

Village of Howard, Wisconsin

2011 edition

**Business Opportunities
Information Packet**



A Growing Community

Welcome to the Village of Howard and thank you for taking the time to consider us in your next business venture.



The Village of Howard is one of the fastest growing municipalities in Brown County. Brown County grew 9.4% in population from 2000 to 2010. 2010 census data shows the Village's population growing to 17,399 citizens, up 28.4% from 2000.

Home to several large businesses, including United Healthcare, Woodman's Food Market and Omnova Solutions; the Village of Howard is dedicated to creating a cohesive unit between

business and community to ensure success.

The Village recently implemented a capital improvement plan that includes a vibrant Village Center, redevelopment projects throughout the area, and enhancements to transportation routes to facilitate our ever-growing community.

In addition, the greater Green Bay area is home to several upper level education facilities that provide a pipeline to the area workforce. Such institutions include the University of Wisconsin - Green Bay, ITT Technical Institute, Lakeland College, Northeast Wisconsin Technical College, and St. Norbert College.

Please discover Howard in this packet that highlights some of the area's advantages, along with great opportunities for future growth.

Sincerely,

Burt R. McIntyre

Burt R. McIntyre
President, Village of Howard



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Brown County Employment

Occupational Wage Data

◆ Accountants/Auditor	Employment Numbers:	1370
	Median Wage (Annually):	\$53,506
◆ Administrative Service/Managers	Employment Numbers:	160
	Median Wage (Annually):	\$74,729
◆ Computer Programmers	Employment Numbers:	N/A
	Median Wage (Annually):	\$59,420
◆ Sales, Retail	Employment Numbers:	4040
	Median Wage (Annually):	\$26,499
◆ Waiter/Waitress	Employment Numbers:	2000
	Median Wage (Annually):	\$15,480
◆ Machinist	Employment Numbers:	300
	Median Wage (Annually):	\$40,048
◆ Receptionists/Clerks	Employment Numbers:	1170
	Median Wage (Annually):	\$23,165
◆ Teachers	Employment Numbers:	N/A
	Median Wage (Annually):	\$33,829
◆ Customer Service Reps.	Employment Numbers:	3220
	Median Wage (Annually):	\$28,820
◆ Engineer Technicians	Employment Numbers:	N/A
	Median Wage (Annually):	\$39,226

Data Source: Wisconsin's WORKnet: <http://worknet.wisconsin.gov/worknet/default.aspx>

Top Ten Employers Within Brown County:

Note: All of the employers are located within 15 minutes of the Village.

The Village of Howard's largest employer is United Health Group with 1,310 employees which ranked 14th on the area's top 30 employers.

Source: Green Bay Press-Gazette article in the June 7, 2006 issue.

1	Schneider National Inc.	3,696
2	Georgia Pacific	3,181
3	Oneida Tribe of Indians	2,910
4	Humana	2,900
5	Green Bay Public Schools	2,655
6	Bellin Health	1,928
7	St. Vincent Hospital	1,750
8	ShopKo Stores, Inc.	1,728
9	Aurora Health Care	1,613
10	Integrus Energy Group, Inc.	1,586

Citizen Profile

Howard Demographics

	<u>Number</u>	<u>Percent</u>
<u>Total 2010 Population</u>	17,399	
Male	8,398	48.3%
Female	9,001	51.7%
Median Age (Years)	36.3	
Under 5 Years	1,206	6.9%
18 Years + Years	12,756	73.3%
65 Years +	1,866	10.7%

Population by Age

(District Numbers)

	<u>2006</u>	<u>State</u>
4 Years or Younger	7.2	6.2
5-19 Years	20.7	18.5
20-44 Years	37.7	36.1
45-64 Years	27.2	26.1
65+ Years	7.1	13.2

2010	<u>Howard</u>	<u>State</u>
Number of Households	6,941	2,587,350

2006 Income Data

<u>Income Brackets</u>	<u>Howard</u>	<u>State</u>
\$150,000+	4.9	4.5
\$100,000 - \$149,999	13.2	9.8
\$75,000 - \$99,999	19.1	13.0
\$50,000 - \$74,999	29.9	22.9
\$30,000 - \$49,999	18.3	22.1
\$15,000 - \$29,999	10.1	16.6
Less than \$15,000	4.5	11.1

Adult Educational Achievement

	<u>2007</u>	<u>State</u>
At Least a High School Diploma	91.3%	88.0%
At least a Bachelors Degree	22.8%	24.8%
Graduate/Prof. Degree	5.4%	7.2%

Village of Howard Quality of Life

Entertainment Opportunities

(Located in/around Howard Area)

- ◆ Green Bay Packers
 - Lambeau Field
 - Brett Favre's Steakhouse
- ◆ Lake Michigan
- ◆ Brown County N.E.W. Zoo
- ◆ Neville Public Museum
- ◆ Movie Theatres
- ◆ Public Golf Course
- ◆ Public Disc Golf Course
- ◆ State of the Art Parks System
- ◆ Wisconsin Timber Rattlers Baseball
 - Class A Affiliate - Seattle Mariners)
- ◆ Mini-Putt/Go-Karts/Batting Cages
- ◆ Several Scenic Walking/Biking Trails
- ◆ Bay Beach Amusement Park
- ◆ Bay Beach Wildlife Sanctuary
- ◆ Green Bay Botanical Garden



Village of Howard Owned



Bay Beach Amusement Park

Public Schools/Colleges/Trade School

Local educational facilities provide possibility for infinite upward movement.

Public Schools

With high educational standards, over 90% of Howard-Suamico graduates attend colleges or technical institutions. For more information, visit <http://www.hssd.k12.wi.us/>

One of the highest achieving school districts in Wisconsin according to "SchoolFacts04," the district has a 93% graduation rate.

