

**MEETING: REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION**

**DATE & TIME: Tuesday, July 8, 2025 at 6:00 PM**

**LOCATION: Germantown Village Hall Board Room  
N112 W17001 Mequon Road**

**NOTICE:** Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to [comments@germantownwi.gov](mailto:comments@germantownwi.gov) by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration.

### **AGENDA**

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*
- II. **ROLL CALL:**
- III. **MEETING MINUTES:**
  - A. Minutes: June 17, 2025 (ACTION)
- IV. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*
- V. **UNFINISHED BUSINESS:**
  - A. Review Municipal Code Section 1.379 (ACTION)
  - B. Business Loan Fund - Brochure & Target Businesses (DISCUSSION)
- VI. **NEW BUSINESS:**
  - A. Goal A – Beautification Program – Sub Committee is Kristen & Dani – UPDATE on the Village of Germantown approved action and ideas for VOG discussed at PWHC (DISCUSSION)
  - B. Goal B – “Celebrate Germantown” - Sub Committee – Joletta & Jim – Start the Germantown LOGO Contest” – (DISCUSSION AND ACTION)
  - C. Goal C – Revisit and Update 2050 Plan – Sub Committee – Kim & Scott – 2050 Comprehensive Plan Categories to start is Economic Development Section (p119 -129) and the Implementation Plan (p 202 – 203) include but not limited to Transportation and Schools. (DISCUSSION AND ACTION) (2050 Comprehensive Plan: [www.germantownwi.gov/578/2050-Comprehensive-Plan](http://www.germantownwi.gov/578/2050-Comprehensive-Plan))
  - D. EDWC – Review Current Quarterly Hours, Add to one of the Pillars - Operation Store Front -Identifying strategy to backfill empty storefronts. (DISCUSSION)
- VII. **ADJOURNMENT:**

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, please contact the Village Clerk at (262)250-4745 at least 2 days prior to the meeting.

ECONOMIC DEVELOPMENT COMMISSION AGENDA

July 8, 2025

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Notice is hereby given that a possible quorum of other boards, committees, and/or commissions may attend this meeting to gather information about an item over which they have decision-making responsibility. This may constitute a meeting of these bodies per State ex rel. Badke v Greendale Village Board, even though these bodies will not take formal action at this meeting.

<b>MEETING:</b>	<b>REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION</b>
<b>DATE AND TIME:</b>	<b>Tuesday, June 17, 2025 6:00 PM</b>
<b>LOCATION:</b>	<b>Germantown Village Hall Board Room N112 W17001 Mequon Road</b>

**MINUTES**

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*

Chairperson Trustee Jan Miller called the Economic Development Commission meeting to order at 6:05 PM.

- II. **ROLL CALL:**

**Present:** Trustee Jan Miller, Member Joletta Kerpan, Member Scott Hefle, Member Jim Sedgwick, Member Dani Yegge (arrived at 6:08 PM), Trustee Kristen Borst

**Excused:** Member Kimberly Higginbotham

**Also Present:** Deputy Clerk Maddy Laufenberg

- III. **INTRODUCTION OF COMMISSIONERS:**

Trustee Jan Miller asked members to introduce themselves and provide details about their former and current involvement with the commission.

- IV. **CITIZEN INPUT:** *Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*

Trustee David Baum spoke regarding New Business Item C (Renew "Beautification" Program / Select Permanent Name & Sub Committee Formation).

- V. **MEETING MINUTES:**

- A. February 25, 2025 (ACTION)

**Motion:** Approve as presented

**Motioned By:** Trustee Borst

**Seconded By:** Member Hefle

**Yes:** Trustee Jan Miller, Member Kerpan, Member Hefle, Member Sedgwick, Member Yegge, Trustee Borst

**No:** None

**Abstain:** None

**Motion Carried by Voice Vote (Yes 6, No 0, Abstained 0)**

**VI. NEW BUSINESS:**

**A. Municipal Code Chapter 1.379 (REVIEW & UPDATE IF NEEDED)**

Chairperson Trustee Jan Miller led discussion regarding the purpose of the Economic Development Commission and Municipal Code Chapter 1.379.

**Motion 1:** Request that the Municipal Code Chapter 1.379 be updated to reflect Loan Pool administration as a power and duty of the Economic Development Commission

**Motioned By:** Member Kerpan

**Seconded By:** Member Hefle

**Motion 2:** Ask the Village Attorney to look at Municipal Code Chapter 1.379(5)(a) and advise if it encompasses Loan Pool administration or if it should be explicitly added as a power and duty of the Economic Development Commission

**Motioned By:** Member Kerpan

**Seconded By:** Member Hefle

**Yes:** Trustee Jan Miller, Member Kerpan, Member Hefle, Member Sedgwick, Member Yegge, Trustee Borst

**No:** None

**Abstain:** None

**Motion to Amend Carried by Voice Vote (Yes 6, No 0, Abstained 0)**

**Yes:** Trustee Jan Miller, Member Kerpan, Member Hefle, Member Sedgwick, Member Yegge, Trustee Borst

**No:** None

**Abstain:** None

**Motion as Amended Carried by Voice Vote (Yes 6, No 0, Abstained 0)**

**B. Business Loan Fund & Application (REVIEW, PRESENTATION, & ACTION)**

Cheri Schadeberg of Bank Five Nine provided an overview of the Business Loan Pool program. Since the inception of the program approximately nine years ago, the Village of Germantown has partnered with Bank Five Nine to provide nine business loans to Germantown businesses, at a 1% interest rate. Six of these loans are active, and three

of them have been paid off. Bank Five Nine has similar business loan pools in multiple municipalities, including robust programs in Hartland, Oconomowoc, and Menomonee Falls. She advised that while Bank Five Nine administers the loans, it is the responsibility of the municipality to advertise the program.

