063,685	\$1,996,002	-\$932,317	-30.5	2
Home Furnishings Stores	4422	\$558,151	\$177,271	\$380,880	51.8	1
Electronics & Appliance Stores	443	\$3,247,997	\$6,331,596	-\$3,083,599	-32.2	3
Bldg Materials, Garden Equip. & Supply	444	\$2,628,863	\$2,612,545	\$16,318	0.3	3
Bldg Material & Supplies Dealers	4441	\$2,142,120	\$2,401,019	-\$258,899	-5.7	2
Lawn & Garden Equip & Supply Stores	4442	\$486,742	\$211,525	\$275,217	39.4	1
Food & Beverage Stores	445	\$9,353,822	\$20,114,358	-\$10,760,536	-36.5	3
Grocery Stores	4451	\$8,328,318	\$18,452,974	-\$10,124,656	-37.8	1
Specialty Food Stores	4452	\$645,457	\$769,830	-\$124,373	-8.8	1
Beer, Wine & Liquor Stores	4453	\$380,046	\$891,554	-\$511,508	-40.2	1
Health & Personal Care Stores	446,4461	\$3,948,865	\$2,047,415	\$1,901,450	31.7	1
Gasoline Stations	447,4471	\$4,448,254	\$8,441,392	-\$3,993,138	-31.0	3
Clothing & Clothing Accessories Stores	448	\$2,458,757	\$377,505	\$2,081,252	73.4	1
Clothing Stores	4481	\$1,474,640	\$0	\$1,474,640	100.0	0
Shoe Stores	4482	\$425,938	\$0	\$425,938	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$558,179	\$357,012	\$201,167	22.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,478,823	\$593,601	\$885,222	42.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,149,085	\$593,601	\$555,484	31.9	2
Book, Periodical & Music Stores	4512	\$329,738	\$0	\$329,738	100.0	0
General Merchandise Stores	452	\$10,508,488	\$741,853	\$9,766,635	86.8	2
Department Stores Excluding Leased Depts.	4521	\$8,854,365	\$0	\$8,854,365	100.0	0
Other General Merchandise Stores	4529	\$1,654,123	\$741,853	\$912,270	38.1	2
Miscellaneous Store Retailers	453	\$2,033,133	\$4,276,936	-\$2,243,803	-35.6	6
Florists	4531	\$79,422	\$0	\$79,422	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$565,884	\$0	\$565,884	100.0	0
Used Merchandise Stores	4533	\$330,462	\$1,989,688	-\$1,659,226	-71.5	2
Other Miscellaneous Store Retailers	4539	\$1,057,365	\$2,218,403	-\$1,161,038	-35.4	3
Nonstore Retailers	454	\$1,195,828	\$0	\$1,195,828	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$883,760	\$0	\$883,760	100.0	0
Vending Machine Operators	4542	\$139,879	\$0	\$139,879	100.0	0
Direct Selling Establishments	4543	\$172,189	\$0	\$172,189	100.0	0
Food Services & Drinking Places	722	\$5,834,065	\$3,357,559	\$2,476,506	26.9	10
Full-Service Restaurants	7221	\$3,107,086	\$1,949,629	\$1,157,457	22.9	6
Limited-Service Eating Places	7222	\$2,289,959	\$1,196,692	\$1,093,267	31.4	3
Special Food Services	7223	\$123,929	\$0	\$123,929	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$313,090	\$211,239	\$101,851	19.4	1

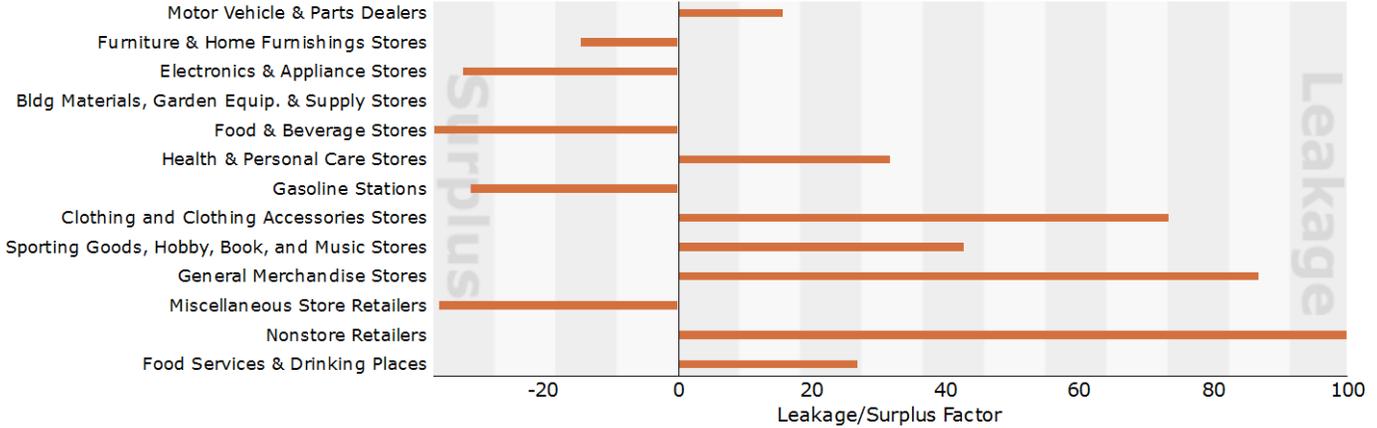
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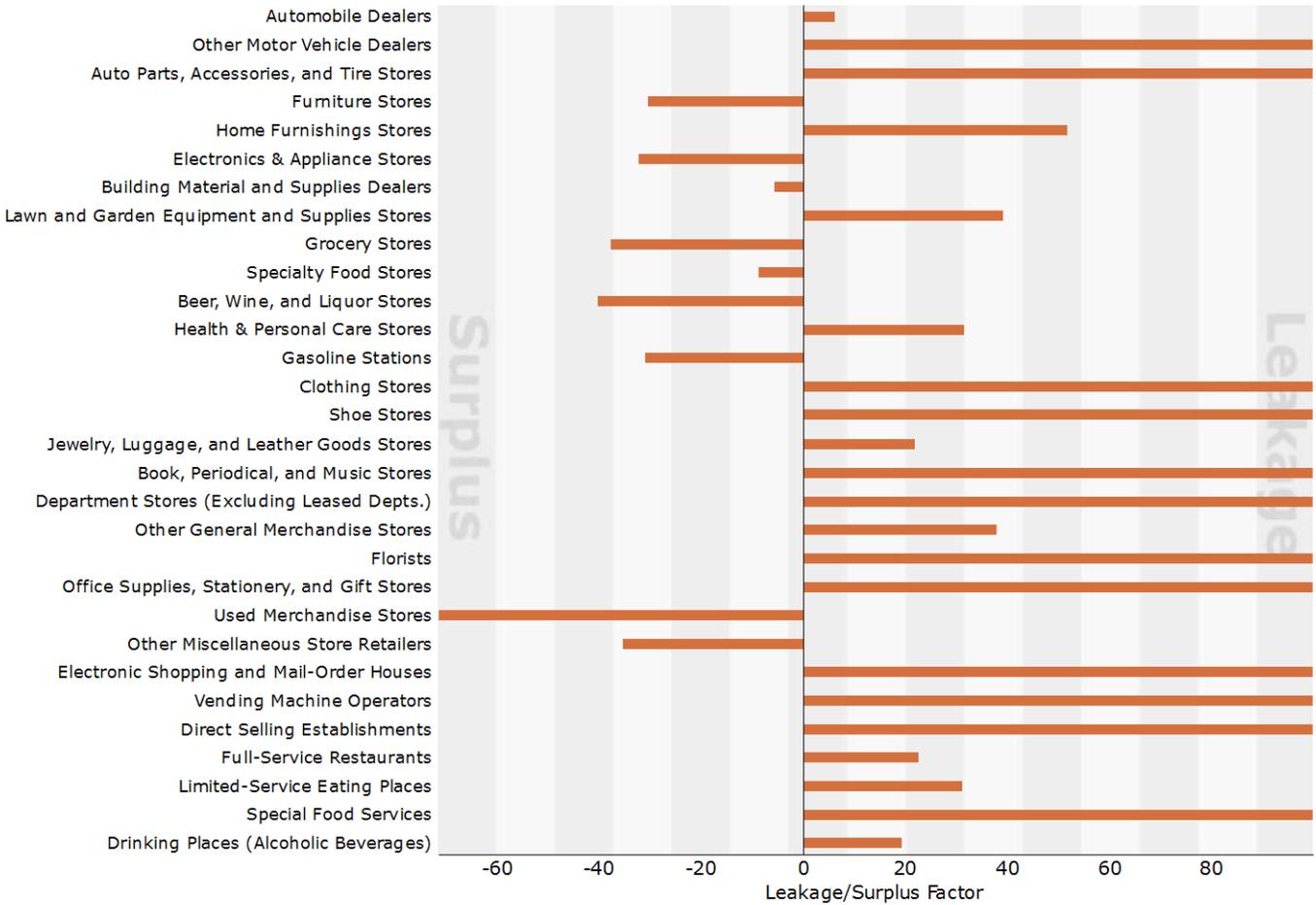
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Summary Demographics

2015 Population	9,487
2015 Households	3,696
2015 Median Disposable Income	\$54,822
2015 Per Capita Income	\$35,764

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$182,476,238	\$142,427,199	\$40,049,039	12.3	70
Total Retail Trade	44-45	\$165,287,212	\$136,699,859	\$28,587,353	9.5	51
Total Food & Drink	722	\$17,189,027	\$5,727,340	\$11,461,687	50.0	18

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,934,483	\$57,899,455	-\$18,964,972	-19.6	7
Automobile Dealers	4411	\$31,470,148	\$51,595,038	-\$20,124,890	-24.2	5
Other Motor Vehicle Dealers	4412	\$5,160,709	\$5,756,107	-\$595,398	-5.5	1
Auto Parts, Accessories & Tire Stores	4413	\$2,303,627	\$548,310	\$1,755,317	61.5	2
Furniture & Home Furnishings Stores	442	\$4,792,459	\$7,712,074	-\$2,919,615	-23.3	4
Furniture Stores	4421	\$3,107,491	\$3,108,007	-\$516	0.0	3
Home Furnishings Stores	4422	\$1,684,968	\$4,604,068	-\$2,919,100	-46.4	2
Electronics & Appliance Stores	443	\$9,629,837	\$8,359,891	\$1,269,946	7.1	4
Bldg Materials, Garden Equip. & Supply	444	\$8,174,519	\$5,747,154	\$2,427,365	17.4	9
Bldg Material & Supplies Dealers	4441	\$6,634,506	\$4,284,107	\$2,350,399	21.5	6
Lawn & Garden Equip & Supply Stores	4442	\$1,540,013	\$1,463,046	\$76,967	2.6	3
Food & Beverage Stores	445	\$27,279,826	\$30,426,920	-\$3,147,094	-5.5	4
Grocery Stores	4451	\$24,274,805	\$28,273,984	-\$3,999,179	-7.6	2
Specialty Food Stores	4452	\$1,883,727	\$1,194,094	\$689,633	22.4	1
Beer, Wine & Liquor Stores	4453	\$1,121,294	\$958,842	\$162,452	7.8	1
Health & Personal Care Stores	446,4461	\$11,758,032	\$3,840,584	\$7,917,448	50.8	2
Gasoline Stations	447,4471	\$12,808,469	\$13,135,172	-\$326,703	-1.3	4
Clothing & Clothing Accessories Stores	448	\$7,186,636	\$968,505	\$6,218,131	76.2	3
Clothing Stores	4481	\$4,302,671	\$498,118	\$3,804,553	79.2	1
Shoe Stores	4482	\$1,218,920	\$0	\$1,218,920	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,665,045	\$470,387	\$1,194,658	55.9	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,371,552	\$783,457	\$3,588,095	69.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,411,941	\$738,232	\$2,673,709	64.4	3
Book, Periodical & Music Stores	4512	\$959,612	\$0	\$959,612	100.0	0
General Merchandise Stores	452	\$30,774,098	\$927,146	\$29,846,952	94.2	2
Department Stores Excluding Leased Depts.	4521	\$25,926,353	\$0	\$25,926,353	100.0	0
Other General Merchandise Stores	4529	\$4,847,745	\$927,146	\$3,920,599	67.9	2
Miscellaneous Store Retailers	453	\$5,967,569	\$6,899,502	-\$931,933	-7.2	9
Florists	4531	\$254,080	\$117,424	\$136,656	36.8	1
Office Supplies, Stationery & Gift Stores	4532	\$1,678,503	\$247,230	\$1,431,273	74.3	1
Used Merchandise Stores	4533	\$968,250	\$2,139,854	-\$1,171,604	-37.7	2
Other Miscellaneous Store Retailers	4539	\$3,066,736	\$4,394,993	-\$1,328,257	-17.8	5
Nonstore Retailers	454	\$3,609,731	\$0	\$3,609,731	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,608,883	\$0	\$2,608,883	100.0	0
Vending Machine Operators	4542	\$407,508	\$0	\$407,508	100.0	0
Direct Selling Establishments	4543	\$593,339	\$0	\$593,339	100.0	0
Food Services & Drinking Places	722	\$17,189,027	\$5,727,340	\$11,461,687	50.0	18
Full-Service Restaurants	7221	\$9,176,482	\$3,255,726	\$5,920,756	47.6	9
Limited-Service Eating Places	7222	\$6,708,962	\$1,853,350	\$4,855,612	56.7	4
Special Food Services	7223	\$383,501	\$0	\$383,501	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$920,082	\$603,004	\$317,078	20.8	5

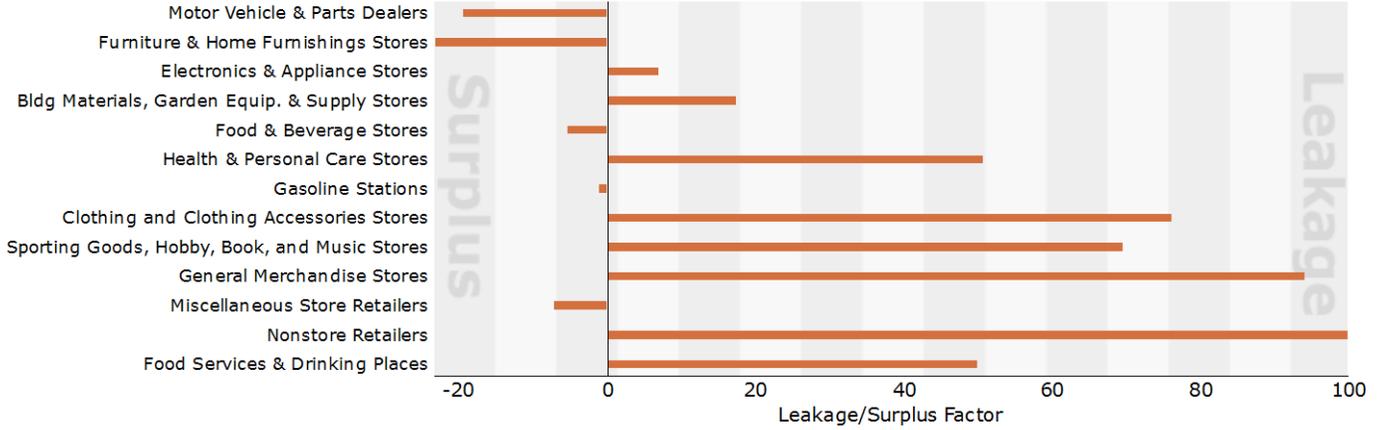
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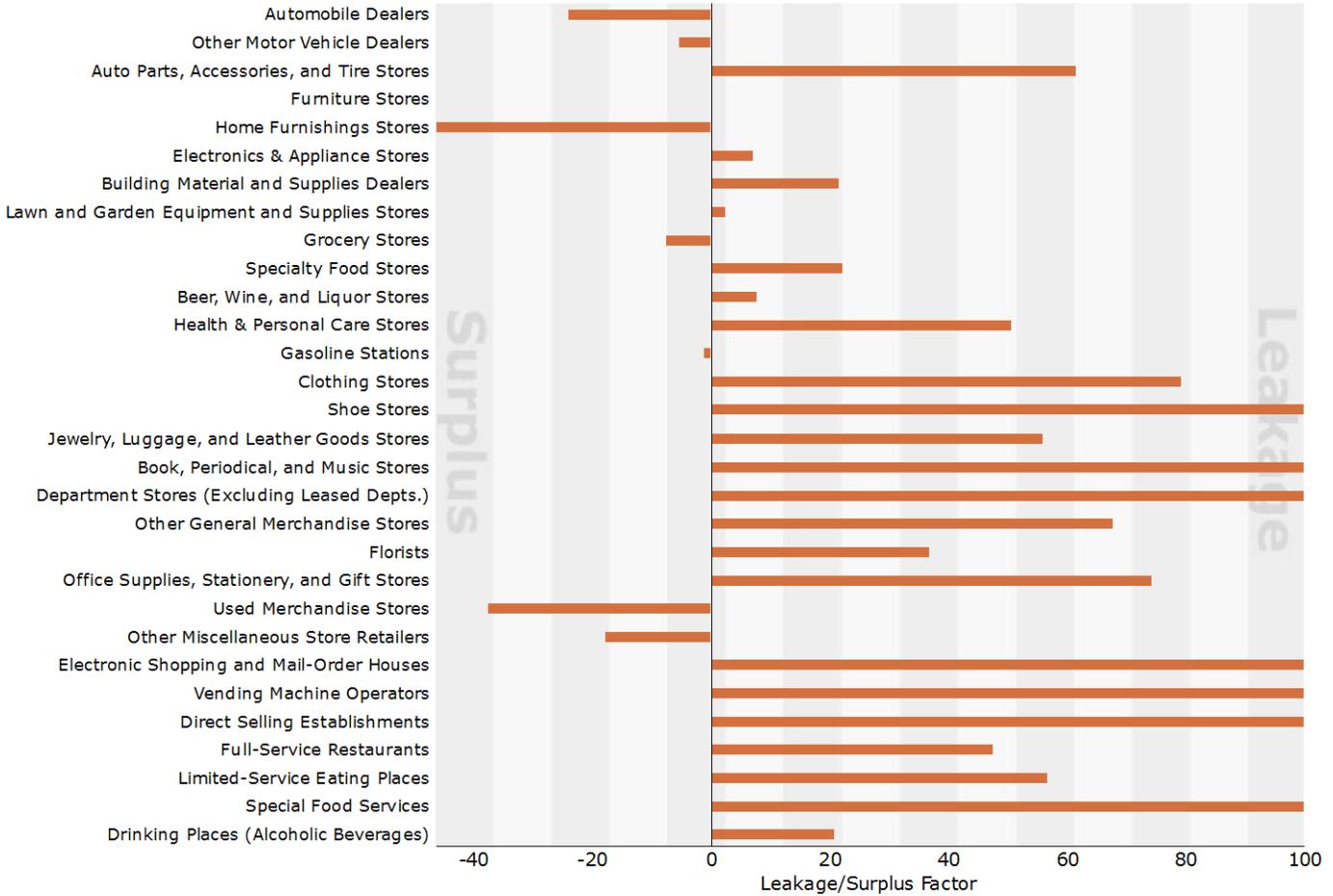
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Summary Demographics						
2015 Population						25,185
2015 Households						9,874
2015 Median Disposable Income						\$52,123
2015 Per Capita Income						\$33,022
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$442,779,756	\$347,589,765	\$95,189,991	12.0	191
Total Retail Trade	44-45	\$401,082,281	\$320,317,589	\$80,764,692	11.2	136
Total Food & Drink	722	\$41,697,475	\$27,272,176	\$14,425,299	20.9	54
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$94,028,559	\$98,849,481	-\$4,820,922	-2.5	21
Automobile Dealers	4411	\$75,866,051	\$82,374,628	-\$6,508,577	-4.1	10
Other Motor Vehicle Dealers	4412	\$12,530,936	\$10,184,520	\$2,346,416	10.3	3
Auto Parts, Accessories & Tire Stores	4413	\$5,631,572	\$6,290,334	-\$658,762	-5.5	8
Furniture & Home Furnishings Stores	442	\$11,569,582	\$12,484,483	-\$914,901	-3.8	6
Furniture Stores	4421	\$7,470,573	\$4,087,129	\$3,383,444	29.3	3
Home Furnishings Stores	4422	\$4,099,009	\$8,397,354	-\$4,298,345	-34.4	3
Electronics & Appliance Stores	443	\$23,416,320	\$20,386,264	\$3,030,056	6.9	13
Bldg Materials, Garden Equip. & Supply	444	\$19,993,772	\$14,141,957	\$5,851,815	17.1	19
Bldg Material & Supplies Dealers	4441	\$16,174,716	\$9,163,192	\$7,011,524	27.7	12
Lawn & Garden Equip & Supply Stores	4442	\$3,819,056	\$4,978,765	-\$1,159,709	-13.2	7
Food & Beverage Stores	445	\$66,438,141	\$54,796,331	\$11,641,810	9.6	11
Grocery Stores	4451	\$59,117,476	\$48,223,864	\$10,893,612	10.1	4
Specialty Food Stores	4452	\$4,590,553	\$1,621,851	\$2,968,702	47.8	2
Beer, Wine & Liquor Stores	4453	\$2,730,113	\$4,950,616	-\$2,220,503	-28.9	5
Health & Personal Care Stores	446,4461	\$28,695,038	\$17,597,900	\$11,097,138	24.0	9
Gasoline Stations	447,4471	\$31,043,542	\$39,297,900	-\$8,254,358	-11.7	12
Clothing & Clothing Accessories Stores	448	\$17,387,459	\$3,992,719	\$13,394,740	62.7	11
Clothing Stores	4481	\$10,425,956	\$2,060,254	\$8,365,702	67.0	6
Shoe Stores	4482	\$2,946,179	\$0	\$2,946,179	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,015,324	\$1,932,465	\$2,082,859	35.0	5
Sporting Goods, Hobby, Book & Music Stores	451	\$10,513,475	\$15,035,160	-\$4,521,685	-17.7	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,194,447	\$14,688,913	-\$6,494,466	-28.4	11
Book, Periodical & Music Stores	4512	\$2,319,028	\$346,246	\$1,972,782	74.0	1
General Merchandise Stores	452	\$74,592,411	\$30,137,317	\$44,455,094	42.4	4
Department Stores Excluding Leased Depts.	4521	\$62,792,868	\$28,857,056	\$33,935,812	37.0	1
Other General Merchandise Stores	4529	\$11,799,544	\$1,280,261	\$10,519,283	80.4	3
Miscellaneous Store Retailers	453	\$14,494,060	\$13,369,891	\$1,124,169	4.0	17
Florists	4531	\$625,809	\$376,487	\$249,322	24.9	2
Office Supplies, Stationery & Gift Stores	4532	\$4,067,857	\$1,032,111	\$3,035,746	59.5	4
Used Merchandise Stores	4533	\$2,342,099	\$3,219,358	-\$877,259	-15.8	3
Other Miscellaneous Store Retailers	4539	\$7,458,295	\$8,741,936	-\$1,283,641	-7.9	8
Nonstore Retailers	454	\$8,909,920	\$0	\$8,909,920	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$6,340,773	\$0	\$6,340,773	100.0	0
Vending Machine Operators	4542	\$991,899	\$0	\$991,899	100.0	0
Direct Selling Establishments	4543	\$1,577,248	\$0	\$1,577,248	100.0	0
Food Services & Drinking Places	722	\$41,697,475	\$27,272,176	\$14,425,299	20.9	54
Full-Service Restaurants	7221	\$22,266,431	\$12,897,209	\$9,369,222	26.6	23
Limited-Service Eating Places	7222	\$16,251,638	\$12,411,808	\$3,839,830	13.4	19
Special Food Services	7223	\$936,499	\$0	\$936,499	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,242,908	\$1,829,636	\$413,272	10.1	12

