

# MuskeGO Forward

Muskego's Economic Development Newsletter - Oct 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.

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## Follow Us Today!



In the season of fall we usually see developments slow down and the next rush isn't until winter when everyone is getting ready for the new year. However, it is nice to say that there is a lot of new construction right now in the community. Some of this development is in the form of "redevelopment" and is becoming very noticeable. Such is the case in our downtown along Janesville Road. Right now we have the Westwood Center (Jerome Drugs) being totally modernized, a new showpiece building for DeWinter Eye Care on the east end, as well as new full structure improvements slated for Muskego Beer & Liquor in this next month.

While we love to see brand new developments, like those in the Moorland corridor, there is a lot to be said about the redevelopments of business property in the city's downtown. The

## FINANCING SPOTLIGHT Waukesha Co Loan Fund

We have talked about this alternate loan program in the past but it is worthy to note that the process is smoother now that Waukesha County has teamed with the Wisconsin Women's Business Initiative Corporation (WWBIC) to oversee the program. The loan program facilitates a fast application process with loan amounts up to \$50,000! Further, the interest rate is low and term rates are negotiable.

### Eligibility

- Min 1 year in business; at least two tax returns.
- Gap piece only, no more than 33% of identified capital need; maximum loan of \$50,000.
- Must have business plan including detailed financial forecast with assumptions - model for growth - 2nd tier development stage for business.
- Must be located in, or expanding to Waukesha County.
- Must show eventual expansion of jobs/tax base; within 2-3 year time frame.
- Eligible industries: Manufacturing, Supply-



downtown is the engine that defines a community and it sure appears that Muskego's engine is on the right track.

Speaking of the right track, keep watch as we're hopeful the downtown's heart is part of the redevelopment discussion very shortly. Look for the former Parkland Mall property to be a heavy discussion item over this winter as the next downtown redevelopment possibility (more info in this issue herein).

Jeff Muenkel, CECD AICP EDFP  
Community Development Director



chain; Technology based (IT) including hardware and software development. (Retail trade is not eligible under this program.)

-Eligible use of funds: Real estate; Equipment; Tangible IT products; Inventory; Working capital for contract fulfillment (verification of contract or inventory needed for production must be provided).

### Loan Parameters

- Max term 3 years - may be considered for extension to 5 - then considered for monthly amortization for max of 5 years; full principal due at maturity.
- Interest only, 3%, charged quarterly via ACH.
- No prepayment penalty.
- Loans are secured; must be personally guaranteed by all owners of 20% or more of the business; owner below 20% may be required to guaranty.
- No application or closing fee.

Find more info and applications by talking to Mike Hetzel of WWBIC at 414-395-4562.



## NEW DEVELOPMENT NOTES

**Parkland Towne Center:** Most people might have heard that there is new development potential at the former Parkland mall site which is located along Janesville Road across the street from the Pick n' Save retail complex. The Common Council gave approval for the developer, Ener-Con Companies, to move ahead to explore a new tax increment finance district (TID) for the parcel. By allowing the exploration of the TID the Common Council is stating to the developer that they want to see more data and research in order to ultimately make a decision if the city would be a financial partner to get the development off and running to be a positive tax base producer for Muskego's downtown.

At the time of the conceptual TID exploration approval the developer was showing that they

would like to develop the 10+ acre parcel with 54,000 square feet of commercial buildings along the Janesville Road frontage with one of the structures being a new Sendik's Grocery Store that is under contract. The development would be supported by three (3) new condo buildings toward the rear and along Lannon Drive that would have thirty-three (33) units each. Lastly, the developer showed that the heart of the development could support an open space/park area should the community support such an idea. The conceptual map can be found on page three of this newsletter.

Ener-Con is conceptually showing that grading/utilities, the Sendik's store, and one of the condo buildings would be built in year one after approvals may be given.

*Cont. on Page 3*

## BUSINESS REGISTRATIONS

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

⇒ **Forward Dental:**

A new dentist office has now opened at the SW corner of Janesville Road and Pioneer Drive at (former Thomas Jewelers). Forward remodeled the interior and exterior of the building here and is ready for new patients. Forward Dental operates many locations across Wisconsin and has been in the dental industry for over 26 years. Find more information about Forward Dental [here](#).



⇒ **R.A.S. Delivers:** RAS is a full service delivery and logistics company

specializing in warehousing and distribution delivery services. RAS has been in Muskego for many years but just recently purchased the building at W188S8393 Mercury Drive. Find a wealth of information about the delivery services of RAS [here](#).



⇒ **Office Furniture Options:** Look for this new store at

W184 S8400 Challenger Drive in the Muskego Business Park along Racine Avenue later this year. Office Furniture Options will be taking the former space where



Adrenaline once occupied. The store will consist of the sale of commercial interiors and furnishings. See more about their wealth of services and products [here](#).

⇒ **Pelletteria Custom Leather:** PCL just opened up their shop in the Muskego Business Park at S83W18370 Saturn Drive. They specialize in custom leather, embroidery, and screen printed products that are all handmade with materials purchased from American owned and operated businesses. Further, PCL donates portions of their income to the National Fallen Firefighters Foundation. See all the products and services at their website here [PCLFIRE.COM](#).



