

THE VILLAGE OF

Hartland

W I S C O N S I N

*The Best in Home Town Amenities with
Metropolitan Convenience*



Experience Hartland in Lake Country

Location: Village of Hartland is located just 20 miles west of Milwaukee, 8 miles northwest of Waukesha, and 112 miles north of Chicago.

County: Waukesha County, Wisconsin

Incorporated: in 1892

Waukesha County Population '12 (est):
392,292

Hartland Population '12: 9,118

Median Household Income '12 (est):

Hartland: \$68,864, Wisconsin: \$52,374

Median Home Value '12 (est):

Hartland: \$244,800, Wisconsin: \$169,700

Number of Households '12 (est): 3,562

Traffic Counts:

Hwy 16:

32,500 average range of vehicles per day (DOT 2009)

I-94 at Hartland Hwy 83 Exit:

66,300 average vehicles per day (DOT 2010)

Hwy 83:

16,100 to 26,825 range of vehicles per day (DOT 2011)

Time Zone: Central Time

Latitude: 88° 20' 30" W

Longitude: 43° 6' 18" N

Feet Above Sea Level: 952.87

Land Area: 5.10 square miles



Hartland's Hometown Celebration Parade

Prosper in Hartland



Established Retail & Services

Along the walkable streets of Hartland, the pedestrian friendly downtown is home to many restaurants, retail, professional, and service businesses. The Hartland area is well served with a charming downtown shopping district, the Hartbrook Mall, Merton Plaza, and Cottonwood Plaza with unique shops offering variety and convenience. Ample parking and a great selection of shops and services, makes Hartland a destination of choice.

Business Improvement District

To promote business development in the Village Center, the Village of Hartland

approved the formation of the BID in 2007. The Hartland Business Improvement District provides services to over 170 businesses in the downtown area. Contact the BID at 262-367-6560 or www.downtownhartland.com



Established Business Parks

Hartland has four developed industrial and business parks within the village limits with over 154 acres of developed land with a limited number of acres available for new development. Hartland's business parks are the Hartland/Lake Country Business Park, Cottonwood Commerce Center, Geason Commerce Center, and Bark River Commerce Center Business Park.

Easy Accessibility and Transportation

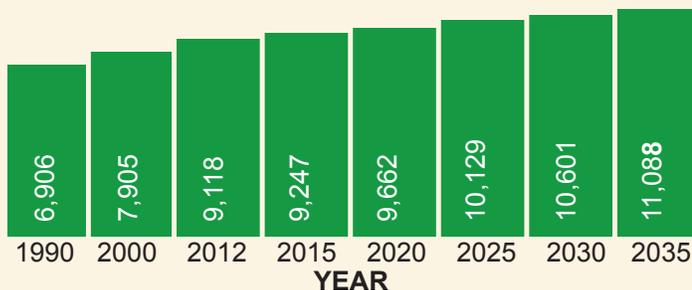
Local businesses benefit from convenient roadways and excellent access to major interstate highways. Interstate Highway 94 is located two miles south of Hartland and State Trunk Highway 16 runs to the north. County Trunk Highways E, JJ, JK and KE serve the area. Rail service is provided by the Canadian Pacific Railway. Hartland has been selected as the host community of the CP Holiday Train during the holiday season over the past few years.

Two aviation airports serve Hartland: Waukesha County Crites Field is 7 miles southeast and Capitol Airport is 8 miles east. General Mitchell International Airport is the nearest scheduled carrier airport, located 32 miles from Hartland. Madison Dane County Regional Airport is 58 miles west, Chicago's O'Hare International Airport is located 90 miles southeast. A commuter bus route provides weekday service to Hartland operated by Wisconsin Coach Lines.

Education

Wisconsin is the "Education State" and a national leader in education. The innovative Hartland-Lakeside School District has two middle schools and four elementary schools serving kindergarten through 8th grade with a student population of 1,331. Hartland-Lakeside is located in the Village of Hartland and serves Delafield, Hartland, Merton, and Pewaukee. The highly acclaimed Arrowhead High School District serves the area with approximately 2,300 students in grades 9-12. In addition, there are seven private schools serving the Hartland area. Today's student is tomorrow's workforce.

HARTLAND POPULATION AND PROJECTIONS



Low Tax Rates

2012 property tax assessment ratio: 1.0461
Total equalized value: \$1,129,849,800

Net rate per \$1,000:

Hartland/Lakeside District: \$17.01
Lake Country District: \$14.45 • Swallow District: \$16.25

Business Opportunities



Business Climate

The Wisconsin Economic Development Corporation offers a combination of technical and financial assistance programs that have been designed to assist businesses in the areas of business planning, site selection, initial capitalization, permitting (including environmental), employee training, research and development, business expansion, and export development. There are a wide range of resources available to businesses in Wisconsin, whether initiating a new idea or expanding a business. Visit www.inwisconsin.com for more information.

