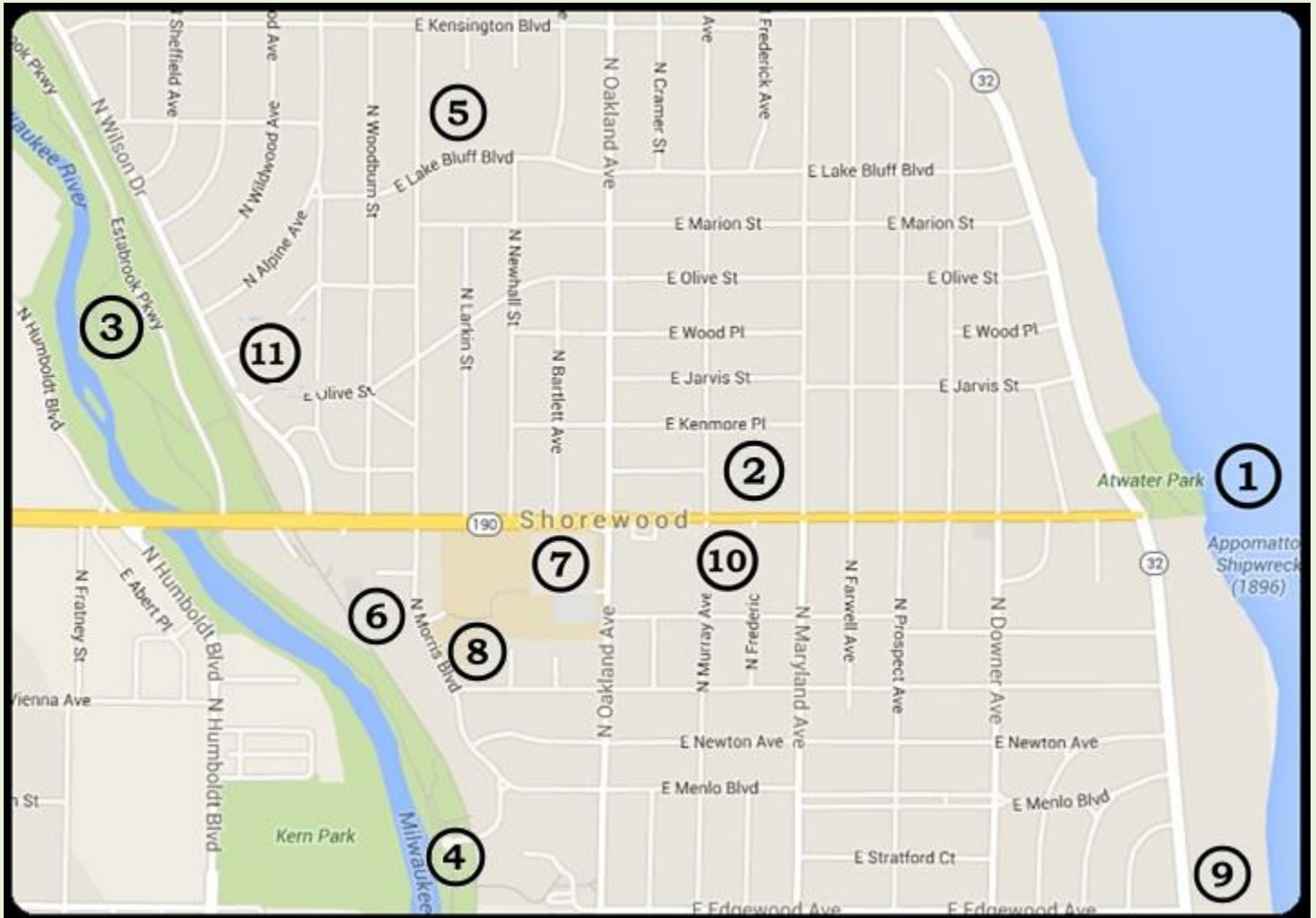


## About the Community

### Where is Shorewood?

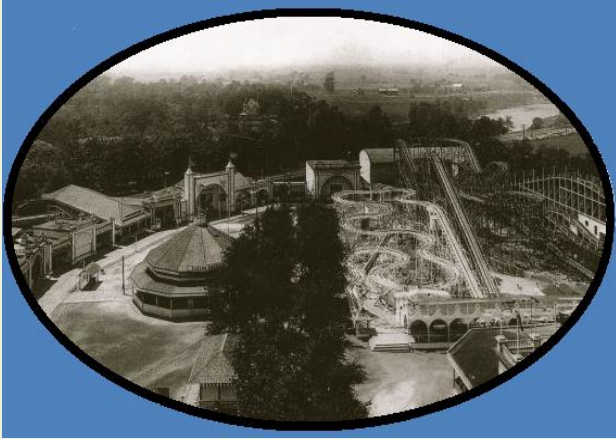
Located north of the City of Milwaukee, the Village of Shorewood is comprised of 1.6 square miles of bike, walk and family friendly activities, boutique shopping, eclectic bars and restaurants.

The Village is bisected by major thoroughways Oakland Avenue and Capitol Drive. Major borders include: Kensington Boulevard (north), Lake Michigan (east), University of Wisconsin at Milwaukee (south) and the Milwaukee River (west).



1. Atwater Beach and Park
2. Atwater Elementary School
3. Estabrook Park
4. Hubbard Park and Hubbard Park Lodge
5. Lake Bluff Elementary School
6. Shorewood Department of Public Works
7. Shorewood High School
8. Shorewood Intermediate School
9. Shorewood Nature Preserve
10. Village Center (Shorewood Public Library, Senior Resource Center, Health Department, Historical Society), Village Hall and Fire Department
11. Shorewood Police Department

## How did Shorewood come to be?



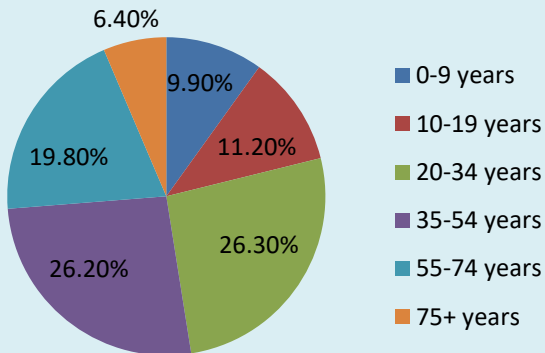
