



# AMAZON HQ2

NEW NORTH, INC.

REQUEST FOR PROPOSAL

(2) SUBMITTED SITES

OCTOBER 16, 2017

CONFIDENTIAL

north of what you expect



New North, Inc.

600 N. Adams St. | Green Bay, WI 54307  
920.336.3860 | [www.thenewnorth.com](http://www.thenewnorth.com)

October 10, 2017

Holly Sullivan  
Head of WW Economic Development  
Amazon.com  
2121 7<sup>th</sup> Ave  
Seattle, WA 98121

Dear Ms. Sullivan:

While Wisconsin is, in fact, among the leading food producers of milk, cheese, cranberries and beer, the backbone of the New North region's thriving economy is actually supported by organizations ranging from blue chip companies, large Fortune 500 companies to small and mid-sized, privately-owned businesses representing a host of industries including insurance, health care, agriculture, manufacturing, technology and tourism. The companies that call Northeast Wisconsin home lead the nation in work environment, worker's safety, benefits, work life balance and productivity. Amazon's innovative culture and dedication to customer experience is a perfect match for the Midwest work ethic and curiosity we see our companies demonstrate everyday.

Northeast Wisconsin is made up of a number of cities - Appleton, Green Bay, Oshkosh, Sheboygan and many more. Each offers their own amenities to enjoy, but also short distance for others in the region to enjoy. Notable offerings in Northeast Wisconsin are: The Green Bay Packers, the only community-owned NFL football team; wineries, hiking trails, PGA Championship golf courses, diverse restaurants, thriving arts communities, craft breweries, and more than 300 miles of shoreline on the Great Lakes.

There is no doubt Amazon employees would enjoy the cultural and community environment in Northeast Wisconsin. Low crime rates, great outdoor opportunities, superior education offerings, and vibrant culture and community anchored events are just a few of the many features that make the Northeast Wisconsin region a great place to live, work and play. Here, we feel safe in our communities, have confidence in our schools, and have plenty of things to do.

If you have questions regarding this project, please contact myself at (920) 336-3860 or [jmurphy@thenewnorth.com](mailto:jmurphy@thenewnorth.com) or Coleman Peiffer, business and investment attraction director at (608) 210-6714. Thank you for the opportunity to submit a response to your recent request for proposal for the Amazon's HQ2.

Sincerely,

Jerry Murphy  
Executive Director  
New North, Inc.





**MIRON CONSTRUCTION CO., INC.**

1471 McMahon Drive, Neenah, WI 54956-6305

P.O. Box 509, Neenah, WI 54957-0509

PH 920.969.7000 FX CALL FOR DEPT FAX

[MIRON-CONSTRUCTION.COM](http://MIRON-CONSTRUCTION.COM)

October 10, 2017

Holly Sullivan  
Head of WW Economic Development  
Amazon.com  
2121 7<sup>th</sup> Ave  
Seattle, WA 98121

As CEO of Miron Construction, a provider of construction management services nationwide, I am exposed to a wide variety of communities. I am writing today to share my pride in Northeast Wisconsin, where we are headquartered, and to tell you about the unique aspects of our area which positively support business success.

Northeast Wisconsin is home to a number of nameplate companies which serve national and international markets. The diversity of our regional economy can withstand disruption and remain stable. There also is a strong, supporting infrastructure which includes transportation, public and private utilities, supplier networks, and education and training resources.

With available talent currently a strong driver of economic activity, we are blessed to have more than 20 post-secondary colleges and universities within our region to help deliver the next generation of talent to Northeast Wisconsin companies. These institutions have proven to be nimble in their ability to pivot quickly to meet the needs of major employers. Cutting-edge workforce training has moved to the high-school and middle-school levels as well.

I continue to find strong governmental support of business activity in the region. From the office of Wisconsin Governor Scott Walker and the Wisconsin Economic Development Corporation (WEDC), to regional and local bodies, there is a can-do attitude. I also see a growing entrepreneurial spirit.

As our region has continued to grow, I have seen available cultural and recreational activities expand greatly. Several of our communities are home to performing-arts centers, which regularly host Broadway shows and a full range of visual and performing arts. With four distinct seasons, residents are able to take advantage of a host of outdoor activities, from top-notch hunting and fishing, to boating and golf on internationally known courses, to cross-country skiing and an abundance of nature trails for running and biking.

People enjoy living in Northeast Wisconsin. The cost of living is reasonable with affordable housing options, they feel safe in raising their family here, and commute times to work are short. People can come here and grow, along with having the opportunity to make an impact on the community. And, while it doesn't translate directly to business success, you won't find friendlier people.

Sincerely,

David G. Voss, Jr.  
President & CEO



**SCOTT WALKER**  
**OFFICE OF THE GOVERNOR**  
**STATE OF WISCONSIN**

P.O. Box 7863  
MADISON, WI 53707

October 10, 2017

Holly Sullivan  
Head of WW Economic Development  
Amazon.com  
2121 7th Avenue  
Seattle, WA 98121

Ms. Sullivan,



For the past 23 years, Amazon has had a transformative impact on the world's business model. From web hosting services, to online shopping, to groceries, Amazon's innovative execution of its vision to serve positively impacts every facet of our lives. The State of Wisconsin is a prime location for the Amazon HQ2 campus, providing you with the workforce and business environment needed to continue to innovate.

We worked hard over the past seven years to transform Wisconsin's business environment to help our companies compete globally. We cut taxes by \$8 billion, streamlined regulations, and implemented tort reform to make Wisconsin a better place for business. These reforms have yielded results: in 2017, Wisconsin was ranked in the top 10 states for doing business in annual rankings from Chief Executive magazine. Wisconsin improved by 31 places on this metric since 2010.

Wisconsin is a top destination for companies that pride themselves on innovation, design, and creativity, thanks to our implementation of pro-growth policies. In 2013, Amazon located a 1-million-square foot fulfillment center in Kenosha County, investing \$141 million and creating more than 1,100 jobs. Our administration worked with Amazon on plans to expand that facility. Its development will be supported by more than \$10 million in enterprise zone tax credits overall. Last week, Foxconn Technology Group announced it will locate a 20-million-square-foot advanced manufacturing facility in Mount Pleasant. These investments represent transformative moments in our history as we welcome high-tech industries to our state's economy.

Wisconsin is established as a force for business in the most critical area: workforce development. Wisconsin's education system, including the University of Wisconsin System and Wisconsin Technical College System, which partner directly with businesses to meet workforce training needs, is developing a talent pool to successfully meet the needs of other high-tech firms like Google, Fiserv, Rockwell Automation, and Epic Systems. In addition, the state's metropolitan areas (Madison, Milwaukee, and Green Bay) have redeveloped and reimagined their downtown communities, becoming more attractive to the next generation of employees. This combination ensures our state will attract and train the workforce required to satisfy Amazon's employment expectations.

Wisconsin is also a leader in research. There are two top-tier "R1" research institutions in our state, UW-Madison and UW-Milwaukee. UW-Madison alone attracts \$1 billion a year in research and development spending.

My administration, along with the Wisconsin Economic Development Corporation and other cabinet agencies, stand ready to work with Amazon as it continues its site selection process and we look forward to welcoming you and your project team to Wisconsin soon.

Sincerely,

A handwritten signature in black ink, appearing to be 'S. Walker', with a stylized flourish at the end.

Scott Walker  
Governor

October 19, 2017

Ms. Holly Sullivan  
Head of WW Economic Development  
Amazon.com  
2121 7th Avenue  
Seattle, WA 98121



Ms. Sullivan,  
On behalf of the State of Wisconsin and the Wisconsin Economic Development Corporation (WEDC), thank you for the opportunity to submit a response to your recent request for proposal for Amazon's next headquarter center.

The State of Wisconsin has worked hard to become known as a business-friendly state. Wisconsin has cut \$4.7 billion in business taxes since 2010. A Right to Work state, Wisconsin has invested \$213 million in workforce development over the last four years and continues to cut key taxes like worker's compensation and unemployment insurance for businesses. Wisconsin's 100% funded pension system is also ranked #1 in pension fund liability by U.S. News and World Report. These business-friendly policy implementations earned Wisconsin a top 10 ranking in CEO Magazine's 2017 "Best States to do Business" survey. Wisconsin's business friendly environment evidenced by the state's pro-business policy decisions, investment in our workforce, and a reduction in business taxes makes Wisconsin an attractive option for Amazon's next headquarter location.

The creation of over 50,000 positions with an average annual salary exceeding \$100,000 and a capital investment of over \$5 billion would have a significant impact on Wisconsin. WEDC has a strong reputation of being creative and aggressive in our effort to assist projects that provide great employment opportunities to our citizens and change the economic environment of our communities. As an example, in September of this year, the state legislature passed special legislation for Foxconn roughly four months after the initial project meeting. The state's ability to accommodate the aggressive time frame of significant projects, like Foxconn, shows our commitment to work with businesses interested in improving the state's economy.

Amazon already has first-hand experience with WEDC and our commitment to assisting significant projects. In 2014, the state awarded \$10,300,000 in refundable tax credits for your 1.5 million sq. ft. distribution center in Kenosha County. As a valued business and economic development partner, WEDC will continue to support your current operation and looks forward to working with your team as you consider expanding your footprint in Wisconsin.

The size and scope of the Amazon HQ2 project will require special legislation. The total incentive amount, time frame, eligibility requirements and potential claw backs require additional conversations with the Amazon economic development team and will be developed during the decision-making process. WEDC is prepared to work with your economic development team throughout this process to help create the best incentive package for both Amazon and the citizens of Wisconsin.

At this time, your primary contact for this project will be Coleman Peiffer, business and investment attraction director, 608-210-6714. Please contact Coleman directly should you have any questions.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mark R. Hogan". The signature is fluid and cursive, written over a light background.

Mark R. Hogan  
Secretary and CEO  
Wisconsin Economic Development Corporation



# STRONG BUSINESS GROWS IN WISCONSIN®

Companies looking to start, relocate or expand their operations in Wisconsin benefit from the state's central location, reliable infrastructure, industry leadership, talented workforce and business-friendly policies—all of which create competitive advantages that help businesses capitalize upon regional, national and global market opportunities.

Wisconsin's long history of innovation continues to fuel new solutions to challenges facing people, companies, nations and our very planet, with some of the most respected companies in the world drawing upon Wisconsin's plentiful natural resources, renowned research capabilities and the can-do spirit of its citizens to grow and succeed.

Generations of business leaders have recognized the advantages our major ports provide, giving them quick access to markets throughout the country and around the world. Our transportation infrastructure was literally built to connect businesses with their suppliers and customers. Milwaukee's General Mitchell International Airport offers international flights, and Chicago's O'Hare International Airport is 40 miles away from the Wisconsin border. Goods and services produced in our state reach many markets within one day.

Talent development has always played a crucial role in developing and sustaining Wisconsin's industry leadership. To ensure that Wisconsin maintains its manufacturing industry leadership, we have recently dedicated \$110 million to worker training.

I invite you to join the ranks of global industry leaders such as GE Healthcare, Harley-Davidson, MillerCoors, Kohler, Oshkosh Corporation, Johnson Controls, Briggs & Stratton, S.C. Johnson, Kerry Ingredients, Sargento, Kikkoman, Johnsonville and Organic Valley in tapping the economic resources that Wisconsin offers companies looking to maximize their productivity.

The Wisconsin Economic Development Corporation stands ready to provide financial assistance for your client's project to help them take advantage of our unique business environment. We offer a range of tax credits and grants to help with environmental assessments, site preparation and remodeling, equipment purchases and worker training. You will also benefit from the strong working relationships that exist within Wisconsin's economic development network, which ensure that the state's full slate of business development tools will be made available to you.

Thank you for your interest in Wisconsin. We look forward to working with you.



# WISCONSIN



## A LOCATION THAT ACCELERATES COMMERCE

Wisconsin's central location provides access to markets throughout the country. In addition to Appleton, Green Bay and Milwaukee's international airports, Chicago's O'Hare airport is just 40 miles from Wisconsin's border, offering 109 daily direct flights to 58 international destinations. Our marine freight system moves an average of 30 million tons of freight per year, worth more than \$2.4 billion. And, with major ports along two of the greatest waterways in the country—plus 3,000 miles of railway and a highway system that joins east and west—products reach the right markets at the right time.

## INFRASTRUCTURE IN WISCONSIN

**09 HIGHWAY SYSTEMS**  
State commerce and industry relies on nine major highways covering more than 11,800 miles (18,990 km) to move our goods to market. Our interstate system connects us to major industrial cities across the U.S.

**13 RAILROAD LINES**  
Rail traffic throughout the state continues to grow and move more than \$122 billion in freight each year, creating a seamless link in the nationwide intermodal system. Amtrak travels between Chicago and Milwaukee multiple times daily.

**08 COMMERCIAL AIRPORTS**  
Eight commercial airport locations serving major industrial and metropolitan areas statewide. These airports are served by all major carriers, linking to every point in the nation within one business day. In addition, these larger airports are within driving distance:  
**CHICAGO:** O'Hare is American's second largest hub, with 963 domestic flights daily to 155 U.S. cities and more than 100 direct flights daily to 58 international destinations.  
**MINNEAPOLIS:** 135 nonstop flights including 115 domestic and 20 international markets.

**13 COMMERCIAL PORTS**  
Uniquely situated on the nation's greatest waterways, Wisconsin ships 39 million tons of product from 7 commercial cargo ports and 6 limited cargo ports located along Lake Michigan, Lake Superior and the Mississippi River.

**03 FOREIGN TRADE ZONES (FTZ)**  
Companies located in one of our three Foreign Trade Zones (FTZs) can import merchandise (by truck, rail, air or boat) without going through formal customs entry procedures or paying import duties. These companies have the option to pay tariffs after their product inventory is sold, improving cash flow and saving money. Other benefits include, but are not limited to: global market competitiveness, minimized bureaucratic regulations, and improved supply chain efficiencies.

# THE CLIMATE IS RIGHT FOR BUSINESS SUCCESS **IN WISCONSIN.**<sup>®</sup>

## WISCONSIN

ranks as the 10th best state for



business in the annual rankings by  
CHIEF EXECUTIVE magazine

# #1



## PENSION FUND LIABILITY RANKING

[U.S. News and World Report]

**\$4.7 BILLION**  
IN TAX CUTS UNDER GOVERNOR WALKER



**\$214 MILLION**  
DEDICATED TO WORKFORCE DEVELOPMENT  
over the last four years



To learn more about the ways Wisconsin can support your business goals  
call Coleman Peiffer, WEDC's Business and Investment Attraction Director,  
**608.210.6714** or email [Coleman@InWisconsin.com](mailto:Coleman@InWisconsin.com)

# WISCONSIN STATE INCENTIVE

To assist with Amazon's headquarter location, Wisconsin Economic Development Corporation stands ready to work aggressively and creatively to meet this project's specific needs. The complexity of this project will require additional information to assist in drafting special legislation.

- Type of program: special legislation
- Type of incentive: Refundable Tax Credits
- Amount to be determined pending additional information
- Timeline for special legislation: 4 to 6 months
- Eligibility requirements to be determined with special legislation
- Claw back provision to be determined with special legislation

This is not an offer. It is only a preliminary estimate contingent on the receipt of a completed application, WEDC's underwriting and review, the availability of funds, and approval by WEDC executive management.



**WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION**

The Wisconsin Economic Development Corporation is confident that Wisconsin the best location for Amazon's Headquarters given our business climate and direct access to our world class workforce. We appreciate you taking the time to consider Wisconsin for your new headquarter location and look forward to working with you in the future.

**Coleman Peiffer, AICP**

**608.210.6714**

Business and Investment Attraction Director

Wisconsin Economic Development Corporation

201 W. Washington Avenue

Madison, WI 53703

[coleman.peiffer@wedc.org](mailto:coleman.peiffer@wedc.org)

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### QUALITY OF LIFE 1.1

Four distinct seasons, dynamic and diverse employers, active and safe cities and communities are just a few of the many reasons why so many choose to call the Northeast Wisconsin home. This area features Fortune 500 companies, growing communities with modern apartments and newly constructed homes, top tier colleges, accessible and award-winning healthcare, performing arts and live music, and every outdoor and indoor hobby you can imagine.

Northeast Wisconsin has experienced explosive city growth with an abundance of diverse urban housing options, but if a quieter setting with friendly neighbors is what you seek, you'll certainly find that here, too. Life in the New North offers the perfect balance between safe neighborhoods and thriving downtown communities. Neighborhoods in the New North range from state of the art, modern condos to new and historic subdivision developments. Northeast Wisconsin offers a place that can feel like home to every person, with even second homes of cottages in the woods, cabins by the water and senior communities connected to communities.

Considering cost of living for all the region's amenities, it is obvious the value and advantages each individual and family enjoys from living in the New North region. Find out your own reason why Northeast Wisconsin is, "North of What you Expect" at the links below.

[Lifeinthenewnorth.com](http://Lifeinthenewnorth.com)

#### Cost of Living 1.1A

Index Comparison							
Index	Washington DC-VA	Atlanta GA	Chicago IL	Philadelphia PA	Seattle WA	Green Bay WI	National Average
Composite (100%)	151.6	97.8	120.3	117.5	144.3	92.5	100
Grocery (13.61%)	114.8	104.5	108	115.7	125.9	92.1	100
Housing (27.59%)	242.5	89.3	147.4	132.6	180.9	85.1	100
Utilities (10.06%)	117.4	95.4	90.3	121.9	122.2	103.6	100
Transportation (9.59%)	109.1	100.8	127.8	114.1	129.3	97.4	100
Health (4.00%)	99.7	108.2	102.3	105	125.9	104.9	100
Miscellaneous (35.15%)	121.8	100.5	112.3	107.4	135.3	92.6	100



## REGIONAL ECONOMY OVERVIEW 1.2

When it comes to business value, Northeast Wisconsin is unmatched. Businesses in this region know they get more. The Business Locator (link below) offers insight into what the region's businesses have experienced. From the people who make up the workforce to its abundant educational partnerships – its clear our advantage is value.

<http://thenewnorth.com/businesslocator>

### Economy 1.2A

	Population (2016)	Labor Force (2016)	Jobs (2016)	Cost of Living	GRP	Imports	Exports
Region	1,246,918	670,363	664,818	102.0	\$62.09B	\$86.91B	\$86.73B
United States	323,127,453	158,449,542	158,516,931	113.8	\$17.94T	\$0	\$8.30T

**1,246,918**

**Population (2016)**

Population grew by **13,225** over the last 5 years and is projected to grow by **13,306** over the next 5 years.

**664,818**

**Jobs (2016)**

Jobs grew by **25,282** over the last 5 years and are projected to grow by **16,576** over the next 5 years.

**\$52.6K**

**Avg. Earnings Per Job (2016)**

Regional average earnings per job are **\$9.5K below** the national average earnings of \$62.1K per job.

### Cluster Index 1.2B

#### Top 5 New North Harvard Industry Clusters:

- Downstream Metal Products

<p>11,055</p> <p>Jobs (2016)</p> <p>492% <b>above</b> National average</p>	<p>+16.3%</p> <p>% Change (2011-2016)</p> <p>Nation: +9.3%</p>	<p>\$73,366</p> <p>Avg. Earnings Per Job (2016)</p> <p>Nation: \$67,272</p>
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- Paper and Packaging

<p>17,620</p> <p>Jobs (2016)</p> <p>1,017% <b>above</b> National average</p>	<p>-3.0%</p> <p>% Change (2011-2016)</p> <p>Nation: -4.7%</p>	<p>\$81,917</p> <p>Avg. Earnings Per Job (2016)</p> <p>Nation: \$80,068</p>
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- Business Services

<p>27,352</p> <p>Jobs (2016)</p> <p>26% <b>below</b> National average</p>	<p>+15.7%</p> <p>% Change (2011-2016)</p> <p>Nation: +18.2%</p>	<p>\$90,708</p> <p>Avg. Earnings Per Job (2016)</p> <p>Nation: \$108,071</p>
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- Agricultural Inputs and Services

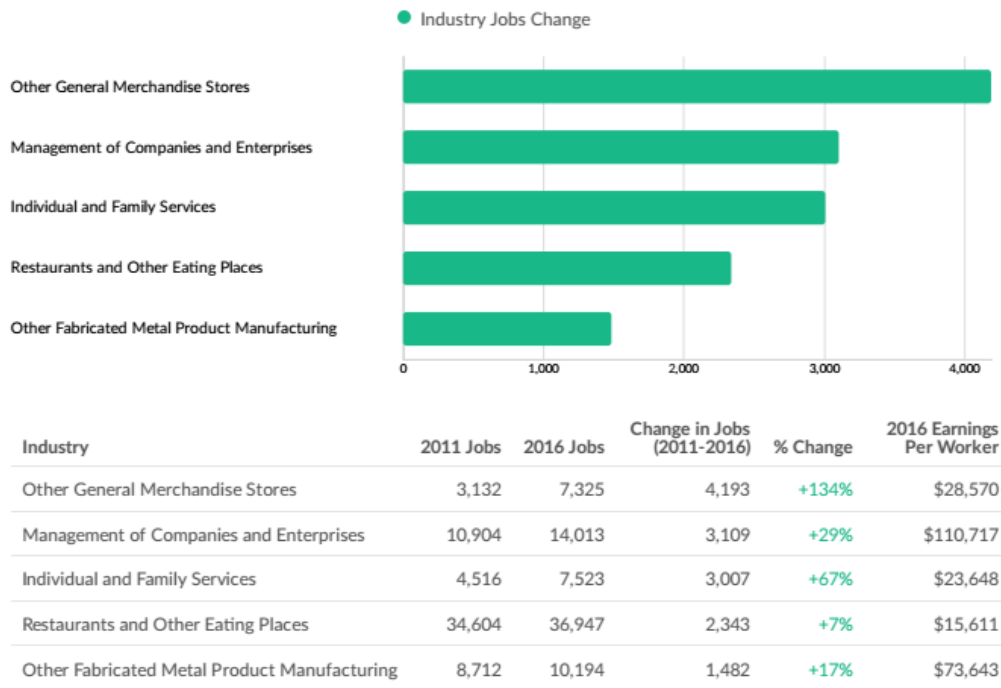
<p>9,076</p> <p>Jobs (2016)</p> <p>78% <b>above</b> National average</p>	<p>+21.5%</p> <p>% Change (2011-2016)</p> <p>Nation: +8.8%</p>	<p>\$38,131</p> <p>Avg. Earnings Per Job (2016)</p> <p>Nation: \$39,065</p>
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- Food Processing and Manufacturing Services

<p>14,188</p> <p>Jobs (2016)</p> <p>203% <b>above</b> National average</p>	<p>+10.2%</p> <p>% Change (2011-2016)</p> <p>Nation: +13.4%</p>	<p>\$65,084</p> <p>Avg. Earnings Per Job (2016)</p> <p>Nation: \$66,992</p>
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## Growing Industry Overview 1.2C

### Top Growing Industries



### *Sustainability 1.2D*

Sustainability practices are embedded in the culture of Northeast Wisconsin. Below are examples of organizations and projects in Northeast Wisconsin to help us be the best stewards of the world we live in.