Commission members discussed potential advertising strategies, including promotion in Park & Recreation catalogs, email blasts, the Village website and social media, Chamber of Commerce outreach, window clings for participating businesses, and an educational seminar with Chamber of Commerce and Bank Five Nine representatives.

C. Renew "Beautification" Program / Select Permanent Name & Sub Committee Formation (REVIEW AND ACTION)

Members discussed using the Beautification Program Subcommittee as another avenue to promote the Business Loan Pool program.

**Motion:** Appoint Trustee Borst and Member Yegge to the Beautification Program Subcommittee

**Motioned By:** Trustee Borst

**Seconded By:** Member Hefle

**Yes:** Trustee Jan Miller, Member Kerpan, Member Hefle, Member Sedgwick, Member Yegge, Trustee Borst

**No:** None

**Abstain:** None

**Motion Carried by Voice Vote (Yes 6, No 0, Abstained 0)**

D. EDC Strategic Platform / EDWC Pillars Adopted by the Village Board in 2024 (REVIEW & DISCUSSION)

Trustee Jan Miller led discussion on the Economic Development Commission strategic platform and EDWC pillars. After discussion, members decided to begin inviting experts on grants, low-interest business loans, and other relevant topics to present to the Commission.

E. EDWC Support – Current Quarterly Hours Available & Possible Research Projects for EDWC (REVIEW & DISCUSSION)

No information was provided. Item will be added to the next meeting agenda.

F. Project Management Tool – (REVIEW, DISCUSSION & ACTION)

Chairperson Trustee Jan Miller provided a template that is used by Leadership Germantown for project management, to be used for future projects if members deem it appropriate.

G. Meeting Logistics (DISCUSSION & ACTION)

1. Locations available for Sub-Committee Meetings (Village Hall, Library, Chamber of Commerce, Etc)

Chairperson Trustee Jan Miller provided examples of locations for future subcommittee meetings.

2. Scheduling / Agendas - Getting Items on the Agenda and Deadlines for Publication of Agenda

Deputy Clerk Laufenberg advised that meeting agendas must be published at least 48 hours prior to a meeting.

3. Minutes - Clerk's Office

Deputy Clerk Laufenberg advised that a member of the Clerk's office will continue to take meeting minutes for the Commission until otherwise directed by the Village Administrator.

June 8, aug 12, sept 9

VII. **SET THE NEXT MEETING DATE / TIME / LOCATION:**

The next meeting is scheduled for July 8, 2025, at 6:00 PM. If a quorum cannot be established, this meeting will be skipped and the next scheduled meeting will be on August 12, 2025, at 6:00 PM.

VIII. **ADJOURNMENT:**

**Motion:** Adjourn

**Motioned By:** Member Sedgwick

**Seconded By:** Member Kerpan

Chairperson Trustee Jan Miller adjourned the Economic Development Commission meeting at 7:37 PM.

**BUSINESS OF THE ECONOMIC DEVELOPMENT COMMISSION**

MEETING DATE: July 8. 2025

PLACEMENT: (Action)

ITEM TITLE: Municipal Code

SUBMITTED BY: Brian Sajdak Attorney

SUMMARY EXPLANATION: Updated Economic Development – Muni Code 1.379 – Review and Action

ATTACHMENT: See Attachment

STAFF RECOMMENDATION: Approve the updates.

ACTION BY Committee:

AN ORDINANCE TO AMEND SECTION 1.379 OF THE GERMANTOWN MUNICIPAL CODE RELATED TO THE ECONOMIC DEVELOPMENT COMMISSION

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WHEREAS, the Village Board previously adopted section 1.379 of the Germantown Municipal Code which created the Economic Development Commission; and

WHEREAS, the Village Board desires to amend that section to provide additional clarity with respect to the Commission's role and responsibility and also clean-up and modernize some of the language within that section;

NOW, THEREFORE, the Village Board of the Village of Germantown, Wisconsin, do ordain as follows:

SECTION I

Section 1.379 of the Germantown Municipal Code is amended to read as follows (NOTE: added text is double underlined; Deleted text is ~~struck-through~~):

**1.379 - ECONOMIC DEVELOPMENT COMMISSION.**

(1) **CREATION AND PURPOSE.** There is hereby created an Economic Development Commission of the Village of Germantown, the purpose of which shall be to stimulate and encourage economic development in the Village.

(2) **MEMBERSHIP.** The Economic Development Commission shall consist of 7 voting members, who must be Germantown residents, business owners or community leaders. Members shall be appointed by the Village President, and confirmed by a majority vote of the Village Board. The Village President shall appoint the Chairman.

(3) **TERM OF OFFICE.**

(a) Two of the appointed Commissioners shall be members of the Village Board and shall serve during their term of office as Village Board members.

(b) The first appointments of the 5 non-Board members shall be 2 for terms expiring on April 30, 2008, 2 for terms expiring on April 30, 2009, and one for a term expiring April 30, 2010.

(c) Thereafter, appointments shall be made ~~as of the annual organizational meeting~~ at the Village Board's second regular meeting in April, and the terms of non-Board members shall be 3 years and until their successors are appointed and qualify.

(d) Members shall be reimbursed for their actual and necessary expenses, including local travel expenses incurred in the discharge of their duties, but shall receive no other compensation.

