

# Pewaukee Prospectus



"Pewaukee is a fast growing and developing community. With its beautiful nature, diverse activities, and friendly people, it makes a great place for a new business."

-Dr. Tad Diciula, Chiropractic and Wellness on Pewaukee Lake



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

262-695-9735

"My family moved to Pewaukee in 1976. During the time that we have lived here, Pewaukee has continued to maintain and enhance its feel of a close-knit, family-oriented and business friendly community. The sense of community pride and ownership contributes to the phenomenal success of the community to the benefit of the residents and businesses alike."

**-Mary Boersma, Pewaukee Resident**

Located in the heart of "lake country," Pewaukee is a picturesque village on beautiful Pewaukee Lake.

With its thriving businesses, family-friendly neighborhoods, award-winning schools, and low crime rate, the village has maintained its small town appeal while offering all the amenities that you expect from a great community.

Just 20 minutes west of Milwaukee, and 70 minutes east of Madison, Pewaukee's proximity to these two large metropolitan areas offer easy access to major sports teams, performing arts and cultural events.

The Village of Pewaukee has enjoyed a revitalization of its downtown and outlying shopping district in the past decade. From new construction to large renovations, more than 20 million dollars has been invested since 2002, including office, recreational, retail and infrastructure developments.



# Village of Pewaukee

## Mission Statement

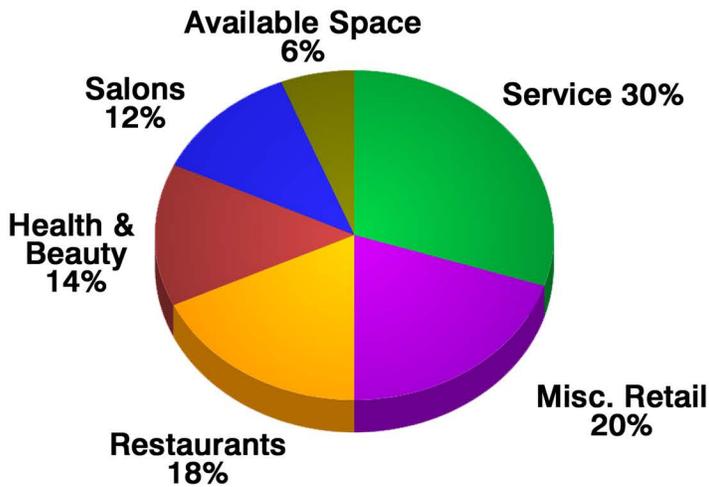
The Village of Pewaukee will continue to improve the quality of life for our community through fiscally sound policies, efficient administration, progressive and ethical leadership and effective communication.

Our focus will be on conscientious development and redevelopment, public safety, community services and regional cooperation.

## Vision Statement

The Village of Pewaukee is dedicated to providing a secure community environment that fosters cultural, recreational, educational and economic opportunities while preserving our unique historical character.

## Types of Businesses in Pewaukee



“After a decade away for college and career moves, I was drawn back to Pewaukee when we started a family. There is an amazing sense of community here, and the Pewaukee schools, lakefront, and parks, as well as local events, are a great match for our growing family.”

**-Crystal Lennartz, Resident**

## Demographics

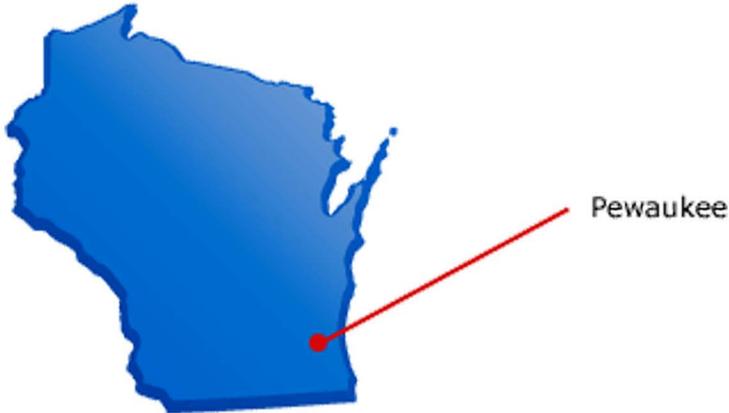
- ✓ Population: 23,310 (village and city combined)
- ✓ Median Household Income: \$86,296.00
- ✓ Median Age: 40 years old
- ✓ Median Home Value: \$251,668.00
  
- ✓ 62.3% of the population is between the ages of 20-64
- ✓ 40% of the population has a college degree, with 12% also having a graduate degree
- ✓ 30.6% of the population has some college or an associate degree
- ✓ 75.3% of the working population are professionals
- ✓ 11.4% of the working population are in the service industry
- ✓ 13.3% of the working population are manual laborers



## Ranked Among the Nation's Best

# BusinessWeek

Business Week Magazine ranked Pewaukee as "The Best Affordable Suburb in the Nation."



Money Magazine ranked Pewaukee as one of the "Top 100 Communities to Live."

## Pewaukee School Awards

Pewaukee  
School  
District  
Opening the door  
to each child's future.



Wisconsin Forward Award/Excellence Level



Newsweek Magazine ranked Pewaukee High School in top 6% of all schools in the nation in both 2010 and 2011.



Milwaukee Journal Sentinel rated Pewaukee School District as one of the Top 100 Places to Work.

