

HISTORY & LOCATION

The City of Brookfield was incorporated in 1954 and has become a center for office, retail, and light industrial activity with millions of square feet of commercial and industrial space and numerous hotels offering conference and meeting rooms. Brookfield has an area of 27.6 square miles and is located in the more densely populated eastern portion of Waukesha County, along IH 94, about 10 miles west of Milwaukee.



CITY OF BROOKFIELD

ECONOMIC PROFILE

DEMOGRAPHICS

Age Range:

0 to 19: 24.8%

20 to 44: 24.1%

45 to 64: 29.1%

65 and Older: 22.0%

Brookfield Median Age: 45.8

Waukesha County Median Age: 43.2

White: 79.2%

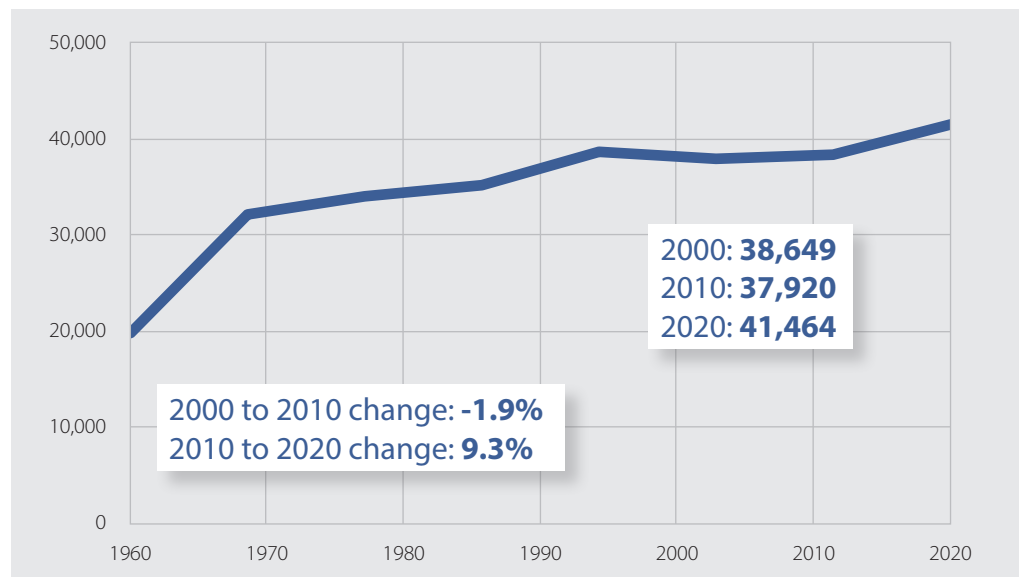
Black: 1.8%

Asian: 11.5%

Other Race: 4.0%

Hispanic: 3.5%

CENSUS POPULATION



HOUSING

Total Housing Units: 15,165

Owner Occupied Housing Units:

12,505 (82.5%)

Median Value: \$318,800

Renter Occupied Housing Units:

2,128 (14.0%)

Median Monthly Rent: \$1,526

Vacant Housing Units: 532 (3.5%)

MEDIAN ANNUAL HOUSEHOLD INCOME

City of Brookfield: \$108,198

Waukesha County: \$87,277

Southeastern Wisconsin: \$62,800

Wisconsin: \$61,747

United States: \$62,843

CONTACTS



**City of Brookfield Economic
Development Coordinator**

262-796-6694

www.ci.brookfield.wi.us/114/Economic-Development



Waukesha County Center for Growth

262-409-2643

www.waukeshagrowth.org



**Southeastern Wisconsin
Regional Planning Commission**

262-547-6721

www.sewrpc.org

BUSINESS PARKS

Almost a dozen existing industrial/office parks located in the City of Brookfield cover over 1,000 acres, with some sites still available for development. The major office centers are located with convenient access to IH 94.