(4) **MEETINGS.** The Commission shall conduct its meetings at scheduled times and places as shall be determined by the call of the Chairman. Except in the case of an emergency, written ~~Written~~ notice of all meetings and agendas shall be delivered to each Commission member at least 48 hours in advance of said meeting. Minutes and recommendations of the Commission shall be submitted to the Village Board.

(5) **POWERS AND DUTIES.** The Economic Development Commission shall have the following powers and duties:

(a) Formulate, manage and administer the Village's economic development program, carrying out short-range and long-range elements of the program.

(b) Recommend an annual budget for its activities and programs.

(c) As called upon, serve in an advisory role to the ~~Planning~~ Commission and Village Board on matters relevant to economic development in the Village.

(d) Engage in policy deliberations relative to economic development activities, such as business park development and marketing, and make policy recommendations to the Village Board and also to the Plan Commission when requested or where appropriate.

(e) Such other duties as may be assigned elsewhere in this Code, or by the Plan Commission and Village Board.

## SECTION II

The terms and provisions of this ordinance are severable. Should any term or provision of this ordinance be found to be invalid by a court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

SECTION III

All ordinances or parts of ordinances contravening the terms of this ordinance are hereby to that extent repealed.

SECTION IV

This ordinance shall take effect and be in full force upon its passage and the day after its publication.

Adopted:

\_\_\_\_\_  
Robert A Soderberg, Village President

ATTEST:

\_\_\_\_\_  
Donna Ott, Village Clerk

Approved as to form:

\_\_\_\_\_  
Brian C. Sajdak, Village Attorney

Published:

## From Public Works & Highways Meeting – 7/2/2025

- A. The PW&H Committee approved the following for Goal A. Beautification : The Village of Germantown – DPW – to Seal Coating the Parking Lots at the Village Hall and Library – Not to Exceed \$15,000. APPROVED by PW&H 7/2/2025. Plus restripe!
  
- B. Other Ideas primarily for Main Street and Mequon Road – from PW&H for consideration. We will get costs from the DPW.
  - i. Flower Planters – like the ones outside Village Hall
  - ii. Flower Hanging Baskets – like on Main hanging from the Light Poles – repeat on Mequon Road.
  - iii. Flower Gardens – Ground Planting – Road side and Boulevards – Women’s Club! Revive.
  - iv. Trees – The VOG still has Vacant – New Sites – part of the 5-year Plan.
  - v. Lights – LED Lights on Main & Mequon – on poles etc. (Hone Bridge)
  - vi. Uplighting on Buildings – Main & Mequon

# Economic Development

## Introduction

The Village of Germantown takes a proactive view of economic development as an important facet of community vibrancy and success. A focus on economic development aids in creating jobs and income in the community, contributing to an overall sense of well-being and community stability.

### Objectives

This section will provide an overview of economic development within the Village of Germantown. This section will identify the economic characteristics and market conditions of Germantown and, using this information and data, project the Village's economic competitiveness within the region. In addition, this section will outline the recent economic development activities, policies, and programs as well as goals and strategies that can help initiate continued success of the Village's economic development initiatives.

## Economic Characteristics & Market Conditions

### Economic Base

While the foundation for economic growth is evident by the robust presence of existing businesses, increasing the demand for new businesses is key to the Village's future. This element of the economic development chapter begins to look at the many facets of Germantown's economic conditions, which enable the Village to chart a course for a healthy and diverse economic future. In 2022, the WI Department of Revenue reported that the Village's \$3.5 billion tax base of equalized value was primarily residential (67.17%) but had a sizable commercial (22.91%) and manufacturing

(7.89%) presence. This indicates there is significant room for growth to diversify the tax base and relieve pressure from the residential sector by encouraging commercial and industrial business operations to locate or expand in Germantown.

As of 2021, The Village of Germantown was home to 891 businesses. The economic base of the Village is largely comprised of service (34.68%), retail trade (16.5%), and manufacturing (11.34%) businesses. Table 6.1 displays the distribution of the types of businesses in Germantown. Table 6.1 also confirms the distribution of businesses is consistent with those of Washington County, although, notably, the percentage of businesses engaged in manufacturing is higher in Germantown at 11.34% compared to 6.74% in the County. Germantown has consistently maintained a significant presence of manufacturing businesses, and this is also reflected in the number of employees engaged in the industry, described in more detail below.

### Job & Labor Force

The labor force is an important indicator for potential economic investors in a community. Many businesses research the skills and education of a community's population as well as nearby amenities for potential employees when planning a new location or expansion of an existing facility.

As of 2020, there were an estimated 11,165 employed workers over the age of 16 in the Village of Germantown and 218 unemployed workers over the age of 16. The unemployment rate in the Village was 1.9%. The distribution of industries in which Germantown residents are employed is generally consistent with those of Washington

**Table 6.1 – Employment of Germantown Residents by Industry**

Industry	Germantown (Percent)	Washington County (Percent)	Wisconsin (Percent)
Agriculture, forestry, fishing and hunting, and mining	0.7%	1.1%	2.2%
Construction	4.1%	6.4%	5.9%
Manufacturing	18.7%	22.7%	18.0%
Wholesale Trade	5.2%	3.6%	2.7%
Retail Trade	8.6%	11.2%	11.0%
Transportation and warehousing, and utilities	3.3%	3.3%	4.6%
Information	1.7%	1.6%	1.6%
Finance and insurance, and real estate and rental and leasing	9.8%	6.3%	6.1%
Professional, scientific, and management, and administrative and waste management services	9.0%	8.3%	8.6%
Educational services, and health care and social assistance	25.4%	20.9%	23.4%
Arts, entertainment, and recreation, and accommodation and food services	6.4%	6.6%	8.2%
Other services, except public administration	4.8%	4.9%	4.2%
Public Administration	2.5%	3.0%	3.5%

▲ Source: 2020 American Community Survey 5-year Estimates

County (see Table 6.1). The industries in which the largest percent of Germantown residents work are “Educational Services, and health care and social assistance” (25.4%) and Manufacturing (18.7%). A larger percentage of Germantown are employed in the “Finance and insurance, and real estate and rental and leasing than in Washington County or the state of Wisconsin as a whole. Germantown relies heavily on the manufacturing industry for its job base, as well as its economic base as one of the top business sectors, as noted above.

