

## Economic Profile

# Oconomowoc, WI

The Heart of Lake Country



### HISTORY & LOCATION

The City of Oconomowoc was incorporated in 1875. The lakes and abundant natural resources attracted visitors and businesses from around the Midwest and beyond. Today Oconomowoc is a growing community with year-round cultural and recreational activities.

Oconomowoc has an area of 12.3 square miles and is located on the western gateway of Waukesha County, close to I-94, midway between Milwaukee and Madison.

Oconomowoc's strategic location positions it as one of the fastest growing and most dynamic areas of Wisconsin. Our business community enjoys easy access to all the major manufacturing and trade markets in the mid-western United States.

Oconomowoc has experienced rapid growth due to the area's economy and quality of life. The continued business growth in the community has made Oconomowoc an employment center for western Waukesha County in the areas of health care, logistics and advanced manufacturing.

Oconomowoc has professional staff committed to ensure high quality development, while providing a high level of support to entrepreneurs opening a business in our community. Small business is the back bone of our economy, and the city will make every effort to provide you with timely, efficient and courteous service.



## Demographics



### Median Age

41.7 years old



### Age Range

0 to 19: 24.1%  
 20 to 44: 28.6%  
 45 to 64: 29.1%  
 65 and Older: 18.2%

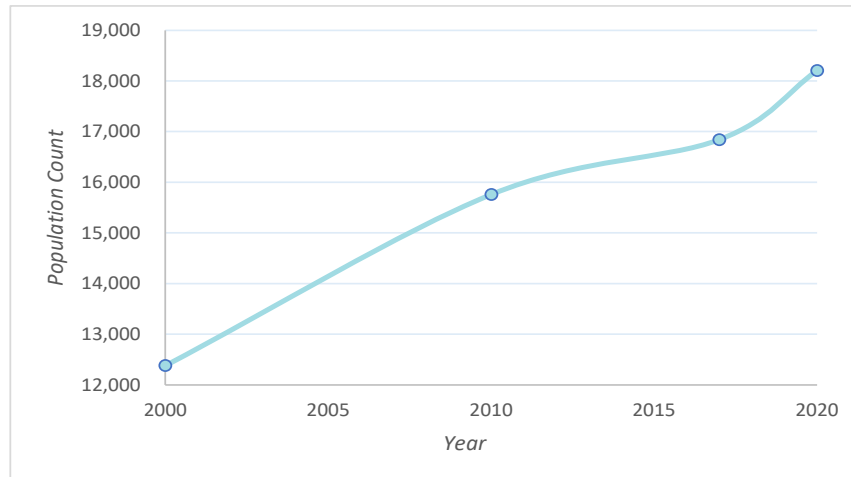


### Demographics by Race

White 95.6%, Hispanic 2.5%,  
 Asian 0.1%, Black 0.5%,  
 Other/Two Races 1.3%



## Population



### Population % Change

2000 to 2010: 27.3%  
 2010 to 2020: 15.5%

### Population Counts

2000: 12,382  
 2010: 15,759  
 2017: 16,842  
 2020: 18,203

Source: US Census Bureau.

## Housing

**Total Housing Units:** 7,842  
**Owner Occupied Housing Units:** 5,227 (66.7%)  
**Median Value:** \$339,400  
**Renter Occupied Housing Units:** 2,239 (29.8%)  
**Median Monthly Rent:** \$1,161  
**Vacant Housing Units:** 276 (3.5%)

## Median Annual Household Income

**City of Oconomowoc:** \$99,104  
**Waukesha County:** \$101,639  
**Southeastern Wisconsin:** \$73,300  
**Wisconsin:** \$72,458  
**United States:** \$75,149

## Educational Opportunities

The Oconomowoc Area School District extends into Dodge and Jefferson Counties and includes one high school, two middle schools, and five elementary schools.

The high school offers educational opportunities through the International Baccalaureate program to develop multicultural knowledge and understanding. In addition, Oconomowoc is served by a number of private schools and by the Oconomowoc Public Library, which is a member of the Waukesha and Jefferson Counties Bridges Library System.