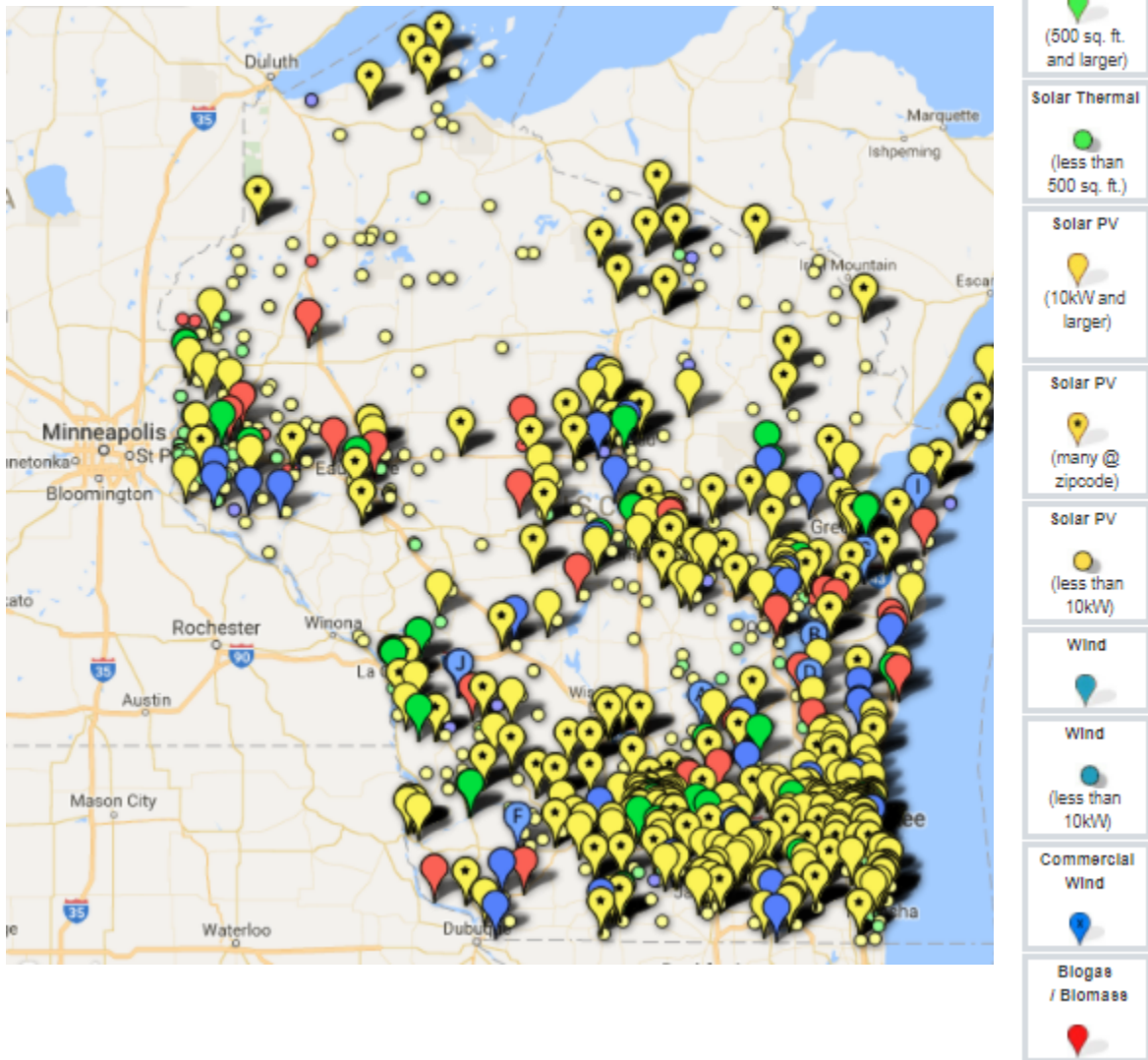
Sustainability business organization in Wisconsin:



**ENVIRONMENTAL LAW & POLICY CENTER**  
Protecting the Midwest's Environment and Natural Heritage



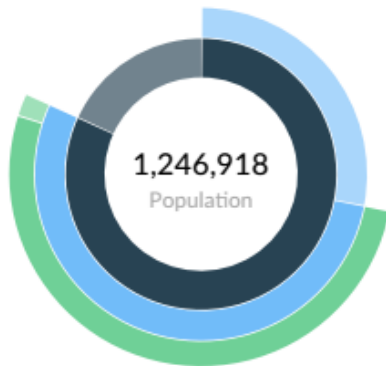
Map of Renewable Energy Projects in Wisconsin:





## Demographics 1.2E

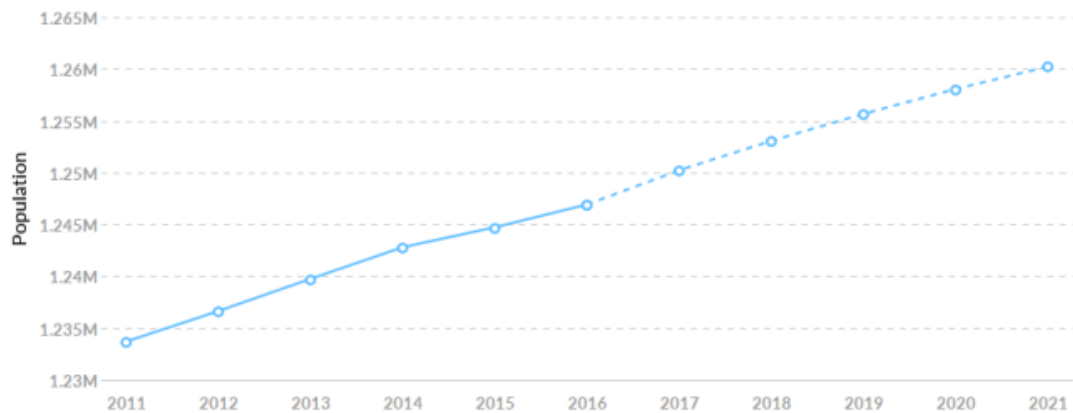
### 2016 Labor Force Breakdown

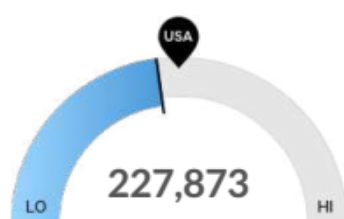


	Population
● Total Working Age Population	1,019,487
● Not in Labor Force (15+)	349,124
● Labor Force	670,363
● Employed	646,520
● Unemployed	23,843
● Under 15	227,431

### Population Trends

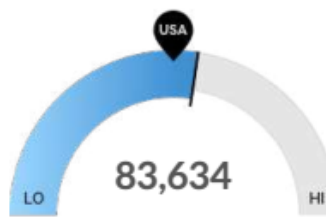
As of 2016 the region's population increased by 1.1% since 2011, growing by 13,225. Population is expected to increase by 1.1% between 2016 and 2021, adding 13,306.





### Millennials

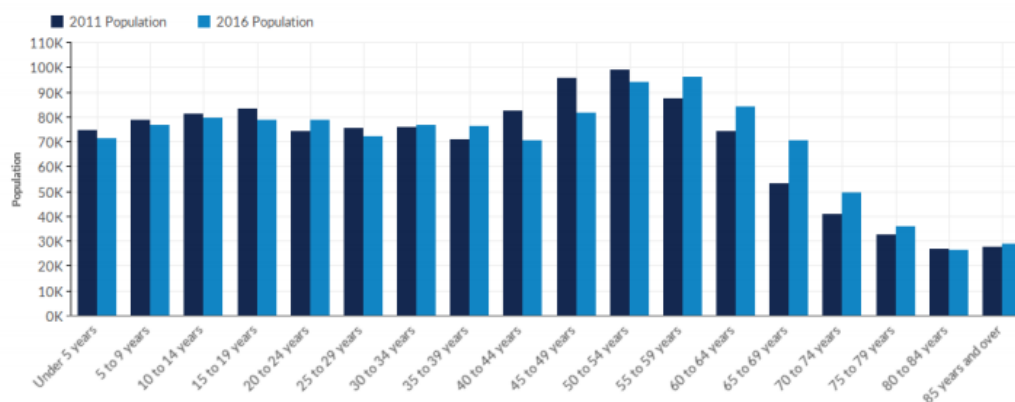
Your area has 227,873 millennials (ages 20-34). The national average for an area this size is 258,766.



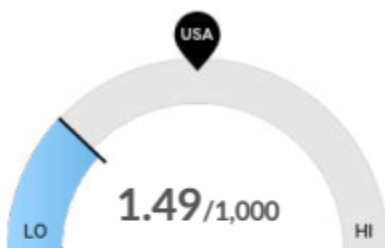
### Veterans

Your area has 83,634 veterans. The national average for an area this size is 73,041.

## Population by Age Cohort

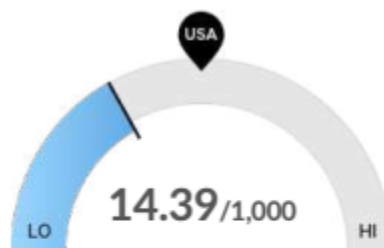


## Crime 1.2F



### Violent Crime

Your area has 1.49 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



### Property Crime

Your area has 14.39 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

### EDUCATION 1.3

Workforce Development in Wisconsin is a key initiative of New North in order to ensure a ready and able workforce for the future in Northeast Wisconsin. Collaboration among postsecondary institutions has been key to Northeast Wisconsin's success in training today's workforce.

#### [Northeast Wisconsin Educational Resource Alliance \(NEW ERA\)](#)





















NEW ERA is a consortium all thirteen public post-secondary institutions in Northeast Wisconsin that fosters regional partnerships among the public colleges and universities in the New North to better serve the educational needs of the 1.2 million people in Northeast Wisconsin.

#### *Universities 1.3A*

The New North hosts over 20 postsecondary colleges and universities. 94.6% of New North college graduates remain in Wisconsin after graduation. Below is a map of the postsecondary schools in the region:



Below is a list of the postsecondary institutions in Northeast Wisconsin:

			
Fox Valley Technical College	Lakeshore Technical College	Moraine Park Technical College	Northeast Wisconsin Technical College
			
University of Wisconsin Green Bay	University of Wisconsin Oshkosh	University of Wisconsin - Fond du Lac Campus	University of Wisconsin - Manitowoc Campus
			
University of Wisconsin - Sheboygan Campus	University of Wisconsin Extension	College of Menominee Nation	University of Wisconsin - Marinette Campus
			
Lawrence University	Lakeland College	Silver Lake College	Marian University
			
Ripon College	Concordia University - Green Bay & Appleton	St. Norbert College	Bellin College of Nursing

*Degree Completion 1.3B*

In the 2016-2017 academic year, more than 15,000 degrees were awarded by colleges and universities in the Northeast Wisconsin. The table below provides details on the degree completions by university:

Institution	All Certificates	All Degrees	All Completions
Fox Valley Technical College	1,648	1,108	2,756
Northeast Wisconsin Technical College	1,445	1,215	2,660
University of Wisconsin-Oshkosh	0	2,411	2,411
University of Wisconsin-Green Bay	0	1,544	1,544
Moraine Park Technical College	615	502	1,117
Lakeland University	3	956	959
Lakeshore Technical College	650	300	950
Saint Norbert College	47	538	585
Marian University	39	537	576
Lawrence University	0	438	438
Rasmussen College-Wisconsin	79	329	408
Ripon College	0	195	195
Silver Lake College of the Holy Family	0	124	124
Bellin College	0	123	123
College of Menominee Nation	35	43	78
Globe University-Appleton	16	50	66
Gill-Tech Academy of Hair Design	50	0	50
Paul Mitchell the School-Green Bay	49	0	49
The Salon Professional Academy-Appleton	46	0	46
Empire Beauty School-Green Bay	29	0	29
House of Heavilin Beauty College-Academy of Beauty Professionals	16	0	16
Bella Academy of Cosmetology	13	0	13
House of Heavilin Beauty College-Academy of Beauty Professionals	11	0	11
Wisconsin Academy	7	0	7
<b>New North Region Totals</b>	<b>4,798</b>	<b>10,413</b>	<b>15,211</b>



**NEW IT Alliance**

5 N Systems Dr. | Appleton, WI 54914  
 920.312.7040 | [www.newitalliance.com](http://www.newitalliance.com)



Here are a few of the many computer science education initiatives in place in our region:

**TEALS** (<https://www.tealsk12.org>) - Microsoft initiative to bring computer science to every high school

- Places local IT professionals in the classroom to help upskill teachers in AP Computer Science ; new to region since May 2017
- 10 regional schools participating, impacting an estimated **200 students**

**Women in Technology** (<http://witwisconsin.com>) – mission is to attract, grow and retain women and girls in technology related careers. WIT4Girls committee has three program areas reaching over 2400 students, and is starting It's 3<sup>rd</sup> year.

- Girls Who Code - national program teaching girls to code; **59 girls, 6<sup>th</sup> – 12<sup>th</sup> grade**
- WIT4Girls – free proprietary curriculum introducing girls to the variety of IT roles; **42, girls 6<sup>th</sup> – 12<sup>th</sup> grade**
- Consulting – women in IT roles presenting in classrooms, career fairs, and other events to educate youth about IT careers; **2400 students, 6<sup>th</sup> – 12<sup>th</sup> grade**

**Megabites** – expands IT educational opportunities for low-income and ethnic minority students, throughout the Fox Cities by inserting interest-based and professionally facilitated hands-on IT activities into the Boys & Girls Club experience.

- Developed by Fox Valley Technical College, and run with volunteer support of local IT professionals
- MegaBites curriculum include: coding through the use of Sphero Balls, Web development through HTML, IT security, and computer hardware identification and construction.
- **300 students participating this year**; ages 6-15

**CAPP Computer Science** (<https://www.uwosh.edu/capp>) - University of Wisconsin Oshkosh computer science class offered in high schools with certified teachers

- Provides dual credit; **40 students enrolled this year**; AP Computer Science is a more typical path

**1+3 Program** – pathways in Computer Science, Information Systems, or Interactive Web Management. Students declare intended pathway in high school, and receive university guidance during high school course selection to ensure the student graduates high school with one year of college completed within desired major

- New program rolling out this year; **1000 students eligible** across 9 high schools with 10% eligible for free and reduced lunch

**College run camps** (technical colleges and 4 year universities)

- Numerous camps students of all ages throughout the year. Examples include: Gen Cyber camp, Google Ignite CS, Robotics camps & workshops
- Impacts **1000's of kids each year**

## LABOR & OCCUPATION 1.4

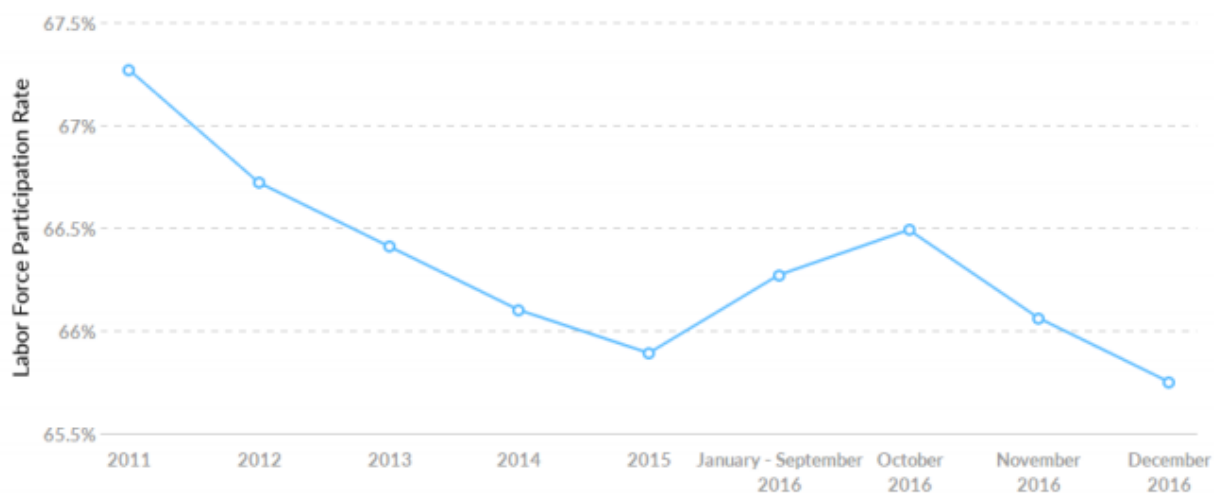
### Amazon Specific Careers 1.4A

Occupation information for Amazon specific careers in Northeast Wisconsin:

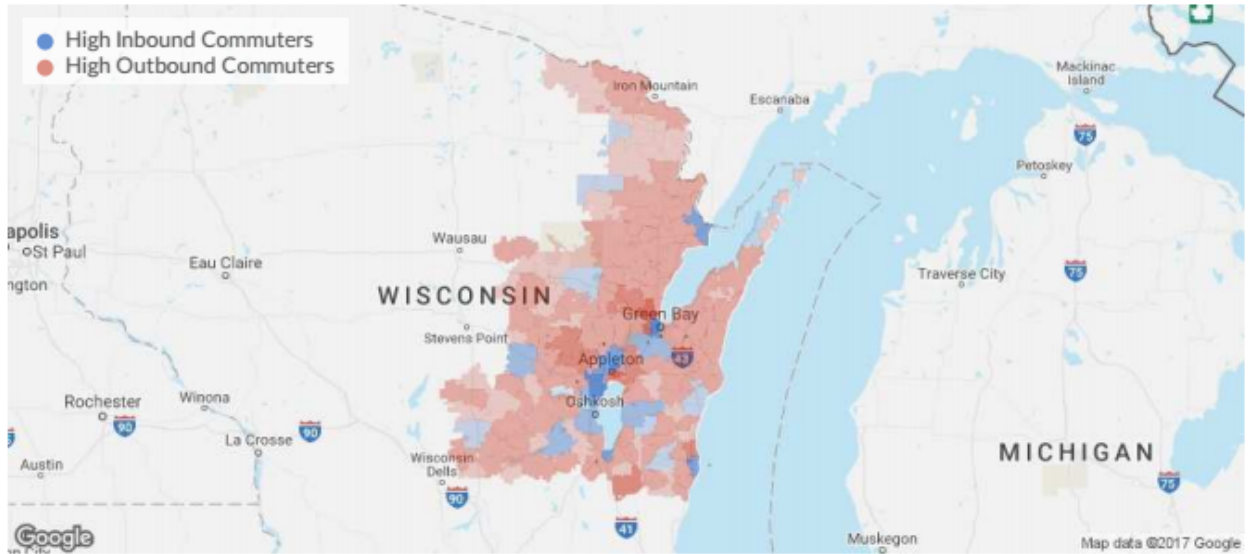
Occupation Table							
SOC	Description	2016 Jobs	2011 - 2016 Change	2011 - 2016 % Change	Annual Openings	Avg. Hourly Earnings	COL Adjusted Median Hourly Earnings
11-0000	Management Occupations	27,471	1,621	6%	2,441	\$46.17	\$40.23
13-0000	Business and Financial Operations Occupations	25,743	1,774	7%	2,599	\$28.07	\$25.28
15-0000	Computer and Mathematical Occupations	11,430	1,108	11%	971	\$32.83	\$30.45
17-0000	Architecture and Engineering Occupations	12,630	709	6%	1,181	\$32.83	\$30.96
23-0000	Legal Occupations	1,781	34	2%	124	\$36.90	\$26.15
41-0000	Sales and Related Occupations	56,339	2,658	5%	8,508	\$18.37	\$12.33
43-0000	Office and Administrative Support Occupations	86,024	2,158	3%	10,417	\$16.70	\$15.61

### Available Workforce 1.4B

#### Labor Force Participation Rate Trends

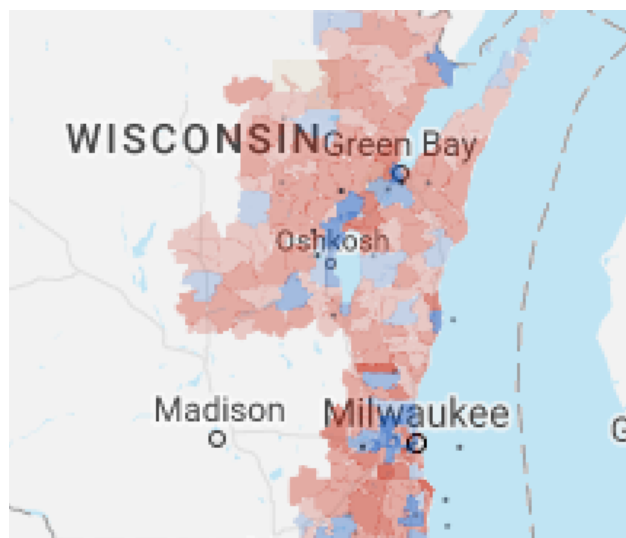


### New North Commuter Trends 1.4C



Where Talent Works			Where Talent Lives		
ZIP	Name	2016 Employment	ZIP	Name	2016 Workers
54304	Green Bay, WI (in Brow...	31,579	54956	Neenah, WI (in Winneb...	24,839
54956	Neenah, WI (in Winneb...	31,354	54115	De Pere, WI (in Brown ...	23,725
53081	Sheboygan, WI (in She...	26,605	54915	Appleton, WI (in Outag...	23,361
54115	De Pere, WI (in Brown ...	25,200	53081	Sheboygan, WI (in She...	22,497
54935	Fond Du Lac, WI (in Fo...	24,788	54935	Fond Du Lac, WI (in Fo...	21,773

### New North and Milwaukee Commuter Trends



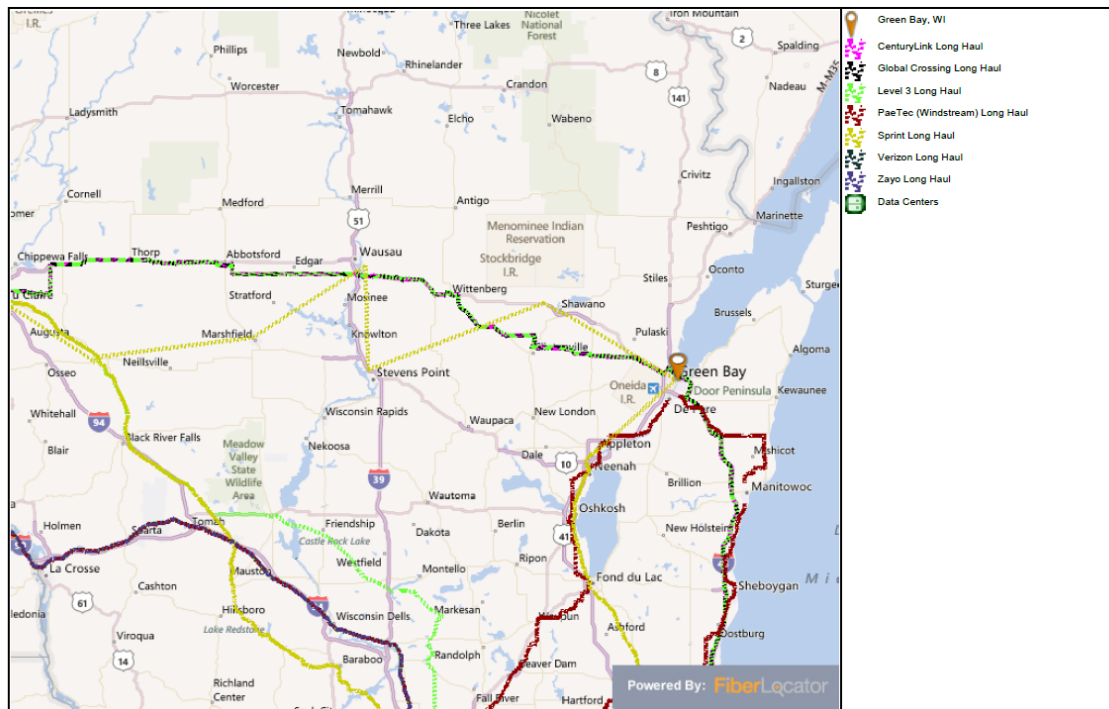
**FIBER 1.5**

Area fiber connections are abundant. The fiber networks are built following the transportation corridors in the region.

