

# VILLAGE OF MUKWONAGO ECONOMIC DEVELOPMENT SUMMIT 2019



7:30 – 8:00 CHECK IN, NETWORKING, &  
BREAKFAST



8:00 – 8:15 MUKWONAGO SCHOOL DISTRICT



8:15 – 9:00 ECONOMIC DEVELOPMENT  
DISCUSSION



9:00 – 9:05 BREAK



9:05 – 9:45 DOWNTOWN REVITALIZATION PANEL

# AGENDA

**ECONOMIC DEVELOPMENT IN  
MUKWONAGO:**

**RETURN ON INVESTMENT**

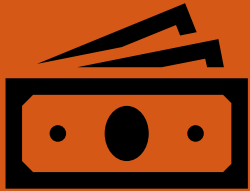
# KEY QUESTIONS WE CONSIDER

- Will/Did the Village recoup its investment within the proscribed timeframe, whether that be the life of a tax increment financing district or other structure?
- What other benefits did the investment generate in terms of tax base, employment, residents, etc.?
- What is the Village's annual return on investment after retiring the debt structure required to finance the investment?
- What is the ratio of public to private investment?



# TAX INCREMENT FINANCING DISTRICT (TIF)

# 915 MAIN



VILLAGE INVESTED \$3,295,375 TO  
PURCHASE PROPERTY AND  
REMOVE CONTAMINATION



TOTAL RETURNS TO VILLAGE OVER  
20 YEARS: \$4,053,277 -  
\$4,366,737 THROUGH TID#4 AND  
2 NEW LYNCH DEALERSHIPS



RETURN ON INITIAL INVESTMENT  
(ROI) \$80,000+ PER YEAR IN TAX  
REVENUE AFTER 20 YEARS

# 915 MAIN



915 MAIN

## Developments

- Located on previous Lynch Dealership land
- 4 buildings
- 89 apartments
- 3 stories with attached parking on 1<sup>st</sup> level
- 115-135 residents
- 10-15 school-aged children

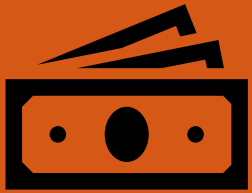


## 915 MAIN

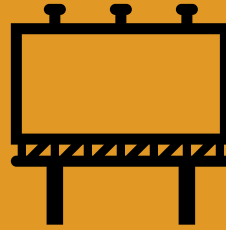
### Expected Results

- Will/Did the Village recoup its investment within the proscribed timeframe, whether that be the life of a tax increment financing district or other structure. **Yes \$3.3M in \$4.3M out over 20 years.**
- What other benefits did the investment generate in terms of tax base, employment, residents, etc.? **120 new residents, removed contamination from watershed. \$10 million in tax base.**
- What is the Village's annual return on investment after retiring the debt structure required to finance the investment? **\$185,000 per year to all taxing jurisdictions, \$80,000 to the Villager per year.**
- What is the ratio of private to public investment? **\$12M to \$3.3M or \$3.61 of private investment for every public dollar.**

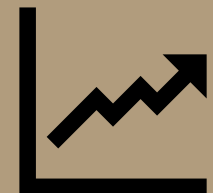
# NEW INDUSTRIAL PARK TID #5



VILLAGE INVESTED \$11.2M TO ADD  
INFRASTRUCTURE AND DEVELOP  
PROPERTY TO ATTRACT  
DEVELOPERS AND BALANCE LOW  
VACANCY RATES



TOTAL RETURNS TO VILLAGE OVER  
20 YEARS: 800,000 SQUARE FEET  
OF DEVELOPMENT TOTALING \$60M  
IN NEW TAX BASE CREATING,  
\$18.5M IN TAX INCREMENT



