



A window to the past; a door to the future...

INTRODUCTION

If you find yourself steeped in rolling land of lush greenery and lovely homes surrounding spacious golf courses, you have discovered the Village of Hobart. Welcome! The Village includes 33 square miles of sheer beauty in its prestigious neighborhoods, rolling farms and growing business economy. Moving into 2014, we have 7,070 residents, and are growing at a faster rate than any other municipality in Brown County.



Today, Hobart is an important part of the Green Bay regional community, is located next to the Austin-Straubel Airport, and just minutes from rail and shipping resources along Lake Michigan.



COMMUNITY BACKGROUND

Hobart's origins are rooted in the original Northwest Territory surrounding the Great Lakes. It is founded upon ancestral lands of the Menominee Indian tribe. While a Treaty of 1838 created a temporary reservation for then migrating Oneida tribal members from New York, the former reservation land was entirely ceded to the State of Wisconsin upon its statehood. In the late 1800s a majority vote of Wisconsin Oneida tribal members elected to have the reservation entirely allotted to individual tribal members through the Dawes Act of 1887.

Tribal members discovered during the allotment era that having land required roads, so from 1892 until 1908 Oneida tribal members, with the assistance of the Bureau of Indian Affairs pleaded with Brown and Outagamie County Supervisors to establish and incorporate towns, so that municipal tax could create funds for roads to the individually owned lands of the tribal members.

By the early 1900s numerous European settlers obtained land within the Town of Hobart, joining with Oneidas for the area's primary use of the land – farming.



COMMUNITY LIFE

The fortunate residents of Hobart enjoy the conveniences of urban life in neighboring Green Bay, while also enjoying the quiet rural lifestyle of a peaceful and beautiful environment that is the Village of Hobart. There is a long-generational work ethic here, borne of farming, helping neighbors, celebrating family joys and community gatherings year after year. Hobart has a very stable population with third and fourth generations of family members choosing to make their homes here. Hobart receives an average of 29 inches of rain per year, and an average snowfall of 46 inches for winter recreation and sporting activities. Spring hustles in during April, and many tourists flock to the lakes during our summer months. Fall brings spectacular tree color and Green Bay Packer football!



Hobart has a wondrous 40-acre area, Four Seasons Park that features memorials dedicated to our Veterans and our law enforcement. Numerous community events honoring these two valued services to the community and country are held annually in Four Seasons Park. In addition, Hobart has an impressive and long-standing volunteer fire department that hosts numerous community activities each year.



VILLAGE ADMINISTRATION

A five-member elected Board of Trustees serves as the governing authority for the Village. Hobart is a council-manager form of municipal government wherein the council (Trustees) set and guide municipal policy and an Administrator implements and administers municipal policy. The Village Administrator oversees a full-service local government that includes the Hobart-Lawrence Police Department, Public Works, a Municipal Court, Clerk's Office, Zoning and Utilities, and Department of Community Development and Tribal Affairs.

The governing body has achieved a full-service government that employs 17 personnel and still keeps property taxes at a minimal and manageable rate. The police department and interacts with Brown County Sheriff and numerous other local law enforcement agencies.

The Village of Hobart is very interactive with its residents. Hobart has more citizen committees providing input and recommendations to their elected officials than any other entity in Brown County, and perhaps the entire State. Apathy is not a problem in Hobart. Our residents care very much about their community and keep in close contact with elected officials and Village staff. And, they are some of the brightest people around.

DEMOGRAPHICS

2010 Census figures concluded that Hobart's population increased by 21.5% since 2000 to an estimated population of 6,182 residents. A 2013 Wisconsin Department of Administration (DOA) estimate places Hobart's population at approximately 7,070 residents. According to the further DOA population projections, Hobart's population is expected to increase approximately 97% by 2030 to 12,600. In comparison, Wisconsin overall will likely see an increase of about 17% during the same time period

Hobart's residents represent the highest median family income (\$92,820) of all municipalities in Brown County coupled with one of the lowest property tax rates. The median home value was \$220,000 with 96% occupied. **Median family income increased 21% since the 2000 census.**

Most homes are single-family on lots greater than 1.5 acres. We have one of the lowest poverty rates (4%) in Wisconsin. According to bestplaces.net the Village of Hobart's violent crime rate on a scale of 1 - 10 is a 2, and its property crime on the same scale, is a 3. Substantial credit goes to our valued police and fire personnel for their ongoing prevention and safety programs, and commendable responsiveness to any resident's need.

The population in both Hobart and Brown County is younger than the state overall, indicating that there is a greater percentage of the population in their prime working years.

One out of three residents has a bachelor's degree or higher, and nearly 90% of our community are high school graduates. Speaking of schools, the Village of Hobart is served by two excellent school districts: Pulaski Community School District in the northern section of Hobart, and West De Pere School District in the southern section of Hobart.