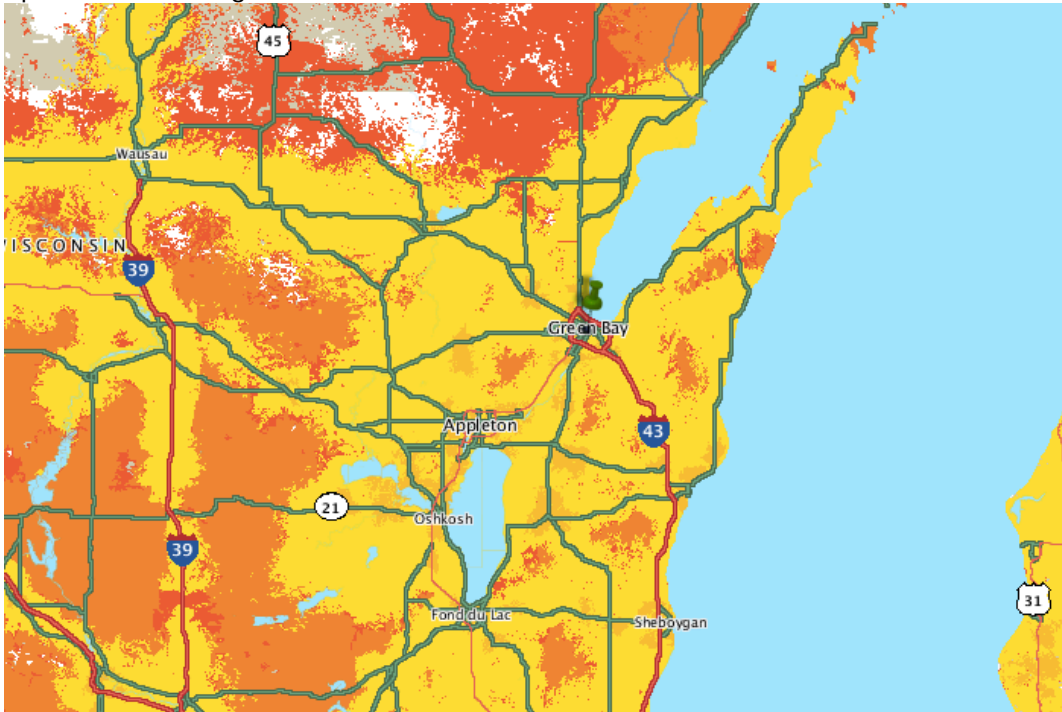
*Regional Fiber Map 1.5A*

FiberLocator

WPS

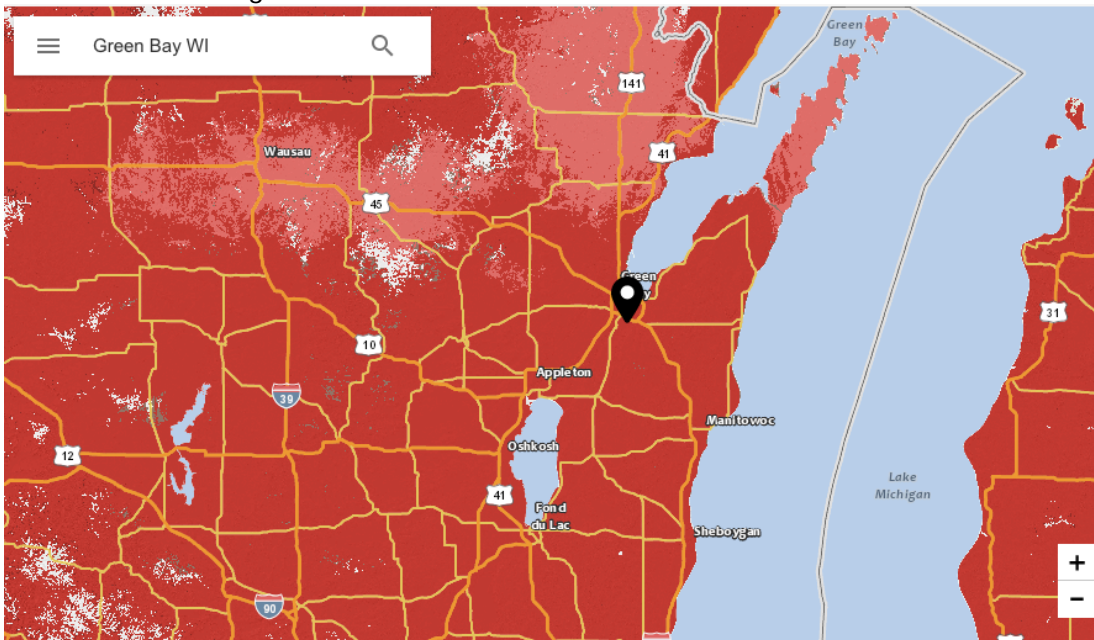


Cell Coverage 1.5B  
Sprint Data Coverage



[www.sprint.com](http://www.sprint.com)

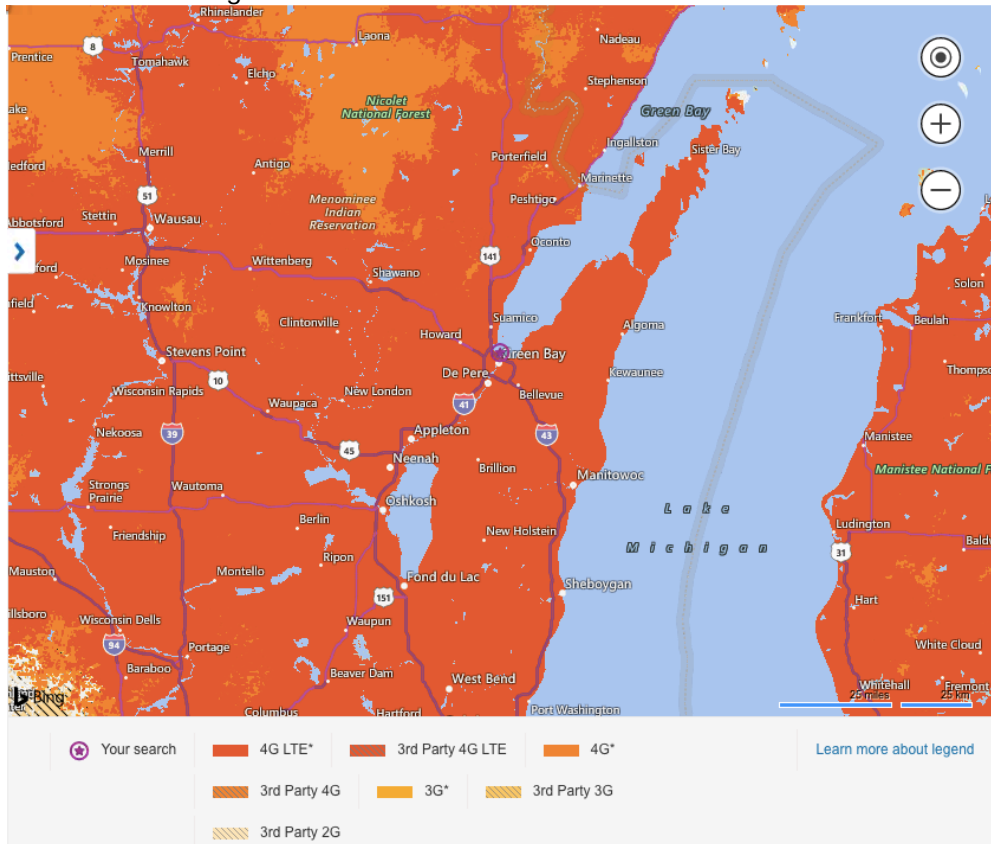
Version Date Coverage



[www.versionwireless.com](http://www.versionwireless.com)

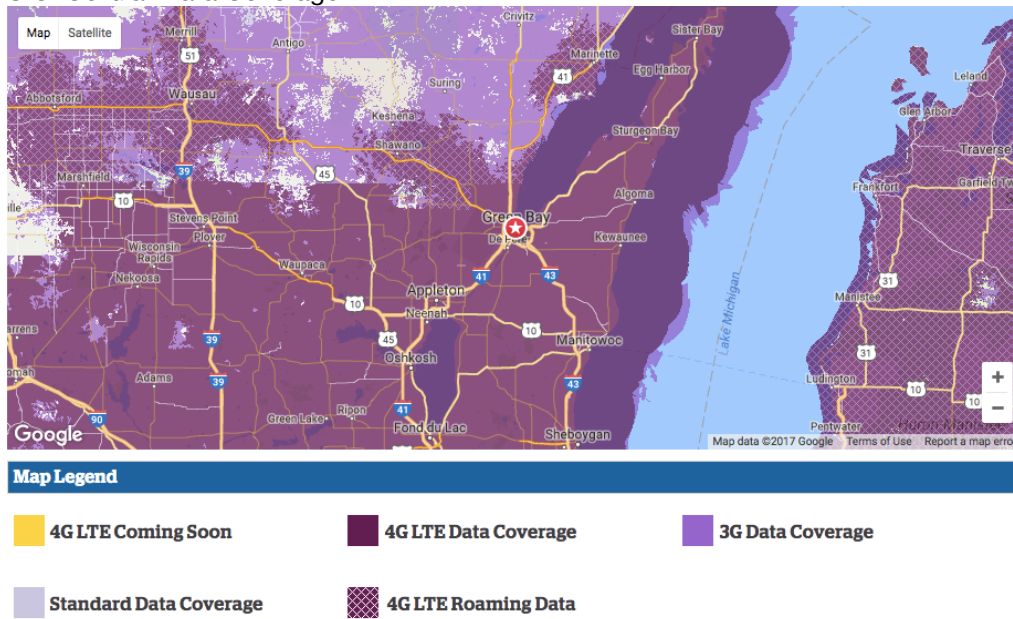


### AT&T Data Coverage



[www.att.com](http://www.att.com)

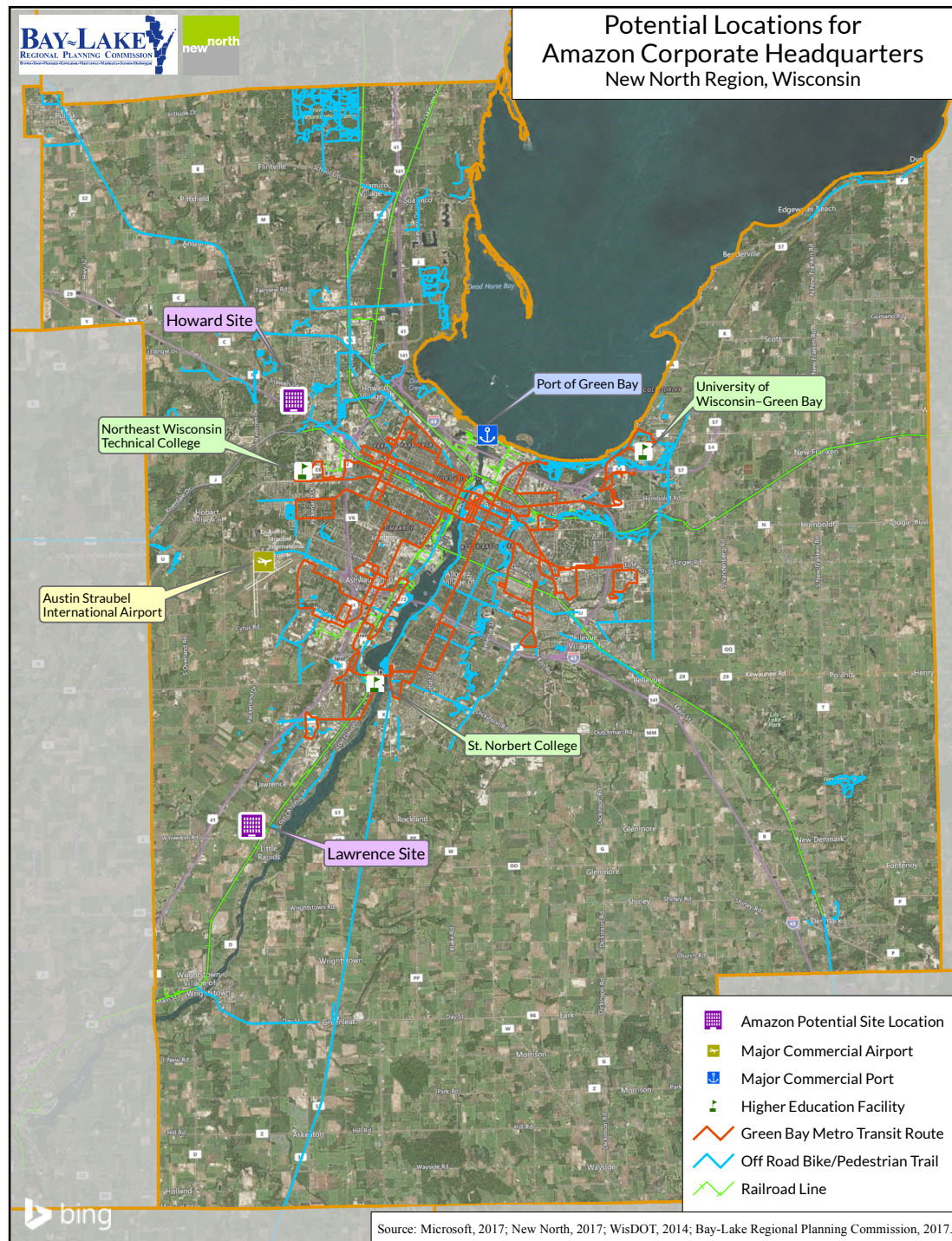
### U.S. Cellular Data Coverage



[www.uscellular.com](http://www.uscellular.com)



## TRANSPORTATION &amp; LOGISTICS 1.6



# VILLAGE OF HOWARD



# VILLAGE OF HOWARD

















## Amazon HQ2

### COMMUNITY OVERVIEW

The Village of Howard has been the fastest-growing community in Brown County for many years, owing particularly to its school system, which is a major attraction of new residents. Howard is part of the Greater Green Bay area with a population of more than 19,000.

Strategically located on several major highways, Howard's direct access to Interstate 43, Interstate 41 and State Highway 29 provides a quick and easy commute to Madison (2.5 hours), Milwaukee (2 hours), Door County (45 minutes) and Lambeau Field (5 minutes). Howard also has direct rail access into the community and is a short, ten-minute commute to Green Bay's Austin Straubel International Airport. UW-Green Bay, St. Norbert College, Northeast Wisconsin Technical College, and Rasmussen College all supply quality talent into the local market each year.

The 330-acre Amazon HQ2 site is located centrally in the Village of Howard, with existing office users located in proximity to the site. The site is highly visible from State Highway 29 and Interstate 41.

- |   |   |
|---|---|
|  General surroundings fit for office activity            |  No significant topography issues  |
|  Roadway access  |  No utility easements that would prevent development                           |
| <b>N/A</b> Rail access  |  330 nearly contiguous acres not affected by wetlands                          |
|  Commercial airport access                               |  No known environmental impediments to immediate industrial development        |
|  Freight airport access                                  |  No known archeological/historical impediments to immediate office development |
|  330 contiguous developable acres                        |  No known impediments to immediate development related to endangered species   |
|  Site not located on or adjacent to flood plain          |  Fire insurance classification rating 3  |
|  Flight path certifications not proximate of any airport |  Commercial zoning   |
|  Owners with documented willingness to sell              |   |

# COMMUNITY INTRODUCTION

REQUIREMENT	COMMENTS
<b>Community overview</b> <ul style="list-style-type: none"> <li>General community fit for industrial activity</li> </ul>	<ul style="list-style-type: none"> <li>Howard population: 19K; Brown County/Greater Green Bay population: ~250K; Labor force within the Green Bay MSA: 170K</li> <li>Howard has been the fastest-growing community in Brown County for many years, owing particularly to its school system, which is a major attraction of new residents</li> <li>UW-Green Bay, St. Norbert College, Northeast Wisconsin Technical College, and Rasmussen College all supply quality talent into the local market each year</li> </ul>
<b>Site environment overview</b>	<ul style="list-style-type: none"> <li>330-acre site centrally located in the Village of Howard. The site is not located in an industrial park environment. Existing business users are located in proximity to the site. <ul style="list-style-type: none"> <li>Local employers include Amerex (fire suppression chemicals), Hattiesburg Paper, Fusion Integrated (3-D modeling for the paper industry, HC: 50), and United Healthcare (insurance contact center with 1,800 employees)</li> </ul> </li> <li>Much of the site is currently in TIF district.</li> </ul>
<b>Roadway access</b>	<ul style="list-style-type: none"> <li>Easy access to I-41 and Hwy 29</li> <li>Easy access to I-43 via Hwy 29</li> </ul>
<b>Rail Access</b> (if applicable)	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>
<b>Commercial Airport Access</b> – Access to airport(s) with commercial air service <ul style="list-style-type: none"> <li>Driving distance to proximate commercial airport(s) and overview of service available</li> </ul>	<ul style="list-style-type: none"> <li>~6 miles to Austin Straubel International airport in Green Bay via I-41</li> <li>~130 miles to Mitchell International Airport in Milwaukee via I-43S</li> </ul>
<b>Freight Airport Access</b> – Access to airport(s) with freight air service	<ul style="list-style-type: none"> <li>~40 miles to Outagamie County Regional Airport in Appleton via Hwy 41S - FedEx and UPS cargo service</li> </ul>

# SITE INTRODUCTION

REQUIREMENT	COMMENTS
<b>Master Site plan</b> and/or site plan illustrating exact dimensions and number of parcels for the specific site being submitted for certification <ul style="list-style-type: none"> <li>Minimum of 50 contiguous developable acres</li> </ul>	<ul style="list-style-type: none"> <li>330 acres of buildable land, comprised of many adjacent parcels, 85 of which are owned wholly by the Village of Howard. The other 245 are privately owned but most are actively marketed for sale.</li> </ul>
<b>Aerial photograph</b> illustrating the specific site being submitted for certification as well as the surrounding properties	<ul style="list-style-type: none"> <li>Aerial views illustrating site and surroundings submitted</li> <li>North: residential; South: highway; West: office and agricultural; East: residential</li> </ul>

<b>ALTA Survey</b> (American Land Trust Association) inclusive of site being submitted for certification	<ul style="list-style-type: none"> <li>• Can be completed within 45 days upon request and will illustrate all roads, utilities, and easements impacting the site (along boundaries with existing roads)</li> </ul>
<b>Flood Plain map</b> (FEMA-produced FIRM map) <ul style="list-style-type: none"> <li>• No part of the site may be located on (or directly adjacent to) a flood plain</li> </ul>	<ul style="list-style-type: none"> <li>• FEMA-produced FIRM map submitted – no flood plains in proximity to the site</li> </ul>
<b>Flight path specifications</b> (if site is within 2 miles of an airport) <ul style="list-style-type: none"> <li>• Documentation (letter or map from FAA) indicating any restrictions related to airport proximity</li> </ul>	<ul style="list-style-type: none"> <li>• Austin Straubel Airport ~7 miles from site</li> </ul>
<b>Ownership</b> – entire site must be wholly controlled by a single owner with documented willingness to sell to an industrial user <ul style="list-style-type: none"> <li>• Certificate of title</li> <li>• Letter from property owner/option holder stating that site is for sale/lease</li> </ul>	<ul style="list-style-type: none"> <li>• 330 acres of buildable land, comprised of many adjacent parcels, 85 of which are owned wholly by the Village of Howard. The other 245 are privately owned but most are actively marketed for sale.</li> </ul>
<b>Asking Price</b> – current asking price for sale or lease of the land must be indicated <ul style="list-style-type: none"> <li>• Documentation of asking price on a per-acre basis</li> </ul>	<ul style="list-style-type: none"> <li>• \$40K/acre to \$100K/acre, potentially negotiable depending on job creation</li> </ul>

## SITE PHYSICAL CHARACTERISTICS

REQUIREMENT	COMMENTS
<b>Topography</b> – no significant topography issues that could present major obstacles to industrial development of the site	<ul style="list-style-type: none"> <li>• Land is flat with some rolling hills.</li> </ul>
<b>Easements</b> – site not intersected by utility or any other easement that would prevent development of 50 contiguous acres of the site	<ul style="list-style-type: none"> <li>• High voltage power lines are located on the municipal golf course.</li> </ul>
<b>Wetlands</b> – demonstrate that a user can utilize 50 contiguous acres that are not affected by wetlands	<ul style="list-style-type: none"> <li>• Wetland delineation can be completed within 30 days upon request.</li> </ul>
<b>Environmental Assessment</b> – no known environmental impediments to immediate industrial development	<ul style="list-style-type: none"> <li>• Can be completed within 60 days upon request. Historical uses are of no concern.</li> </ul>
<b>Geotechnical</b> – minimum of 5 soil borings (for 50-acre site); no presence of sink holes or limestone caves; suitable water content / water table depth	<ul style="list-style-type: none"> <li>• ~50-60 ft. deep borings encountered mostly silty sand and clay after 10 ft.; no water table encountered</li> <li>• Can be completed within 45-60 days. Expected to be clay and silt.</li> </ul>



