



WELCOME

The City of Watertown, Wisconsin, pop. 24,000, is located in beautiful southeastern Wisconsin, midway between Milwaukee and Madison. Big enough to have all the amenities you will need, but small enough to access them in 10 minutes or less, Watertown is truly a wonderful place to live, work, dine, shop, play and do business. **It's a genuine American hometown.**

Watertown is proud to be home to the First Kindergarten in the United States, carefully preserved and open to seasonal viewing on the grounds of the Octagon House Museum. The city also takes pride in its heritage and historic building stock with five historic districts - including its inviting downtown - listed in the National Register of Historic Places.

The mighty and steadfast Rock River winds its way through the city, providing scenic views and abundant recreational opportunities. Watertown boasts an extensive, high-quality park system and destination outdoor sporting facilities. There's something for everyone here.

The Watertown Unified School District, as well as a wide variety of parochial schools, provide superior educational services and learning environments.

For recent high school graduates and adults seeking advanced learning opportunities, Maranatha Baptist University and Madison College both offer quality, full-service campuses here.

Watertown contains a pleasant mix of single-family and multi-family housing located in both modern subdivisions and well-preserved historic neighborhoods. Outstanding senior living communities, specialized treatment facilities and an outstanding hospital are also found here.

Watertown offers a wide variety of top-notch core municipal services and amenities, including full-time police and paramedic-trained fire departments, historic Carnegie public library, a family-friendly aquatic center, a charming community/senior center on the river, city cab transportation and much more.

We invite you to learn more about Watertown and discover for yourself what makes our city so special.

Emily McFarland
EMILY MCFARLAND, MAYOR



106 Jones Street, Watertown, WI 53094
920-262-4000 | www.ci.watertown.wi.us



WHY WATERTOWN:

LIVING HERE

AN IDEAL AND IDYLIC LOCATION

Halfway between Madison and Milwaukee, Watertown offers the perfect blend of small town values, an outdoor lifestyle and modern convenience. We are a friendly, hard-working city surrounded by lush forests and beautiful farmland.

A PLACE WHERE FAMILY AND FELLOWSHIP STILL MATTER

Away from the hectic pace of urban life, Watertown residents can focus on what really counts—closeknit connections to family and friends, and building a caring community.

AFFORDABLE LIVING

Your money stretches further in Watertown. The cost of living in Watertown is nearly 20% lower than nearby cities of Madison and Waukesha. Median home cost is 50% more expensive in Madison and 37% more in Waukesha.

BIG CITY AMENITIES

Watertown offers a variety of top-notch core municipal services and amenities, including full-time police and paramedic-trained fire departments, a family-friendly aquatic center, a charming community/senior center on the river, city cab transportation and much more. The City has made significant investments that will transform the downtown and beyond. The Bentzin Family Town Square is slated to open in 2023, and a \$10 million expansion of the Watertown Public Library was completed in 2022.



WHY WATERTOWN:

VISITING HERE

A CITY FOR ALL SEASONS

Watertown offers an abundance of recreation options. The city's ample park system is sure to impress, with 30 parks covering more than 300 acres. Wooded walking trails, a 21-hole Frisbee golf course, skate park, fishing areas, ice skating and cross country skiing are among the many amenities offered. Don't miss the Watertown Aquatic Center, featuring water slides and activities for all ages, or kayaking the scenic Rock River.

For indoor activities, bowl a few frames at Watertown Bowl, catch a movie at Towne Cinema, get creative at Set-Apart-Art, try indoor axe throwing at Kiss my Axe or have some fun at Skate Express Family Roller Rink. Learn how to roast, grind and brew the perfect cup of coffee at Berres Brothers Coffee Roasters.

A RICH HERITAGE

History enthusiasts will delight in Watertown's rich heritage and historical sites, including the Octagon House Museum and America's first kindergarten. Eight self-guided walking/driving tours guide you through the city, highlighting historical architecture, ghost signs and murals.

Our 9-block historic downtown also makes for a memorable shopping and dining experience.