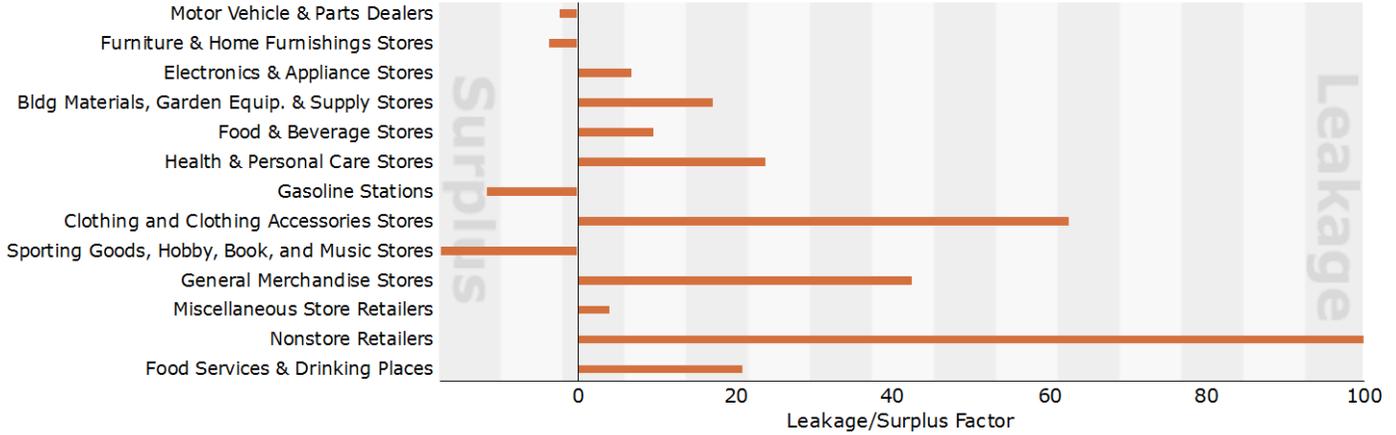
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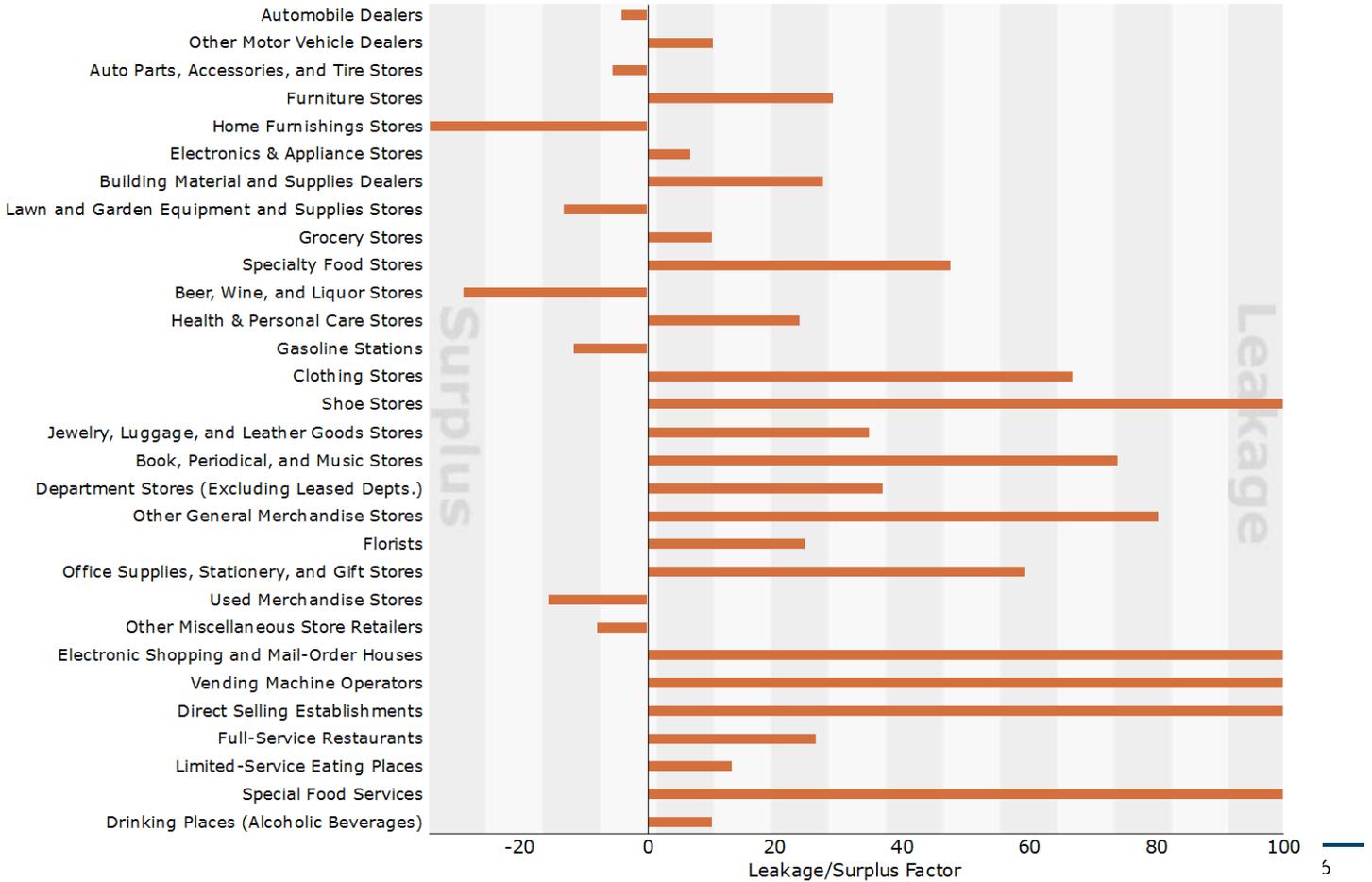
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Demographic Summary	2015	2020	
Population	3,584	3,536	
Population 18+	2,760	2,740	
Households	1,489	1,479	
Median Household Income	\$61,547	\$73,300	
Product/Consumer Behavior	Expected Number of	Percent	MPI
Participated in aerobics in last 12 months	232	8.4%	94
Participated in archery in last 12 months	80	2.9%	105
Participated in auto racing in last 12 months	56	2.0%	101
Participated in backpacking in last 12 months	100	3.6%	124
Participated in baseball in last 12 months	118	4.3%	95
Participated in basketball in last 12 months	234	8.5%	102
Participated in bicycling (mountain) in last 12 months	113	4.1%	102
Participated in bicycling (road) in last 12 months	288	10.4%	106
Participated in boating (power) in last 12 months	141	5.1%	97
Participated in bowling in last 12 months	352	12.8%	131
Participated in canoeing/kayaking in last 12 months	136	4.9%	92
Participated in fishing (fresh water) in last 12 months	368	13.3%	108
Participated in fishing (salt water) in last 12 months	109	3.9%	98
Participated in football in last 12 months	146	5.3%	106
Participated in Frisbee in last 12 months	142	5.1%	112
Participated in golf in last 12 months	260	9.4%	100
Participated in hiking in last 12 months	225	8.2%	82
Participated in horseback riding in last 12 months	93	3.4%	138
Participated in hunting with rifle in last 12 months	133	4.8%	105
Participated in hunting with shotgun in last 12 months	122	4.4%	109
Participated in ice skating in last 12 months	75	2.7%	106
Participated in jogging/running in last 12 months	325	11.8%	92
Participated in motorcycling in last 12 months	112	4.1%	132
Participated in Pilates in last 12 months	104	3.8%	135
Participated in skiing (downhill) in last 12 months	74	2.7%	94
Participated in soccer in last 12 months	118	4.3%	114
Participated in softball in last 12 months	77	2.8%	82
Participated in swimming in last 12 months	488	17.7%	112
Participated in target shooting in last 12 months	159	5.8%	127
Participated in tennis in last 12 months	115	4.2%	98
Participated in volleyball in last 12 months	115	4.2%	118
Participated in walking for exercise in last 12 months	743	26.9%	96
Participated in weight lifting in last 12 months	271	9.8%	92
Participated in yoga in last 12 months	192	7.0%	97
Spent on sports/rec equip in last 12 months: \$1-99	151	5.5%	92
Spent on sports/rec equip in last 12 months: \$100-\$249	177	6.4%	98
Spent on sports/rec equip in last 12 months: \$250+	199	7.2%	103
Attend sports events	746	27.0%	115
Attend sports events: auto racing (NASCAR)	75	2.7%	134
Attend sports events: baseball game - MLB reg seas	285	10.3%	107
Attend sports events: basketball game (college)	110	4.0%	135
Attend sports events: basketball game-NBA reg seas	89	3.2%	102
Attend sports events: football game (college)	190	6.9%	122
Attend sports events: football game-NFL Mon/Thurs	64	2.3%	90
Attend sports events: football game - NFL weekend	158	5.7%	123
Attend sports events: high school sports	134	4.9%	105
Attend sports events: ice hockey game-NHL reg seas	83	3.0%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by CBK MPI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Product/Consumer Behavior	Expected Number of	Percent	MPI
Listen to sports on radio	456	16.5%	107
Listen to baseball (MLB reg season) on radio often	69	2.5%	105
Listen to football (NFL Mon/Thurs) on radio often	66	2.4%	125
Listen to football (NFL wknd games) on radio often	67	2.4%	110
Listen to football (college) on radio often	73	2.6%	122
Watch sports on TV	1,839	66.6%	106
Watch on TV: alpine skiing/ski jumping	138	5.0%	90
Watch on TV: auto racing (NASCAR)	502	18.2%	126
Watch on TV: auto racing (not NASCAR)	205	7.4%	123
Watch on TV: baseball (MLB regular season)	702	25.4%	107
Watch on TV: baseball (MLB playoffs/World Series)	683	24.7%	106
Watch on TV: basketball (college)	469	17.0%	110
Watch on TV: basketball (NCAA tournament)	473	17.1%	109
Watch on TV: basketball (NBA regular season)	530	19.2%	105
Watch on TV: basketball (NBA playoffs/finals)	541	19.6%	99
Watch on TV: basketball (WNBA)	131	4.7%	105
Watch on TV: bicycle racing	80	2.9%	99
Watch on TV: bowling	121	4.4%	129
Watch on TV: boxing	235	8.5%	99
Watch on TV: bull riding (pro)	172	6.2%	113
Watch on TV: Equestrian events	99	3.6%	108
Watch on TV: extreme sports (summer)	176	6.4%	103
Watch on TV: extreme sports (winter)	210	7.6%	112
Watch on TV: figure skating	313	11.3%	107
Watch on TV: fishing	192	7.0%	101
Watch on TV: football (college)	830	30.1%	114
Watch on TV: football (NFL Mon/Thurs night games)	1,068	38.7%	113
Watch on TV: football (NFL weekend games)	1,147	41.6%	115
Watch on TV: football (NFL playoffs/Super Bowl)	1,163	42.1%	113
Watch on TV: golf (PGA)	456	16.5%	112
Watch on TV: golf (LPGA)	154	5.6%	113
Watch on TV: gymnastics	256	9.3%	113
Watch on TV: horse racing	110	4.0%	107
Watch on TV: ice hockey (NHL regular season)	259	9.4%	103
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	255	9.2%	98
Watch on TV: marathon/road running/triathlon	70	2.5%	113
Watch on TV: mixed martial arts (MMA)	146	5.3%	105
Watch on TV: motorcycle racing	123	4.5%	98
Watch on TV: Olympics (summer)	773	28.0%	106
Watch on TV: Olympics (winter)	748	27.1%	106
Watch on TV: poker	189	6.8%	104
Watch on TV: rodeo	160	5.8%	117
Watch on TV: soccer (MLS)	163	5.9%	108
Watch on TV: soccer (World Cup)	254	9.2%	96
Watch on TV: tennis (men`s)	255	9.2%	102
Watch on TV: tennis (women`s)	240	8.7%	99
Watch on TV: track & field	194	7.0%	125
Watch on TV: truck and tractor pull/mud racing	94	3.4%	117
Watch on TV: volleyball (pro beach)	116	4.2%	95
Watch on TV: weightlifting	53	1.9%	109
Watch on TV: wrestling (WWE)	81	2.9%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MPI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Product/Consumer Behavior	Expected Number of	Percent	MPI
Member of AARP	304	11.0%	93
Member of charitable organization	104	3.8%	83
Member of church board	68	2.5%	79
Member of fraternal order	83	3.0%	114
Member of religious club	101	3.7%	100
Member of union	109	3.9%	97
Member of veterans club	69	2.5%	106
Attended adult education course in last 12 months	167	6.1%	93
Went to art gallery in last 12 months	161	5.8%	80
Attended auto show in last 12 months	243	8.8%	107
Did baking in last 12 months	662	24.0%	104
Went to bar/night club in last 12 months	460	16.7%	98
Went to beach in last 12 months	606	22.0%	93
Played billiards/pool in last 12 months	200	7.2%	94
Played bingo in last 12 months	91	3.3%	79
Did birdwatching in last 12 months	134	4.9%	102
Played board game in last 12 months	387	14.0%	105
Read book in last 12 months	992	35.9%	104
Participated in book club in last 12 months	70	2.5%	93
Went on overnight camping trip in last 12 months	380	13.8%	108
Played cards in last 12 months	452	16.4%	99
Played chess in last 12 months	100	3.6%	112
Played computer game (offline w/software)/12 months	212	7.7%	107
Played computer game (online w/software)/12 months	198	7.2%	103
Played computer game (online w/o software)/12 months	285	10.3%	111
Cooked for fun in last 12 months	628	22.8%	104
Did crossword puzzle in last 12 months	302	10.9%	96
Danced/went dancing in last 12 months	211	7.6%	88
Attended dance performance in last 12 months	79	2.9%	70
Dined out in last 12 months	1,368	49.6%	110
Participated in fantasy sports league last 12 months	137	5.0%	122
Did furniture refinishing in last 12 months	85	3.1%	110
Gambled at casino in last 12 months	369	13.4%	91
Gambled in Atlantic City in last 12 months	44	1.6%	66
Gambled in Las Vegas in last 12 months	101	3.7%	89
Participate in indoor gardening/plant care	281	10.2%	106
Attended horse races in last 12 months	83	3.0%	109
Participated in karaoke in last 12 months	100	3.6%	99
Bought lottery ticket in last 12 months	1,006	36.4%	100
Played lottery 6+ times in last 30 days	336	12.2%	105
Bought lottery ticket in last 12 months: Daily Drawing	87	3.2%	76
Bought lottery ticket in last 12 months: Instant Game	445	16.1%	95
Bought lottery ticket in last 12 months: Mega Millions	469	17.0%	95
Bought lottery ticket in last 12 months: Powerball	580	21.0%	111
Attended a movie in last 6 months	1,692	61.3%	102
Attended movie in last 90 days: once/week or more	74	2.7%	116
Attended movie in last 90 days: 2-3 times a month	153	5.5%	90
Attended movie in last 90 days: once a month	274	9.9%	95
Attended movie in last 90 days: < once a month	1,023	37.1%	102
Movie genre seen at theater/6 months: action	721	26.1%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MPI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Product/Consumer Behavior	Expected Number of	Percent	MPI
Movie genre seen at theater/6 months: adventure	801	29.0%	102
Movie genre seen at theater/6 months: comedy	749	27.1%	96
Movie genre seen at theater/6 months: crime	368	13.3%	89
Movie genre seen at theater/6 months: drama	799	28.9%	97
Movie genre seen at theater/6 months: family	346	12.5%	91
Movie genre seen at theater/6 months: fantasy	482	17.5%	94
Movie genre seen at theater/6 months: horror	173	6.3%	88
Movie genre seen at theater/6 months: romance	406	14.7%	95
Movie genre seen at theater/6 months: science fiction	412	14.9%	95
Movie genre seen at theater/6 months: thriller	430	15.6%	94
Went to museum in last 12 months	335	12.1%	94
Attended classical music/opera performance/12 months	88	3.2%	83
Attended country music performance in last 12 months	176	6.4%	116
Attended rock music performance in last 12 months	264	9.6%	98
Played musical instrument in last 12 months	230	8.3%	119
Did painting/drawing in last 12 months	163	5.9%	101
Did photo album/scrapbooking in last 12 months	194	7.0%	124
Did photography in last 12 months	330	12.0%	121
Did Sudoku puzzle in last 12 months	339	12.3%	116
Went to live theater in last 12 months	331	12.0%	96
Visited a theme park in last 12 months	482	17.5%	97
Visited a theme park 5+ times in last 12 months	120	4.3%	115
Participated in trivia games in last 12 months	170	6.2%	118
Played video/electronic game (console) last 12 months	294	10.7%	93
Played video/electronic game (portable) last 12 months	119	4.3%	96
Visited an indoor water park in last 12 months	88	3.2%	102
Did woodworking in last 12 months	142	5.1%	119
Participated in word games in last 12 months	354	12.8%	119
Went to zoo in last 12 months	346	12.5%	107
Purchased DVDs in last 30 days: 1	108	3.9%	103
Purchased DVDs in last 30 days: 2	111	4.0%	129
Purchased DVDs in last 30 days: 3+	144	5.2%	93
Purchased DVD/Blu-ray disc online in last 12 months	174	6.3%	97
Rented DVDs in last 30 days: 1	102	3.7%	96
Rented DVDs in last 30 days: 2	144	5.2%	108
Rented DVDs in last 30 days: 3+	512	18.6%	110
Rented movie/oth video/30 days: action/adventure	813	29.5%	114
Rented movie/oth video/30 days: classics	229	8.3%	109
Rented movie/oth video/30 days: comedy	768	27.8%	108
Rented movie/oth video/30 days: drama	507	18.4%	105
Rented movie/oth video/30 days: family/children	353	12.8%	115
Rented movie/oth video/30 days: foreign	56	2.0%	63
Rented movie/oth video/30 days: horror	267	9.7%	103
Rented movie/oth video/30 days: musical	78	2.8%	95
Rented movie/oth video/30 days: news/documentary	128	4.6%	112
Rented movie/oth video/30 days: romance	319	11.6%	110
Rented movie/oth video/30 days: science fiction	230	8.3%	102
Rented movie/oth video/30 days: TV show	242	8.8%	106
Rented movie/oth video/30 days: western	98	3.6%	108

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	80	2.9%	88
Rented DVD/Blu-ray/30 days: from netflix.com	317	11.5%	91
Rented/purch DVD/Blu-ray/30 days: from Redbox	601	21.8%	122
HH owns ATV/UTV	81	5.4%	99
Bought any children`s toy/game in last 12 months	952	34.5%	104
Spent on toys/games for child last 12 months: <\$50	190	6.9%	112
Spent on toys/games for child last 12 months: \$50-99	69	2.5%	94
Spent on toys/games for child last 12 months: \$100-199	164	5.9%	96
Spent on toys/games for child last 12 months: \$200-499	262	9.5%	99
Spent on toys/games for child last 12 months: \$500+	151	5.5%	110
Bought any toys/games online in last 12 months	172	6.2%	94
Bought infant toy in last 12 months	227	8.2%	126
Bought pre-school toy in last 12 months	201	7.3%	103
Bought for child last 12 months: boy action figure	189	6.8%	95
Bought for child last 12 months: girl action figure	100	3.6%	124
Bought for child last 12 months: action game	74	2.7%	102
Bought for child last 12 months: bicycle	200	7.2%	110
Bought for child last 12 months: board game	283	10.3%	101
Bought for child last 12 months: builder set	79	2.9%	72
Bought for child last 12 months: car	297	10.8%	115
Bought for child last 12 months: construction toy	120	4.3%	87
Bought for child last 12 months: fashion doll	127	4.6%	98
Bought for child last 12 months: large/baby doll	187	6.8%	101
Bought for child last 12 months: doll accessories	108	3.9%	109
Bought for child last 12 months: doll clothing	120	4.3%	115
Bought for child last 12 months: educational toy	370	13.4%	112
Bought for child last 12 months: electronic doll/animal	62	2.2%	94
Bought for child last 12 months: electronic game	231	8.4%	103
Bought for child last 12 months: mechanical toy	86	3.1%	87
Bought for child last 12 months: model kit/set	64	2.3%	95
Bought for child last 12 months: plush doll/animal	219	7.9%	107
Bought for child last 12 months: sound game	41	1.5%	69
Bought for child last 12 months: water toy	301	10.9%	117
Bought for child last 12 months: word game	45	1.6%	52

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Bought digital book in last 12 months	296	10.7%	96
Bought hardcover book in last 12 months	635	23.0%	102
Bought paperback book in last 12 months	927	33.6%	99
Bought 1-3 books in last 12 months	554	20.1%	101
Bought 4-6 books in last 12 months	266	9.6%	90
Bought 7+ books in last 12 months	506	18.3%	101
Bought book (fiction) in last 12 months	799	28.9%	103
Bought book (non-fiction) in last 12 months	629	22.8%	96
Bought biography in last 12 months	193	7.0%	95
Bought children`s book in last 12 months	294	10.7%	110
Bought cookbook in last 12 months	256	9.3%	102
Bought history book in last 12 months	176	6.4%	81
Bought mystery book in last 12 months	338	12.2%	106
Bought novel in last 12 months	414	15.0%	92
Bought religious book (not bible) in last 12 mo	206	7.5%	114
Bought romance book in last 12 months	190	6.9%	96
Bought science fiction book in last 12 months	168	6.1%	108
Bought personal/business self-help book last 12 months	179	6.5%	108
Bought travel book in last 12 months	54	2.0%	82
Bought book online in last 12 months	504	18.3%	95
Bought book last 12 months: amazon.com	425	15.4%	95
Bought book last 12 months: barnes&noble.com	68	2.5%	75
Bought book last 12 months: Barnes & Noble book store	389	14.1%	89
Bought book last 12 months: other book store (not B&N)	334	12.1%	102
Bought book last 12 months: through book club	56	2.0%	111
Bought book last 12 months: mail order	42	1.5%	68
Listened to/purchased audiobook in last 6 months	147	5.3%	115

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March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

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Demographic Summary	2015	2020	
Population	9,487	9,593	
Population 18+	7,288	7,422	
Households	3,696	3,757	
Median Household Income	\$71,558	\$83,724	
Product/Consumer Behavior	Expected Number of	Percent	MPI
Participated in aerobics in last 12 months	725	9.9%	111
Participated in archery in last 12 months	234	3.2%	117
Participated in auto racing in last 12 months	167	2.3%	115
Participated in backpacking in last 12 months	261	3.6%	122
Participated in baseball in last 12 months	343	4.7%	105
Participated in basketball in last 12 months	614	8.4%	101
Participated in bicycling (mountain) in last 12 months	338	4.6%	115
Participated in bicycling (road) in last 12 months	860	11.8%	120
Participated in boating (power) in last 12 months	471	6.5%	122
Participated in bowling in last 12 months	900	12.3%	127
Participated in canoeing/kayaking in last 12 months	460	6.3%	117
Participated in fishing (fresh water) in last 12 months	1,058	14.5%	117
Participated in fishing (salt water) in last 12 months	300	4.1%	102
Participated in football in last 12 months	395	5.4%	108
Participated in Frisbee in last 12 months	377	5.2%	112
Participated in golf in last 12 months	889	12.2%	129
Participated in hiking in last 12 months	777	10.7%	107
Participated in horseback riding in last 12 months	235	3.2%	132
Participated in hunting with rifle in last 12 months	404	5.5%	120
Participated in hunting with shotgun in last 12 months	360	4.9%	122
Participated in ice skating in last 12 months	229	3.1%	122
Participated in jogging/running in last 12 months	1,037	14.2%	112
Participated in motorcycling in last 12 months	297	4.1%	133
Participated in Pilates in last 12 months	259	3.6%	127
Participated in skiing (downhill) in last 12 months	255	3.5%	122
Participated in soccer in last 12 months	303	4.2%	110
Participated in softball in last 12 months	242	3.3%	97
Participated in swimming in last 12 months	1,354	18.6%	117
Participated in target shooting in last 12 months	421	5.8%	127
Participated in tennis in last 12 months	342	4.7%	110
Participated in volleyball in last 12 months	285	3.9%	110
Participated in walking for exercise in last 12 months	2,214	30.4%	108
Participated in weight lifting in last 12 months	882	12.1%	114
Participated in yoga in last 12 months	544	7.5%	104
Spent on sports/rec equip in last 12 months: \$1-99	494	6.8%	114
Spent on sports/rec equip in last 12 months: \$100-\$249	507	7.0%	107
Spent on sports/rec equip in last 12 months: \$250+	638	8.8%	125
Attend sports events	2,143	29.4%	125
Attend sports events: auto racing (NASCAR)	212	2.9%	144
Attend sports events: baseball game - MLB reg seas	889	12.2%	127
Attend sports events: basketball game (college)	290	4.0%	135
Attend sports events: basketball game-NBA reg seas	224	3.1%	97
Attend sports events: football game (college)	550	7.5%	134
Attend sports events: football game-NFL Mon/Thurs	201	2.8%	107
Attend sports events: football game - NFL weekend	433	5.9%	128
Attend sports events: high school sports	416	5.7%	124
Attend sports events: ice hockey game-NHL reg seas	248	3.4%	122

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March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.33468
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Product/Consumer Behavior	Expected Number of	Percent	MPI
Listen to sports on radio	1,350	18.5%	120
Listen to baseball (MLB reg season) on radio often	214	2.9%	123
Listen to football (NFL Mon/Thurs) on radio often	156	2.1%	112
Listen to football (NFL wknd games) on radio often	173	2.4%	107
Listen to football (college) on radio often	196	2.7%	124
Watch sports on TV	5,037	69.1%	110
Watch on TV: alpine skiing/ski jumping	444	6.1%	109
Watch on TV: auto racing (NASCAR)	1,342	18.4%	128
Watch on TV: auto racing (not NASCAR)	514	7.1%	117
Watch on TV: baseball (MLB regular season)	2,036	27.9%	118
Watch on TV: baseball (MLB playoffs/World Series)	1,939	26.6%	114
Watch on TV: basketball (college)	1,318	18.1%	117
Watch on TV: basketball (NCAA tournament)	1,347	18.5%	117
Watch on TV: basketball (NBA regular season)	1,352	18.6%	101
Watch on TV: basketball (NBA playoffs/finals)	1,455	20.0%	101
Watch on TV: basketball (WNBA)	310	4.3%	94
Watch on TV: bicycle racing	223	3.1%	104
Watch on TV: bowling	291	4.0%	117
Watch on TV: boxing	554	7.6%	88
Watch on TV: bull riding (pro)	452	6.2%	112
Watch on TV: Equestrian events	255	3.5%	105
Watch on TV: extreme sports (summer)	466	6.4%	104
Watch on TV: extreme sports (winter)	554	7.6%	112
Watch on TV: figure skating	868	11.9%	113
Watch on TV: fishing	542	7.4%	108
Watch on TV: football (college)	2,300	31.6%	119
Watch on TV: football (NFL Mon/Thurs night games)	2,884	39.6%	116
Watch on TV: football (NFL weekend games)	3,141	43.1%	119
Watch on TV: football (NFL playoffs/Super Bowl)	3,167	43.5%	116
Watch on TV: golf (PGA)	1,337	18.3%	125
Watch on TV: golf (LPGA)	434	6.0%	120
Watch on TV: gymnastics	671	9.2%	112
Watch on TV: horse racing	306	4.2%	113
Watch on TV: ice hockey (NHL regular season)	805	11.0%	121
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	800	11.0%	116
Watch on TV: marathon/road running/triathlon	192	2.6%	118
Watch on TV: mixed martial arts (MMA)	368	5.0%	100
Watch on TV: motorcycle racing	340	4.7%	102
Watch on TV: Olympics (summer)	2,265	31.1%	117
Watch on TV: Olympics (winter)	2,227	30.6%	120
Watch on TV: poker	521	7.1%	109
Watch on TV: rodeo	393	5.4%	109
Watch on TV: soccer (MLS)	414	5.7%	103
Watch on TV: soccer (World Cup)	717	9.8%	103
Watch on TV: tennis (men`s)	732	10.0%	110
Watch on TV: tennis (women`s)	660	9.1%	103
Watch on TV: track & field	468	6.4%	114
Watch on TV: truck and tractor pull/mud racing	241	3.3%	113
Watch on TV: volleyball (pro beach)	338	4.6%	105
Watch on TV: weightlifting	128	1.8%	99
Watch on TV: wrestling (WWE)	213	2.9%	89