First discovered by Pere Jacques Marquette, the area that became Shorewood was purchased in 1832 and has gone through many changes. The area was named Mechanicsville in 1836, Humboldt in 1850, Cementville in 1876 and East Milwaukee until changing to its present name in 1917.

In 1872, the beginnings of Hubbard Park were laid to attract visitors to the Village. There was also a succession of amusement parks (Mineral Springs in 1900, Wonderland in 1905 and Ravenna in 1909) that stretched east from the river to what is now Oakland Avenue – however, this ended in 1916.

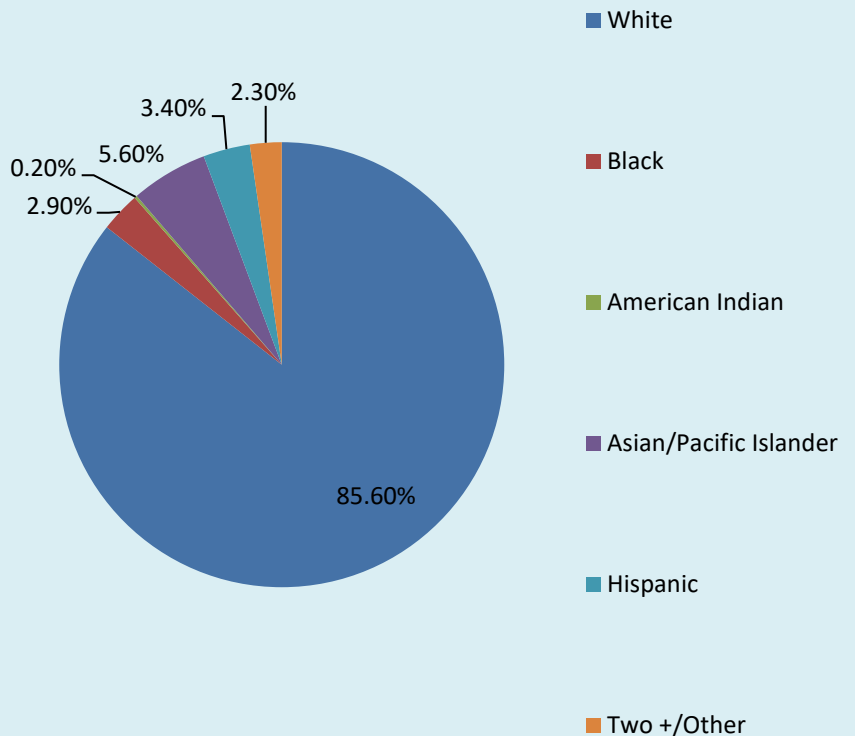
Concrete sidewalks were added to the Village in 1910, street signs and gas mains in 1911 and the first paved street was in 1913. Population in the Village started from 300 in 1900 reached peak population of 16,199 in 1950. Today, with a stable population of around 13,500, the one-mile square Village of Shorewood is the most densely populated community in the State of Wisconsin. Many historical markers from these eras are still visible around the village; you can find many of them listed on the Shorewood Historical Society's website: [shorewoodhistory.org/historical\\_markers/index.html](http://shorewoodhistory.org/historical_markers/index.html)

