



Pewaukee Market Profile

Community Profile

Looking for the beauty of a small New England town, with the convenience of the big city? Look no further because those are just two of the many things Pewaukee has to offer. Located twenty minutes west of Milwaukee and less than sixty minutes from Madison, Pewaukee is the gateway to Lake Country, a region with many small towns, lakes and open spaces.

Pewaukee's main attraction, Pewaukee Lake, is the largest lake located in Waukesha County. It is known for sailing regattas, recreational boating, excellent fishing and winter activities. The beach, one of the last free public beaches in the region, is located in the downtown area and draws people from all of Southeastern Wisconsin and beyond.

Because of its beautiful location, the lakefront is the focal point for many year round activities. From weekly concerts to large food festivals, there are plenty of things to enjoy. After attending an event, you can shop or dine at any of The Village Shoppes of Pewaukee Lake businesses. You will find a wide variety of unique shops and restaurants for that special evening out or for family fun!

Over the past ten years, more than \$2,000,000 has been invested in new buildings, improvements to the lakefront and updated facades. With much more on the horizon, Pewaukee is on its way to becoming a premier destination location in Wisconsin.

Elaine Kroening
Executive Director
Positively Pewaukee

Location and Trade Area

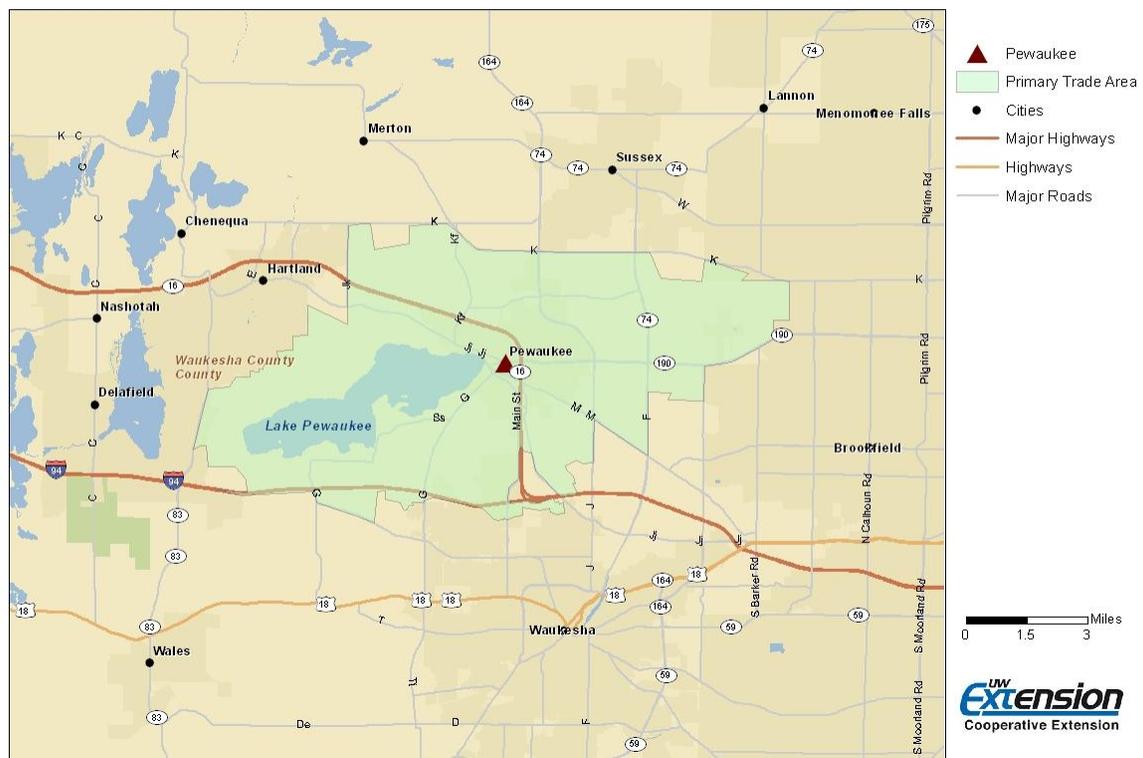
Pewaukee is located in Waukesha County off of Highway 16, just north of Waukesha and Interstate 94. It is approximately 60 miles east of Madison, and 15 miles west of Milwaukee.