Numerous higher education opportunities are available to Oconomowoc residents in Waukesha County and in neighboring counties. Carroll University—a private university, and UW-Waukesha—a University of Wisconsin system freshman and sophomore campus, are both located in the City of Waukesha.

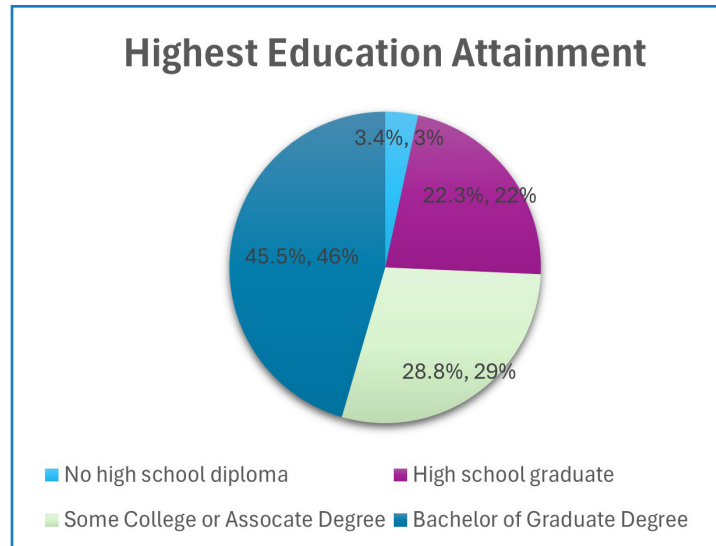
In addition, Waukesha County Technical College (WCTC) in Pewaukee and University of Wisconsin-Whitewater in Walworth County are located nearby and offer a range of associate, undergraduate, and graduate degrees.

Milwaukee County is home to 15 universities, including UW-Milwaukee, Marquette University, and the Milwaukee School of Engineering. UW-Madison, the flagship of the university system, is just an hour's drive west of Oconomowoc. Together, these universities offer a wide variety of undergraduate and graduate programs.





## Highest Educational Attainment



## ACT Scores

### Oconomowoc Area School District

English: 19.8  
 Math: 20.2  
 Reading: 20.6  
 Science: 21.1  
 Writing: Not Reported  
 Composite: 20.6

### National

English: 18.6  
 Math: 19.0  
 Reading: 20.1  
 Science: 19.6  
 Writing: Not Reported  
 Composite: 19.5

## Government

The City of Oconomowoc is governed by an eight member Common Council and Mayor, who is the presiding officer of the Common Council. The Common Council conducts the City's legislative business, adopts the City budget, and passes laws, policies, and regulations that govern the City.

The Bureau of Economic Development works with the business community and the City to promote Oconomowoc as a place to establish business development. The City Police Department has about 50 sworn and civilian employees to provide emergency services. Oconomowoc is one of the municipalities that owns and operates the newly formed Western Lakes Fire District, serving ten communities in the area with about 140 staff members. Two of the District's four fire stations are located in the City of Oconomowoc.

## Parks

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



## Transit

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

## Taxes

**Property tax:** \$13.87 per \$1,000 of assessed value  
**Sales tax:** 5%

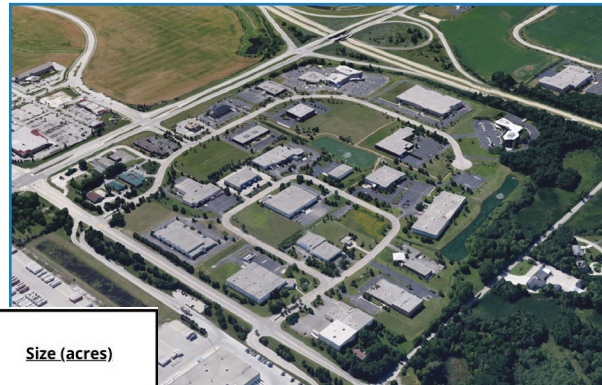
## Healthcare

Oconomowoc Memorial is a 76-bed, full-service, acute care hospital. There is a Veterans Affairs clinic in Oconomowoc and it also served by numerous other medical clinics and specialty care centers. In addition, the Aurora Medical Center Hospital is located just minutes away in the neighboring Village of Summit, and the Milwaukee Regional Medical Center is in Milwaukee County.