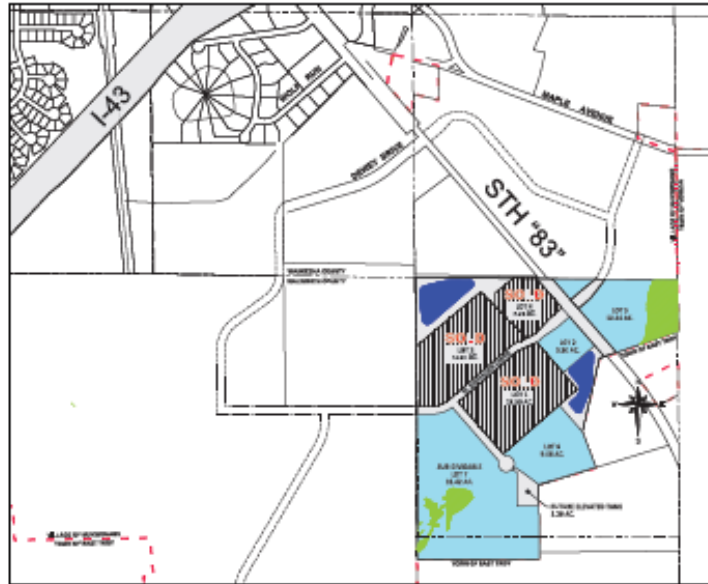
RETURN ON INITIAL INVESTMENT  
(ROI)  
\$400,000 IN TAX REVENUE  
ANNUALLY TO THE VILLAGE AND  
\$1,100,000 TO ALL TAXING  
JURISDICTIONS COMBINED

# MUKWONAGO BUSINESS PARK

The Village of

**Mukwonago**

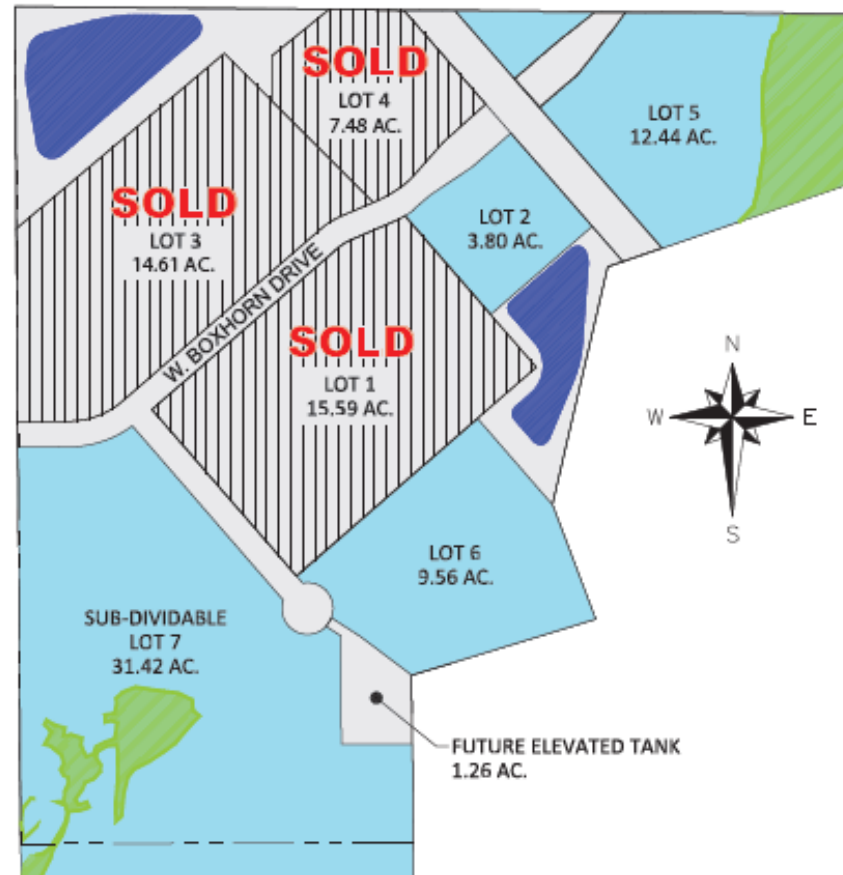
Where life, leisure and business thrive.