A single trade area for Pewaukee was developed based on the following:

- The location of Pewaukee relative to competing trade centers
- Highway networks and drive times to Pewaukee
- Knowledge and insight offered by the local Main Street Program

The following map illustrates the size and scope of the trade area.

Pewaukee Primary Trade Area



Trade Area Demographics

Population

Population data helps quantify both current market size and future market growth. Population is defined as all persons living in a geographic area.

| Population Trends | | |
|---|------------|-----------|
| Population | Trade Area | Wisconsin |
| 2000 Total | 21,530 | 5,363,675 |
| 2010 Total | 23,310 | 5,741,617 |
| 2015 Estimated Total | 23,874 | 5,877,143 |
| 2010-2015 Proj. Annual Growth | 0.5% | 0.5% |
| <i>Source: ESRI 2010 Market Profile</i> | | |

Pewaukee's trade area is home to 23,310 residents, and has a projected annual growth rate of .5 percent per year, for the next 5 years. This growth rate corresponds with the Wisconsin projected annual growth rate.

Housing Units

Housing is another economic indicator that describes the strength of the residential market. Ownership and vacancy rates can describe the stability of the housing market.

| 2010 Housing Information | | |
|---|------------|-----------|
| | Trade Area | Wisconsin |
| Households | 9,865 | 2,280,136 |
| Owner Occ. Housing Units | 69.4% | 59.6% |
| Renter Occ. Housing Units | 24.7% | 27.6% |
| Vacant Housing Units | 5.9% | 12.8% |
| Median Home Value | \$251,668 | \$148,568 |
| <i>Source: ESRI 2010 Market Profile</i> | | |

The trade area for Pewaukee has a level of owner occupied housing that is nearly 10 percent higher than the Wisconsin average. The percent of renter occupied housing is slightly lower than average, and there is a significantly lower percentage of vacant housing units. Median home value in the trade area is over \$100,000 more than the state average.

Household Income

Household income can be an indicator of the spending power of residents. Household income also positively correlates with retail expenditures in many product categories. Some retailers may target specific income ranges based on their target market segment.

| 2010 Household Income | | |
|---|------------|-----------|
| | Trade Area | Wisconsin |
| Median Household Income | \$86,296 | \$55,895 |
| Per Capita Income | \$44,675 | \$26,503 |
| <i>Source: ESRI 2010 Market Profile</i> | | |

Median household income in the trade area is \$30,000 above the Wisconsin average. Per capita income is \$18,000 above average.

| 2010 Income Distribution | | |
|---|------------|-----------|
| Income Range | Trade Area | Wisconsin |
| < \$15,000 | 2.3% | 9.5% |
| \$15,000 - \$24,999 | 3.8% | 9.0% |
| \$25,000 - \$34,999 | 6.8% | 9.8% |
| \$35,000 - \$49,999 | 9.9% | 15.6% |
| \$50,000 - \$74,999 | 17.7% | 23.7% |
| \$75,000 - \$99,999 | 17.9% | 16.9% |
| \$100,000 - \$149,999 | 26.3% | 11.3% |
| \$150,000 - \$199,999 | 7.2% | 2.2% |
| \$200,000 + | 8.1% | 2.1% |
| <i>Source: ESRI 2010 Market Profile</i> | | |

The number of households in the \$100,000 - \$149,999 income range is 15 percent greater than the average statewide.

Age

Age often affects a person's tastes and preferences. Understanding the population age distribution helps businesses effectively address the needs of the market.

| 2010 Population Age | | |
|---|------------|-----------|
| Age Range | Trade Area | Wisconsin |
| 0 - 4 | 6.6% | 6.4% |
| 5 - 9 | 6.2% | 6.4% |
| 10 - 14 | 6.4% | 6.4% |
| 15 - 19 | 5.7% | 7.1% |
| 20 - 24 | 5.3% | 7.2% |
| 25 - 34 | 13.1% | 12.7% |
| 35 - 44 | 14.6% | 13.0% |
| 45 - 54 | 16.1% | 15.2% |
| 55 - 64 | 13.2% | 12.2% |
| 65 - 74 | 7.2% | 6.8% |
| 75 - 84 | 4.2% | 4.4% |
| 85+ | 1.5% | 2.2% |
| Age 18+ | 77.1% | 76.8% |
| Median Age | 40 | 38.1 |
| <i>Source: ESRI 2010 Market Profile</i> | | |

Median age for the trade area is slightly higher than statewide average, 40 to 38.1 respectively. The trade area has slightly higher distributions of residents in the higher age categories.