<b>Archaeological / Historical</b> – no known archaeological / historical impediments to immediate industrial development	<ul style="list-style-type: none"> <li>Completed May 2010 – determined that there are no previously recorded archaeological sites or historic properties within or adjacent to the project area</li> </ul>
<b>Endangered Species</b> – no known impediments to immediate industrial development related to endangered species	<ul style="list-style-type: none"> <li>Completed September 2012 – no actions required with regard to industrial development of the subject property</li> </ul>
<b>Fire Protection</b> <ul style="list-style-type: none"> <li>Fire Insurance Classification Rating</li> <li>Distance to the nearest servicing fire department</li> </ul>	<ul style="list-style-type: none"> <li>Current rating of the site is Class 5, even though it is located in the Village of Howard (which has a rating of 3) – the difference is due to the site being located in a place to which the water main has not yet been extended</li> <li>The water main is already in place on County Rd. C southeast of the site, and extension along this same R-o-W will position the site to be upgraded to Class 3</li> </ul>

## ZONING

REQUIREMENT	COMMENTS
<p>Office zoning or other compatible zoning currently in place</p> <ul style="list-style-type: none"> <li>Zoning certificate and relevant ordinance; or, letter from municipal authorities communicating status of zoning change procedure as of field investigation date</li> </ul>	<ul style="list-style-type: none"> <li>Village's Comprehensive Plan was amended October 2012 to reflect a future use of commercial, business and mixed-use zoning</li> </ul>
<p>Surrounding area zoning – zoning of surrounding properties compatible with industrial development of site</p> <ul style="list-style-type: none"> <li>Comprehensive Plan of area (if applicable)</li> <li>Zoning map of area including site (if applicable)</li> <li>Existing/planned zoning of surrounding land</li> <li>Codes, Covenants, and Restrictions on site and surrounding sites, as applicable</li> </ul>	<ul style="list-style-type: none"> <li>No covenants or restrictions currently in place for the site, but the Village of Howard provided the existing Covenants &amp; Restrictions for the Brookfield Industrial Park in Howard (also zoned I-4) as a reference for what a future set of covenants might look like</li> <li>Surrounding area zoning: North: R-5 residential zoning; South: R-5 residential zoning, A-1 exclusive agricultural zoning; West: A-1 exclusive agricultural zoning; East: R-5 residential zoning</li> </ul>

## ELECTRIC UTILITY INFRASTRUCTURE

REQUIREMENT	COMMENTS
<p>Proximate electric power infrastructure availability and capacities</p>	<ul style="list-style-type: none"> <li>WPS Maplewood Substation ~2 miles SW of site; fed by 138kV ATC transmission line (150 MW); 24.9kV distribution line (26 MW total delivery capacity) can currently deliver 5-10 MW to site over Feeder 241</li> </ul>



<p>Detailed description of dual feed potential (current or proposed redundant service)</p> <ul style="list-style-type: none"> <li>Overview (and map) illustrating dual feed electric service routes, including location, size and capacity of each node of delivery (substation, distribution line, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Three Wisconsin Public Service (WPS) substations exist close to the site.</li> </ul>
<p>Introduction of any proposed improvements to / extensions of electric service to the site</p> <ul style="list-style-type: none"> <li>Cost, timing, and funding responsibility of any improvements required to provide proposed service to the site</li> </ul>	<ul style="list-style-type: none"> <li>WPS electrical is available. Extension of the distribution line to enable service from the Howard Substation would require funding by the end user of \$100,000 per mile.</li> </ul>

# GAS, WATER & WASTEWATER UTILITY INFRASTRUCTURE

## NATURAL GAS

REQUIREMENT	COMMENTS
<p>Proximate natural gas infrastructure availability and capacities</p> <ul style="list-style-type: none"> <li>Utility maps indicating location and current size / capacity of proximate transmission lines, distribution lines, delivery points, etc; Available capacity that could be provided to the site for each of the above</li> </ul>	<ul style="list-style-type: none"> <li>High pressure and high capacity gas lines are adjacent to the site.</li> </ul>
<p>Introduction of any proposed improvements to / extensions of natural gas service to the site</p>	<ul style="list-style-type: none"> <li>4" wrapped steel 150 psi line running along Sunny Brook Dr. and Glendale Ave. ~2,800 ft. east of site could be extended to the site boundary via Glendale Ave/County Rd. C</li> </ul>

## WATER & WASTEWATER

REQUIREMENT	COMMENTS
<p>Proximate water and wastewater infrastructure availability and capacities</p>	<ul style="list-style-type: none"> <li><b>Water:</b> Howard Water Utility has 6.5M GPD total built-out water capacity, and current peak ~4.5 GPD</li> <li><b>Wastewater:</b> Municipal sewer on-site in excess of 100,000 gallons per day</li> <li>The Waste Water system is built to handle residential wastewater; an industrial strength user will need to pre-treat any effluent above normal domestic strength –regional system cannot handle more BOD and Suspended Solid loads</li> </ul>
<p>Introduction of any proposed improvements to / extensions of water and/or wastewater service to the site</p>	<ul style="list-style-type: none"> <li>None needed</li> </ul>



## **VILLAGE OF HOWARD, WISCONSIN**

2456 Glendale Avenue, Howard, WI 54313- [www.villageofhoward.com](http://www.villageofhoward.com)

Jerry Murphy  
Executive Director  
New North, Inc.  
600 N. Adams St.  
Green Bay, WI 54307

RE: Amazon HQ2

Dear Mr. Murphy,

The Village of Howard is pleased to offer a 330-acre site to be submitted for Amazon's consideration. The village owns 85 acres of the site, and the remainder of the area has been marketed for sale by several private parties. The village is willing to assemble the parcels rapidly on behalf of the end user.

Much of this site is already located in several TIF districts, which puts the village in an excellent position to offer financial incentives. The site includes portions of the Village Center, a more urban setting the Hoard has been developing to serve as its focal point. The site has high visibility to Interstate 41 and State Highway 29. These highways recently were the subject of a \$1 billion improvement project and are now completely reconstructed and enlarged to accommodate growth for the next 40 years.

The site is less than 15 minutes to Austin Straubel International Airport. It's surrounded by existing large office user, United Health, which employs 1,800 people at the Howard corporate site, demonstrating the existence of all necessary utilities including fiber. Several engineering firms and a national accounting firm are also in the same office development.

The Village of Howard was named one of the Top 100 Places to Live in the United States by Money Magazine in 2017. Another publication recently named Howard the safest community in the state. Bay Port High School was listed as a top high school by U.S. News and World Report in 2016. Howard consistently has been among the fastest-growing communities in the state. The residents of Howard and the greater Green Bay area enjoy a high quality of life and look forward to sharing our story with Amazon.

Thank you for your assistance with this project.

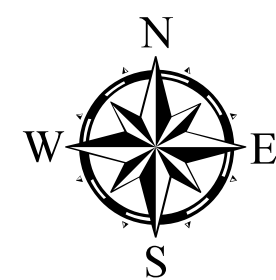
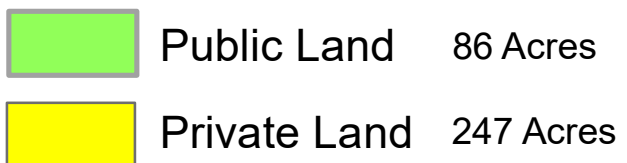
Paul F. Evert  
Village Administrator

# VILLAGE OF HOWARD

## SUPPORTING DOUCMENTS



# Village of Howard, Wisconsin Potential Amazon HQ2 Sites Public Land and Private Land



A scale bar with alternating black and white segments, labeled with distances: 0, 0.05, 0.1, 0.2, 0.3, 0.4, and 0.5 Miles.

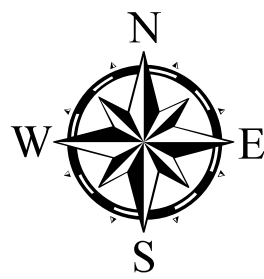
Print Date:  
October 12, 2017



Village of Howard, Wisconsin  
Potential Amazon HQ2 Sites  
Future Land Use



Public Land  
Private Land



0 0.05 0.1 0.2 0.3 0.4 0.5 Miles

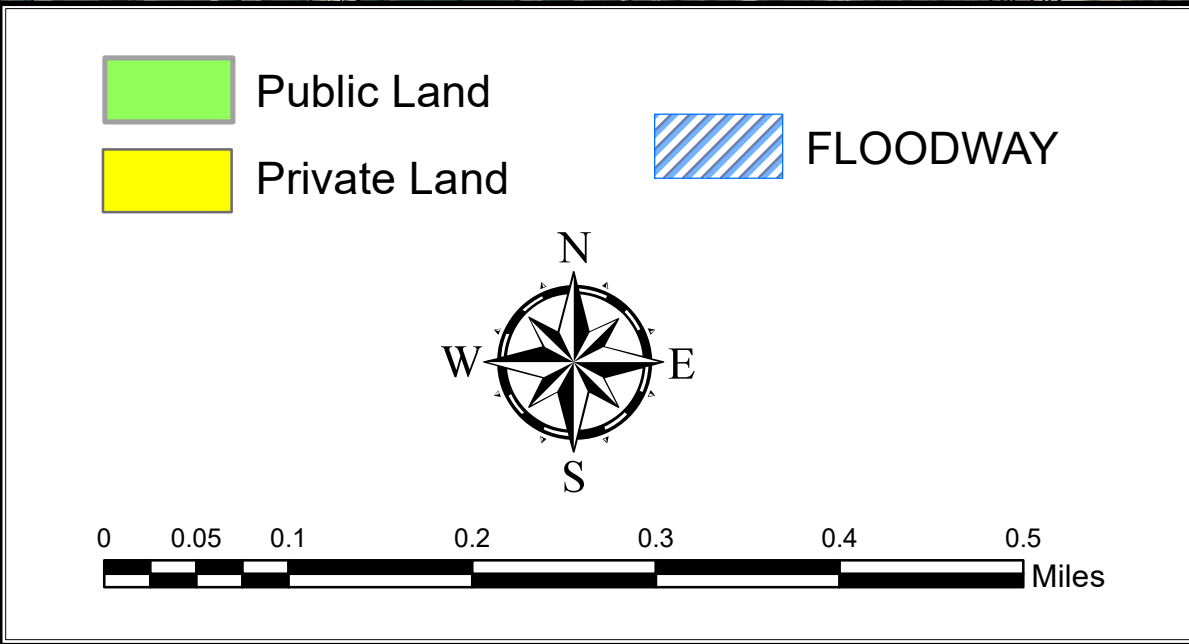
Future Landuse

- Agricultural
- Business Park
- Conservancy
- Industrial
- Neighborhood Commercial
- Railroad
- Recreation
- Regional Commercial
- Residential - Conservation Sub
- Residential Neighborhood
- School
- Streets
- Village Center
- Water

Print Date:  
October 12, 2017



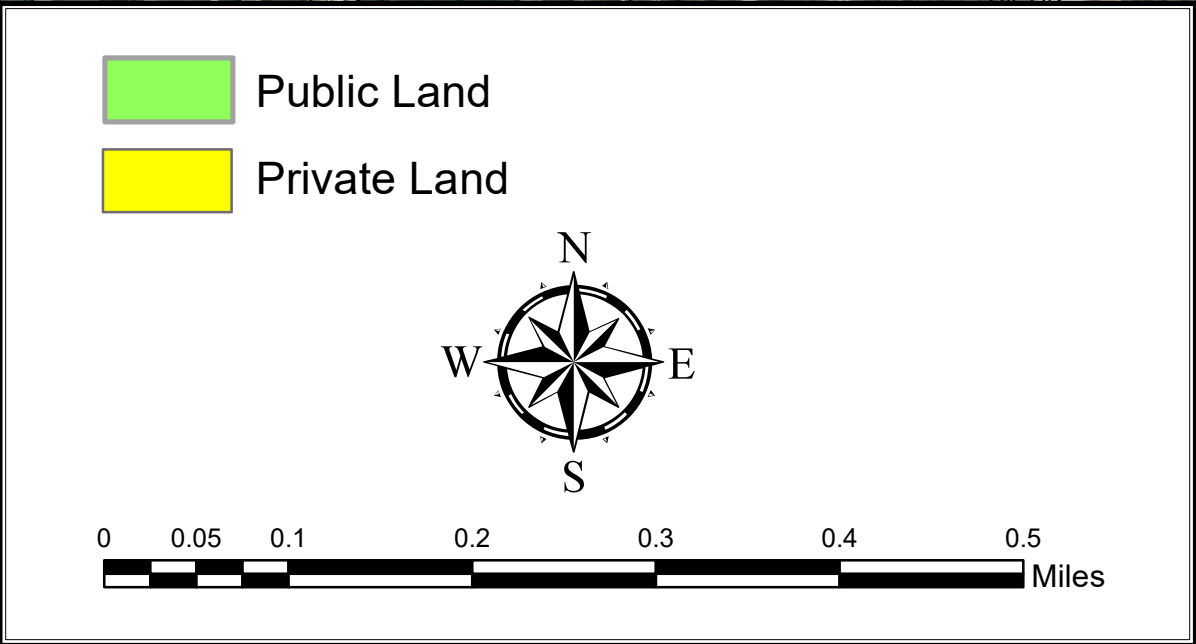
Village of Howard, Wisconsin  
Potential Amazon HQ2 Sites  
Flood Way



Print Date:  
October 12, 2017



Village of Howard, Wisconsin  
Potential Amazon HQ2 Sites  
Contours



Print Date:  
October 12, 2017



# Village of Howard, Wisconsin Potential Amazon HQ2 Sites Utilities



Public Land

Private Land

Sanitary Sewer

Storm Sewer

Water

N

E

S

W

0

0.05

0.1

0.2

0.3

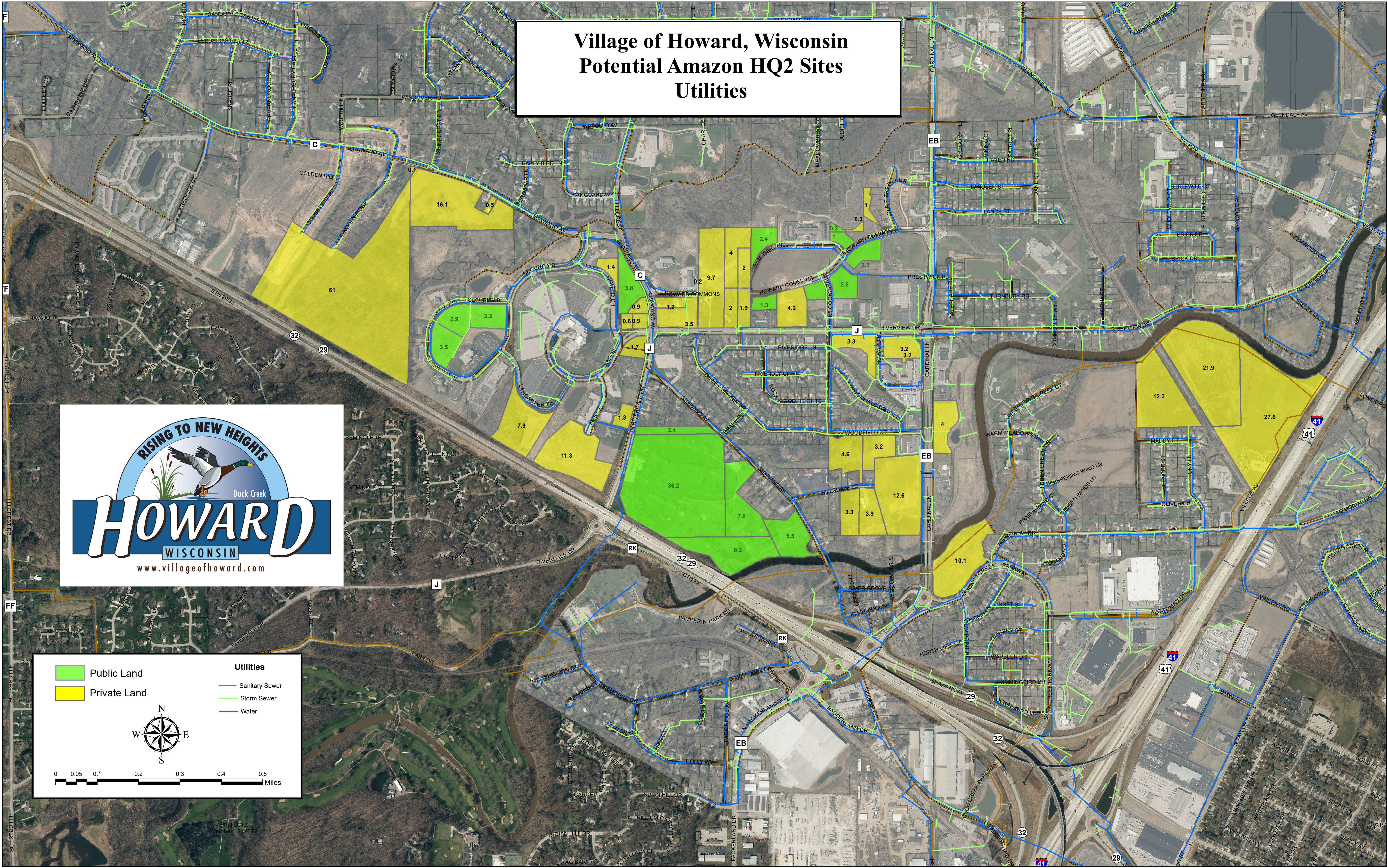
0.4

0.5

Miles

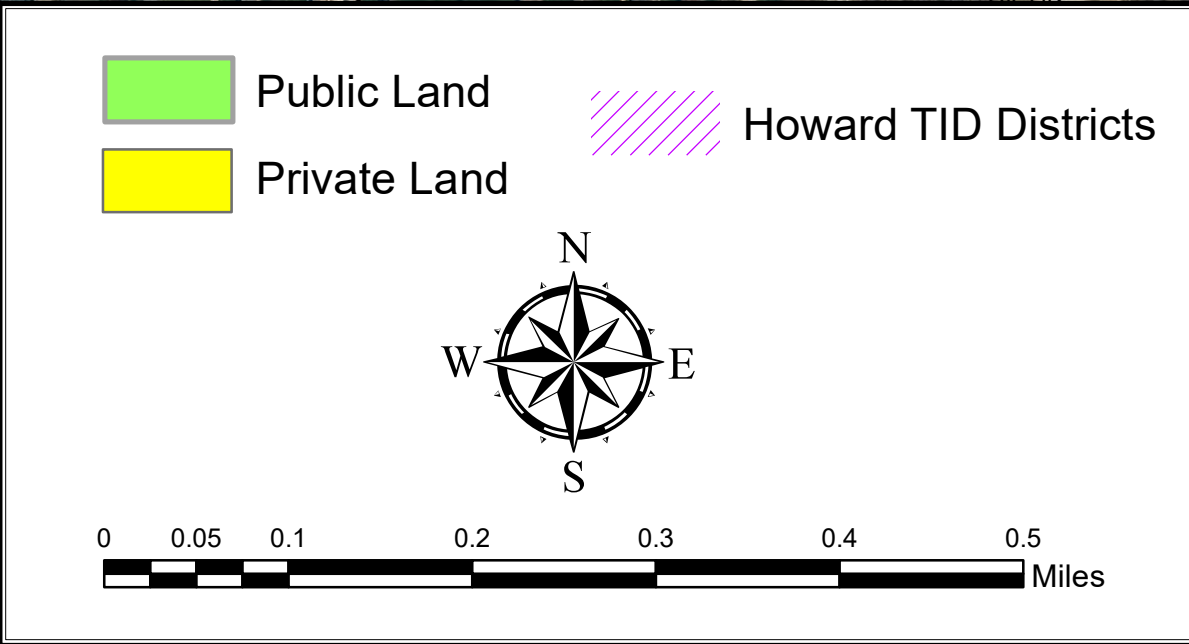
Print Date:

October 12, 2017





# Village of Howard, Wisconsin Potential Amazon HQ2 Sites TID Districts



Print Date:  
October 12, 2017



# TOWN OF LAWRENCE



2400 Shady Court  
9131

Phone: (920) 336-

De Pere, WI 54115

Fax: (920) 336-9193

October 16, 2017

Mr. Jerry Murphy  
New North, Inc.  
600 N. Adams Street  
Green Bay, WI 54301

Mr. Murphy,

We are very excited to present the qualifications of a prime site in the Town of Lawrence, Wisconsin, to be considered for the home of the Amazon HQ2 Project.

The Town of Lawrence is the fastest growing community in the Green Bay Metropolitan Area over the last ten years, by percentage of growth, and that trend is slated to continue for the foreseeable future. A full profile of population demographics is attached for the area within 50 miles of the proposed site.

The site being proposed for this major development is approximately 150 acres, located at the intersection of Lawrence Drive and Little Rapids Road.

The Town of Lawrence is currently under contract to purchase the 150 acre site before the end of 2017, and will be making the land available for development at an estimated price of \$35,000 to \$40,000 per acre.

The proposed site sits in a prime location near a vast array of transportation options. The property is within 1 mile of Interstate 41, is adjacent to rail, is located 10 miles from Green Bay's Austin Straubel International Airport and within 20 miles of Appleton International Airport.

This project fits well within the planned future uses of the site, as referenced in the attached current and future use maps.

Municipal water and sewer utilities are currently available at the property line of this site, with a planned expansion and upgrade of the Town's overall water and sewer system capabilities slated to be constructed in mid-2018, which will absolutely enhance the utility capacity available in this area. Other site utilities include adequate electric, natural gas, and voice/data fiber capabilities. This site is included in an approved storm water management plan for the area, as well. An easement for existing overhead American Transmission Company power lines is outlined on the Certified Survey Map for the site.

The proposed site is physically flat in nature. A complete wetland delineation has been completed on the site and a map of the site is attached with those results being delineated. Phase I environmental review has been completed and does not indicate any significant impediments to development on this site.

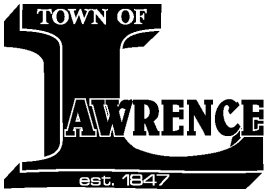
In addition to a full array of local and state incentives, the site is currently being included in the Town's first Tax Incremental District, which is planned to be approved and in operation for January 1<sup>st</sup>, 2018. This will greatly enhance the incentive available for development on this site.

Town of Lawrence, Wisconsin - Amazon HQ2 RFP

We believe that we have a strong and attractive site to be considered for this major development, and look forward to being considered in this process. Thank you very much for the opportunity to submit this site for review.