## Who Lives and Works in Shorewood?

### Population By Age



### Population By Race



#### Population by Gender:

- Female: 53.2%, Male 46.8%

#### Number of Housing Units:

- Owner: 46.9%, Renter: 53.1%

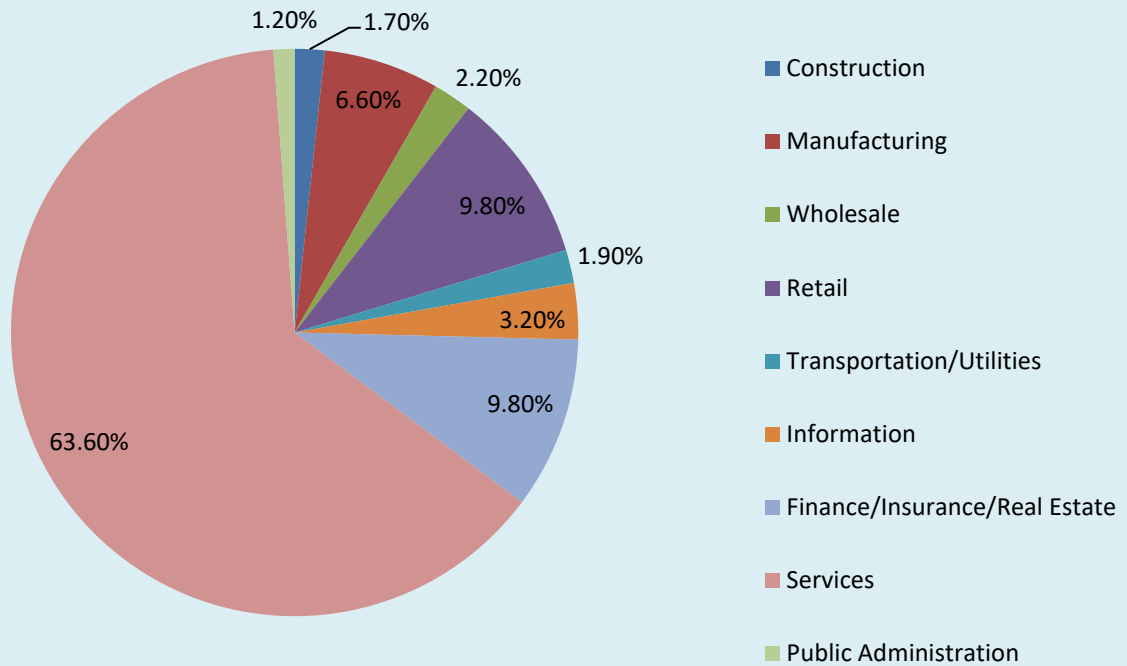
#### Personal Income

- Median household income: \$61,408
- Average household income: \$79,489

#### Education (age 25+)

- 96.3% High School or Higher, 66.6% Bachelor's Degree or Higher

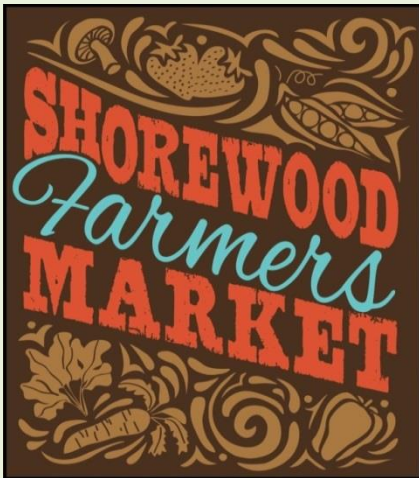
## Employed Population by Industry



\*all statistics courtesy of United States Census Bureau

### What are some events that take place in Shorewood?

The Village is home to many fun and unique events and activities throughout the year. In addition to the Memorial Day Weekend events and Holiday Shop Walk & Tree Lighting, below are just some of the happenings that have taken place:



Shorewood Farmer's Market – Local farmers, growers and artisans are invited to sell their goods at the Atwater school playground, Sundays June through November. More information is available on their website [www.shorewoodfarmersmarket.com](http://www.shorewoodfarmersmarket.com) or [facebook.com/shorewoodfarmersmarket](https://facebook.com/shorewoodfarmersmarket).

'Summer Sounds' Concert Series – Regional and local acts perform music outdoors in Hubbard Park along the Milwaukee River. Past performers have included: Tweed Funk, Shorewood's School of Rock, 5 Card Studs and De la Buena. The concerts take place evenings in July and August, food and beverages are available for purchase and residents are encouraged to bring a picnic to the event.





Plein Air Shorewood – Artists are placed all around the Village and compete to capture the images that showcase the area’s architecture, landscapes and environment. In 2015, more than 3,000 attendees watched forty artists compete for over \$6,000 in prize money.

More information can be found on [www.pleinairshorewood.com](http://www.pleinairshorewood.com) or [facebook.com/pleinairshorewood/](https://facebook.com/pleinairshorewood/).