Hartland Area Chamber of Commerce is the source and voice of local area businesses, serving its members with full-time services and year round special events. Contact the Chamber at www.hartland-wi.org or 262-367-7059.

Available Buildings or Sites

Hartland has a mixture of industrial and commercial property offered for sale or lease at reasonable market rates. Information about available buildings or sites can be found on the Village of Hartland web site www.villageofhartland.com.

Corporate Income Tax

Businesses that are incorporated in Wisconsin, and foreign companies that have a nexus with the state, are subject to a rate of 7.9% tax on the income of the corporation. The rate has not been changed since 1981.

Tax Exemptions and Credits

Wisconsin offers a number of tax incentives for corporations and other businesses to locate and expand their operations within the state. Wisconsin has numerous programs for property tax exemptions, sales and use tax exemptions, tax credits, other special tax incentives and tax treatments, as well as venture and investment capital credits.

Energy Costs are among the lowest in the Midwest and priced below the national average. Wisconsin electric rates are among the lowest in the country; commercial and industrial water and sewer rates are also among the lowest in the nation.

Wisconsin Worker's Compensation premium rates are among the lowest in the nation. A Wisconsin location, on average, can provide savings on worker's compensation premiums while buying more value.

Quality Workforce

Hartland area has a highly skilled, productive, and loyal workforce. Partnerships with industry, government, and education keep Hartland and Wisconsin workers on the cutting edge of quality and skills.

MAJOR HARTLAND EMPLOYERS

Company Name	Product or Service	Web Site	Employees
One Touch Point - CCI	Document Management Systems and Printing	www.1touchpoint.com	320
Merge Health Care, Inc.	Cardiology and Radiology Software Systems	www.merge.com	210
Hartland-Lakeside School District	Elementary/Middle School District	www.hartlake.org	175
Advanced Disposal	Waste and Recycling Removal	www.advanceddisposal.com	153
Batteries Plus, Inc.	Automotive Parts Manufacturing	www.batteriesplus.com	130
Dorner Mfg. Corp.	Conveying Equipment Manufacturing	www.dorner.com	150
Heraeus Electro-Nite Co.	Metal Stamping	www.heraeus-electro-nite.com	107
Village of Hartland	Municipal Government	www.villageofhartland.com	92
Holt Electric Supply Co.	Industrial Automation and Electrical Distributor	www.revereelectric.com	85
Charleston/Orwig, Inc.	Integrated Marketing	www.charlestonorwig.com	78
Insurity, Inc.	Insurance Industry Computer Software Manufacturing	www.insurity.com	70
Aurora Wilkinson Medical Clinic	Medical Clinic	www.aurorahealthcare.org	68
Versevo, Inc.	Dies, Molds, Tooling, Machining, and Castings	www.versevo.com	60
Watertronics, Inc.	Pump & Compressor Manufacturing	www.watertronics.com	65
T-Lon Products, Inc.	Teflon Seals for Hydraulic Industries	www.t-lon.com	55
Neosho Trompler, Inc.	OEM Components and Custom Machine Parts	www.neoshotrompler.com	52
Eye Communication Systems	Document Management Solutions	www.eyecom.com	50
Lake Country Athletic Club	Membership Fitness Center	www.lclub.com	50
Sjoberg Tool & Mfg. Corp	Metal Stamping, Laser Cutting, and Machining	www.sjobergtool.com	50
Tri-Phase Automation	Automation Systems & Equipment Manufacturing	www.tri-phase.com	50
Fox Bros. Piggly-Wiggly	Grocery Store	www.shopthepig.com	60
Midwest Composite Technologies	Molds, Models, and Prototypes	www.midwestcomposite.com	40
PDC Facilities, Inc.	Manufactured Medical Buildings	www.pdcbiz.com	43
Dave Droegkamp Heating	Heating Contractors	www.davedroegkamp.com	38
CL&D Digital	Digital Package Printing	www.clddigital.com	30

Hartland is your Hometown



Recreation Abounds

The natural beauty of the Lake Country area has an abundance of 12 major lakes within a 5 mile radius offering year round activities. Hartland has over 99 acres of park land within 11 facilities. Known as a walkable community, Hartland has a pedestrian friendly pathway system along the Bark River. The Hartland segment of the Ice Age Trail runs through the Village. Hartland is rich in abundant natural resources and its historic culture. Hartland offers something for everyone with the annual Hometown Celebration Parade, Street Dance, Hartland Lights, and Summer Concert Series in the Park. A variety of year round wellness, athletic, and enrichment programs for adults, seniors, and youths are sponsored by the Hartland Recreation Department.