Business Park Name	Location	Size (acres)	No. of Vacant Parcels
124th Commerce District	Southwest quadrant of 124th Street and Capitol Drive (STH 190)	122	0
Bishop's Woods Office Park	Southeast quadrant of Bluemound Road (USH 18) and Sunnyslope Road	167	0
Brookfield Industrial Park	West side of Barker Road (CTH Y) just south of Gebhardt Road	98	0
Brookfield Lakes Corporate Center	Southeast and southwest quadrants of Bluemound Road (USH 18) and Corporate Drive	138	1
Eastgate Business Center	North side of Lisbon Road, one-half mile west of 124th Street	19	0
Executive Drive Office Park	Southeast and southwest quadrants of Bluemound Road (USH 18) and Executive Drive	108	0
Gateway West Commerce Center	Southeast quadrant of Capitol Drive (STH 190) and Springdale Road	146	5
Glenwood Executive Center	Northeast quadrant of Capitol Drive (STH 190) and Pilgrim Road (CTH YY)	8	0
Northeast Industrial Park	Northwest quadrant of Lisbon Road and 124th Street, south of Ruby Avenue	76	0
Pheasant Drive Industrial Park	Northeast quadrant of Calhoun Road and Pheasant Drive	30	0
Fox River Business Center	Southwest quadrant of Capitol Drive (STH 190) and Richland Parkway	11	0
Gumina Commerce Center (Proposed)	North side of Capitol Drive (STH 190) at Springdale Road	26	All
The Corridor	Northwest quadrant of IH 94 and Calhoun Rd, south side of Bluemound Road	66	3

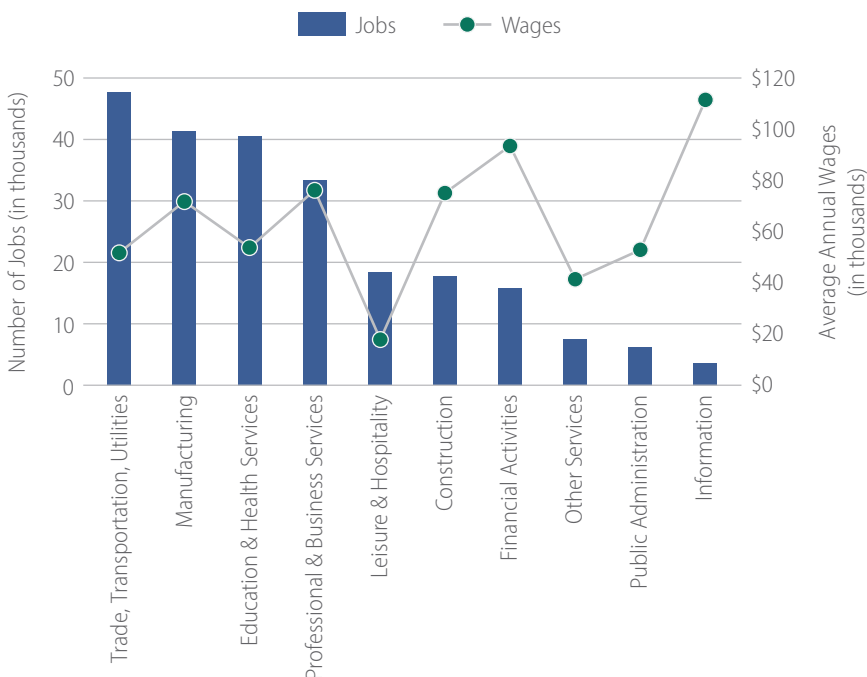
LABOR FORCE

Residents in the Labor Force: 19,068
Unemployment Rate: 2.6%*

RESIDENT OCCUPATIONS

Management, Business, Science, and Arts: 59.6%
Natural Resources: 4.2%
Production, Transportation, and Material Moving: 6.0%
Sales and Office: 21.8%
Services: 8.4%

WAUKESHA COUNTY JOBS BY INDUSTRY



* Unemployment rate for Waukesha County as of March 2022.

MAJOR PRIVATE EMPLOYERS

The largest private employers in the City are in the financial and health services, as well as manufacturing and retail.

