

MuskeGO Forward

Muskego's Economic Development Newsletter - July 2014

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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

With this issue I am happy to report that Janesville Road is complete! While I will personally miss all the planning and daily decisions that came with the multi-year project I'm happy that the noise and disruptions are at an end.

The planning of Janesville Road's reconstruction started almost a decade ago with so many unknowns. How it would affect local businesses? Will the reconstruction actually define Muskego's downtown? While businesses were affected in some way we have found that many of the businesses have used the reconstruction as an opportunity. Many grants and loans for redevelopments were approved by the city and many are still in the works now that the businesses are ready to invest themselves.

As we move forward we will now concentrate on furthering the development opportunities in

FINANCING SPOTLIGHT Grant & Loan Successes

We usually focus on a specific financial incentive during this section, however, special attention on the recent successes of our grants and loans over the years is this month's concentration. Few people know the degree in which the City's incentives have reached over the years. Many of these loans/grants have enabled our businesses to reach further beyond in the investment of their properties than originally intended. Here are some facts about the approvals the city has issued in the past years.

- Twenty (20) grants from Muskego's Commercial Grant Program have been approved since the inception in 2009. The grants total \$60,622 while supporting private party investments of ~\$2,471,430. That is a 1:44.4 ratio! Most of the grants have supported façade and site improvements related to beautifying Janesville Road.
- Three (3) low interest loans have been given out under the auspices of the Commer-



our downtown and new ways for the city to be an investment partner for our existing businesses. I believe this next phase of "post-construction" will be more exciting than the construction itself as this will be the opportunity to fully define Muskego and bring the downtown full circle.

Thanks to all who helped in the rebuilding of Janesville Road. We will appreciate you all for the decades to come!

Enjoy the Summer!

Jeff Muenkel, AICP EDFP

Community Development Director



cial Loan Program. The loans have totaled \$200,000 while supporting investments of over \$1 mil (1:5 ratio). Terms and interest rates varied but Muskego was able to offset the businesses main bank loans with an average interest rate of 1.75% on Muskego's investment commitments!

- Five (5) Revolving Loan Funds (RLF) have been distributed over the past years. Loan totals have amounted to \$580,000 with private project costs totaling over \$3 mil! The RLF mandates a full time job equivalent creation for every \$20,000 given and the program has generated over 40 jobs to date. Average interest rates for the past few loans have been 1.625% on \$100k loans.

Muskego has reserves ready for more loan and grants like the ones mentioned above. See all procedure and app details [here](#).



NEW DEVELOPMENT NOTES

InPro Corporation: One of Muskego's largest businesses and employment centers is about to get bigger. The Planning Commission recently approved an amendment to the InPro Corporation Planned Development zoning along with approvals to allow building of a new 29,810 square foot two-story office structure.

The new building will further establish Muskego as InPro's global headquarters. InPro has long been a Muskego business where they are a leading provider of door and wall protection, cubicle tracks, curtains, expansion joint systems, signage and decorative surface products.

The new structure will adorn the southeast corner of Janesville Road and Mercury Drive, which is the northern entrance to the Muskego Business Park. Three homes are being removed on the corner to allow the business expansion. The building is situated to face west and will essentially be a gateway building to enter Muskego's business district. The City's Comprehensive Plan calls for establishing more business uses along this stretch and the approvals make way for future residential conversions in the surrounding area.

Overall, the building will be a key new piece of prominent architecture for Muskego with its four sided masonry use, metal roofs, and glazed windows. Ingenuity was combined in the stormwater management as well as this will all be treated underground. Over 80 office employees will eventually be housed in the office by spring 2015. Congrats to InPro and their continued success!

Business Registrations: Here is a look at the recent businesses that have chosen Muskego recently between April-June:

⇒ Twisted Cork: Check out this awesome new wine bar in downtown Muskego located at S74



W16834 Janesville Road. Greg Gonzalez transformed the old Laundromat that existed here for decades into a beautiful new setting. The wine bar is a hit already. Find more info and hours at their Facebook page [here](#).

⇒ McKinley Custom Products: During the last months we saw this great Muskego



company move from the Muskego Business Park into the Muskego Centre at W189 S7777 Racine Avenue. Look to McKinley as your source for custom signs, nametags, corporate apparel, trophies, and personalized gifts. See their website [here](#) for more information.

