



Village of Slinger

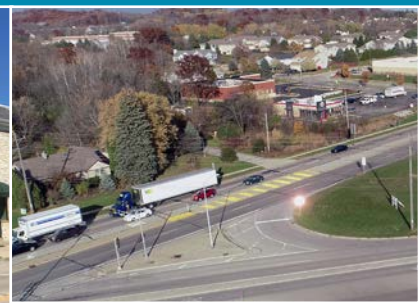
Discover **wide-open opportunity** in a small town



**CONSIDERED A "BEST KEPT SECRET,"
SLINGER IS A WELL-POSITIONED COMMUNITY**

with quick connection to Milwaukee, Waukesha, and the Fox Valley. Known for a welcoming small-town atmosphere and unique recreational offerings such as Little Switzerland Ski Hill, the Ice Age Trail, Kettle Moraine Playhouse, Slinger Speedway, and scenic Kettle Moraine landscape. Slinger combines exceptional quality of life with the ease of doing business in a growing community.

We have a bold vision for the future. Won't you join us?



Take the **short drive** to the region's best kept secret

SLINGER SPIRIT, ENERGY, AND ENTHUSIASM

BUSINESS OPPORTUNITIES ARE ABUNDANT ALONG STATE HIGHWAY 60 AND IN SLINGER'S HISTORIC DOWNTOWN

DOWNTOWN:

Find your place in a walkable, historic downtown that is rapidly gaining momentum. Opportunities for new entertainment, dining, small business, housing, and recreation options abound.

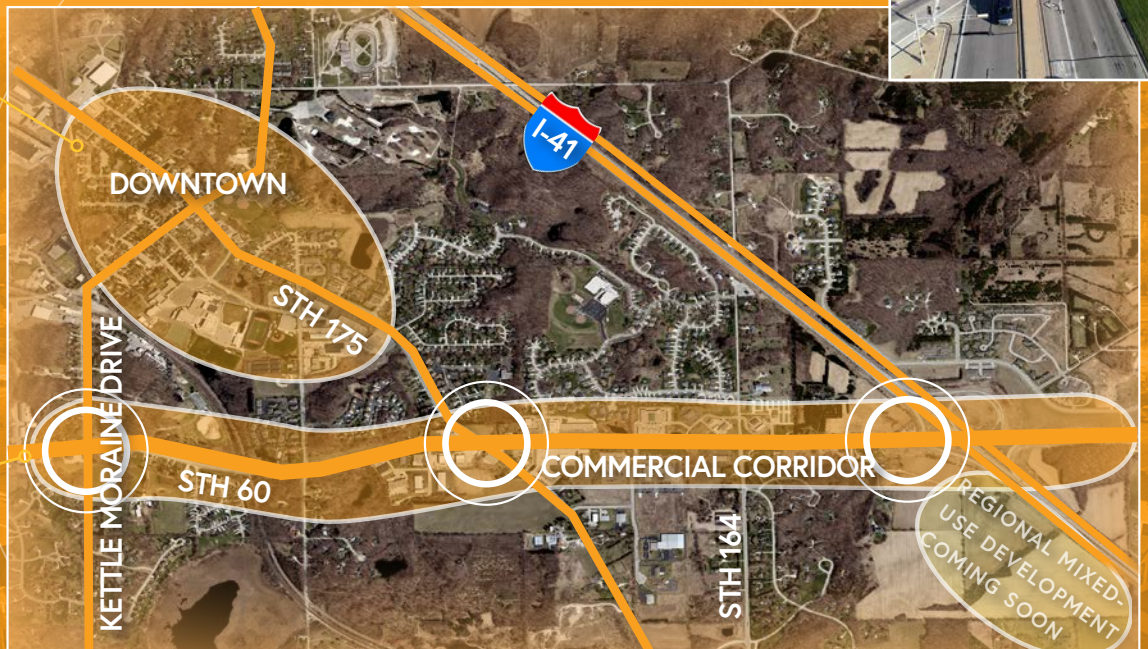
HWY 60 CORRIDOR:

A major thoroughfare through Washington County, State Highway 60's junction with I-41 presents opportunity for a regional-serving business with high visibility. Contact the Village about available spaces and lots.

A recent mixed-use development was approved which will include 200 residential housing units along with a neighborhood park, commercial frontage along Hwy 60 and a business park along I-41.