Respectfully,

Patrick W. Wetzel  
Town Administrator



2400 Shady Court  
De Pere, WI 54115

Phone: (920) 336-9131  
Fax: (920) 336-9193

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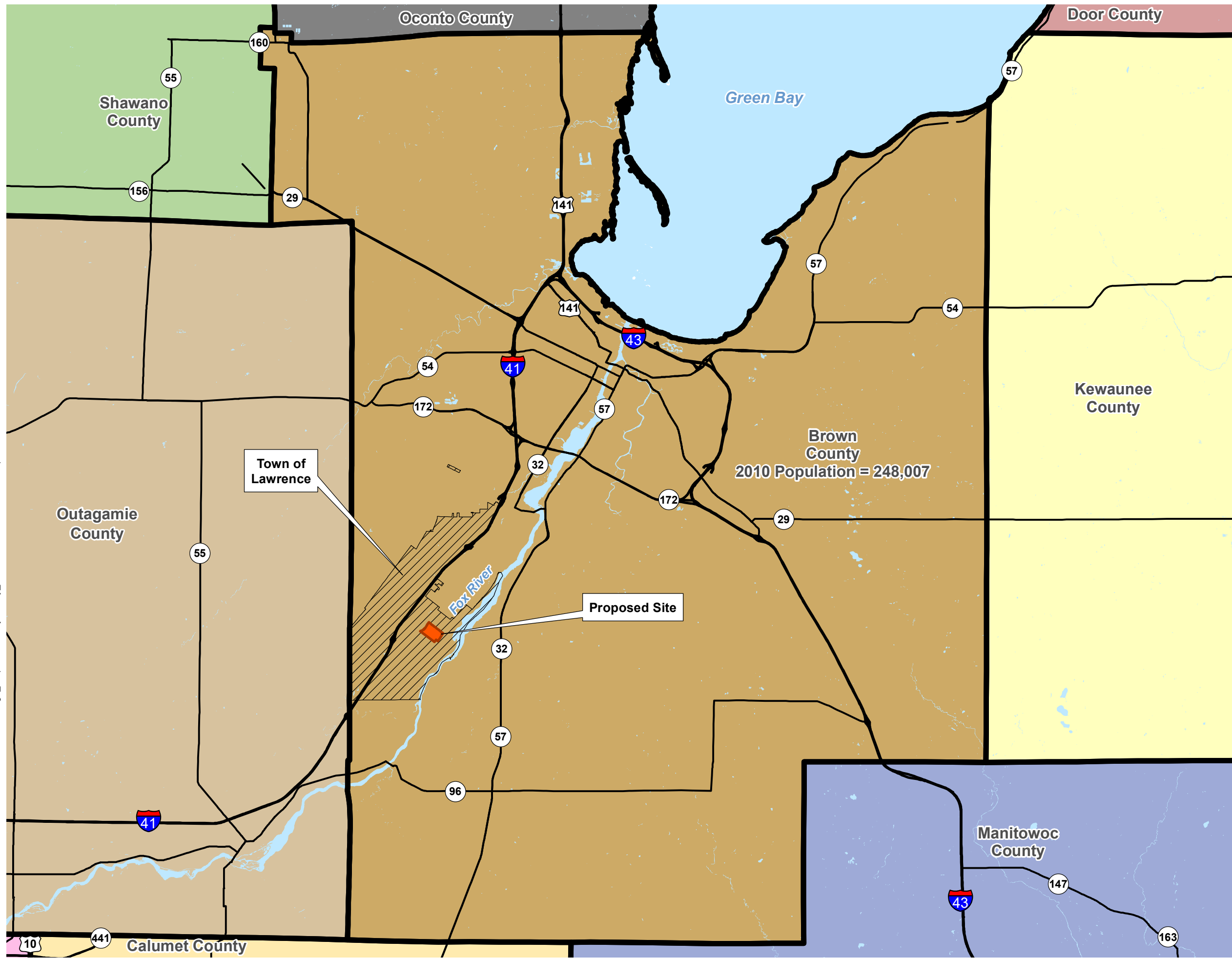
- **Map of Proposed Location in Town of Lawrence, Brown County**
- **Interstate/Highway Map Near Proposed Location in Town of Lawrence, Brown County**
  - **Detailed Proposed Location Map with Distance to Interstate 41**
- **Map of Current Land Use Near Proposed Location in Town of Lawrence**
- **Map of Future Land Use Near Proposed Location in Town of Lawrence**
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- **Map of Existing Electric Utilities for Proposed Location in Town of Lawrence**
- **Demographic Information for 50 mile radius of Proposed Site in Town of Lawrence**








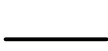
# TOWN OF LAWRENCE

## SUPPORTING DOCUMENTS

w:\PROJECTS\10017\91700180\26 Lawrence South TIF\GIS\Fig1\_ProposedFacilityCounty\_B.mxd October 16, 2017 kpk



**Mapped Features**

-  Proposed Facility Site
-  Town of Lawrence
-  Surface Water
-  County Boundary
-  Interstate Highway
-  U.S. Highway

Source: State of Wisconsin, 2010; US Census, 2010.

Disclaimer: The property lines, right-of-way lines, and other property information on this drawing were developed or obtained as part of the County Geographic Information System or through the County property tax mapping function. McMAHON does not guarantee this information to be correct, current, or complete. The property and right-of-way information are only intended for use as a general reference and are not intended or suitable for site-specific uses. Any use to the contrary of the above stated uses is the responsibility of the user and such use is at the user's own risk.

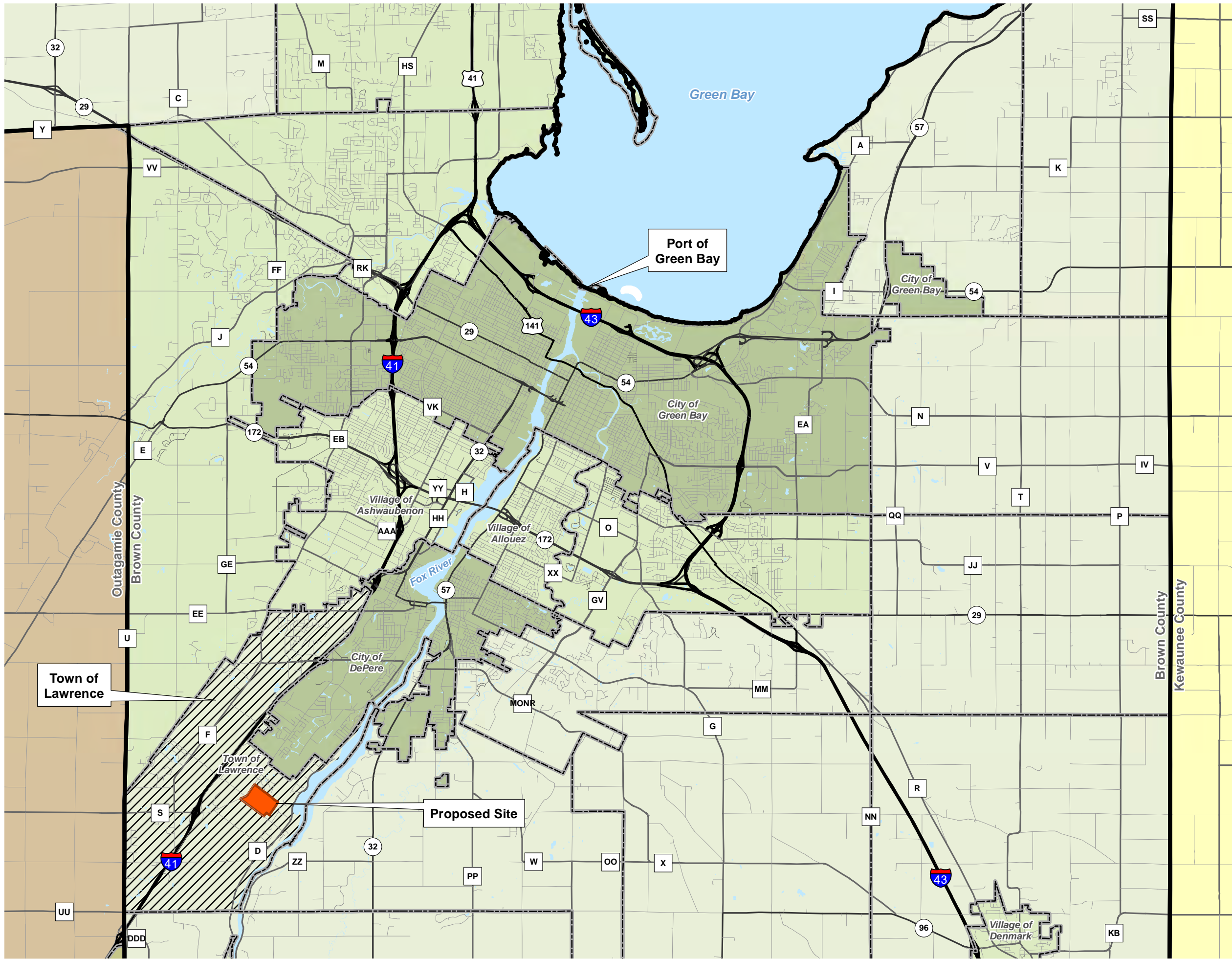


0 3 6 Miles




**FIGURE 1**  
**PROPOSED FACILITY**  
**COUNTY LOCATION MAP**  
**TOWN OF LAWRENCE**  
**BROWN COUNTY, WISCONSIN**

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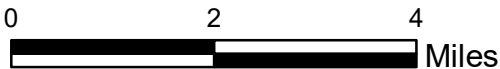


**Mapped Features**

-  Proposed Facility Site
-  Town of Lawrence
-  City Boundary
-  Village Boundary
-  Town Boundary
-  Surface Water
-  Interstate Highway
-  U.S. Highway
-  State Highway
-  County Highway
-  Local Road or Street

Source: Brown County, 2014-16; ATC, 2016.

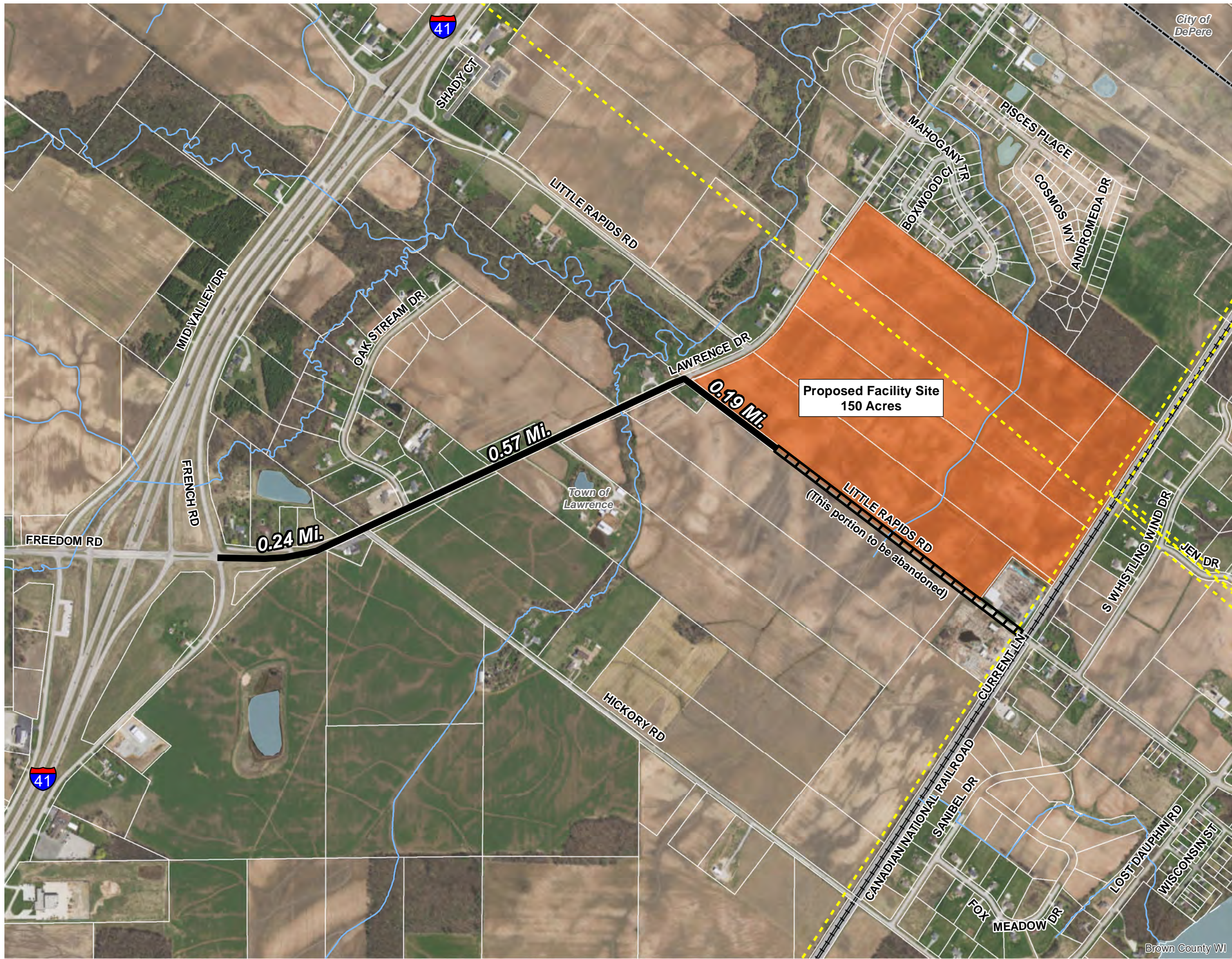
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**FIGURE 2**  
**PROPOSED FACILITY**  
**LOCATION MAP**  
TOWN OF LAWRENCE  
BROWN COUNTY, WISCONSIN



w:\PROJECTS\10017\91600140\Facility Development\GIS\Fig3\_ProposedFacilitySiteMap\_B.mxd October 16, 2017 kpk



### Mapped Features

- Proposed Site
- Abandon Roadway
- Roads Connecting Site to I-41
- Municipal Boundary
- Parcel Line
- Railroad
- ATC Transmission Line
- Stream
- Surface Water

Source: Brown County, 2014-16; ATC, 2016.

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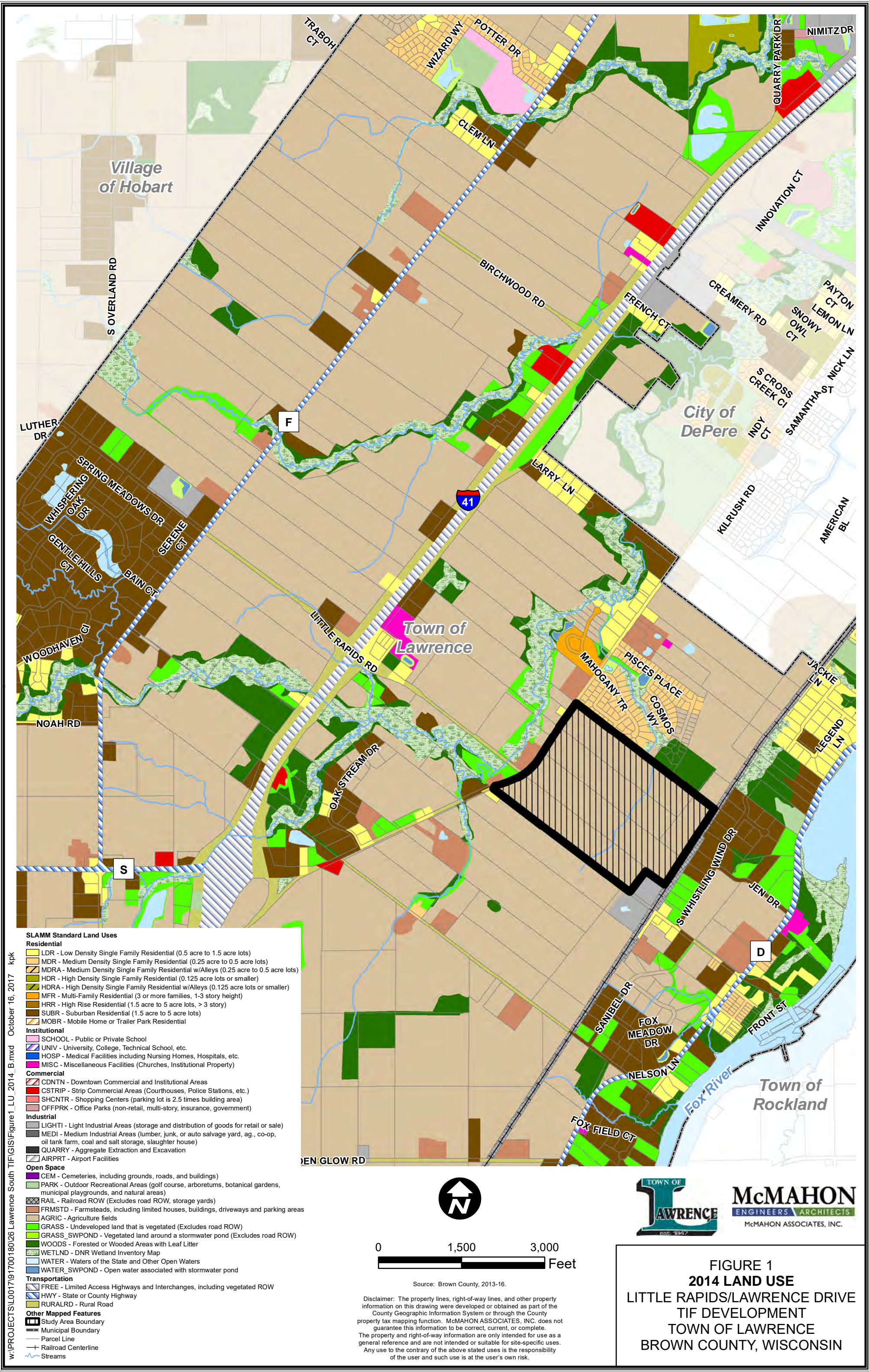


0 800 1,600 Feet



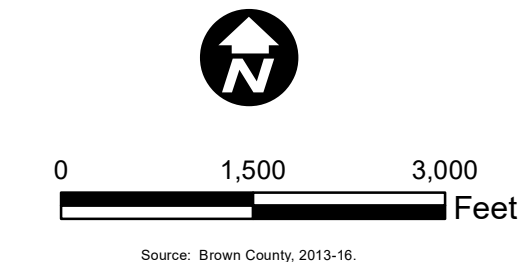
FIGURE 3  
**PROPOSED FACILITY SITE**  
TOWN OF LAWRENCE  
BROWN COUNTY, WISCONSIN





w:\PROJECTS\10017\101700180\26 Lawrence South TIF\GIS\Figure1\_LU\_2014\_B.mxd October 16, 2017 kpk

- SLAMM Standard Land Uses**
- Residential**
- LDR - Low Density Single Family Residential (0.5 acre to 1.5 acre lots)
  - MDR - Medium Density Single Family Residential (0.25 acre to 0.5 acre lots)
  - MDRA - Medium Density Single Family Residential w/Alleys (0.25 acre to 0.5 acre lots)
  - HDR - High Density Single Family Residential (0.125 acre lots or smaller)
  - HDRA - High Density Single Family Residential w/Alleys (0.125 acre lots or smaller)
  - MFR - Multi-Family Residential (3 or more families, 1-3 story height)
  - HRR - High Rise Residential (1.5 acre to 5 acre lots, > 3 story)
  - SUBR - Suburban Residential (1.5 acre to 5 acre lots)
  - MOBR - Mobile Home or Trailer Park Residential
- Institutional**
- SCHOOL - Public or Private School
  - UNIV - University, College, Technical School, etc.
  - HOSP - Medical Facilities including Nursing Homes, Hospitals, etc.
  - MISC - Miscellaneous Facilities (Churches, Institutional Property)
- Commercial**
- CDNTN - Downtown Commercial and Institutional Areas
  - CSTRIP - Strip Commercial Areas (Courthouses, Police Stations, etc.)
  - SHCNTR - Shopping Centers (parking lot is 2.5 times building area)
  - OFFPRK - Office Parks (non-retail, multi-story, insurance, government)
- Industrial**
- LIGHTI - Light Industrial Areas (storage and distribution of goods for retail or sale)
  - MEDI - Medium Industrial Areas (lumber, junk, or auto salvage yard, ag., co-op, oil tank farm, coal and salt storage, slaughter house)
  - QUARRY - Aggregate Extraction and Excavation
  - AIRPRT - Airport Facilities
- Open Space**
- CEM - Cemeteries, including grounds, roads, and buildings
  - PARK - Outdoor Recreational Areas (golf course, arboretums, botanical gardens, municipal playgrounds, and natural areas)
  - RAIL - Railroad ROW (Excludes road ROW, storage yards)
  - FRMSTD - Farmsteads, including limited houses, buildings, driveways and parking areas
  - AGRIC - Agriculture fields
  - GRASS - Undeveloped land that is vegetated (Excludes road ROW)
  - GRASS\_SWPOND - Vegetated land around a stormwater pond (Excludes road ROW)
  - WOODS - Forested or Wooded Areas with Leaf Litter
  - WETLND - DNR Wetland Inventory Map
  - WATER - Waters of the State and Other Open Waters
  - WATER\_SWPOND - Open water associated with stormwater pond
- Transportation**
- FREE - Limited Access Highways and Interchanges, including vegetated ROW
  - HWY - State or County Highway
  - RURALRD - Rural Road
- Other Mapped Features**
- Study Area Boundary
  - Municipal Boundary
  - Parcel Line
  - Railroad Centerline
  - Streams



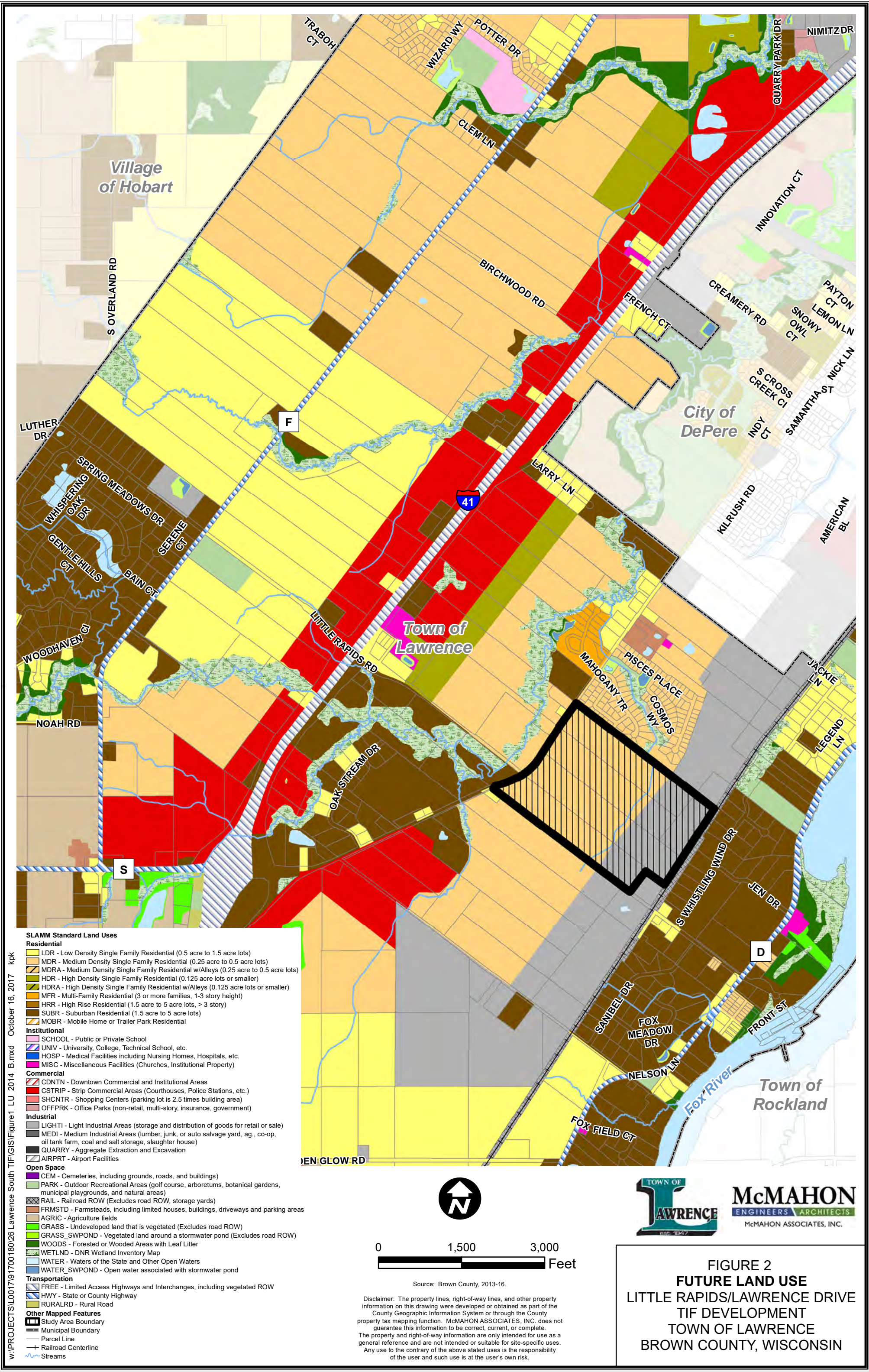
Source: Brown County, 2013-16.