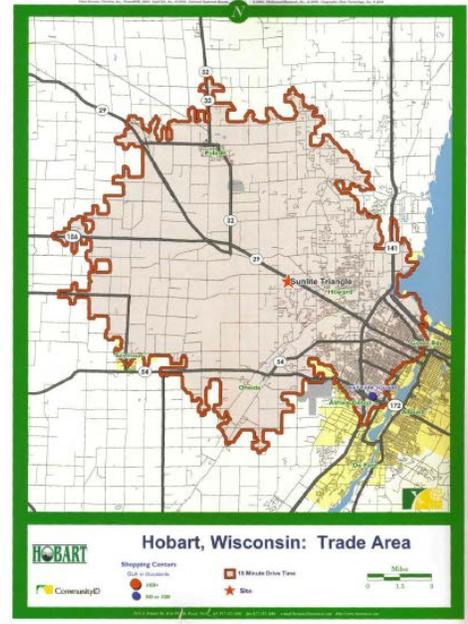
FINANCIAL OUTLOOK

In June of 2009 the Village of Hobart's financial consultant informed the Board of Trustees that Hobart had received an upgraded bond rating from Standard and Poors. In 2008 the Village's rating was A+. That rating was upgraded to AA- in November 2009, and upgraded a second time in August 2012 to a rating of AA. The Standard and Poors Ratings Digest published June 23, 2009 reports about Hobart, "Financial operations have been solid, with the maintenance of a general fund balance we consider very strong." Hobart's elected officials, staff and financial consultants have been vigilant in fiscal management policies and practices.

Even in difficult economic times, Hobart is fiscally sound. The Village's financial consultant stated, "It is phenomenal that in a distressed and uncertain national economy the Village would receive two Standard & Poors upgrades at a time when bond and investment ratings are very conservative and constrained. This will make all future municipal bonds and notes more attractive to investors and will lower future interest rates for the Village on new debt."

MARKETING

In 2008-2009 the Village commissioned a formal retail and consumer marketing analysis to determine the appropriate population base served by the Centennial Centre at Hobart, and to customize retail recruitment to blend with current consumer purchases for long-term business sustainability. The map on this page represents a population base of greater than 60,000 consumers who live within a 15-minute drive-time of the Village's new commercial development project, *Centennial Centre at Hobart* - a rapidly growing mixed-use Tax Incremental District (TID).



In 2011 Hobart created a second Tax Incremental District in the southern section of the Village, along Packerland Drive. This district will focus on industrial and light manufacturing, but will also include mixed-use, commercial and residential projects.

Hobart staff continues to implement outreach components to recruit and attract desired and sustainable businesses to two major mixed-use development projects.

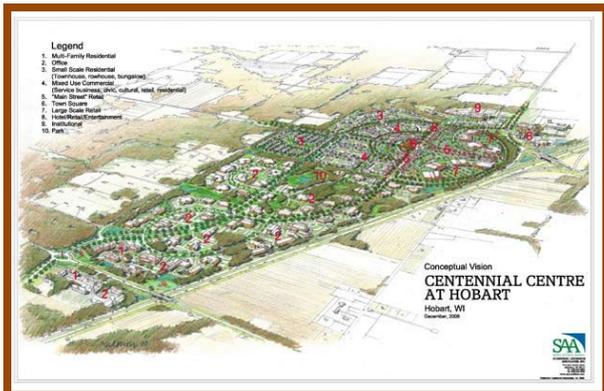
ECONOMIC DEVELOPMENT

With the assistance of Hobart's Community Development Authority, plans moved forward in 2010 to develop an Area Economic Development Plan for the southern area of the Village. Our northern area remains predominantly residential except for 3% of the land being developed in *Centennial Centre at Hobart*, a new Mixed Use development area along State Highway 29, our northern boundary.

Our northern boundary is State Highway 29, the main route between Minneapolis and Green Bay. To facilitate economic development and long-term planning, Hobart has fully launched:



During Hobart's centennial year of 2008, Hobart launched a major economic development project located on its northern boundary, State Highway 29. Hobart purchased 350 acres of clean farm land and has identified a 603-acre area that now has a Planned Development District zoning ordinance guiding the future of this area. This mixed use development was named *Centennial Centre at Hobart*, to recognize its launch in our centennial year, to honor the founders and settlers of this community, and to ensure economic sustainability in the coming 100 years.



The Village moved forward with pre-planning tasks on a parallel path, including a concept plan, Master Plan, archaeological surveys, wetland delineations, financing tools to establish a Tax Increment District (TID) during the last half of 2008 with all planning tasks completed by year end 2009. Currently, in 2013, Centennial Centre's TID equalized value is an astounding \$47,573,000!

The Village then contracted with a developer for the first large commercial buildings. Both EMT International and Centerline Machining and Grinding finished construction and gained occupancy in 2010.

All of the above-described activity was accomplished within a 36-month period of time, an amazing accomplishment for a municipal government. Credit goes to the Village Board of Trustees and staff who have timely and courageously moved one piece forward after another, with a firm commitment to be known as a willing "municipality" to interested investors, developers, and new businesses. We know time is money in this economically difficult time, and we are proud to be able to report the creation of 221 jobs, with hundreds more coming, at this very beginning phase of *Centennial's* development. Now in 2013 *Centennial Centre at Hobart* is home to over 300 new families in single family homes, multi-family apartments or town houses.

The very best features of *Centennial Centre at Hobart* will include the construction of a central commercial district, giving Hobart residents its first sense of a "downtown" – or a heart for its community. The area will include substantial consumer resources including retail, restaurants, professional office spaces, light manufacturing, educational and medical facilities, many pathways, lovely tree-lined boulevards and beautifully landscaped green space and recreational spaces.

Interested investors, developers, builders and businesses are encouraged to contact the Village of Hobart for additional information and a tour of our two Tax Increment Districts. Contact:

Andrew J. Vickers
 Village Administrator
 P: 920-869-3804
 F: 920-869-2048
andrew@hobart-wi.org