According to the State of Wisconsin Department of Workforce Development, the largest employers located within the Village of Germantown are in the Manufacturing and Service industries. These include:

1. MGS Manufacturing Group
2. JW Speaker
3. Gehl Foods
4. David J Frank Landscape Contracting
5. Westrock

In 2020, 91.6% of Germantown residents utilized a car, truck, or van to commute to work and 87% drove alone. This is higher than the average in the Milwaukee metro area, where about 81.5% percent of all workers drove to work alone in 2018. More workers walked (0.7%) to get to work than used a bicycle (0.1%) or public transportation (0.1%), potentially signaling an opportunity for improved access to public transportation. The amount of time workers needed to complete their commute to work varied, with 16.9% of workers needing 30-34 minutes, 16.3% needing less than 10 minutes, and 15.5% needing 20-24 minutes. Of note, in 2019 only 25.6% of Germantown residents worked in Washington County, while 74.4% worked outside of the County. This signals an important opportunity for economic development if the Village can keep more residents working within the Village’s borders.

As seen in Table 6.2, residents in the Village exhibit a higher number of advanced degrees than those of Washington County overall, with 29.7%

**Table 6.2 – Educational Attainment  
(Population 25 years and over)**

Education Level	Germantown (Percent)	Washington County (Percent)
High School Graduate/ GED	21.4%	29.5%
Some College/ No Degree	18.9%	20.6%
Associates Degree	11.1%	12.0%
Bachelor’s Degree	29.7%	23.1%
Grad/Professional Degree	14.0%	9.8%

▲ Source: 2020 American Community Survey 5-year Estimates

possessing a bachelor’s degree compared to 23.1% of residents in Washington County as a whole. In addition, 14.0% of Germantown residents possess Graduate or Professional Degrees compared to only 9.8% of residents in Washington County. The higher proportion of individuals holding a bachelor’s degree or higher may be due to the manufacturing and technical knowledge base the resident population and local industry is involved in. This is supported by the fact that 32.4% of those in the Village with bachelor’s degree or higher majored in science and engineering areas of study, 29.2% majored in business, and 12.0% majored in science and engineering related fields.

Furthermore, residents in Germantown received higher per capita income than those in Washington County (\$42,450 compared to \$37,632 in 2021). This is expected to continue into the future, with Germantown residents projected to receive \$46,828 per capita income compared to \$41,907 per capita income for those in Washington County in 2026.

## VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN

In 2019, 19.1% of workers in Germantown worked from their place of residence. Due to the widespread work-from-home experiences during the COVID-19 pandemic during 2020 and 2021, it is likely some businesses will continue remote work options and some workers may prefer to continue to work from their residence. 90.0% of Germantown residents had an Internet subscription, which would likely enable remote work capabilities, while 9.1% did not have an Internet subscription, likely making remote work a challenge or impossible.

### Business Parks & Job Centers

Germantown is home to several business parks and important job centers, mostly concentrated in the suburban-like south-central third of the village, including:

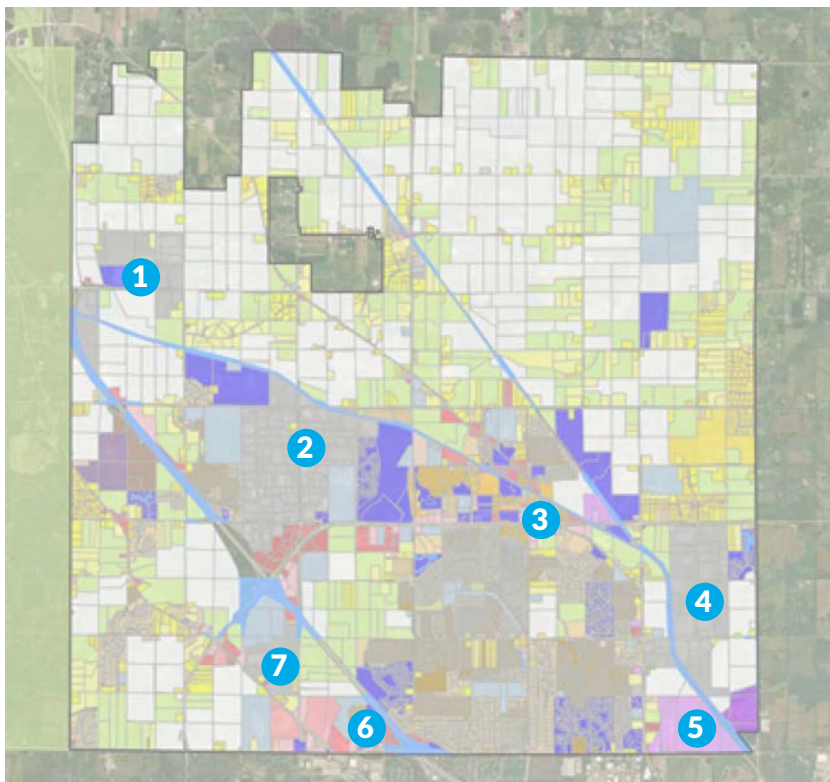
- Willow Creek Business Park
- Omega Hills Industrial Park, Germantown, conveniently located off of I-41 and STH 145
- Germantown Business Park