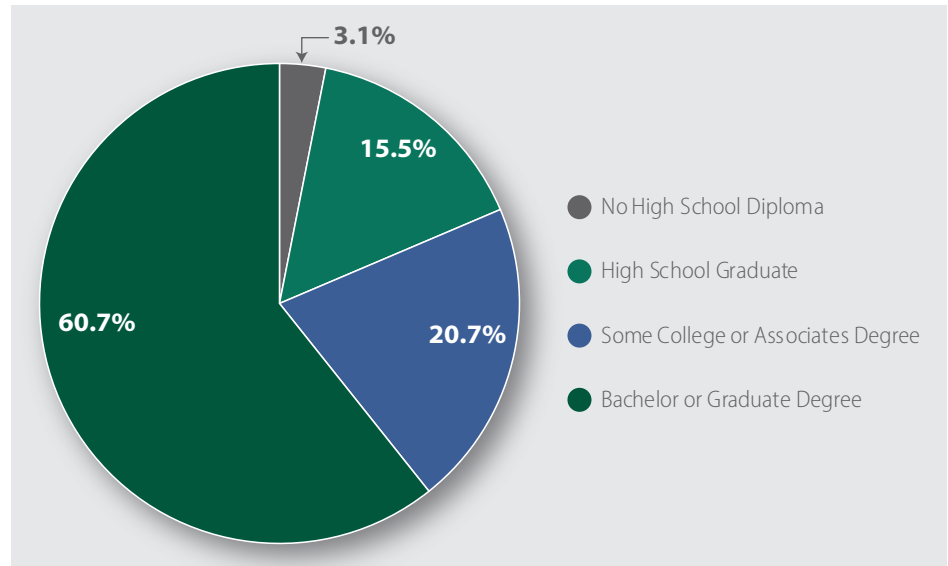
- Milwaukee Tool (1,000 or more)
- Fiserv (500 - 999)
- Ascension SE Wisconsin Hospital - Elmbrook Campus (500 - 999)
- Pentair (250 - 499)
- SVA Professional SVC (250 - 499)
- Milliman (250 - 499)
- Guhring (250 - 499)
- BMO Harris (250 - 499)
- Hydrite (100 - 249)
- Sikich (100 - 249)
- North Shore Bank (100 - 249)

EDUCATIONAL OPPORTUNITIES

Brookfield is served by the Elmbrook School District and includes two high schools, two middle schools, five elementary schools, and one special education school that serves six surrounding communities. Elmbrook consistently ranks among the top districts within Wisconsin as well as nationally. The LAUNCH program partners students with local businesses, offering career-based learning experiences. One charter school is located in Brookfield, offering a multimedia arts curriculum for grades 6 through 12. In addition, Brookfield is served by a number of private schools like Brookfield Academy. The Brookfield Public Library is a member of the Waukesha and Jefferson Counties Bridges Library System.

Numerous higher education opportunities are available to Brookfield residents in Waukesha County and in neighboring counties. Cardinal Stritch, Herzing, and Ottawa Universities have campuses in Brookfield offering undergraduate and graduate programs. Carroll University—a private university, and UWM at Waukesha—a two-year campus affiliated

HIGHEST EDUCATIONAL ATTAINMENT



with UW-Milwaukee, are both located in the City of Waukesha. In addition, Waukesha County Technical College (WCTC) is located in nearby Pewaukee and offers associate degrees, technical diplomas, and short-term certificates. Milwaukee County is home to 15 universities, including UW-Milwaukee, Marquette University, and the Milwaukee School of Engineering. Together, these universities offer a wide variety of

undergraduate and graduate programs.

ACT SCORES

Elmbrook School District/National

English 22.1/20.1

Math 23.1/20.4

Reading 23.2/21.2

Science 22.9/20.6

Composite 23.0/20.7

GOVERNMENT

The City of Brookfield is governed by a 14 member Common Council and Mayor, who is the presiding officer of the Common Council. Administrative responsibility is shared by the Mayor, elected administrative officials, boards, and appointed officials. The City's Community Development Department works with the business community to promote Brookfield as a place to establish business development. The City Police and Fire Departments have over 150 sworn and civilian employees to provide emergency services.

PARKS

The Brookfield park system consists of over 1,800 acres of public park land and special use areas. The parks provide a wide range of active and passive activities including an aquatic center, baseball, soccer, hiking and biking trails, and picnic shelters. The parks also protect unique natural resources and provide places for the community to gather. A vibrant cultural arts center offers year-round entertainment and educational experiences in music, dance, and the arts.