TRAFFIC COUNTS

- **STH 60/Commerce Blvd**, Slinger's main commercial corridor, averages between 21,400 and 26,900 daily trips.
- **I-41 in Slinger** averages between **35,990 and 46,800 daily trips** creating great potential for highway convenience and destination businesses needing easy interstate access.



GET TO KNOW THE PEOPLE AND PLACE THAT IS SLINGER

Slinger and the surrounding area offer a mix of homeowners who enjoy country living, busy suburban families, and young, educated, working professionals. Its makeup is shaped by the high-performing Slinger School District, an attractive small-town setting, and the ability to enjoy wide open space with convenient access to the greater Milwaukee area. Slinger-area residents tend to be family-oriented consumers, and spend on activities such as sports, outdoor living, dining, pets, gardening, home remodeling, and DIY. In the last year, over 160 acres have been added to the Village and more than 330 new residential units are being planned. There are numerous opportunities here for businesses to tap into these unmet demands and shared interests.

SLINGER KEY COMMUNITY ASSETS

- **Exceptional Schools** - Slinger School District is among the top districts in the state as rated by numerous national publications
- **Low tax rate and efficient government**
- **Low crime rate**
- **Strong local business base**
- **Easy access to I-41, STH 175, STH 60, and STH 164**
- **Tight-knit community** fostered by longstanding local businesses, religious and service organizations, government leaders
- **Attractive homes and neighborhoods** built into unique hillside and wooded setting
- **Small-town feeling and family-oriented community**
- **Abundant recreation choices and programs, including hiking, skiing, youth sports programs, and auto racing**
- **Beautiful setting in the Kettle Moraine area with its open spaces, trails, rolling hills, and scenic views**

SLINGER'S OUTDOOR AND RECREATIONAL ASSETS ARE SECOND-TO NONE



KEY SITES WITH HIGH VISIBILITY ARE AVAILABLE ON THE HIGHWAY 60 AND 175 CORRIDORS



QUICK MARKET FACTS

- **Population:** 6,106 (2021 Estimate)
- **20.4% population growth** over past decade
- **Low, low taxes.** The Village's 2022 mill rate is a very favorable 4.99, its lowest in 30 years!
- **Fastest growing community** for net new construction in Washington County.
- **Strong market potential for new commercial,** particularly for businesses oriented to specialty apparel, sports & recreation, pet supplies & services, toys & games, and health & wellness.
- **Excellent restaurant market potential** for family restaurants, steakhouses, and fast food/drive-in restaurants that appeal to busy families.
- **High incomes and homeownership rates** within a fifteen-minute drive from the heart Slinger, creating an untapped market for consumers seeking convenience and quality.

	5 Minutes	10 Minutes	15 Minutes
Population	6,583	27,265	74,323
Households	2,693	11,166	30,044
Owner-Occupied Homes	77.5%	78.6%	79.3%
Median Household Income	\$80,507	\$76,543	\$78,829
Average Household Size	2.43	2.43	2.46
Percent under 18 years	21.5%	21.6%	21.5%
Median Age	40.8	42.7	43.5

Source: ESRI forecasts for 2021

The Village of Slinger has a **bold vision:** you are part of that

The Village of Slinger is a dynamic community of more than 6,000 residents located in Washington County, approximately five miles from the City of Hartford, 10 miles from the City of West Bend, and 35 miles from the City of Milwaukee.



The Village enjoys direct access to Interstate 41 and serves as a gateway to the nearby Polk Kames, Big Cedar Lake, and the Pike Lake Unit of the Northern Kettle Moraine State Forest.

The Village boasts growing new neighborhoods offering a variety of high quality homes with convenient access to the greater Milwaukee area.

FOR MORE INFORMATION CONTACT:

Margaret Wilber
Village Administrator
(262) 644-5265 or
mwilber@vi.slinger.wi.gov
www.vi.slinger.wi.gov



**COME
BE A PART
OF OUR FUTURE**

The Village is committed to **successful infill development and redevelopment, as well as new planned growth.** With new Tax Incremental Financing (TIF) Districts, a Downtown Redevelopment Plan, recent zoning ordinance updates, and a strong track record of being exceptionally good to work with, the Village is ready to welcome new businesses and development.