

City Overview

Location and Background

Mauston finds you surrounded by natural wonder, wildlife and a rich variety of outdoor activities. We are next door to Wisconsin's second and fourth largest lakes, Petenwell and Castle Rock Lake. Other natural features that surround our area include the Dells, multiple rivers, Indian effigy mounds, and the Necedah Wildlife Refuge. Mauston takes pride in its natural features by providing phenomenal parks and pedestrian trail systems. Mauston also has a rich rural history with access to diverse agricultural experiences, from cranberry bogs to dairy farms to apple orchards.

Mauston's unique name originally was Maughs Town, named after its founder Milton Maugh. The City of Mauston developed because of the lumber industry of early Wisconsin sprung up along the beautiful Lemonweir River, known for being the windiest river in Wisconsin. The City incorporated in 1887 with a population of 1,857 the city today has a population of approximately 4,500. Mauston is a full service municipality providing police and fire protection, water/wastewater utilities, solid waste collection, curbside recycling, a small airport, parks and recreation, public works, planning/zoning and other services.

Location & Local Economy

The City benefits from its central location, for instance, it is the Juneau County seat. Mauston is often referred to as the halfway point between Chicago and the Twin Cities.



Mauston's position along Interstate 90-94 provides easy access to several economic centers:

- Minneapolis, MN 220 mi.
- Chicago, IL 210 mi.
- Milwaukee, WI 140 mi.
- Madison, WI 73 mi.
- La Crosse, WI 70 mi.

The Following list outlines the top ten private employers within the city and its immediate borders.

Employer	Type of Business
Hess Memorial Hospital	Medical
Mile Bluff Clinic	Medical
Parker Hannifin	Manufacturing
Master Mold	Manufacturing
Brenner Tank	Manufacturing
Festival Foods	Grocery
Brunner Manufacturing	Manufacturing
Kwik Trip	Trucking
Stroh Precision Die Casting	Manufacturing
Dumore Corporation	Manufacturing

The Following list outlines the current retail chains in Mauston. The number in parenthesis represents the number of any additional local business that might provide a similar service to give you an idea of additional saturation.

Existing Retail Chains

- K-Mart, (1)
- Festival Foods
- Lamperts
- Kudick Chevrolet
- Walgreens (1)
- True Value
- McDonalds, Culvers, Hardees, Taco Bell, Wendy's
- Pizza Hut (3)
- Subway (2)
- China Buffet (1)
- Denny's (1)
- Dollar General, Family Dollar, Dollar Tree
- US Cellular, Verizon

(Number of additional similar, competing, local businesses)

Educational & Healthcare Facilities

The Mauston Area School District serves the City and surrounding area, and provides education for 4 year-old pre-K through senior high education. District schools within the City include:

- Westside Elementary (grades 4K-2),
- Grayside Elementary (grades 3-5),
- Olson Middle School (grades 6-8), and
- Mauston High School(grades 9-12)

In 2011, the district initiated an iLead Charter school, with a curriculum focused on innovation and entrepreneurial development. Other important educational community assets include the Western Technical College-Extended Campus and St Patrick's Private School (grades 4K - 8).

Juneau County's only hospital is also located in Mauston and includes the Hess Memorial Hospital, and the Mile Bluff Medical Center. The Hospital offers nearly 50 medical providers on staff, and over 40 visiting specialists.

Culture & Recreation

The Mauston Residents enjoy a wide variety of recreational and cultural opportunities. The City maintains five beautiful parks. Among them, the most noteworthy are Lions Park and the Downtown Riverside Park. The City hosts several summer activities within its park system including a Farmers Market, the Mauston Community Band, Movies in the Park, and a youth summer recreation program.

Popular events hosted in the Mauston Area each year include:

- The Turtle Dunk (Polar Bear Plunge)
- The Woodside Ranch Homemade Sled Race
- Juneau County Dairy Breakfast
- Fourth of July Celebrations
- Prime Time Jimmy Kline Ride
- Juneau County Fair
- Charity Tractor Pull
- Pumpkin Bash

This area of Wisconsin attracts visitors from both the Chicago and St Paul Region.

- **Wisconsin Dells (the Worlds Water Park):** is one of the top WI Destinations drawing over 5 Million visitors annually. (15 min south)
- **Castle Rock/ Petenwell Lakes:** are the 2nd and 4th Largest Lakes in WI, drawing over 1 Million Visitors Annually. (10 min north)
- **Woodside Sports Complex:** is The Midwest's Largest Amateur Sports Facility, drawing over a ¼ Million Visitors Annually. (5 min east)
- **I 90/94:** is a Major Interstate Hwy through WI and has over 31,000 commuters daily.

Additional natural recreational tourism attractions within the surrounding area include.

- Elroy-Sparta Bike Trail (15 min west)
- Mirror Lake State Park (29 min south)
- Necedah National Wildlife Refuge (30 min north)

The Mauston Hath Public Library, made possible by generous contributions most notably a \$1M dollar pledge from Bill and Jean Hatch, is an impressive facility and resource for our rural community. The library overlooks the Lemonweir River and Riverside Park. In addition to the traditional library services of the borrowing of books, periodicals, DVD's, and videos, the Library also offers a state-of-the-art computer lab, genealogy archive, free Wi-Fi, meeting rooms, weekly children's programs, and pre-school story times.

The Mauston community also supports several sports leagues and club organizations.

- American Legion
- Church Softball League
- Bowling League
- 4-H
- Future Farmers of America
- Historical Society
- Kiwanis & Key Club
- Legion Baseball League
- Lions & Lioness Club
- Moose Lodge
- Tavern Softball League
- Toastmasters Club
- Youth Baseball League