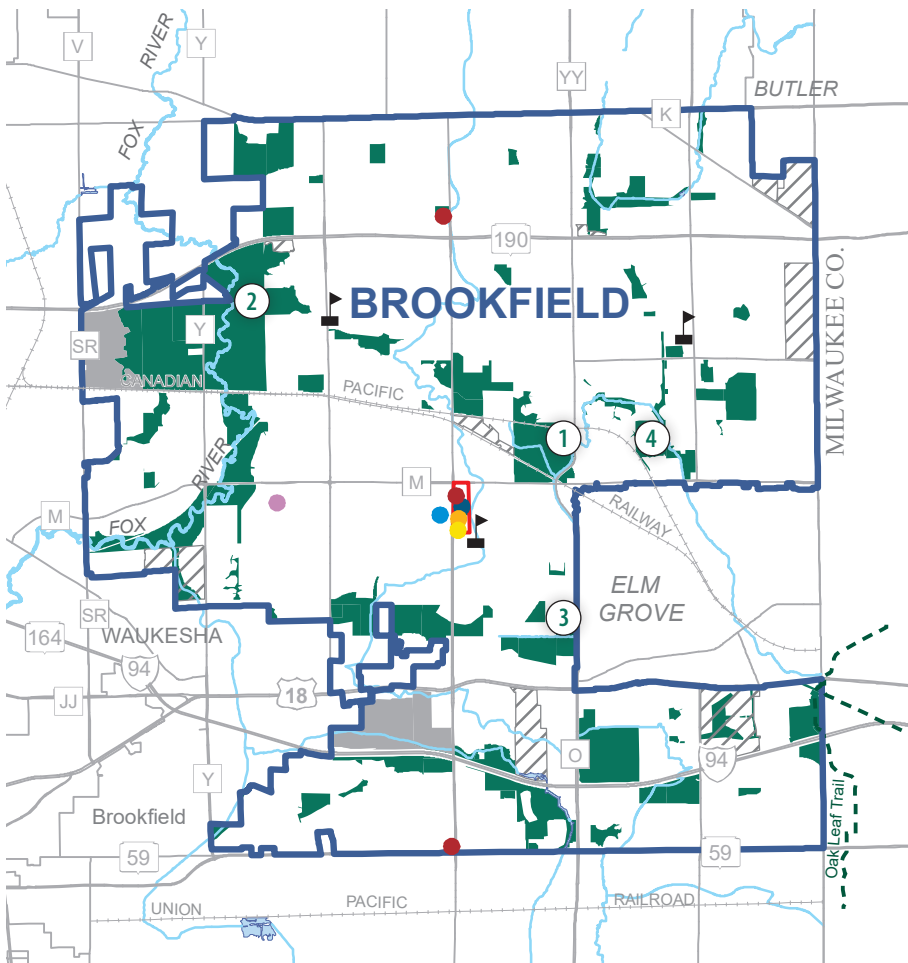
TAXES

Property tax: \$15.90 per \$1,000 of assessed value
Sales tax: 5.0%

HEALTHCARE

Ascension SE Wisconsin Hospital - Elmbrook Campus is a full-service, acute care hospital located in Brookfield. The City is also served by numerous medical clinics and specialty care centers. In addition, the Milwaukee Regional Medical Center is located minutes away in Milwaukee County.

CITY OF BROOKFIELD ECONOMIC PROFILE MAP: 2022



- Existing Business/Industrial Park (with Lots Available)
- ▨ Existing Business/Industrial Park (No Lots Available)
- ▲ Public and Private High Schools
- Downtown Area
- City Hall
- Post Office
- Police Station
- Library
- Fire Station
- Hospital
- Park and Open Space Sites
- Existing Bike Trail

PARKS

The City of Brookfield park system has 29 park areas, including 4 large community parks:

- ① Wirth Park
- ② Mitchell Park
- ③ Dousman Stagecoach Inn Museum – Historic Park
- ④ Mound Zion Park

www.ci.brookfield.wi.us/92/Parks-Facilities

TRANSIT

Brookfield Square Shopping Mall is served by both Waukesha Metro Transit and the Milwaukee County Transit System's GoldLine. When the E-W BRT begins service, Bluemound Road will be served by Waukesha Metro, with frequent connecting service between the City of Waukesha, MRMTC, and the E-W BRT. Waukesha County Transit—operated by Wisconsin Coach Lines—provides express bus service from Goerkes Corners Park-Ride lot to Downtown Milwaukee, where riders can connect to numerous destinations by bus, rail, and air. The service operates weekdays over freeways with limited intermediate stops. Brookfield is also provided with connections to both Madison and Milwaukee by the Badger Bus.

TRAVEL TIMES

- To Downtown Milwaukee: 20 Minutes
- To Downtown Madison: 70 Minutes
- To Milwaukee Mitchell International Airport: 26 Minutes
- To Intermodal Station: 20 Minutes

COMMUTING PATTERNS