Education

Education can be an indicator of the socio-economic status of an area. Not only do education levels affect income, they also impact consumer tastes and preferences.

| 2010 Population 25+ by Education | | |
|----------------------------------|------------|-----------|
| Education Level | Trade Area | Wisconsin |
| Less than 9th Grade | 1.1% | 3.6% |
| 9th - 12th Grade, No Diploma | 3.3% | 6.7% |
| High School Graduate | 24.0% | 34.2% |
| Some College, No Degree | 21.4% | 20.0% |
| Associate Degree | 9.2% | 9.3% |
| Bachelor's Degree | 28.7% | 17.3% |
| Graduate/Professional Degree | 12.3% | 9.0% |

Source: ESRI 2010 Market Profile

Residents of the trade area have significantly higher levels of education attained when compared to Wisconsin. Over one-fourth of the residents earned up to a bachelor's degree as their highest level of education, and 12 percent earned a graduate or professional degree. Over 50 percent achieved an Associate Degree or higher in the trade area.

Ethnicity

Spending patterns often differ with ethnicity. Effective market segmentation based on ethnic groups must be authentic and accurate. Understanding the ethnic distribution of a population is the first step to meeting the needs of different ethnic groups.

| 2010 Population by Ethnicity | | |
|---------------------------------|------------|-----------|
| Ethnicity | Trade Area | Wisconsin |
| White Alone | 95.0% | 87.0% |
| Black Alone | 0.7% | 5.8% |
| American Indian Alone | 0.2% | 1.0% |
| Asian or Pacific Islander Alone | 2.4% | 2.1% |
| Some Other Race Alone | 0.5% | 2.4% |
| Two or More Races | 1.3% | 1.7% |
| Hispanic Origin | 1.8% | 5.5% |
| Diversity Index | 12.9 | 31.8 |

Source: ESRI 2010 Market Profile

The trade area population is 95 percent white, higher than the Wisconsin average.

Occupation

Occupation concentrations of white collar, blue collar, or service workers are used as another gauge of a market's spending patterns.

| 2010 Employment by Occupation (16+) | | |
|-------------------------------------|------------|-----------|
| | Trade Area | Wisconsin |
| White Collar | 75.3% | 59.2% |
| Services | 11.4% | 16.3% |
| Blue Collar | 13.3% | 24.5% |

Source: ESRI 2010 Market Profile

White collar workers comprise three-fourths of the trade area workers. In contrast, blue collar workers make up only 13 percent of the trade area population, which is significantly lower than state average.

Industry of Employment

Industry of employment, like the previous section, also impacts spending patterns. The figures shown in the chart below illustrate employment by industry of those who live within the trade area, regardless of where they work.

| 2010 Employment by Industry (Ages 16+) | | |
|--|------------|-----------|
| Industry | Trade Area | Wisconsin |
| Agriculture/Mining | 0.4% | 2.6% |
| Construction | 5.3% | 5.2% |
| Manufacturing | 15.9% | 16.5% |
| Wholesale Trades | 6.1% | 3.2% |
| Retail Trades | 10.6% | 11.7% |
| Transportation/Utilities | 3.4% | 4.1% |
| Information | 2.7% | 1.9% |
| Finance/Insurance/Real Estate | 8.7% | 6.5% |
| Services | 44.6% | 44.6% |
| Public Administration | 2.3% | 3.7% |

Source: ESRI 2010 Market Profile

Employment by industry follows a similar pattern as Wisconsin, with slightly higher levels of employment in white collar industries such as finance and information, and slightly lower levels in blue collar industries.

