

MuskeGO Forward

Muskego's Economic Development Newsletter - October 2013

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Current Muskego Sale &

Lease Databases:

Muskego Local Database
Locate in Wisconsin

Financing Aid Quick Links:

Revolving Loan Fund
Commercial Grant Program
Commercial Loan Program
Midwest Disaster Bonds
Waukesha Co. Econ. Dev. Corp.
Wisconsin Business Development
Small Business Administration
Wisconsin Econ. Dev. Corp.

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CURRENT NEWS

We come to you this fall after a whirlwind of a summer of keeping busy with the Janesville Road Phase II road project. The road project itself has progressed nicely, however staff has been hard at work with many of the area businesses in ensuring they get their needs met for parking and restoration. Further we have many fingers in the fire with these local businesses in aiding them in redevelopments for their sites and facades of their structures.

We're hopeful that we will have a bunch of rehab and redevelopment projects to talk to you about in the coming issues. The city has put in place various monies that we're able to use to help these local businesses take that next step and hopefully some financial aids will lead to redeveloping full blocks of the downtown.

FINANCING SPOTLIGHT: Revolving Loan Fund

It has been over a year since we talked about the Revolving Loan Fund and it is worth discussing again as we've had a lot of movement lately. In fact the city just awarded a \$100,000 1.625% interest loan for Haven Salon & Day Spa in the City's downtown. The loan will help create five new fulltime equivalent jobs with 51% of those jobs for low to moderate income earners.

So, it is time for other growing businesses in the community to take advantage of these monies before they run out. We currently have around \$200,000 available under the following guidelines:

The RLF is a loan program that allows \$20,000 - \$100,000 in low interest loans to businesses for many different uses including the following:

- Purchase, rehabilitation, renovation, or construction of a building.
- Site acquisition and preparation.
- Purchase of furniture, fixtures, and equipment.
- Financing of working capital.



In all we're happy to report that many great business-city relationships have stemmed from the road project. The coming years should demonstrate this as we see the beautiful downtown streetscape surrounded by many new redevelopments from the prideful businesses along the road.

Enjoy the issue as many new business developments have taken place over the summer!

Jeff Muenkel, AICP EDFP

Community Development Director

- Clearance, demolition, and removal of structures.
- Buyouts by purchase of assets or stock.

The City's low interest rate is offered at 50% of the current prime rates which would be about 1.7% today! The caveat to this loan program is that for every \$20,000 requested the borrower would have to create one full-time job equivalent during a negotiated time.

Many of the past loans given to area businesses have been a partnership with local banks to offset larger loans for equipment purchases or new builds. No matter what your situation it would be a good idea to contact Muskego staff to see how this loan might work for you to help meet your next business improvement goal! Visit the City's website for more information in the Community Development Department at (262) 679-4136.

Be sure to also look at Muskego's many other financing options that are available to new and existing businesses in the community. Follow the links on the left side of this page.



NEW DEVELOPMENT NOTES

We have a wealth of new business development notes over these past summer months to report! Check them all out here:

DJ's Pub & Grill: It was late last year when we reported that DJ's Pub & Grill was to be rebuilt on the same location at S76 W18040 Janesville Road. After some modifications to the site and building plans DJ's came back to our Planning Commission recently and now have approval for a new 3,520 square foot restaurant and bar. Look for DJ's to begin construction after this year and serving those great burgers next spring!

Haven Salon & Spa: The city had the pleasure of helping out Haven Salon get started in the community. Haven came to the city in early 2013 showing that they were about to purchase the building located at S76 W17789 Janesville Road and that they were going to create new jobs. The Revolving Loan Fund ended up being key in helping secure their overall financing with the city providing up to \$100,000 in low interest loans. Many improvements are taking place right now at the location and look for Tim and Carly Dillett to open Haven in early October!

Summit Credit Union: A brand new prairie style architecture building was approved in the

city's Moorland corridor recently. Summit Credit Union brought their 3,165 square foot building proposal before Planning Commission and received approval to move ahead in September. The new structure embraces many prairie style architecture styles that the local design guide encourages while also balancing many modern techniques that should enhance the character of the Moorland corridor and the Kohl's center shopping complex.

Royal Recognition: A great Muskego Business Park business continues to grow. Royal Recognition provides employee-choice service award programs and promotional items for large businesses across the US. The Plan Commission recently approved a new 11,000 square foot warehouse addition to aid in their growing need for inventory and distribution.



NOTE: Our previous GoMuskego issue discussed the excitement of having the company Technical Metal Specialties moving to Muskego from Milwaukee. TMS unfortunately determined that they needed a larger structure than the former Salentine Auto building they were pursuing and have since changed their plans.

BUSINESS REGISTRATIONS

Here is a look at the recent businesses that have chosen Muskego recently between July-September:

⇒ **Mickey's Family Grill:** A new restaurant recently opened at S75 W17351 Janesville Road. Miguel Hernandez opened Mickey's which is family restaurant serving breakfast, lunch, and dinner from 7 am to 9 pm.

⇒ **Starbucks:** Just opened on the NE corner of Moorland and Janesville at S69 W15476 Janesville Road. We hear they sell coffee!



⇒ **Serendipity ReDesign:** S74 W16832 Janesville Road Serendipity transforms outdated household items into attractive and usable pieces for home décor. Stop by and see owner Nicole Hahne as you may walk away with that new piece for your home.

