

# Waterloo, Wisconsin

## *Business Profile*



*Cost Effective Opportunity:* With its affordable home prices and moderate property taxes, Waterloo offers a low-cost lifestyle. Our emphasis on responsible government and quality service make our residential and corporate citizens an integral part of the community. At the same time, the community is focused on the future, with an emphasis on sustainable local growth. Waterloo Utilities ranked first in the nation by the National Renewable Energy Laboratory as the power provider with the greatest percentage of green power sales in 2010.

Municipality	Property Taxes (per \$1,000 assessed value)
Waterloo	\$24.78
Watertown	\$21.66
Sun Prairie	\$24.17
Columbus	\$23.47
Cambridge	\$23.78

### Monthly General Service Electric Bill Comparison

Waterloo Utilities	\$617.60
Xcel	\$666.26
Alliant Energy	\$705.68
Wisconsin Public Service	\$733.91
We Energies	\$793.59
Madison Gas & Electric	\$923.86

Based on an average monthly use of 30 kWh, 3-Phase, 2012 rates.



*As we evaluated various industry opportunities, Waterloo rose to the top for a number of reasons. The location is ideal for our business, offering convenient transportation routes to Wisconsin and regional destinations. The community and its leaders are welcoming and have helped us make connections in the community quickly to facilitate our transition. When combined with modest real estate pricing and low utility costs, our business will continue to grow and thrive in the area. We encourage other companies to come and see what Waterloo has to offer.*

*~ Chip Kubly, Co-Owner, Jim's Cheese*

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*Corporate Citizens:* Waterloo values its agricultural heritage, and is still home to numerous leading edge agricultural and horticultural activity including McKay nursery and Crave Brothers Farms, which has installed one of the first manure digesters in the state of Wisconsin. Other long-time corporate citizens include Van Holten's, makers of the original pickle in a pouch, and Briess Malt & Ingredients Company, an 130-year old family owned company which was named 2010 Wisconsin Manufacturer of the Year and boasting an award-winning environmental sustainability program. Trek bicycles, which opened its headquarters and manufacturing facility for high-end bike frames in the community in 1980, expanding in 2001 to its current size on the south side of town. Today, the company draws cyclists for facility tours and to enjoy rides through the rural farmland and rolling hills. Sussek Machine Corporation is a family-owned company which is a global provider of precision metal machining for a variety of industries from manufacturing to bioscience.

### Location Highlights:

Key advantages of locating in Waterloo include:

- Low property taxes
- Convenient commuting to Madison and Milwaukee
- Available land and buildings
- Low-cost utilities
- Fiber optic connectivity
- Supportive business environment
- Tax Increment District Sites available

In total, the Waterloo area is home to 3,954 employees who work at 374 businesses large and small. Employers are able to attract employees from within a 30 mile radius spanning from Madison to Whitewater and Delafield. This radius includes more than 175,000 potential workers as measured by 2011 labor force estimates.

Commercial centers include downtown, Highway 19 and Portland Road. Multiple existing buildings, greenfield and redevelopment sites are available for businesses looking to expand or relocate to Waterloo.



# Waterloo, Wisconsin

## *Quality of Life*



*Living Here:* Named one of the 100 best communities for young people in 2008 by America's Promise Alliance, Waterloo prides itself on being a family friendly community. Waterloo residents move here to take advantage of the small-town lifestyle without sacrificing modern amenities. A wide range of affordable housing options and welcoming community allow new residents to integrate themselves into the community on their own terms. High quality schools and low crime rates ensure that they stay.

### *Community Amenities:*

#### High Quality Education

- 100% high school graduation rate
- Average ACT score of 22.8 ACT (2<sup>nd</sup> highest in conference)
- Above average test scores
- Competitive conference sports program

#### Friendly & Safe Community

- Lowest crime rate in region with 11 personal crimes per 10,000 residents
- Active youth sports organization

#### Low Cost Lifestyle

- Average home price: \$159,219
- Cost of living: 83.7 (versus 100.0 US Average, 101 Madison)



Waterloo residents can easily work anywhere within a 30 mile radius, taking advantage of the City's convenient location with easy commuting to both the Madison and Milwaukee metropolitan areas. Residents regularly commute to work in downtown Madison, Delafield, Beaver Dam and Whitewater. For those with an entrepreneurial spirit, Waterloo zoning allows for home business uses in residential areas, and available high speed internet services allow employees to work from home effectively.

*Our family made the decision to relocate to Waterloo in 2003, as we knew we wanted to own a home and were commuting to Madison and Milwaukee. We considered a number of communities, but found that Waterloo offered great schools, a variety of reasonably priced housing options, convenient commutes to both Milwaukee and Madison, and numerous outdoor and community recreation options. Being a small and tight-knit community, it is easy to get involved and the safe streets offer children an opportunity for freedom that they can't find in a larger City. Come and spend a day in Waterloo and see for yourself!*

**~Erin Sievert, Waterloo Resident since 2003**



# Waterloo, Wisconsin

## *Experience Waterloo*



## *Interested?*

*Don't just take our word for it. See for yourself.*

### Spend a Day in Waterloo

Whether you're looking for a relaxing mid-day break, a casual family outing or a weekend adventure, Waterloo has something to offer everyone.

- *Take a ride* on the historic 1911 carousel (rides \$1, Sundays 1-3pm)
- *Paddle* the Mauneshia River through town
- *Explore* the 50- acre firemen's park
- *Bike* the area's many bike trails & lanes, and refuel with an ice cream at Jim's Cheese
- *Listen* to stories at the Karl Junginger Memorial Library (Mondays, 10:00 am)
- *Splash* in the community pool
- *Get energized* with a workout at Curves or Yoga and Zumba at the Mode Theater
- *Shop* for a unique gift at Waterloo Antiques Mall & Artisan's Gallery
- *Enjoy* a summer performance by the Waterloo Community Theater
- *Sample* local produce at the Waterloo Farmers Market (Thursdays in Summer, 3-7pm)
- *Relax* with an ice cream at Jim's Cheese.
- *Start* the day with breakfast at Hartwig's Waterloo Diner or Cindy Lou's Café.
- *Learn* about bikes from hub to spoke at a Trek factory tour (Wednesdays, 10:00 am)