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Member of AARP	934	12.8%	108
Member of charitable organization	345	4.7%	104
Member of church board	211	2.9%	93
Member of fraternal order	238	3.3%	123
Member of religious club	289	4.0%	109
Member of union	341	4.7%	115
Member of veterans club	205	2.8%	119
Attended adult education course in last 12 months	485	6.7%	102
Went to art gallery in last 12 months	503	6.9%	94
Attended auto show in last 12 months	664	9.1%	110
Did baking in last 12 months	1,911	26.2%	114
Went to bar/night club in last 12 months	1,322	18.1%	106
Went to beach in last 12 months	1,892	26.0%	110
Played billiards/pool in last 12 months	566	7.8%	101
Played bingo in last 12 months	275	3.8%	90
Did birdwatching in last 12 months	420	5.8%	121
Played board game in last 12 months	1,162	15.9%	120
Read book in last 12 months	2,847	39.1%	113
Participated in book club in last 12 months	186	2.6%	93
Went on overnight camping trip in last 12 months	1,096	15.0%	118
Played cards in last 12 months	1,324	18.2%	110
Played chess in last 12 months	245	3.4%	104
Played computer game (offline w/software)/12 months	558	7.7%	106
Played computer game (online w/software)/12 months	535	7.3%	106
Played computer game (online w/o software)/12 months	727	10.0%	108
Cooked for fun in last 12 months	1,680	23.1%	105
Did crossword puzzle in last 12 months	856	11.7%	104
Danced/went dancing in last 12 months	572	7.8%	90
Attended dance performance in last 12 months	295	4.0%	99
Dined out in last 12 months	3,812	52.3%	116
Participated in fantasy sports league last 12 months	380	5.2%	128
Did furniture refinishing in last 12 months	221	3.0%	109
Gambled at casino in last 12 months	1,128	15.5%	105
Gambled in Atlantic City in last 12 months	124	1.7%	71
Gambled in Las Vegas in last 12 months	309	4.2%	103
Participate in indoor gardening/plant care	748	10.3%	106
Attended horse races in last 12 months	211	2.9%	105
Participated in karaoke in last 12 months	260	3.6%	98
Bought lottery ticket in last 12 months	2,857	39.2%	108
Played lottery 6+ times in last 30 days	889	12.2%	105
Bought lottery ticket in last 12 months: Daily Drawing	251	3.4%	83
Bought lottery ticket in last 12 months: Instant Game	1,252	17.2%	101
Bought lottery ticket in last 12 months: Mega Millions	1,383	19.0%	107
Bought lottery ticket in last 12 months: Powerball	1,664	22.8%	121
Attended a movie in last 6 months	4,621	63.4%	105
Attended movie in last 90 days: once/week or more	164	2.3%	98
Attended movie in last 90 days: 2-3 times a month	425	5.8%	95
Attended movie in last 90 days: once a month	738	10.1%	97
Attended movie in last 90 days: < once a month	2,892	39.7%	110
Movie genre seen at theater/6 months: action	1,945	26.7%	100

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Movie genre seen at theater/6 months: adventure	2,152	29.5%	104
Movie genre seen at theater/6 months: comedy	2,057	28.2%	100
Movie genre seen at theater/6 months: crime	1,054	14.5%	97
Movie genre seen at theater/6 months: drama	2,231	30.6%	102
Movie genre seen at theater/6 months: family	1,009	13.8%	101
Movie genre seen at theater/6 months: fantasy	1,339	18.4%	99
Movie genre seen at theater/6 months: horror	412	5.7%	80
Movie genre seen at theater/6 months: romance	1,093	15.0%	97
Movie genre seen at theater/6 months: science fiction	1,125	15.4%	99
Movie genre seen at theater/6 months: thriller	1,191	16.3%	98
Went to museum in last 12 months	972	13.3%	103
Attended classical music/opera performance/12 months	261	3.6%	94
Attended country music performance in last 12 months	506	6.9%	126
Attended rock music performance in last 12 months	793	10.9%	112
Played musical instrument in last 12 months	587	8.1%	115
Did painting/drawing in last 12 months	433	5.9%	101
Did photo album/scrapbooking in last 12 months	512	7.0%	124
Did photography in last 12 months	861	11.8%	120
Did Sudoku puzzle in last 12 months	940	12.9%	121
Went to live theater in last 12 months	965	13.2%	106
Visited a theme park in last 12 months	1,400	19.2%	107
Visited a theme park 5+ times in last 12 months	319	4.4%	116
Participated in trivia games in last 12 months	434	6.0%	114
Played video/electronic game (console) last 12 months	841	11.5%	101
Played video/electronic game (portable) last 12 months	321	4.4%	98
Visited an indoor water park in last 12 months	254	3.5%	112
Did woodworking in last 12 months	369	5.1%	117
Participated in word games in last 12 months	933	12.8%	119
Went to zoo in last 12 months	1,023	14.0%	119
Purchased DVDs in last 30 days: 1	315	4.3%	114
Purchased DVDs in last 30 days: 2	268	3.7%	118
Purchased DVDs in last 30 days: 3+	414	5.7%	101
Purchased DVD/Blu-ray disc online in last 12 months	526	7.2%	111
Rented DVDs in last 30 days: 1	298	4.1%	106
Rented DVDs in last 30 days: 2	399	5.5%	113
Rented DVDs in last 30 days: 3+	1,365	18.7%	111
Rented movie/oth video/30 days: action/adventure	2,118	29.1%	112
Rented movie/oth video/30 days: classics	580	8.0%	105
Rented movie/oth video/30 days: comedy	2,079	28.5%	111
Rented movie/oth video/30 days: drama	1,385	19.0%	109
Rented movie/oth video/30 days: family/children	902	12.4%	111
Rented movie/oth video/30 days: foreign	164	2.3%	70
Rented movie/oth video/30 days: horror	643	8.8%	94
Rented movie/oth video/30 days: musical	196	2.7%	90
Rented movie/oth video/30 days: news/documentary	313	4.3%	103
Rented movie/oth video/30 days: romance	867	11.9%	113
Rented movie/oth video/30 days: science fiction	617	8.5%	103
Rented movie/oth video/30 days: TV show	616	8.5%	102
Rented movie/oth video/30 days: western	250	3.4%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MPI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Product/Consumer Behavior	Expected Number of	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	247	3.4%	103
Rented DVD/Blu-ray/30 days: from netflix.com	943	12.9%	102
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,554	21.3%	119
HH owns ATV/UTV	250	6.8%	123
Bought any children`s toy/game in last 12 months	2,632	36.1%	109
Spent on toys/games for child last 12 months: <\$50	482	6.6%	108
Spent on toys/games for child last 12 months: \$50-99	216	3.0%	111
Spent on toys/games for child last 12 months: \$100-199	493	6.8%	109
Spent on toys/games for child last 12 months: \$200-499	753	10.3%	107
Spent on toys/games for child last 12 months: \$500+	423	5.8%	116
Bought any toys/games online in last 12 months	543	7.5%	112
Bought infant toy in last 12 months	610	8.4%	128
Bought pre-school toy in last 12 months	573	7.9%	111
Bought for child last 12 months: boy action figure	501	6.9%	96
Bought for child last 12 months: girl action figure	219	3.0%	103
Bought for child last 12 months: action game	181	2.5%	95
Bought for child last 12 months: bicycle	493	6.8%	103
Bought for child last 12 months: board game	843	11.6%	114
Bought for child last 12 months: builder set	277	3.8%	96
Bought for child last 12 months: car	744	10.2%	109
Bought for child last 12 months: construction toy	388	5.3%	107
Bought for child last 12 months: fashion doll	316	4.3%	92
Bought for child last 12 months: large/baby doll	431	5.9%	88
Bought for child last 12 months: doll accessories	278	3.8%	106
Bought for child last 12 months: doll clothing	303	4.2%	110
Bought for child last 12 months: educational toy	1,012	13.9%	116
Bought for child last 12 months: electronic doll/animal	175	2.4%	100
Bought for child last 12 months: electronic game	663	9.1%	112
Bought for child last 12 months: mechanical toy	271	3.7%	103
Bought for child last 12 months: model kit/set	192	2.6%	108
Bought for child last 12 months: plush doll/animal	577	7.9%	107
Bought for child last 12 months: sound game	100	1.4%	64
Bought for child last 12 months: water toy	805	11.0%	118
Bought for child last 12 months: word game	171	2.3%	75

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March 25, 2016



Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Bought digital book in last 12 months	873	12.0%	108
Bought hardcover book in last 12 months	1,757	24.1%	107
Bought paperback book in last 12 months	2,643	36.3%	107
Bought 1-3 books in last 12 months	1,515	20.8%	105
Bought 4-6 books in last 12 months	796	10.9%	102
Bought 7+ books in last 12 months	1,437	19.7%	109
Bought book (fiction) in last 12 months	2,240	30.7%	110
Bought book (non-fiction) in last 12 months	1,874	25.7%	109
Bought biography in last 12 months	564	7.7%	105
Bought children`s book in last 12 months	750	10.3%	106
Bought cookbook in last 12 months	697	9.6%	106
Bought history book in last 12 months	560	7.7%	97
Bought mystery book in last 12 months	940	12.9%	111
Bought novel in last 12 months	1,248	17.1%	105
Bought religious book (not bible) in last 12 mo	524	7.2%	110
Bought romance book in last 12 months	537	7.4%	103
Bought science fiction book in last 12 months	426	5.8%	104
Bought personal/business self-help book last 12 months	489	6.7%	112
Bought travel book in last 12 months	174	2.4%	100
Bought book online in last 12 months	1,577	21.6%	113
Bought book last 12 months: amazon.com	1,273	17.5%	107
Bought book last 12 months: barnes&noble.com	243	3.3%	101
Bought book last 12 months: Barnes & Noble book store	1,248	17.1%	108
Bought book last 12 months: other book store (not B&N)	901	12.4%	104
Bought book last 12 months: through book club	143	2.0%	107
Bought book last 12 months: mail order	124	1.7%	76
Listened to/purchased audiobook in last 6 months	373	5.1%	111

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Sports and Leisure Market Potential

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Demographic Summary	2015	2020	
Population	25,185	25,496	
Population 18+	19,251	19,564	
Households	9,874	10,055	
Median Household Income	\$67,285	\$79,500	
Product/Consumer Behavior	Expected Number of	Percent	MPI
Participated in aerobics in last 12 months	1,884	9.8%	110
Participated in archery in last 12 months	624	3.2%	118
Participated in auto racing in last 12 months	479	2.5%	124
Participated in backpacking in last 12 months	676	3.5%	120
Participated in baseball in last 12 months	940	4.9%	109
Participated in basketball in last 12 months	1,643	8.5%	103
Participated in bicycling (mountain) in last 12 months	901	4.7%	117
Participated in bicycling (road) in last 12 months	2,156	11.2%	114
Participated in boating (power) in last 12 months	1,260	6.5%	124
Participated in bowling in last 12 months	2,332	12.1%	124
Participated in canoeing/kayaking in last 12 months	1,188	6.2%	115
Participated in fishing (fresh water) in last 12 months	2,720	14.1%	114
Participated in fishing (salt water) in last 12 months	810	4.2%	104
Participated in football in last 12 months	1,023	5.3%	106
Participated in Frisbee in last 12 months	995	5.2%	112
Participated in golf in last 12 months	2,304	12.0%	127
Participated in hiking in last 12 months	2,105	10.9%	109
Participated in horseback riding in last 12 months	579	3.0%	123
Participated in hunting with rifle in last 12 months	1,037	5.4%	117
Participated in hunting with shotgun in last 12 months	901	4.7%	116
Participated in ice skating in last 12 months	586	3.0%	118
Participated in jogging/running in last 12 months	2,640	13.7%	108
Participated in motorcycling in last 12 months	788	4.1%	134
Participated in Pilates in last 12 months	604	3.1%	112
Participated in skiing (downhill) in last 12 months	655	3.4%	119
Participated in soccer in last 12 months	738	3.8%	102
Participated in softball in last 12 months	647	3.4%	98
Participated in swimming in last 12 months	3,459	18.0%	113
Participated in target shooting in last 12 months	1,039	5.4%	119
Participated in tennis in last 12 months	840	4.4%	102
Participated in volleyball in last 12 months	720	3.7%	106
Participated in walking for exercise in last 12 months	5,796	30.1%	108
Participated in weight lifting in last 12 months	2,282	11.9%	112
Participated in yoga in last 12 months	1,363	7.1%	99
Spent on sports/rec equip in last 12 months: \$1-99	1,303	6.8%	113
Spent on sports/rec equip in last 12 months: \$100-\$249	1,327	6.9%	106
Spent on sports/rec equip in last 12 months: \$250+	1,583	8.2%	118
Attend sports events	5,418	28.1%	120
Attend sports events: auto racing (NASCAR)	521	2.7%	134
Attend sports events: baseball game - MLB reg seas	2,256	11.7%	122
Attend sports events: basketball game (college)	675	3.5%	119
Attend sports events: basketball game-NBA reg seas	578	3.0%	95
Attend sports events: football game (college)	1,292	6.7%	119
Attend sports events: football game-NFL Mon/Thurs	555	2.9%	111
Attend sports events: football game - NFL weekend	1,091	5.7%	122
Attend sports events: high school sports	1,071	5.6%	121
Attend sports events: ice hockey game-NHL reg seas	675	3.5%	125

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March 25, 2016



Sports and Leisure Market Potential

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Prepared by Esri
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Product/Consumer Behavior	Expected Number of	Percent	MPI
Listen to sports on radio	3,557	18.5%	120
Listen to baseball (MLB reg season) on radio often	529	2.7%	115
Listen to football (NFL Mon/Thurs) on radio often	386	2.0%	105
Listen to football (NFL wknd games) on radio often	451	2.3%	106
Listen to football (college) on radio often	477	2.5%	114
Watch sports on TV	13,217	68.7%	109
Watch on TV: alpine skiing/ski jumping	1,171	6.1%	109
Watch on TV: auto racing (NASCAR)	3,369	17.5%	121
Watch on TV: auto racing (not NASCAR)	1,289	6.7%	111
Watch on TV: baseball (MLB regular season)	5,304	27.6%	116
Watch on TV: baseball (MLB playoffs/World Series)	5,105	26.5%	114
Watch on TV: basketball (college)	3,348	17.4%	112
Watch on TV: basketball (NCAA tournament)	3,439	17.9%	113
Watch on TV: basketball (NBA regular season)	3,520	18.3%	100
Watch on TV: basketball (NBA playoffs/finals)	3,832	19.9%	100
Watch on TV: basketball (WNBA)	757	3.9%	87
Watch on TV: bicycle racing	554	2.9%	98
Watch on TV: bowling	728	3.8%	111
Watch on TV: boxing	1,463	7.6%	88
Watch on TV: bull riding (pro)	1,136	5.9%	107
Watch on TV: Equestrian events	679	3.5%	106
Watch on TV: extreme sports (summer)	1,223	6.4%	103
Watch on TV: extreme sports (winter)	1,439	7.5%	110
Watch on TV: figure skating	2,344	12.2%	115
Watch on TV: fishing	1,419	7.4%	107
Watch on TV: football (college)	5,908	30.7%	116
Watch on TV: football (NFL Mon/Thurs night games)	7,593	39.4%	115
Watch on TV: football (NFL weekend games)	8,200	42.6%	118
Watch on TV: football (NFL playoffs/Super Bowl)	8,300	43.1%	116
Watch on TV: golf (PGA)	3,390	17.6%	120
Watch on TV: golf (LPGA)	1,096	5.7%	115
Watch on TV: gymnastics	1,788	9.3%	113
Watch on TV: horse racing	815	4.2%	114
Watch on TV: ice hockey (NHL regular season)	2,189	11.4%	124
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	2,173	11.3%	119
Watch on TV: marathon/road running/triathlon	488	2.5%	113
Watch on TV: mixed martial arts (MMA)	989	5.1%	102
Watch on TV: motorcycle racing	895	4.6%	102
Watch on TV: Olympics (summer)	5,978	31.1%	117
Watch on TV: Olympics (winter)	5,872	30.5%	120
Watch on TV: poker	1,387	7.2%	110
Watch on TV: rodeo	1,015	5.3%	106
Watch on TV: soccer (MLS)	1,110	5.8%	105
Watch on TV: soccer (World Cup)	1,837	9.5%	100
Watch on TV: tennis (men`s)	1,852	9.6%	106
Watch on TV: tennis (women`s)	1,740	9.0%	103
Watch on TV: track & field	1,246	6.5%	115
Watch on TV: truck and tractor pull/mud racing	622	3.2%	111
Watch on TV: volleyball (pro beach)	914	4.7%	108
Watch on TV: weightlifting	339	1.8%	100
Watch on TV: wrestling (WWE)	579	3.0%	91

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March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
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Product/Consumer Behavior	Expected Number of	Percent	MPI
Member of AARP	2,495	13.0%	110
Member of charitable organization	935	4.9%	107
Member of church board	568	3.0%	95
Member of fraternal order	591	3.1%	116
Member of religious club	732	3.8%	104
Member of union	905	4.7%	115
Member of veterans club	582	3.0%	128
Attended adult education course in last 12 months	1,310	6.8%	104
Went to art gallery in last 12 months	1,325	6.9%	94
Attended auto show in last 12 months	1,775	9.2%	112
Did baking in last 12 months	5,072	26.3%	114
Went to bar/night club in last 12 months	3,512	18.2%	107
Went to beach in last 12 months	4,977	25.9%	109
Played billiards/pool in last 12 months	1,542	8.0%	104
Played bingo in last 12 months	785	4.1%	98
Did birdwatching in last 12 months	1,122	5.8%	122
Played board game in last 12 months	3,128	16.2%	122
Read book in last 12 months	7,440	38.6%	112
Participated in book club in last 12 months	461	2.4%	88
Went on overnight camping trip in last 12 months	2,891	15.0%	118
Played cards in last 12 months	3,509	18.2%	110
Played chess in last 12 months	650	3.4%	104
Played computer game (offline w/software)/12 months	1,460	7.6%	105
Played computer game (online w/software)/12 months	1,401	7.3%	105
Played computer game (online w/o software)/12 months	1,923	10.0%	108
Cooked for fun in last 12 months	4,540	23.6%	107
Did crossword puzzle in last 12 months	2,329	12.1%	107
Danced/went dancing in last 12 months	1,522	7.9%	91
Attended dance performance in last 12 months	761	4.0%	97
Dined out in last 12 months	9,898	51.4%	114
Participated in fantasy sports league last 12 months	968	5.0%	123
Did furniture refinishing in last 12 months	584	3.0%	109
Gambled at casino in last 12 months	3,107	16.1%	110
Gambled in Atlantic City in last 12 months	387	2.0%	84
Gambled in Las Vegas in last 12 months	762	4.0%	96
Participate in indoor gardening/plant care	2,003	10.4%	108
Attended horse races in last 12 months	540	2.8%	102
Participated in karaoke in last 12 months	661	3.4%	94
Bought lottery ticket in last 12 months	7,596	39.5%	109
Played lottery 6+ times in last 30 days	2,351	12.2%	106
Bought lottery ticket in last 12 months: Daily Drawing	728	3.8%	91
Bought lottery ticket in last 12 months: Instant Game	3,464	18.0%	106
Bought lottery ticket in last 12 months: Mega Millions	3,664	19.0%	107
Bought lottery ticket in last 12 months: Powerball	4,370	22.7%	120
Attended a movie in last 6 months	12,088	62.8%	104
Attended movie in last 90 days: once/week or more	387	2.0%	87
Attended movie in last 90 days: 2-3 times a month	1,110	5.8%	94
Attended movie in last 90 days: once a month	1,910	9.9%	95
Attended movie in last 90 days: < once a month	7,605	39.5%	109
Movie genre seen at theater/6 months: action	5,119	26.6%	100

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Movie genre seen at theater/6 months: adventure	5,605	29.1%	103
Movie genre seen at theater/6 months: comedy	5,409	28.1%	100
Movie genre seen at theater/6 months: crime	2,816	14.6%	98
Movie genre seen at theater/6 months: drama	5,818	30.2%	101
Movie genre seen at theater/6 months: family	2,624	13.6%	99
Movie genre seen at theater/6 months: fantasy	3,582	18.6%	100
Movie genre seen at theater/6 months: horror	1,145	5.9%	84
Movie genre seen at theater/6 months: romance	2,874	14.9%	97
Movie genre seen at theater/6 months: science fiction	2,958	15.4%	98
Movie genre seen at theater/6 months: thriller	3,186	16.5%	99
Went to museum in last 12 months	2,567	13.3%	103
Attended classical music/opera performance/12 months	690	3.6%	94
Attended country music performance in last 12 months	1,217	6.3%	115
Attended rock music performance in last 12 months	2,072	10.8%	110
Played musical instrument in last 12 months	1,445	7.5%	107
Did painting/drawing in last 12 months	1,186	6.2%	105
Did photo album/scrapbooking in last 12 months	1,385	7.2%	127
Did photography in last 12 months	2,171	11.3%	114
Did Sudoku puzzle in last 12 months	2,369	12.3%	116
Went to live theater in last 12 months	2,506	13.0%	104
Visited a theme park in last 12 months	3,616	18.8%	104
Visited a theme park 5+ times in last 12 months	769	4.0%	106
Participated in trivia games in last 12 months	1,115	5.8%	111
Played video/electronic game (console) last 12 months	2,285	11.9%	104
Played video/electronic game (portable) last 12 months	880	4.6%	102
Visited an indoor water park in last 12 months	685	3.6%	114
Did woodworking in last 12 months	916	4.8%	110
Participated in word games in last 12 months	2,335	12.1%	113
Went to zoo in last 12 months	2,626	13.6%	116
Purchased DVDs in last 30 days: 1	786	4.1%	108
Purchased DVDs in last 30 days: 2	649	3.4%	108
Purchased DVDs in last 30 days: 3+	1,153	6.0%	107
Purchased DVD/Blu-ray disc online in last 12 months	1,402	7.3%	112
Rented DVDs in last 30 days: 1	820	4.3%	111
Rented DVDs in last 30 days: 2	1,012	5.3%	109
Rented DVDs in last 30 days: 3+	3,645	18.9%	112
Rented movie/oth video/30 days: action/adventure	5,425	28.2%	109
Rented movie/oth video/30 days: classics	1,509	7.8%	103
Rented movie/oth video/30 days: comedy	5,498	28.6%	111
Rented movie/oth video/30 days: drama	3,609	18.7%	107
Rented movie/oth video/30 days: family/children	2,361	12.3%	110
Rented movie/oth video/30 days: foreign	476	2.5%	77
Rented movie/oth video/30 days: horror	1,825	9.5%	101
Rented movie/oth video/30 days: musical	520	2.7%	91
Rented movie/oth video/30 days: news/documentary	801	4.2%	100
Rented movie/oth video/30 days: romance	2,264	11.8%	112
Rented movie/oth video/30 days: science fiction	1,657	8.6%	105
Rented movie/oth video/30 days: TV show	1,628	8.5%	102
Rented movie/oth video/30 days: western	675	3.5%	106

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	647	3.4%	102
Rented DVD/Blu-ray/30 days: from netflix.com	2,505	13.0%	103
Rented/purch DVD/Blu-ray/30 days: from Redbox	4,067	21.1%	118
HH owns ATV/UTV	643	6.5%	119
Bought any children`s toy/game in last 12 months	6,932	36.0%	109
Spent on toys/games for child last 12 months: <\$50	1,256	6.5%	106
Spent on toys/games for child last 12 months: \$50-99	581	3.0%	113
Spent on toys/games for child last 12 months: \$100-199	1,300	6.8%	109
Spent on toys/games for child last 12 months: \$200-499	1,917	10.0%	104
Spent on toys/games for child last 12 months: \$500+	1,173	6.1%	122
Bought any toys/games online in last 12 months	1,501	7.8%	118
Bought infant toy in last 12 months	1,475	7.7%	117
Bought pre-school toy in last 12 months	1,569	8.2%	116
Bought for child last 12 months: boy action figure	1,478	7.7%	107
Bought for child last 12 months: girl action figure	567	2.9%	100
Bought for child last 12 months: action game	521	2.7%	103
Bought for child last 12 months: bicycle	1,341	7.0%	106
Bought for child last 12 months: board game	2,298	11.9%	118
Bought for child last 12 months: builder set	817	4.2%	107
Bought for child last 12 months: car	1,966	10.2%	109
Bought for child last 12 months: construction toy	1,096	5.7%	114
Bought for child last 12 months: fashion doll	898	4.7%	100
Bought for child last 12 months: large/baby doll	1,208	6.3%	94
Bought for child last 12 months: doll accessories	764	4.0%	111
Bought for child last 12 months: doll clothing	795	4.1%	109
Bought for child last 12 months: educational toy	2,710	14.1%	118
Bought for child last 12 months: electronic doll/animal	500	2.6%	108
Bought for child last 12 months: electronic game	1,797	9.3%	115
Bought for child last 12 months: mechanical toy	752	3.9%	109
Bought for child last 12 months: model kit/set	506	2.6%	108
Bought for child last 12 months: plush doll/animal	1,494	7.8%	105
Bought for child last 12 months: sound game	290	1.5%	70
Bought for child last 12 months: water toy	2,081	10.8%	116
Bought for child last 12 months: word game	511	2.7%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MPI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

March 25, 2016



Sports and Leisure Market Potential

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Product/Consumer Behavior	Expected Number of	Percent	MPI
Bought digital book in last 12 months	2,253	11.7%	105
Bought hardcover book in last 12 months	4,568	23.7%	106
Bought paperback book in last 12 months	6,947	36.1%	107
Bought 1-3 books in last 12 months	3,939	20.5%	103
Bought 4-6 books in last 12 months	2,095	10.9%	102
Bought 7+ books in last 12 months	3,728	19.4%	107
Bought book (fiction) in last 12 months	5,821	30.2%	108
Bought book (non-fiction) in last 12 months	4,842	25.2%	106
Bought biography in last 12 months	1,506	7.8%	107
Bought children`s book in last 12 months	2,047	10.6%	110
Bought cookbook in last 12 months	1,823	9.5%	104
Bought history book in last 12 months	1,437	7.5%	94
Bought mystery book in last 12 months	2,435	12.6%	109
Bought novel in last 12 months	3,233	16.8%	103
Bought religious book (not bible) in last 12 mo	1,336	6.9%	106
Bought romance book in last 12 months	1,415	7.4%	102
Bought science fiction book in last 12 months	1,097	5.7%	101
Bought personal/business self-help book last 12 months	1,255	6.5%	109
Bought travel book in last 12 months	437	2.3%	95
Bought book online in last 12 months	3,977	20.7%	108
Bought book last 12 months: amazon.com	3,266	17.0%	104
Bought book last 12 months: barnes&noble.com	635	3.3%	100
Bought book last 12 months: Barnes & Noble book store	3,259	16.9%	106
Bought book last 12 months: other book store (not B&N)	2,326	12.1%	102
Bought book last 12 months: through book club	379	2.0%	107
Bought book last 12 months: mail order	374	1.9%	87
Listened to/purchased audiobook in last 6 months	974	5.1%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MPI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

