

MuskeGO Forward

Muskego's Economic Development Newsletter - April 2015

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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.

Contacts:

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

Kathy Chiaverotti

City of Muskego Mayor
(262) 679-5675

kchiaverotti@cityofmuskego.org

Jeff Muenkel, AICP EDFP

Community Development Director
(262) 679-4136

jmuenkel@cityofmuskego.org

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2015 is well on its way and there is a chance that this year might be one of the most productive ever in the terms of development and redevelopment. We should be seeing many of our local downtown businesses stepping up to the plate in redeveloping their properties while it also appears that the Moorland corridor may see its share of new business as well. Attributing to this uptick in development may be Janesville Road or it may be the economy simply rebounding. Whatever the case we do know that Muskego is in prime position to absorb this business growth and aid in any way we can to maximize the investments.

Look for some great partnerships between Muskego and new businesses this coming year as

FINANCING SPOTLIGHT On-The-Job Training Assistance

Today we will focus on a different type of financial assistance that is available in the Waukesha County area. This assistance is related to workforce development and is known as on-the-job (OTJ) training benefits. The Waukesha-Ozaukee-Washington Workforce Development Board recently received a \$4.9 million US Department of Labor, Employment, and Training Administration Grant to assist with training individuals for manufacturing employment. These monies are to go towards manufacturing high skill and high demand jobs in particular. The grant makes OJT support available to manufacturers throughout Wisconsin who hire eligible job seekers for full-time employment at a \$13.25/hour wage rate or higher. Also, these other criteria must be met as well:

- 18 years of Age or Older
- Hold a High School Diploma, HSED, or GED
- Unemployed or Underemployed as determined by WOW WDI.
- Received some manufacturing experience or education
- Require Specific Skills Training

In all, the grant reimburses employers who hire these eligible job seekers that require special training. The length and the wage reimburse-



ment is well as a couple discussed herein that took place these past few months. We are simply loving that Muskego thinks outside the box and tries to meet the needs of all types of businesses. Be assured that staff will be pushing to continue these efforts!

Thanks for reading and please continue to patronize our existing home businesses whenever you can!!

Jeff Muenkel, AICP EDFP

Community Development Director



Waukesha • Ozaukee • Washington

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ment is based on the complexity of the job and the amount of training needed. The reimbursement rates are as follows:

- 50 or less Employees: 90% of wages
- 51-250 Employees: 75% of wages
- 251 + Employees: 50% of wages

The steps to participate are very easy:

- Identify Possible Trainee
- Develop Training Plan
- Sign OJT Contract (Prior to start date!)
- Start Training
- Hold Mid-Point Monitoring
- Complete Training
- Receive Reimbursement

Our local Waukesha County contact for this program is Elsa Travieso and she can be contacted at (262) 695-8041 or at etra-vieso@wctc.edu.



NEW DEVELOPMENT NOTES

DeWinter Eye Care Center: The City's Planning Commission was happy to approve Dr. Dan DeWinter's proposed new eye care center that is to be located on the SW corner of Janesville Road and Bay Lane Drive. The building



is proposed as 6,010 square feet on the .6 acre site. Dr. DeWinter currently operates at S75 W17475 Janesville Road about a mile to the west. The new building will become a focal point in Muskego's downtown relatively quickly as the land sits as the eastern gateway to the downtown. Further, the building is presented right up to the corner utilizing the City's Downtown Revival zoning which promotes buildings closer to the street with parking behind. The architecture of the building shows multiple variations in the materials and building details. Windows are a dominant part of the northern elevation and the proposed column like features help to add design features to the building. The building wall materials used consist of split-face CMU, brick, and EFIS and the colors currently are proposed to be light browns/tans and grays.

We look forward to the DeWinter Eye Care Center's new building as it should truly be a gem to Muskego's downtown and compliment the Janesville Road reconstruction modernization as well. Congrats Dan and Judy!

Business Registrations: Below please find some other new businesses moving or expanding in Muskego within some of the existing tenant spaces in the community.