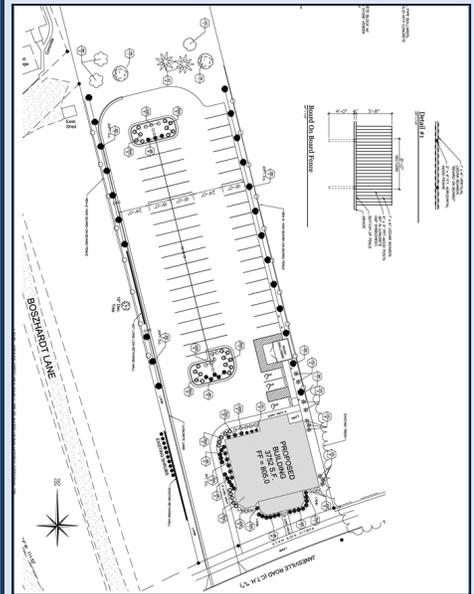
⇒ **CrossFit Muskego:** If you're looking for that new defining workout routine you may find it at Crossfit located at W184 S8408 Challenger Drive in the Muskego Business Park. Check out their offerings [here](#).



⇒ **Free Bird Style:** This hip and trendy new boutique is opening at W180 S7695 Pioneer Drive. Christy Schwacher will be delivering the latest fashion trends and home goods for all ages. Visit their website [here](#).



New DJ's Plans



Summit Plans



Chamber of Commerce: Don't forget to be a part of our great business partner the Muskego Chamber of Commerce.



Visit Today:
www.muskego.org



MARKETING PLAN INFO

Business Recruitment: We continue to bolster our efforts in marketing the community for new businesses. Literature about retail and restaurant opportunities in the community continue to get sent out to known franchises looking in Southeastern Wisconsin. Further, the marketing plan notes specific target industries that should work well in the Muskego environment. Those identified industries specifically are transportation, manufacturing, warehousing, and financial industries. The city continues to send out literature to many target industry businesses in northern Illinois in hopes of attracting that next company looking for less taxes and a

chance to expand here in the community. **TIF Action:** Since the city completed their TIF incentive deal with Northern Gear this past year we have had a wealth of conversations with businesses looking for new expansions in our Moorland corridor. Muskego is definitely on the map and companies want to talk to us about what opportunities we can offer. We're hopeful that 2014 should bring another great new business to the Moorland corridor and TIF 10 with a wealth of new jobs. We have found from brokers that more jobs in that area is exactly what is needed to also encourage more retail or restaurants.

MISCELLANEOUS ECON. DEV. NOTES

Historic Tailspin Sign: Some of you can remember riding the old Tailspin Rollercoaster that used to adorn the shores of Little Muskego Lake at Dandelion Park. That recreational area is long since gone, however, the original Tailspin neon sign has been tucked away and now has recently been refurbished by fundraising/volunteering efforts thru the Muskego Historical Society. The society has been looking for a permanent location for the sign as it nears final restoration.



With some visioning from the City's Community Development Department and approval of the City's Planning Commission a permanent location is currently being sought along Janesville Road and the City's downtown. The city will be working with the Historical Society to erect the sign somewhere along Janesville Road to add to the appeal to the downtown.

The Tailspin sign is sure to become a discussion piece for anyone traveling thru Muskego especially when the neon is lit up in the future. Further the sign should add to the downtown appeal while incorporating well in to the City's streetscaping vision of the downtown roadway.

Janesville Road Phase II: Unfortunately Muskego has to endure one more year of disturbing construction along Janesville Road. Good news is that we see a finished product in Phase I and the light at the end of the tunnel is near. Look for the all four new lanes to be

open before December and the final touches of streetscaping to come together in early spring.

50th Anniversary: 2014 will mark the City's 50th anniversary and the Mayor has a task force hard at work on ensuring that this next year is celebrated. Officially, the 50th year kicks off on Saturday November 9th with a ceremony at the Old Town Hall Settlement Centre at W180 S8100 Racine Avenue at 2 pm.



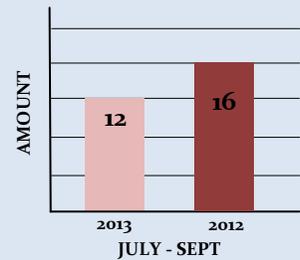
A few giveaways, speeches, and cake/refreshments will be present. From that point on residents should see the 50th Anniversary logo present and discussed at a variety of events during 2014! Stay tuned to 50th Anniversary related events at the City's website [here](#).

Development Statistics:

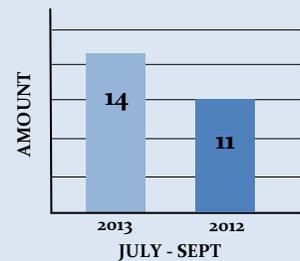
Res. Building Permits Issued



New Home Permits Issued:



Commercial Permits Issued:



MapMuskego is NEW!

Check out the new MapMuskego from the link on the City's frontpage [here](#)! So many modifications make viewing easier. Zooming in and out with the roller on your mouse. Search by address, tax key, and name. See current and historic orthophotos, zoning, and other various property related data of your property and others. This is a very useful tool!