- Commercial Centers along Mequon Road and County Line Road
- Germantown Gateway Corporate Park
- Capstone 41 Business Park

### County & Regional Economic Development

From January-May 2021, the average monthly unemployment rate for the Milwaukee-Waukesha Metropolitan Statistical Area (MSA), which includes Germantown, was 5.08%. This is a reduction from the 7.9% monthly unemployment rate from January-December 2011, a decade ago, and only slightly higher than the lowest monthly unemployment rate of the past decade, 2.7% in December of 2017. Germantown's 2021 monthly unemployment rate of 4% was higher than the 3.66% monthly unemployment rate in Washington County and slightly higher than the 3.85% monthly unemployment rate in the state of Wisconsin. Note, the year 2020 was excluded from this analysis because of the uncharacteristic unemployment trends due to the COVID-19 pandemic.

Figure 6.1 – Major Germantown Business Parks & Job Centers



- 1 Germantown Gateway Corporate Park and Capstone 41 Business Park
- 2 Germantown Industrial Park
- 3 Mequon Road Commercial Areas
- 4 Germantown Business Park
- 5 Omega Hills Industrial Park
- 6 County Line Road District
- 7 Willow Creek Business Park

According to a 2020 report by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) titled “A Comparison of the Milwaukee Metropolitan Area to Its Peers,” of which the Village of Germantown falls within, the Milwaukee Metro Area’s increase in jobs from 2010 to 2018, 8.8%, lags behind most of the Midwest areas and all of the other metro areas, most of which have seen double-digit growth since 2010. Following the recession of the late 2000s, most of the major national metro areas saw an increase in the size of the labor force between 2010 and 2018. With a slight gain of 0.9%, the Milwaukee Metro Area had among the smallest increase of all the metro areas experiencing an increase in labor force. The report also highlights 17.1% of the Milwaukee metro area Gross Domestic Product (GDP) was related to manufacturing in 2018. This compares to the average of 14.8% for the Midwest metro areas and 11.4% for the other metro areas. As previously noted, manufacturing is a key economic sector in Germantown.

## Economic Competitiveness

### SWOT Analysis

A SWOT Analysis is laid out below in order to assess Germantown’s economic competitiveness “Strengths, Weaknesses, Opportunities, and Threats.” This analysis is helpful to provide an overview of key elements affecting the Village’s current and future economic growth strategies and informs the goals and strategies described later in this section.

### SWOT Analysis: Breakdown

#### Strengths

- Educated workforce with higher percentage of workers with advanced degrees than the surrounding region (32.1% of Germantown workers have a bachelor’s degree compared to 23.9% of those in Washington County; and, 14.3% of workers in Germantown have a graduate or professional degree compared to 9.6% of those in Washington County).
- Germantown residents have a higher per capita income than those of Washington County (\$42,450 in Germantown compared to \$37,632

in Washington County in 2021; and, projected \$46,828 in Germantown compared to \$41,907 in Washington County, projected, in 2026).

- The Germantown Chamber of Commerce is an asset to the business community in the Village.

#### Weaknesses

- Housing values and sales prices in Germantown are relatively high compared to most metro areas.
- Germantown has comparatively high electric rates. According to the Strategic Energy Assessment by the Wisconsin Public Utility Commission for 2016-2022, Wisconsin’s average residential rate is 10.97 cents per kWh, where Michigan is only 10.87 cents per kWh, and Iowa’s rates are at 8.65 cents per kWh.
  - The difference is even greater for industrial customers reaching 7.81 cents per kWh in Wisconsin while only reaching between 6.06 to 7.25 cents per kWh for other Midwest states.
  - Manufacturing businesses are particularly susceptible to high electric rates due to higher energy demand than other industries.

#### Opportunities

- Germantown’s population is projected to increase (estimated 0.46% growth from 2021-2026 compared to slightly lower increase of 0.43% from 2010-2021).
- Most residents commute outside of the county for work, creating an opportunity to keep more residents working in Germantown.
- American Rescue Plan Act (ARPA) funds may be used for critical infrastructure

#### Threats

- COVID-19 related labor shortages may impact Germantown disproportionately. According to a 2020 report on “Wisconsin Economy and Workforce,” employers located in Washington County, of which Germantown is a part, have an employment mix that can be expected to bounce back slowly because a large segment of the workers in lower

Table 6.3 – SWOT Analysis

	+	-
<b>Internal</b>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>▪ Educated workforce</li> <li>▪ High per capita income</li> <li>▪ High housing values</li> <li>▪ Active Chamber of Commerce</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>▪ High housing sales prices</li> <li>▪ High utility costs</li> </ul>
<b>External</b>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>▪ Projected population increase</li> <li>▪ Keep residents working in Germantown</li> <li>▪ ARPA funding for infrastructure improvements</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>▪ Workforce shortage due to COVID-19</li> <li>▪ Company relocation</li> <li>▪ Aging community</li> <li>▪ Decrease in new workforce</li> <li>▪ Increasing automation</li> </ul>

skilled positions that were harder hit from the pandemic come from outside of the county.