March 25, 2016



Tapestry Segmentation Area Profile

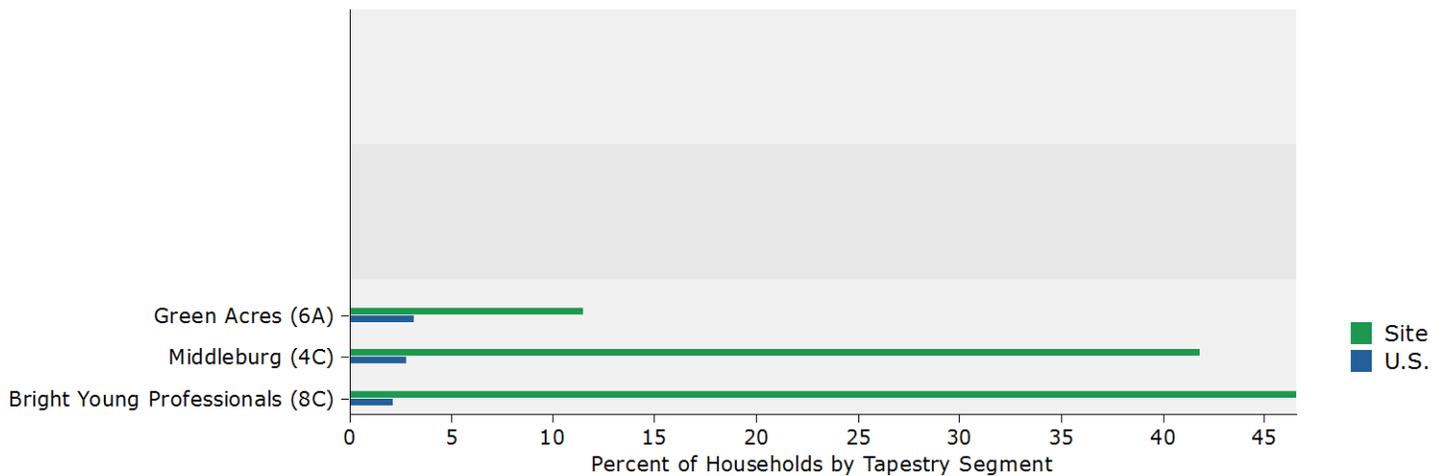
109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Top Twenty Tapestry

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	46.6%	46.6%	2.2%	2.2%	2101
2	Middleburg (4C)	41.8%	88.4%	2.8%	5.0%	1,488
3	Green Acres (6A)	11.6%	100.0%	3.2%	8.2%	362
Subtotal		100.0%		8.2%		
Total		100.0%		8.2%		1216

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016

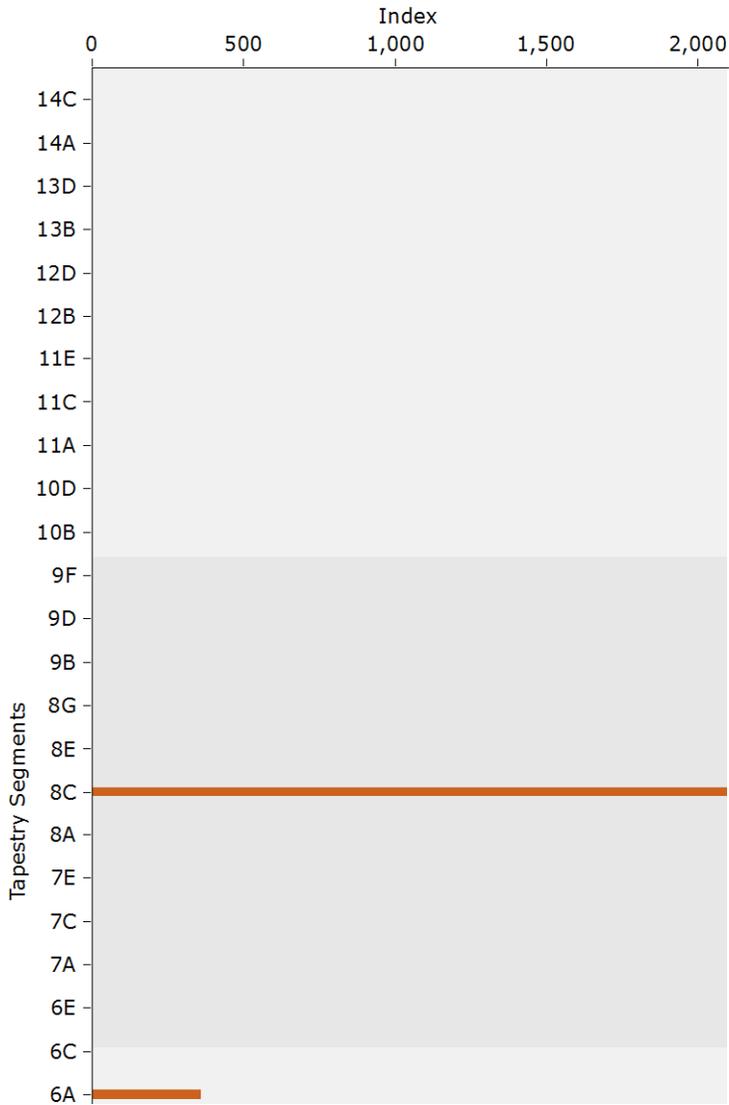


Tapestry Segmentation Area Profile

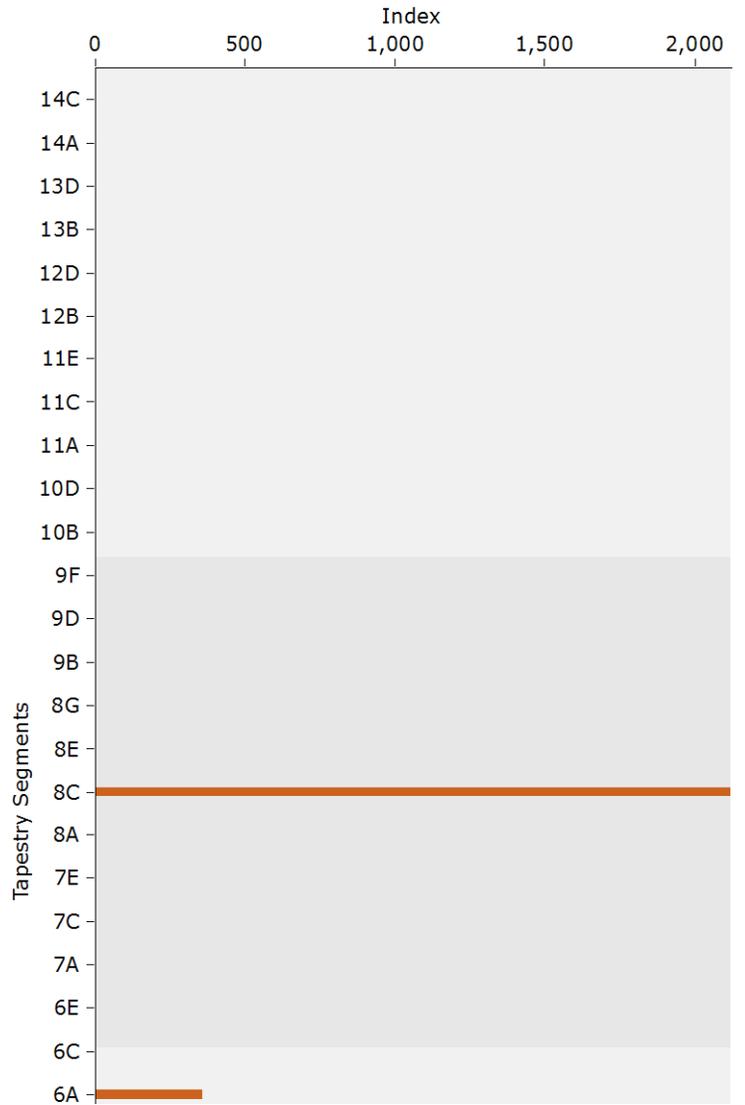
109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

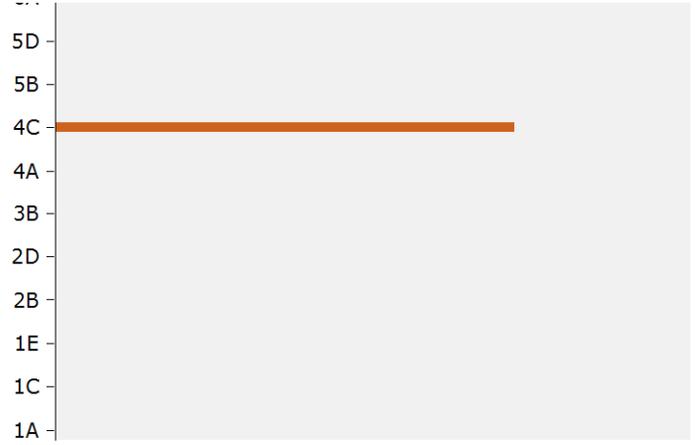
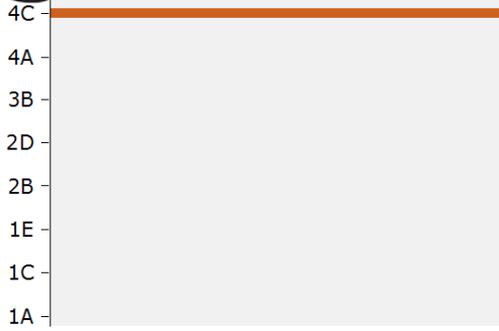
Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population





2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	623	41.8%	568	1,618	45.1%	566
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	623	41.8%	1,488	1,618	45.1%	1,538
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	172	11.6%	95	423	11.8%	101
Green Acres (6A)	172	11.6%	362	423	11.8%	361
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,489	100.0%		3,584	100.0%	
8. Middle Ground	694	46.6%	427	1,543	43.1%	427
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	694	46.6%	2,101	1,543	43.1%	2,124
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,489	100.0%		3,584	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	694	46.6%	276	1,543	43.1%	231
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	694	46.6%	2,101	1,543	43.1%	2,124
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,489	100.0%		3,584	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	623	41.8%	445	1,618	45.1%	492
Middleburg (4C)	623	41.8%	1,488	1,618	45.1%	1,538
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	172	11.6%	68	423	11.8%	70
Green Acres (6A)	172	11.6%	362	423	11.8%	361
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016



Tapestry Segmentation Area Profile

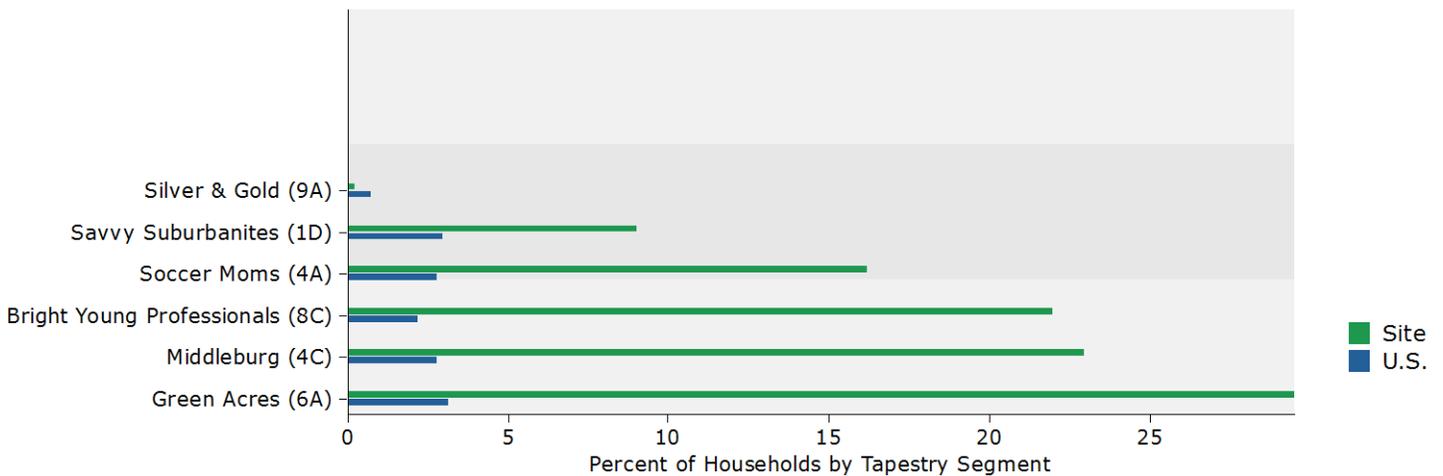
109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Top Twenty Tapestry

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	29.5%	29.5%	3.2%	3.2%	926
2	Middleburg (4C)	23.0%	52.5%	2.8%	6.0%	817
3	Bright Young Professionals (8C)	22.0%	74.5%	2.2%	8.2%	992
4	Soccer Moms (4A)	16.2%	90.7%	2.8%	11.0%	572
5	Savvy Suburbanites (1D)	9.0%	99.7%	3.0%	14.0%	303
Subtotal		99.7%		14.0%		
6	Silver & Gold (9A)	0.2%	99.9%	0.8%	14.8%	32
Subtotal		0.2%		0.8%		
Total		100.0%		14.8%		676

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016

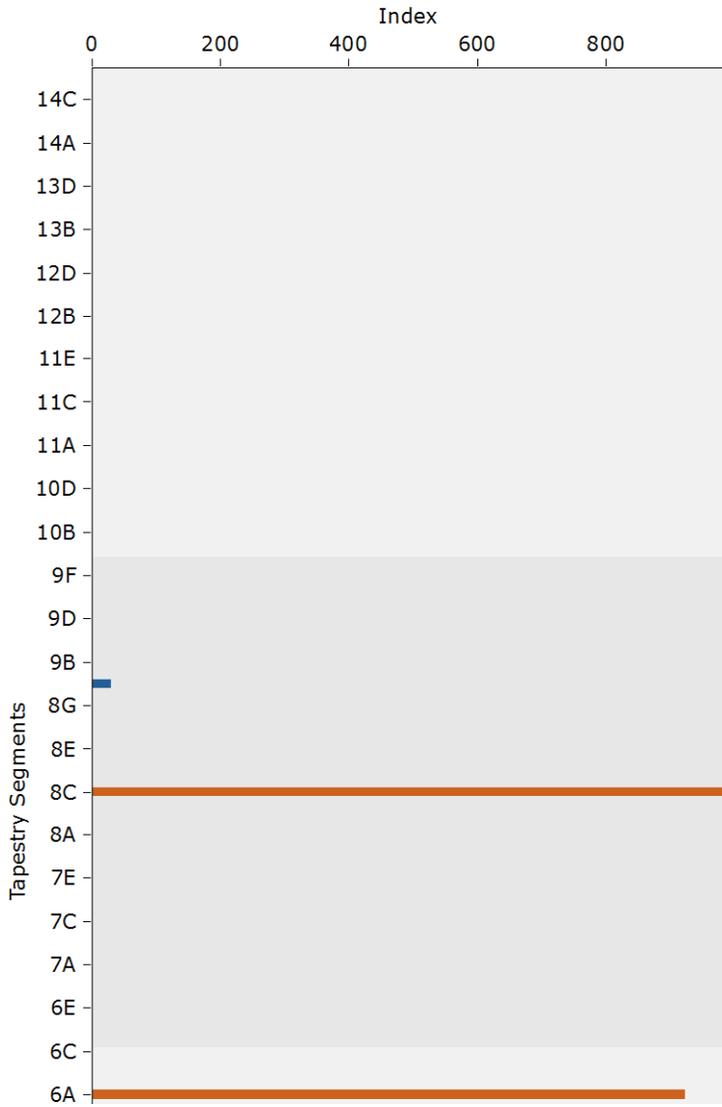


Tapestry Segmentation Area Profile

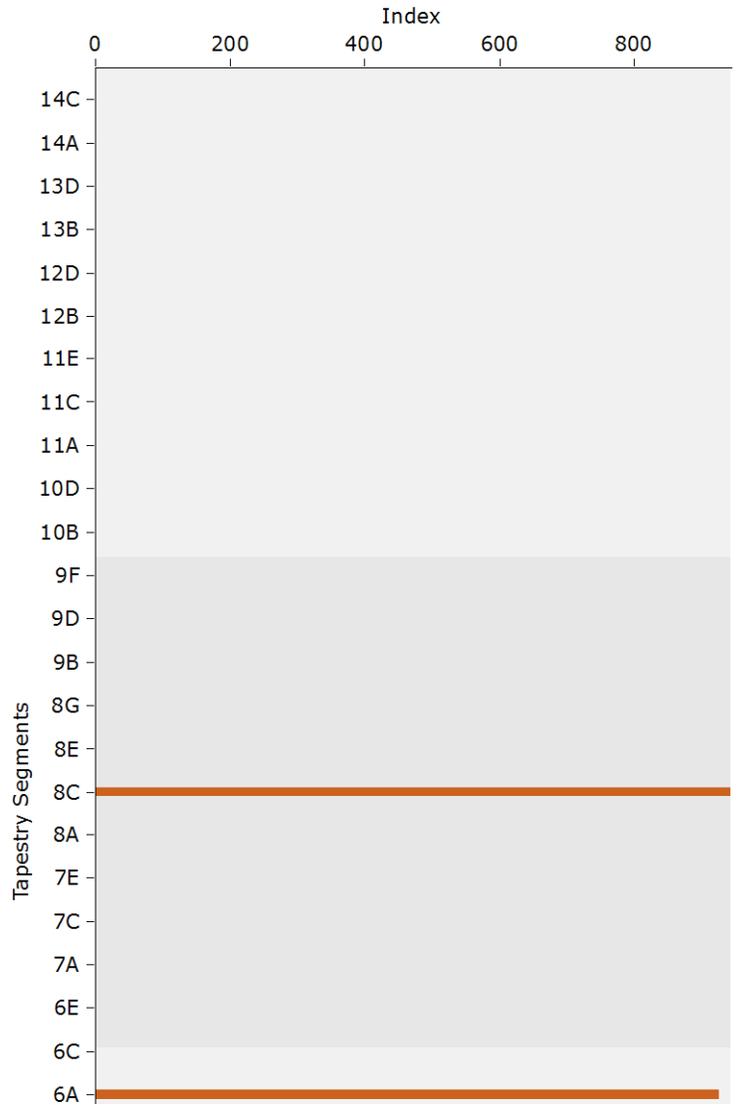
109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

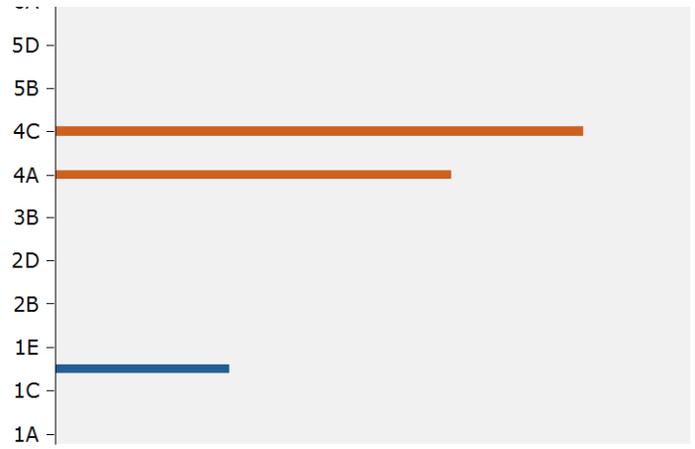
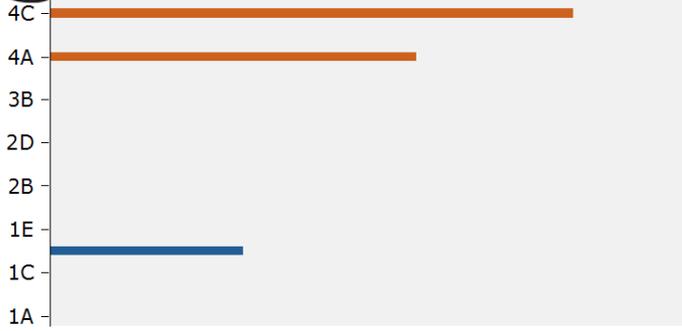
Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population





2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,448	39.2%	532	3,970	41.8%	525
Soccer Moms (4A)	599	16.2%	573	1,778	18.7%	590
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	849	23.0%	817	2,192	23.1%	787
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	1,092	29.6%	243	2,881	30.4%	259
Green Acres (6A)	1,092	29.6%	926	2,881	30.4%	928
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,695	100.0%		9,487	100.0%	
8. Middle Ground	813	22.0%	201	1,818	19.2%	190
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	813	22.0%	992	1,818	19.2%	945
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	9	0.2%	4	27	0.3%	6
Silver & Gold (9A)	9	0.2%	32	27	0.3%	49
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,695	100.0%		9,487	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	813	22.0%	130	1,818	19.2%	103
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	813	22.0%	992	1,818	19.2%	945
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,695	100.0%		9,487	100.0%	
4. Suburban Periphery	941	25.5%	81	2,596	27.4%	85
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	333	9.0%	303	791	8.3%	260
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	599	16.2%	573	1,778	18.7%	590
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	9	0.2%	32	27	0.3%	49
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	849	23.0%	245	2,192	23.1%	252
Middleburg (4C)	849	23.0%	817	2,192	23.1%	787
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	1,092	29.6%	173	2,881	30.4%	181
Green Acres (6A)	1,092	29.6%	926	2,881	30.4%	928
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016



Tapestry Segmentation Area Profile

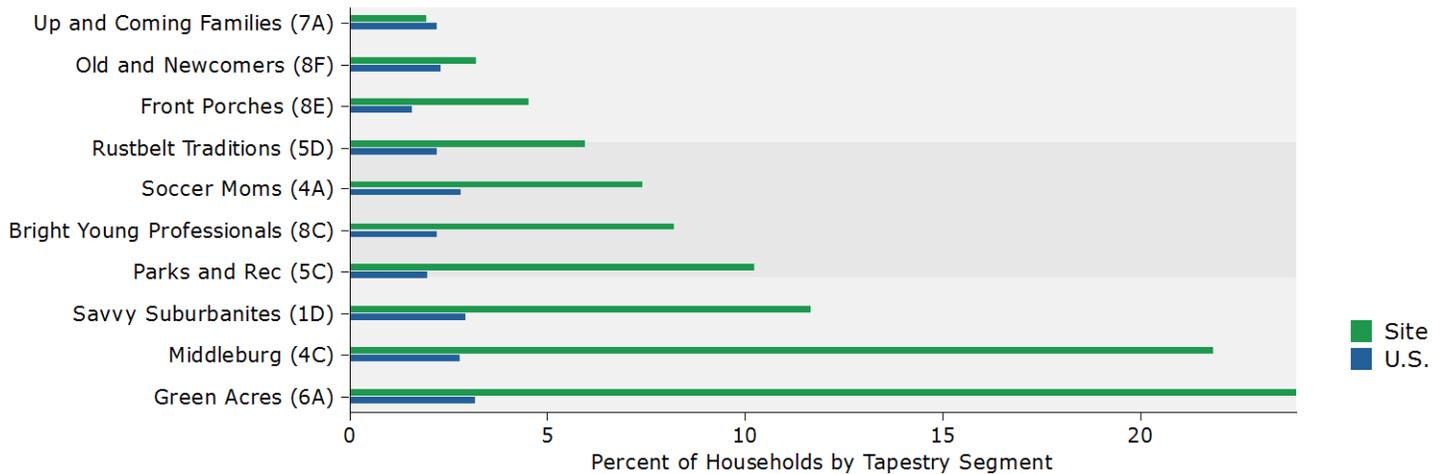
109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Top Twenty Tapestry

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	24.0%	24.0%	3.2%	3.2%	751
2	Middleburg (4C)	21.9%	45.9%	2.8%	6.0%	778
3	Savvy Suburbanites (1D)	11.7%	57.6%	3.0%	9.0%	392
4	Parks and Rec (5C)	10.2%	67.8%	2.0%	11.0%	510
5	Bright Young Professionals (8C)	8.2%	76.0%	2.2%	13.2%	371
	Subtotal	76.0%		13.2%		
6	Soccer Moms (4A)	7.4%	83.4%	2.8%	16.0%	263
7	Rustbelt Traditions (5D)	6.0%	89.4%	2.2%	18.2%	268
8	Front Porches (8E)	4.5%	93.9%	1.6%	19.8%	285
9	Old and Newcomers (8F)	3.2%	97.1%	2.3%	22.1%	139
10	Up and Coming Families (7A)	2.0%	99.1%	2.2%	24.3%	87
	Subtotal	23.1%		11.1%		
11	The Great Outdoors (6C)	0.6%	99.7%	1.6%	25.9%	36
12	Silver & Gold (9A)	0.3%	100.0%	0.8%	26.7%	39
	Subtotal	0.9%		2.4%		
	Total	100.0%		26.7%		374