2010 Student Survey

Enrollment K-12 5,723

Colleges/Secondary Education

- ◆ University of Wisconsin - Green Bay
- ◆ ITT- Technical Institute (in Howard)
- ◆ Northeast WI Technical College
- ◆ St. Norbert College
- ◆ Fox Valley Technical College at Appleton

Health Care Services

Howard has several health care facilities and it's close proximity to Green Bay offers additional health care venues.

- ◆ St. Vincent Hospital
- ◆ St. Mary's Hospital
- ◆ Bay Care Health Systems
- ◆ Prevea Health
- ◆ Bellin Health Services
- ◆ Dermatology Associates

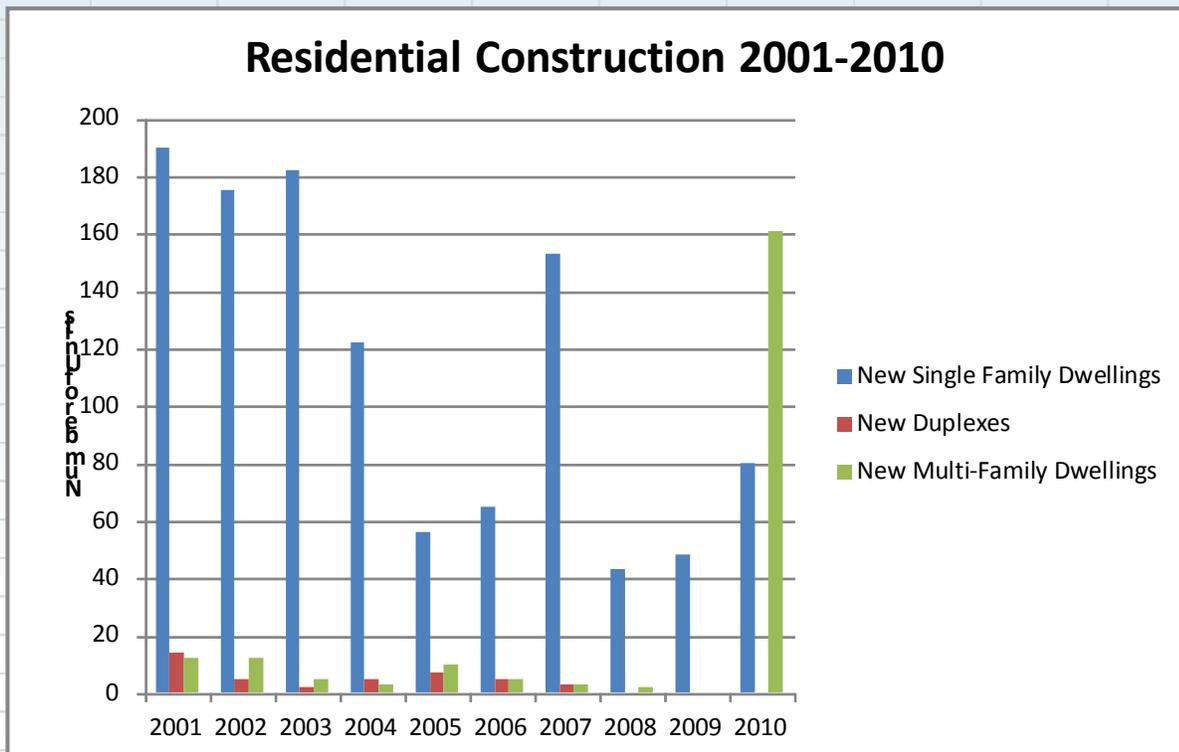
With three major hospitals and over 1,200 beds available, the Green Bay area provides the best possible care. In addition, several Senior Care Centers are located throughout the area.

Village of Howard Quality of Life



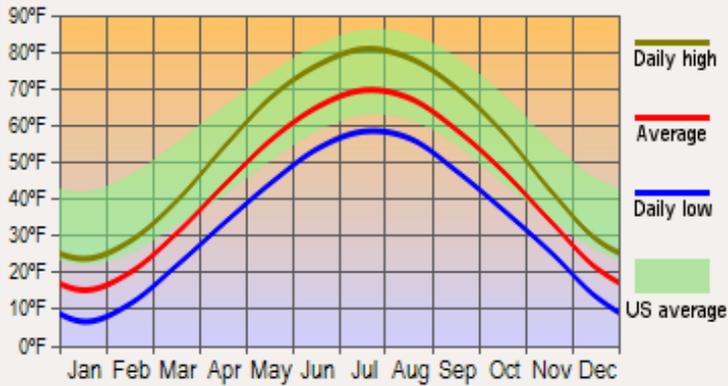
Since 1993, the tax mill rate has dropped from over \$7.00 to just over \$3.00 mainly due to growth through development. The Village maintained the same tax rate in 2010 as in 2009.

For more information regarding our budget and financial reports, visit <http://villageofhoward.com/village-financial.cfm>.