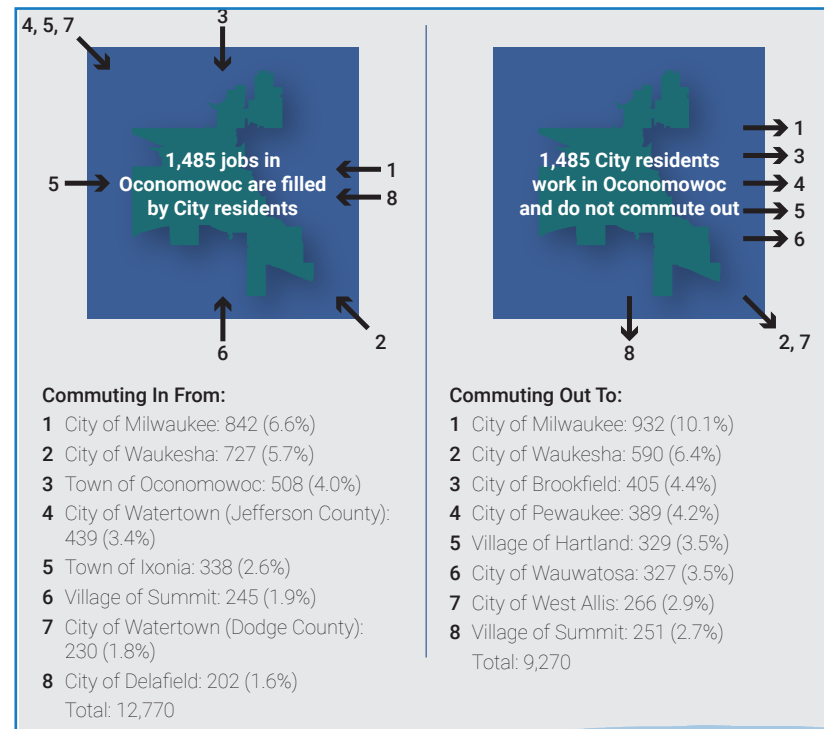
## Business Parks

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



Business Park Name	Location	Size (acres)
Oconomowoc Corporate Center	Northwest Quadrant of I-94 and STH 67	257
Pabst Farms Business Park	Northwest Quadrant of I-94 and Sawyer Road (CTH P)	199
Pabst Farms Business Park-North	East side of STH 67 North and South side of Oconomowoc Parkway South of Pabst Road	58
Pabst Farms Commerce Center	Southwest Quadrant of I-94 and STH 67	239
River Bend Industrial Park	West of the Oconomowoc River and South of Wisconsin Avenue (STH 16)	122