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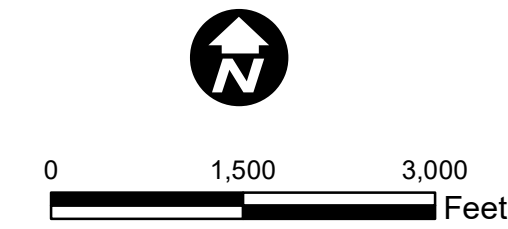
FIGURE 1  
2014 LAND USE  
LITTLE RAPIDS/LAWRENCE DRIVE  
TIF DEVELOPMENT  
TOWN OF LAWRENCE  
BROWN COUNTY, WISCONSIN





w:\PROJECTS\10017\101700180\26 Lawrence South TIF\GIS\Figure1\_LU\_2014\_B.mxd October 16, 2017 kpk

- SLAMM Standard Land Uses**
- Residential**
- LDR - Low Density Single Family Residential (0.5 acre to 1.5 acre lots)
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- SCHOOL - Public or Private School
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- CDNTN - Downtown Commercial and Institutional Areas
  - CSTRIP - Strip Commercial Areas (Courthouses, Police Stations, etc.)
  - SHCNTR - Shopping Centers (parking lot is 2.5 times building area)
  - OFFPRK - Office Parks (non-retail, multi-story, insurance, government)
- Industrial**
- LIGHTI - Light Industrial Areas (storage and distribution of goods for retail or sale)
  - MEDI - Medium Industrial Areas (lumber, junk, or auto salvage yard, ag., co-op, oil tank farm, coal and salt storage, slaughter house)
  - QUARRY - Aggregate Extraction and Excavation
  - AIRPRT - Airport Facilities
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- CEM - Cemeteries, including grounds, roads, and buildings
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- Transportation**
- FREE - Limited Access Highways and Interchanges, including vegetated ROW
  - HWY - State or County Highway
  - RURALRD - Rural Road
- Other Mapped Features**
- Study Area Boundary
  - Municipal Boundary
  - Parcel Line
  - Railroad Centerline
  - Streams



Source: Brown County, 2013-16.

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FIGURE 2  
FUTURE LAND USE  
LITTLE RAPIDS/LAWRENCE DRIVE  
TIF DEVELOPMENT  
TOWN OF LAWRENCE  
BROWN COUNTY, WISCONSIN



"WISCONSIN LAND TITLE SURVEY"  
TOWN OF LAWRENCE  
BROWN COUNTY, WISCONSIN

**NOTES:**  
- UNDERGROUND UTILITY INFORMATION HAS BEEN DETERMINED FROM ACTUAL FIELD LOCATION AND/OR MAPPING FROM THE UTILITY COMPANIES, THEREFORE EXACT LOCATION MAY NOT BE SHOWN. PRIOR TO CONSTRUCTION DIGGERS HOTLINE MUST BE CALLED FOR FIELD LOCATION.

I HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY, ITS EXTERIOR BOUNDARIES, THE LOCATION AND DIMENSIONS OF ALL VISIBLE STRUCTURES THEREON, FENCES, APPARENT EASEMENTS AND ROADWAYS AND VISIBLE ENCROACHMENTS IF ANY.

THIS SURVEY IS MADE FOR THE EXCLUSIVE USE OF THE PRESENT OWNERS OF THE PROPERTY, LIBERTY TITLE & ABSTRACT, INC. AND ALSO THOSE WHO PURCHASE, MORTGAGE OR GUARANTEE THE TITLE THERETO, AND AS TO THEM I HEREBY CERTIFY THAT SAID SURVEY AND THE ABOVE MAP WERE MADE IN ACCORDANCE WITH ACCEPTABLE PROFESSIONAL STANDARDS AND THAT THE INFORMATION CONTAINED HEREON IS TO THE BEST OF MY KNOWLEDGE, INFORMATION AND BELIEF, A TRUE AND ACCURATE REPRESENTATION THEREOF.

ROBERT F. REIDER, RLS-1251 DATE

**SCHEDULE B-II:**  
**STEWART TITLE GUARANTY COMPANY & LIBERTY TITLE & ABSTRACT, INC.**  
**FILE NUMBER: 28467 - EFFECTIVE DATE: APRIL 4, 2012**

11) RESTRICTIVE COVENANTS AND NOTES AS PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579, DO AFFECT SUBJECT PROPERTY.

**RESTRICTIVE COVENANTS:**

- 1) THE LAND ON ALL SIDE AND REAR LOT LINES OF ALL LOTS SHALL BE GRADED BY THE PROPERTY OWNER AND MAINTAINED BY THE ADJUTING PROPERTY OWNERS TO PROVIDE FOR ADEQUATE DRAINAGE OF SURFACE WATER.
- 2) NO POLES, PEDESTALS OR BURIED CABLE ARE TO BE PLACED SO AS TO DISTURB ANY SURVEY STAKE OR OBSTRUCT VISION ALONG ANY LOT LINES OR STREET LINE, A DISTURBANCE OF A SURVEY STAKE BY ANYONE IS A VIOLATION OF SECTION 236.32 OF THE WISCONSIN STATUTES.
- 3) LOT 1 AND OUTLOTS 1 & 2 CONTAIN ENVIRONMENTALLY SENSITIVE AREA (ESA) AS DEFINED IN THE BROWN COUNTY SEWAGE PLAN. THE ESA INCLUDES THE WETLANDS, ALL LANDS WITHIN 50' OF WETLANDS 2 ACRES OR GREATER IN SIZE, THE FLOODWAY PLUS ALL LAND WITHIN 50 FEET OF THE FLOODWAY OR 75 FEET BEYOND THE ORDINARY HIGH WATER MARK, WHICHEVER IS GREATER, AND ALL LAND WITHIN 100 FEET OF A NAVIGABLE WATERWAY. DEVELOPMENT AND LAND DISTURBING ACTIVITIES ARE RESTRICTED WITHIN THE ESA, UNLESS AMENDMENTS ARE APPROVED BY THE BROWN COUNTY PLANNING COMMISSION AND THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES.
- 4) THE SUBJECT PROPERTY CONTAINS DRAINAGEWAYS THAT ARE TYPICALLY IDENTIFIED WITH DRAINAGE EASEMENTS. NO DEVELOPMENT AND/OR BUILDING PERMITS SHALL BE PERMITTED ON LOT(S) 1 AND OUTLOT(S) 1 & 2 UNTIL SUCH TIME THAT DRAINAGEWAYS ON THE SUBJECT SITE ARE IDENTIFIED WITH EASEMENTS SUBMITTED TO THE BROWN COUNTY PLANNING COMMISSION FOR REVIEW AND APPROVAL, OR A STORMWATER MANAGEMENT PLAN IDENTIFYING PROPER DRAINAGE IS SUBMITTED TO THE BROWN COUNTY PLANNING COMMISSION FOR REVIEW AND APPROVAL.

**NOTES:**

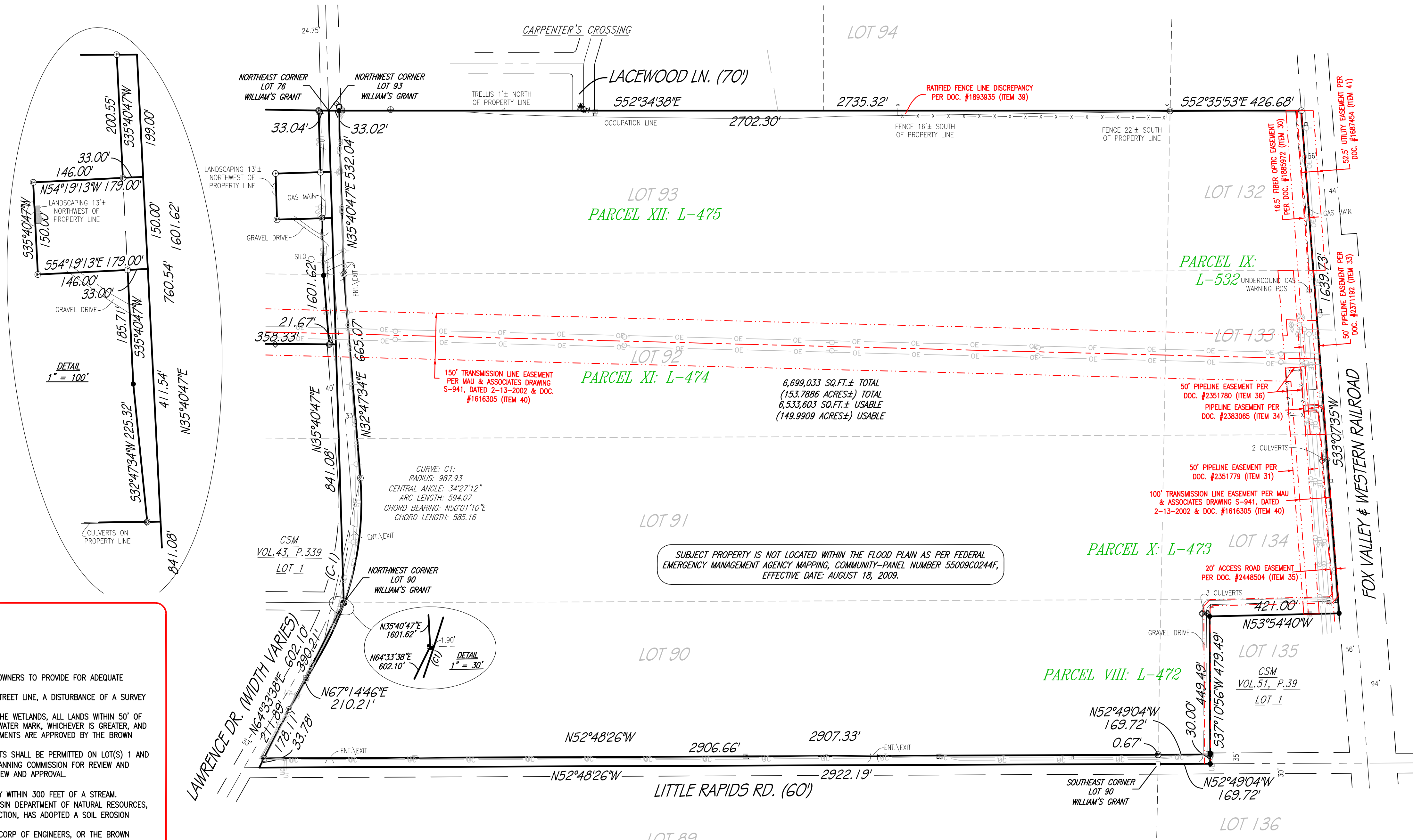
- 1) A SHORELAND PERMIT FROM THE BROWN COUNTY ZONING ADMINISTRATOR'S OFFICE IS REQUIRED PRIOR TO ANY CONSTRUCTION, FILL, OR GRADING ACTIVITY WITHIN 300 FEET OF A STREAM.
- 2) THE PROPERTY OWNER, AT THE TIME OF CONSTRUCTION, SHALL IMPLEMENT THE APPROPRIATE SOIL EROSION CONTROL METHODS OUTLINED IN THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES, "WISCONSIN CONSTRUCTION SITE BEST MANAGEMENT PRACTICE HANDBOOK" TO PREVENT SOIL EROSION. HOWEVER, IF THE TOWN, AT THE TIME OF CONSTRUCTION, HAS ADOPTED A SOIL EROSION ORDINANCE, IT SHALL GOVERN OVER THIS REQUIREMENT. THIS PROVISION APPLIES TO ANY GRADING, CONSTRUCTION OR INSTALLATION RELATED ACTIVITIES.
- 3) LOTS 1 AND OUTLOTS 1 & 2 INCLUDE WETLAND AREAS THAT MAY REQUIRE PERMITS FROM THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES, ARMY CORP OF ENGINEERS, OR THE BROWN COUNTY ADMINISTRATOR'S OFFICE PRIOR TO ANY DEVELOPMENT ACTIVITY.

12) RESTRICTIVE COVENANTS AND NOTES AS PER VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554, DO AFFECT SUBJECT PROPERTY.

**RESTRICTIVE COVENANTS:**

- 1) THE LAND ON ALL SIDE AND REAR LOT LINES OF ALL LOTS SHALL BE GRADED BY THE PROPERTY OWNER AND MAINTAINED BY THE ADJUTING PROPERTY OWNERS TO PROVIDE FOR ADEQUATE DRAINAGE OF SURFACE WATER.
- 2) EACH LOT OWNER SHALL GRADE THE PROPERTY TO CONFORM TO THE ADOPTED SIDEWALK GRADE ELEVATION AND MAINTAIN SAID ELEVATION FOR FUTURE SIDEWALKS.
- 3) NO POLES, PEDESTALS OR BURIED CABLE ARE TO BE PLACED SO AS TO DISTURB ANY SURVEY STAKE OR OBSTRUCT VISION ALONG ANY LOT LINES OR STREET LINE, A DISTURBANCE OF A SURVEY STAKE BY ANYONE IS A VIOLATION OF SECTION 236.32 OF THE WISCONSIN STATUTES.
- 4) THE PROPERTY OWNER, AT THE TIME OF CONSTRUCTION, SHALL IMPLEMENT THE APPROPRIATE SOIL EROSION CONTROL METHODS OUTLINED IN THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES, "WISCONSIN CONSTRUCTION SITE BEST MANAGEMENT PRACTICE HANDBOOK" TO PREVENT SOIL EROSION. HOWEVER, IF THE TOWN, AT THE TIME OF CONSTRUCTION, HAS ADOPTED A SOIL EROSION CONTROL ORDINANCE, IT SHALL GOVERN OVER THIS REQUIREMENT. THIS PROVISION APPLIES TO ANY CONSTRUCTION OR INSTALLATION RELATED ACTIVITIES ASSOCIATED WITH STREET AND UTILITIES.
- 5) A LAND USE PERMIT FROM THE BROWN COUNTY ZONING ADMINISTRATOR'S OFFICE IS REQUIRED PRIOR TO ANY CONSTRUCTION, FILL, OR GRADING ACTIVITY WITHIN 300 FEET OF A STREAM, OR WITHIN THE FLOODPLAIN.
- 6) A 20 FOOT BUILDING SETBACK FROM THE TOP OF THE RIDGE EXISTS ON LOTS 1 AND 2.
- 7) LOTS 1 & 2 ARE SUBJECT TO "FLOOD ZONE A" AS INDICATED ON COMMUNITY PANEL NUMBER 550020-0125-B OF THE F.E.M.A. FLOOD INSURANCE RATE MAP DATED FEBRUARY 19, 1982; NO ELEVATION INDICATED.

- 13) 12' UTILITY EASEMENT PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 14) 35' BUILDING SETBACK AS PER VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 15) 12' UTILITY EASEMENT AS PER VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 16) SUBJECT TO THE RIGHTS OF THE PUBLIC IN AND TO THAT PORTION OF THE WITHIN DESCRIBED PREMISES LYING BELOW THE ORDINARY HIGHWATER MARK OF ASHWAUBENON CREEK AND TITLE TO FILLED IN OR SUBMERGED LANDS, DOES AFFECT LOT 1 AND OUTLOT 2 OF VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579 AND LOT 2 OF VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554.
- 17) THIS POLICY DOES NOT INSURE AGAINST RIPARIAN RIGHTS, NOR TITLE TO THE PORTION OF THE CAPTIONED SURVEY LYING BELOW THE HIGHWATER MARK OF ASHWAUBENON CREEK, DOES AFFECT LOT 1 AND OUTLOT 2 OF VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579 AND LOT 2 OF VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554.
- 18) 50' ENVIRONMENTALLY SENSITIVE AREA AS PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 19) MEANDER LINE AS PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579 & VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554, DO AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 20) ENVIRONMENTALLY SENSITIVE AREA LINE AS PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 21) CENTERLINE OF TRIBUTARY TO ASHWAUBENON CREEK PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579 & VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 22) AREA SUBJECT TO FLOODING AS PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 23) 150' TRANSMISSION LINE EASEMENT GRANTED TO WISCONSIN PUBLIC SERVICES AS PER VOLUME 845, PAGE 152 AS DOCUMENT NUMBER 690716, DOES AFFECT SUBJECT PROPERTY AS SHOWN.
- 24) WISCONSIN SHORELAND AGRICULTURAL MANAGEMENT PROGRAM COST AGREEMENT AS PER JACKET 25260, IMAGE 8 AS DOCUMENT NUMBER 1458938, DOES NOT AFFECT THE GROUND SURVEY OF LOTS 76, 77 AND 78. SEE DOCUMENT FOR DETAILS.
- 25) 150' TRANSMISSION LINE EASEMENT AS PER VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 26) EDGE OF BANK AND TOP OF RIDGE AS PER VOLUME 43, PAGE 339 CERTIFIED SURVEY MAP NUMBER 6554, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 27) AFFIDAVIT AS DOCUMENT 1898983, AFFECTS PROPERTY BUT NOT THE GROUND SURVEY.
- 28) EASEMENT GRANTED TO WISCONSIN PUBLIC SERVICES CORPORATION AS PER VOLUME 341, PAGE 2 AS DOCUMENT NUMBER 522446, DOES NOT AFFECT SUBJECT PROPERTY. FALLS EAST OF RAILROAD.
- 29) AGRICULTURAL SHORELAND AGREEMENT AS PER DOCUMENT NUMBER 1789369, DOES NOT AFFECT THE GROUND SURVEY OF LOTS 90, 91, 92, 93, 132 AND 135. SEE DOCUMENT FOR DETAILS.
- 30) 16.5' FIBER OPTIC EASEMENT AS PER DOCUMENT NUMBER 1885972, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 31) 50' PIPELINE EASEMENT GRANTED TO GUARDIAN PIPELINE, LLC AS PER DOCUMENT NUMBER 2351779, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 32) TRANSMISSION LINE EASEMENT AS PER VOLUME 83, PAGE 81 AS DOCUMENT NUMBER 495345, DOES NOT AFFECT SUBJECT PROPERTY.
- 33) 50' PIPELINE EASEMENT GRANTED TO WISCONSIN PUBLIC SERVICE AS PER DOCUMENT NUMBER 2371192, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 34) PIPELINE EASEMENT GRANTED TO WISCONSIN PUBLIC SERVICE AS PER DOCUMENT NUMBER 2383065, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 35) 20' ACCESS ROAD EASEMENT GRANTED TO GUARDIAN PIPELINE, LLC AS PER DOCUMENT NUMBER 2448504, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 36) 50' PIPELINE EASEMENT GRANTED TO GUARDIAN PIPELINE, LLC AS PER DOCUMENT NUMBER 2351780, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 37) 12' UTILITY EASEMENT PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 38) 35' BUILDING SETBACK AS PER VOLUME 52, PAGE 56 CERTIFIED SURVEY MAP NUMBER 7579, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 39) RATIFIED FENCE LINE DISCREPANCY AS PER DOCUMENT NUMBER 1893935, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING.
- 40) 100' & 150' UTILITY EASEMENT GRANTED TO WISCONSIN PUBLIC SERVICE CORPORATION AS PER DOCUMENT NUMBER 1616305, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING. SEE DOCUMENT FOR DETAILS.
- 41) 52.5' UTILITY EASEMENT GRANTED TO WISCONSIN PUBLIC SERVICE CORPORATION AS PER DOCUMENT NUMBER 1687454, DOES AFFECT SUBJECT PROPERTY AS SHOWN ON DRAWING. SEE DOCUMENT FOR DETAILS.



**PARCEL I: L-452 PROPERTY ADDRESS: LAWRENCE DRIVE**  
LOT SEVENTY-TWO (72), ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN LAWRENCE, BROWN COUNTY, WISCONSIN, EXCEPT THAT PART DESCRIBED IN VOLUME 893 RECORDS 552, AND EXCEPT LOT ONE (1) IN VOLUME TEN (10) CERTIFIED SURVEY MAPS PAGE 103, MAP NO. 2223, AND EXCEPT THAT PART DESCRIBED IN JACKET 6026 IMAGE 1, AND EXCEPT THAT PART USED FOR HIGHWAY PURPOSES.

**PARCEL II: L-453 PROPERTY ADDRESS: LAWRENCE DRIVE**  
LOT ONE, VOLUME 52 CERTIFIED SURVEY MAPS PAGE 56, MAP NO. 7579, BEING PART OF LOT SEVENTY-THREE (73), WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN.

**PARCEL III: L-453-4 PROPERTY ADDRESS: LAWRENCE DRIVE**  
OUTLOT TWO (2) OF VOLUME 52 CERTIFIED SURVEY MAPS PAGE 56 MAP NO. 7579, BEING PART OF LOT SEVENTY-THREE (73), ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN.

