

MuskeGO Forward

Muskego's Economic Development Newsletter - Jan 2015

In This Issue:

Current News	1
Muskego Spotlight	1
Development Statistics	2
New Development Notes	2
Business Registrations	2
Marketing Info	3
Miscellaneous Notes	3
2014 Wrap-Up	4
Influential Projects	4

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.

Contacts:

1-877-atmuskego
1-877-286-8753

Kathy Chiaverotti

City of Muskego Mayor
(262) 679-5675
kchiaverotti@ci.muskego.wi.us

Jeff Muenkel, AICP EDFP

Community Development Director
(262) 679-5675
jmuenkel@ci.muskego.wi.us

Follow Us Today!



CURRENT NEWS

We will once again use this special January issue to bring together a collection of new events that have transpired over the past three months as well as a synopsis of economic development activities that took place throughout this past year .

Many exciting economic development activities took place in 2014. The culmination being another successful partnership with the business Spectrum Resources and their building of a new 60,000 square foot building in the City's Moorland Commerce Center. Look for more information on that herein.

On top of that news are all the great changes we're seeing along Janesville Road and the downtown area. More and more businesses are stepping up and redeveloping in light of the



positive impacts that the Janesville Road reconstruction provided. A whole block is on it's way to a makeover in this next year.

I looked back on the January 2014 newsletter where I was touting a renewed sense of place. Based on the comments and development we've seen in 2014 I'd say that this sense of place is occurring and in a truly beneficial way. Looking forward to expanding on these positive aspects in 2015!

Jeff Muenkel, AICP EDFP
Community Development Director

MUSKEGO SPOTLIGHT

Wealthiest Milwaukee Area Zip Codes



Some very interesting information came out in a recent Business Journal article. A list of Milwaukee area wealthiest zip codes showed Muskego ranked at number 18. The indicators provided the ranking based on median net worth, average household income, median disposable income, and average home value. A table below depicts Muskego's stats along with some of the top rankings and Muskego neighbors.

At first glance this overall list may not seem like much, especially since Muskego is down at #18. However, the numbers tell some important information that shows the Muskego communi-

ty is still ripe for more economic development in terms of future commercial growth.

The key stat is in the median disposable income where Muskego is actually 15th on the list. Further, much of the list shows zip codes where only a handful of residents are present, usually 10,000 people or less. Where Muskego's zip code has over a 25,000 population. Thus, there are many more people in the Muskego community with a high disposable income than in most of the areas in the rest of the region. This is a key variable for future businesses looking for a new home!

Rank	City	Median Net Worth	Avg. Household Income	Median Disposable Income	Avg. Home Value
1	Elm Grove-53122	\$500,001	\$150,928	\$80,099	\$401,961
4	Brookfield-53045	\$447,588	\$132,947	\$76,209	\$359,896
8	Milwaukee-53217	\$340,114	\$126,189	\$69,661	\$377,872
18	Muskego-53150	\$296,371	\$100,652	\$63,797	\$243,628
19	New Berlin-53146	\$319,474	\$96,400	\$60,323	\$255,818
24	Waukesha-53189	\$271,338	\$96,971	\$61,215	\$247,369



NEW DEVELOPMENT NOTES

Spectrum Resources:

The City of Muskego has certainly made a name for themselves within the Moorland Commerce Center in the past few years.



New developments have taken place each year resulting in new manufacturers and many more jobs. The trend continued in 2014 with the new partnership of Spectrum Resources who is a high end print and communications firm.



Spectrum came to the City of Muskego in the summer of 2014 looking to expand their facilities while also wanting to build a structure that they could grow into over the next decade. The result ended up with Spectrum spearheading a new 60,000 square foot multi-tenant structure in the Moorland Commerce Center West just south of the Gingerbread House. Spectrum will be bringing approx. 25+ employees. The building will house two (2) other tenant spaces with one known Global Fastener and Supply, that will also add another 20+ employees.

Such a development would not have happened if it wasn't for the City of Muskego's ability to act quickly and provide the needed incentives for Spectrum to build the new facility. Site grading, construction, and moving expenses were among these incentives that made this deal effective. In all, we welcome owner Larry Surges and his fine company Spectrum Resources to the City of Muskego and we look forward to adding more fine companies with the existing likes of GE Healthcare and Northern Gear. Find more about Spectrum and their print and communication solutions [here](#).

BUSINESS REGISTRATIONS

Here are the new businesses expanding in Muskego during the past few months:

⇒ **Body By Design:**

Look for the new Waukesha County location right here in Muskego at S81W18461 Gemini Drive (right on Racine Avenue). Personal training, boot camps, and high levels of fitness can be found here! More details can be found at www.bodybydesign.net.