Trade Area Lifestyle Segments

ESRI's Tapestry Segmentation system divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics. It provides a description of the activities and spending behaviors of the distinct consumer groups that reside in a community. More than half of Watertown's trade area households fall in one of the following three tapestry categories:

| | Tapestry Segment | Percentage |
|---|----------------------------|------------|
| 1 | Enterprising Professionals | 28.6% |
| 2 | In Style | 26.5% |
| 3 | Exurbanites | 20.6% |

Source: ESRI 2010

- *Enterprising Professionals*: Young, educated, single, married, working professionals with over half graduating with a bachelor or graduate degree; these working professionals are employed in finance, management, computer, and sales; young and mobile and typically move frequently to find growth opportunities; use the internet for most things, they also play video games, jog, swim and love to travel.
- *In Style*: Slightly older, predominately professional couples, living in the affluent suburbs but prefer city lifestyle; upper middle class working in professional management in finance, insurance, health care, technical services and education;

use internet for most daily tasks while looking forward with investments; stay healthy by exercising, eating a healthy diet, while taking domestic vacations to hike, golf and go backpacking.

- **Exurbanites:** Prefer affluent lifestyle in open spaces beyond the urban fringe; older with a mix of empty nesters and children at home; well educated and working in professional management with others receiving retirement income; worried about financial security, they consult financial planners and do most work on their homes; very active lifting weights, practicing yoga and jogging; they also enjoy boating, hiking, bird watching, and taking photos; top segment for watching college basketball and professional football; participate in civic activities and charitable organizations.

| 16 Enterprising Professionals | 13 In Style | 07 Exurbanites |
|--|--|---|
|  |  |  |
| L2 Upscale Avenues U3 Metro Cities I Mixed 32.4 Upper Middle Prof/Mgmt Some College; Bach/Grad Multiunits; Townhome White; Asian | L2 Upscale Avenues U7 Suburban Periphery I Mixed 40.0 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family; Townhome White | L1 High Society U7 Suburban Periphery I Married-Couple Families 45.5 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White |
| Jog, bike, practice yoga Have personal education loan Go online frequently Read computer magazines Own/Lease Honda | Vacation at beach Trade/track investments online Shop online Listen to sporting events on radio Own/Lease Honda | Enjoy photography Consult financial planner Play golf, bicycle, hike Read 2+ Sunday newspapers Own/Lease SUV |

Lifemode Summary Groups:

- **Upscale Avenues:** Prosperous, married couple homeowners in different housing
- **High Society:** Affluent, well-educated, married-couple homeowners
- **Family Portrait:** Youth, family life, and children

Urbanization Summary Groups:

- **Suburban Periphery I:** Married-couple families in lower density, suburban expansion
- **Metro Cities I:** Upscale city life with suburban benefits
- **Urban Outskirts I:** Close to city amenities with suburban affordability

Economic Conditions

Earnings Mix

Breaking down earnings by sector provides a snapshot of the industry mix in an area. Earnings include wage and salary disbursements, other labor income, and proprietor's income (both farm and non-farm).

| Waukesha County Earnings Mix 2009 | | |
|--|--------------|------------|
| Industry | Earnings | % of Total |
| Compensation of employees, received | \$13,315,287 | 100.0% |
| Farm compensation | \$9,482 | 0.1% |
| Nonfarm compensation | \$13,305,805 | 99.9% |
| Private compensation | \$12,250,666 | 92.0% |
| Forestry, fishing, and related activities | (D) | (D) |
| Mining | (D) | (D) |
| Utilities | (D) | (D) |
| Construction | \$921,815 | 6.9% |
| Manufacturing | \$3,074,381 | 23.1% |
| Wholesale trade | \$1,345,916 | 10.1% |
| Retail trade | \$733,222 | 5.5% |
| Transportation and warehousing | (D) | (D) |
| Information | \$422,409 | 3.2% |
| Finance and insurance | \$1,003,461 | 7.5% |
| Real estate and rental and leasing | \$116,104 | 0.9% |
| Professional, scientific, and technical services | \$959,554 | 7.2% |
| Management of companies and enterprises | \$536,721 | 4.0% |
| Administrative and waste services | \$452,368 | 3.4% |
| Educational services | \$93,021 | 0.7% |
| Health care and social assistance | \$1,383,050 | 10.4% |
| Arts, entertainment, and recreation | \$79,850 | 0.6% |
| Accommodation and food services | \$253,634 | 1.9% |
| Other services, except public administration | \$390,544 | 2.9% |
| Government and government enterprises | \$1,055,139 | 7.9% |

Source: Bureau of Economic Analysis

Nearly one-fourth of the total county-wide earnings come from the manufacturing industry, followed by health care and wholesale trade.