Shorewood Cycling Criterium Classic – As a stop in the [Tour of America’s Dairyland](#), the Village’s course features local, regional, national and international riders competing in many different types of bicycle-related events throughout blocked off streets. Attendees can experience exciting races, time trials and specials at local businesses.



‘Family Fun Day’ & 4<sup>th</sup> of July Activities – This long-standing event dates back to the 1990’s and fireworks were added in 2000. There is a parade that is routed through the entire Village, live music, food vendors and many activities take place throughout the community. Locations of some of the activities include the High School pool, Spector Field and Atwater Park.

The Ghost Train – The Ghost Train is an artistic sensory experience at the Oak Leaf Trail Bridge and Capitol Drive. It made its inaugural run on October 31, 2016. This first-of-its-kind public art installation will enable visitors to travel back in history, imagining the round-trip journey of the ‘Twin Cities 400’ which crossed that same location from 1935 to 1963. Touted as the fastest passenger train in the world, the Chicago & North Western Railway’s ‘400’ routinely covered the 400 miles between Chicago and St. Paul in just under 400 minutes. The Ghost Train is the next phase of an exciting long-term public art vision for the Village. The \$375,000 project was entirely funded by individuals, foundations and Shorewood organizations without using tax dollars – 90% of which was raised in 90 days. The times the train can be seen are listed below.



From October 1 to March 15, Northbound 8:00 PM and Southbound 8:30 PM. From March 16 to September 30, Northbound 9:30 PM and Southbound 10:00 PM.

A YouTube video of The Ghost Train in action can be viewed here: <https://youtu.be/KiJYeQBBQCO>

## How are Shorewood’s Schools?



The Village of Shorewood has a proud history of its public schools and they are consistently ranked amongst the best in the state.

There are two elementary schools – Atwater and Lake Bluff, which offer Early World Language, daily art, music and physical education beginning in fourth grade.

At Shorewood Intermediate School, seventh and eighth graders become lifelong learners through the school’s safe, supportive and collaborative culture.