**PARCEL IV: L-456 PROPERTY ADDRESS: LAWRENCE DRIVE**  
LOT SEVENTY-SIX (76), ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN LAWRENCE, BROWN COUNTY, WISCONSIN, EXCEPT THAT PART DESCRIBED IN 982 R 24 AND EXCEPT THAT PART DESCRIBED IN 984 R 98 AND EXCEPT THAT PART DESCRIBED IN 363 D 20 AND EXCEPT THAT PART DESCRIBED IN SEVENTY-SIX (76) JACKET 818 IMAGE 38, AND EXCEPT THE SOUTH 150' OF THE NORTH 349' OF THE EAST 179', AND EXCEPT THAT PART USED FOR HIGHWAY PURPOSES.

**PARCEL V: L-458 PROPERTY ADDRESS: LITTLE RAPIDS DRIVE**  
LOTS SEVENTY-SEVEN (77) AND SEVENTY-EIGHT (78), ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN, AS DESCRIBED IN JACKET 2824, IMAGE 1 AND AS DESCRIBED IN DOCUMENT NO. 1575897, EXCEPT THAT PART DESCRIBED IN 2320294, AND EXCEPT THAT PART AS DESCRIBED IN 1540719 FOR ROAD PURPOSES, AND EXCEPT VOLUME 43 CERTIFIED SURVEY MAPS PAGE 339 AS MAP NO. 6554.

EXCEPTING THEREFROM  
PART OF LOT SEVENTY-EIGHT (78) OF RECORDED "WILLIAM'S GRANT SUBDIVISION" IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN, MORE FULLY DESCRIBED AS FOLLOWS: COMMENCING AT THE SOUTHEAST CORNER OF LOT SEVENTY-EIGHT (78) OF THE RECORDED "WILLIAM'S GRANT SUBDIVISION"; THENCE NORTH 35°40'47" EAST, 533.87 FEET ALONG THE SOUTHEASTERN LINE OF SAID LOT; THENCE NORTH 52°00'04" WEST, 2562.98 FEET ALONG THE NORTHEASTERN LINE OF SAID LOT; THENCE SOUTH 37°51'33" WEST, 278.84 FEET ALONG A PREVIOUSLY SURVEYED AND MONUMENTED LINE TO THE POINT OF BEGINNING; THENCE SOUTH 37°51'33" WEST, 211.64 FEET TO THE NORTH RIGHT-OF-WAY OF LITTLE RAPIDS ROAD, THENCE 130.75 FEET ALONG SAID NORTH RIGHT-OF-WAY BEING THE ARC OF A 1195.92 FOOT RADIUS CURVE TO THE LEFT WHOSE LONG CHORD BEARS NORTH 58°01'04.5" WEST, 130.69 FEET; THENCE NORTH 37°51'33" EAST, 224.93 FEET; THENCE SOUTH 52°10'55" EAST, 130.00 FEET ALONG A PREVIOUSLY SURVEYED AND MONUMENTED LINE, TO THE POINT OF BEGINNING.

**PARCEL VI: L-457-3 PROPERTY ADDRESS: LITTLE RAPIDS DRIVE**  
LOT TWO (2) OF VOLUME FORTY THREE (43) CERTIFIED SURVEY MAPS PAGE 339 AS MAP NO. 6554, BEING A PART OF LOTS SEVENTY-SEVEN (77) AND SEVENTY-EIGHT (78) ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN, INCLUDING ALL LANDS LYING BETWEEN THE MEANDER LINE AND THE CENTERLINE OF THE CREEK.

**PARCEL VII: L-456-2 PROPERTY ADDRESS: LAWRENCE DRIVE**  
THAT PART OF LOT SEVENTY-SIX (76) ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION AS DESCRIBED IN VOLUME 363 DEEDS TWENTY (20), IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN.

**PARCEL VIII: L-472 PROPERTY ADDRESS: LAWRENCE DRIVE**  
LOT NINETY (90) AND THAT PART OF LOT ONE HUNDRED THIRTY-FIVE (135) LYING WEST OF THE RAILROAD ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN, EXCEPT VOLUME FIFTY-ONE (51) CERTIFIED SURVEY MAPS PAGE 39, AS MAP NO. 7452, AND EXCEPT THAT PART USED FOR ROADS.

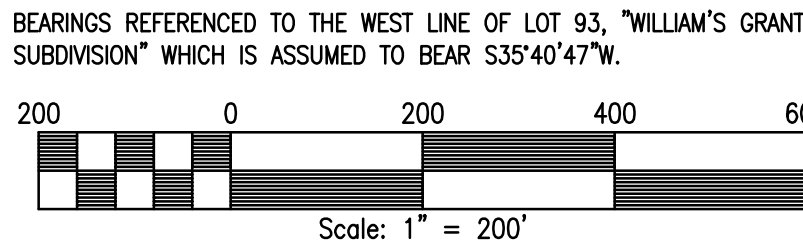
**PARCEL IX: L-532 PROPERTY ADDRESS: LITTLE RAPIDS DRIVE**  
THAT PART OF LOTS ONE HUNDRED THIRTY-TWO (132) AND ONE HUNDRED THIRTY-THREE (133) LYING WEST OF THE RAILROAD, ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN.

**PARCEL X: L-473 PROPERTY ADDRESS: LAWRENCE DRIVE**  
LOT NINETY-ONE (91) AND THAT PART OF LOT ONE HUNDRED THIRTY-FOUR (134) LYING WEST OF THE RAILROAD ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN.

**PARCEL XI: L-474 PROPERTY ADDRESS: LAWRENCE DRIVE**  
LOT NINETY-TWO (92), ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN.

**PARCEL XII: L-475 PROPERTY ADDRESS: LAWRENCE DRIVE**  
LOT NINETY-THREE (93), ACCORDING TO THE RECORDED PLAT OF WILLIAM'S GRANT SUBDIVISION, IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN.

- LEGEND:**
- = HARRISON/BERNSTEN MONUMENT FOUND
  - = 1" I.D. IRON PIPE WITH DOT CAP FOUND
  - = 1" I.D. ROUND IRON PIPE FOUND
  - = 3/4" SOLID ROUND #6 IRON REBAR FOUND
  - = CHISEL CROSS FOUND
  - = RAILROAD SPIKE FOUND
  - = PK NAIL FOUND
  - = 1 1/4" x 24" SOLID ROUND #10 IRON REBAR SET, 4,303 LBS. PER LIN. FT.
  - = 1" x 18" I.D. IRON PIPE WITH CARROW CAP SET, WEIGHING 1.13 LBS. PER LIN. FT.
  - = CHISEL CROSS SET
  - = RAILROAD SPIKE SET
  - = PK NAIL SET
  - = SANITARY MANHOLE
  - = STORM MANHOLE
  - = STORM CATCH BASIN
  - = WATER VALVE
  - = FIRE HYDRANT
  - = POWER POLE
  - = DOWN GUY
  - = GAS VALVE
  - = GAS METER
  - = ELECTRICAL PEDESTAL
  - = TELEPHONE PEDESTAL
  - = CABLE TV PEDESTAL
  - = LIGHT
  - = SIGN
  - = TREE
  - = CONCRETE FILLED GUARD POST
  - = RECORDED AS
  - = OVERHEAD ELECTRICAL
  - = OVERHEAD TELEPHONE
  - = OVERHEAD CABLE TV
  - = OVERHEAD TELEPHONE & CABLE TV
  - = OVERHEAD ELECTRICAL & TELEPHONE
  - = OVERHEAD ELECTRICAL, TELEPHONE & CABLE TV
  - = UNDERGROUND FIBER OPTIC
  - = UNDERGROUND ELECTRICAL
  - = UNDERGROUND TELEPHONE
  - = UNDERGROUND CABLE TV
  - = UNDERGROUND TELEPHONE & CABLE TV
  - = UNDERGROUND ELECTRICAL & TELEPHONE
  - = UNDERGROUND ELECTRICAL, TELEPHONE & CABLE TV



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CAROW LAND SURVEYING CO., INC.

MILK SOURCE, LLC

ATTENTION: DERIC DU QUAIN  
N3569 WANDEN BOSCH ROAD  
KALAMUNA, WISCONSIN 54130

PROJECT: TOWN OF LAWRENCE

SHEET NO.

1 OF 2

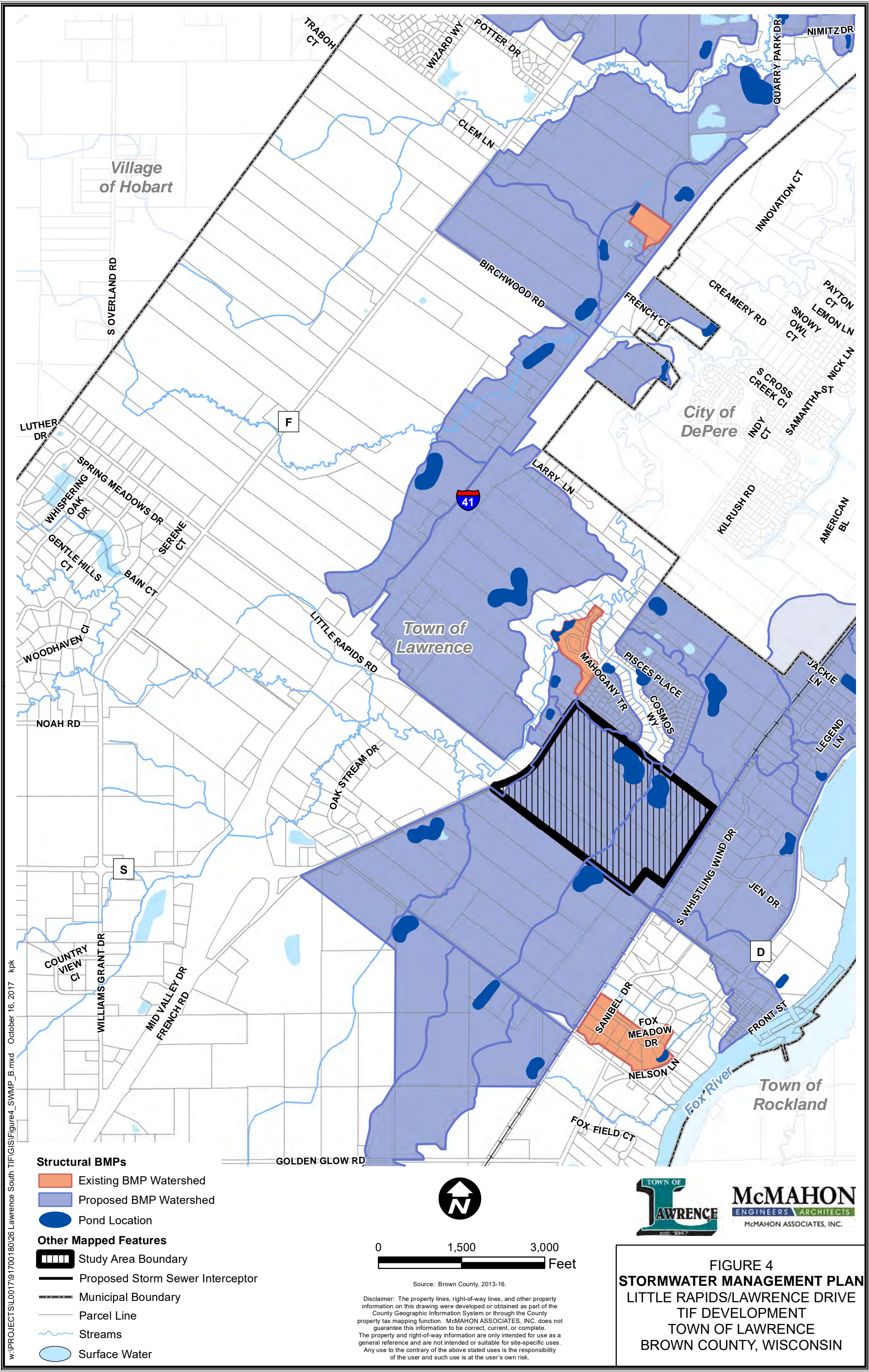
INT.	DATE	REVISIONS
RDD	5-30-12	SURVEYORS CERTIFICATE

615 N. LYNDALE DRIVE APPLETON, WISCONSIN 54912-1297 PHONE 920-731-4168 FAX 731-5673
---

DESIGNED	DRAWN	CHECKED	RFR


SCALE	DATE	PROJECT NO.
1" = 200'	5-23-12	C1204.12





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- Structural BMPs**
- Existing BMP Watershed
  - Proposed BMP Watershed
  - Pond Location
- Other Mapped Features**
- Study Area Boundary
  - Proposed Storm Sewer Interceptor
  - Municipal Boundary
  - Parcel Line
  - Streams
  - Surface Water



0 1,500 3,000 Feet

Source: Brown County, 2013-16.

Disclaimer: The property lines, right-of-way lines, and other property information on this drawing were developed or obtained as part of the County Geographic Information System or through the County property tax mapping function. McMAHON ASSOCIATES, INC. does not guarantee this information to be correct, current, or complete. The property and right-of-way information are only intended for use as a general reference and are not intended or suitable for site-specific uses. Any use to the contrary of the above stated uses is the responsibility of the user and such use is at the user's own risk.



FIGURE 4  
**STORMWATER MANAGEMENT PLAN**  
LITTLE RAPIDS/LAWRENCE DRIVE  
TIF DEVELOPMENT  
TOWN OF LAWRENCE  
BROWN COUNTY, WISCONSIN





### Mapped Features

- Review Area (150 acres)
- T1P1  
Transect Line Number & Sample Point Number
- Wetland Area (2.77 acres within review area)
- Wetlands Extend Beyond Review Area
- MCA Wetland Indicator Soil
- WDNR Wetland Inventory
- Stream
- Parcel Boundary
- Photo Location & Number

Source: Brown County, 2010-17.

Disclaimer: The property lines, right-of-way lines, and other property information on this drawing were developed or obtained as part of the County Geographic Information System or through the County property tax mapping function. McMAHON ASSOCIATES, INC. does not guarantee this information to be correct, current, or complete. The property and right-of-way information are only intended for use as a general reference and are not intended or suitable for site-specific uses. Any use to the contrary of the above stated uses is the responsibility of the user and such use is at the user's own risk.

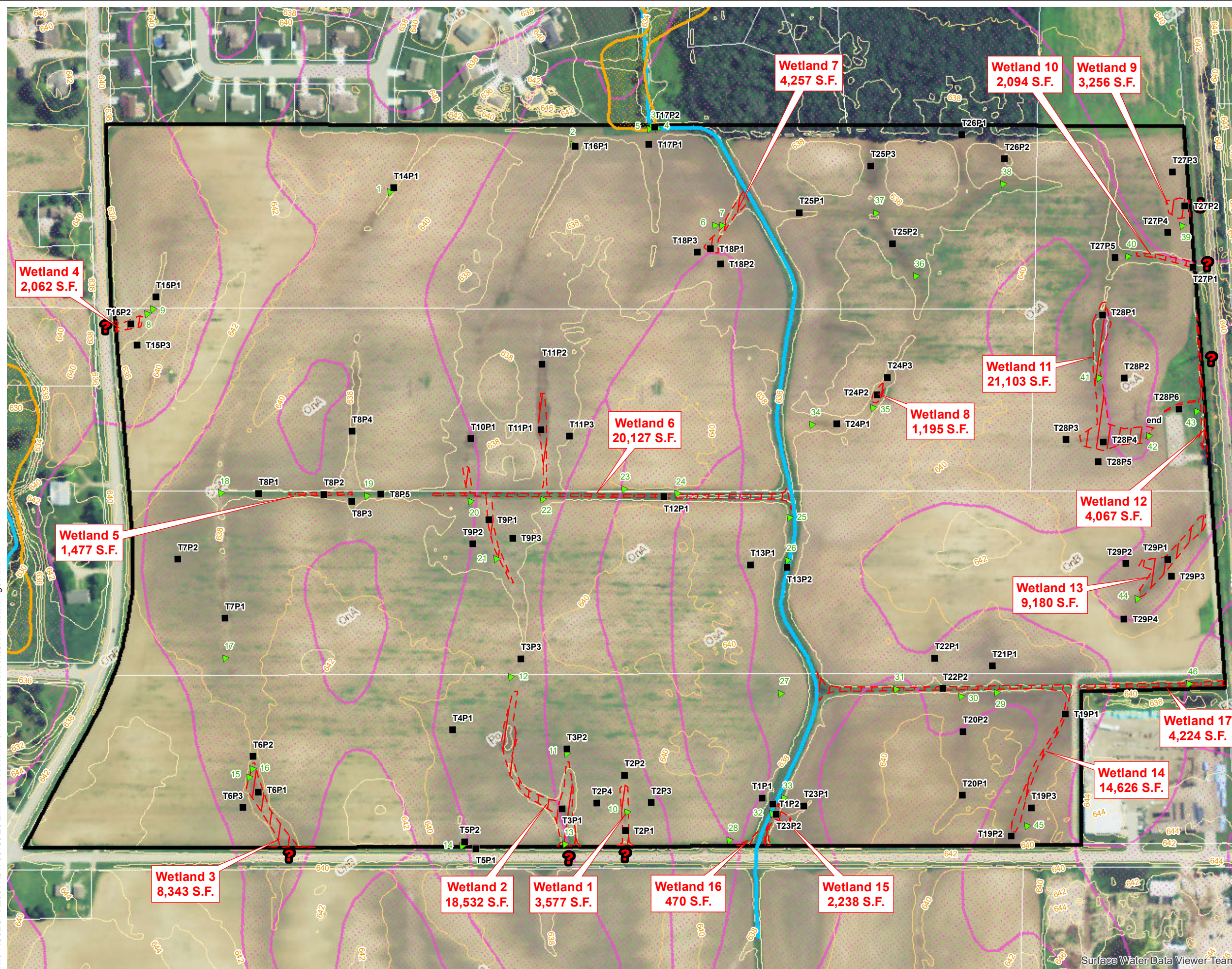


0 275 550  
Feet

**McMAHON**  
ENGINEERS ARCHITECTS  
McMAHON ASSOCIATES, INC.

**FIGURE 3**  
**WETLAND DELINEATION MAP**  
LITTLE RAPIDS/LAWRENCE DRIVE  
TIF DEVELOPMENT  
TOWN OF LAWRENCE  
BROWN COUNTY, WI

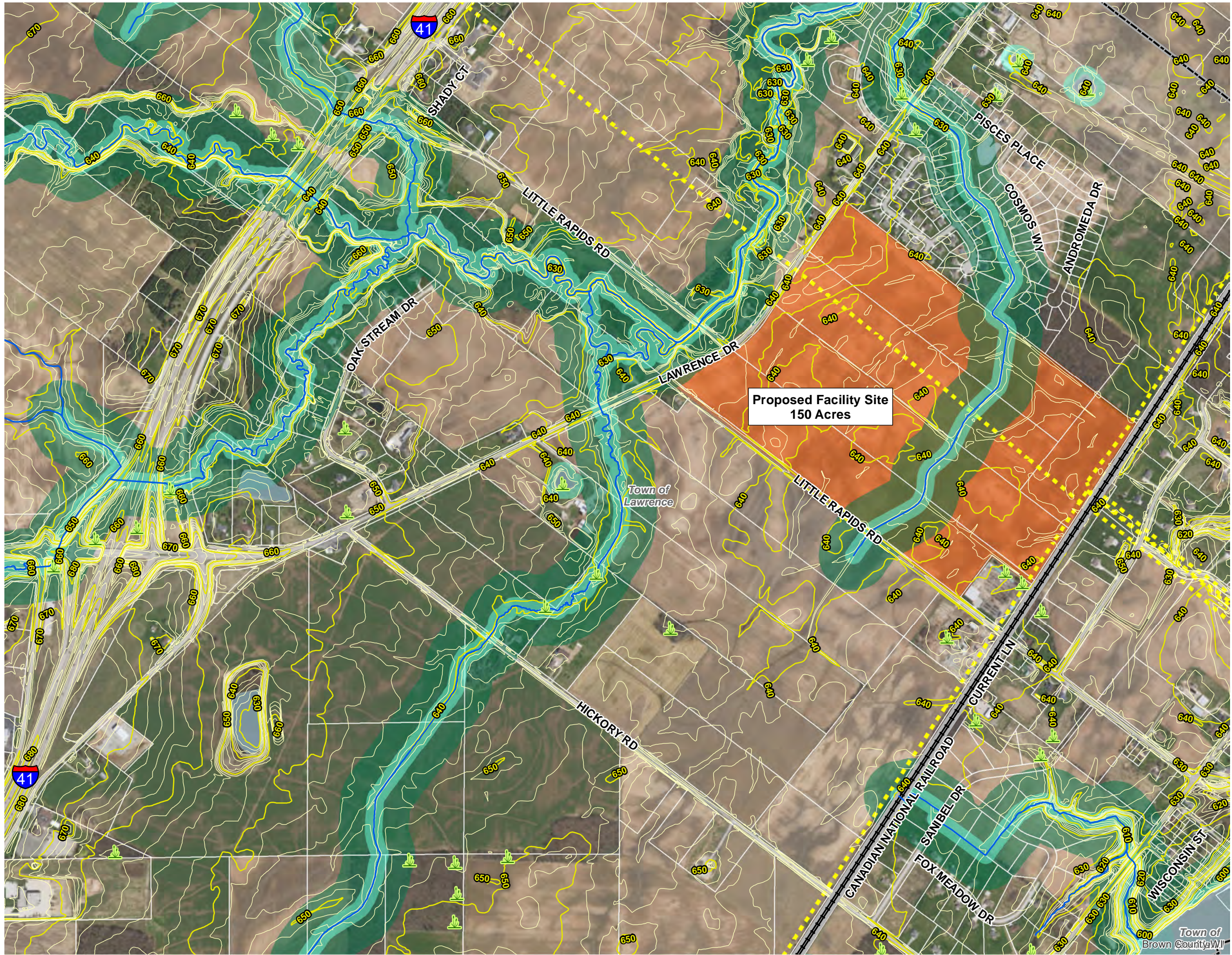
W:\PROJECTS\I0017\91700180\26 Lawrence South TIF\Wetland Delineation\GIS\WetlandFig3.mxd



Surface Water Data Viewer Team



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- Proposed Site
- Municipal Boundary
- Index Contour
- Intermediate Contour
- ATC Transmission Line
- Parcel Line
- Railroad Centerline
- WDNR Wetlands Less Than 2 Acres
- Stream
- Surface Water
- 75' Navigable Stream Buffer
- 300' Shoreland Zoning Buffer

Source: Brown County, 2014-16; ATC, 2016.

