

# MuskeGO Forward

Muskego's Economic Development Newsletter - Jan 2016

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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  
Wisconsin Business Development  
Small Business Administration  
Wisconsin Econ. Dev. Corp.

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## CURRENT NEWS

Taking a look back on 2015 in terms of economic development should give a citizen of Muskego a lot of joy. There are just so many indications of investment. There wasn't a month that went by this year that some new commercial construction wasn't taking place. Further, if you talk to the Chamber you will find that they were extremely busy in ribbon cuttings as well.

I can't tell you how many times this year that people have told me how great Muskego looks and feels. The essential part of these comments is the "feels" portion. Muskego has transformed so much since the completion of Janesville Road. The downtown actually has a sense of place and so many business owners are stepping up to the plate to contribute to this sense of



place even more. Do you even remember what the block of Janesville Road used to look like between Niko's Café to Lannon Drive?!?!

Well, the "look" and "feel" isn't even close to being done as we have a lot more projects in mind for the future. Here's looking forward already to 2016 as more opportunities are out there with a hopeful development on the forefront in the old Parkland Mall site!

Jeff Muenkel, CECD AICP EDFP  
Community Development Director

## MUSKEGO SPOTLIGHT: Wealthiest Zip Codes

Last year we reported some very interesting information from a Business Journal article discussing the Milwaukee area wealthiest zip codes. Muskego has always showed a very positive ranking when compared to our surrounding communities and continues this trend in 2015.

The table below depicts Muskego's stats along with some of the top rankings and Muskego neighbors. Muskego ended up being ranked #18 this year. The indicators provided the ranking based on median net worth, average household income, median disposable income, and average home value.

As reported last year, being #18 may not seem like much. However, the numbers tell some

important information that shows the Muskego community is still a candidate for far more economic development in terms of future commercial growth.

The big stat is in the "median disposable income" where Muskego is actually 16th on the list with a median disposable income of \$63,403. Further, much of the list shows zip codes where only a handful of residents are present, usually 10,000 people or less. 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
<b>18</b>	<b>Muskego-53150</b>	<b>\$296,371</b>	<b>\$100,652</b>	<b>\$63,797</b>	<b>\$243,628</b>
19	New Berlin-53146	\$319,474	\$96,400	\$60,323	\$255,818
24	Waukesha-53189	\$271,338	\$96,971	\$61,215	\$247,369

2014 ESRI Wealth Indicators



## NEW DEVELOPMENT NOTES

**Parkland Towne Center:** We couldn't pass an economic development newsletter without an update to the proposed Parkland Towne Center development that was conceptually proposed during 2015. The developer, Ener-Con Companies, is still hard at work in the background getting together all the intricate details needed before formally approaching the city for approvals for a tax increment district (TID) and any architectural plans.



Staff can assure you that the developers are moving along and we are anticipating public meetings taking place in early 2016. The overall development is proposed to have over 54,000 square feet of commercial space, including a Sendik's Grocery Store. Further, the development is to have upwards of ninety (90) units of multi-family residential that would be housed in three (3) buildings while having amenities such as a clubhouse complete with a pool. Ener-Con will be pursuing TID incentives to ensure the project can reach it's maximum capabilities in relation to tax base and jobs created. Watch the Muskego agendas in January and February 2016 for the latest information.

**The City of Muskego:** Muskego itself will be in the development news during the course of 2016-2017. The Council has been working on options for improving city services and a facilities study was completed in 2012. The study outlined a need for a new Police Department due to the existing one being in-efficient and too small for operations. The most cost efficient option ended up being a rebuilding of City Hall (which the study showed needed less space) in 2016 and a remodel of the existing City Hall into a new Police Department in 2017. Both these essential service buildings will now be connected in the future and will operate in a more efficient and safe manner for the residents of Muskego. Look for a public information meeting with the latest info in January 2016 and architectural meetings thereafter.

## BUSINESS REGISTRATIONS

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

⇒ **Forefront Dermatology:** Look for the new name to our local Muskego dermatologists located in in the retail center next to Starbucks. Providing general and cosmetic dermatology care at S69 W15472 Janesville Road. More details can be found at [www.forefrontdermuskego.com](http://www.forefrontdermuskego.com).