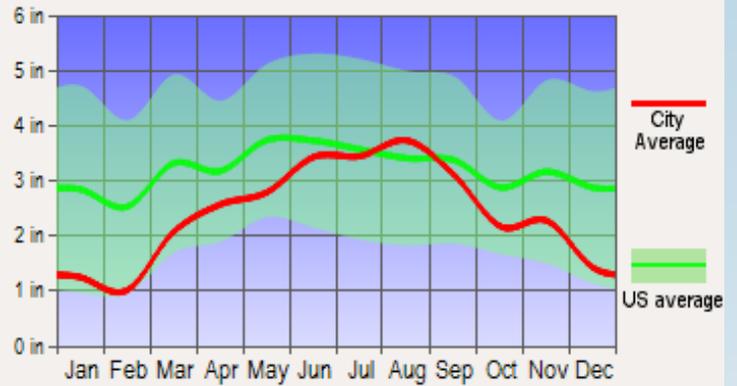


Village of Howard Quality of Life

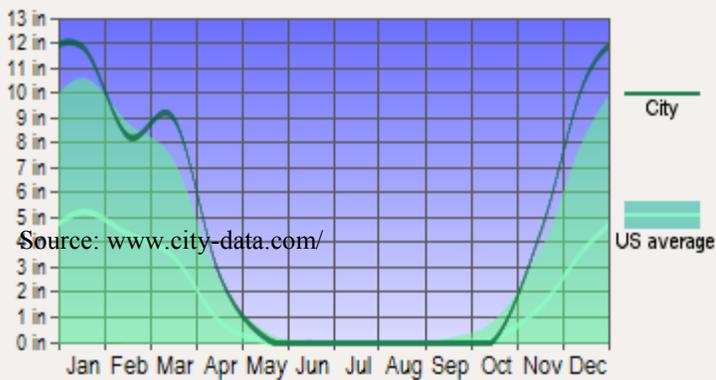
Average Temperatures



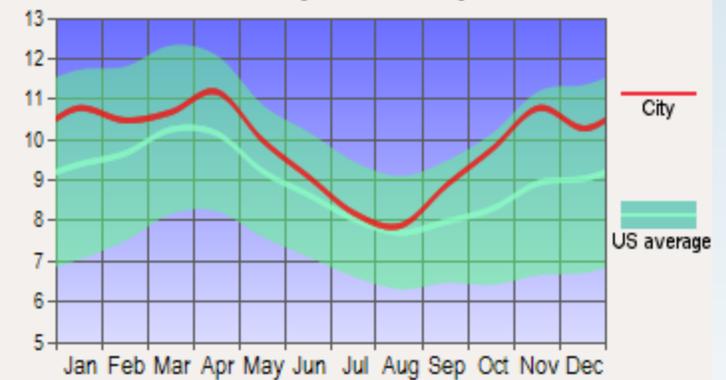
Precipitation



Snowfall



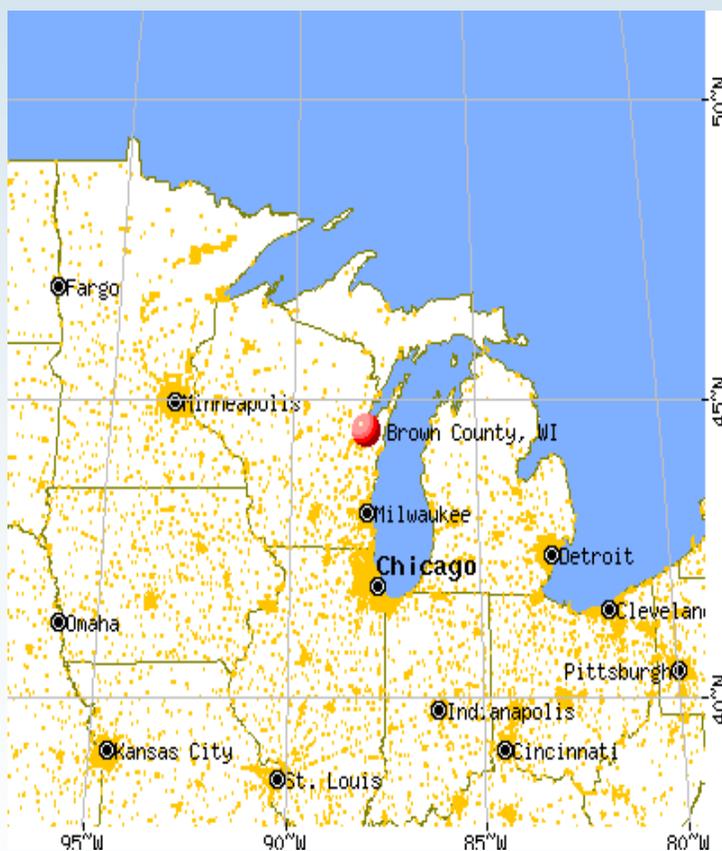
Wind Speed (mph)