⇒ **Serendipity:**

Did you know they moved recently? Still look for them in the downtown now at S73W16582 Janesville Road and on the web [here](#).



⇒ **Twisted Cork:**

The growing of this business continues. Look for the Twisted Cork



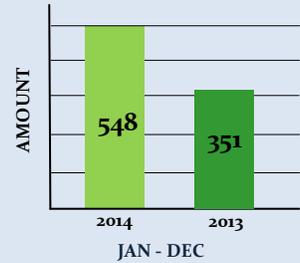
now throughout the facility at the address of W168S7392 Parkland Drive (right on Janesville Road). The Cork has expanded to now include retail of unique wines and beers while also to soon be offering quality sandwiches from Jake's Deli. Find all the info on their new website [here](#).

⇒ **Bailey Manlifts & Cranes:** This expanding manufacturing business recently moved to S81W18561 Gemini Drive in the Muskego Business Park off of Racine Avenue. Congrats Bailey and hope you find a home in Muskego to thrive and expand!

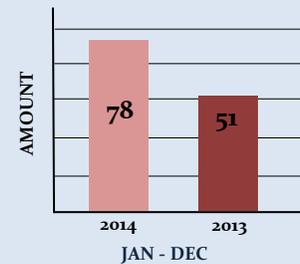


Development Statistics:

Residential Building Permits Issued



New Home Permits Issued:



Commercial Permits Issued:

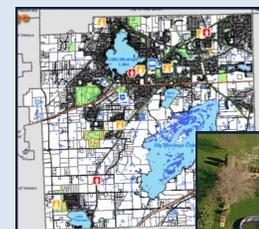


Land Sales Data

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 for your property including plats and other recorded



documents of your property!





MARKETING INFO

Marketing Plan: We embarked on the second full year of implementing the City's Marketing Plan and it appears that many of the measures completed have led to success.

In particular, the city's ability to leverage their tax increment finance (TIF) districts has worked extremely well. The downtown TIF #8 was amended to allow more properties access at financial aids and we're seeing whole blocks redevelop as a result. Further, the marketing of the successful TIF #10 stories has once again led to large employers and new buildings, like Spectrum Resources, coming to our com-

munity in the Moorland Commerce Center. The city also continues to entice any new retail/restaurant businesses looking to expand in the SE Wisconsin area and maintains a log of those discussions. Lastly, another few rounds of letters went out to northern Illinois businesses that meet the "target industry" that our Marketing Plan says Muskego is ripe to work in the community given the demographics.

We'll be looking forward to 2015 when more customer relationship management programs are implemented as part of the plan.

2014 MISCELLANEOUS ECON. DEV. NOTES

Janesville Redevelopments:

If you didn't notice during 2014 we saw a jumpstart in area Janesville Road business owners stepping up to redevelop their sites and structures in light of the road in front of them being beautified. We're especially proud of the "block redevelopment" that is occurring on Janesville Road between Lannon and Westwood Drives. Niko's Café (The former Delta Restaurant) completed major façade/site renovations, John Jewell erected his new multi-tenant structure on the former BP gas station site, and the Plan Commission recently approved major renovations for the Westwood Centre building and site (Jerome Drugs retail structure). The great news is that all these projects were partnered with the City of Muskego and some tax incremental district loans and grants. The even better news is that city staff is actively working with the other owners on this block in redevelopment and financial aid projects as well. We're hoping by the end of 2015 the businesses on both sides of the street in this area are all redeveloped in some way thru a solid partnership with the city!

Janesville Road: It was finally completed! We saw the final stages in applying the streetscaping and landscaping along Janesville Road during 2014. Thanks to all involved as we have nothing but positive comments and how the reconstruction has set a new direction for the City of Muskego and its downtown!



50th Anniversary: Some real positive events took place during the 2014 year while Muskego celebrated its 50th anniversary. We want to extend a thanks to the Mayor's Task Force on the 50th Anniversary for all their time in promoting the events as well as educating us on all the great things that took place in Muskego this past 50 years. You can still see all the background of the events from this past year as well as some of the historic information on the City's website [here](#). The events culminated with a 50th Anniversary Pancake Breakfast that turned out to be a huge success. Imagine what Muskego will look like after another 50 years.....2064??



Did You Know...

...that Muskego received four (4) outside recognitions over the year 2014 ! Unbiased sources recognized Muskego as the #1 Safest Place in WI, the 12th Best City in WI for Home Ownership, the 5th Most affordable City in WI, and the 13th Safest City in WI (More info on each found [here](#)).

In terms of economic development all these recognitions go a long way. They show all walks of life that Muskego has its act together and could be a fine place to settle a family or start/expand their business. Top this off with a great school district and a built environment that shows the city invests in, and we have a community that puts itself on the map!