## Commuting Patterns



## Labor Force

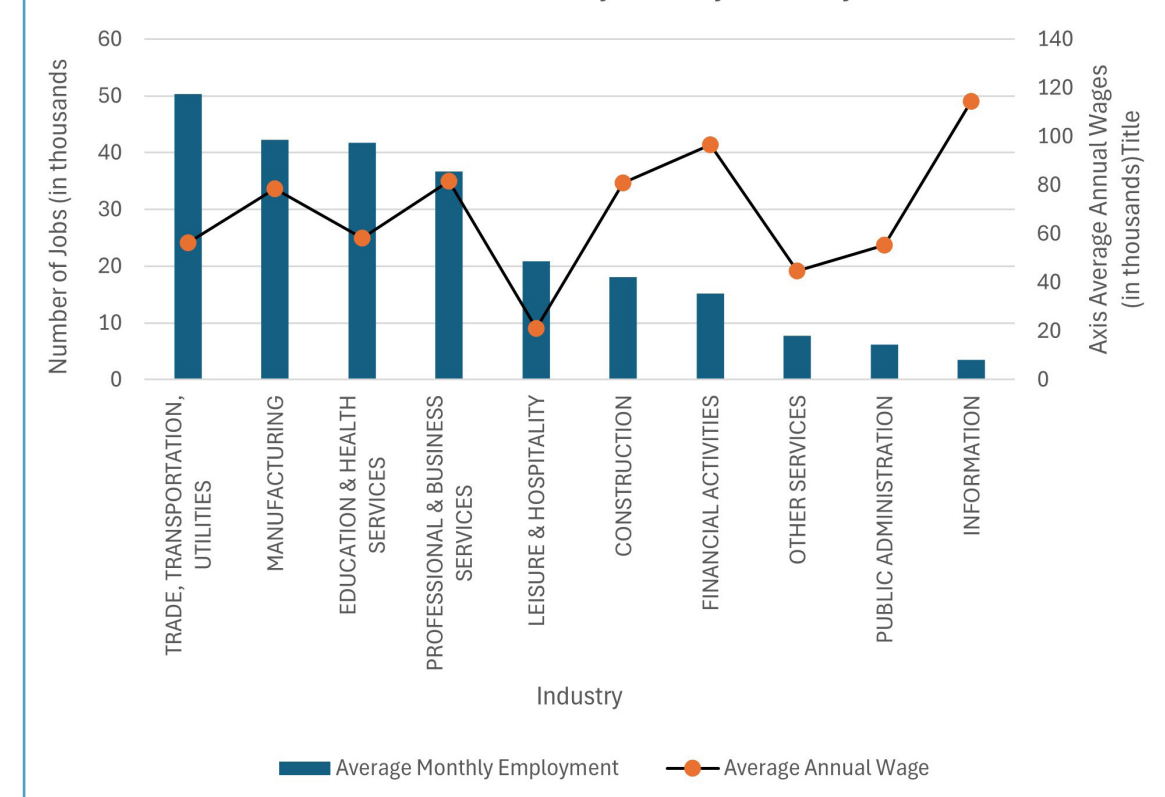
Residents in Labor Force: 9,960  
County Unemployment Rate: 2.6%



## Resident Occupations

Industry	Share
Management, Business, Science, and Arts	48.4%
Sales and Office	21.1%
Service	14.7%
Production, Transportation, and Material Moving	10.7%
Natural Resources, Construction, and Maintenance	5.1%
<b>Total Estimated Residents</b>	<b>9,960</b>

Waukesha County Jobs by Industry



## Major Private Employers

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

- Bimbo Bakery
- Bruno Independent Living Aids
- Lutheran Homes of Oconomowoc
- Oconomowoc Memorial Hospital
- D&H Industries
- Fleet Farm
- Orbis Corporation
- Rogers Memorial Hospital
- Roundy's Distribution Center
- Sentry Equipment
- Silgan Containers
- Target Distribution Center
- YMCA
- Create-A-Pack Foods Inc

## Contacts



**Economic Development**  
opportunity comes **NATURALLY** here

City of Oconomowoc Bureau of Economic Development  
262-569-2185  
[www.oconomowoc-wi.gov/economicdev](http://www.oconomowoc-wi.gov/economicdev)



Southeastern  
Wisconsin  
Regional  
Planning  
Commission

Southeastern Wisconsin Regional Planning Commission  
262-547-6721  
[www.sewrpc.org](http://www.sewrpc.org)