Brown County Information



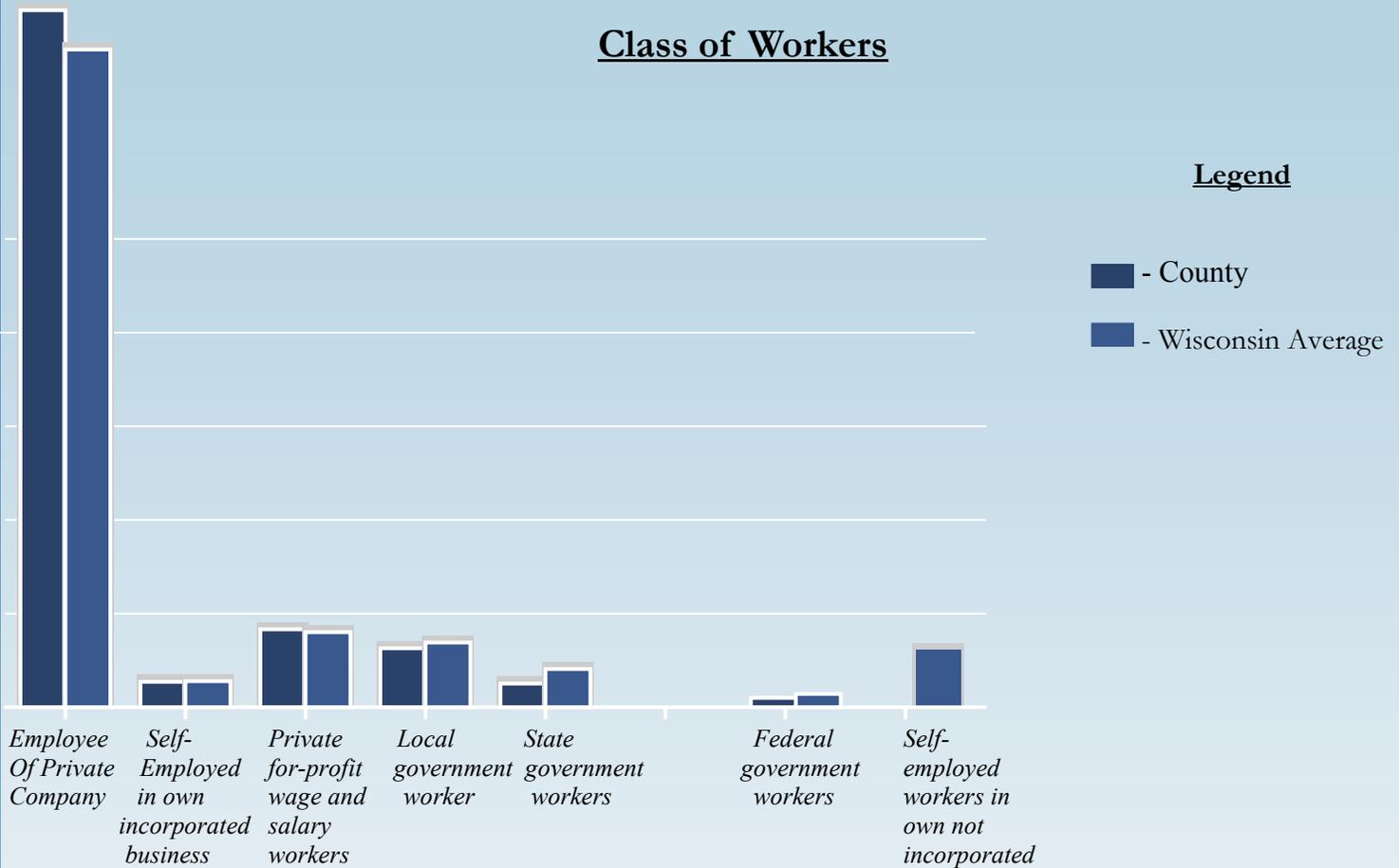
Population (2010)	248,007
Median Resident Age	36.2 Years
Wisconsin Median Age	38.5 Years
Average Household size	2.45 People
Average Household size (State)	2.43 People
Median Household Income (2007)	\$52,139
Total Labor Force (2004)	139,419
Percentage of Residents Living and Working in Brown Co	91.6%



<u>Large Metro Locations</u>	<u>Distance (Miles)</u>
Green Bay, WI	Border City
Milwaukee, WI	124.2
Chicago, IL	215.8
Minneapolis, MN	274
Indianapolis, IN	396.5
Detroit, MI	496.2
Omaha, NE	571.3

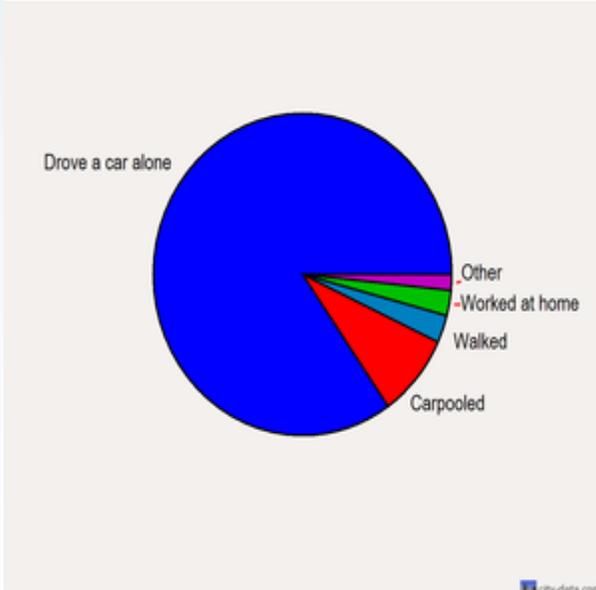
Brown County Information

Class of Workers



Source: http://www.city-data.com/county/Brown_County-WI.html

Mode of transportation to work in Brown County, WI



Means of Transportation to Work:

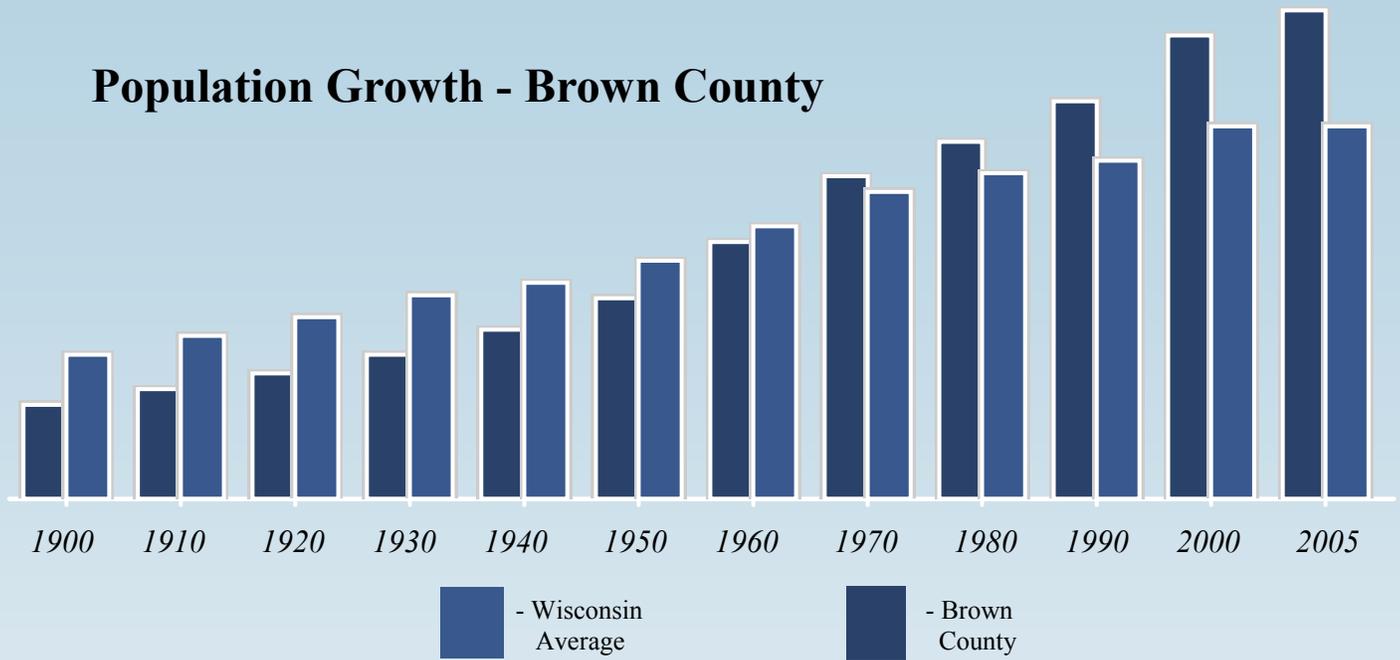
- ◆ Drove a car alone: 100,685 (85%)
- ◆ Carpooled: 9,958 (8%)
- ◆ Bus or trolley bus: 953 (1%)
- ◆ Subway or elevated: 20 (0%)
- ◆ Ferryboat: 21 (0%)
- ◆ Taxi: 36 (0%)
- ◆ Motorcycle: 58 (0%)
- ◆ Bicycle: 293 (0%)
- ◆ Walked: 3,327 (3%)
- ◆ Other means: 492 (0%)
- ◆ Worked at home: 3,029 (3%)

Mean Travel Time to Work: 17.5 Mins.

Source: http://www.city-data.com/county/Brown_County-WI.html

Brown County Information

Population Growth - Brown County



Source: http://www.city-data.com/county/Brown_County-WI.html

Howard Population Projections

<u>Year</u>	<u>Population</u>
1980	8,240
1990	9,874
2000	13,546
2005	15,217
2010	16,872
2015	18,479
2020	20,063
2025	21,700

Brown County Labor Force Projections

<u>Year</u>	<u>Labor Force</u>
2007	137,146
2010	141,702
2020	151,461
2030	156,434

Data from WI Dept of Workforce Development and Advance Workbook

Data by Demographic Services Center, Wisconsin Department of Administration, January 2004

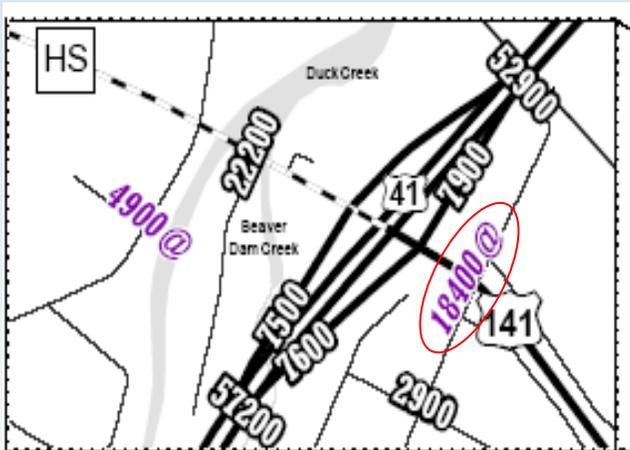
Business and Development Incentives

Transportation

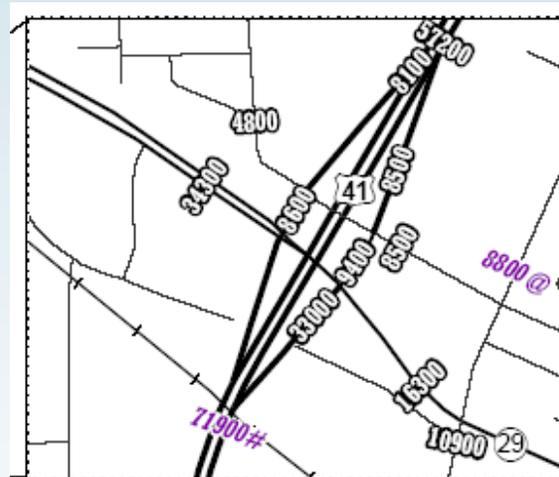
- ◆ The Village of Howard has direct access to three major highways and an interstate connecting highway. An estimated 65,000 AADT travels these three corridors. As reconstruction continues, the Wisconsin Department of Transportation has estimated these numbers to increase in the next 10-20 years. For more information on the US41 reconstruction plan, visit <http://villageofhoward.com/us41-project-information.cfm>
- ◆ With Access from US - 41, US - 29, and I - 43, transportation to and from a potential business would never be an obstacle.
- ◆ In addition, the City of Green Bay offers a major port on Lake Michigan to provide yet another close to destination option for all shipping needs.
- ◆ The Austin-Straubel International Airport lies 6.5 miles from the Village of Howard and provides easy access to major cities within the United States and abroad.