⇒ **Slice Custom Cakes:**

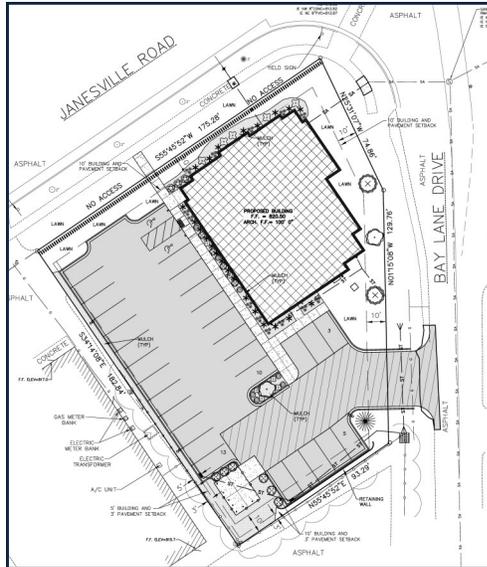


A huge welcome to Gloria Bart and Margie Van Blaricom (mother/daughter) and their new business location in Muskego which is located in the Lincoln Pointe Center on the far northeastern portion of the community. They specialize in custom, sculpted cakes, but also sell cupcakes and cookies. Find more information at their website [here](#).

⇒ **Jewell Homes / Re/Max Legacy / Destiny Chocolates / Frenz Salon & Spa:**



All these businesses are part of the new building in Muskego's downtown



located on the southwest corner of Janesville Road and Lannon Drive at S75 W17237 Janesville. The site is bustling with activity and you can find various info on all the businesses at their websites by clicking on their names here: [Jewell Homes - Re/Max Legacy](#) - [Destiny Chocolates](#) - [Frenz Salon & Spa](#).



⇒ **Knucklehead Motorworks:**



This new business prides itself on providing customers with Quality Motorcycle and Engine Blueprinting Services to restore the operation of their motorcycles to a like new condition. Find them at W191 S7745 Racine Avenue or online [here](#).

⇒ **Citizen Athlete:** New fitness center for all ages at S83 W18326 Saturn Drive. More info [here](#).

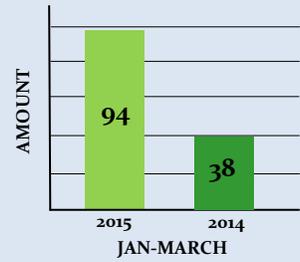


⇒ **Wassel, Harvey & Schuk, LLP:** Covering all areas of law located at W188 S7820 Racine Avenue. More info [here](#).

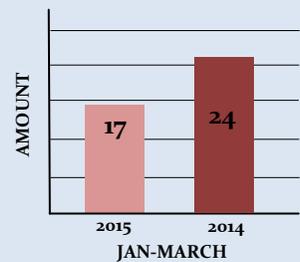


Development Statistics:

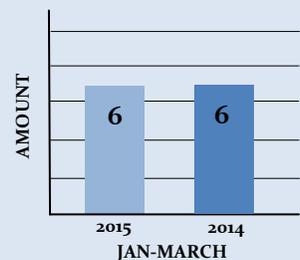
Residential Building Permits Issued



New Home Permits Issued:



Commercial Permits Issued:

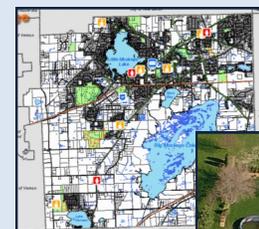


Land Sales Data

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



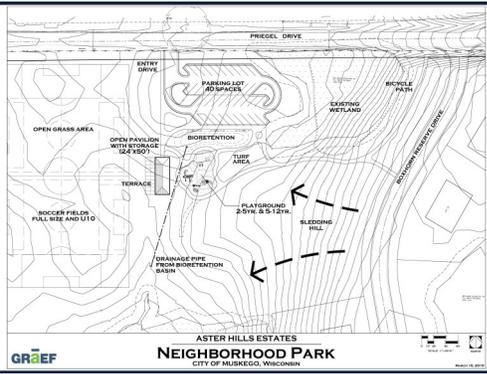
documents of your property!