- High energy rates are also triggering conversations about complete company relocation to states with lower or more affordable rates.
- Germantown has an aging community (Germantown population aged 65+ increased by 67% from 2000 to 2017).
- There has been a relative decrease in new workforce in Germantown (between 2000-2017, the Germantown population aged 20-44 decreased by 21%, nearly double the Washington County decrease of 12%).
- Increased automation in the manufacturing industry may continue to negatively affect job availability.

## Policies & Programs

### Policies

The Village has used several policies to encourage and support economic growth in the past. Primarily, Germantown has used Tax Incremental Financing (TIF) districts to support the growth of business parks and attract new investments. TIF allows municipalities to purchase land and

build the necessary infrastructure for industrial development such as roads or utilities. The increase in property tax revenue collected on the resulting development pays for the initial public expenditures over time. TIF can also be used to provide financial incentives to private companies in order to attract them to the community. As shown in Table 6.4, Germantown currently has four active Tax Incremental Districts (TID) in operation: TID #6, TID #7, TID #8, and TID #9. As of 2022, TID #9 is a new 38-acre district at the southwest corner of Donges Bay Road and Wasaukee Road that would support industrial development as a part of an overall 70-acre development area inclusive of a new Village Public Works Facility.

TID #6, created in 2014 is a Tax Incremental District mixed-use business park suitable for industrial and commercial purposes. Due to major infrastructure development to the park in 2016, it is classified as a major fund. It is located along Appleton Avenue south of Lannon Road. The estimated sale-able property consists of fifty-two acres. The project plan consists of site grading, sanitary sewer and water systems, stormwater management, street improvements, landscaping and other site improvement infrastructure and

related costs. The Village issued \$5,405,000 in General Obligation Community Development Bonds on October 1, 2014. The majority of those proceeds were spent in 2016.

Recently, the Germantown Joint Review Board approved an amendment to TID #7, adding land to pave the way for a new development: new construction of 800,000 square feet of industrial space in three buildings off Holy Hill Road by Capstone Quadrangle. The TID was adjusted to add the property where that development will occur to the district to allow Village assistance. The amendment also includes project costs for a public trail identified in the Village’s CORP - Goldendale Creek Loop Trail. The TID area is projected to create about \$61 million in new value, according to the TID project plan. Under state law (sec.66.1105(4)(gm)4.c., Wis.Stats.), a municipality cannot create a TID or add parcels to an existing TID if the total equalized value of the TIDs in the municipality exceeds 12 percent of the total equalized value for the municipality. As reported by the WI Department of Revenue in August 2022, the Village of Germantown’s

2022 TID value was approximately 4.7% of the total equalized value of property in the Village.

Despite past success, the Village should not rely exclusively on Tax Increment Financing (TIF) as an economic development tool and should continually investigate alternative financing mechanisms to supplement and/or replace the use of TIF when warranted.

The Village has an Economic Development Commission consisting of five active members and two open seats. The work of the Commission is intended to guide the development of the industrial and business parks and overall economic development in the Village. The Commission makes loan decisions under the Business Loan Pool program, discussed below.

During the past several decades, the Village of Germantown has worked with the Wisconsin Department of Natural Resources to clean up many contaminated brownfield sites, better positioning available land within the Village limits to be used productively.

**Table 6.4 – Tax Increment Districts (TID) in the Village of Germantown**

TID #	Location Reference	Status	Area (acres)	Type	Created/ Base Year	Maximum Life (year)
1	Germantown Industrial Park	Closed	78.6	n/a; pre-1995	1986	n/a
2	Germantown Industrial Park	Closed	22.3	n/a; pre-1995	1988	n/a
3	Germantown Industrial Park	Closed	60.3	n/a; pre-1995	1989	n/a
4	Germantown Industrial Park	Closed	23.1%	n/a; pre-1995	1994	2019
5	Washington Square Mall	Closed	457.2	Environmental Remediation	1998	n/a
6	Willow Creek Business Park	Active	192.6	Mixed-Use	2014	2034
7	Speaker Corporation	Active	51.6	Industrial	2018	2038
8	Germantown Gateway Corporate Park	Active	224.8	Industrial	2018	2038
9	Omega Hills Industrial Park	Active	38.15	Industrial	2022	2042

**Programs**

The Village of Germantown also has a Business Loan Pool, which was established to help business attraction efforts, increase capital investments, and provide support for existing businesses in the Germantown area. The fund was established through a commitment from Bank Five Nine and the Village of Germantown. Eligible businesses include all businesses in the defined area for the Village of Germantown. Eligible expenses under the Business Loan Pool include the acquisition of land, building and/or business, building improvements and/or construction, equipment purchases, environmental or safety compliance, and any investment to promote business growth.


The Village of Germantown is home to an active Chamber of Commerce that offers various programs and initiatives to strengthen the economic landscape within the Village. Specifically, the


Chamber of Commerce helps members promote their businesses through networking, advertising, and event sponsorships. The Chamber empowers business owners to make personal connections with other business leaders, influencers, and community residents. The Chamber helps members grow and develop productive networks through local events, marketing, fund-raising, and leveraging valuable resources available such as SCORE, UW-Extension, Economic Development/Washington County, Wisconsin Safety Council, and more.


Additional programs are available from the Wisconsin Economic Development Corporation, including the Manufacturing and Agriculture Credit, Business Development Tax Credits, Training Grants, Wisconsin Certified Sites Program, Main Street and Connected Communities Program, and Revolving Loan Funds.