Traffic Counts

Hwy 41/141 Interchange (Velp Ave.) 2006



Hwy 41/29 Interchange (Shawano Dr.) 2006



*** Clear colored numbers signify 2006 Annual Average Daily Traffic (AADT)*
- i.e. 57,200 vehicles traveling SB on US-41

*** Purple@ numbers signify 2003 AADT data

*** Purple# numbers signify 2005 AADT data

*** Red circle indicates new forecast: 26,600 by 2010; 29,400 by 2020; 32,300 by 2030

Data provided by Wisconsin Department of Transportation:

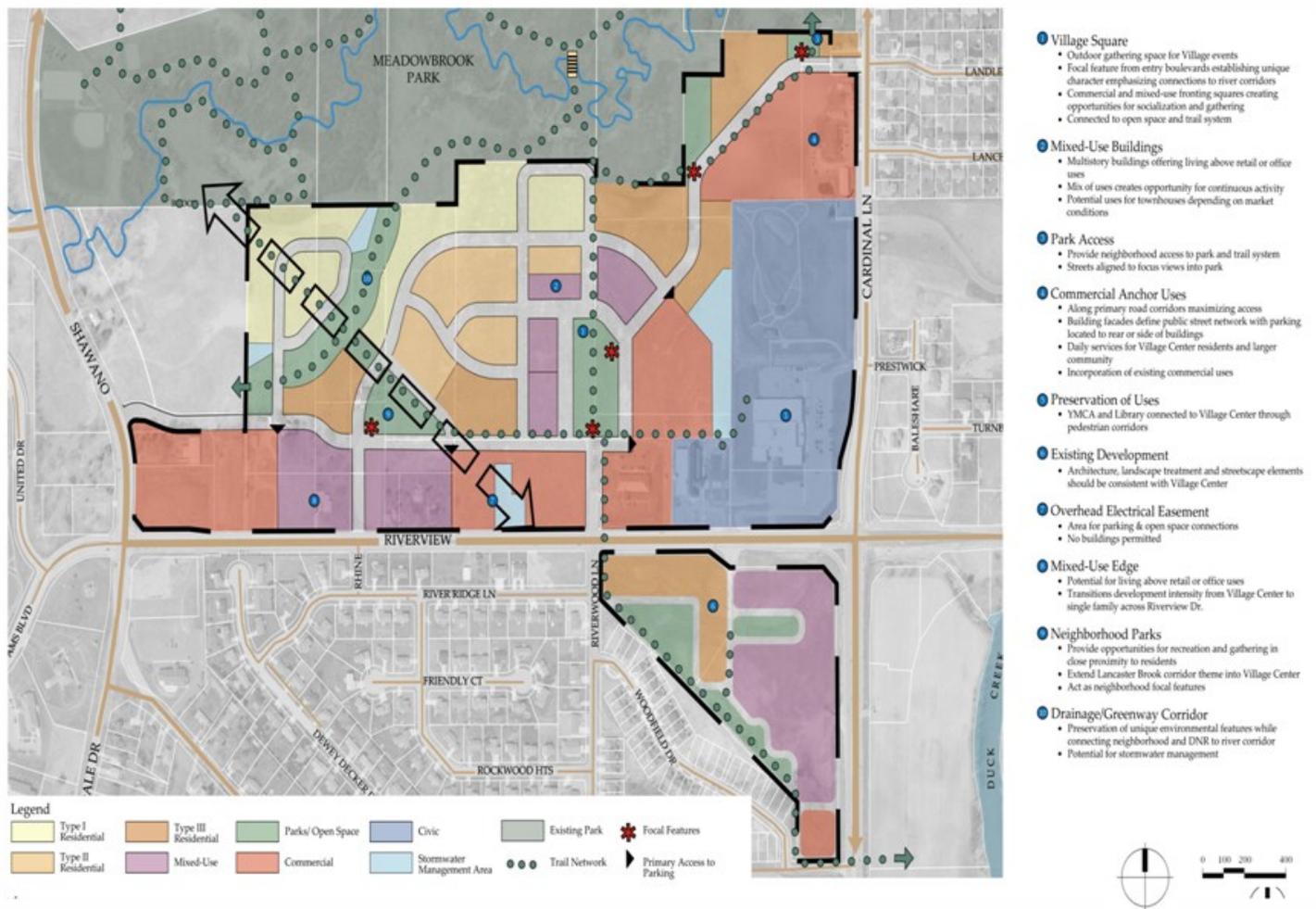
<http://www.dot.wisconsin.gov/travel/counts/docs/brown/brown-us41detail2006.pdf>