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0 800 1,600 Feet

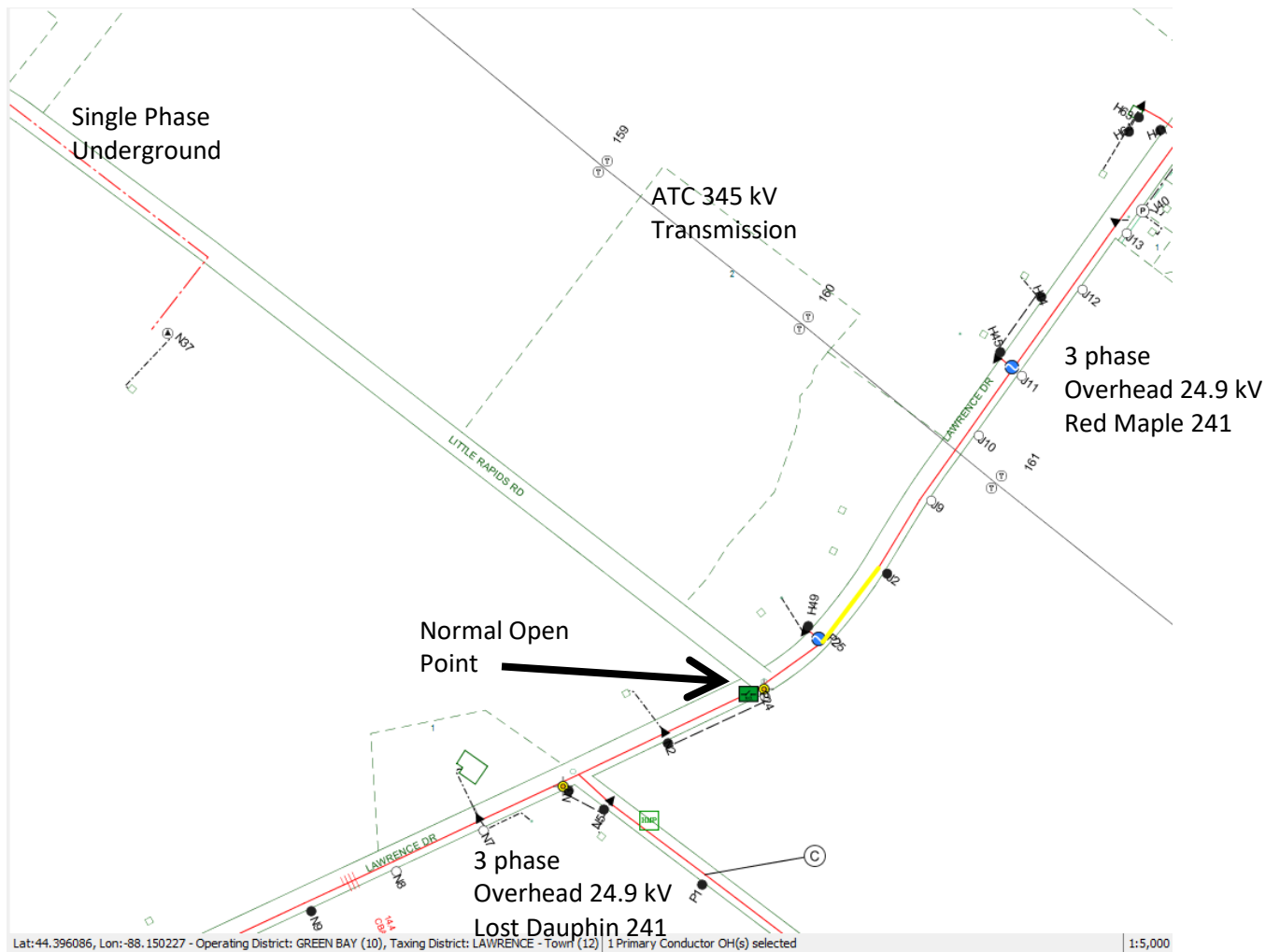


FIGURE 4  
GIS LAYERS  
TOWN OF LAWRENCE  
BROWN COUNTY, WISCONSIN





Town of Lawrence, Wisconsin  
Existing Electric Utilities – 150 acre HQ2 Site



# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.3878/-88.1669

RFULL9

## 2746 Freedom Rd

## De Pere, WI 54115

50 mi radius

### Population

Estimated Population (2017)	1,067,749	
Projected Population (2022)	1,079,218	
Census Population (2010)	1,046,207	
Census Population (2000)	982,148	
Projected Annual Growth (2017-2022)	11,470	0.2%
Historical Annual Growth (2010-2017)	21,541	0.3%
Historical Annual Growth (2000-2010)	64,059	0.7%
Estimated Population Density (2017)	136	psm
Trade Area Size	7,853.2	sq mi

### Households

Estimated Households (2017)	440,602	
Projected Households (2022)	460,202	
Census Households (2010)	420,133	
Census Households (2000)	377,565	
Projected Annual Growth (2017-2022)	19,600	0.9%
Historical Annual Change (2000-2017)	63,037	1.0%

### Average Household Income

Estimated Average Household Income (2017)	\$71,807	
Projected Average Household Income (2022)	\$87,586	
Census Average Household Income (2010)	\$60,761	
Census Average Household Income (2000)	\$53,637	
Projected Annual Change (2017-2022)	\$15,779	4.4%
Historical Annual Change (2000-2017)	\$18,170	2.0%

### Median Household Income

Estimated Median Household Income (2017)	\$61,795	
Projected Median Household Income (2022)	\$72,458	
Census Median Household Income (2010)	\$51,308	
Census Median Household Income (2000)	\$46,150	
Projected Annual Change (2017-2022)	\$10,663	3.5%
Historical Annual Change (2000-2017)	\$15,645	2.0%

### Per Capita Income

Estimated Per Capita Income (2017)	\$29,858	
Projected Per Capita Income (2022)	\$37,574	
Census Per Capita Income (2010)	\$24,400	
Census Per Capita Income (2000)	\$20,595	
Projected Annual Change (2017-2022)	\$7,715	5.2%
Historical Annual Change (2000-2017)	\$9,263	2.6%
Estimated Average Household Net Worth (2017)	\$421,384	

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# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.3878/-88.1669

RFULL9

2746 Freedom Rd

50 mi radius

De Pere, WI 54115

## Race and Ethnicity

Total Population (2017)	1,067,749	
White (2017)	955,068	89.4%
Black or African American (2017)	18,512	1.7%
American Indian or Alaska Native (2017)	13,485	1.3%
Asian (2017)	30,611	2.9%
Hawaiian or Pacific Islander (2017)	288	-
Other Race (2017)	24,711	2.3%
Two or More Races (2017)	25,074	2.3%
Population < 18 (2017)	236,992	22.2%
White Not Hispanic	184,750	78.0%
Black or African American	5,870	2.5%
Asian	10,174	4.3%
Other Race Not Hispanic	13,740	5.8%
Hispanic	22,458	9.5%
Not Hispanic or Latino Population (2017)	1,012,335	94.8%
Not Hispanic White	931,218	92.0%
Not Hispanic Black or African American	17,562	1.7%
Not Hispanic American Indian or Alaska Native	12,222	1.2%
Not Hispanic Asian	30,206	3.0%
Not Hispanic Hawaiian or Pacific Islander	242	-
Not Hispanic Other Race	765	0.1%
Not Hispanic Two or More Races	20,121	2.0%
Hispanic or Latino Population (2017)	55,413	5.2%
Hispanic White	23,850	43.0%
Hispanic Black or African American	950	1.7%
Hispanic American Indian or Alaska Native	1,263	2.3%
Hispanic Asian	404	0.7%
Hispanic Hawaiian or Pacific Islander	46	0.1%
Hispanic Other Race	23,946	43.2%
Hispanic Two or More Races	4,953	8.9%
Not Hispanic or Latino Population (2010)	1,000,068	95.6%
Hispanic or Latino Population (2010)	46,139	4.4%
Not Hispanic or Latino Population (2000)	959,101	97.7%
Hispanic or Latino Population (2000)	23,048	2.3%
Not Hispanic or Latino Population (2022)	1,015,970	94.1%
Hispanic or Latino Population (2022)	63,249	5.9%
Projected Annual Growth (2017-2022)	7,835	2.8%
Historical Annual Growth (2000-2010)	23,091	10.0%

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# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.3878/-88.1669

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2746 Freedom Rd

50 mi radius

De Pere, WI 54115

## Total Age Distribution (2017)

Total Population	1,067,749	
Age Under 5 Years	62,414	5.8%
Age 5 to 9 Years	65,853	6.2%
Age 10 to 14 Years	68,366	6.4%
Age 15 to 19 Years	70,126	6.6%
Age 20 to 24 Years	69,808	6.5%
Age 25 to 29 Years	64,011	6.0%
Age 30 to 34 Years	66,264	6.2%
Age 35 to 39 Years	65,889	6.2%
Age 40 to 44 Years	63,429	5.9%
Age 45 to 49 Years	68,676	6.4%
Age 50 to 54 Years	78,078	7.3%
Age 55 to 59 Years	78,974	7.4%
Age 60 to 64 Years	69,879	6.5%
Age 65 to 69 Years	56,574	5.3%
Age 70 to 74 Years	41,717	3.9%
Age 75 to 79 Years	29,919	2.8%
Age 80 to 84 Years	21,804	2.0%
Age 85 Years or Over	25,969	2.4%
Median Age	39.7	
Age 19 Years or Less	266,758	25.0%
Age 20 to 64 Years	625,007	58.5%
Age 65 Years or Over	175,983	16.5%

## Female Age Distribution (2017)

Female Population	535,101	50.1%
Age Under 5 Years	30,470	5.7%
Age 5 to 9 Years	31,985	6.0%
Age 10 to 14 Years	33,171	6.2%
Age 15 to 19 Years	34,153	6.4%
Age 20 to 24 Years	34,100	6.4%
Age 25 to 29 Years	31,235	5.8%
Age 30 to 34 Years	32,070	6.0%
Age 35 to 39 Years	32,229	6.0%
Age 40 to 44 Years	31,057	5.8%
Age 45 to 49 Years	33,852	6.3%
Age 50 to 54 Years	38,500	7.2%
Age 55 to 59 Years	39,172	7.3%
Age 60 to 64 Years	34,889	6.5%
Age 65 to 69 Years	29,411	5.5%
Age 70 to 74 Years	22,046	4.1%
Age 75 to 79 Years	16,660	3.1%
Age 80 to 84 Years	12,636	2.4%
Age 85 Years or Over	17,464	3.3%
Female Median Age	40.9	
Age 19 Years or Less	129,780	24.3%
Age 20 to 64 Years	307,104	57.4%
Age 65 Years or Over	98,217	18.4%

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2746 Freedom Rd

50 mi radius

De Pere, WI 54115

## Male Age Distribution (2017)

Male Population	532,648	49.9%
Age Under 5 Years	31,943	6.0%
Age 5 to 9 Years	33,868	6.4%
Age 10 to 14 Years	35,195	6.6%
Age 15 to 19 Years	35,972	6.8%
Age 20 to 24 Years	35,707	6.7%
Age 25 to 29 Years	32,776	6.2%
Age 30 to 34 Years	34,194	6.4%
Age 35 to 39 Years	33,660	6.3%
Age 40 to 44 Years	32,372	6.1%
Age 45 to 49 Years	34,824	6.5%
Age 50 to 54 Years	39,578	7.4%
Age 55 to 59 Years	39,801	7.5%
Age 60 to 64 Years	34,990	6.6%
Age 65 to 69 Years	27,163	5.1%
Age 70 to 74 Years	19,671	3.7%
Age 75 to 79 Years	13,258	2.5%
Age 80 to 84 Years	9,168	1.7%
Age 85 Years or Over	8,506	1.6%
Male Median Age	38.6	
Age 19 Years or Less	136,979	25.7%
Age 20 to 64 Years	317,903	59.7%
Age 65 Years or Over	77,766	14.6%

## Males per 100 Females (2017)

Overall Comparison	100	
Age Under 5 Years	105	51.2%
Age 5 to 9 Years	106	51.4%
Age 10 to 14 Years	106	51.5%
Age 15 to 19 Years	105	51.3%
Age 20 to 24 Years	105	51.2%
Age 25 to 29 Years	105	51.2%
Age 30 to 34 Years	107	51.6%
Age 35 to 39 Years	104	51.1%
Age 40 to 44 Years	104	51.0%
Age 45 to 49 Years	103	50.7%
Age 50 to 54 Years	103	50.7%
Age 55 to 59 Years	102	50.4%
Age 60 to 64 Years	100	50.1%
Age 65 to 69 Years	92	48.0%
Age 70 to 74 Years	89	47.2%
Age 75 to 79 Years	80	44.3%
Age 80 to 84 Years	73	42.0%
Age 85 Years or Over	49	32.8%
Age 19 Years or Less	106	51.3%
Age 20 to 39 Years	105	51.3%
Age 40 to 64 Years	102	50.6%
Age 65 Years or Over	79	44.2%

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# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.3878/-88.1669

RFULL9

## 2746 Freedom Rd

De Pere, WI 54115

50 mi radius

### Household Type (2017)

Total Households	440,602	
Households with Children	127,045	28.8%
Average Household Size	2.4	
Household Density per Square Mile	56	
Population Family	848,458	79.5%
Population Non-Family	193,271	18.1%
Population Group Quarters	26,019	2.4%
Family Households	283,936	64.4%
Married Couple Households	225,840	79.5%
Other Family Households	58,096	20.5%
Family Households with Children	125,134	44.1%
Married Couple with Children	86,365	69.0%
Other Family Households with Children	38,769	31.0%
Family Households No Children	158,802	55.9%
Married Couple No Children	139,475	87.8%
Other Family Households No Children	19,327	12.2%
Non-Family Households	156,666	35.6%
Non-Family Households with Children	1,911	1.2%
Non-Family Households No Children	154,755	98.8%
Average Family Household Size	3.0	
Average Family Income	\$87,588	
Median Family Income	\$77,304	
Average Non-Family Household Size	1.2	

### Marital Status (2017)

Population Age 15 Years or Over	871,116	
Never Married	256,529	29.4%
Currently Married	450,605	51.7%
Previously Married	163,981	18.8%
Separated	21,254	13.0%
Widowed	49,486	30.2%
Divorced	93,241	56.9%

### Educational Attainment (2017)

Adult Population Age 25 Years or Over	731,183	
Elementary (Grade Level 0 to 8)	21,039	2.9%
Some High School (Grade Level 9 to 11)	38,826	5.3%
High School Graduate	256,232	35.0%
Some College	149,201	20.4%
Associate Degree Only	83,797	11.5%
Bachelor Degree Only	130,210	17.8%
Graduate Degree	51,878	7.1%
Any College (Some College or Higher)	415,085	56.8%
College Degree + (Bachelor Degree or Higher)	182,087	24.9%

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# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.3878/-88.1669

RFULL9

## 2746 Freedom Rd

50 mi radius

### De Pere, WI 54115

#### Housing

Total Housing Units (2017)	471,462	
Total Housing Units (2010)	459,877	
Historical Annual Growth (2010-2017)	11,585	0.4%
Housing Units Occupied (2017)	440,602	93.5%
Housing Units Owner-Occupied	308,433	70.0%
Housing Units Renter-Occupied	132,168	30.0%
Housing Units Vacant (2017)	30,860	7.0%

#### Household Size (2017)

Total Households	440,602	
1 Person Households	127,543	28.9%
2 Person Households	161,587	36.7%
3 Person Households	62,540	14.2%
4 Person Households	54,251	12.3%
5 Person Households	22,856	5.2%
6 Person Households	7,590	1.7%
7 or More Person Households	4,236	1.0%

#### Household Income Distribution (2017)

HH Income \$200,000 or More	16,021	3.6%
HH Income \$150,000 to \$199,999	18,273	4.1%
HH Income \$125,000 to \$149,999	22,911	5.2%
HH Income \$100,000 to \$124,999	40,920	9.3%
HH Income \$75,000 to \$99,999	67,094	15.2%
HH Income \$50,000 to \$74,999	92,006	20.9%
HH Income \$35,000 to \$49,999	62,577	14.2%
HH Income \$25,000 to \$34,999	43,991	10.0%
HH Income \$15,000 to \$24,999	41,878	9.5%
HH Income \$10,000 to \$14,999	17,237	3.9%
HH Income Under \$10,000	17,693	4.0%

#### Household Vehicles (2017)

Households 0 Vehicles Available	23,256	5.3%
Households 1 Vehicle Available	134,604	30.6%
Households 2 Vehicles Available	184,723	41.9%
Households 3 or More Vehicles Available	98,018	22.2%
Total Vehicles Available	835,731	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	656,698	78.6%
Average Vehicles per Owner-Occupied Household	2.1	
Renter-Occupied Household Vehicles	179,033	21.4%
Average Vehicles per Renter-Occupied Household	1.4	

#### Travel Time (2015)

Worker Base Age 16 years or Over	562,333	
Travel to Work in 14 Minutes or Less	225,569	40.1%
Travel to Work in 15 to 29 Minutes	208,388	37.1%
Travel to Work in 30 to 59 Minutes	88,879	15.8%
Travel to Work in 60 Minutes or More	19,810	3.5%
Work at Home	20,603	3.7%
Average Minutes Travel to Work	16.7	

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# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

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Lat/Lon: 44.3878/-88.1669

RFULL9

2746 Freedom Rd

50 mi radius

De Pere, WI 54115

## Transportation To Work (2015)

Worker Base Age 16 years or Over	562,333	
Drive to Work Alone	478,646	85.1%
Drive to Work in Carpool	39,209	7.0%
Travel to Work by Public Transportation	3,080	0.5%
Drive to Work on Motorcycle	1,175	0.2%
Bicycle to Work	2,877	0.5%
Walk to Work	13,752	2.4%
Other Means	2,992	0.5%
Work at Home	20,603	3.7%

## Daytime Demographics (2017)

Total Businesses	46,185	
Total Employees	625,096	
Company Headquarter Businesses	349	0.8%
Company Headquarter Employees	79,742	12.8%
Employee Population per Business	13.5 to 1	
Residential Population per Business	23.1 to 1	
Adj. Daytime Demographics Age 16 Years or Over	919,417	

## Labor Force

Labor Population Age 16 Years or Over (2017)	858,072	
Labor Force Total Males (2017)	424,841	49.5%
Male Civilian Employed	294,134	69.2%
Male Civilian Unemployed	9,988	2.4%
Males in Armed Forces	325	0.1%
Males Not in Labor Force	120,394	28.3%
Labor Force Total Females (2017)	433,231	50.5%
Female Civilian Employed	269,271	62.2%
Female Civilian Unemployed	7,401	1.7%
Females in Armed Forces	20	-
Females Not in Labor Force	156,538	36.1%
Unemployment Rate		2.0%
Labor Force Growth (2010-2017)	16	-
Male Labor Force Growth (2010-2017)	11	-
Female Labor Force Growth (2010-2017)	6	-

## Occupation (2015)

Occupation Population Age 16 Years or Over	563,389	
Occupation Total Males	294,123	52.2%
Occupation Total Females	269,265	47.8%
Management, Business, Financial Operations	74,715	13.3%
Professional, Related	103,087	18.3%
Service	89,861	16.0%
Sales, Office	129,220	22.9%
Farming, Fishing, Forestry	6,579	1.2%
Construction, Extraction, Maintenance	45,158	8.0%
Production, Transport, Material Moving	114,770	20.4%
White Collar Workers	307,021	54.5%
Blue Collar Workers	256,368	45.5%

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## Units In Structure (2015)

Total Units	420,133	
1 Detached Unit	309,025	73.6%
1 Attached Unit	18,090	4.3%
2 Units	27,219	6.5%
3 to 4 Units	11,502	2.7%
5 to 9 Units	27,334	6.5%
10 to 19 Units	15,669	3.7%
20 to 49 Units	10,254	2.4%
50 or More Units	10,023	2.4%
Mobile Home or Trailer	11,375	2.7%
Other Structure	99	-

## Homes Built By Year (2015)

Homes Built 2014 or later	2,030	0.5%
Homes Built 2010 to 2013	12,685	3.0%
Homes Built 2000 to 2009	59,218	14.1%
Homes Built 1990 to 1999	65,646	15.6%
Homes Built 1980 to 1989	46,056	11.0%
Homes Built 1970 to 1979	63,529	15.1%
Homes Built 1960 to 1969	45,389	10.8%
Homes Built 1950 to 1959	43,259	10.3%
Homes Built 1940 to 1949	22,212	5.3%
Homes Built Before 1939	80,570	19.2%
Median Age of Homes	43.7 yrs	

## Home Values (2015)

Owner Specified Housing Units	297,277	
Home Values \$1,000,000 or More	1,569	0.5%
Home Values \$750,000 to \$999,999	1,541	0.5%
Home Values \$500,000 to \$749,999	5,589	1.9%
Home Values \$400,000 to \$499,999	6,126	2.1%
Home Values \$300,000 to \$399,999	16,880	5.7%
Home Values \$250,000 to \$299,999	22,773	7.7%
Home Values \$200,000 to \$249,999	36,516	12.3%
Home Values \$175,000 to \$199,999	24,296	8.2%
Home Values \$150,000 to \$174,999	40,365	13.6%
Home Values \$125,000 to \$149,999	43,855	14.8%
Home Values \$100,000 to \$124,999	41,408	13.9%
Home Values \$90,000 to \$99,999	17,896	6.0%
Home Values \$80,000 to \$89,999	15,701	5.3%
Home Values \$70,000 to \$79,999	10,509	3.5%
Home Values \$60,000 to \$69,999	6,555	2.2%
Home Values \$50,000 to \$59,999	3,680	1.2%
Home Values \$35,000 to \$49,999	3,686	1.2%
Home Values \$25,000 to \$34,999	1,922	0.6%
Home Values \$10,000 to \$24,999	4,321	1.5%
Home Values Under \$10,000	3,241	1.1%
Owner-Occupied Median Home Value	\$156,567	
Renter-Occupied Median Rent	\$596	

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## Total Annual Consumer Expenditure (2017)

Total Household Expenditure	\$24.6 B
Total Non-Retail Expenditure	\$13.3 B
Total Retail Expenditure	\$11.3 B
Apparel	\$853 M
Contributions	\$1.03 B
Education	\$865 M
Entertainment	\$1.38 B
Food and Beverages	\$3.63 B
Furnishings and Equipment	\$845 M
Gifts	\$596 M
Health Care	\$1.99 B
Household Operations	\$687 M
Miscellaneous Expenses	\$365 M
Personal Care	\$319 M
Personal Insurance	\$178 M
Reading	\$54.6 M
Shelter	\$5.06 B
Tobacco	\$154 M
Transportation	\$4.72 B
Utilities	\$1.86 B

## Monthly Household Consumer Expenditure (2017)

Total Household Expenditure	\$4,650	
Total Non-Retail Expenditure	\$2,521	54.2%
Total Retail Expenditures	\$2,129	45.8%
Apparel	\$161	3.5%
Contributions	\$196	4.2%
Education	\$164	3.5%
Entertainment	\$261	5.6%
Food and Beverages	\$686	14.7%
Furnishings and Equipment	\$160	3.4%
Gifts	\$113	2.4%
Health Care	\$377	8.1%
Household Operations	\$130	2.8%
Miscellaneous Expenses	\$69	1.5%
Personal Care	\$60	1.3%
Personal Insurance	\$34	0.7%
Reading	\$10	0.2%
Shelter	\$956	20.6%
Tobacco	\$29	0.6%
Transportation	\$893	19.2%
Utilities	\$352	7.6%

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