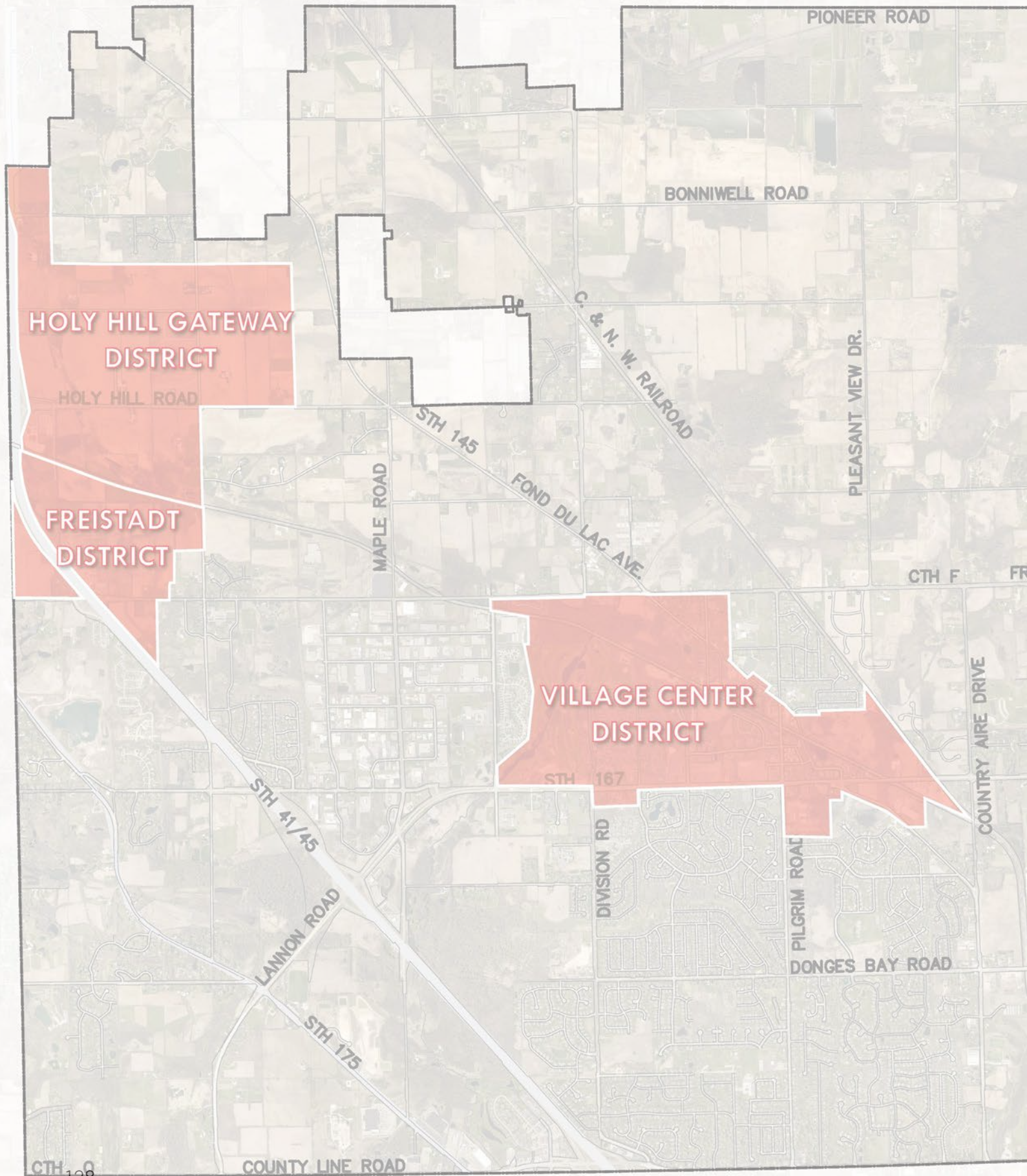
## Community Voices

The village should use **TIF funding** to design and build something the residents desire in the Main Street District. 



Not chains! Antique stores, coffee shops, farm to table restaurants, green space, art/sculpture/museum or other things unique to downtown environments. 





# OPPORTUNITY AREAS

As part of this Comprehensive Plan Update, Germantown residents and stakeholders have identified two key opportunity areas for future development: **Germantown's Village Center** and the **Holy Hill Gateway & Freistadt District**. These two opportunity areas represent the greatest potential for change in Germantown over the next 30 years. This section focuses on community ideas for what these areas could become in the future, and what types of development and design characteristics would be most desirable.

## Village Center Inspiration



## Community Voices

...wherever the downtown area is needs to be safely & easily accessible by foot or bike, **i.e., sidewalks, paved bike paths.**

The village should invest in a town center. A combination of shops, restaurants, green space with trails, nicer town homes and public spaces. Carve out an area along Mequon, Main or some other area of undeveloped land closer to the interstate? **Right now there is no heart of Germantown.**

# Economic Development

## Goals, Objectives, and Potential Action Steps

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### Goal:

Promote economic, social, and environmental benefits through business and commercial activity in Germantown with a cohesive and unifying vision that inspires investment, tourism, and local pride.

### Why is this important?

The economy is constantly changing. Over the past few decades, the Upper Midwest has seen a shift from a manufacturing based economy to a diversification to include more tourism and services. Germantown has maintained and continued to attract manufacturing jobs and still maintains a sizable agricultural base in addition to its retail and service sector. Strengthening each of these parts of the economy while staying able to take advantage of new opportunities requires a variety of strategies for economic development.

Enhancing the attractiveness of commercial areas, both retail and industrial, will help to attract residents, employers, and a workforce that enjoys working in Germantown. This includes enhancing the attractiveness of buildings but also the streets and districts that bring them all together. Similarly, developing a unique character and visitor experience by promoting Germantown's natural and cultural resources will help to continue attracting visitors and tourists to support the local economy.