## LEGEND

-  SOLD
-  AVAILABLE
-  STORM WATER PONDS
-  WETLANDS

**FOR SALE**



FOR INFORMATION

**CONTACT:**  
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ADMINISTRATOR

**PHONE:**  
(262) 441-0186

**EMAIL:**  
JWEIDL@VILLAGE  
OFMUKWONAGO.COM





# INDUSTRIAL PARK

## Developments

- Banker Wire
- Triple Crown Products
- Super Products
- Malcolm Drilling
- Touchpad Electronics

# INDUSTRIAL PARK

## Expected Results

- Will/Did the Village recoup its investment within the proscribed timeframe, whether that be the life of a tax increment financing district or other structure. **Yes \$11.2 million in \$18.5 million out over 20 years.**
- What other benefits did the investment generate in terms of tax base, employment, residents, etc.? **120 new residents. 800,000 square feet of development totaling \$60M in new tax base creating, \$18.5M in Tax Increment. 750+ employees.**
- What is the Village's annual return on investment after retiring the debt structure required to finance the investment? **\$1,105,000 per year to all taxing jurisdictions, \$400,000 to the Villager per year.**
- What is the ratio of private to public investment? **\$54.5M to \$11.2M or 54.45 of private investment for every public dollar.**

**NO TAX INCREMENT  
FINANCING (TIF)**

# CHAPMAN FARMS DEVELOPMENT



THE VILLAGE BOUGHT PROPERTY  
FOR \$650K AND INSTALLED  
\$1.6M OF INFRASTRUCTURE



TOTAL RETURNS TO VILLAGE OVER  
20 YEARS: \$750K FOR LAND, \$4.8M  
IN TAX REVENUE TO THE VILLAGE  
OVER 20 YEARS, EVEN ACCOUNTING  
FOR A 15 YEAR BUILD OUT ON THE  
RESIDENTIAL AND COMMERCIAL



RETURN ON INITIAL INVESTMENT (ROI)  
\$420,000 PER YEAR IN TAX REVENUE  
TO THE VILLAGE AFTER 20 YEARS  
WITH \$1,000,000 TO ALL TAXING  
JURISDICTIONS COMBINED





# Chapman Farms Development

THE VILLAS AT CHAPMAN FARMS  
CORNER BUILDINGS  
DEEP GRANITE



DEEP GRANITE

SCALE: 1/4" = 1'-0"

EXTERIOR MATERIALS

- **STONE:** HALOUST STONE VENEER (CHARCOAL LEDGE)
- **SIDING:** DOUBLE 4" EXP. LOW MAINTENANCE VINYL LAP SIDING (DEEP GRANITE)
- **SHAKES:** VINYL SHAKE SIDING (CEDAR)
- **CORNER POSTS:** VINYL (CAMERO)
- **FASCIA:** 8" ALUMINUM CLAD (CAMERO)
- **SOFFIT:** VENTED ALUMINUM (CAMERO)
- **ROOFING:** PRO 30 DIMENSIONAL SHINGLES (DRIFTWOOD)



LEFT ELEVATION

SCALE: 1/8" = 1'-0"



RIGHT ELEVATION

SCALE: 1/8" = 1'-0"



REAR ELEVATION

SCALE: 1/8" = 1'-0"

**BIELINSKI™**  
**HOMES**

1830 Meadow Lane, Suite A • Pewaukee, WI 53072 • (262) 542-9494





Kids Connection





Aurora Health Care Center

# CHAPMAN FARMS DEVELOPMENT PHASE 1

## Developments

- Connect Fairwinds Boulevard north of high school to Chapman Farms Boulevard
  - Providing Fairwinds Subdivision residents with a more direct vehicular and pedestrian connection to Kwik Trip, Culvers, Shell, Ace etc..
- Aurora, Educators Credit Union
  - Looking for retail and restaurants
  - Est. 2-3 years
- Belinski subdivision
  - 88-single family homes and 25 duplexes
  - Adding 300 to 325 residents
  - 70-80 school aged children
  - Est. 5-10 years

# CHAPMAN FARMS DEVELOPMENT PHASE 1

## Expected Results

- Will/Did the Village recoup it's investment within the proscribed timeframe, whether that be the life of a tax increment financing district or other structure. **Yes \$2.25 million in \$4.8 million out over 20 years.**
- What other benefits did the investment generate in terms of tax base, employment, residents, etc.? **300 new residents with 70 school aged. New subdivision with connector Blvd. from HS to 83. \$50 million in tax base**
- What is the Village's annual return on investment after retiring the debt structure required to finance the investment? **\$1,00,000 per year to all taxing jurisdictions, \$425,000 to the Villager per year.**
- What is the ratio of private to public investment? **\$50M to \$2.25M or 22.20 of private investment for every public dollar!!! This ROI will improve as the Village collects assessments from other properties the benefit from the water/sewer**