Revolving Loan Fund Program

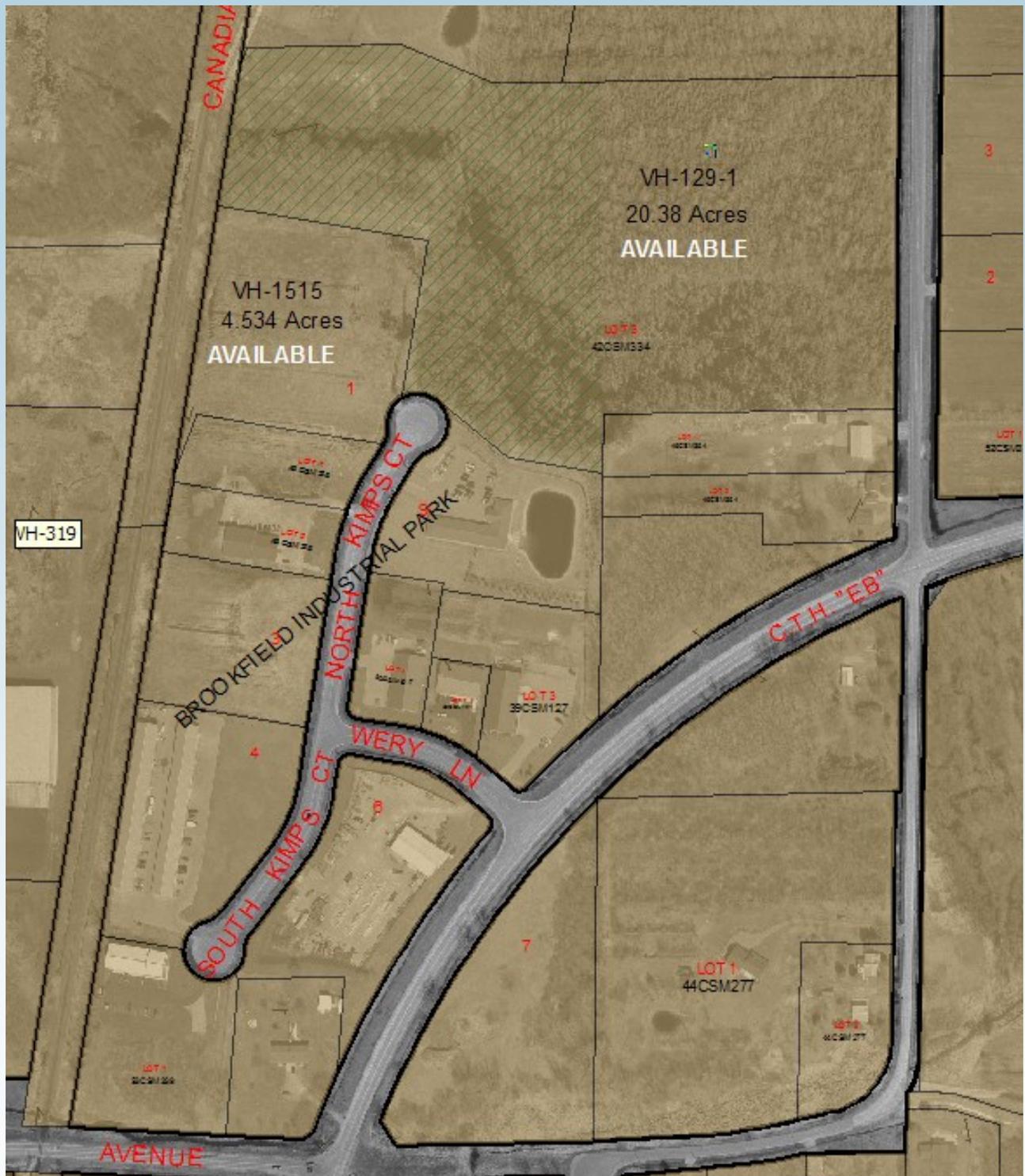
The Village has a Revolving Loan Fund (RLF) program which may provide gap financing for new commercial and industrial projects. It is based on the creation of new jobs. Please contact Executive Director of Community Development Services Dave Wiese at (920)-434-4640 for more information on the revolving loan fund program.

Business and Development Incentives

- ◆ The Village of Howard is in the opening stages of creating a large downtown center open to mixed-use development. Land available on Cardinal and Riverview are directly related to the plans of Woodfield Village (Village Center). These properties offer exceptional opportunities to become involved in a project to benefit both the community and developers. The property in Village Center is located within TID 3.
- ◆ For more information about the property available in this area, please contact Executive Director of Community Development Services, Dave Wiese at 920/434-4640.
- ◆ Visit the Village of Howard website for a copy of the Village Center Master Plan: www.villageofhoward.com



Available Land– Brookfield Industrial Park



- ◆ Located in the Brookfield Industrial Park, the Village owns two properties still available for purchase.
- ◆ For more information regarding the property available, please contact Executive Director of Community Development Services, Dave Wiese at 920/434-4640.

Available Land– Lancaster Creek Business Park

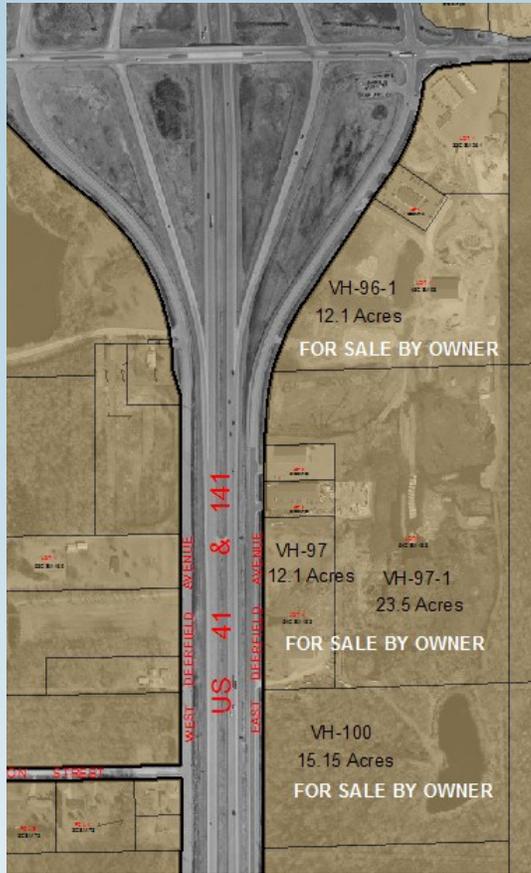


- ◆ The Lancaster Creek Business Park has great lot space located adjacent to United Healthcare, and within close distance to the ITT - Technical Institute.
- ◆ For more information regarding the properties available, please contact Executive Director of Community Development Services, Dave Wiese at 920/434-4640.



