

MuskeGO Forward

Muskego's Economic Development Newsletter - April 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
Waukesha Co. Econ. Dev. Corp.
Wisconsin Business Development
Small Business Administration
Wisconsin Econ. Dev. Corp.

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Follow Us Today!



Amazingly this is the start of our 5th year in bringing the MuskeGO Forward newsletter to the citizens of Muskego. Looking back a lot has changed since 2012 in the realm of economic development activity. Since that time Janesville Road officially came online, hundreds of thousands of square feet of new business structures have been erected, and over \$1 mil in grant/loan money has been allocated fueling numerous redevelopment projects in the city's downtown.

As found herein this momentum is continuing with a new large business development and the continued redevelopment of various Janesville Road commercial sites.

In all, please be assured that city staff is working hard on prospering economic development



efforts for Muskego. We strive to keep new and existing business moving forward while always thinking outside the box on new and creative ways to make business owner dreams happen.

Lastly, remember that business growth can come from many avenues. Maybe you can know the next business for Muskego right now? Checkout our financing spotlight below to see if you can help us out now!

Jeff Muenkel, AICP EDFP
Community Development Director

FINANCING SPOTLIGHT

Business Recruitment Rewards Program



It has been a couple years since we showcased this financing encouragement tool and it is time to jumpstart it again. The tool is the City's Business Recruitment Rewards Program which is in place to allow grants to be paid out to individuals that effectively work with the city to bring a new business to Muskego. The program is very easy! All an individual has to do is submit a form to the Community Development Department detailing a new business that you know might be locating, or willing to locate, in the Muskego community.

With the adoption of the City's new Marketing Plan came a wealth of new ideas to promote the community and it's economic growth. One of the more interesting recommendations from the Plan was this Rewards Program. The program is in place to help further stimulate new businesses and jobs to the community. Basically, the city is awarding upwards of \$5,000 to people who successfully bring a new business to Muskego. This is essentially a finder's grant and both residents and brokers are eligible. Muskego believes that not all business leads materi-

alize from City Hall. Many business discussions take place in backyards, family events, and everywhere in day to day life that may lead to dialogues about "why not Muskego?" Seeing this, the Business Recruitment Rewards program provides an opportunity to become actively engaged in Muskego's economic growth and development. The city sets forth this Business Recruitment Program to motivate the everyday citizen to recommend Muskego for that next location of an entrepreneur's business. In doing so, a grant may be approved for the individual that brings that new business, along with new employees, to the Muskego community.

The program is unique and any lead is kept confidential. Further, a grant award is dependent on showing that the business lead wasn't already imminent but required the city to work with the prospective business to come to Muskego versus other possible communities.

Find the background information regarding the grant as well as the application and contact information on the city website [here](#).



NEW DEVELOPMENT NOTES

New Business Building:

A new addition to the Commerce Center East along Moorland Road should start taking shape later this year. The Planning Commission recently approved a new 82,000 square foot spec building that will be located directly east of the ACE Hardware property. Interstate Partners is leading this project and hopes to have tenants announced before the construction is completed. The structure will allow for one large tenant or up to three tenants.



The property is within the city's Tax Increment District (TID) #10 and any new structure here will help the district to be paid off faster and the resulting taxes to be rolled back into the general tax roll. This new structure only required a small sewer extension as part of the TID which will enable the taxes generated from the development to payoff the TID #10 at a faster rate.



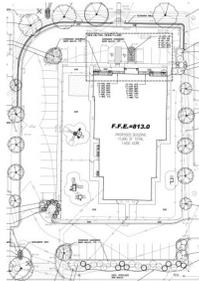
We look forward to the completion of this new building and hope that many new jobs are created as a result. History has found that new retail and restaurants along this roadway is only fed by increased daytime jobs. Thus the Interstate structure is a welcome addition and hopeful catalyst to more commercial growth in the Moorland corridor in the future.

Rainbow Child Care Center:

A large new day care has been approved for a one acre property that is along Janesville Road between Thompson Dental and Taco Bell. Rainbow Child Care, which is a large well known franchise of day-cares in the Midwest, is looking to build a 12,000 square foot building that will be complete with large outdoor play areas including a splash pad.



The building was presented to the Planning Commission with many architectural qualities of the other Moorland corridor buildings in the area having prairie and craftsman styles applied. Rainbow is looking to build this summer and open in latter 2016. See all the services that Rainbow will offer along with what their facilities are equipped for at their website [here](#).



Tess Corners Automotive:

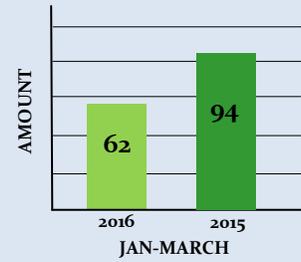
The Planning Commission has been working with a new development on the northwest corner of Tess Corners Drive and Janesville Road these past months. The developer is looking to redevelop the whole corner into a new auto service center. Such a redevelopment could really kick start this Tess Corners area that could use more commercial activity.