These recognitions don't even take into account the other big award that Muskego accepted from the WI American Planning Association (WAPA) that recognized Janesville Road as one of Wisconsin's "Great Places" in 2014!

Social Media:

Keep up with the latest in Muskego via our social media links below. Since the inception of the media devices in spring 2013 we now have over 1000 Facebook followers and 250+ Twitter followers that in turn interact with us on a daily basis. These total all doubled over 2014!



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





2014 WRAP-UP

Statement of Assessment: The recent statement of assessment data for Muskego was released by the State which showed that the commercial tax base in the city was status quo for 2014 hovering just below 13%. This amount was forecasted as many of the current commercial projects won't be realized fully on the tax roll until 2015.

As discussed in the past it continues to be a long term goal to get the percentage up around 18% in order to be equal to other com-

munities of Muskego's size in Wisconsin. The many new opportunities around the city's Moorland Corridor and along Janesville Road definitely has contributed to this rising percentage and there are still more opportunities available which hopefully will continue this trend. Increasing the commercial tax base can have many other benefits including help in alleviating the burden of taxes applied to the residents of the community in most situations. See the table below to see some of the current trends over the past four years.

	2014		2013	
	Value	% of Total	Value	% of Total
Commercial	\$327,281,690	12.8%	\$325,922,300	12.9%
All Other	\$2,229,694,700	87.2%	\$2,209,197,800	87.1%
	2012		2011	
	Value	% of Total	Value	% of Total
Commercial	\$343,009,860	12.3%	\$327,658,740	11.8%
All Other	\$2,452,983,000	87.7%	\$2,440,503,063	88.2%

Business Round-up: 2014 resulted in a very encouraging year for new businesses in Muskego. Is it a result of the investments in the community in the recent years? Time will tell. We detail these new businesses coming to Muskego as well as a wealth of info on businesses expanding or redeveloping in the city quarterly. Let's look back at the businesses that have invested in Muskego. If you get a chance please thank them for "GO"ing Muskego and patronizing their services whenever you have the time!



- School of Bark S81W18463 Gemini Dr
- Dermatology Assoc. of WI S69W15472 Janesville
- J. Clarke's Grille S78W16355 Woods Rd
- The Water Store S74W17065 Janesville Rd
- Bass Bay Brew House & Eatery (Old Aud Mar Super Club) S79W15851 Aud Mar Dr
- Storage Master S66W14444 Janesville Rd
- Destiny Chocolates SW corner of Janesville Rd
- Sliced Custom Cakes W137S6360 Janesville Rd
- 2 Boss Performance W191 S7757 Racine Ave
- Relax & Revive Massage S98 W12712 Loomis Dr

Permit Round-up: Since 2012 we have been seeing the uptick in projects and permitting. This same trend is showing in 2014 as well as another large influx of building permits happening in the community. Again, this is a great sign which should continue into 2015 as the Belle Chasse Add #2/#3 and Astor Hill Estate subdivisions will be developing which will open up many more pad-ready lots in the city. The "sense of place" related to economic development comes down to even the small details of the built environment in a community!



PERMITS	2014	2013	2012
New Home	78	51	55
Residential	548	351	302
Commercial	33	33	36
PERMITS	2011	2010	2009
New Home	42	49	47
Residential	344	277	252
Commercial	12	25	8

2014 Influential Projects

Here are a list of projects that we believe influence economic development in the City of Muskego in some way during the course of 2014. While not all projects seem like they have a direct influence we have to remember that economic development has many meanings. From Muskego's perspective we look at economic development as any action by the community that promotes that standard of living and economic health of Muskego as all these activities affect how a visitor, business owner, or existing resident chooses to GoMuskego!!

- 50th Anniversary Events
- Janesville Road FINAL completion
- Jewell Redevelopment: Old BP Parcel
- Niko's Café Redevelopment
- Spectrum Resources Building
- Named Safest Place in Wisconsin
- New EcDev Interactive Mapping Site
- Site Selector Promo Campaign
- TID Leverage @ Moorland/Downtown
- Completion of 8 Mile Trail Loop
- Taco Bell is Coming!
- Business Visits/Tours
- Jammin' on Janesville
- InPro Office Expansion
- GoMuskego Business Marketing
- DNR Land Conservation Partnerships
- Business Retention Planning
- Conservation Area Development
- GoMuskego Campaign
- Janesville Road Grant/Loan Programs
- Storage Master Redevelopment
- Belle Chasse Subdivision Development
- Over 20 new Business Registrations
- Over 40 Commercial Permits
- APA "Greatest Places" Award
- Muskego Festival
- #1 City in WI for Young Families
- Chamber of Commerce Events
- National Night Out
- The Muskego-Norway School District
- Tudor Oaks Reno. and Expansion
- MuskeGO Forward of course!!