

Make it MAYVILLE



Mayville, WI (Dodge County)

- Located on the Rock River, Mayville is the historic gateway for tourists to the Horicon Marsh.
- The Gold Star Memorial Trail (GSMT) connects Mayville to the Horicon Marsh Education Center and to the state trail system via the Wild Goose Trail.
- The Mayville downtown hosts an array of businesses from cigar factories and breweries, to piano stores and creameries.
- The City of Mayville boasts a combination of quality employers and a skilled workforce with highly regarded work and personal ethic.
- The City of Mayville is a welcoming community, a community of safe neighborhoods and affordable housing with excellent learning and medical facilities close by, a community with endless recreational and sightseeing opportunities. Come see why your future is here.

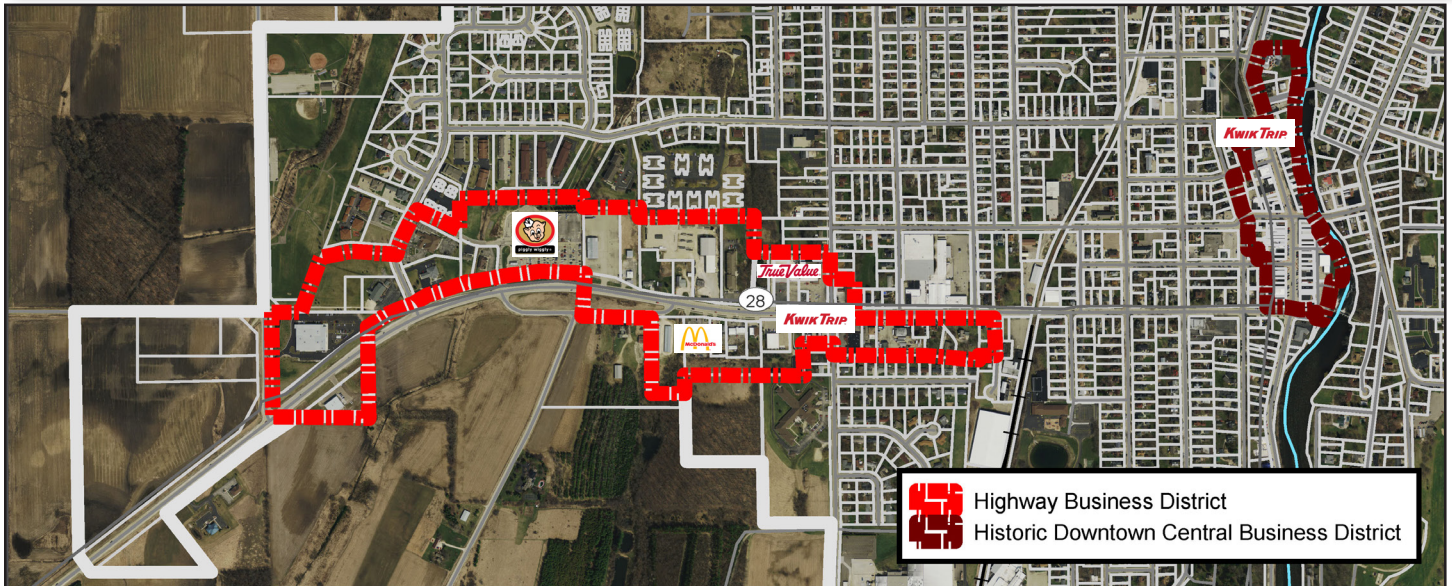




Demographics

	Population	Households	Ave. HH Size	Ave. HH Income	Median HH Income	Median Age	% Male/Female	Median Home Value
City of Mayville	5,193	2,184	2.33	\$68,553	\$54,619	42.3	50%/50%	\$142,547
12 Minute Drive	7,790	3,144	2.45	\$73,221	\$58,951	43.3	51%/49%	\$161,515
Dodge County	90,440	34,448	2.44	\$71,846	\$56,099	42.0	53%/47%	\$172,427
Wisconsin	5,843,443	2,373,777	2.42	\$79,170	\$59,087	39.9	50%/50%	\$193,857

Source: 2019 ESRI BAO

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 Highway Business District
 Historic Downtown Central Business District

Business Support

- Mayville Area Chamber of Commerce
- City Programs for Business
 - Facade Improvement Program
 - Revolving Loan Fund
- Main Street Mayville, Inc.
- Tax Increment Financing

Retail Opportunities

- Building Materials & Supply - \$1.4 million retail gap
- Beer, Wine, & Liquor - \$440k retail gap
- Health & Personal Care - \$5 million retail gap
- Clothing - \$2.5 million retail gap
- Sporting Goods - \$2 million retail gap
- Restaurants - \$5.9 million retail gap

Source: 2017 ESRI BAO 12-minute drive



Contact for additional information:

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The City is currently conducting additional market research and will be posting on the City website as the new data becomes available.

Average Consumer Spending

	Apparel & Services	Entertainment / Recreation	Food at Home	Food Away from Home	Health Care	HH Furnishings & Equipment	Personal Care Products & Services	Vehicle Maintenance & Repairs
City of Mayville	\$1,607	\$2,690	\$4,209	\$2,842	\$5,279	\$1,687	\$693	\$931
12 Minute Drive	\$1,712	\$2,852	\$4,440	\$3,025	\$5,562	\$1,801	\$741	\$981
Dodge County	\$1,711	\$2,768	\$4,341	\$2,996	\$5,333	\$1,777	\$737	\$971
Wisconsin	\$1,918	\$3,026	\$4,786	\$3,334	\$5,668	\$1,953	\$808	\$1,081

Source: 2019 ESRI BAO