⇒ **Ridmore Power Sports:** Located at S10W16311 Loomis Road on the south side of Muskego off of Hwy 36 is this new business specializing in sales and service of power sports related to snowmobiles, ATV's, & motorcycles. For more information call Danny Kohout at 414-375-5111.

⇒ **Bulk Mail Services:** Same name but just moved to a neighboring tenant space at W184 S8387 Challenger Drive Get all your data management, storage, digital printing, bindery, and fulfillment services right here in Muskego. Find all the info on their new website [here](http://www.bulkmailservices.com).



⇒ **Hytry Refrigeration Inc.:** Check out this new business located at W184 S8372 Challenger Drive in the Muskego Business Park off of Racine Avenue. HyTry offers the lowest prices on new and used vending equipment while also offering certified repairs. Call at (800) 646-5329 or stop and see them about all their services today.

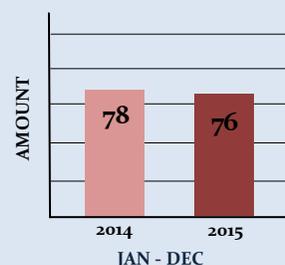


## Development Statistics:

### Residential Building Permits Issued



### New Home Permits Issued:

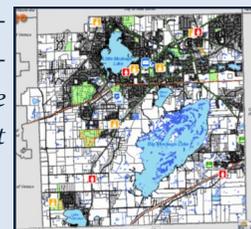


### Commercial Permits Issued:



## MapMuskego

This mapping tool can be useful for residents, real estate professionals, and interested parties alike. The tool can be found on the City's website [here](http://www.muskego.com). See all mapping layers for your property including zoning, property lines, orthophotos (aerial photos), utilities, and measurements. Also you can find links to the recorded plats and other recorded documents. Lastly, we are happy to announce that the 2015 orthophotos are now included in the system so get browsing!!





## MARKETING PLAN

We embarked on the third full year of implementing the City's Marketing Plan and we continue to see positive results. Simply having an adopted plan in place enables the community's elected officials and committees to come together as one in making important economic development decisions. Some of the key decisions in 2015 that were fostered

from the City's Marketing Plan were the nine (9) commercial grants approved this year, two (2) commercial loans, and one (1) revolving loan fund loan. Also, the ongoing promotion of Muskego's tax increment districts throughout the year helped to encourage new businesses to come to Muskego. Another phase, retention, will occur more in the years ahead.

## MISCELLANEOUS NOTES

**Janesville Redevelopments:** As mentioned in our opening letter of this MuskeGO Forward you might have realized that a full city block of Muskego's downtown really came together at the end of 2015. The stretch is from Michi Drive to Lannon Drive along Janesville Road. Here we saw four property owners step up to the plate on redevelopment projects including the following:

- Niko's Café - Full façade and site updates
- Muskego Warehouse Beer & Liquor - Full façade and site updates
- John Jewell Building - Brand New
- Westwood Retail Center - Full façade and site updates

For each of these projects the City of Muskego partnered with some form of incentives as well. Check out the before and after pictures. What a difference some modernization and a road project can make to a downtown!

**Muskego Awards & Rankings:** It was another banner year for Muskego as a city full of some new recognitions. Over the course of 2015 Muskego was honored with the following:



- #1 Most Affordable City in WI
- #2 Best City to Raise a Family in WI
- #3 Safest Place in all of WI

Having these rankings by outside unbiased parties is another important part of economic development in a community. While the built environment is always thought as the key element in how people may view a city it truly comes down to the hometown amenities relating to safety, recreation, schooling, and affordability as well.



### Did You Know...

...that Muskego received two (2) outside recognitions over the year 2015! Unbiased sources recognized Muskego as the #3 Safest Place in WI and the #2 Best City to Raise a Family in WI (More info on each found [here](#)).

In terms of economic development these types of 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!

