

MuskeGO Forward

Muskego's Economic Development Newsletter - July 2012

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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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CURRENT NEWS

Well we're back for another issue and it is a good thing to as there is a lot of new information to report on economic development in Muskego. I'm pleased to say that the city's new Marketing Plan was formally adopted this past month which opens up many new avenues for promoting and retaining business in Muskego.

The Mayor and I were able to start fulfilling some of those recommendations in the Marketing Plan even before the adoption of the plan with a bunch of business visits/tours which are described more herein. Meanwhile many Muskego image projects are moving forward with the likes of the Janesville/Pioneer reconstructions and wayfinding signage.

FINANCING SPOTLIGHT

Janesville Road Grant/Loan Programs

This spotlight is dedicated to the Janesville Road Grant/Loan programs. This is perfect timing as we all know that Janesville Road is taking shape with the first phase of reconstruction and what a better way than to upgrade your business and unveil it again with unveiling of the roadway?!?!?

Grant Program: The Janesville Road grant program is allowed for any business located in Redevelopment Districts #1 or #2 (essentially all of Janesville Road from Racine Ave to College Ave). Up to a \$3,000 matching grant is available for businesses that meet eligibility requirements. The program is instituted to encourage urban design excellence, integrate urban design and preservation of Muskego's heritage into the process of downtown redevelopment, and enhance the character of the downtown area. Grant resources should produce visible changes to commercial buildings and commercial sites. Over \$22,000 has been given out with this program for façade, signage, landscaping (Ex. Firestone above), and other miscellaneous site improvements.



I hope you are enjoying the hot summer and likewise will enjoy this issue. If you feel any topics are missing or if you'd like more information on a particular subject feel free to contact me anytime at (262) 679-4136 or jmuenkel@ci.muskego.wi.us.

Thanks for your time.

Jeff Muenkel, AICP EDFP
Community Development Director



Loan Program: The loan program is in place for essentially the same reasons as the grant program, however, it allows financing aid for much bigger endeavors. Up to a \$25,000 loan is available at an interest rate of 50% of the current prime rate (currently at about 1.75%!). No job equivalent requirement is required like we found in the last issue of MuskeGO Forward in the Revolving Loan Fund. The city recently approved using this loan program as part of the Young's Auto Body new building.

Find info and applications on the city's website and [here](#). Maximum request amounts are indicated above but the city is always open to hearing larger requests if the project is right.



NEW DEVELOPMENT NOTES

Below please find the most recent Muskego business development updates from new Planning Commission approvals to businesses in the building process.

RD Meyer & Associates: Operating at W145 S6550 Tess Corners Drive in the Tess Corners Business Park. Received Planning Commission approvals in May to convert their back warehouse structure into mini storage and larger vehicle storage units. This building once occupied Stella and Chewy's and the owner is looking to maximize the space for the continually growing market of storage units in Muskego. The plan approval included upgrading the façade and roof of the structure. Thanks for the continued attention to your property Mr. Steve Meyer!



Floral and Fireworks Annual Sales: The city approves a few locations for floral and fireworks sales every year. The Plan Commission ensures that the operations are appropriate to each site desired and specific times of operation are setup for each site as well. This year Muskego has seen the most annual floral sales in four locations (In the parking lots of Piggly Wiggly, Ace Hardware, Kohl's, and Salentine Auto) and the community has always had a few options for annual firework sales. A lot of the entrepreneurs are local. In fact, one floral operation of note is Andrew Werner's sales in the Salentine Auto parking lot. Andrew is young man that actually grows many of his plants in the Muskego Business Park greenhouses that he received Plan Commission approval for a couple years back.

Business Registrations: Anytime a new business opens up in Muskego, whether it is a new

build or a new lease in an existing lease space, the business must apply for a Business Registration Permit from the City of Muskego. The permit describes the business makeup and assures that the use is allowed in that particular location or if further approvals are needed. Here is a look at the recent businesses that have chosen Muskego recently.

Business Registrations from April-June:

- ⇒ Roll-N-Go Tobacco: S75 W17327 Janesville Road located in the retail center adjacent to Jerome Drugs.
- ⇒ Masteq, LLC: W189 S8224 Mercury Drive located in the Muskego Business Park this business recently moved from Franklin to Muskego. The company serves the Foundry Industry of North America, has seven employees and plans to double the employees once the new location is running full strength.