MILWAUKEE • WISCONSIN  
**JOURNAL SENTINEL**



**State of Wisconsin  
Silver Awards  
Park and Recreation  
Department**

2006 & 2008--Youth Programming  
2008 & 2011--Special Event Awards





A large, white, rectangular sign with blue lettering that reads "WELCOME TO PEWAUKEE SCHOOL DISTRICT". The sign is mounted on a brick pillar on the left and a metal post on the right. The background shows a grassy area and a building.

## WELCOME TO PEWAUKEE SCHOOL DISTRICT

### Schools

The Pewaukee school system is unique to southeastern Wisconsin with all of the schools (four separate schools for K-12) situated on one campus. Newsweek ranked Pewaukee High School in the top 6% of high schools in the nation.

Our schools have won numerous academic and sports awards, and continue to be one of the leading school systems in Wisconsin.

The Village of Pewaukee is home to Waukesha County Technical College, which is a two year college that boasts one of the finest two year culinary schools in the area.

The school has an emphasis on nursing, as well as fire and police training.

In 2011 WCTC, became a hub for law enforcement when it opened its Protective Service Training Center. This center is used by law enforcement throughout the state.



### Lifestyle

Pewaukee has a wonderful Park and Recreation Department with programs for people of all ages and a wide variety of special events.

The community has numerous nonprofit organizations that partner together to make Pewaukee a caring and dynamic community. Positively Pewaukee, Kiwanis, Pewaukee Area Arts Council, and the Pewaukee Chamber of Commerce are just a few of the groups that area residents and business owners can utilize.

Pewaukee offers a regional airport, two convention hotels, numerous churches, senior living opportunities, and a newly constructed public library.

Pewaukee is a charming community that makes a big splash with visitors and citizens lucky enough to call it home.



## Events

Pewaukee is a very active community with many free events being held throughout the year. Some of the highlights include:

**Taste of Lake Country:** This event is held the last weekend of July and brings together many Lake Country restaurants for a tasting of their finest cuisine. With music on the beach and the beautiful sunset, it is a visitor favorite with over 25,000 people in attendance.

**Showcase of the Arts:** Every other year the Pewaukee Area Arts Council presents an art show that showcases local high school and college students' various forms of art.

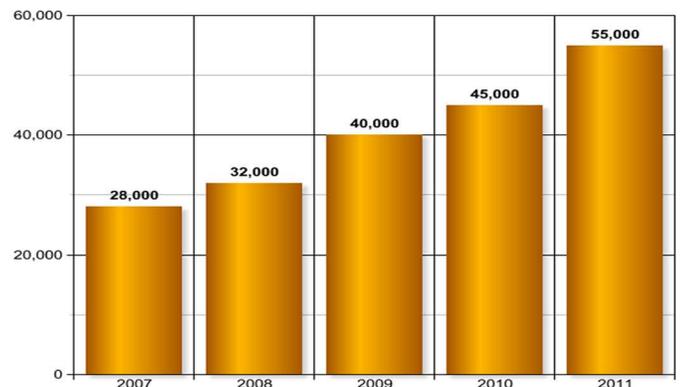
**Waterfront Wednesday Concert Series:** This weekly concert series brings thousands of people downtown throughout the summer to enjoy a variety of live music on the lakefront.

**Pewaukee Lake Water Ski Show:** The weekly shows are held every Thursday evening, from Memorial Day to Labor Day.

**Holiday Fest:** The Christmas season is kicked off by this annual event, held the first weekend in December. Tree lighting, visits with Santa and a live nativity are just a few of the activities of the weekend.



Attendance at Downtown Events



## Pewaukee Lake

The four square mile gem we call Pewaukee Lake is our biggest attraction.

Known for its abundant musky fishing and nationally recognized ice boating and sailing races, the lake offers many opportunities for year-round fun.

Launch your boat or kayak, swim at our free public beach (the only one in Waukesha County) or participate in a winter sport; there are countless activities to participate in.

From sipping a martini to taking the family for an ice cream cone, we have many different options for your evening plans.

Be sure to experience the beautiful sunsets on the lake--we put on the show every night!



## Retail

While the activities on and around the lake bring people to Pewaukee, our shopping and dining have them staying for the day.

Pewaukee has a vibrant and diverse shopping district called The Village Shoppes of Pewaukee Lake. Within The Village Shoppes you will find local merchant, gift shops, and wineries, as well as large retailers such as Costco, Wal-Mart, and Menards.

Among the Pewaukee area's largest employers are nationally recognized firms such as GE Healthcare, Harken Yachts, and Quad Graphics.

Pewaukee's downtown has been at 98% capacity for the past three years. Out of our 64 downtown retailers, 17 have been in operation over 15 years, 17 have been open between five and ten years and 19 have been open two to five years. Eleven new businesses have opened in the past two years.

In 2002 the Old Main Street building opened on Wisconsin Ave. This building, along with other village improvements, including the construction of a new beach house, kicked off the redevelopment of downtown Pewaukee.

The redevelopment continues as work is being done to develop the few remaining vacant lots, and to improve the facades of many of our downtown buildings.



"I've been in Pewaukee for 2 1/2 years. I live here, my son goes to school here, and my business is also located in Pewaukee. My success is a direct result of the community support through not only the people, but other businesses. I am fortunate to live here, and proud to call Pewaukee home."

**-Rebecca Scarberry  
Owner of Becky's Blissful Bakery**



PositivelyPewaukee.com  
262-695-9735