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

March 25, 2016

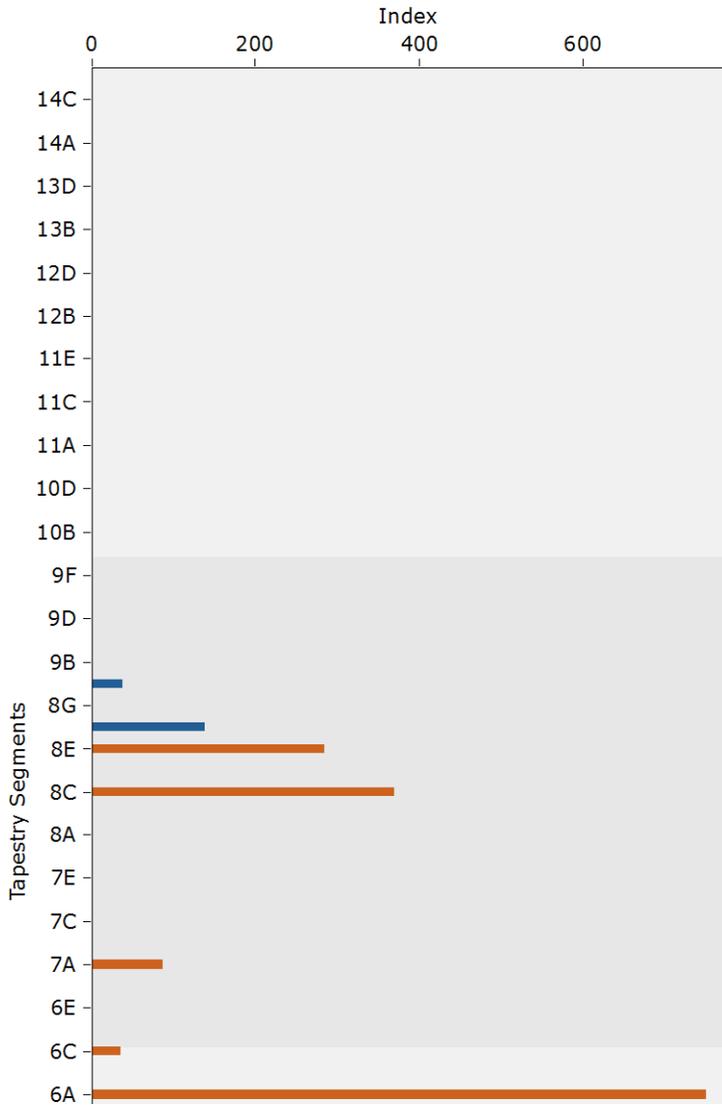


Tapestry Segmentation Area Profile

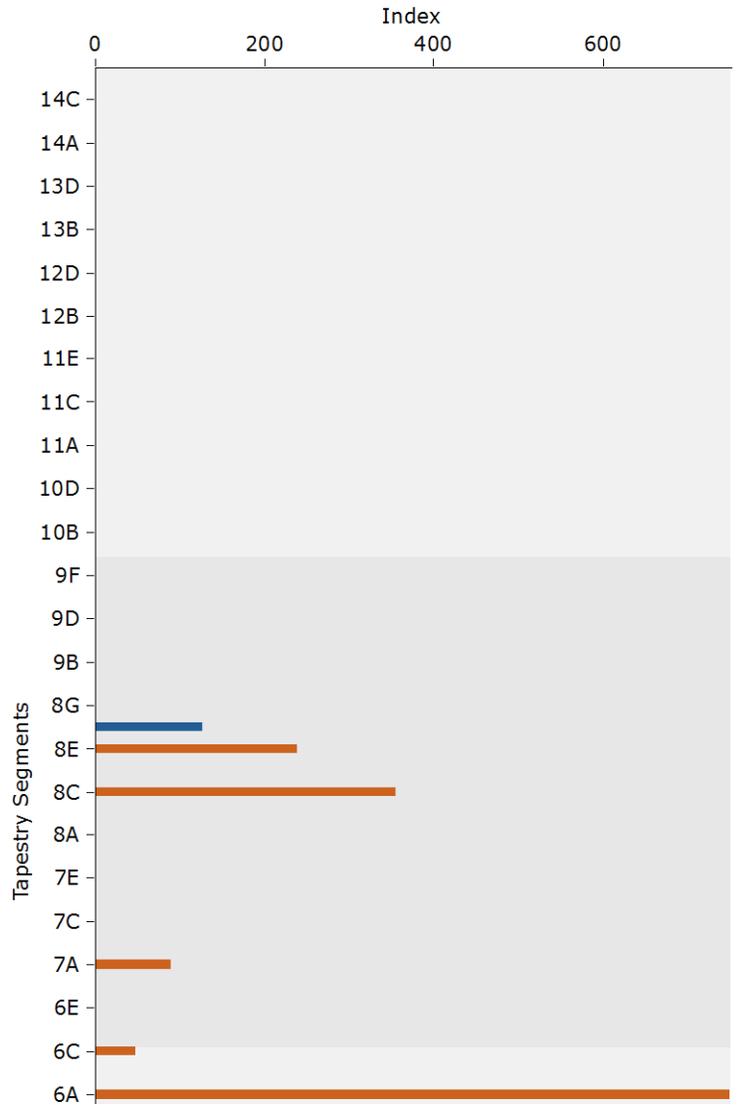
109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 5 mile radius

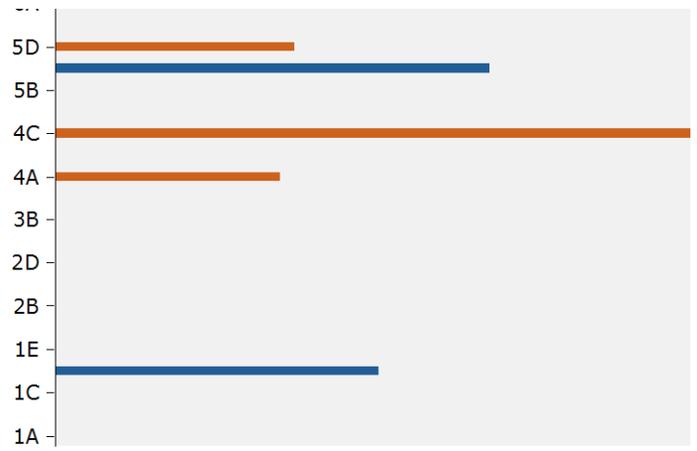
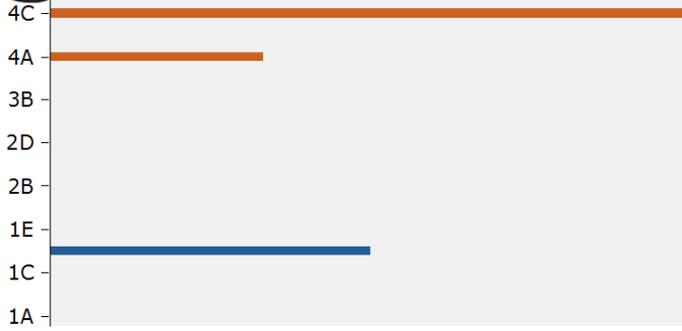
Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population





2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,894	29.3%	398	7,696	30.6%	383
Soccer Moms (4A)	734	7.4%	263	2,132	8.5%	266
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,160	21.9%	778	5,564	22.1%	752
5. GenXurban	1,602	16.2%	141	3,974	15.8%	148
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	1,012	10.2%	510	2,479	9.8%	514
Rustbelt Traditions (5D)	590	6.0%	268	1,495	5.9%	284
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	2,422	24.5%	202	6,363	25.3%	216
Green Acres (6A)	2,367	24.0%	751	6,188	24.6%	751
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	55	0.6%	36	175	0.7%	48
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	193	2.0%	28	609	2.4%	27
Up and Coming Families (7A)	193	2.0%	87	609	2.4%	91
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,874	100.0%		25,185	100.0%	
8. Middle Ground	1,581	16.0%	147	3,384	13.4%	133
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	813	8.2%	371	1,818	7.2%	356
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	449	4.5%	285	946	3.8%	240
Old and Newcomers (8F)	319	3.2%	139	620	2.5%	129
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	29	0.3%	5	68	0.3%	6
Silver & Gold (9A)	29	0.3%	39	68	0.3%	46
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,874	100.0%		25,185	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	1,403	14.2%	84	3,313	13.2%	70
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	590	6.0%	268	1,495	5.9%	284
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	813	8.2%	371	1,818	7.2%	356
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	768	7.8%	43	1,566	6.2%	38
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	449	4.5%	285	946	3.8%	240
Old and Newcomers (8F)	319	3.2%	139	620	2.5%	129
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016



Tapestry Segmentation Area Profile

109 Kettle Moraine Dr N, Slinger, Village of, Wisconsin,
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.33468
Longitude: -88.28475

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,874	100.0%		25,185	100.0%	
4. Suburban Periphery	3,121	31.6%	100	8,379	33.3%	103
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,153	11.7%	392	3,091	12.3%	383
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	734	7.4%	263	2,132	8.5%	266
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	1,012	10.2%	510	2,479	9.8%	514
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	193	2.0%	87	609	2.4%	91
Silver & Gold (9A)	29	0.3%	39	68	0.3%	46
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,160	21.9%	233	5,564	22.1%	241
Middleburg (4C)	2,160	21.9%	778	5,564	22.1%	752
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	2,422	24.5%	144	6,363	25.3%	151
Green Acres (6A)	2,367	24.0%	751	6,188	24.6%	751
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	55	0.6%	36	175	0.7%	48
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 25, 2016

AARP Home AARP Public Policy Institute AARP Livability Index

Livability Index | Great Neighborhoods for All Ages

LIVABILITY DEFINED CALCULATING SCORES LIVABILITY CATEGORIES ABOUT US FAQs

How **livable** is your **community**? enter your address, city, state or zip code



Compare Locations

Part of understanding the livability of your location, or prospective location, is understanding how that location compares with other livable communities across the nation. Use our Location Comparison tool to examine the difference between up to three (3) different locations, comparing Livability Categories and the metrics and policies that go into defining them.

LOCATION	Slinger, Washington County, Wisconsin	Washington County, Wisconsin	Wisconsin
TOTAL INDEX SCORE	62	62	58
HOUSING Affordability and access	58	53	58
Metrics			
Housing accessibility Basic passage	5.1% of units have basic passage Median US neighborhood: 2.6%	5.1% of units have basic passage Median US neighborhood: 2.6%	4.0% of units have basic passage Median US neighborhood: 2.6%
Housing options Availability of multi-family housing	47.5% of units are multi-family Median US neighborhood: 18.8%	28.6% of units are multi-family Median US neighborhood: 18.8%	30.1% of units are multi-family Median US neighborhood: 18.8%
Housing affordability Housing costs	\$1,169 per month Median US neighborhood: \$999	\$1,314 per month Median US neighborhood: \$999	\$1,071 per month Median US neighborhood: \$999
Housing affordability Housing cost burden	19.4% of income spent on housing Median US neighborhood: 18.4%	21.8% of income spent on housing Median US neighborhood: 18.4%	18.7% of income spent on housing Median US neighborhood: 18.4%
Housing affordability	70 units per 10,000 people	70 units per 10,000 people	129 units per 10,000 people

Availability of subsidized housing	Median US neighborhood: 124	Median US neighborhood: 124	Median US neighborhood: 124
Policies			
Housing accessibility State and local inclusive design laws	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Housing affordability State and local housing trust funds	No Policy <input type="radio"/>	No Policy <input type="radio"/>	Policy in Place
Housing options State manufactured housing protections	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Housing affordability State foreclosure prevention and protection	Policy in Place	Policy in Place	Policy in Place
Commitment to livability State and local plans to create age-friendly communities	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
<hr/>			
NEIGHBORHOOD Access to life, work, and play	52	50	48
<hr/>			
Metrics			
Proximity to destinations Access to grocery stores and farmers' markets	0.0 stores and markets Median US neighborhood: 0.0	0.4 stores and markets Median US neighborhood: 0.0	1.0 stores and markets Median US neighborhood: 0.0
Proximity to destinations Access to parks	0.5 parks Median US neighborhood: 0.0	0.7 parks Median US neighborhood: 0.0	0.9 parks Median US neighborhood: 0.0
Proximity to destinations Access to libraries	0.5 libraries Median US neighborhood: 0.0	0.1 libraries Median US neighborhood: 0.0	0.1 libraries Median US neighborhood: 0.0
Proximity to destinations Access to jobs by transit	0 jobs Median US neighborhood: 0	0 jobs Median US neighborhood: 0	2,614 jobs Median US neighborhood: 0
Proximity to destinations Access to jobs by auto	46,529 jobs Median US neighborhood: 55,312	44,984 jobs Median US neighborhood: 55,312	47,471 jobs Median US neighborhood: 55,312
Mixed-use neighborhoods Diversity of destinations	0.77 index from 0 to 1 Median US neighborhood: 0.81	0.58 index from 0 to 1 Median US neighborhood: 0.81	0.62 index from 0 to 1 Median US neighborhood: 0.81
Compact neighborhoods Activity density	1,415 jobs and people per sq. mi. Median US neighborhood: 3,567	1,882 jobs and people per sq. mi. Median US neighborhood: 3,567	4,501 jobs and people per sq. mi. Median US neighborhood: 3,567
Personal safety Crime rate	174 crimes per 10,000 people Median US neighborhood: 304	174 crimes per 10,000 people Median US neighborhood: 304	274 crimes per 10,000 people Median US neighborhood: 304
Neighborhood quality Vacancy rate	6.0% of units are vacant Median US neighborhood: 8.8%	4.3% of units are vacant Median US neighborhood: 8.8%	9.6% of units are vacant Median US neighborhood: 8.8%
<hr/>			
Policies			
Mixed-use neighborhoods State and local TOD programs	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>

Commitment to livability State and local plans to create age-friendly communities	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
TRANSPORTATION Safe and convenient options	39	48	57
Metrics			
Convenient transportation options Frequency of local transit service	0 buses and trains per hour Median US neighborhood: 0	0 buses and trains per hour Median US neighborhood: 0	16 buses and trains per hour Median US neighborhood: 0
Convenient transportation options Walk trips	0.63 trips per household per day Median US neighborhood: 0.73	0.63 trips per household per day Median US neighborhood: 0.73	0.78 trips per household per day Median US neighborhood: 0.73
Convenient transportation options Congestion	0.0 hours per person per year Median US neighborhood: 17.4	2.6 hours per person per year Median US neighborhood: 17.4	8.1 hours per person per year Median US neighborhood: 17.4
Transportation costs Household transportation costs	\$11,692 per year Median US neighborhood:\$10,791	\$11,760 per year Median US neighborhood:\$10,791	\$11,144 per year Median US neighborhood:\$10,791
Safe streets Speed limits	38.9 miles per hour Median US neighborhood: 28.0	31.6 miles per hour Median US neighborhood: 28.0	29.9 miles per hour Median US neighborhood: 28.0
Safe streets Crash rate	13.6 fatal crashes per 100,000 people per year Median US neighborhood: 7.6	10.7 fatal crashes per 100,000 people per year Median US neighborhood: 7.6	11.3 fatal crashes per 100,000 people per year Median US neighborhood: 7.6
Accessible system design ADA-accessible stations and vehicles	86.4% of stations and vehicles are accessible Median US neighborhood:81.7%	86.4% of stations and vehicles are accessible Median US neighborhood:81.7%	89.1% of stations and vehicles are accessible Median US neighborhood:81.7%
Policies			
Safe streets State and local Complete Streets policies	Policy in Place	Policy in Place	Policy in Place
Convenient transportation options State human services transportation coordination	Policy in Place	Policy in Place	Policy in Place
Convenient transportation options State volunteer driver policies	Policy in Place	Policy in Place	Policy in Place
Commitment to livability State and local plans to create age-friendly communities	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
ENVIRONMENT Clean air and water	73	75	56
Metrics			
Water quality Drinking water quality	0.00% of people are exposed to violations Median US neighborhood:0.50%	0.00% of people are exposed to violations Median US neighborhood:0.50%	4.03% of people are exposed to violations Median US neighborhood:0.50%

Air quality Regional air quality	0.0 unhealthy air quality days per year Median US neighborhood: 8.0	0.0 unhealthy air quality days per year Median US neighborhood: 8.0	7.5 unhealthy air quality days per year Median US neighborhood: 8.0
Air quality Near-roadway pollution	4.91% of people are exposed Median US neighborhood: 0.00%	1.49% of people are exposed Median US neighborhood: 0.00%	3.45% of people are exposed Median US neighborhood: 0.00%
Air quality Local industrial pollution	0.00 index from 0 to 311,000 Median US neighborhood: 0.00	8.67 index from 0 to 311,000 Median US neighborhood: 0.00	203.01 index from 0 to 311,000 Median US neighborhood: 0.00

Policies

Resilience State utility disconnection policies	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Resilience Local multi-hazard mitigation plans	No Policy <input type="radio"/>	No Policy <input type="radio"/>	Policy in Place
Energy efficiency State energy efficiency scorecard	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Commitment to livability State and local plans to create age-friendly communities	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>

HEALTH

Prevention, access, and quality

56

57

55

Metrics

Healthy behaviors Smoking prevalence	19.3% of people smoke regularly Median US neighborhood: 20.3%	19.3% of people smoke regularly Median US neighborhood: 20.3%	21.0% of people smoke regularly Median US neighborhood: 20.3%
Healthy behaviors Obesity prevalence	28.1% of people are obese Median US neighborhood: 27.8%	28.1% of people are obese Median US neighborhood: 27.8%	28.5% of people are obese Median US neighborhood: 27.8%
Healthy behaviors Access to exercise opportunities	79.8% of people have access Median US neighborhood: 83.2%	79.8% of people have access Median US neighborhood: 83.2%	77.7% of people have access Median US neighborhood: 83.2%
Access to health care Health care professional shortage areas	0 index from 0 to 25 Median US neighborhood: 0	0 index from 0 to 25 Median US neighborhood: 0	2 index from 0 to 25 Median US neighborhood: 0
Quality of health care Preventable hospitalization rate	53.4 preventable hospitalizations per 1,000 patients Median US neighborhood: 62.1	52.3 preventable hospitalizations per 1,000 patients Median US neighborhood: 62.1	54.3 preventable hospitalizations per 1,000 patients Median US neighborhood: 62.1
Quality of health care Patient satisfaction	68.0% of patients are satisfied Median US neighborhood: 67.3%	70.2% of patients are satisfied Median US neighborhood: 67.3%	72.7% of patients are satisfied Median US neighborhood: 67.3%

Policies

Healthy behaviors	Policy in Place	Policy in Place	Policy in Place
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State smoke-free laws			
Commitment to livability State and local plans to create age-friendly communities	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>

ENGAGEMENT
Civic and social involvement

66

66

68

Metrics

Internet access Broadband cost and speed	0.0% of residents have high-speed, low-cost service Median US neighborhood: 0.0%	2.4% of residents have high-speed, low-cost service Median US neighborhood: 0.0%	1.0% of residents have high-speed, low-cost service Median US neighborhood: 0.0%
Civic engagement Opportunity for civic involvement	7.3 organizations per 10,000 people Median US neighborhood: 7.3	7.3 organizations per 10,000 people Median US neighborhood: 7.3	8.6 organizations per 10,000 people Median US neighborhood: 7.3
Civic engagement Voting rate	79.3% of people voted Median US neighborhood: 55.6%	79.3% of people voted Median US neighborhood: 55.6%	70.7% of people voted Median US neighborhood: 55.6%
Social engagement Social involvement index	1.03 index from 0 to 2 Median US neighborhood: 0.98	1.03 index from 0 to 2 Median US neighborhood: 0.98	1.06 index from 0 to 2 Median US neighborhood: 0.98
Social engagement Cultural, arts, and entertainment institutions	0.6 institutions per 10,000 people Median US neighborhood: 0.6	0.6 institutions per 10,000 people Median US neighborhood: 0.6	0.9 institutions per 10,000 people Median US neighborhood: 0.6

Policies

Internet Access State barriers to community broadband	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Civic engagement Early, absentee, or mail-in state voting laws	Policy in Place	Policy in Place	Policy in Place
Equal rights Local human rights commissions	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Equal rights Local LGBT anti-discrimination laws	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Commitment to livability State and local plans to create age-friendly communities	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>

OPPORTUNITY
Inclusion and possibilities

91

85

67

Metrics

Equal opportunity Income inequality	0.39 index from 0 to 1 Median US neighborhood: 0.46	0.39 index from 0 to 1 Median US neighborhood: 0.46	0.43 index from 0 to 1 Median US neighborhood: 0.46
Economic opportunity Jobs per worker	0.87 jobs per person Median US neighborhood: 0.75	0.87 jobs per person Median US neighborhood: 0.75	0.79 jobs per person Median US neighborhood: 0.75
	97.0% of students graduate	93.0% of students graduate	86.4% of students graduate

Education High school graduation rate	Median US neighborhood: 81.3%	Median US neighborhood: 81.3%	Median US neighborhood: 81.3%
Multi-generational communities Age diversity	0.91 index from 0 to 1 Median US neighborhood: 0.87	0.89 index from 0 to 1 Median US neighborhood: 0.87	0.87 index from 0 to 1 Median US neighborhood: 0.87
Policies			
Local fiscal health Local government creditworthiness	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Economic opportunity State minimum wage increase	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy <input type="radio"/>
Equal opportunity State expansion of the Family and Medical Leave Act	Policy in Place	Policy in Place	Policy in Place
Commitment to livability State and local plans to create age-friendly communities	No Policy <input type="radio"/>	No Policy <input type="radio"/>	No Policy

Work Destination Report - Where Workers are Employed Who Live in the Selection Area - by Places (Cities, CDPs, etc.)

Total Primary Jobs

	2014	
	Count	Share
Total Primary Jobs	2,267	100.0%

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - Primary Jobs

	2014	
	Count	Share
Milwaukee city, WI	290	12.8%
Hartford city, WI	189	8.3%
Menomonee Falls village, WI	185	8.2%
Slinger village, WI	176	7.8%
West Bend city, WI	160	7.1%
Wauwatosa city, WI	110	4.9%
Germantown village, WI	96	4.2%
Richfield village, WI	72	3.2%
Brookfield city, WI	60	2.6%
Pewaukee city, WI	51	2.2%
Waukesha city, WI	50	2.2%
West Allis city, WI	41	1.8%
Sussex village, WI	39	1.7%
Jackson village, WI	34	1.5%
New Berlin city, WI	29	1.3%
Glendale city, WI	28	1.2%
Mequon city, WI	27	1.2%
Brown Deer village, WI	18	0.8%
Oconomowoc city, WI	17	0.7%
Port Washington city, WI	17	0.7%
Cedarburg city, WI	15	0.7%
Grafton village, WI	12	0.5%
Madison city, WI	12	0.5%
Pewaukee village, WI	12	0.5%
Allenton CDP, WI	11	0.5%
Butler village, WI	11	0.5%
Saukville village, WI	11	0.5%
Horicon city, WI	10	0.4%
Hartland village, WI	9	0.4%
Sheboygan city, WI	8	0.4%
Fox Point village, WI	7	0.3%
Mayville city, WI	7	0.3%
West Milwaukee village, WI	7	0.3%
Kewaskum village, WI	6	0.3%
Lannon village, WI	6	0.3%
Delafield city, WI	5	0.2%
Elm Grove village, WI	5	0.2%
Fond du Lac city, WI	5	0.2%
Oconomowoc Lake village, WI	5	0.2%
Brownsville village, WI	4	0.2%
Hustisford village, WI	4	0.2%
Thiensville village, WI	4	0.2%
Ashwaubenon village, WI	3	0.1%
Cudahy city, WI	3	0.1%
Franklin city, WI	3	0.1%
Lomira village, WI	3	0.1%
Oak Creek city, WI	3	0.1%
Chicago city, IL	2	0.1%
Cedar Grove village, WI	2	0.1%
Chenequa village, WI	2	0.1%
Green Bay city, WI	2	0.1%
Iron Ridge village, WI	2	0.1%
Kohler village, WI	2	0.1%

	Count	Share
Monona city, WI	2	0.1%
Newburg village, WI	2	0.1%
South Milwaukee city, WI	2	0.1%
Theresa village, WI	2	0.1%
Deerfield village, IL	1	0.0%
Downers Grove village, IL	1	0.0%
Elgin city, IL	1	0.0%
Lake Bluff village, IL	1	0.0%
Rockford city, IL	1	0.0%
Wheaton city, IL	1	0.0%
Elkhart city, IN	1	0.0%
Iron Mountain city, MI	1	0.0%
Menominee city, MI	1	0.0%
St. Louis city, MI	1	0.0%
New Hope city, MN	1	0.0%
Watertown city, NY	1	0.0%
Allouez village, WI	1	0.0%
Altoona city, WI	1	0.0%
Appleton city, WI	1	0.0%
Beaver Dam city, WI	1	0.0%
Belgium village, WI	1	0.0%
Big Bend village, WI	1	0.0%
Burlington city, WI	1	0.0%
Campbellsport village, WI	1	0.0%
Cottage Grove village, WI	1	0.0%
DeForest village, WI	1	0.0%
Delavan city, WI	1	0.0%
De Pere city, WI	1	0.0%
Eau Claire city, WI	1	0.0%
Fall River village, WI	1	0.0%
Fredonia village, WI	1	0.0%
Hales Corners village, WI	1	0.0%
Hobart village, WI	1	0.0%
Hudson city, WI	1	0.0%
Janesville city, WI	1	0.0%
Kimberly village, WI	1	0.0%
Little Chute village, WI	1	0.0%
Manitowoc city, WI	1	0.0%
Marshfield city, WI	1	0.0%
Menasha city, WI	1	0.0%
Merrill city, WI	1	0.0%
Merton village, WI	1	0.0%
Middleton city, WI	1	0.0%
Monroe city, WI	1	0.0%
Mount Pleasant village, WI	1	0.0%
Neosho village, WI	1	0.0%
Okauchee Lake CDP, WI	1	0.0%
Oostburg village, WI	1	0.0%
Platteville city, WI	1	0.0%
Pleasant Prairie village, WI	1	0.0%
Princeton city, WI	1	0.0%
Racine city, WI	1	0.0%
Random Lake village, WI	1	0.0%
St. Nazianz village, WI	1	0.0%
Sheboygan Falls city, WI	1	0.0%
Shorewood village, WI	1	0.0%
Summit village, WI	1	0.0%
Waldo village, WI	1	0.0%
Waterford village, WI	1	0.0%
Watertown city, WI	1	0.0%
Wausau city, WI	1	0.0%
Wisconsin Dells city, WI	1	0.0%
All Other Locations	309	13.6%

Analysis Type	Destination
Destination Type	Places (Cities, CDPs, etc.)
Selection area as	Home
Year(s)	2014
Job Type	Primary Jobs
Selection Area	Slinger village, WI from Places (Cities, CDPs, etc.)
Selected Census Blocks	125
Analysis Generation Date	04/18/2016 13:56 - OnTheMap 6.5
Code Revision	27fb9bc4fbd09322b53aa80fc41c8d9604925f1a□
LODES Data Version	20160219

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics
Notes:

1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available for all areas.
2. Educational Attainment is only produced for workers aged 30 and over.
3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available for all areas.

Home Destination Report - Where Workers Live Who are Employed in the Selection Area - by Places (Cities, CDPs, etc.)