# MAPLE CENTER AND WOLF RUN SOUTH DEVELOPMENT



2M TOTAL INVESTMENT WITH  
TOTAL COSTS SPLIT 66%  
DEVELOPER, 33% VILLAGE  
VILLAGE COORDINATING  
BUILDING ONE LEG OF THE  
REGIONAL INFRASTRUCTURE



TOTAL RETURNS TO VILLAGE OVER  
20 YEARS:  
\$5.2M IN TAX REVENUE TO THE  
VILLAGE OVER 20 YEARS, EVEN  
ACCOUNTING FOR A 14 YEAR BUILD  
OUT ON THE RESIDENTIAL AND  
COMMERCIAL



RETURN ON INITIAL INVESTMENT (ROI)  
\$425,000 PER YEAR IN TAX REVENUE  
TO THE VILLAGE AFTER 20 YEARS  
WITH \$1,000,000 TO ALL TAXING  
JURISDICTIONS COMBINED



# Maple Center and Wolf Run Development



Walmart Supercenter

Senior Living

Country View  
Campground

New Industrial Park

Caldwell









Maple Center and Wolf Run Development





# Maple Center and Wolf Run Development





# Maple Center and Wolf Run Development

# MAPLE CENTER

## Developments

- Mixed-use community which encompasses:
  - 10-12 net acres of commercial/retail development (*Conceptual*)
  - 32 acres of residential community residential and park amenities
  - Located near I-43 exchange
- 75,000 to 100,000 sq. ft. in planned retail space available
  - Targeting a hotel with conference center and full-service restaurant
  - Retail strip area for commercial space and small business growth
  - Commercial spaces adjoined to the residential community
  - Layout for high end grocery store or other retail space



# MAPLE CENTER

## Expected Results

- Will/Did the Village recoup it's investment within the proscribed timeframe, whether that be the life of a tax increment financing district or other structure. **Yes \$2 million in \$5.2 million out over 20 years.**
- What other benefits did the investment generate in terms of tax base, employment, residents, etc.? **900 new residents over 14 years with 125 school aged. New commercial land available from first new commercial land owner on Wolf Run since 2003. \$56M in tax base. \$1M in new senior housing**
- What is the Village's annual return on investment after retiring the debt structure required to finance the investment? **\$1,00,000 per year to all taxing jurisdictions, \$425,000 to the Villager per year.**
- What is the ratio of private to public investment? **\$56M to 2M. After the regional road plan is accounted for, the ratio will mellow to a very solid 7:1. However, just Maple Center and DeBack Drive ratio is 35:1! \$35 dollars of private investment for every public dollar.**

# KEY QUESTIONS WE CONSIDER

Will/Did the Village recoup its investment within the proscribed timeframe, whether that be the life of a tax increment financing district or other structure?

- Yes. \$18.75M in vs \$32.8M out, or a 57% return on initial investment over 20 years.
- Even if every debt scenario played out to the fullest, the worst investment return I can draw up is \$26.25M in Village investments over 20 years and \$29.8M in returns, still netting \$3.55M in returns over 20 years.

What other benefits did the investment generate in terms of tax base, employment, residents, etc.?

Tax base increases:

Commercial: \$22,000,000 –\$33,000,000

Residential: \$75,000,000 –\$80,000,000

Industrial: \$60,000,000 to \$80,000,000

Totals: \$157,000,000 to \$193,000,000

1,325 –1,675 new residents over a 10-year period with 210 –250 school aged children

For the School District, that \$1,900,000 to \$2,300,000 in additional state aid plus almost \$1,700,000 in new tax revenue.

# KEY QUESTIONS WE CONSIDER

What is the Village's annual return on investment after retiring the debt structure required to finance the investment?

- \$1,300,000 in approximate new tax revenues annually for the Village after 20 years.

What is the ratio of private to public investment?