Local Firm Employment

Identifying local employers provides insight into the types of larger businesses in the area that may provide drawing power.

| Top Ten Private Employers | |
|---------------------------|-------------------------------------|
| Rank | Employer Name |
| 1 | Waukesha County Technical College |
| 2 | Quad Graphics Inc. |
| 3 | WE Energies |
| 4 | Pewaukee Public School Systems Inc. |
| 5 | Cooper Power Systems Inc. |
| 6 | Quad Tech Inc. |
| 7 | Wal-Mart |
| 8 | Total Mechanical Inc. |
| 9 | Iowa Machine Shed Co. |
| 10 | Five Star Quality Care Inc. |

Source: WI Department of Workforce Development

Waukesha County Technical College and Quad Graphics are the two largest employers in the county.

Labor Force and Employment Levels

Labor force and employment data provide important information on the size and stability of a local economy as measured by the local workforce.

| Unemployment Rates | | | |
|--------------------|-----------------|-----------|----------|
| Year | Waukesha County | Wisconsin | National |
| 2006 | 3.8 | 4.7 | 4.6 |
| 2007 | 3.9 | 4.8 | 4.6 |
| 2008 | 4.0 | 4.9 | 5.8 |
| 2009 | 7.7 | 8.7 | 9.3 |
| 2010 | 7.4 | 8.3 | 9.6 |

Source: WI Dept. of Workforce Development Annual

Unemployment rates in Waukesha County are significantly lower than both Wisconsin and National rates.

Transportation

Understanding street and highway traffic volume is essential to strategic business placement. Most retailers typically seek locations on major arteries and often rely on minimum average daily traffic counts to survive.

West Wisconsin Avenue averages up to 8,900 vehicles daily. Oakton Ave. averages 4,300 near downtown Pewaukee. Highway 190 east of Highway 16 averages up to 30,600 vehicles daily.

Commuting patterns highlight counties with a strong economic base which are able to attract workers from surrounding regions. Conversely, they also demonstrate which areas might lack local employment opportunities for their residents. These “bedroom” communities offer a greater number of housing options in comparison to other locations.

Of the 3,161 employed within Pewaukee, only 129 of them live within the community. In contrast, of the 4,454 who live within Pewaukee and are employed, 4,325, or 97.1 percent, are employed outside of the selection area. 53.7 percent of those who live in Pewaukee and have a job work in Waukesha County, and 32 percent work in Milwaukee County.

Tourism

Tourism creates jobs and increases revenue within a local economy. The economic impact of traveler expenditures has both a direct and indirect impact on the local economy.

| Tourism Total Impact 2010 Waukesha County | |
|---|---------------|
| Expenditures | \$616,938,631 |
| Full-Time Equivalent Jobs | 15,270 |
| Resident Income | \$353,979,867 |
| State Revenue | \$66,641,465 |
| Local Revenue | \$32,137,114 |
| <i>Source: WI Dept. of Tourism and Davidson-Peterson Associates, Inc.</i> | |

| Expenditure Summary | | |
|---|-----------------|------------------|
| | Waukesha County | Wisconsin |
| 2000 | \$563,078,897 | \$11,046,539,344 |
| 2005 | \$620,019,194 | \$11,950,050,300 |
| 2010 | \$616,938,631 | \$12,303,015,785 |
| % Change 2000-2010 | 9.6% | 11.4% |
| <i>Source: WI Dept. of Tourism and Davidson-Peterson Associates, Inc.</i> | | |

Tourism within Waukesha County provided the equivalent of 15,270 jobs and \$616,938,631 in 2010. Between 2000 and 2010 tourism revenue in Waukesha County has grown 9.6 percent. While this number is slightly lower than statewide tourism growth, it still shows significant industry growth. Pewaukee’s strategic position on Pewaukee Lake provides an opportunity to capture some of this market growth.