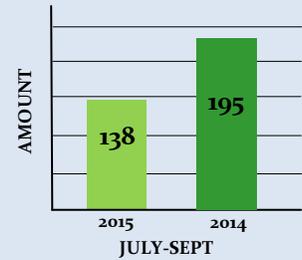
⇒ **L.E.A.P. Childcare Center:**

A daycare center will be opening soon in the NE portion of the Muskego community at W145S6550 Tess Corners Drive within the Tess Corners Business Park. The center will be housed in the front office building where Muskego Storage resides. There will be over 2,000 square feet along with a fenced in outdoor recreation area for the kids. Find more information from Angela Blake at [leapab15@gmail.com](mailto:leapab15@gmail.com).

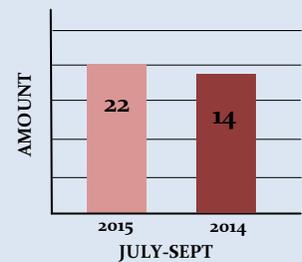


### Development Statistics:

#### Residential Building Permits Issued



#### New Home Permits Issued:



#### Commercial Permits Issued:



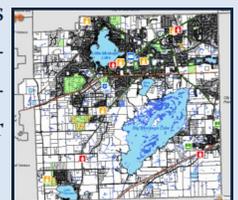
### Social Media:

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!!



### 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.

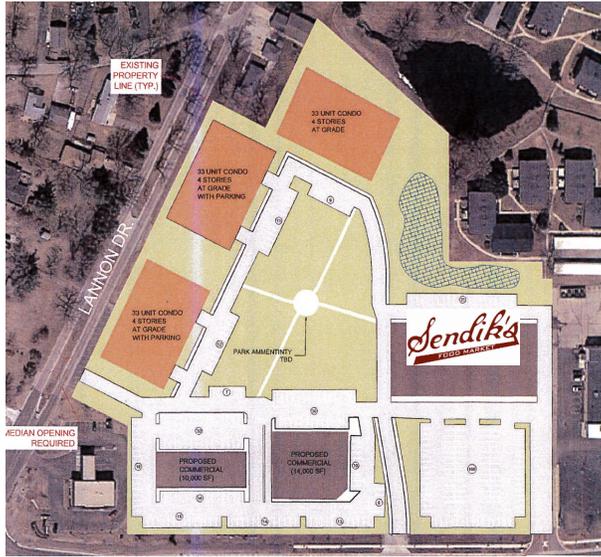
### Parkland Towne Center Cont.:

Due to the Parkland parcel being in the heart of the City's downtown and the large amount of frontage it occupies on Janesville Road, Muskego has always discussed that we might be a financial partner in a future development in order to ensure the future viability meshes with the outlook of the downtown area. Thus, Ener-Con is conceptually requesting \$6 mil in incentives to make the project work. TID incentives can go towards items such as infrastructure improvements and various economic development initiatives but any incentive first has to pass a "but for" test before the Council and the local taxing authorities. For example, "but for" the \$100,000 contributed to the development, the development would not have occurred, or occurred to the desired result of the community.

As of this newsletter the developer is diligently working on many of the details the city needs before making such TID approvals such as marketing study's, appraisals, traffic study's, and utility plans/costs. Look for meetings to start taking place this fall into winter. Hopefully we will be seeing some new downtown development soon in this area that has been vacant for over a decade.

**American Hydraulics:** The Planning Commission recently approved a 2,244 square foot addition to American Hydraulics which is located at S83W18666 Saturn Drive in Muskego's Business Park along Racine Avenue. The addition will allow the company to expand their operations here in Muskego. American Hydraulics works in repairing, manufacturing, and re-manufacturing hydraulic cylinders. Find more information [here](#) at their website.

**Economic Development Incentives:** Muskego continues to be a financial partner with our local area businesses to help them in their development endeavors. Here are some of the projects and participation amounts over these past three (3) months:



- Muskego Beer & Liquor:** A Commercial Building & Site Program grant was approved for Muskego Beer & Liquor located at S75W17308 Janesville Road. The Fischer's have been longtime business owners in the community and have recently brought forth a considerable redevelopment plan. The plan consists of updating the entire structure to more modern materials and architecture. Over \$190,000 intends to be invested and the city recently approved a contribution of \$25,000 to fully realize the redevelopment that is in the heart of the City's downtown. Look for the improvements to start this fall. Once completed the city will have seen a whole city block of businesses that redeveloped in some way along this stretch of Janesville Road all with city partnerships.



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

### Did You Know.....

that the City of Muskego has more residential based construction in the last two years than many southeastern Wisconsin communities?

It's true. Muskego hasn't suffered as much as many of our neighbors when it came to bouncing back from the real estate recession over the past decade. The Muskego community had a lot to do with this in that we have an excellent school system and great recreational opportunities. However, it has helped that the available land opportunities have simply been there to accommodate new investment and growth. In 2014, Muskego saw 78 new home permits with a total value of \$21,000,000+. On top of that, over 540 permits for various construction projects (decks, additions, etc.) had a total value of \$7,800,000. We are on pace to brake or at least maintain these same numbers in 2015.



Having such positive investment in the community is just another factor that retailers and restaurants look for in site selection so we should be encouraged. Looking ahead we don't see this residential investment trend slowing either as there a couple of new subdivisions in the pipeline ready to release new lots for more residential growth!

**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](http://www.muskego.org)