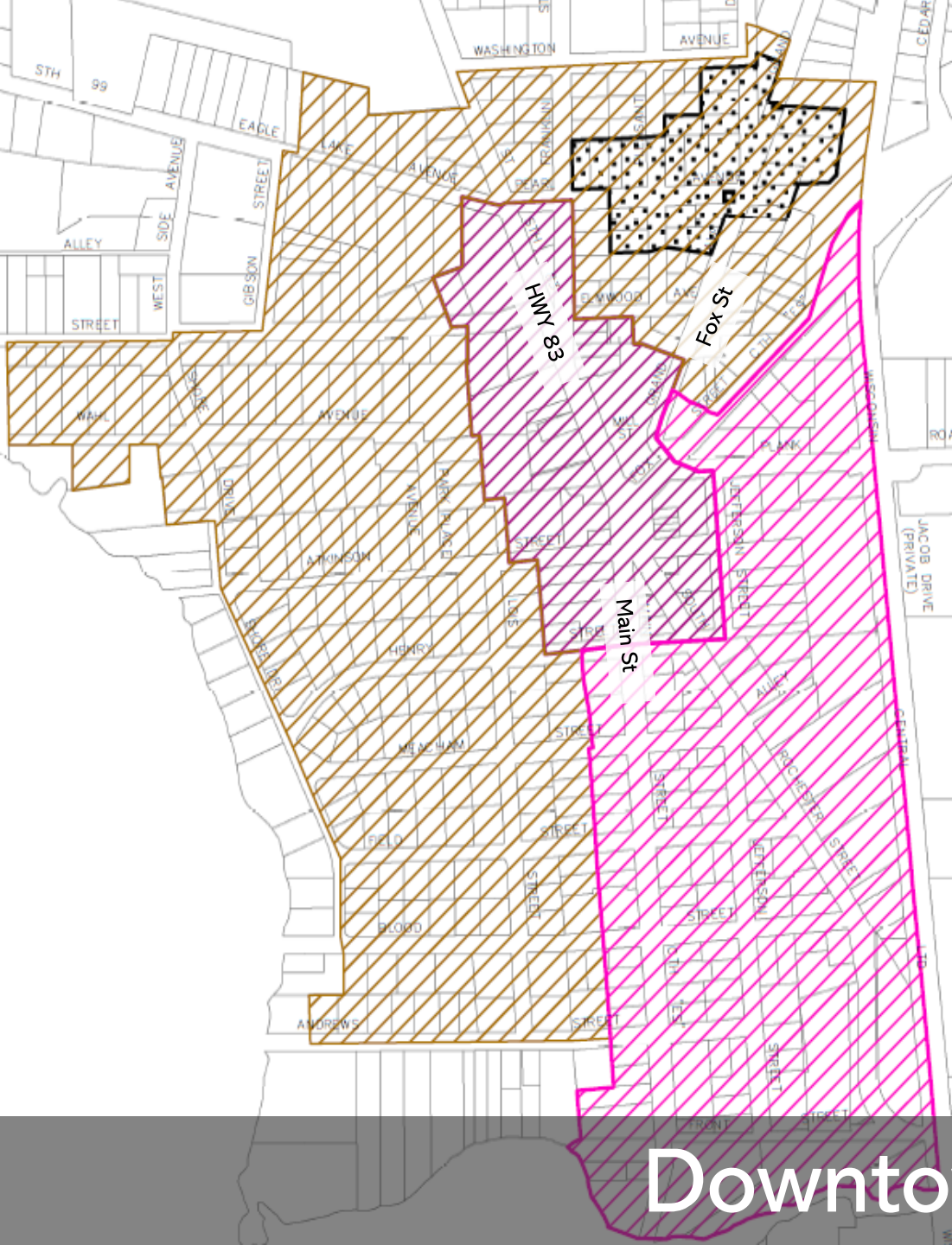
- \$175,000,000 in private investment to \$18.75M public investment.