Total Primary Jobs

	2014	
	Count	Share
Total Primary Jobs	1,577	100.0%

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live - Primary Jobs

	2014	
	Count	Share
Slinger village, WI	176	11.2%
West Bend city, WI	169	10.7%
Hartford city, WI	149	9.4%
Richfield village, WI	47	3.0%
Jackson village, WI	42	2.7%
Milwaukee city, WI	35	2.2%
Menomonee Falls village, WI	23	1.5%
Waukesha city, WI	21	1.3%
Kewaskum village, WI	20	1.3%
Germantown village, WI	19	1.2%
Wauwatosa city, WI	13	0.8%
Allenton CDP, WI	10	0.6%
Sussex village, WI	10	0.6%
Watertown city, WI	10	0.6%
Grafton village, WI	9	0.6%
New Berlin city, WI	9	0.6%
Cedarburg city, WI	8	0.5%
Fond du Lac city, WI	8	0.5%
Horicon city, WI	8	0.5%
Iron Ridge village, WI	7	0.4%
Lomira village, WI	7	0.4%
Madison city, WI	7	0.4%
Kenosha city, WI	6	0.4%
Mequon city, WI	6	0.4%
Portage city, WI	6	0.4%
Saukville village, WI	6	0.4%
Ashippun CDP, WI	5	0.3%
Mayville city, WI	5	0.3%
Port Washington city, WI	5	0.3%
Janesville city, WI	4	0.3%
Neosho village, WI	4	0.3%
Newburg village, WI	4	0.3%
Oconomowoc city, WI	4	0.3%
Pewaukee city, WI	4	0.3%
Racine city, WI	4	0.3%
Sheboygan city, WI	4	0.3%
Beaver Dam city, WI	3	0.2%
Campbellsport village, WI	3	0.2%
Elkhorn city, WI	3	0.2%
Fredonia village, WI	3	0.2%
Greendale village, WI	3	0.2%
Hartland village, WI	3	0.2%
Ixonia CDP, WI	3	0.2%
Juneau city, WI	3	0.2%
La Crosse city, WI	3	0.2%
Lake Mills city, WI	3	0.2%
Manitowoc city, WI	3	0.2%
Menasha city, WI	3	0.2%
Mount Pleasant village, WI	3	0.2%
North Fond du Lac village, WI	3	0.2%

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live - Primary Jobs

	2014	
	Count	Share
Belleville village, WI	2	0.1%
Brookfield city, WI	2	0.1%
Brown Deer village, WI	2	0.1%
Brownsville village, WI	2	0.1%
Burnett CDP, WI	2	0.1%
Columbus city, WI	2	0.1%
Elm Grove village, WI	2	0.1%
Franklin city, WI	2	0.1%
Greenfield city, WI	2	0.1%
Hustisford village, WI	2	0.1%
Merton village, WI	2	0.1%
Oak Creek city, WI	2	0.1%
Okauchee Lake CDP, WI	2	0.1%
Reedsburg city, WI	2	0.1%
Rio village, WI	2	0.1%
Theresa village, WI	2	0.1%
Waubeka CDP, WI	2	0.1%
West Allis city, WI	2	0.1%
Whitehall city, WI	2	0.1%
Whitewater city, WI	2	0.1%
Arlington Heights village, IL	1	0.1%
Aurora city, IL	1	0.1%
Brookfield village, IL	1	0.1%
DeKalb city, IL	1	0.1%
Elmwood Park village, IL	1	0.1%
New Athens village, IL	1	0.1%
Indianapolis city (balance), IN	1	0.1%
Granville South CDP, OH	1	0.1%
Shawnee Hills village, OH	1	0.1%
Aniwa village, WI	1	0.1%
Arcadia city, WI	1	0.1%
Baraboo city, WI	1	0.1%
Beloit city, WI	1	0.1%
Clintonville city, WI	1	0.1%
Coloma village, WI	1	0.1%
Cudahy city, WI	1	0.1%
Delafield city, WI	1	0.1%
De Pere city, WI	1	0.1%
Dousman village, WI	1	0.1%
Eagle village, WI	1	0.1%
East Troy village, WI	1	0.1%
Eden village, WI	1	0.1%
French Island CDP, WI	1	0.1%
Glendale city, WI	1	0.1%
Green Bay city, WI	1	0.1%
Hales Corners village, WI	1	0.1%
Harrison village, WI	1	0.1%
Holmen village, WI	1	0.1%
Jefferson city, WI	1	0.1%
Kingston village, WI	1	0.1%
Lac La Belle village, WI	1	0.1%
Lake Geneva city, WI	1	0.1%
Lannon village, WI	1	0.1%
Lebanon CDP, WI	1	0.1%
Marathon City village, WI	1	0.1%
Merrill city, WI	1	0.1%
Merrimac village, WI	1	0.1%
Middleton city, WI	1	0.1%
Montello city, WI	1	0.1%

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live - Primary Jobs

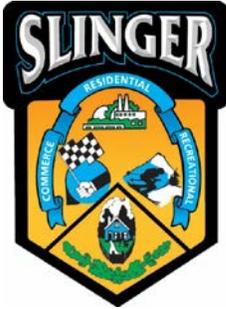
2014		
	Count	Share
Mosinee city, WI	1	0.1%
Muskego city, WI	1	0.1%
Neenah city, WI	1	0.1%
New Holstein city, WI	1	0.1%
Oakfield village, WI	1	0.1%
Onalaska city, WI	1	0.1%
Pewaukee village, WI	1	0.1%
Random Lake village, WI	1	0.1%
Rhineland city, WI	1	0.1%
Seymour city, WI	1	0.1%
Sheboygan Falls city, WI	1	0.1%
Shorewood village, WI	1	0.1%
Stevens Point city, WI	1	0.1%
Stoughton city, WI	1	0.1%
Sun Prairie city, WI	1	0.1%
Thiensville village, WI	1	0.1%
Tomah city, WI	1	0.1%
Twin Lakes village, WI	1	0.1%
West Salem village, WI	1	0.1%
Whitefish Bay village, WI	1	0.1%
Wind Lake CDP, WI	1	0.1%
Wind Point village, WI	1	0.1%
All Other Locations	560	35.5%

Analysis Type	Destination
Destination Type	Places (Cities, CDPs, etc.)
Selection area as	Work
Year(s)	2014
Job Type	Primary Jobs
Selection Area	Slinger village, WI from Places (Cities, CDPs, etc.)
Selected Census Blocks	125
Analysis Generation Date	04/18/2016 13:50 - OnTheMap 6.5
Code Revision	27fb9bc4fbd09322b53aa80fc41c8d9604925f1a□
LODES Data Version	20160219

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employme
Notes:

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2. Educational Attainment is only produced for workers aged 30 and over.
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Appendix 2



Village of Slinger Economic Opportunity Analysis

Meeting Agenda

June 15, 2016

5:00 TO 6:30 PM

5:00-5:05

I. Welcome & Purpose

5:05-5:15

II. Overview of Data Gathering

5:15-5:20

III. Analysis of Assets and Challenges

5:20-5:25

IV. Vision and Initiatives

5:25-5:30

Break

5:30-6:00

V. Individual Completion of Worksheet

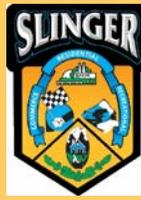
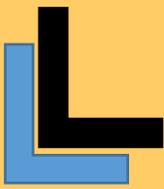
6:00-6:15

VI. Group Discussion

6:15-6:30

VII. Group Report-Out

**The project team will be available after the meeting to answer additional questions*



Project Overview

In early 2016 Vandewalle & Associates – a professional planning and economic development firm – was retained to conduct a Village-wide economic opportunity analysis and subsequent action plan. The purpose of the plan is focused on increasing the Village’s **quality of life** and aiming its **economic development trajectory** toward a stable and prosperous future. During plan development the team will identify the Village’s **assets and challenges** to better define Slinger’s unique position in the market. Resulting from this analysis short, medium, and long term **projects and programs** will be identified to promote **economic investment, job creation, and community development** in Slinger at strategic locations.

Individual Exercise

Please take the next 15 minutes to read through the information below and answer the questions on this worksheet. If you have questions or would like further clarification please ask one of the presenters.

Review the lists of assets and challenges and the vision statement below and answer the two questions that follow.

Village Assets:

- Natural Setting/Topography
- Proximity/Accessibility to Multiple Employment Centers
- School District
- Intact Historic Downtown
- Available Development Sites
- Community Expansion Potential
- Outdoor Recreation Opportunities
- Small Town Feel
- Easy Access to US-41 at Three Interchanges

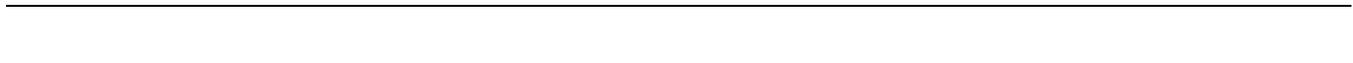
Village Challenges:

- Topography
- Relic Town Development/Town Pockets
- Lack of Community Events and Gathering Facilities
- Lack of Downtown Destinations
- Physical Conditions in Downtown
- Physical Condition of Commercial Corridors
- Lack of Diverse Shopping and Dining Opportunities
- Lack of a Slinger “brand”
- Lack of Local Employment

Vision Statement:

Nestled in the hills of the Kettle Moraine, and in close proximity to several major employment centers, Slinger offers an outstanding way of life with abundant outdoor recreation assets and excellent schools. The historic downtown is the hub of community activity while the Highway 60 commercial corridor serves resident’s daily needs, and new business parks provide local employment opportunities and a diversified tax base. Working with its economic development partners, the Village is leading the way in making strategic investments in public facilities and infrastructure to secure the fiscal stability of the community for decades to come.

1. Please indicate changes additions or deletions to any of the above and provide a brief explanation of why. Feel free to mark-up the lists and statement as necessary.



2. What one thing about Slinger is most important to you and why?

Strategic Initiatives:

During the plan development process the team has identified four important strategic initiatives for the Village to focus on to achieve the economic vision. Initiatives are defined as broad areas of focus that—when added together—lead to a complete approach to reaching the community’s goals. Under each of the initiatives are several recommended projects and programs, which comprise the first action steps toward achieving the desired outcomes of each initiative. Over time the list of projects and programs under each initiative will continue to grow as progress is made and new areas of focus are identified. The initiatives are listed below followed by the recommended projects and programs:

1. Diversify Tax Base & Create Jobs

In order to keep tax rates down communities must balance residential development with industrial and commercial development. Further, adding more jobs not only provides employment opportunities for Village residents but also stimulates local spending from those traveling to the community for work.

Projects:

- 1) Evaluate feasibility of new business park development to be served by potential Hwy 60 Truck Reliever Route north of Arthur Rd.
- 2) Expand existing business park by extending Corporate Dr. west across 175
- 3) Aggregate school-owned property with adjoining vacant parcels and Hwy 60 frontage to maximize business park development potential along I-41

2. Improve Commercial Corridors & Nodes

The Hwy 60 corridor should continue to grow to provide residents with the products and services they need on a regular/daily basis. To increase the development potential and create unique and interesting places, development should be concentrated on “nodes” located at key intersections along the commercial corridors. This may include having multi-story buildings that are closer to the street and face the intersection to create a greater sense of place and serve as gateways to other parts of the community.

Projects:

- 1) Establish 144 as the primary I-41 entry to downtown and promote additional visitor/highway-oriented businesses complimentary to Held’s Market
- 2) Work with adjoining property owners on potential development of public/private town square encompassing the existing civic campus and strip malls at Slinger Rd. and E. Washington St.
- 3) Promote development of more intensive, commercial/mixed-use nodes along Hwy 60 at I-44, 175 and 144 intersections
- 4) Install community gateway features at both ends of Hwy 60 and utilize consistent streetscape design along the corridor
- 5) Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors

3. Make Downtown a Destination

A healthy and thriving downtown will provide unique activities, events, and entertainment for Village residents and draw visitors from outside the community. The more opportunities and compatible uses there are in or near downtown the greater the center of gravity to attract people on a regular basis.

Projects:

- 1) Work with adjoining properties to enlarge Community Park to tie Village properties together and create more “everyday use” facilities
- 2) Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.
- 3) Work with property owner to determine potential for hillside multifamily development at the end of Eiche Dr.
- 4) Work with property owners to develop a mixed-use “base village” at the foot of Little Switz
- 5) Investigate potential reuse of former Niphos Coatings property for housing on Oak St.
- 6) Install downtown gateway features at primary entry points

4. Capitalize on Natural Setting & Improve Connectivity

One of the Village’s biggest assets in attracting activity, investment, residents, and interest is its natural setting. Developing trails, parks, and connections that make it easier to not only take advantage of natural recreation, but to navigate the terrain of the Kettle Moraine will help make the Village a more attractive place for recreation and activity.

Projects:

- 1) Develop trail/greenway system along Rubicon River in low areas unsuitable for development
- 2) Develop on- and off-street trail loops through the Village connecting to the Ice Age Trail
- 3) Reroute the Ice Age Trail through Community Park and use the park as a formal trailhead
- 4) Connect American Eagle Dr. to Lovers Ln. and install an on-street bike lane connecting the downtown to the Arboretum at Cedar Bluffs
- 5) Provide a bike lane along Washington St. through the entire Village

1. Please Indicate which **initiative** above is **most** important to you and why.

2. Please Indicate which **initiative** above is **least** important to you and why.

3. Please add any other initiatives you would like to see and why.

Importance of Projects for Each Initiative:

On the following tables, please indicate the level of importance of the projects for each of the four initiatives, and feel free to add others. Also, indicate which project under each initiative is most important to you by circling it and least important to you by putting a line through it:

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Initiative 1: Increase Tax Base & Create Jobs				
1. Evaluate feasibility of new business park development to be served by potential Hwy 60 Truck Reliever Route north of Arthur Rd.	VI	I	SI	NI
2. Expand existing business park by extending Corporate Dr. west across 175	VI	I	SI	NI
3. Aggregate school-owned property with adjoining vacant parcels and Hwy 60 frontage to maximize business park development potential along I-41	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI

What types of jobs would you like to see come to the Village (i.e. professional, medical, technical, skilled labor, general labor, etc.)?

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Initiative 2: Improve Commercial Corridors & Nodes				
1. Establish 144 as the primary I-41 entry to downtown and promote additional visitor/highway-oriented businesses complimentary to Held's Market	VI	I	SI	NI
2. Work with adjoining property owners on potential development of public/private town square encompassing the existing civic campus and strip malls at Slinger Rd. and E. Washington St.	VI	I	SI	NI
3. Promote development of more intensive, commercial/mixed-use nodes along Hwy 60 at I-41, 175 and 144 intersections	VI	I	SI	NI
4. Install community gateway features at both ends of Hwy 60 and utilize consistent streetscape design along the corridor	VI	I	SI	NI
5. Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI

What types of businesses would you like to see more of along Highway 60?

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Initiative 3: Make Downtown a Destination				
1. Work with adjoining properties to enlarge Community Park to tie Village properties together and create more “everyday use” facilities	VI	I	SI	NI
2. Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.	VI	I	SI	NI
3. Work with property owner to determine potential for hillside multifamily development at the end of Eiche Dr.	VI	I	SI	NI
4. Work with property owners to develop a mixed-use “base village” at the foot of Little Switz	VI	I	SI	NI
5. Investigate potential reuse of former Niphos Coatings property for housing on Oak St.	VI	I	SI	NI
6. Install downtown gateway features at primary entry points	VI	I	SI	NI
Other:	VI	I	SI	NI
Other:				

What types of businesses would you like to see more of Downtown?

What other amenities and features would you like to see Downtown and/or in Community Park?

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
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**Initiative 4:
*Capitalize on Natural Setting &
 Improve Connections***

1. Develop trail/greenway system along Rubicon River in low areas unsuitable for development	VI	I	SI	NI
2. Develop on- and off-street trail loops through the Village connecting to the Ice Age Trail	VI	I	SI	NI
3. Reroute the Ice Age Trail through Community Park and use the park as a formal trailhead	VI	I	SI	NI
4. Connect American Eagle Dr. to Lovers Ln. and install an on-street bike lane connecting the downtown to the Arboretum at Cedar Bluffs	VI	I	SI	NI
5. Provide a bike lane along Washington St. through the entire Village	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI

What other types of recreation facilities would you like to see in the community?

What other areas of community need better connectivity?

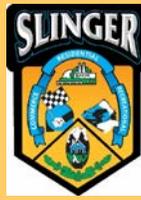
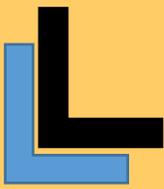
Besides parks, trails, and greenways what other natural features would you like to see?

Group Exercise

Now that you have completed your individual worksheet please take the next 30 minutes to do the following at your tables in small groups:

- **Discuss and prioritize each of the four initiatives.** Share your own opinions and thoughts based on your responses to the worksheet questions and listen to the ideas of your group members.
- **Under each initiative identify the top 2 projects** for each and add a few sentence explanation of why.
- **Identify the top 5 projects overall**
- **Use the 11x17 maps and the markers on the table to indicate other potential projects** and improvements the group thinks would be beneficial. Provide a brief explanation of why.
- **Record any other notes, ideas, or thoughts in the space provided below.**

Thank you! Please place your completed worksheet in the box by the door before you leave.



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Individual Exercise

During the public meeting, participants were asked to review the list of assets and challenges and the vision statement below and answer the questions on this worksheet.

Village Assets:

- Natural Setting/Topography
- Proximity/Accessibility to Multiple Employment Centers
- School District
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1. Please indicate changes additions or deletions to any of the above and provide a brief explanation of why. Feel free to mark-up the lists and statement as necessary.
 - Well done!
 - Cornerstone of Slinger has always been Slinger Speedway and Little Switzerland Ski Hill. Why not start there?
 - Slinger does not need more housing. We need commercial and industrial development. We don’t want to have to build the schools larger again. It would broaden the tax base.
 - Have something that we have – bike trails – to get to other communities
 - Business needs to come before trails. We need to spend money to bring in a bigger tax base like expanding business parks.
 - Need industrial park to get more businesses in town.

- Beautiful natural setting, but no additions such as trees lining new sidewalks on Kettle Moraine (144) from downtown to Held’s Market.
 - Downtown is not historic. Most buildings are just houses with a storefront. The Board allowed a business to turn into a home. You can’t make them turn back. There is nothing historic about 3 auto shops and a turn implement.
 - Delete “leading the way in” from last sentence of Vision Statement.
 - Walkable/bike paths to adjacent townships/villages. Notable “Registered” landmarks. (ex. Storck Brewer, Racetrack, Slinger House, Kippenham Building)
 - Lead with schools and community activities and outdoors and less focus on community development when directing funds. No change in Vision Statement.
2. What one thing about Slinger is most important to you and why?
- Don’t inflate tax burden
 - Quality of life: safe, friendly, family-oriented
 - History
 - Recreation opportunities
 - Central location in county.
 - Get more people to downtown area – not out on Hwy 60.
 - Location to 41 and schools.
 - Location and quality of life.
 - We need more manufacturing to keep jobs and lower taxes.
 - Small town feel, yet all you need you can get at local stores at reasonable cost.
 - Sense of community. Safety/small town feel/support
 - Develop more business – retail. Keep improving parks.
 - Quality of education – I have two students in the school district
 - Quality of schools and cleaning up downtown – TIE

Strategic Initiatives:

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- 5) Provide a bike lane along Washington St. through the entire Village

1. Please Indicate which **initiative** above is **most** important to you and why.

Diversify Tax Bae & Create Jobs

- Diversify tax base (3)
- Commercial/residential buildup of Hwy 60 near 125
- Wherever possible, I see great value in having more jobs and a more diverse tax base.
- Slinger is lacking industry and commercial
- Ski hill, Speedway, Held's Market here 69 years. Build on those already known by people. Start there and build on it. Add hotel with coffee shop for breakfast in front of ski hill. Close to attractions, walk to park, restaurants & bars.
- We need an actual business park. We have too many groups of 2 or 3 properties spread all over.

Improve Commercial Corridors & Nodes

- Lack of local services
- I think this is the key to the development of the Slinger brand.
- The corridors are the first impression of the community.
- Trail to Hartford
- Improve Commercial Corridors

Make Downtown a Destination

- Base Village only because you have NO plan for Slinger Speedway. They should be together.
- Trail to Hartford
- Very important to transform downtown so it doesn't turn into unkempt slum buildings.
- Clean up Niphos property and two properties to south, great place for housing.
- Adds to the Village charm – sense of pride – attracting visitors and adding to tax base.
- Downtown
- The Downtown area should reflect what Slinger is about. Right now, it has a dark/unsafe vibe.
- Do some adjustments to property downtown.
- Enlarge Community Park and add a splash pad. Build a community rec center.
- #3 edges out #4 because if we don't clean up and redevelop downtown, then we can't sell anyone on a new Slinger brand.

Capitalize on Natural Setting & Improve Connectivity

- Recreation trails will connect the community, particularly outer subdivisions, Community Park as hub is great idea.
- Like bike trails
- Close to Hwy 144 exit for a motel on corner of Cedar Creek and 144.
- Ice Age Trail through park and bike lane through Village.

2. Please Indicate which **initiative** above is **least** important to you and why.

Diversify Tax Bae & Create Jobs

- Just not as important as the others.
- Have two parks and one is hardly used – Fireman's Park.
- If you take care of #2, 3, 4 - #1 will naturally follow.
- We already have difficulty filling existing commercial and industrial space with L/T viable businesses.

Improve Commercial Corridors & Nodes

- Establish 144 as the primary entry to 41 takes away from entrance into the Village from north, which could be beautiful.
- Lack of information on this.

Make Downtown a Destination

- Downtown destination efforts have consistently failed in other municipalities. Build the connection first.
- While I like the idea of making the downtown stronger, I worry its potential is too limited and will not return on the investment.
- Businesses want to be where traffic is (Hwy 60 & 41). Do not reward lackluster property owners and give them money to fix what they neglected. You can't force a business.

Capitalize on Natural Setting & Improve Connectivity

- I don't live in Slinger
- Capitalize on natural settings. (6)
- Nice idea, but have to get property owners to give access.
- Connecting American Eagle Drive to Lovers Lane is a waste of time and money!
- Not yet

3. Please add any other initiatives you would like to see and why.

Other

- I think a joint resident and economic growth plan so jobs and homes for workers would go hand in hand.
- Bike trails connect to Fireman's Park and Pike Lake Trail.
- Embrace the current cornerstone that brings guests from throughout SE Wisconsin – the Ski Hill & race track
- More action from advancement association. Better management of Village budgets. Don't need wings on snow plows to plow snow over sidewalks after property owner has sidewalk cleared. They also have asphalt planner they don't need.
- Let the Village hall, library, and public works along – centrally located where it needs to be.
- Have a quieter Village (during week days and Sunday PM).
- The school property on 41 is prime for bigger retail. Do not mix in the development with 40% residential, you will only waste prime real estate. Homes should be away from retail on quiet roads.
- Develop existing open land – compatible with existing land use.
- Connectors to other villages (bike/walk). More parking.
- Build a community rec center – similar to what Village of Jackson has.
- A plan to deal with dilapidated buildings in old downtown and create parking.
- #4 - We are (should be) a residential-focused community more than industrial/commercial focuses and this project is of high value to suburban residents – note other communities with great trail access for community travel and recreation in/around the community.

Importance of Projects for Each Initiative:

The following tables show the level of importance of the projects for each of the four initiatives as voted on by the participants.

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
<i>Initiative 1: Increase Tax Base & Create Jobs</i>				
1. Evaluate feasibility of new business park development to be served by potential Hwy 60 Truck Reliever Route north of Arthur Rd.	4	11	5	3
2. Expand existing business park by extending Corporate Dr. west across 175	8	12	4	1
3. Aggregate school-owned property with adjoining vacant parcels and Hwy 60 frontage to maximize business park development potential along I-41	15	6	4	
<i>Other: Redevelop Village Square, etc.</i>		1		
<i>Other: Motel at Cedar Creek & 144</i>	1			

What types of jobs would you like to see come to the Village (i.e. professional, medical, technical, skilled labor, general labor, etc.)?

- Technical, skilled labor
- Professional, medical technicians
- Professionals, medical and skilled labor
- Mix from general labor to professional
- Professional/technical
- Mechanics, engineering, and machinists
- General labor, restaurant, coffee shop, motel
- Professional, medical, technical
- A good variety, but we could use some manufacturing.
- Very skilled, high wage jobs
- All
- Professional and skilled labor
- All of the above – mixed.
- White collar, non-trade or service industry

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Initiative 2: Improve Commercial Corridors & Nodes				
1. Establish 144 as the primary I-41 entry to downtown and promote additional visitor/highway-oriented businesses complimentary to Held’s Market	9	6	7	2
2. Work with adjoining property owners on potential development of public/private town square encompassing the existing civic campus and strip malls at Slinger Rd. and E. Washington St.		14	5	4
3. Promote development of more intensive, commercial/mixed-use nodes along Hwy 60 at I-41, 175 and 144 intersections	9	9	4	
4. Install community gateway features at both ends of Hwy 60 and utilize consistent streetscape design along the corridor	2	9	8	3
5. Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors	3	11	6	2

What types of businesses would you like to see more of along Highway 60?

- Restaurants (2)
- Restaurants/cafes/coffee shops
- None – too busy with traffic.
- Commercial national/big box
- Mid-size retail (2)
- Any businesses that are economically viable.
- Starbucks, healthy drive thru food choice
- Drug store
- Restaurants, professional buildings – not retail strip development

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Initiative 3: Make Downtown a Destination				
1. Work with adjoining properties to enlarge Community Park to tie Village properties together and create more “everyday use” facilities	7	12	3	2
2. Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.	2	8	9	3
3. Work with property owner to determine potential for hillside multifamily development at the end of Eiche Dr.	1	10	6	5
4. Work with property owners to develop a mixed-use “base village” at the foot of Little Switz	10	8	7	
5. Investigate potential reuse of former Niphos Coatings property for housing on Oak St.	6	6	9	3
6. Install downtown gateway features at primary entry points	5	9	8	2

What types of businesses would you like to see more of Downtown?

- Restaurants (6)
- Specialty or novelty shops
- Boutique shops (2)
- Restaurants (family style), less restrictions on property by Plan Commission, such as green space, design, colors, size, etc.
- Gas stations, community center – something for kids
- Upscale coffee shops, book stores, food, craft, arts
- The buildings downtown will not fit most businesses.
- Economically viable businesses
- Coffee shop (3)
- specialty food shops

What other amenities and features would you like to see Downtown and/or in Community Park?

- Skate park, climbing wall
- More recreational spaces.
- High-end rental/condos, professional offices
- Community park should move out to Brearr Park to the north and sell and develop old park.
- Live music, splash pad, ice rink, green space bench, bike stands
- Splash pad, rec center. Start preparations for 150th anniversary in 2019!

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Initiative 4: Capitalize on Natural Setting & Improve Connections				
1. Develop trail/greenway system along Rubicon River in low areas unsuitable for development	3	5	10	3
2. Develop on- and off-street trail loops through the Village connecting to the Ice Age Trail	4	8	8	1
3. Reroute the Ice Age Trail through Community Park and use the park as a formal trailhead	6	6	8	
4. Connect American Eagle Dr. to Lovers Ln. and install an on-street bike lane connecting the downtown to the Arboretum at Cedar Bluffs	8	7	3	3
5. Provide a bike lane along Washington St. through the entire Village	5	6	4	5
<i>Other: Connect Fireman's Park to trails</i>	1			

What other types of recreation facilities would you like to see in the community?

- Dog park
- Green spaces and practice fields so school isn't the sole recreation space provider.
- Slash pad, indoor pool
- Community center (something for kids to do)
- A better swimming area
- For all ages, and all income levels.
- Skate parks
- Rec center

What other areas of community need better connectivity?

- "East" Slinger
- Fireman's Park with rest of Village. There is no path along Hwy 60 to get there.
- Downtown to Fireman's Park

Besides parks, trails, and greenways what other natural features would you like to see?

- Motel, clean up 144 Downtown area.
- Bike paths

Group Exercise

Following are additional notes, ideas, or thoughts related to the group exercise.