VILLAGE OWNED

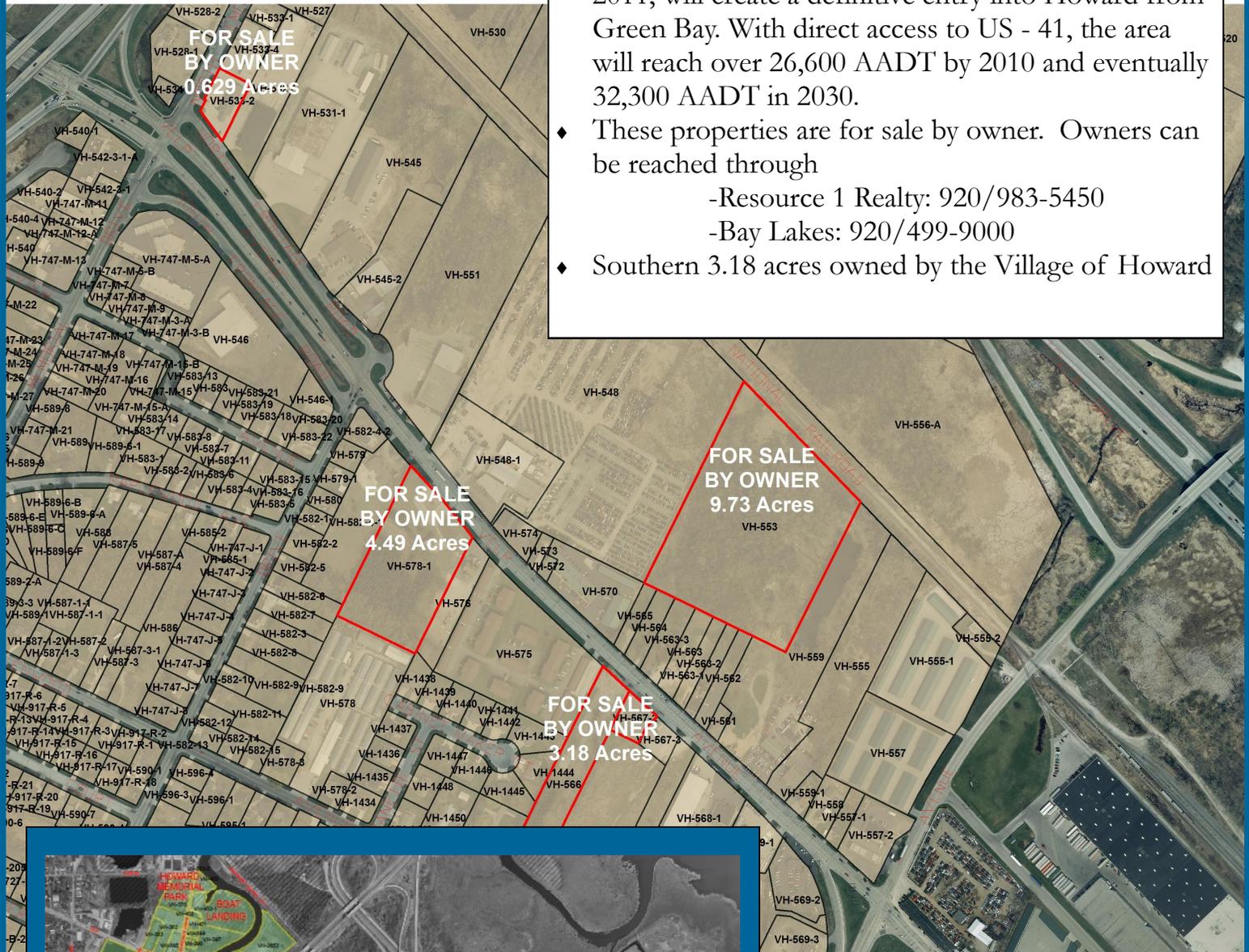
Available Land– Lineville/US-41 Corridor



- ◆ The most Northeastern section of Howard has some of the highest potential for development available. Several acres of land lie along the US - 41 corridor.
- ◆ These properties are managed through:
 - Bay Lakes: 920/499-9000
 - Micoley and Co.: 920/662-1000
 - Barlament Properties: 920/434-3677
- ◆ For more information, please contact Executive Director of Community Development Services, Dave Wiese at 920/434-4640.

Available Land– Velp Avenue Corridor

- ◆ The Velp Ave Corridor, set to start reconstruction in 2011, will create a definitive entry into Howard from Green Bay. With direct access to US - 41, the area will reach over 26,600 AADT by 2010 and eventually 32,300 AADT in 2030.
- ◆ These properties are for sale by owner. Owners can be reached through
 - Resource 1 Realty: 920/983-5450
 - Bay Lakes: 920/499-9000
- ◆ Southern 3.18 acres owned by the Village of Howard



The Velp Ave. Corridor lies within Tax Increment District #5. For more information, please contact Executive Director of Community Development Services, Dave Wiese at 920/434-4640.

Available Land- Hwy 41/29 Corridor



These properties lie between two major highways in the Green Bay area. They are included in TID 4.

For information on these properties, please call Raven Development at 608-829-2930.

For more information on TID 4, please contact Executive Director of Community Services, Dave Wiese at 920/434-4640.



Available Land– Marley Street



This property is located 1/2 mile from STH 29 on the west side of Howard.

For more information please contact Executive Director of Community Services, Dave Wiese at 920/434-4640.

VILLAGE OWNED

Important Area Contacts

Howard Village Hall

2456 Glendale Avenue
Green Bay, WI 54313
920/434-4640

www.VillageofHoward.com

Brown County

920/448-4037

Public Works Facility

1336 Cornell Road
Green Bay, WI 54313
920/434-4060

Wisconsin Public Service (WPS)

800-450-7260



Village of Howard Board of Trustees

*Bottom Row (L-R): Catherine Hughes, Burt R. McIntyre (Village President), George Speaker
Top Row(L-R): Ron Bredael, Jim Widiger, Dan Deppeler, Ray Suennen, David Steffen, Jim Lemorande)*