**BREAK**





# **DOWNTOWN REVITALIZATION PANEL**




DOWNTOWN  
VILLAGE OF  
MUKWONAGO


The Village of  
**Mukwonago**  
Where life, leisure and business thrive

**Legend**

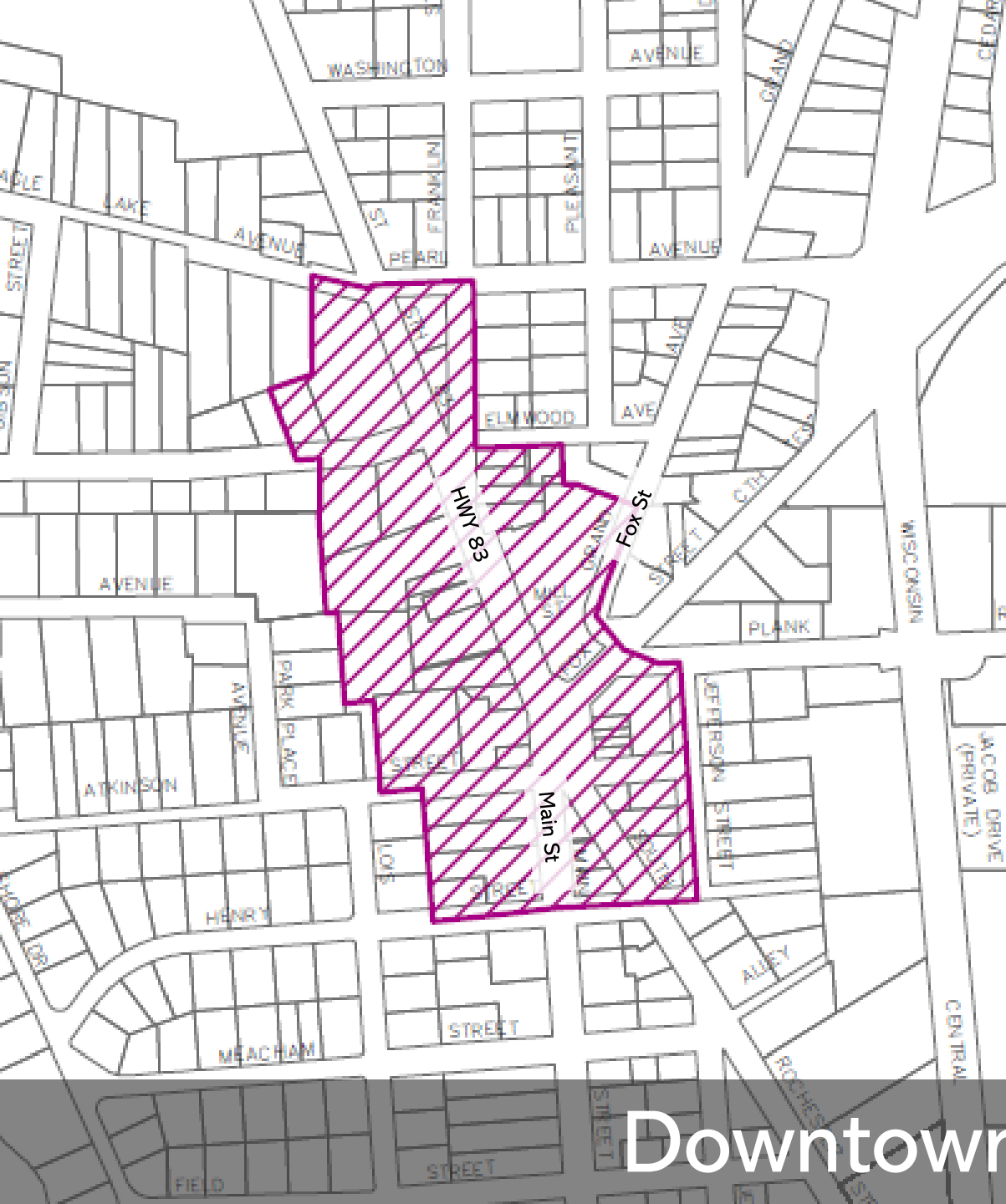
-  Multi-Purpose Perimeter
-  Residential Perimeter
-  Retail Center
-  Historical District



0 250 500  
Feet

 Ruekert • Mielke

Downtown Mukwonago



DOWNTOWN  
VILLAGE OF  
MUKWONAGO

The Village of  
**Mukwonago**  
Where It's Always a Good Day to Be

**Legend**

 Retail Center



0 250 500  
Feet

 Ruekert-Mielke

# Downtown Mukwonago



# Downtown Mukwonago







# SOLAR-POWERED BLINKERSIGN®

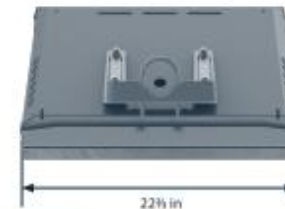
Top-of-pole self-contained control cabinet

