

Draft 2/11/08



Summary Demographics for Village of Richfield Cabela's Development Area Richfield, WI 53076

Year 2009

Category	5-Mile Radius	10-Mile Radius	15-Mile Radius	State of WI
Total Population	19,874	133,062	398,775	5,793,397
Male	50.4%	49.1%	48.5%	49.5%
Female	49.6%	50.9%	51.5%	50.5%
Total households	7,670	53,517	159,697	2,361,846
Average household size	2.57	2.46	2.47	2.39
Owner-occupied housing units	86.0%	75.7%	70.3%	63.1%
Average household income (dollars)	\$95,081	\$94,971	\$96,671	\$74,773
Per capita income (dollars)	\$36,872	\$38,406	\$38,873	\$30,844

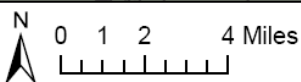
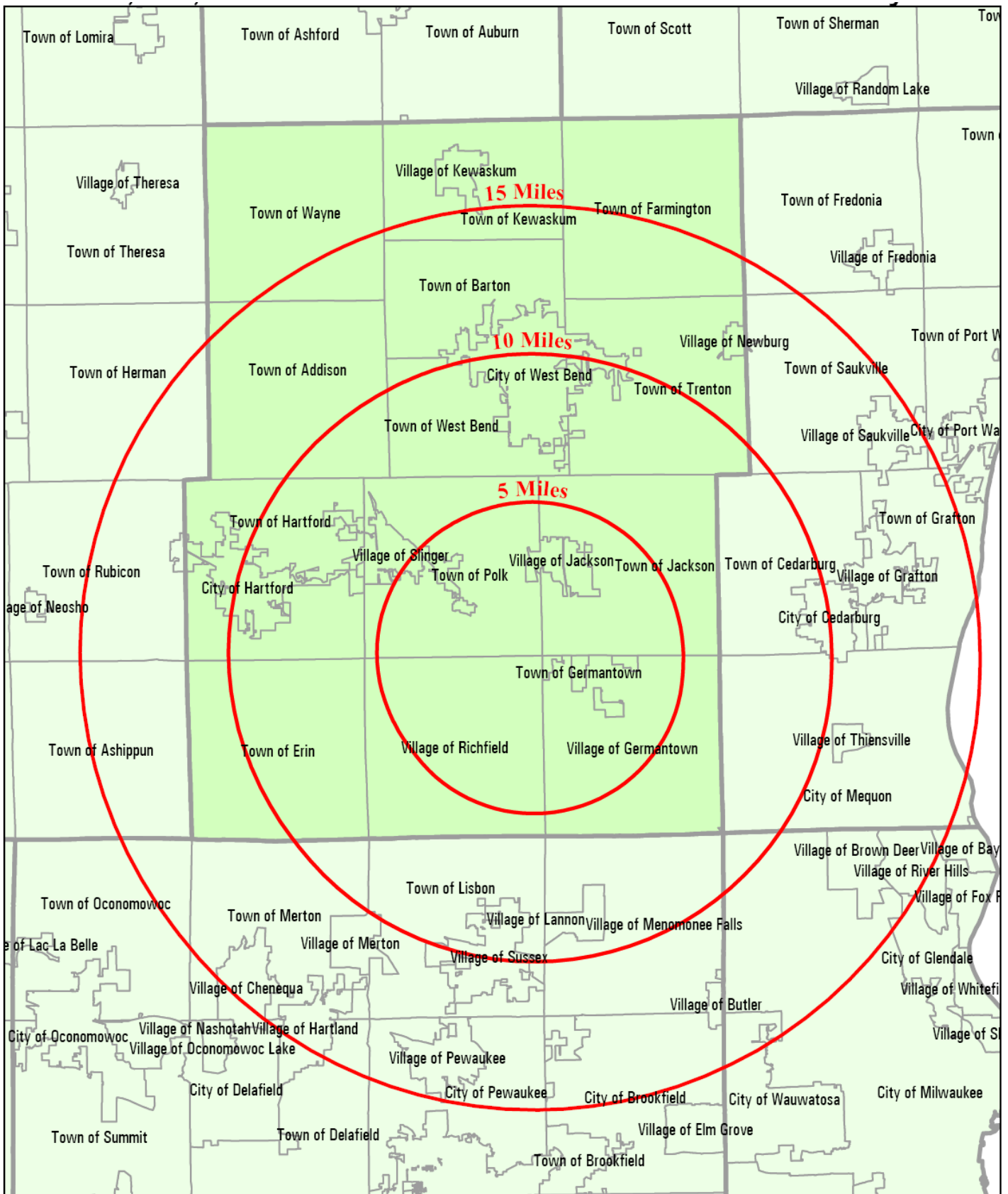
Year 2004

Category	5-Mile Radius	10-Mile Radius	15-Mile Radius	State of WI
Total Population	19,167	126,998	384,056	5,553,428
Male	50.6%	49.2%	48.5%	49.5%
Female	49.4%	50.8%	51.5%	50.5%
Total households	7,191	49,734	150,070	2,212,359
Average household size	2.65	2.52	2.53	2.44
Owner-occupied housing units	85.2%	75.0%	69.4%	62.3%
Average household income (dollars)	\$80,764	\$78,928	\$79,092	\$62,002
Per capita income (dollars)	\$30,458	\$31,078	\$31,051	\$25,041

