

MuskeGO Forward

Muskego's Economic Development Newsletter - Oct 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

There are many new exciting items to report in this latest issue of MuskeGO Forward. So much that we're really starting to question if there is really much of a hint anymore of an economy crisis around?

Our new home permits are already over the amount issued last year and we're seeing developers wanting to get new subdivision plats approved as a demand for lots exists. Further, the amount of new businesses redeveloping and the amount of businesses looking for new expansion space in Muskego is getting overwhelming as well.

These are obviously good problems to have when you're a community looking to increase the commercial tax base. Expanding businesses means an expanding commercial tax rate while



more people means more patrons and traffic that drives more retail and restaurants.

Regardless of the demand we will always try and find room for these businesses to expand and call Muskego home. You will see some examples in this issue that show how Muskego works to be a partner, not a deterrent, in business development of the community. Also, how staff makes the approval process simple so businesses truly want to be, or stay, in Muskego.

Oh, and did I mention Taco Bell is coming!

Jeff Muenkel, AICP EDFP

Community Development Director

MUSKEGO SPOTLIGHT

Muskego: Safest Place in Wisconsin

The awards and rankings keep coming in for Muskego and this latest one may be one of the best. The real estate website, Movoto, just released a ranking system that showed Muskego as the #1 safest place in the State of Wisconsin!

Movoto gathered all the places in WI with populations of 10,000 people and more and then used 2012 FBI Uniform Crime data which includes violent to petty theft crimes. Comparisons were completed on the amount of these crimes per 100,000 population. The data showed Muskego at only 16 violent crimes per 100,000 and 1,001 property type crimes per 100,000. This is in comparison to Milwaukee at 1,294 violent and 6,337 property type crimes per 100,000.

Kudos to our Police Department for protecting and serving the community so well these past years. We sometimes take for granted the excellent service our safety professionals provide



and the bravery they exude on a daily basis. See the entire article and ranking system [here](#).

Keep in mind that this is just one of many high rankings we've received these past two years. Go to the City's [website](#) to see how Muskego is also the 12th best city for home ownership, 5th most affordable city, and the #1 town for young families! All these awards truly show what a well rounded community Muskego is. Economic development is also a product of schools, infrastructure, housing, and safety, thus these types of rankings definitely contribute to producing a better economic development climate for Muskego as well.



NEW DEVELOPMENT NOTES

Taco Bell: You might of heard the rumor and didn't believe it, but it's true. Taco Bell is coming to the City of Muskego around the SW corner of Moorland Road and Janesville Road just west of the BMO Harris Bank. The funny thing is that Taco Bell is definitely the number one most requested franchise restaurant Muskego has asked staff for over the past fifteen years and it looks like the community will be able to enjoy one now in 2015.



Taco Bell received Planning Commission approvals in September 2014. A 2,439 square foot structure will be found fronting Janesville Road. The site will allow a drive thru and an

outdoor seating patio. The city was especially happy that Taco Bell came forward with a design unlike any other Taco Bell in the US by meeting many of the City's prairie/craftsman design characteristics that are adopted for this area of the community. The developers plan to break ground later this winter with an opening in spring of 2015.

Storage Master: Some might be wondering about all the improvements going on at the old Salentine Auto property as of late. Those would be related to a new development that was recently approved. Mr. Alex Simic received approvals to redevelop the site and structures into a Storage Master facility as well as have a portion of the old showroom to be a meeting and gathering place. Mr. Simic has operated Storage Master facilities in many other surrounding communities in the past decades and found this Muskego location to fit his needs. The 50,000 square foot space will be converted to indoor rentable storage rooms. The entire site will get a facelift with new vinyl fencing installed, new landscaping as well as facelift for the structure



with repainting and new materials. As mentioned, the old showroom will become MUG Place (Muskego Gathering Place) where people will be able to rent office space as well as go for daily meetings, Wi-Fi, and coffee. We look forward to this new change in the Tess Corners Redevelopment District area and hope it helps to foster other new developments here as well.



BUSINESS REGISTRATIONS

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

- ⇒ Bass Bay Brew House & Eatery: It appears that the former owners of the past Aud-Mar Supper Club are about to open the facility back up to the public under this new name. Look for new facility modernizations over the next few years as this beautiful property on Bass Bay comes back for the patrons of Muskego. Good luck Ryan Oschmann!
- ⇒ School of Bark: This doggy daycare used to be called Central Bark and is under new ownership located across from City Hall at S81W18463 Gemini Drive.