RETENTION NEWS

Business Visits: The new Marketing Plan discusses that the city should be as proactive as possible and visit a number of existing Muskego businesses every year to see what they are up to and what the city might be able to do to help future business. The Mayor and Community Development Director have been very active already in these visits and have learned a lot. The most recent visits have been to M2M Machining, Alpha Plastics Soutions Inc., and Great Lakes Dart. Thanks to the owners for the great tours and insights on the wealth of product and services that come from Muskego out to the world!



Development Statistics:

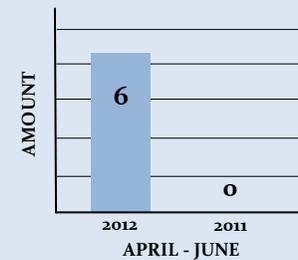
Residential Building Permits Issued



New Home Permits Issued:



Commercial Permits Issued:



Notables: Kids Kampus expansion, Morgan's Collision Center, Aurora buildout, & Juice Bar buildout.

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: The new marketing Plan was officially adopted by the Common Council at their meeting on June 26, 2012. A few changes were made but the final product is a wealth of recommendations to help prosper new and existing businesses in Muskego. The first step is to have city staff prioritize all the recommendations and determine the needed staffing level and budgeting constraints. Staff will share these with the Council during the 2013 budget discussions. We'll look to share the main recommendations and the plan of attack in the coming issue. See the adopted Marketing Plan [here](#).

Janesville Road Streetscaping: Why is this under marketing? Well the look of our city has more to do with marketing than most people think. Just an update that the Phase 1 reconstruction is taking shape and staff is hard at work ensuring that the beautiful streetscaping efforts are implemented per plan. See what the road will look like with these beautiful additions [here](#).



MISCELLANEOUS ECON. DEV. NOTES

Jammin' On Janesville: Wow! Jammin was hit back on June 1st as thousands of people invaded Janesville Road without regard that a full reconstruction project was going on! Bands seemed to be on every block and you had to be pretty speedy if you were even close to visit all the things going on for all walks of life. Please continue to make this event grander as the next dates are Fridays July 6th and August 3rd (5-9 pm). Events are even now taking place after 9 pm at Jammin' After Hours as well! City staff will again be out in front of the Library. Find a list of the events, bands, transportation, and maps [here](#).



Locate WI: City staff recently attended a seminar about Locate WI. This new online system from the WEDC makes it easy to search all business land and structures that may be available for purchase today. The user can easily drill down to the Muskego level making this a great tool to aid in advocating different sites for new businesses that come our way. Visit Locate in WI [here](#).

Wayfinding Signage: The city has recently approved new wayfinding signage for the community. This signage will identify important places in Muskego such as business parks, recreation parks, and civic locations. These signs are unique to Muskego and will play a critical part in establishing a nice identity for the city while also helping residents and visitors to some great destinations in the community.



ShopMuskego: This online Muskego business database continues to evolve and get more Muskego business users daily. Please take a chance to visit this site today so you can shop locally for that next gift, service, or food visit in your life. There are a few businesses that have some coupons out there as well which can be found [here](#)!

Did You Know...

...that many of the factors demonstrating that the economy is on the uptick are on the rise in this area? Here is a snapshot for Waukesha County the last two years below. Not much but it all helps!

Visitor Spending

2010	2011	% Change
\$570.6	\$617.5	8.21%

Employment

2010	2011	% Change
13,711	13,818	0.78%

Labor Income

2010	2011	% Change
\$340.1	\$350.4	3.02%

Social Media:

The City started utilizing social media in 2012 as another way to keep the public informed on a variety of subjects including the latest development news, city projects, government meetings, and business aid opportunities (grants & loans). Like us today!!



Apr-Jun Facebook Posts: 121 (+73)
Apr-Jun Facebook Likes: 69 (-21)
Weekly Avg. FB Reach: 1,305 (+1,119)

Apr-Jun Tweets: 124 (+57)
Apr-Jun Twitter Followers: 26 (-10)

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