Year 2000

Category	5-Mile Radius	10-Mile Radius	15-Mile Radius	State of WI
Total Population	18,713	121,952	369,437	5,363,675
Male	50.7%	49.3%	48.6%	49.4%
Female	49.3%	50.7%	51.4%	50.6%
Total households	6,792	46,388	140,590	2,084,544
Average household size	2.74	2.6	2.6	2.50
Owner-occupied housing units	83.7%	74.0%	67.8%	61.5%
Average household income (dollars)	\$70,294	\$68,270	\$67,790	\$53,863
Per capita income (dollars)	\$25,705	\$26,269	\$26,030	\$21,271
Percent high school graduate or higher	90.8%	90.0%	88.6%	85.2%
Percent bachelor's degree or higher	22.8%	26.6%	28.4%	22.5%

5, 10, and 15 Mile Radii Around Richfield / Cabela's Development Area



Some of the data included on this map was provided by the United State Census Bureau
 Map prepared on Feb 7, 2008 by the Geographic Information Systems Division of the Washington County Planning and Parks Department



Cabela's Incorporated

Cabela's Incorporated, headquartered in Sidney, Nebraska, is the nation's largest direct marketer and a leading specialty retailer of hunting, fishing, camping and related outdoor merchandise. Since the company's founding in 1961, Cabela's has grown to become one of the foremost outdoor recreation brands in the United States.

When the Cabela's Richfield Store opened in 2007, it was anticipated that four to five million people would visit the store annually, making it one of the largest tourist attractions in the state. Extraordinary in design and showcasing thousands of products from its world-famous catalog, a customer's average length of stay is a remarkable 3 1/2 hours, with half of the visitors coming from outside of 100 miles.

The 165,000-square-foot, large-format superstore is built on a 60-acre site in Washington County, generally within the triangle formed by the intersections of U.S. Highway 41, U.S. Highway 45 and State Highway 145 in the Village of Richfield. Plans call for approximately 20 acres of the 60-acre site to be developed by additional businesses that could include hotels, restaurants, complimentary retail stores or other travel and tourism-related businesses.

The store employs approximately 400 people to carry on the company's tradition of excellent customer service. Cabela's employees, most of whom are from the Richfield area, are known for living the outdoor lifestyle and having intimate knowledge of outdoor products. Visitors will find hunting, fishing, camping, hiking, boating and wildlife watching gear, as well as outdoor clothing and outdoors-styled gifts and furnishings to purchase. (Source: Richfield Incorporation Submittal)

Daily Traffic Counts

US Highways 41 & 45 traffic counts were conducted in 2006. Pioneer road and Highway 145 traffic counts were conducted in 2004.



Source: Wisconsin Department of Transportation: Travel Information
<http://www.dot.wisconsin.gov/travel/counts/washington.htm>



Welcome to Richfield!

Ranked as one of the most desirable communities in the metropolitan Milwaukee area, Richfield offers a high quality of living, tremendous recreational opportunities and a vibrant business community. Located on the outskirts of Milwaukee, Richfield is close enough for its residents to commute downtown, but far enough away to enjoy the best in suburban lifestyle.

Residents enjoy 54 holes of golf, hundreds of acres of public open space, including Glacier Hills County Park, Richfield Nature Park, Heritage Park and many other smaller community parks. Fishing and swimming are traditions for many families that live on one of the village's five lakes (Friess Lake, Little Friess Lake, Bark Lake, Amy Belle Lake, and Lake Five). Many new conservation subdivisions allow residents to enjoy hundreds of acres of private open space within the residential developments.



(www.businessreadywi.com)

Richfield is located in the shadows of Holy Hill and is also home to the Daniel Boone Conservation League, YMCA Camp Minikani and Richfield Historical Park. Cabela's, one of the nation's largest hunting and fishing retailers, opened a destination retail/tourist store in the community on Hwy 41/45. The community has 200 outstanding small and large businesses that provide goods and services for the community. (Source: www.town-richfield.com)

We hope you have a chance to experience "A Country Way of Life" with us in Richfield.

For Additional Information:

Richfield

www.richfieldwi.gov
administrator@town-richfield.com
262-628-2260

Economic Development / Washington County

www.businessreadywi.org
info@businessreadywi.org
262-335-5769

Washington County Convention & Visitors Bureau

www.visitwashingtoncounty.com
info@visitwashingtoncounty.com
262-677-5069



Information Compiled by:

Paul Roback, Community Development Educator
UW-Extension, Washington County
paul.robak@ces.uwex.edu
262-335-4480

Additional resources provided by:

Matt Kures, GIS State Specialist
UW-Extension, Center for Community & Economic Development
Eric Damkot, GIS Manager
Washington County Planning & Parks Department

All photos provided by Richfield, except for the Cabela's ribbon cutting photo.