In 2013, Shorewood High School was named the number one high school in Wisconsin by U.S. News and World Report. On average, 90% of students continue their education at 2 or 4 year college or university across the country.

## Are there ways I can get involved with the Village?

The Village of Shorewood has many community organizations that focus on different needs of the Village and are always looking for volunteers. Here are just a few:

Shorewood Connects – A Village-sponsored project developed to enhance the ability of older residents to remain in and contribute to the life of the Village. Programs include Dementia Awareness and Education, drop-in social gatherings and home modification assistance. The organization also sponsors Spring and Fall “Yard Clean-Up”, where volunteers go to elderly or home-bound person’s home to help with raking, bagging and collecting yard waste.



Shorewood Foundation – Since 1964, the Shorewood Foundation has provided a way for residents and friends to support the community’s institutions, facilities and services. The Foundation acts as a steward of gifts in order to enhance the character and quality of life in the Village. More information can be found on [www.shorewoodfoundation.org](http://www.shorewoodfoundation.org).

Friends of the Shorewood Public Library – The Friends is non-profit organization whose members support the mission of the library by shelf reading, assisting at major events, fund raising and book sales.



Village Citizen Boards and Committees – Varying in level of responsibility, authority and number of members, the Village has various committees that work closely with the Village Board and staff. These include:

- Board of Appeals
- Board of Review
- Community Development Authority
- Conservation Committee
- Design Review Board
- Elder Services Advisory Board
- Human Relations Commission
- Bi-Board Committee
- Library Board
- Parks & Public Spaces Committee
- Plan Commission
- Police Commission
- Public Art Committee
- Rec & Community Services Committee

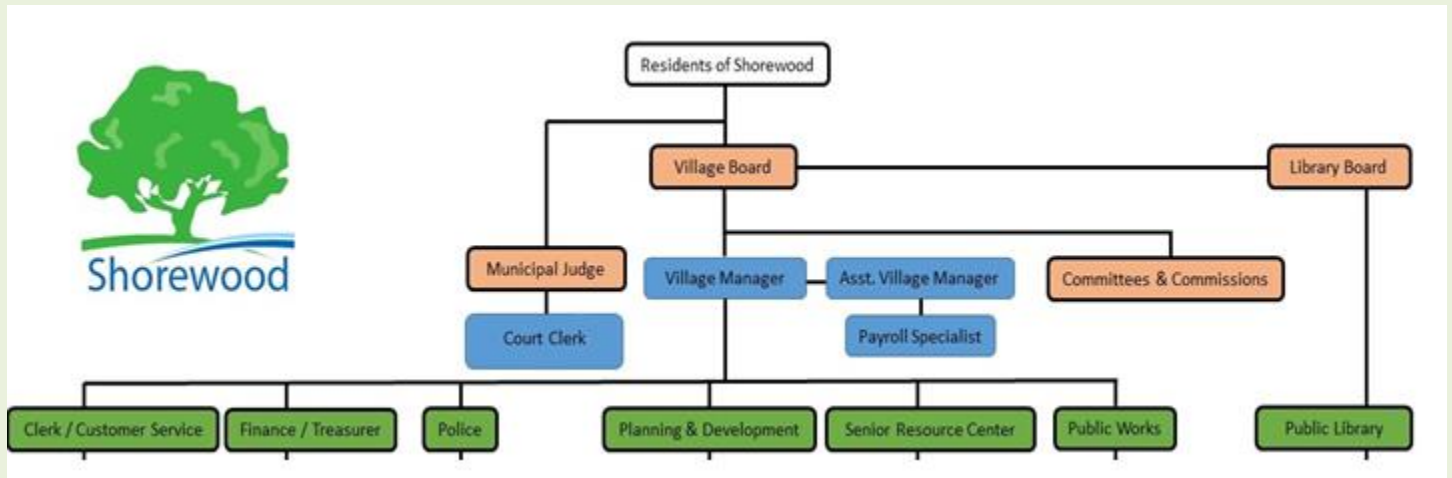
Shorewood Men’s and Woman’s Clubs – Founded in 1956 and 1936 respectively, these clubs serve the Village through fundraising, programming and camaraderie. The Men’s Club donates over \$10,000 annually to charities and organizations which benefit the residents of the Village and hosts the Village’s annual chicken roast. The Woman’s Club hosts programming with subjects such as: Domestic Violence Awareness and Prevention, cleft palate repair surgery sponsorship, book clubs and guest speakers. More information about each club can be found on their websites [www.shorewoodmensclub.org](http://www.shorewoodmensclub.org) and [www.gfvcwishorewoodwomensclub.com](http://www.gfvcwishorewoodwomensclub.com).