NEW DEVELOPMENT NOTES *Cont.*

New Park: For many years the City of Muskego has found in their Parks and Conservation Plan a need to have a park located in the southeast quadrant of the city. Over the past decades we have seen a lot of development take place



from Champions Village to the south all the way up to the new subdivisions of Big Muskego Estates and Belle Chasse to the north in this area. Thus, having adequate park facilities for these residents to enjoy is a need.

Recently, the city passed a new plat for a subdivision to be called Aster Hills Estates. The subdivision is to have approximately 53 lots and would be located along North Cape Road with Durham Drive bordering the lands to the north. As part of those approvals the city recognized that certain lands needed to be set aside for conservation but also quickly found that certain lands may be advantageous for a new neighborhood park. One thing led to another and now the subdivision is approved based on allowing 18 acres to be reserved for future park and conservation purposes.

The Park Board and Council approved an engineering firm to begin design and reality of a new neighborhood park is on its way. Some of the initial concepts of the park are found herein and they look to include a pavilion, playgrounds for 2-5 year olds and for 5-12 year olds, a parking lot, various trails, considerable amount of turf area for open play and sport fields, and lastly, the terrain looks to allow for a natural sledding hill.

Look for the planning of the park to come to a close later this year. The city is hopeful that some of the initial grading of the park can take place as part of the subdivision development later this year. Final improvements could take place in 2016 depending on budget discussions with the Council later this year.

Did You Know.....
That the Muskego Chamber of Commerce hosts a shop local program in Muskego to encourage patronizing of our fine businesses? This program started in the past couple years but is looking to take off in 2015.

Look for businesses to have deals on the second Saturdays of every month from 10 am to 2 pm throughout the summer months. Businesses will be identified by special window clings. All businesses in Muskego have been encouraged to participate and new this year will be the "Shop Second Saturdays Marketplace" as well. This will be located at the Twisted Cork location in the City's downtown and will allow room for businesses that may not have the central downtown location to showcase their services and deals. If you're a business looking to participate please contact the Chamber right away. Otherwise please mark your calendar for these special sales, discounts, and opportunity to learn more about our local businesses in the community!



MISCELLANEOUS ECON. DEV. NOTES

Economic Development Incentives: If you've paid close attention to the Council agendas you have seen that the city has approved some considerable financial partnerships with our local area businesses to help them in their development endeavors. Here are some of the projects and participation amounts:

- **Westwood Centre:** We've detailed these improvements in the past and now Muskego is a partner in the effort consisting of a \$100,000 loan and a \$10,000 grant.
- **Old Shell Gas Station:** This parcel on the NW corner of Lannon/Janesville is heavily contaminated. A new buyer though is looking to work with Tres locos and revitalize the land into a nice connected parking lot. Muskego partnered in this blight cleanup effort in the form of \$35,825 in grant monies.

NOTE: The Commercial Grant and Loan Programs may come to an end by June 2015 subject to further Council approval so act now if you're interested in a business redevelopment project within the City's downtown area.

The list of all the Muskego incentives along with more information and applications can be found on the City's website here.

2015 a big year for industrial?: A recent [market overview](#), by Jeff Hoffman (Principal at Cushman & Wakefield/Boerke), shows that Waukesha County could see considerable growth of industrial companies looking to expand and move to Waukesha County. This information mimics the feedback we've seen on our few pad-ready light manufacturing parcels in the Moorland Corridor. Muskego hopes to leverage their TIF District to have a few thousand square feet of this new light manufacturing be in the community by the end of the year!

Social Media:
Keep up with the latest in Muskego via our social media links below. These media links have been great for the city in getting the word out on various subjects! Like us today!!



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



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www.muskego.org