Hartland Government Services

The Village is governed by a seven member elected board comprised of a Village president and board of trustees. A Village administrator is appointed by the board to serve as chief administrative officer of the Village. The Village has 92 full and part time employees. The Village provides services for street maintenance, snow removal, park system, planning, inspection, and recreation services.

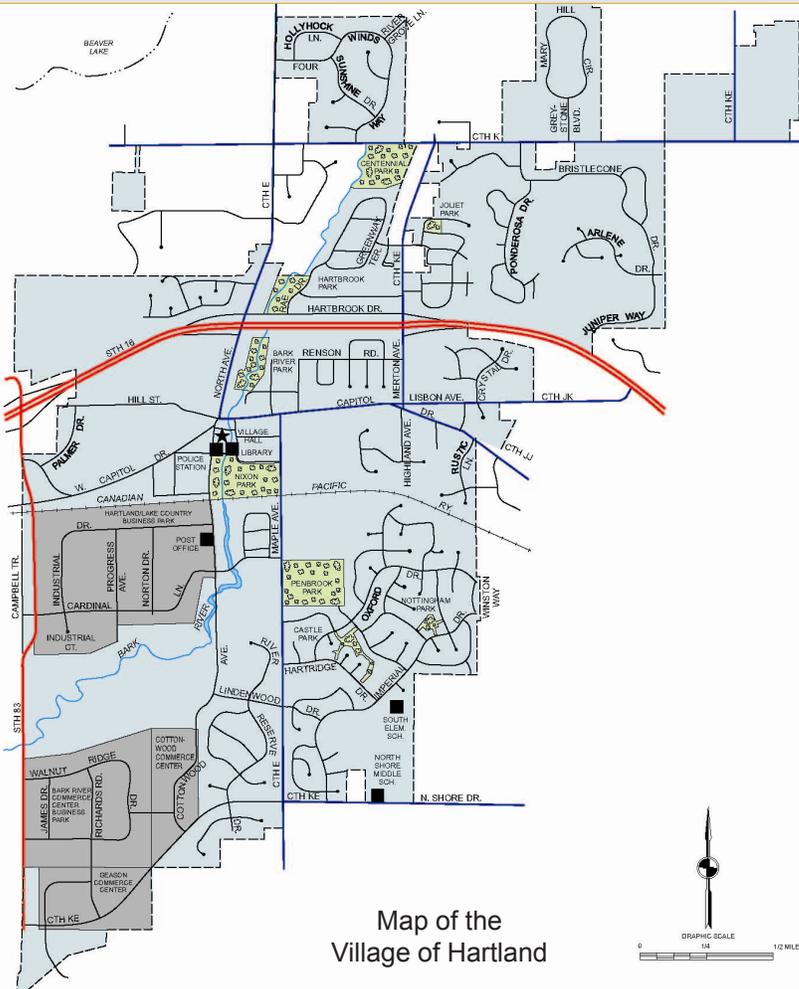


Fire and Police Protection Services

The Village provides Fire, Police, and Emergency Medical service to the community. Hartland Fire Department provides both fire and ambulance services to the Village and surrounding communities. The Village has a fire underwriters' rating of 4.

Utility Services

- **Electric Power and Natural Gas:** Supplied by WE Energies. Contact 800-242-9137.
- **Sanitary Sewerage:** The Delafield-Hartland Water Pollution Control Commission provides sewer services for the Village. Rates: \$4.89 per 1,000 gallons.
- **Solid Waste:** Commercial and Industrial users hire private contractors for refuse collection. Contact Advanced Disposal at 262-367-6040.
- **Water:** Hartland's municipally owned water utility supplies water from four groundwater wells, an underground reservoir, and three storage towers. Rates: \$2.22 first 30,000 gallons. Rate decreases per volume. Meter charge per quarter: \$17.80 and up depending on meter size.



Map of the Village of Hartland

Source: SEWRPC.

Hartland Village Library

Discover the downtown library, with an array of programs and information services utilized by over 200,000 annual visitors. The Village of Hartland is a member of the Waukesha County Federated Library System.



Housing

Hartland provides many housing opportunities for renters and home owners. Single family homes are available in diverse subdivisions. Senior housing units, condominiums, and other rental units are located in many areas of the Village.

FOR MORE INFORMATION CONTACT:

Village of Hartland
 David Lamerand, Village President or
 David Cox, Village Administrator
 210 Cottonwood Avenue • Hartland, WI 53029
 Phone 262-367-2714 • Fax 262-367-2430
www.villageofhartland.com