- Industrial Park
- Education is top notch – do not reinvent the system.
- Easy on building more apartments, etc. - water supply, larger fire department, more police protection, etc.
- Do not eliminate any health association programs. Milwaukee/Grafton is a long trip for S.O.S. Hartford/West Bend is more of a band aide.
- Prioritize:
 1. Initiative 1: Diversify tax base
 2. Initiative 3: Downtown Destination
 3. Initiative 2
 4. Initiative 4
- Prioritize:
 1. Initiative 1: Industrial Park – Diversify tax base
 2. Initiative 3: Downtown/Park Destination
 3. Initiative 2: Improve corridor
 4. Initiative 4: Natural setting trails
- Group proposes to continue with hotel in front of ski hill with coffee shop below and library to stay by village hall.
- Prioritize:
 1. Industrial Park is needed on north end of town for easy access to 41 & 60. Industrial Park on 60 & C were filled with housing – a bad decision.
 2. Use money to get organ factory chemical spill cleaned up
 3. Walk trail put thru to community park and creamery
 4. Motel is needed – no motel between town and Fond du Lac (corner of 144 & Cedar Creek Rd excellent location)
- Prioritize:
 1. Initiative 3
 2. Initiative 1
 3. Initiative 2
 4. Initiative 4
- We saw a community embrace a very large school referendum – they would embrace the Village spending money to spur development
- Community Center
- Community events needed
- Great start downtown – Slinger House, Church expansion, Little Switzerland
- Create a downtown business chamber
- Prioritize:
 1. Initiative 3
 2. Initiative 1
 3. Initiative 2
 4. Initiative 4

Village of Slinger

Economic Opportunity Analysis

Public Input Meeting

June 15, 2016

5-6:30 PM

Slinger Public Works Garage

Name	Address	E-Mail Address	How did you hear about this? (email, poster, social media, newspaper, other)
Marlyss Thiel	601 Kettle Moraine Dr	Sunshine262@character.net	Village Board
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Eugene Mueller	500 Highview Dr	gen<golfer>@charter.net	
Dale Flowers	113 W. WASHINGTON ST	SlingerAutoTech@gmail.com	
Rick Gundrum	301 Winter	Slinger	
BEN HOFFMAN	820 Enterprise Dr	Slinger	bhuffman@doerger.com
Julie Bandalin	415 Cobblestone Ct	Slinger	kruegerette@yahoo.com
Sherry Schaefer	PO Box 182 Slinger		EMAIL
Deanna Cagle	746 Charolais Dr	dcagle1023@yahoo	email
Dianne Ritzlaff	761 St. Paul Dr.	jritzlaff@gmail.com	email invite
Mary Seales	1913 Pond Rd	Slinger	freedevon
Lucie Walbrund	40 Cedar Ave	Slinger, WI	
Scott Stortz	2000 Highland Ct.	Scott.Stortz@starproperties.com	
Douglas Thul	601 Kettle Moraine Dr	SUNSHINE262@CHARACTER.NET	
RUSS BRANDT	421 HILL VIEW DR	SLINGER	russ@brandtprintis.com
Elaine Moti	3000 Highway TV	West Bend, WI 53095	info@visitwashingtoncounty.com
Mary Jo Kuhn	1021 Lou's Way	Slinger, WI 53096	maryjobrigger@yahoo.com
Gilbert Strupp	127 W. Washington	Slinger WI 53096	Strupp Imp Flier
Bob Struttgen	519 S. Kettle Moraine	Slinger WI	
BRIAN HANSEN	611 E. WASHINGTON ST		

Village of Slinger

Economic Opportunity Analysis

Public Input Meeting

June 15, 2016

5-6:30 PM

Slinger Public Works Garage

Name	Address	E-Mail Address	How did you hear about this? (email, poster, social media, newspaper, other)
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GREG HUFFMAN			
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Kenta Kocher	415 Cobblestone Ct		
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Mike Schmitz	185 Cedar Creek Rd.	mike@littleswitz.com	email
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BRYANT MORITZ	545 SUNDUCK RD #3		
Chris Cagle	746 Chardais	edwardc.cagle@gmail.com	
Dan Strupp	124 W Washington		Dean Otte
MARTY MARRICK	Village STAFF		
Craig Wolf	120 Park Ct		
Kelly Herrickson	100A Washington	herrickson@aol.com	

Village of Slinger

Economic Opportunity Analysis

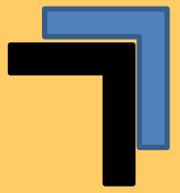
Public Input Meeting

June 15, 2016

5-6:30 PM

Slinger Public Works Garage

Name	Address	E-Mail Address	How did you hear about this? (email, poster, social media, newspaper, other)
Todd Thelen	N7997 Lakeside View Rd ^{Winnichell} 53066	Slinger Speedway Road	EMAIL
Margaret Wilson	VOS		
Corey Smith	N79 W23885 Plainview		
_____ Slinger house	RD Sussex 53089	PO Box 4410 @ GMAIL.COM	EMAIL
JIM HAGGERTY	VOS		
SOPI TRAME	413 GLEN VIEW CT S.	jtrame@vi.slinger.wi.gov	
Julian Laufen	501 DRUMLIN COVE	secooter@affordablegreenhomeswi.com	
Robert Ford	143 KALDEN		



Village of Slinger

Economic Opportunity Analysis Public Meeting

June 15, 2016

MEETING EVALUATION SUMMARY

A public meeting was held at the Village on June 15, 2016 to discuss the Economic Opportunity Analysis. There were 46 participants signed in for the event. Following is a brief summary of their overall viewpoint of the Public Meeting.

1. On a scale of 1 to 10, how would you rate your overall satisfaction with the Economic Opportunity Analysis Public Meeting?

Poor, Not Effective							Excellent, Very Effective			
1	2	3	4	5	6	7	8	9	10	Average
			2	1			9	2	3	7.82

2. What were the most significant outcomes of this Meeting for you?
 - Identified good ideas.
 - Bringing leaders together and establishing priorities.
 - Strong feel of leading Slinger into right direction. People feel a strong sense of pride in Slinger, now we can build on that.
 - Kudos to Village and Vandewalle to obtain members of the community's input. I felt valued as a citizen.
 - Knowing that Slinger is trying to move forward.
 - Future development as originally planned – northeast corner of Hwy 41 & 60 (commercial) never happened.
 - Very existing resident focused.
 - There is hope for downtown Slinger!
 - Good discussion at our table.
 - Share ideas, find more people wanting what's good for Village growth.
 - Leave our education, it's top notch.
 - People are not economically realistic in their proposals – a new business losing money won't last.
3. How could we have improved this Meeting?
 - Make priority establishing process quicker and more efficient.
 - Only short of time.
 - Microphone for presenter(s). (3)
 - Schedule it 1 ½ hours later – some people are still open for business at 5:00pm.



- Keep it on schedule.
 - Have a microphone – very hard to hear. Very important to schedule when not conflicting with Village meetings, especially a Planning meeting.
 - Teach how to make a quality municipality. Narrow it down.
 - It was OK.
4. Please offer any comments, suggestions, or opinions you have on the Village of Slinger Economic Opportunity Analysis planning process in the space provided below.
- Don't have a Village meeting looming.
 - Planners missed a golden opportunity by disapproving motel at 144 and Cedar Creek Road, it would bring in business and tax revenue to the whole Village.
 - Clarify important terms – “diversify,” “downtown,” etc.
 - Polite group

Slinger Community Meeting Results
June 15, 2016
Group Rankings of Initiatives

Initiative	Group Rankings								Total Score	Ranking
	1	2	3	4	5	6	7	8		
1 Diversify Tax Base & Create Jobs	1	4	3	2	2	2	1	1	2.000	1
2 Improve Commercial Corridors and Nodes	3	3	3	1	3	3	3	3	2.750	3
3 Make Downtown a Destination	2	2	1	4	1	1	4	4	2.375	2
4 Capitalize on Natural Setting & Improve Connectivity	4	1	2	3	4	4	2	2	2.750	3

Slinger Community Meeting Results

June 15, 2016

Group Selection of Top Projects for each Initiative

Group #	Diversify Tax Base & Create Jobs	Improve Commercial Corridors and Nodes	Make Downtown a Destination	Capitalize on Natural Setting & Improve Connectivity
1	Industrial Park north of Athur Rd.	(no responses)	Need hotel @ 144 & I-41	(no responses)
2	Extend Corp. Dr. across 175	Establish 144 as main entry to downtown from I-41	Base village at Little Switz Install downtown gateways	Develop on/off trail loops
3	(no responses)	(no responses)	(no responses)	(no responses)
4	School property Extend Corp. Dr. across 175	Promote mixed-use nodes Install downtown directional signage and streetscape Install community gateways and streescape on Hwy 60	Work with property owners to enlarge Community Park	Connect American Eagle Dr Reroute Ice Age Trail through Community Park
5	(no responses)	(no responses)	More community events Clean up buildings Work with property owners to enlarge Community Park Create a business association Build a community center	(no responses)
6	Extend Corp. Dr. across 175 School property	Establish 144 as main entry to downtown from I-41 Promote mixed-use nodes	Work with property owners to enlarge Community Park Base village at Little Switz Have Village buy old buildings for demo or reuse	Develop on/off trail loops Connect American Eagle Dr
7	School property Extend Corp. Dr. across 175	Establish 144 as main entry to downtown from I-41	Base village at Little Switz Work with property owners to enlarge Community Park	Connect American Eagle Dr Reroute Ice Age Trail through Community Park Branding
8	School property Extend Corp. Dr. across 175	Evaluate public/private town squre at Slinger Rd. & 175 Promote mixed-use nodes	Base village at Little Switz Hilltop development Niphos development	Sidewalks along Hwy 60 connected to Ice Age Trail

Summary of all Suggestions/Number of "Votes"

1 Arthur Rd.	3 Establish 144 as main entry to downtown from I-41	4 Improve/enlarge Community Park	0 Develop greenway and trail
5 Coporate Dr.	1 Evaluate public/private town squre at Slinger Rd. & 175	0 Accelerate housing	2 Develop on/off trail loops
4 School Property	3 Promote mixed-use nodes	1 Hilltop development	2 Reroute Ice Age Trail through Community Park
10	1 Install community gateways and streescape on Hwy 60	4 Base village at Little Switz	3 Connect American Eagle Dr
	1 Install downtown directional signage and streetscape	1 Niphos development	0 Bike lane on Washington
	9	1 Install downtown gateways	1 Sidewalks along Hwy 60 connected to Ice Age Trail
		1 More community events	1 Branding
		1 Clean up buildings	9
		1 Create a business association	
		1 Build a community center	
		1 Have Village buy old buildings for demo or reuse	
		1 Need hotel @ 144 & I-41	
		17	

Top Projects by Initiative

1 Coporate Dr.	1 Establish 144 as main entry to downtown from I-41	1 Improve/enlarge Community Park	1 Connect American Eagle Dr
2 School Property	1 Promote mixed-use nodes	1 Base village at Little Switz	2 Develop on/off trail loops 2 Reroute Ice Age Trail through Community Park

Group # Other Ideas

- 1 Embrace cornerstones of Slinger:
 - Little Switz
 - Slinger Speedway
 - Held's
 - Need hotel downtown to support the above and additional growth
- 4 Need to see "quality" with all projects -- looks better driving into community than out of it
- 6? Need to be willing to make investments to make things happen

Village of Slinger
 Roundtable Discussion Groups
 Attendance Record
 April 19, 2016

Appendix 3

Realtors & Developers	Tourism	Intergovernmental Partners	Downtown Property Owners	Large Employers	Village Departments
Kieth Pochter	Rick Schmitz (Little Switz)	Steve Volkert (City of Hartford)	Larry Gundrum	Scott Lebahen	Jessi Balcom
Julie Bandalin	Mike Schmitz (Little Switz)	Daren Sievers (Slinger School District)	Robert Wolf	Bryant Moritz	Margaret Wilber
Jeff Behrend	County Convention & Visitors Bureau	Rick Gundrum (Slinger)	Scott Lebakken	Greg Huffman	Jim Haggerty
Scooter Laufer		Russ Brandt (Slinger)	Sherry Schaefer	Ben Huffman	Tony Dobson
Dianne Retzlaff		Jeff Behrend (Slinger)	Dan Strupp	Mitch Huffman	Dean Schmidt
Mary Jo Kuhn			Corey Foerster		
Kevin S Dittmar			John Maohakah		
Scott Stortz			David Rhode		
John Bohn			Kay Rhode		
Bryant Moritz			Alan Jordan		
			Rodney Erickson		
			Corey Smith		
			Tom Friedmann		
			Todd Thelen		
			Rick Gundrum		

Appendix 4

Draft 7/1/15

2015

Village of Slinger Visioning



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OVERVIEW

In order to obtain input from the community on a future direction for the Village of Slinger, a visioning session was held on April 23, 2015. Residents were notified of this session through an insert included with utility bills, e-mail to community stakeholders and a posting on the Village's website. Thirty-eight participants gained a greater understanding of census and demographic data for the Village, and then provided their insights and ideas regarding the Village's future growth and development. The agenda for this session is located in Appendix A.

Census demographic information and economic data were developed and presented by Matt Kures from the UW-Extension Center for Community Economic Development. This data is available in a separate report. After the data presentation, participants moved to tables for small group discussions. This process was facilitated by UW-Extension Washington County Community Development Educator Paul Roback.

COMMUNITY ASSETS & LIMITATIONS

Participants were divided into seven tables and were asked to identify community assets that the community needs to preserve and/or build upon and community limitations that should be proactively addressed because they may limit the community's potential for continued and future success. The notes from these table conversations can be found in Appendix B. The following are common themes identified from this process. In general, there was greater consensus on the community assets and less consensus on community limitations. The number in parenthesis indicates how many of the seven table groups indicated a similar community asset or limitation.

Assets include:

- Natural Resources- Parks, Lakes, Trails and Kettle Moraine (7)
- School System (6)
- Public Safety (6)
- Transportation Infrastructure- Roads and Railroads (5)
- Ski Hill & Race Track (5)

Limitations include:

- Lack of an Industrial Base / Space (3)
- Limited Job Growth, Opportunities and Workforce (3)
- Lack of Restaurants (3)
- Lack of a Community / Recreation Center (2)
- Lack of Walking Trails and Park Connections (2)
- Limited Retail Options (2)
- Parking Issues / Downtown Parking (2)

VISIONING ACTIVITY

Participants were asked to create their ideal vision for the Village of Slinger. This was accomplished through the use of a visioning postcard process. The responses from the 38 participant are located in

Appendix C. Common themes were identified. The number in parenthesis indicates how many participants made similar recommendations in their visioning postcards. Bullets include more specific individual comments.

Downtown (21)

- Uniform and pleasant looking
- Beautiful streetscape
- Additional retail and less taverns
- Vibrant
- Façade improvements
- Walkable
- Coffee shop
- Mom & pop style businesses
- New parking areas

Additional Restaurants (18)

- Chain- Starbucks, Mitchells Fish Market, Red Robin, Checkers, Olive Garden
- Micro-brewery
- Fine dining
- Locations- downtown, along HWY 60/175

Parks and Trails (15)

- Walking and biking trails
- Trails connecting to Pike Lake State Park and Village Parks
- New parks
- Walkway over HWY 41
- Tree-lined streets

Additional Retail (13)

- National retail- Costco, Meijer, Target, Walgreens
- Additional downtown retail
- Additional retail along HWY 60
- Restore and redevelop buildings

Community Center / Senior Center / Sports Complex (10)

- Used by civic groups, clubs, schools, community members
- Field house for athletics, gym
- Meeting rooms
- Rent for special event and parties

Hotel / Lodging (10)

- For visitors of ski hill and race track
- Country Inn & Suites, Hyatt

Industrial Park (10)

- HWY 60 near HWY 41
- Stage 1 & 2 companies

Schools (7)

- Remain great!
- Performing Arts Center

New Library (6)

- New
- Located downtown
- Study Rooms

Residential (4)

- Creating a living and working environment
- Mix of housing options- starter homes, middle income homes, apartments and condos
- New subdivisions- connected to other areas, separate from industrial area

POTENTIAL NEXT STEPS

- 1) Village Board and Staff review visioning session results, economic/census data and Community Economic Development Preparedness Index results.
- 2) Village Board discusses and reviews visioning session information and provides feedback.
- 3) Determine if additional public input is desired. If yes, options may include a community-wide survey or a targeted focus group.
- 4) Identify appropriate group/committee to develop a strategy to move forward with

APPENDIX A: VISIONING SESSION AGENDA

Slinger Visioning Process Outline

April 23, 2015 ~ 6-8PM

Slinger High School Cafeteria

Agenda

- 6:00 Welcome & Introductions
- 6:15 Process overview
- 6:20 Economic & Census Data
- 7:00 Brainstorming in small groups
 - 1- Community Assets- What are our strengths as a community that we need to preserve and/or build upon?
 - 2- Community Limitations- What should be proactively addressed because it limits our community's potential for continued and future success?
- 7:20 Large Group Sharing
- 7:30 Visioning Exercise
- 7:55 Next Steps & Evaluation
- 8:00 Conclude

Discussion Guidelines:

- All ideas are welcome
- Be respectful
- Balance advocacy with openness
- Monitor your own input
- Be succinct

Times are approximate and are intended to keep the process moving forward. They may be adjusted slightly based on discussions during the process.

APPENDIX B: TABLE CONVERSATIONS

Assets and Limitations

Group 1

Assets

- Schools
- Real Estate
- Roads
- Parks
- Ems/Public Safety
- Medical
- Transportation infrastructure
- Tourism
- Ski Hill
- Race Track
- Lakes
- Local Business
- Civic Groups

Limitations

- Industrial Spaces
- Stage 2 Businesses
- Business Appeal
- Workforce
- Recreation/Community Spaces
- Village's Economic Vision

Group 2

Assets

- School District - education
- Kettle Moraine area – trails, wildlife
- Lakes
- Fishing, hunting
- Family oriented
- Easy access to other communities
- St. Vincent de Paul

Liabilities

- Not a destination (Cedarburg)
- Ugly Downtown
- Bedroom Community “Railroad Town”
- Does not draw “lake people”/“invisible line”

Limitations

- Environmental challenges
- People don't care

- Parking issues
- Lack of interest by the community

Ideas

- Name: “The Old Center of Slinger” R. B.!!
- Replace existing, non-desirable or closed businesses with new “suitors”/businesses
- Move tractor displays out and replace with true assets
- Museums, Civic Center, Language School

Group 3

Assets

- School
- Highways/Railroads
- Safety
- Recreational-parks, race track, ski hill
- Services
- Retail – limited to essentials
- Population
- Utilities
- Accessibility for pedestrian
- Religious choices

Limitations

- Job opportunities
- Limited retail
- Land for small businesses
- Lodging
- Tourism/destination
- Train/Speedway noise
- Lack of affordable housing
- Appearance – lack of polish (Hwy 60 &175)

Group 4

Assets

- Library
- Recreation Department
- Churches
- Ski Hill
- Race Track
- Close knit community
- Police Force
- Green Space
- Location
- Housing Authority
- # of Assisted Living

Liabilities

- Job Growth
- Industry
- Starbucks
- Bike Trails
- Large Retail
- Competition
- Entertainment
- Recreation/Community Center
- Roads
- Cable choice
- Land owners
- Lack of walking paths/trails

Group 5

Assets

- Access to transportation (Hwy 41 & 60, 45, 164)
- K – 12
- Quality of Life
- Kettle Moraine
- Low crime
- Police Force
- Community Involvement
- Civic Groups
- Parks & Recreation, Natural Resources
- Location relative to Milwaukee, Menomonee Falls
- Speedway, Ski Hill

Limitations

- Restaurants
- Micro-Brewery
- Identity, Sense of place broken up
- Bedroom Community
- Location – Competition with surrounding towns

Group 6

Assets

- 41 & 60 Location
- Kettle Moraine
- School System
- Park system
- Building sites available – residential
- Slinger Speedway
- Ski Hill
- Near-by recreation
- Low crime rate
- High work ethic

- Close to big city
- Rail service

Limitations

- Close to big city
- No business attraction
- No Chamber of Commerce
- Downtown
- Rail service

Group 7

Assets

- Safe
- School system
- Police/Fire
- Parks
- Hwy system
- Start of diversified businesses

Limitations

- Parks – linked to larger
- No Industrial base
- No Industrial parks
- Too many condos
- Too many large apartments
- No single person apartments
- Need small start/end homes
- Need nice restaurants
- Better traffic patterns for some areas (American Eagle Drive)
- Open storefronts
- Main street parking
- Senior Center
- Motel

APPENDIX C: VISIONING POSTCARD RESPONSES

Scenario

After moving away, you return back to the Village of Slinger 10 years later. You have been living in a foreign country and have had very little contact with friends and family in Slinger. Upon your return, you are amazed by the changes that have undergone in the community as a result of the efforts of the Village Board and community members.

Assignment

Using the present tense, fill out the postcard below and tell your friends in the foreign country you left about all the wonderful things (for example- businesses, community facilities, streetscape, housing...)

that you have discovered in Slinger that have resulted from the efforts of the Village Board and community members.

Underline the three changes that have occurred in the Village of Slinger which you think are the most important.

Please write legibly. If needed, feel free to use the reverse side. Postcard worksheets will be collected and compiled for future use.

Responses

Card #1

- Expansion of retail centers to include a COSTCO, Meijer's, and even unique shops and craft boutiques
- Truly enjoyed the great new restaurants of Mitchells Fish Market, Red Robin & Cheddars
- Recreational activities to include walking/biking trails connecting the entire Slinger Park System and Pike Lake State Park, and the walking bridge over Hwy 41 was special during my morning walks to the wooded conservatory on the east side
- A new high school with expanded sports complex, an additional elementary school or converted middle school.
- The new system is well thought through to handle the expanding student base with new subdivisions.
- I noticed new subdivisions off Hwy 175 to St. Lawrence, end of American Eagle and new homes along 175 south of Slinger.
- Downtown was very exciting with new recreation facilities w/engage boys and girls clubs, and the library even has moved downtown.
- I especially enjoyed the music amphitheater built into the hillside where the old church was.
- Senior centers also downtown to create population diversity.

Card #2

- I returned to my old town of Slinger and was pleasantly surprised to see some improvements.
- The downtown area has revitalized with small businesses and a few nicer restaurants.
- It now has a uniformed, pleasant looking appearance.
- There has also been some newer lodging built to allow for overnight stays by visitors.
- Just a little south of Hwy 60 an industrial park area has been developed with easy access to Hwy 60 & 41
- I was glad to see improvements made to my home town.

Card #3

- It's great to be back in Slinger after all these years.
- The new expanded library is awesome! So many study rooms and areas for programming.
- The 4 chain restaurants are an added bonus – all great for family dining.
- Slinger still has that small town feel and the community/recreation building was busy with activities.
- See you soon!

Card #4

- Hello Friends!
- I have arrived back home to many changes.

- After several decades, we now have a hotel again.
- Also, one of the main intersections Hwy 60/175 finally got developed.
- They put in a community center, a sit down restaurant, and a Starbucks there.
- I heard, but have not seen the walking paths & bike paths, which we really needed.
- Finally, the village and surrounding towns are agreeing and Slinger annexed land to develop an industrial park.

Card #5

- I've just returned home to Slinger. There are so many changes.
- There is a new shopping center and a wonderful hotel where many skiers are staying.
- I've hiked the new hiking trail.
- The new library is just beautiful.
- We also have some new parks.
- I am most pleased to see these improvements.

Card #6

- Dear Friends- I am so excited to be back home and experiencing the wonderful community atmosphere.
- There are several small restaurants and service businesses in the redeveloped, mixed use downtown area.
- We have a beautiful community space that is utilized by the village, schools, civic groups and activity groups and clubs.
- It has meeting space, gym space, and green space.
- It is so exciting to see several different demographics utilizing and enjoying this facility.
- It is great to see how much the apprenticeship and technical arts education opportunities have continued to grow and benefit the local businesses and developing workforce.
- The schools continue to be an exceptional asset of our community.
- I love the activities and festivals in the parks.
- The main Hwy intersections are full of businesses and updated street-scape and beautification.

Card #7

- The downtown area of Slinger is totally transformed with hotel & restaurant, a museum with good parking.
- It also has a historical center there.
- But the biggest transformation that has changed the look of the businesses on Hwy. 60. Retail shopping and other businesses.
- There is also a walking path over Hwy 41 so access from one side to the other is available.

Card #8

- Dear Friends- Upon returning to Slinger I was impressed with many of the changes that have occurred.
- First of all I was able to stay in a Hyatt Hotel which was located at the intersection of 41 & 60.
- Secondly, the high school has added a field house for athletics which they share with the village recreation programs. (and which my son, Owen, always wanted).
- Finally a Starbucks was added at the corner of 60 & 175 which with my love of coffee was one of the best additions to the village!

Card #9

- To: Golfing buddies in Panama- Dear Guys-
- To my amazement Slinger has become its own economic engine.
- Looking out to the future, 10 years ago, Slinger realized that the U. S. had an aging population.
- The vision Slinger saw was coming up with ways to service and support this trend.
- Slinger has consolidated its footprint, created economic advantage for companies and organizations to locate in the area, and focused on creating a living and working environment to promote families spending their living and recreation time here.
- Oh, and there's a micro-brewery now!

Card #10

- Nice industrial area with good paying union jobs
- Nice merge between Hartford and Slinger in terms of ebb and flow-not a line
- Trails and lanes for biking and hiking into the Kettle Moraine trail system as well as to and from locations in the village and beyond
- A revitalized original downtown Slinger
- If not business, then good residential with a defined business area elsewhere
- Real places to sit and eat-not just pizza and burgers anymore
- And they finally got rid of those horrible roundabouts!