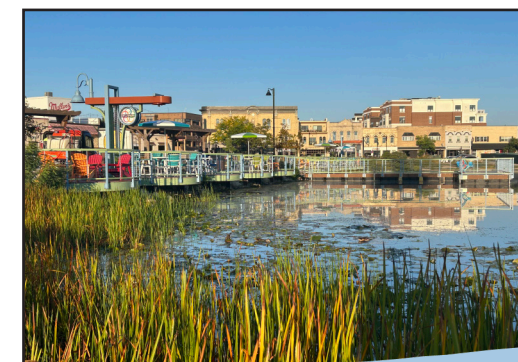
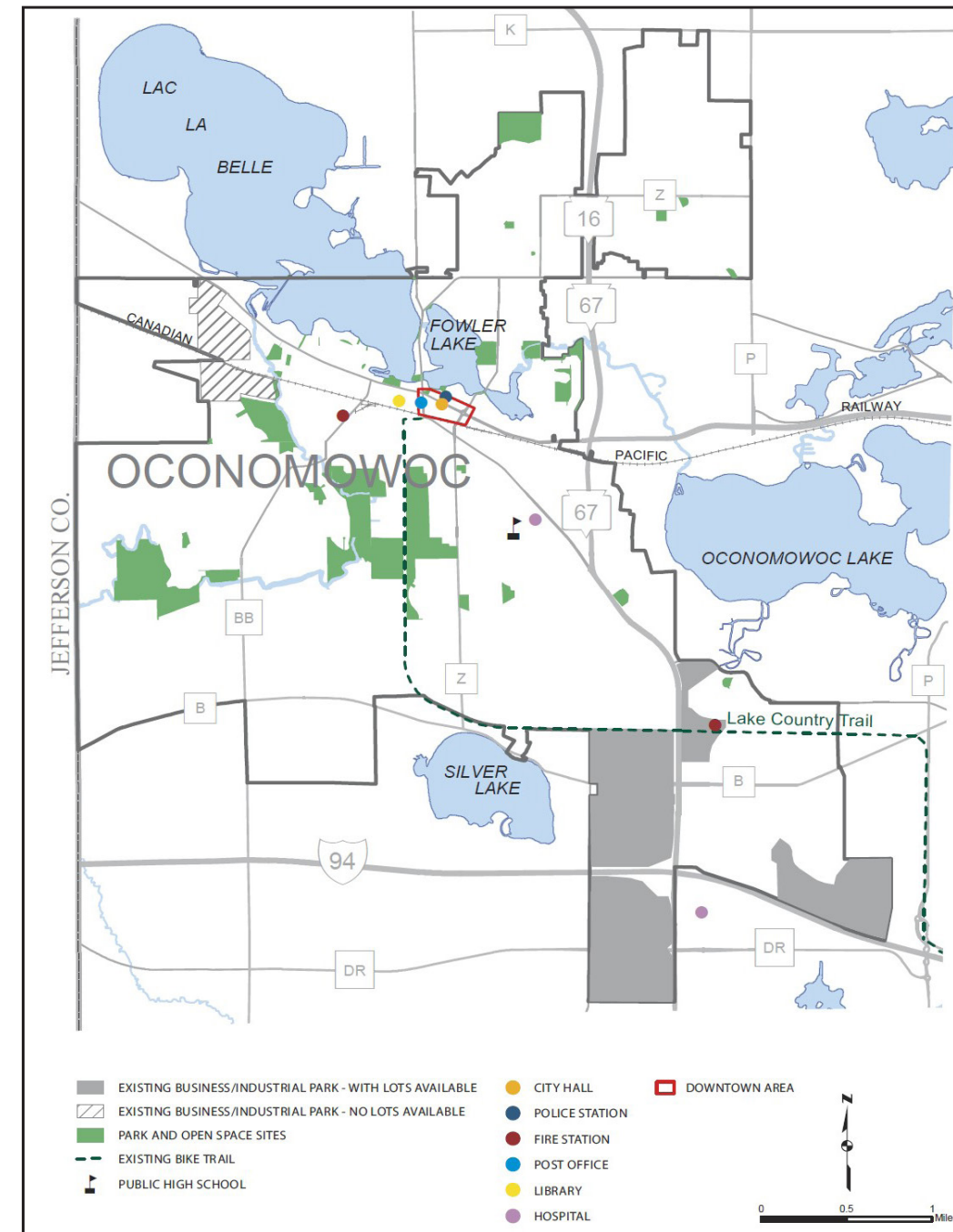
Waukesha County Center for Growth  
262-542-4249  
[www.waukesha.org](http://www.waukesha.org)



**UTILITIES**

Reliability comes **NATURALLY** here

City of Oconomowoc Utilities  
262-569-2196  
[www.oconomowoc-wi.gov/utilities](http://www.oconomowoc-wi.gov/utilities)



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