- ⇒ Dermatology Associates of WI, S.C.: This new skin specialist clinic recently opened in the Starbucks structure on the NE corner of Moorland Road and Janesville Road at S69 W15472 Janesville Road. See their website [here](#).

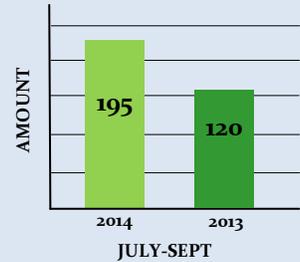


- ⇒ Express Convenience Center: Great to see this gas station get a new facelift recently located on the SW corner of Tess Corners Drive and Janesville Road (S66 W14501 Janesville Road).



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!





BUSINESS REGISTRATIONS (Cont.)

- ⇒ 4 Corners Pub: A new fresh name and atmosphere can now be found down in the Durham Hill area of Muskego. This is the location of the former Club Durham at S98 W12532 Loomis Court.
- ⇒ T.J.'s Roundabout: Now named appropriately as this bar and grill is found directly on the Kelsey Drive/Racine Avenue roundabout. Was the old Schmidt's Refuge and can be found at S102 W19570 Kelsey Drive. Website of specials [here](#).
- ⇒ Relax & Revive Massage Therapy: Check out Nancy Abel's new massage facility located on S98 W12712 Loomis Drive. Many services are offered at great rates, all of which can be found [here](#).
- ⇒ 2 Boss Performance: We welcome this growing business to the City's Tess Corner's Business Park at W144 S6311 College Court. Check out their Facebook page [here](#) to see all the motorcycle repair and modifications they can do. Good luck Rob Schopf!



MARKETING PLAN INFO: TID Leverage

One of the main recommendations in Muskego's adopted Marketing Plan is to leverage the functionality of Muskego's Tax Incremental Districts (TID). Properly approving incentives to developers and businesses in a TID can effectively increase tax base for the community while helping businesses to expand and produce more jobs.

It just so happens that Muskego's TID #10 is functioning as one of the best TIDs in Waukesha County, if not the best right now?! TID 10 was approved back in 2008 with the city allowing over \$2 mil in incentives for a developer to build the GE Healthcare building while also allowing to create the full pad-ready business sites on the east/west sides of Moorland Road. The road itself was also reconstructed with the result being the Moorland Commerce Center we see today that has GE, Northern Gear, Wal-Mart, ACE Hardware and the upcoming new Burger King restaurant.

Once a TID is created any new taxes collected inside the TID go to payoff the monies originally invested. The premise behind a TID is to motivate development and new tax base that otherwise wouldn't have been created if the initial investments did not occur. TIDs usually can be open for up to 23 years but the Muskego TID #10 always had a goal of allowing a closure within 15 years. That target is still on track even with the city approving new incentives for manufacturers to build new modern buildings in the TID over the past few years.



Muskego wanted this TID to produce new light manufacturers in the area that would create new jobs and a wealth of new commercial tax base for the community. New jobs means more daytime crowds for local retail and restaurants which we've found from our Marketing Plan is required for new commercial businesses to locate here.

In all, Muskego has leveraged their TIDs to the fullest which has proven to be a distinct advantage to bringing new businesses to the community. If all keeps going well, Muskego will see a fully built out Moorland Commerce Center in the next decade functioning with many new jobs, growing businesses, and new options for retail and food services for Muskego residents.

Look in our next issue for another positive TID #10 leverage the city just approved at the cutoff date of this newsletter. We think you will be happy with these great new businesses and jobs coming to the community in 2015!

Did You Know...

...that we take business retention here seriously in Muskego? Most statistics agree that over 90% of a city's tax base and job growth actually comes from the communities existing businesses and not new companies coming to town. Thus we are administering a variety of programs to ensure we know what our existing business needs are so we can be prepared to help them grow when they are ready.



One particular program is to send out a yearly Business Retention & Expansion Survey (BRE). Muskego has been doing this now for the past two years and it has become very helpful in finding out the businesses perception of the community, if they want to expand, the shortfalls of them expanding, and any ideas they have to make Muskego a better place for their employees.

The 2014 survey yielded some great results of over 10 businesses looking to expand in the future. Staff is hard at work following up with each of them to determine their needs and financial gaps to making those expansions happen.

50th Anniversary Celebration:

Don't forget that the final celebration is on Sunday November 9th for a pancake breakfast at the Suburban Bourbon (S76 W17745 Janesville Rd) from 8-11am!

