

MuskeGO Forward

Muskego's Economic Development Newsletter - April 2012

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Current Muskego Sale & Lease Databases:

Muskego Today
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

Welcome!

Welcome to Muskego's first issue of The MuskeGO Forward! The Community Development Department previously updated an economic development memo of sorts containing much of the same information you will find herein. However, it was always a goal to format this data in a more presentable way starting in 2012. The MuskeGO Forward will be published four times a year in the months of January, April, July, and October with the January issue usually summing up the previous year's events and statistics. The newsletter is intended to provide key spotlight stories on many items including financial aid mechanisms and the newest development opportunities in the community. Fur-



ther, the newsletter will discuss ongoing stories of who's building in Muskego, the latest recruitment techniques staff is working on, marketing and communication efforts, and various economic development related statistics. The newsletter is sent to our full business contact list and will be posted to the city's website via RSS feeds in the near future as well. We hope you enjoy this newsletter and find some great new resources from it.

Thanks for your time.

Jeff Muenkel, AICP EDFP

Community Development Director

FINANCING SPOTLIGHT

Revolving Loan Fund



Every few months we like to spotlight some ways the City can help finance local businesses at a local level. In this issue we'd like to spend some time on the City's Revolving Loan Fund (RLF). The RLF is a loan program that allows \$20,000 - \$100,000 in low interest loans to businesses for many different uses including the following:

- Purchase, rehabilitation, renovation, or construction of a building.
- Site acquisition and preparation.
- Purchase of furniture, fixtures, and equipment.
- Financing of working capital.
- Clearance, demolition, and removal of structures.
- Buyouts by purchase of assets or stock.

The City's low interest rate is offered at 50% of the current prime rates which would be about 1.75% today! The caveat to this loan program is

that for every \$20,000 requested the borrower would have to create one full-time job equivalent during a negotiated time.

The City has over \$250,000 available today for your business to take advantage of. Many of the past loans given to area businesses have been a partnership with local banks to offset larger loans for equipment purchases or new builds. No matter what your situation it would be a good idea to contact Muskego staff to see how this loan might work for you to help meet your next business improvement goal! Visit the City's website for more information or call Jeff in the Community Development Department at (262) 679-4136.

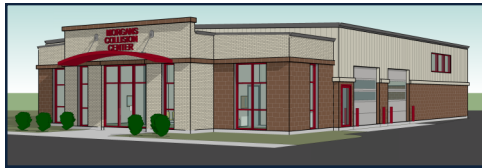
Be sure to also look at Muskego's many other financing options that are available to new and existing businesses in the community. Follow the links on the right side of this page.



NEW DEVELOPMENT NOTES

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

Morgan's Collision Center: Received Planning Commission approvals in April for a new construction of a 4,500 SF structure along Hwy 36 and Muskego Dam Road. This will be a new business to Muskego offering full service collision repair. The new construction will add an estimated property value of over \$325,000. Congrats to Ron and Jill Graham longtime Muskego residents!



Frey Automotive: Currently operating out of S107 W16311 Loomis Road Frey Auto received Planning Commission approvals for a new construction of 7,084 SF structure on a 3 acre piece of land right across the street along Hwy 36. The business has been in operation since 1995 and when the new construction is complete in 2012 the site will house outdoor sales for approximately 100 vehicles, showroom, offices, parts department, large repair bay area, and an auto detailing service station. The new construction will add an estimated property value of \$500,000.

providing full auto services. The new construction will add an estimated property value of \$500,000.

Aurora Medical Clinic: The new medical clinic received Planning Commission approvals for a new construction of 24,178 SF structure just west of the Kohl's Department Store. The construction is nearing completion and will add an estimated improvement value of \$3,100,000 to the existing \$2,100,000 land value.

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.

Black Tie Auto: This auto repair facility relocated to S84 W21172 Janesville Road from Janesville Road and Lannon Drive due to the Janesville Rd reconstruction. Two new structures are now constructed totaling 8,640SF

Business Registrations from Jan-March:

- ⇒ Muskego Health & Wellness: Currently building out under Thompson Dental at S69 W15689 Janesville Road
- ⇒ M2M Machining, Inc.: S82 W18762 Gemini Drive leasing out of the old WIZA building
- ⇒ Goodwill Donation Center: Now located in the Pick n Save retail center for their new and improved drop-off facility
- ⇒ Perfect Pick Collectibles: W125 S9861 North Cape Road in Durham Hill area

RECRUITMENT NEWS

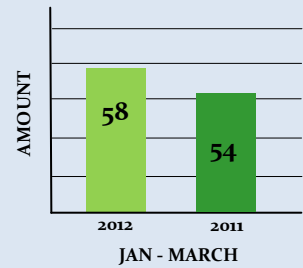
WI Economic Development Corporation: Recently the WI Department of Commerce (WDOC) has become the Wisconsin Economic Development Corporation (WEDC). This new department has a key goal from Governor Walker to be strong arm of the WI government increasing commerce and jobs within the state. Muskego staff has established a positive relationship with the regional directors of this department and is ready and able to discuss how the state can partner with Muskego in bridging the financing gaps for both new businesses looking to come to the area and existing businesses looking to expand and stay in our great community. The WEDC can help bridge the gap mainly with tax credit pro-

grams but also can help think outside the box for other low interest loan possibilities.