**GENERAL FEDERATION**  
*of* **WOMEN'S CLUBS**

## About the Organization

### What departments make up the Organization?



**Village Board of Trustees** – The Village of Shorewood Board has the responsibility for a wide range of policies and procedures including the management of Village finances, acquisition and allocation of funds for operations and final approval of the budget.

**Village Manager** – Exercises leadership in planning, coordinating, staffing, developing and controlling the activities of all municipal functions to accomplish Village goals and policies.

**Senior Resource Center** – The center promotes safe, health and enriching lifestyles for Shorewood residents 60 or older.

**Clerk / Customer Service** – Facilitates elections, ensures the fiscal integrity of the Village by maintaining all financial records and collection, investing and disbursing funds and preparing, maintaining and providing custody for all official documents and records. Customer Service offers a one-stop opportunity for residents of the Village to take care of all basic requests. Pet and bike licensing, paying utility and tax bills, parking and voter registration are just some of the many services they provide.

**Finance** – Provides quantitative and trend analysis for the Village. The department researches data to make informed decisions about the effective use of Village resources, provides internal controls and Accounts Payable operations.

**Library** – The Library serves Shorewood residents and non-residents with programs, collections and information services for all ages including public Wi-Fi and computer access. The library consistently ranks among the top libraries in the County for circulation, program attendance and computer usage.

**Police** – A progressive, community-oriented agency consisting of 25 sworn officers and 6 civilian employees who are committed to providing the highest quality of police service in a professional and courteous manner.

**Public Works** – Delivers a diverse and varied assortment of services to the community through its collections, recycling, forestry, horticulture, electrical, building maintenance, streets and vehicle maintenance divisions.

**Planning & Development** – Encourages maintenance of property values and quality of physical environment throughout the Village through the administration of zoning, building, and related codes, land use planning and the provision of technical assistance to elected and appointed boards.

## What are the Public Facilities in the Village?



Village Hall – Originally built as a four-room schoolhouse in 1908, the Village of Shorewood (then known as the Village of East Milwaukee) purchased the building to house its offices. It has gone through many uses and renovations in 1937 and 1985 and was named to the National Register of Historic Places in 1984.

Village Hall is open Monday through Friday from 8am to 4:30pm.

Police Department – Formerly located in the Fire Building, the Police Department moved to a new location in 2017 on Wilson Drive. A major remodel has been completed and much better suited to a modern day Police Department.

Front desk hours are Monday through Friday 8am to 4pm.

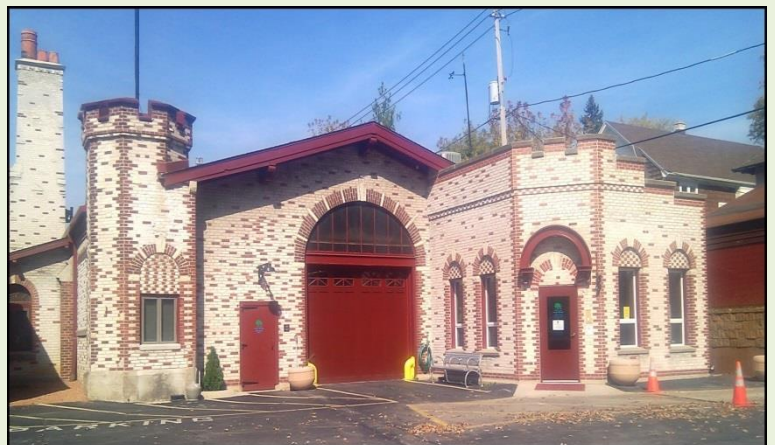


Village Center – Library services in the Village date back to 1903. The Library has been its current location on Shorewood Boulevard has been since 1965. The newly renovated, current Library opened to the public in December 2002. Within the Village Center, the Senior Resource Center, Historical Society and North Shore Health Department are located on the lower level.