Card #11

- Vibrant downtown center with beautiful street-scaping
- Open space and parks that are connected by pedestrian/bike trails
- Pedestrian and bike access to areas of the village east of Hwy 41 and south of Hwy 60
- Clear boundary between village edge and surrounding open space/farmland
- Incubator and small business park that invites startups and allows for expansion
- Housing mix from starter homes to middle income homes and all the apartments and condos needed to meet residents needs

Card #12

- **To:** Herman the German, Hauptstrasse 23, G7050 Wurzburg- Hi!
- I'm amazed at how much this place has changed!
- It has a wonderful little shopping area, with cute boutiques and some really good restaurants.
- Plus it finally has a micro-brewery – Yay!
- The sidewalks and pedestrian paths are lovely, with benches and planting all over
- It just seems much healthier, with everyone walking around and enjoying the parks

Card #13

- The downtown area has been completely revitalized and the very "German" old comfy décor is a very pleasing aesthetic
- The new fine-dining even includes German, Italian, and American assortments
- The whole village looks so clean and welcoming
- There is a great rail dining opportunity that travels to Baraboo and back for a 2 hour dining experience
- You catch the train right next to Starbucks on the west side of town

Card #14

- Schools are great
- People are very friendly
- Very clean village
- Excellent fire department and police department
- We got rid of turn about
- Beautiful downtown

Card #15

- **To:** Gary Mosler, Honolulu
- The village has added a lot of new ball fields and pedestrian paths connecting the different subdivisions
- The new restaurant development and coffee house along Hwy 60/175 is great
- I heard it was made possible by the great electric utility and new filter
- New parking areas downtown has made it easier to attend games at Community Park and walk to nearby activities

Card #16

- It's been 10 years since I've been in Slinger and I got off at Interstate 41 and 144 by Held's and what a wonderful Country Inn Suites motel and Olive Garden there now
- Then as I drove past the ski hill all the great improvements there and by the downtown I saw a great micro-brewery by the Slinger House and a nice library and community center
- Wow it sure is nice

Card #17

- Guten Tag! I have returned to Slinger safely
- Wow! You should see the changes that have happened in Slinger!
- The first thing is the beautification of the downtown area!
- There have been small trees placed in tubs along the streets
- People are putting pots of flowers in front of their houses, especially where no front yards exist
- The houses are painted, and the streets are clean
- Education has reached a new pinnacle in Slinger with new technology and different courses in the schools
- Small businesses are booming in Slinger, people are shopping in the community, and the economy is looking much better! Love Sandy

Card #18

- Downtown – nice to see more development like The Slinger House redevelopment, restaurants, shops like Cedarburg and Grafton
- Hwy 41 pedestrian bridge to help link community
- Hotel in town – American Eagle Drive seems like it would be an excellent place
- More restaurants and destination activities so we don't have to leave Slinger to spend our money – micro-brewery with outdoor beer garden
- Encourage Stage 1 and 2 companies – make it easy for them to expand
- New library

Card #19

- **To:** Tati & Juanma Villa, Medellin, Columbia- Dear Tati, Juanma & girls
- So much has happened since I've been away
- Now I have 3 different streets I can take from my condo. I can go out American Eagle Drive and take it to Lovers Lane Road. Also I can go the other way down American Eagle and turn left to Stony Lane and go to other areas of Slinger. Hip, Hip, Hooray
- We now have a lovely Senior Center where seniors can walk in the gym and also play Sheephead in the large meeting room
- They can even rent it out to small business groups or party events
- It is absolutely wonderful, can't wait for you to see the changes Love Carol

Card #20

- **To:** Signora Roseltee Pieta, Venice, Italy- Ciao Roseltee!
- Mamma Mia, Slinger has undergone a metamorphosis!
- There is a language school
- A real European café
- No more race cars (remember they used to wake us up?!)
- This villagio has truly kept up with the times and the Presidente has got us a real opera music hall/civic center!
- That's all for now, you will see that this postcard will get to you in 5 days vs. 5 weeks now that Slinger handles it's own mail!
- Arrivedercie, Wendy Olsen

Card #21

- There are tree lined streets
- All properties are neat and orderly
- Downtown would have shops in place of taverns
- The race track would be gone, but that is not fair. I would hope instead there would be limitations on using it almost everyday – timing and testing limited to 1 day per week, Sunday night races keep to Sunday night instead of all day, mufflers on cars. Other tracks have used them
- Keep brush and garbage off of cemetery
- Grass, etc. is kept great!
- More working together rather than whose job it is

Card #22

- I am so amazed at all the changes that have happened in the village of Slinger
- The old village center has been completely remade as a great place to live as well as to meet and play
- A great community center with library/museum and recreation space has replaced with what used to be run down buildings and lots used for implements and tractors
- Other dilapidated buildings have been either brought back to life or replaced by townhomes, some with small businesses on the ground floor
- It is amazing to see all the activity taking place around the clock in the new village center

Card #23

- Dear friend, Slinger has changed so much families want to move to Slinger
- We have an expanded manufacturing area and a vibrant downtown

- Schools remain great
- Young families move here for jobs, recreation, and schools
- Come back and join us

Card #24

- To my dear friends
- I love the tree lined canopies on all the main entry points
- I love the indoor soccer park that is part of the facility
- The Slinger Community Center has indoor activity rooms for meetings, arts and crafts, senior programs
- We biked on the connected recreational trail that goes east through Jackson to Cedarburg, north from Jackson to West Bend, west to Hartford and beyond
- It is awesome that these other outlying trails now connect and run through Slinger
- We find that the families, including children, spend more time in nature and this trail also connects to Pike Lake State Park
- The speedway has been replaced by a recreational water park, that provides year round tourism and employment for many
- There are a couple of hotels nearby
- There are a couple of wonderful family-style restaurants that serve breakfast, lunch and dinner
- The old town center has shade trees and park benches
- The tax bills are very affordable so that retirees live comfortably and stay here to live
- There is an ice rink at the ski hill now, with skate rentals and a warming house
- There is very nice park space, spread around the village also

Card #25

- I'm back in Slinger
- The downtown has fallen in disrepair but the park has really improved
- The ski hill has new owners and it's open again
- The only thing that hasn't changed is that we are still the home of the World's fastest ¼ mile oval.
- We have Kwik Trip, but still no Walgreens otherwise everything's pretty much the same

Card #26

- **To:** Gretchen Anderson, Munich Germany- Gretchen
- I arrived safely to my hometown of Slinger
- Much to my surprise many things have changed while I was gone
- Several new buildings and businesses have opened in the industrial park along Hwy 60 & 41
- This has stimulated new house building and the population has grown
- The corner of Hwy 60 & 175 is completely refreshed with new clean buildings
- The village has planted several trees to keep a nice green appearance

Card #27

- Industrial park off of 41
- Spruced up downtown
- A business organization/chamber was formed

Card #28

- Ola!- Wow! The village downtown area is amazing

- They removed some buildings to create parking and park sitting areas to support local businesses
- People are buzzing around
- Older buildings have been given facelifts and have great curb appeal
- I think our fathers would be proud

Card #29

- **To:** Sven Larson, 21 Grieg St., Oslo, Norway- Dear Sven
- Slinger now has made great progress
- An industrial/business park that was better than that of Jackson and Hartford and it is on an interstate
- The area has become much more classy, with beautiful big homes where the people from the industrial park can enjoy beautiful surroundings
- The village has re-drawn its boundaries and is becoming the “Village Area”, rather than the old railroad junction it was
- In closing, Sven, the weather here is beautiful – I wish you were - Dave Wolbrink

Card #30

- The village has finally started to grow and change
- There is a motel by the corner of Hwy 144 and 41 which is wonderful for the ski hill and the race track
- The downtown is now a walking community with coffee shops, mom and pop retail stores, park benches, nice apartments
- The corner of Hwy 60 & 175 has an awesome bike shop/Harley Davidson motorcycle shop with a family restaurant

Card #31

- Glad to see that Slinger’s historic downtown area is finally being redeveloped
- They have provided grants to restore and redevelop many of the old commercial buildings which are now housing many local based small businesses
- Also, many of the former run-down homes have been restored and are being occupied again
- Also, a new motel has finally been built and it’s busy in the winter months serving the ski hill visitors and busy in the summer with race-track visitors
- The village also is in the process of developing a new business/office park at the southwest corner of the interchange of interstate 41 and state highway 60 on land that the Slinger School District “contributed” to the village for the villages new business park

Card #32

- Slinger has grown but maintained its friendly, safe environment
- The streets are well maintained
- The school has kept up with technology changes and changing workforce and job skill training
- The school has expanded to meet the needs of the community while maintaining high standards of educational excellence
- The community now has upscale and moderate small businesses
- Has developed a true destination feel with addition of retail, restaurants, micro-brewery, coffee house, hotels (good quality)
- Either the school or community offers improved performing arts facility

- The community has re-aligned space creating residential separated from commercial (currently too mixed together)
- Slinger is a destination for entertainment, community involvement
- Lower cost/poor conditioned/closed businesses are cleaned up/torn down to make way for the realignment of residential/commercial
- Industrial/retail spaces developed
- Focus on school development

Card #33

- To whom it may concern: It's been a while, but wow, has Slinger changed
- They have really invested in the look of the town
- Mature trees have been planted along the roads manicured impeccably
- Those old gross buildings that used to be everywhere have either been torn down and nice places put up, or they've been remodeled
- There are also nice places to eat here now, the changes to the town have drawn in a different demographic of people for sure, and in a good way
- They have started using technology in town in unique ways too Smart lighting, etc. they seemed to have invested in the best even though it wasn't the cheapest – almost as if they reinvented the village but money was no object
- Someone really is managing the village well. Tata

Card #34

- **To:** Joe Smith, 310 Main St, London, England- Dear Joe
- Returning to my home town was just amazing
- The village has really grown and the hwy's are a lot bigger than when I left
- However the nice little village feeling is still here
- One negative is that many of my drinking spots have closed down which makes it hard to meet people

Card #35

- Since I've been gone the village has undergone a major face lift
- I'm amazed at how the downtown area has been improved
- The run down buildings have a great new aesthetic appeal
- I am most surprised about how the intersection of Hwy 60 & 175 has been developed
- The new Walgreens and Target stores are wonderful
- I am most impressed about the new restaurant base that has also developed in that area.

Card #36

- I was thrilled to see the YMCA that was built
- The three new businesses on 60 & 175
- And the renovation of the downtown storefronts that now host businesses
- The hotel and restaurant out on the corner of 60 & 41 is beautiful too

Card #37

- Vibrant downtown
- Many additional commercial and small businesses
- Overall appearance is clean and well maintained

- It's amazing what they have done since last time I lived in Slinger

Card #38

- In the past 10 years route 144 through Slinger has improved aesthetically
- The schools have remained a strong asset
- The downtown has remained viable and Slinger House is new
- Wish list: the route in from US 41 on Hwy 60 could be better aesthetically

APPENDIX D: EVALUATION

38 Responses ~ 38 Participants

1. The presentation increased your understanding of economic and demographic data for Slinger.

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5
2 (5%)	0	1 (3%)	13 (34%)	22 (58%)

Comments:

- Great power point presentation of data
- Matt's information provided an excellent platform for the rest of our discussion
- Matt's presentation was very interesting
- Economic data was extremely useful
- The statistics were really interesting and pointed to some good information
- Highlighted areas that may be future opportunities for the village
- Well put together

2. The brainstorming session identified community assets to build upon.

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5
2 (5%)	0	0	15 (39%)	21 (56%)

Comments:

- Recommend another community wide session after data is gathered with school board and village boards
- Excellent process to engage everyone
- Can the village become an economic zone?
- Small groups were good idea – more discussion
- A community center is desired
- Good brain storming session

3. The brainstorming session identified community limitations to address.

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5
1 (3%)	1 (3%)	1 (3%)	18 (47%)	17 (44%)

Comments:

- Great to hear feedback from all concerned for and take a vested interest in our future
- Large industry not compatible
- Small groups were good idea – more discussion
- Excellent process to engage everyone

4. The visioning exercise allowed me the opportunity to create my ideal vision for the future development of the Village of Slinger.

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5
2 (5%)	1 (3%)	4 (10%)	15 (40%)	16 (42%)

Comments:

- All good suggestions from a variety of angles
- Great set up/scenario to generate ideas
- Very unique exercise using “post cards”

5. Today’s session allowed me the opportunity to share my ideas while also allowing others to share their thoughts.

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5
2 (5%)	0	1 (3%)	15 (40%)	20 (52%)

Comments:

- Well done!
- I would attend future events to continue the momentum

6. Overall, how would you rate my facilitation of today’s process? **(3 gave no rating)**

Poor		Neutral		Excellent
1	2	3	4	5
1 (3%)	0	0	9 (26%)	25 (71%)

Comments:

- Needed longer session for table exercise-felt we were cut short in our brain storming
- Paul and Matt did an awesome job of managing this session-they kept it moving and very interesting
- Nice job! Keep on task and timely
- Appreciated the opportunity to hear from many people
- Impressed with depth of information presented and found it interesting
- Great job – appreciate you doing this

7. Additional Remarks:

- Now the hard part begins
- It would be nice to have further sessions as the village proceeds
- I hope the use of the race track be addressed leaving without tuning and testing – hopefully mufflers – thank you
- Millennial are the key to growth and improvement of Slinger. We must find out what would make them want to move to Slinger.
- Would like to see an affordable share tree program implemented to line the main entries along 144 – North and South to see Tree City Program really grow
- Thank you!
- Focused on village growth, but no info on village government and services – village government might benefit from going to ½ time village administration – other departments were cut, but top level never reduced
- I had no idea what to expect at this meeting but was very surprised how interesting and informative it was. It was amazing how many people had similar assets and limit listed.
- Keep session to no more than 2 hours long
- Very good presentation – didn’t feel sleepy at all
- Great job, well run, kept on time, lots of information and helpful!
- Table conversation was dominated by an individual

Appendix 5

Slinger Economic Opportunity Analysis Priority Projects Discussion Exercise & Voting Results

SECTION 1: Below are the results of the level one projects/programs discussion and voting results for the initial project selection exercise from the steering committee meeting on August 1, 2016. The left column indicates the number of votes per project/program. The right column contains the projects and programs.

Strategic Initiative One: Make Downtown a Destination

6	1) Work with adjoining properties to enlarge Community Park
0	2) Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.
0	3) Create more “everyday use” facilities in Community Park.
1	4) Work with property owner to determine potential for hillside multifamily development at the end of Eiche Drive.
N/A	5) Work with property owners to develop a mixed-use “base village” at the foot of Little Switzerland.
N/A	6) Work with Washington County to investigate the potential reuse strategies for former Niphos Coatings property.
N/A	7) Explore upgrading parking facilities along Kettle Moraine Drive, East Washington Street and the adjacent side streets.
N/A	8) Work with property owners and the Village to develop a plan to consolidate and share off street parking at key locations downtown.

Programs:

N/A	A. Partner with civic organization to create additional community events in Community Park.
N/A	B. Recruit businesses focused on food & beverage, entertainment, children, arts & crafts, and other niche retail.
N/A	C. Recruit businesses focused on healthy lifestyle activities.
N/A	D. Establish façade/building improvement program.
2	E. Evaluate potential for TIF district.
N/A	F. Meet with downtown property owners to discuss their long term plans for their property and involvement in downtown.
N/A	G. Create downtown business association/local chamber.

Strategic Initiative Two: Capitalize on Natural Setting

Projects:

6	1) Reroute Ice Age Trail through Community Park behind Little Switzerland
2	2) Enhance Community Park as a major Ice Age Trail trailhead where users can park, use public facilities, gather necessary supplies and resources, and visit local establishments before and after hiking.
1	3) Encourage expansion of summer recreation activities at Little Switzerland to include year round programming and activities for the active lifestyle crowd.
N/A	4) Develop trail/greenway system along Rubicon River turning undevelopable wetland corridors into recreational amenities for residents, employees, and visitors. Tie the Greenway trail loop into Breuer Park, the Ice Age Trail, and Polk Kames to build a local, off-street trail network.
N/A	5) Loop greenway trail back to Ice Age Trail at Polk Kames to create a trail network with potentially miles of interconnected multi-use trails for recreational enjoyment and for residents to utilize as an alternative means to reach their destinations.

Programs:

N/A	A. Meet with the Washington County Convention and Visitors Bureau and the Ice Age Trail Alliance to discuss long term plans to create an outdoor recreation personality for the Village. With a number of bus tours going through the community there is an opportunity for tours to see the sites then make a stop downtown for lunch and shopping at the local establishments.
N/A	B. Explore opportunities to partner with the Slinger School District to develop outdoor education programming and curriculum to better connect educational opportunities in the environmental sciences with real world experiences utilizing the natural resources in or near the Village.
N/A	C. Develop a relationship with the Moraine Park Technical College to engage their students and faculty in efforts to cultivate an outdoor recreational activity center in the Village. Opportunities to utilize student volunteer time to spread information or catalog resources can be key in starting a long term initiative.

Strategic Initiative Three: Improve Community Connectivity

Projects:

5	1)	Connect American Eagle Dr. to Lovers Ln. & install bike lane from downtown to the Arboretum.
N/A	2)	Add a bicycle and pedestrian connection to provide access to increase east-west connectivity in the Village.
0	3)	Install a bicycle and pedestrian connection that extends to the Arboretum at Cedar Bluffs.
0	4)	Install bicycle facilities along East Washington Street through the Village and work with the county to integrate roadside bicycle lanes on rural cross sections outside the Village limits to create better connections from the northwest and southeast portions of the Village.

Programs:

N/A	A.	Develop a Slinger “Brand” and build a community marketing strategy
N/A	B.	Ensure connectivity within and between all future developments.
4	C.	Develop boundary agreements with towns to define common development expectations and goals at the borders between the communities.

Strategic Initiative Four: Diversify Tax Base & Create Jobs

Projects:

N/A	1)	Evaluate costs and benefits of the proposed WI-60 (East Commerce Boulevard) Truck Reliever Route to accelerate business park development.
N/A	2)	Evaluate potential for new business park development north of Arthur Rd.
4	3)	Expand existing business park by extending Corporate Dr. west across East Washington Street.
5	4)	Continue working with the DOT to secure access to school district property at East Commerce Boulevard and I-41.
N/A	5)	Aggregate school property with adjoining vacant parcels and East Commerce Boulevard frontage to maximize visibility and development potential.

Programs:

0	A.	Develop an industrial recruitment and marketing plan in partnership with Economic Development Washington County to position industrial park land and prepare for interest in developing land for industrial uses.
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Strategic Initiative Five: Improve Commercial Corridors & Nodes

Projects:

4	1)	Explore access and control of land in the area around school district property to provide development opportunities at a key Village interchange. Install community gateway features at I-41 and East Commerce Boulevard and utilize consistent streetscape design along the corridor.
3	2)	Develop a reuse plan for the site at the intersection of East Washington Street and East Commerce Boulevard.
N/A	3)	Install downtown gateway features at East Commerce Boulevard and Kettle Moraine Drive and utilize consistent streetscape theme along the corridor.
2	4)	Establish Kettle Moraine Drive at I-41 as the primary entry to Downtown and promote additional visitor/highway-oriented businesses complimentary to Held’s Market.
N/A	5)	Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors.
N/A	6)	Work with adjoining property owners on potential development of public/private town square.

Programs:

N/A	A.	Determine the desired development form for the corridor and at each node and explore the possibility for zoning code alterations to accommodate this new land use direction.
N/A	B.	Develop a marketing package for the East Commerce Boulevard corridor to conduct outreach to the development community on opportunities in the corridor.

SECTION 2: The following tables show the projects and programs selected by the steering committee and the vote totals for each organized by initiative. The tables in this section correspond to the pictures in section 5. Yellow highlighting indicates the seven top vote getting project and programs across all initiatives from the exercise. Note that there is a three way tie of four votes for the fifth project/program on the list.

Vote Initiative One: Make Downtown a Destination

6	Work with adjoining properties to enlarge Community Park
0	Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.
0	Create more “everyday use” facilities in Community Park.
1	Work with property owner to determine potential for hillside multifamily development at the end of Eiche Drive.
2	Evaluate potential for TIF district.

Vote Initiative Two: Capitalize on Natural Setting

6	Reroute Ice Age Trail through Community Park behind Little Switzerland
2	Enhance Community Park as a major Ice Age Trail trailhead where users can park, use public facilities, gather necessary supplies and resources, and visit local establishments before and after hiking.
1	Encourage expansion of summer recreation activities at Little Switzerland to include year round programming and activities for the active lifestyle crowd.

Vote Initiative Three: Improve Connectivity

5	Connect American Eagle Dr. to Lovers Ln. & install bike lane from downtown to the Arboretum.
0	Install a bicycle and pedestrian connection that extends to the Arboretum at Cedar Bluffs.
0	Install bicycle facilities along East Washington Street through the Village and work with the county to integrate roadside bicycle lanes on rural cross sections outside the Village limits to create better connections from the northwest and southeast portions of the Village.
4	Develop boundary agreements with towns to define common development expectations and goals at the borders between the communities.

Vote Initiative Four: Diversity Tax Base and Create Jobs

4	Expand existing business park by extending Corporate Dr. west across East Washington Street.
5	Continue working with the DOT to secure access to school district property at East Commerce Boulevard and I-41.
0	Develop an industrial recruitment and marketing plan in partnership with Economic Development Washington County to position industrial park land and prepare for interest in developing land for industrial uses.

Vote Initiative Five: Improve Commercial Corridors and Nodes

4	Explore access and control of land in the area around school district property to provide development opportunities at a key Village interchange. Install community gateway features at I-41 and East Commerce Boulevard and utilize consistent streetscape design along the corridor.
3	Develop a reuse plan for the site at the intersection of East Washington Street and East Commerce Boulevard.
2	Establish Kettle Moraine Drive at I-41 as the primary entry to Downtown and promote additional visitor/highway-oriented businesses complimentary to Held’s Market.

SECTION 3: The following section tabulates the results from the level one project discussion and the priority project voting exercise facilitated by V&A with input from the project steering committee. Table 1 shows the level one projects selected by V&A and the steering committee. Table 2 shows the priority projects selected by the steering committee, but not V&A. Table 3 shows the level on projects selected by V&A, but not the steering committee. The number of votes each project received during the project selection exercise is in the left most column labelled “votes”.

Table 1: Projects and Programs Recommended by V&A and Chosen by Steering Committee*

Votes	Initiative	Project/Program
6	One	Work with adjoining properties to enlarge Community Park
6	Two	Reroute Ice Age Trail through Community Park behind Little Switzerland
2	Two	Enhance Community Park as a major Ice Age Trail trailhead where users can park, use public facilities, gather necessary supplies and resources, and visit local establishments before and after hiking.
5	Three	Connect American Eagle Dr. to Lovers Ln. & install bike lane from downtown to the Arboretum.
4	Three	Develop boundary agreements with towns to define common development expectations and goals at the borders between the communities.
4	Four	Expand existing business park by extending Corporate Dr. west across East Washington Street.
5	Four	Continue working with the DOT to secure access to school district property at East Commerce Boulevard and I-41.
3	Five	Develop a reuse plan for the site at the intersection of East Washington Street and East Commerce Boulevard.
2	Five	Establish Kettle Moraine Drive at I-41 as the primary entry to Downtown and promote additional visitor/highway-oriented businesses complimentary to Held’s Market.

Table 2: Projects and Programs not Recommended by V&A and Chosen by Steering Committee*

Votes	Initiative	Project/Program
0	One	Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.
0	One	Create more “everyday use” facilities in Community Park.
1	One	Work with property owner to determine potential for hillside multifamily development at the end of Eiche Drive.
2	One	Evaluate potential for TIF district.
1	Two	Encourage expansion of summer recreation activities at Little Switzerland to include year round programming and activities for the active lifestyle crowd.
0	Three	Install a bicycle and pedestrian connection that extends to the Arboretum at Cedar Bluffs.
0	Three	Install bicycle facilities along East Washington Street through the Village and work with the county to integrate roadside bicycle lanes on rural cross sections outside the Village limits to create better connections from the northwest and southeast portions of the Village.
0	Four	Develop an industrial recruitment and marketing plan in partnership with Economic Development Washington County to position industrial park land and prepare for interest in developing land for industrial uses.
4	Five	Explore access and control of land in the area around school district property to provide development opportunities at a key Village interchange. Install community gateway features at I-41 and East Commerce Boulevard and utilize consistent streetscape design along the corridor.

Table 3: Projects and Programs Recommended by V&A and not Chosen by the Steering Committee*

Votes	Initiative	Project/Program
N/A	One	Work with property owners to develop a mixed-use “base village” at the foot of Little Switzerland.
N/A	One	Work with Washington County to investigate the potential reuse strategies for former Niphos Coatings property.
N/A	Five	Work with adjoining property owners on potential development of public/private town square.

*Note that the recommended projects and programs included in the draft Plan were preliminary in nature based on Vandewalle & Associates’ analysis, experience, and expertise, input from stakeholder meetings, and the public meeting and were intended as a starting point not the final recommendations.

SECTION 4: Additional Comments from steering committee members and Village staff

1. Need to discuss Community Park expansion and Ice Age Trail rerouting further with Harry Rahtle and Little Switz.
 - Emphasis on the real estate benefit of an amenity such as an enlarged Community Park with added recreation and leisure opportunities.
2. When talking about summer recreation at Little Switz it is also important to consider ways summer activity at Slinger Speedway can be addressed as well.
3. What is the plan for Slinger Speedway and the future use of that land? This is something that needs to be talked about sooner rather than later. Is the facility currently an asset or a challenge? If currently an asset and a challenge at what point in the future does it become solely a challenge?
4. Under initiative three project 1 and program c can happen concurrently with 1 being shorter term and c being a long term negotiation.
5. If the road is extended between Lovers Lane and American Eagle Drive there is also a need to address water pressure issues. A “pay-as-you-go” arrangement where the Village makes the connection and the developer repays through fees as he develops residents may be an option still. Jim needs to do a feasibility study on the water pressure issue to get some costs.
6. Look at the trail connection between Pike Lake and Fireman’s Park. Is there a way to make off street pedestrian connection?
7. When talking about hillside development at Eiche Drive under initiative one project four the wider area needs to be considered to deal with several land uses that are no longer compatible with the center of the Village and make the housing site desirable.
8. Horsch and Miller plumbing supply outgrew their space 15+ years ago. Potentially open to a facility that meets their current and future space needs.
9. In planning for the expansion and intensified uses at Community Park it is important to consider year round uses. The facilities will need to be upgraded to be usable in the cold weather months.

Initiative One Make Downtown a Destination

- Work w/ adjoining properties to enlarge Community Park
- Evaluate TIF ②
 - Accelerate development North of Glenview Ln & Olympic Dr.
 - Create more "everyday use" facilities at Community Park (Year Round activities).
- Explore Hillside multi-family at end of Eiche Dr. & Expanded area.

Strategic Initiative
Two
Capitalize on Natural
Setting

- Reroute Ice Age through Community Park (6)
- Make Community Park a major Ice Age Trail trail head. (5)
- Encourage expansion of summer activity at Little Switz (i.e. Race Track) (1)

Initiative Three

Improve Community Connectivity

• Connect American Eagle Dr. to Lover's Ln. 5

• Bike Lane to Arboretum at Cedar Bluffs.

• Install bicycle facilities along E. Washington.

• Develop boundary agreements with towns. 4

Initiative Four

Diversify Tax Base &
Create Jobs

- Work w/ DOT to figure out access! at School Property 5
- Expand business park at South of WI-60 by extending Corporate Drive. 4
- Develop Industrial recruitment Strategy in partnership w/ EDWC.

Initiative Five

Improve Commercial Corridors & Nodes

- Establish Kettle Moraine Dr as primary downtown entry point. 2
-

- Explore access & Control of area around School district property. 4
-

- Develop reuse plan for site at intersection of E. Wash & E. Commerce Blvd. 3