### Key Leadership:

Keeping economic development aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Chamber of Commerce
- Community Development
- Economic Development Commission
- Plan Commission
- Public Works
- Village Board
- Germantown School District

Economic Development			
Objectives	Priority	Potential Action Step(s)	
1	Develop a Master Plan for the Holy Hill Gateway District to ensure compatible industrial expansion in Germantown by providing aesthetically appealing development along highly visible thoroughfares to ensure industrial expansion that is compatible with non-industrial surrounding land uses.	Short term (1-3 years)	A. Carry out the "Next Steps" identified in the Opportunity Areas section Chapter 6.
2	Develop the Village Center District, including a Master Plan, to enhance Main Street and Mequon Road as complementary mixed-use economic zones with a unique cultural identity.	Short term (1-3 years)	B. Engage with stakeholders along commercial streets to determine a vision for the district.
			C. Carry out the "Village Center: Next Steps" identified in the Opportunity Areas section of Chapter 6.
			D. Develop a specific set of design guidelines that define an acceptable Germanic architectural identity.
3	Incentivize well-designed buildings, entry features, and public infrastructure in business parks and industrial districts through the development approval process.	Short term (1-3 years)	E. Develop a set of desired building design guidelines for business parks, industrial districts, and corridors based on the context of surrounding buildings, landscapes, and architecture and Germanic Theme design requirements and guidelines.
4	Promote and support the development of industrial and commercial areas in Germantown using financing incentives and regulatory tools, including but not limited to Tax Increment Financing.	Ongoing	F. Evaluate the Village's use of TIF (past and current TIDs) including an assessment of both the positive and negative impacts the use of TIF has had on the overall financial health of the Village and other taxing districts.
			G. Explore Business Grant types based upon examples from comparable communities or regional/State entities including alternative financing mechanisms other than Tax Increment Financing (TIF).
5	Protect and promote the economic and aesthetic value of natural resources in Germantown for agriculture, recreation, and tourism.	Ongoing	H. Continue to update the Comprehensive Outdoor Recreation Plan every 5 years with information on the location and quality of natural resources for protection.
			I. Create zoning code regulations that support and accommodate agritourism and agricultural business uses.
6	Support regional economic development initiatives that impact Germantown.	Ongoing	J. Leverage the resources and programs of Economic Development Corporation of Washington County and SEWRPC.
		Short term (1-3 years)	K. Evaluate the need for an Economic Development Coordinator position in the Community Development Department.

# Village of Germantown Subscription Status Report Q1, 2025

[Time report](#) / [Village of Germantown](#)

## 2025 Subscription - Leader

Total hours

**3.58**



Name	Hours ^	Billable hours
> <span style="color: green;">■</span> Real Estate Development	<u>1.75</u> 	1.75 (100%)
> <span style="color: orange;">■</span> Deal Structuring / Proforma	<u>1.50</u> 	1.50 (100%)
> <span style="color: pink;">■</span> Company Expansion	<u>0.33</u> 	0.33 (100%)
Total	<b>3.58</b>	<b>3.58</b>

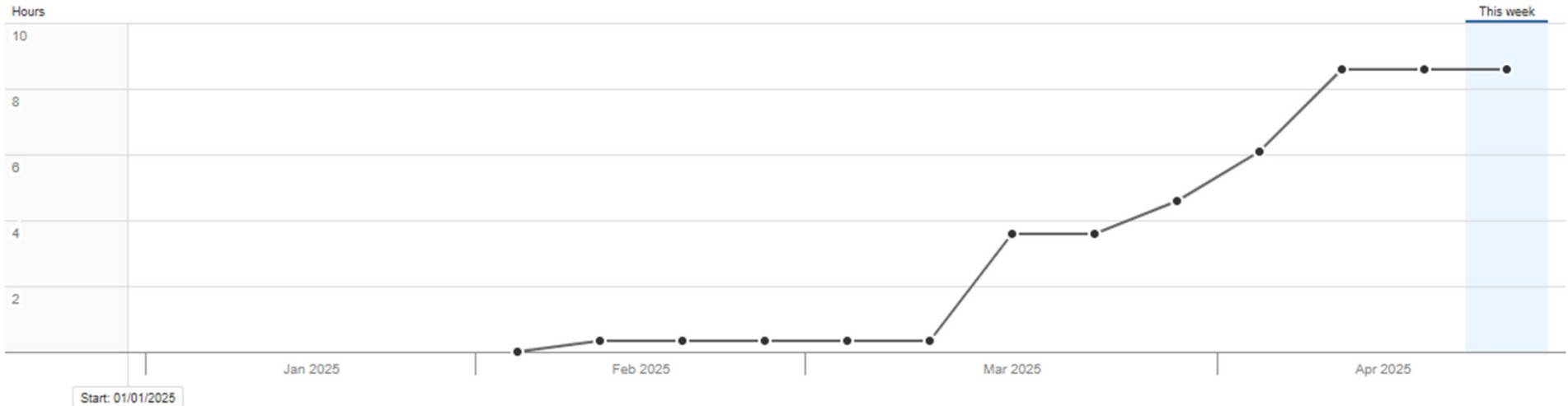
# Running Status Through 05/02/2025

Village of Germantown

## 2025 Subscription - Leader

📅 01 Jan 2025 - 31 Dec 2025 (34 weeks left)

📈 Project progress | 📊 Hours per week



Total Credit Hours Used

**8.58**

Billable **8.58**

Non-billable **0.00**

Budget remaining (86%)

**51.42**

Total budget **60.00**