### 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 1,600 Facebook followers and 250+ Twitter followers that in turn interact with us on a daily basis. Look for the latest Muskego info at these great resources!



**Chamber of Commerce:** The City is a proud partner with our local Chamber of Commerce and what a Chamber it is. Did you know that the Muskego Chamber has over 300 businesses as members? That is double than our neighboring communities. The Chamber is a true promoter of business in Muskego and puts on great programs for the Muskego residents and business owners throughout each year. We couldn't have Jammin' on Janesville, Country Christmas, and the Taste of Muskego without them!

Visit Them Today:  
[www.muskego.org](http://www.muskego.org)





## 2015 WRAP-UP

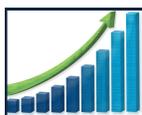
**Statement of Assessment:** The recent statement of assessment data for Muskego was released by the State which showed that the commercial tax base in the city was again pretty much status quo for 2015. The last couple years the percentage has hovered at just under 13% coming in at 12.7% of the total tax base in 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. There are still many new opportunities around the city's Moorland Corridor and along Janesville Road which will continue to contribute to raising this 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. See the table below to see some of the current trends over the past four years.

	2015		2014	
	Value	% of Total	Value	% of Total
<b>Commercial</b>	\$329,365,910	12.7%	\$327,281,690	12.8%
<b>All Other</b>	\$2,257,024,100	87.3%	\$2,229,694,700	87.2%
	2013		2012	
	Value	% of Total	Value	% of Total
<b>Commercial</b>	\$325,922,300	12.9%	\$343,009,860	12.3%
<b>All Other</b>	\$2,209,197,800	87.1%	\$2,452,983,000	87.7%

**Business Round-up:** 2015 resulted in another 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!



- Forward Dental S76 W18035 Janesville
- Pelletteria Custom Leather S83 W18370 Saturn Dr
- L.E.A.P. Childcare W145S6550 Tess Corners Dr
- Office Furniture Options W184 S8400 Challenger
- Indian Motorcycles W191 S7757 Racine Ave
- Slice Custom Cakes W137 S6360 Janesville Rd
- Citizen Athlete S83 W18326 Saturn Dr
- Knucklehead Motorworks W191 S7745 Racine Ave
- Destiny Chocolates S75 W17237 Janesville Rd
- ReMax Legacy/Jewell Homes S75 W17237 Janesville

**Permit Round-up:** The trend since 012 continued in 2015 as we continue to see an uptick in projects and permitting.



Another large influx of building permits took place in the community, which is a great sign and this should continue into 2016 as the Astor Hill Estate subdivisions will be online and open for 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	2015	2014	2013
<b>New Home</b>	76	78	51
<b>Residential</b>	503	541	351
<b>Commercial</b>	32	32	33
PERMITS	2012	2011	2010
<b>New Home</b>	55	42	49
<b>Residential</b>	302	344	277
<b>Commercial</b>	36	12	25

## 2015 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 2015. 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. All these activities affect how a visitor, business owner, or existing resident chooses to GoMuskego!!

- Westwood Centre Redevelopment
- Muskego Liquor Redevelopment
- Old Parkland Mall Planning Begins
- #1 Most Affordable in Wisconsin
- Named #3 Safest Place in Wisconsin
- Named #2 Best Place to Raise a Family in all of Wisconsin
- Site Selector Promo Campaign
- TID Leverage @ Moorland/Downtown
- Addition of more Rec Trails
- Taco Bell /Burger King Open
- Business Visits/Tours
- Jammin' on Janesville
- New Park Planned in SE Area
- New Park Plan Update Begins
- DeWinter Eye Care New Build
- Summit Credit Union New Build
- Lakepoint Church Center Remodel
- GoMuskego Business Marketing
- DNR Land Conservation Partnerships
- Business Retention Planning
- Conservation Area Development
- GoMuskego Campaign
- Janesville Road Grant/Loan Programs
- Aster Hills Subdivision Development
- Over 25 new Business Registrations
- Over 30 Commercial Permits
- Muskego Festival
- Chamber of Commerce Events
- National Night Out
- Taste of Muskego
- MuskeGO Forward of course!!