## TOP-OF-POLE CONTROL CABINET

<b>HOUSING</b>	NEMA 3R type aluminum
<b>SOLAR PANEL</b>	20 watt
<b>BATTERY</b>	12V, up to 44Ah
<b>BATTERY LIFESPAN</b>	3 to 5 years, field replaceable
<b>MOUNTING OPTIONS</b>	Round poles: 2 1/8" up to 4 1/2"; Square posts: 1 1/4" up to 2 1/2"
<b>MOUNTING HARDWARE</b>	Stainless steel hardware
<b>WARRANTY</b>	3-year limited battery warranty 5-year limited system warranty 10-year limited solar panel warranty



Front View



Back View



Side View





# Downtown East Troy







Highway 20

Highway ES/  
Main Street

Village Square/  
Downtown

Highway ES/  
Main Street

I43

Highway 120



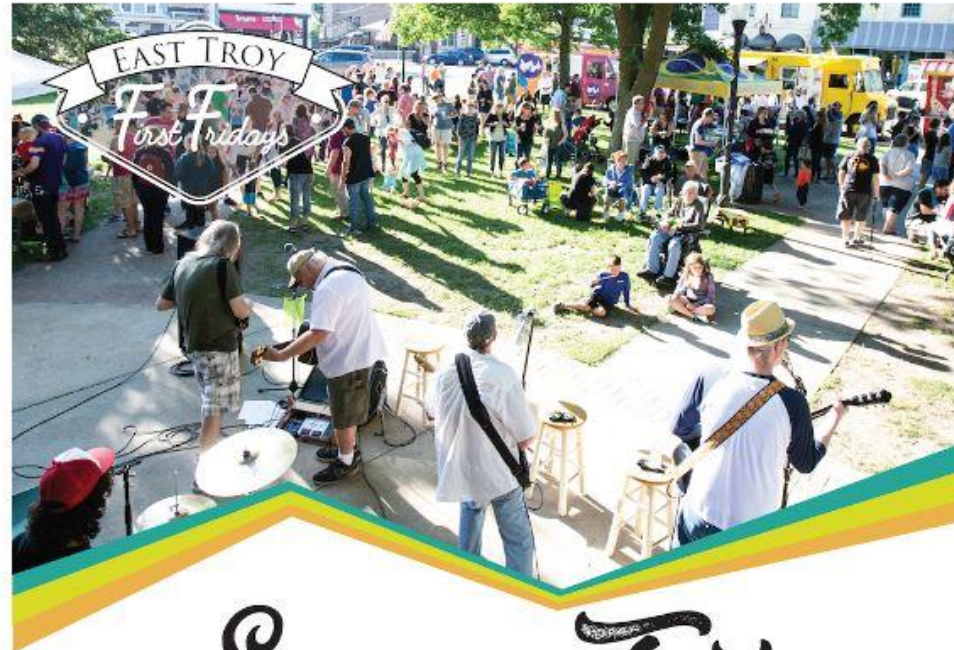


This week in East Troy: First Fridays Square Fest, Drum & Bugle Corps Showcase, Pizza on the Farm & more!



## This Week in East Troy: Aug. 2-8

Check out these events and things to do  
in East Troy this week.



# Square Fest

### Music Line Up

🎵 2894 On Main

Sophia Webber | 4 - 6 p.m.



Al Smith's Saloon

Joey Halbur | 4 - 5 p.m.



ET Village Square

Sneezy | 5 - 8 p.m.

Sponsored by: Renaissance Anderson Window Replacement & BeachLife Church



### Highlights



Zoning Districts



Land Uses



Dimensional Standards



Procedures



General Requirements

### Administration



Pending Applications



Closed Applications



Nonconformities



Application Forms



Sample Documents

### Tools



Find Your Zoning



Sign Up for eAlerts



Comment On A Project



Submit An Application



# Original Building of East Troy Brewery 1892 and 1999





# Building Bought in 2017 for the East Troy Brewery





# Building Bought in 2017 for the East Troy Brewery





# East Troy Brewery





# East Troy Brewery





# 5 Keys to Success

1. Public investment in public infrastructure
2. Public investment in public places
3. Public investment in programming
4. Public Policy that supports redevelopment
5. Private Investment





# Technology is reimagining How we work, live, and invest

Smart Cities take advantage of future technology before  
It becomes mainstream.

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upwork  
UBER

**THANK YOU FOR ATTENDING  
THE MUKWONAGO ECONOMIC  
DEVELOPMENT SUMMIT**