Demand for Retail and Service Businesses

Opportunities for business expansion and recruitment can be analyzed using estimates of consumer spending potential (demand). These demand estimates can be obtained from public and private secondary data sources. Consumer spending does not equal actual business revenue, but rather the potential revenue that trade area residents could generate. Non-resident demand from consumers traveling to or through the community is not included in these estimates.

Spending Patterns-Households in Trade Area Compared to U.S.

As a general overview of consumer spending by trade area residents, it is helpful to compare local household spending with average U.S. household spending. Spending is influenced by demographic, economic and geographic factors. One method of comparing trade area spending with the U.S. is the Spending Potential Index (SPI).

| Household Spending Potential Index | |
|------------------------------------|-----|
| Product or Service Category | SPI |
| Apparel & Services | 107 |
| Computers & Accessories | 155 |
| Entertainment/Recreation | 154 |
| Food at Home | 144 |
| Food Away from Home | 151 |
| Health Care | 139 |
| Household Furnishings & Equip. | 135 |
| TV/Video/Audio | 147 |
| Retail Goods | 143 |

Source: ESRI 2010 Market Profile

Residents of the trade area spend more than the U.S. average in all product and service categories (100 is the U.S. average). Residents have a highest spending potential on computers and accessories, followed by entertainment and food away from home.

Potential Sales in Trade Area

Potential sales by business category in the trade area can be calculated by multiplying the following (grocery store example):

- U.S. sales per capita by business category based on the U.S. Economic Census (\$1,631)
- The ratio of local trade area per capita income to U.S. per capita income (\$22,008/\$26,739)
- Trade area population (81,125)
- Multiplication of above figures is equal to the “Potential Sales in Trade Area” (for grocery stores \$108 million)

The following table presents the potential sales estimates for the trade area. These estimates assume that everyone in the trade area only shops in that area; likewise it assumes no one from outside of the trade area shops in that area. Therefore, it does not take into consideration any surplus or leakage in or out of the trade area.

Also in the table is a column that estimates an equivalent number of square feet of shopping center space that could be supported by said sales. These estimates can be used in a demand and supply analysis that measures potential (demand) vs. existing (supply) of space by business category.