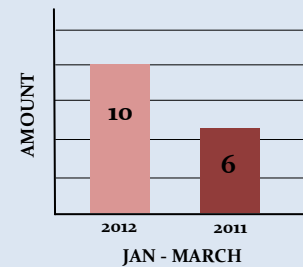
GoMuskego Business Contacting: Staff continues to keep up on contacting businesses looking to expand in the Southeast WI area. Many of these leads come from the Business Journal or local broker contacts. Upon learning of the possibilities staff contacts the key individuals associated with each businesses expansion team. Although 99% of deals for expansion of businesses are done privately via brokers we continue to hear good feedback of Muskego's willingness to reach out. Over 70 businesses were sent Muskego recruitment letters and packets in the past three months!

Development Statistics:

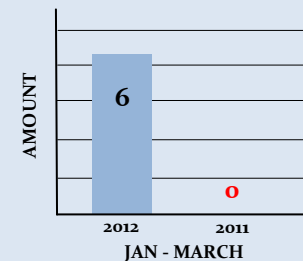
Residential Building Permits Issued



New Home Permits Issued:



Commercial Permits Issued:



Notables: Continued Tudor Oaks remodel, Veolia Building, Goodwill Build out, New Muskego Health & Wellness, InPro buildout of old WIZA building (M2M)

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: www.ci.muskego.wi.us

MapMuskego

Another important tool on the City's website. See all mapping layers for your property and others including orthophotos back to 1941!



MARKETING INFO

Marketing Plan: The City is in the midst of formally adopting a new Marketing Plan. Once complete in the next month, Community Development staff and the Community Development Authority (CDA) will be taking the lead in this implementation effort. The plan points out a wealth of information in regards to areas that Muskego lacks and excels in when it comes to attracting future businesses. The Plan goes on to provide strategic recommendations for focusing on business recruitment particular to specific geographic

areas. Look for more information regarding this in our next issue!

Site Selection: Staff continued to offer site selection assistance to prospective, and local businesses through a variety of methods. Methods include online property search, connecting prospects with local land developers and personal assistance with property searches. Over the past three months staff has been in touch with over ten businesses with site information assistance.

MISCELLANEOUS ECON. DEV. NOTES

Jammin' On Janesville: Look for a large City of Muskego staff presence at Jammin' on Janesville this year. The Jammin' events will be from 5pm-9pm on the first Fridays in June, July, and August (June 1, July 6, August 3) and city staff will be located in front of the Muskego Library with some fun things for both adults and kids to complete. Information on the various construction projects will be available as well. Hope to see you at this one of a kind event that helps promote Muskego businesses!



Recent Loan Approval: Young's Auto Body (S76W17833 Janesville Road) is building strong and near completion. The new build is partly financed by the City of Muskego via a \$25,000 loan. The completed structure is anticipated to have a value added to the overall property of \$300,000. Young's utilized the Small Business Administration (SBA) and a private bank loan from Citizen's Bank of Mukwonago for the larger portion of the loan package.



Public Finance Seminar: City staff recently attended the Ehler's Public Finance Seminar picking up some valuable information related to the State's new Wisconsin Economic Development Corporation (WEDC, formally the WDOC) & new opportunities for grant and loan programs for new business development.

kego on the City's website. Individual businesses can sign up and add a wealth of their own content. View what Muskego businesses have to offer to the community including their contact info (email, phone, etc.), links to their social media accounts, job openings, and coupons. Visit www.ci.muskego.wi.us

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

ShopMuskego: ShopMuskego is a database with the contact information of all businesses in Mus-



Visit Today:
www.muskego.org



Did You Know...

...that the City of Muskego has one of the lowest tax rates in the south Milwaukee area? Muskego can save businesses money daily!!

Muskego	\$	18.80
Oak Creek	\$	23.07
Franklin	\$	25.45
Racine	\$	25.47
Hales Corners	\$	25.68
Kenosha	\$	25.94
S. Milwaukee	\$	26.03
Milwaukee	\$	26.96
Cudahy	\$	27.09
Greendale	\$	27.18
W. Milwaukee	\$	30.58

Public Policy Forum

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!!



Jan-March Facebook Posts: 48
Jan-March Facebook Likes: 90
Weekly Avg. FB Reach: 186 People

Jan-March Tweets: 67
Jan-March Twitter Followers: 36

ShopMuskego Stats :

Businesses in system Today: 493
Businesses personalizing their site thus far: 101