The library is open Monday through Thursday 9:30am to 8pm, Friday 9:30am to 6:30 pm, Saturday 10am to 3:30pm and Sunday 11am to 3:30pm. The library is closed on Sundays in summer.

Public Works – Named to the list of Milwaukee County Landmarks in 2008, the Administration building on Morris Boulevard was constructed in 1936 with funds from the federal government. A Shorewood resident was the architect for both this and the Police & Fire building. Located next to the Oak Leaf Trail, the building is distinguished by its brickwork and turrets.

Office hours are Monday through Thursday 7am to 3:30pm and Friday 7am to 11am.



## How do I contact someone at the Village?

<u>Office</u>	<u>Phone</u>	<u>Email</u>
Village Clerk	414-847-2608	<a href="mailto:cto@shorewoodwi.gov">cto@shorewoodwi.gov</a>
Clerk/Customer Service Department	414-847-2700	<a href="mailto:cto@shorewoodwi.gov">cto@shorewoodwi.gov</a>
Finance Department	414-847-2607	<a href="mailto:memanuelson@shorewoodwi.gov">memanuelson@shorewoodwi.gov</a>
Health Department	414-371-2980	<a href="mailto:nshd@nshealthdept.org">nshd@nshealthdept.org</a>
Public Library	414-847-2670	<a href="mailto:shorewood@mcfls.org">shorewood@mcfls.org</a>
Municipal Court	414-847-2617	<a href="mailto:court@shorewoodwi.gov">court@shorewoodwi.gov</a>
Planning & Development	414-847-2640	<a href="mailto:pad@shorewoodwi.gov">pad@shorewoodwi.gov</a>
Police Department	414-847-2610	<a href="mailto:police@shorewoodwi.gov">police@shorewoodwi.gov</a>
Public Works	414-847-2650	<a href="mailto:dpw@shorewoodwi.gov">dpw@shorewoodwi.gov</a>
Senior Resource Center	414-847-2727	<a href="mailto:src@shorewoodwi.gov">src@shorewoodwi.gov</a>
Village Manager's Office	414-847-2700	<a href="mailto:manager@shorewoodwi.gov">manager@shorewoodwi.gov</a>

## Who are the Village Trustees?

[Ann McCullough McKaig](#), Village President

Term Expires: 2024

Plan Commission, Chair

North Shore Fire Board, Member

[Arthur Ircink](#), Village Trustee

Term Expires: 2023

Committees: *Public Works (Chair), Judiciary, Personnel & Licensing, Strategic Initiatives, Conservation Committee (liaison).*

[Jim Arndorfer](#), Village Trustee

Term Expires: 2024

Committees: *Public Safety (Chair),*

*Finance, Community Business Relations.*

[Jerry Lynn](#), Village Trustee

Term Expires: 2025

Committees: *Strategic Initiatives (Chair), Public Works, Judiciary, Personnel & Licensing.*

[Melissa Moore Baldauff](#), Village Trustee

Term Expires: 2024

Committees: *Judiciary, Personnel & Licensing (Chair),*

*Public Works, Strategic Initiatives, Business*

*Improvement District, Human Relations*

*Commission (liaison).*

[Kathy Stokebrand](#), Village Trustee

Term Expires: 2023

Committees: *Finance (Chair), Public Safety, Community Business Relations, Community Development Authority, Parks & Open Spaces (liaison).*

[Eric Couto](#), Village Trustee

Term Expires: 2025

Committees: *Community Business Relations (Chair),*

*Finance, Public Safety, Plan Commission, Police*

*Commission (liaison).*

## What is Shorewood's vision for the future?

Working with staff, community residents and the Village Board, the Village of Shorewood first developed an image of what it would like to look like twenty years into the future in 2005. This topic was then updated in 2009 and in 2014 there has been a community-wide effort to revisit the vision for the Village.

As a result of these meetings, the Village published the Vision 2025 Plan. This document includes steps the Village plans to take to achieve the goals listed below as part of its vision for the future and the document can be reviewed [here](#).