| NAICS | Store Category | Potential Sales in Trade Area | Sq. Ft Demand | NAICS | Store Category | Potential Sales in Trade Area | Sq. Ft Demand |
|-------|--|-------------------------------|---------------|-------|--|-------------------------------|---------------|
| 44111 | New car dealers | \$87,812,525 | - | 45113 | Sewing, needlework, & piece goods stores | \$560,328 | 4,019 |
| 44112 | Used car dealers | \$10,311,292 | - | 45114 | Musical instrument & supplies stores | \$761,208 | - |
| 44121 | Recreational vehicle dealers | \$2,486,260 | - | 45121 | Book Stores | \$2,359,509 | 10,229 |
| 44122 | Motorcycle, boat, & other motor vehicles | \$6,226,797 | - | 45122 | Tape, compact disc, & record stores | \$479,136 | 1,640 |
| 44130 | Automotive parts, accessories, & tires | \$9,589,516 | 55,463 | 45200 | General merchandise stores | \$73,897,004 | 528,251 |
| 44210 | Furniture stores | \$7,581,167 | 14,186 | 45310 | Florists | \$929,180 | 3,786 |
| 44220 | Home furnishings stores | \$6,635,072 | 24,257 | 45321 | Office supplies & stationery stores | \$2,968,711 | 14,671 |
| 44311 | Appliance, television, & other electronics | \$11,021,375 | 30,021 | 45322 | Gift, novelty, & souvenir stores | \$2,314,990 | 12,672 |
| 44312 | Computer & software stores | \$2,623,442 | 1,281 | 45330 | Used merchandise stores | \$1,420,786 | - |
| 44313 | Camera & photographic supplies stores | \$509,409 | 883 | 45391 | Pet & pet supplies stores | \$1,518,133 | 6,460 |
| 44411 | Home centers | \$17,230,988 | 44,335 | 45392 | Art dealers | \$1,234,430 | 2,544 |
| 44412 | Paint & wallpaper stores | \$1,298,484 | - | 51213 | Motion picture & video exhibition | \$1,622,322 | 19,553 |
| 44413 | Hardware stores | \$2,625,111 | 18,174 | 53210 | Automotive equipment rental & leasing | \$5,878,712 | - |
| 44419 | Specialized building material dealers | \$15,133,735 | - | 53222 | Formal wear & costume rental | \$128,757 | 427 |
| 44420 | Lawn & garden equipment & supplies | \$4,739,834 | - | 53223 | Video tape & disc rental | \$1,206,265 | 7,283 |
| 44510 | Grocery stores | \$62,802,736 | 131,060 | 53230 | General rental centers | \$586,988 | 1,155 |
| 44520 | Specialty food stores | \$2,389,266 | 11,178 | 54192 | Photographic services | \$1,221,491 | 3,845 |
| 44530 | Beer, wine, & liquor stores | \$4,891,915 | 12,345 | 71310 | Amusement parks & arcades | \$1,771,580 | 22,306 |
| 44611 | Pharmacies & drug stores | \$25,831,097 | 64,581 | 71390 | Other amusement (bowling, golf, fitness) | \$8,233,990 | - |
| 44612 | Cosmetics and beauty supplies | \$1,503,558 | 4,119 | 72210 | Full-service restaurants | \$25,060,713 | 62,293 |
| 44613 | Optical goods stores | \$1,053,502 | 2,963 | 72220 | Limited-service eating places | \$23,801,759 | 69,973 |
| 44619 | Other health care (vitamin, medical equip) | \$1,926,403 | - | 72240 | Drinking places (alcoholic beverages) | \$2,551,797 | - |
| 44710 | Gasoline stations | \$57,710,991 | 43,677 | 81111 | Automotive mechanical & electrical repair | \$6,509,181 | - |
| 44811 | Men's clothing stores | \$1,121,230 | 4,304 | 81112 | Automotive body, paint, interior, & glass | \$4,341,805 | - |
| 44812 | Women's clothing stores | \$5,150,570 | 20,183 | 81119 | Other automotive repair & maintenance | \$1,984,467 | - |
| 44813 | Children's & infants' clothing stores | \$1,226,437 | 3,887 | 81141 | Home/garden equipment & appliance repair | \$533,964 | - |
| 44814 | Family clothing stores | \$10,803,782 | 31,855 | 81142 | Reupholstery & furniture repair | \$242,769 | - |
| 44815 | Clothing accessories stores | \$815,896 | 2,323 | 81143 | Footwear & leather goods repair | \$39,531 | 150 |
| 44819 | Specialized clothing stores (dress, etc) | \$1,539,284 | 4,580 | 81149 | Personal goods repair (watch, boat, garment) | \$1,151,311 | - |
| 44821 | Shoe stores | \$3,425,739 | 13,796 | 81211 | Barber shops, beauty salons, nail salons | \$4,961,614 | 22,456 |
| 44831 | Jewelry stores | \$3,962,456 | 6,386 | 81219 | Other personal care services | \$1,035,356 | 3,361 |
| 44832 | Luggage & leather goods stores | \$249,394 | 844 | 81231 | Coin-operated laundries & drycleaners | \$542,653 | 7,196 |
| 45111 | Sporting goods stores | \$4,589,446 | 16,725 | 81232 | Drycleaning & laundry (except coin-operated) | \$1,164,384 | 7,871 |
| 45112 | Hobby, toy, & game stores | \$2,099,734 | 9,122 | 81291 | Pet care (except veterinary) services | \$466,185 | - |
| | | | | 81292 | Photofinishing | \$299,891 | - |

Calculations based on U.S. Economic Census (2007), ESRI Market Profile Report (2010), and Urban Land Institute shopping center sales data (2007)
 CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS AND SHOULD NOT BE USED AS THE SOLE DETERMINANT IN BUSINESS FEASIBILITY ANALYSIS.

Quality of Life

Why Pewaukee?

Cliché words could be used like, unique, historic or quaint. However, the fact is that Pewaukee is a place like very few others. There is a great sense of community pride here, not only with the residents, but within the business community. We work together for a common goal of making Pewaukee a destination for others to enjoy.

The events, the lake, shopping, and dining all make Pewaukee a place that people from outside the area think of when they decide to come and relax. These are all things you should consider while looking for a new home for your business – and we, Pewaukee, have them all. Whereas we say here...*Everything is Waiting for You!*