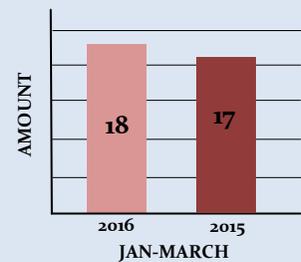
The proposal is for a 7,583 square foot structure that would center an office towards the Tess Corners/Janesville intersection and have the auto working bays towards the rear. The owner looks to add up to seven (7) employees. The development is pending approval while the developer works out a few floodplain issues that are in the general area.

Development Statistics:

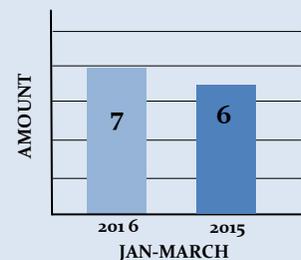
Residential Building Permits Issued



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](#). 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!!





NEW DEVELOPMENT NOTES *Cont.*

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

⇒ **Salon Rouge:** A great new hair, nail, and body salon has opened in Muskego as of March 1st. Find Salon Rouge on the northeast corner of Janesville and Racine at W188 S7830 Racine Avenue. All the fine services they offer can be found at their website [here](#).



⇒ **DeWinter Eye Care Center:** You have probably seen the finished product that the DeWinter Eye Care Center delivered on the southwest corner of Janesville Road and Bay Lane Drive. At S73 W16437 Janesville Road. The center recently opened and is quite the jewel for a gateway to downtown Muskego. Find more info about the business [here](#).

⇒ **Miracle Method:** Check out this new home refinishing and restoration business in Muskego found in the Muskego Business Park



off of Racine Avenue at S83 W18336 Saturn Drive. The website says it all where Miracle Method can restore any countertop, tile, or bathtub surface to new at a reduced cost then full replacement. Check them out further online [here](#).

⇒ **LJB Product Solutions:** LJB moved into W191 S7733 Racine Avenue at the Muskego Business Park earlier this year. They specialize in product design and development for many firms as well as prototyping and testing. Find a wealth of more info about LJB, and the many services they offer, [here](#).



⇒ **Leaves Floral Design and Events:** Look for Jamie Foshey's Leaves Floral to be moving to their new Pioneer Drive location in the recently fully renovated commercial space found at W180S7695 Pioneer Drive. Leaves customizes floral décor for any occasion. All the Leaves info can be found at their website [here](#) or by calling (414) 651-6622.



MISCELLANEOUS ECON. DEV. NOTES

Business Visits: As part of our Muskego business retention initiatives the Mayor and Community Development Director will visit our local businesses periodically. The visit is to see what unique practices are happening in the Muskego community as well as to determine what the city can do to help them succeed. Two business visits have taken place in the past months and both were at brand new Muskego businesses as of late 2015.



Spectrum Resources was our first stop located at W160 S6369 Commerce Drive in the Moorland Commerce Center West. Owner Larry Surges was happy to show off his new building that houses print and promotional operation. Spectrum was actually the catalyst behind the 60,000 square foot structure being built in the

Moorland area that also houses the businesses elive and Global Fasteners. You can see the many services that Spectrum brings to the Muskego economy at their website [here](#).

Our second stop was to Spectrum's neighbor elive which is located in the same building at W160 S6375 Commerce Drive. Owner Ernie Katris was our guide and storyteller behind this very interesting business. Elive is a provider of innovative and stylish pet products for cats, dogs and aquatics. Further, elive works heavy in the LED field as well. The unique part of elive though is that they are the designers and really the inventors behind their products. Watch for the elive name in your pet products as well as many other future household related LED products to. For more information on elive services and products [here](#).



Did You Know.....

That Wisconsin Coach Lines recently added a Milwaukee to Janesville Coach bus loop that has a stop in the City of Muskego? To date there has been no public transportation that traverses through Muskego with the exception of the Senior Taxi. However, WCL has changed that by creating a stop that is to be on the east end of the Piggly Wiggly parking lot along Racine Avenue.



The overall route will have stops from the Milwaukee Downtown Intermodal Facility to Mitchell International Airport to Muskego to East Troy to Whitewater to Milton to Janesville and back. The Muskego stop will have daily stops at 10 am and 2 pm. Overnight parking is available via permit at Piggly Wiggly, thus the bus can be used for parking for longer trips such as the airport or UW Whitewater University. Find more information at their website [here](#).

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.



Visit Today:
www.muskego.org