⇒ The Water Store: Look for this longtime local area business in their new storefront in the Pick n Save retail center at S74 W17065 Janesville Road. The location will allow retail of filters, softeners, and pumps while also allowing them to operate all other plumbing services in Muskego from well tank to well drilling and water heater installations. See their website [here](#).

⇒ Badgerland Auto & Repair: Mr. Ryan Urban has recently opened this new business in SE Muskego at W125 S9912 North Cape Road in the Durham Hill area. Badgerland specializes in wholesale auto sales and will strive to get you that next specific vehicle you desire from the auto auctions along with warranties.

⇒ J. Clark's Grille: A new family style bar and grille has opened where Sauced Pizza used to be at S78 W16355 Woods Road. Look to J. Clark's for great food specials every night along with a fun atmosphere. Find all the latest specials and events [here](#) on their Facebook page.



Did You Know...

...that the Janesville Road reconstruction project was recently named a "Great Place in Wisconsin" by the American Planners Association of Wisconsin (WAPA)?

In June 2014, Community Development Director Jeff Muenkel was happy to accept the award from the WAPA at their yearly State conference in Madison. Every year the WAPA likes to solicit area planners for projects or places that exemplify planning and defining a Wisconsin community. The transformation of Muskego's downtown in relation to the Janesville Road reconstruction met the qualifications of the award with ease. Overall, Janesville Road was named a "Great Place" for some of the following reasons found herein:



- *Was a multi-jurisdictional planning and design effort.*
- *Included a context sensitive design process with many community input opportunities.*
- *Improved overall traffic flow for increased safety of the travel way.*
- *Allowed proper access for all existing businesses/residents.*
- *Allowed for the greatest investment opportunities post reconstruction.*
- *Allowed pedestrian opportunities by recommending pathways on both sides of roadway.*
- *Included streetscaping and beautification that fit the City's budget while defining the desired downtown of Muskego*
- *Took into account aesthetics and perception of downtown*



JANESVILLE ROAD RECONSTRUCTION

With Janesville Road being completed we need to look at what has developed in the last two years. Who would of thought that a road reconstruction could change the perceptions of residents, businesses, and patrons of Muskego in so many ways. It is no wonder why the businesses and new developers want to invest more in Muskego's downtown!!



Before



After



Before



After



Before



After

MARKETING PLAN INFO

It is of course hard to quantify if the recommendations Muskego has been implementing from the Marketing Plan have paid off into attracting new businesses to come to Muskego and/or existing businesses staying and expanding. Something is obviously working though as commercial building permits are up and we're seeing big companies expanding here with the likes of Northern Gear and InPro. We are also seeing existing spaces in the Moorland Corridor and the downtown fill up quick with new businesses as well.

One of the most beneficial items that has recently been implemented based on the Marketing Plan recommendations is City of Muskego's new Interactive Economic Development Tool. This tool combines many of our economic development resources in one graphic tool that runs well on a PC, pad device, and your mobile phone!

PROPERTY DETAILS

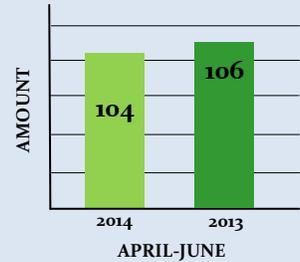
Address: S7W16437 JANESVILLE
 Taxkey: MUK2198948
 Owner: WAUKESHA COUNTY
 Sale Area: 5.00
 Sale Price: -
 Acres Avail: undefined
 Contact: Karen Brown
 Contact Phone: -
 Contact Email: kbrown@waukeshacounty.gov
 Link: -
 Description: County owned for road project. Approx. 36 acres on southwest corner of Janesville Rd and Key.

AVAILABLE PROPERTIES
BUSINESS LISTINGS
INCENTIVE & FINANCIAL AID
OTHER REPORTS & CITY INFORMATION
STATISTICS & DEMOGRAPHICS

CITY ASSESSMENT

Development Statistics:

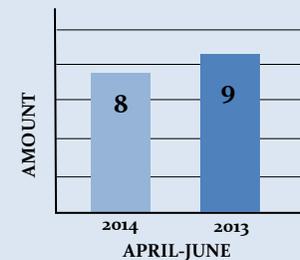
Residential Building Permits Issued



New Home Permits Issued:



Commercial Permits Issued:



Land Sales Data

The City of Muskego keeps track of the vacant and improved land sales in the community. See the Assessor's website for the data tables [here](#).

MapMuskego

Another important tool on the City's website found [here](#). See all mapping layers including plats and other recorded documents of your property!