SOMETHING FOR EVERYONE

There's so much more to see and do here. Whether you enjoy history, outdoor adventure, indoor activities, great food or an excellent shopping experience, Watertown is the place for you. Learn more at visitwatertownwi.com



WHY WATERTOWN: DOING BUSINESS HERE

WHY WATERTOWN

A safe, family-oriented, vibrant business and civic community surrounded by picturesque farmland, Watertown offers the best of Wisconsin living and a business-friendly infrastructure that includes high capacity utilities, great access to transportation, a lower cost of doing business and numerous tax and business incentives at the state and local level. Rail access within the City includes Class I and II railroads.

A PLACE FOR BUSINESS

Businesses that relocate to Watertown are in good company. The area has a diverse yet complementary base of employers. The City is home to several industries, including international manufacturing companies, food processing, metals/castings and electronics.

A CITY THAT INVESTS IN ITSELF

Watertown has made significant investments in recent years to enhance the economic vitality of the City. The Bentzin Family Town Square is scheduled to open in 2023 and will transform the City's downtown and beyond.

A \$10 million renovation and expansion of the Watertown Public Library was completed in 2022. The new Watertown Library Center offers a modern, bright building design, a community room for 150 people and programs and services that engage, educate and enlighten the community.

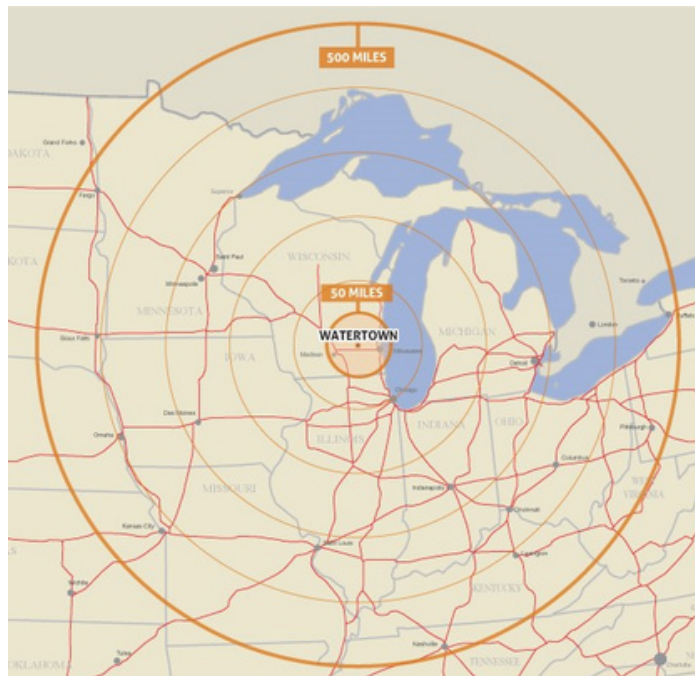
Watertown is development-friendly, while maintaining a commitment to honor the City's history and natural beauty.

DOING BUSINESS HERE

LOCATION AND LOGISTICS

Strategically located between the state's two largest cities - Madison and Milwaukee - Watertown's location is hard to beat. Minutes from Interstate 94, which quickly connects to Madison (45 miles west) and Milwaukee (45 miles east), businesses are able to draw from large city amenities while enjoying lower operational costs.

Your business' suppliers and customers are in reach. Watertown's logistics connect businesses to a population of 74,880,128 within 500 miles or one-day's travel. This includes major markets such as Milwaukee, Chicago, St. Paul/Minneapolis, Dubuque, Quad Cities, Indianapolis, St. Louis and Cincinnati.



Watertown is connected to major markets

STRONG PARTNERSHIPS

Promoting the economic vitality of Watertown is a team effort. The City partners with a host of organizations that provide services and support to our business community. These partners include:

- Watertown Area Chamber of Commerce
- Watertown Main Street Program
- Watertown Redevelopment Authority (RDA)
- Thrive Economic Development
- Wisconsin Economic Development Corporation

RESOURCES FOR BUSINESSES

Watertown is ready to help. Whether it's development, financing, available sites and buildings, permitting or incentives, the City can provide your business with the tools and information you need to make the best decisions for your business.

CONTACT US to learn more about Watertown. We think you will agree that *Opportunity Runs Through It.*

Emily McFarland, Mayor
EMcFarland@CityofWatertown.org
(920) 206-4220