

MUKWONAGO

ECONOMIC DEVELOPMENT SUMMIT

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



Breakfast catered by: Espresso Love Coffee

Economic Development Discussion presented by: John Weidl - Administrator

Downtown Revitalization Panel:

1. Zeke Jackson - Waterford Administrator
 2. Elieen Suhm - Administrator Clerk-Treasurer of East Troy
 3. Tina Chitwood - WI Economic Development Corporation, Mukwonago DDC
 4. Jason Wamser - Member of Mukwonago Downtown Development Committee
 5. Ted Zess - East Troy Allan Integrated Control Systems, Inc. & East Troy Brewery
 6. Tim Casey - Waukesha County Center for Growth
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SESSION INFORMATION

Downtown Revitalization Panel



Eileen Suhm is the Administrator Clerk-Treasurer for the Village of East Troy and serves as the Executive Director for the Community Development Authority. She began her career with the Village of East Troy as the Deputy Clerk-Treasurer and has served in her current position for five years. Her positions with the Village have included involvement in zoning, development, and Plan Commission. She has background in all aspects of government administration, management, IT services, legal and liability issues as well as personnel issues, policies and benefits. She has an educational background that includes degrees in Accounting and Applied Studies with a focus on Leadership in Public Service.



Tim Casey is the Director of Economic Development for the Waukesha County Center for Growth, a non-profit organization dedicated to growing business and communities in Waukesha County. In its first three years, the Center for Growth has worked with more than 50 companies to begin, expand or locate operations in Waukesha County. Those companies have invested more than \$100 million in capital expenditures and created or retained more than 1,000 jobs. Tim has 30 years of experience in economic development and real estate development in both the public and private sector. Prior to the Center for Growth, he served as the Economic Development Administrator for the City of Brookfield. Tim previously led economic development efforts in Eau Claire and Oshkosh, WI and served as Director of Economic Development for Milwaukee County. Tim received his Bachelor of Science from Michigan State University, and a Master's degree in Urban Planning from UW – Milwaukee.



Zeke Jackson is the Village Administrator for the Village of Waterford. Zeke holds a Masters in Public Administration, and has worked in City Management for the last 8 years. In 2017, Zeke worked with Village of Waterford officials and area residents to write "Vision Waterford 2018", an update to the Village's Master Plan featuring a downtown redevelopment planning section. The Village of Waterford and DOT are working a State Highway 20/83 Reconstruction project, featuring many improvements that will promote a walkable Downtown in Waterford. The redevelopment project also includes expansive new public spaces along the Fox River, with a newly purchased 800' of Riverfront, and plans to construct a Riverwalk that connects Lake Michigan to the lower Fox River. Public Investment leads to private development, with Waterford having approved \$32 million in private investment projects so far in 2019. You can visit the Village's Economic Development marketing program at www.westof94.org.

MUKWONAGO

ECONOMIC DEVELOPMENT SUMMIT

SESSION INFORMATION

8:00 - 8:15 A.M.

Mukwonago Area School District

Shawn McNulty will speak on behalf of the Mukwonago Area School District.

8:15 - 9:00 A.M.

Economic Development Discussion

In this presentation, John Weidl, Mukwonago Village Administrator, will discuss four areas of current development in the Village of Mukwonago. John will describe what economic tools were used to acquire the land as well as the benefits of each development. Attendees will have the opportunity to learn about what the Village is doing with their money and ask questions.

9:00 - 9:05 A.M.

Break

9:05 - 9:45 A.M.

Downtown Revitalization Panel

In this session, attendees will hear from leaders across Waukesha County. There are six panel members, Tina Chitwood, WI Economic Development Corporation, Jason Wamser, Member of Mukwonago Downtown Development Committee, Ted Zess, East Troy Allan Integrated Control Systems, Inc. & East Troy Brewery, Eileen Suhm, Administrator Clerk-Treasurer of East Troy, Tim Casey from Waukesha County Center for Growth, and Zeke Jackson, Waterford Administrator, who will be answering questions about downtown development. This will provide a broad scope of what other downtowns in Wisconsin have accomplished.

SESSION INFORMATION

Mukwonago Area School District



Shawn McNulty has worked in public education for the past 31 years, including the last 26 in the Mukwonago Area School District. Despite the lowest revenue cap of all school districts in Waukesha County, the district earned a top grade of Significantly Exceeds Expectations on the most recent Department of Public Instruction school report cards and recently completed a \$49.5 million renovation of Mukwonago High School. The taxpayer-approved project invested money into academics, arts, and athletics. The project enabled the school to expand the Career and Technology Education program with emphasis placed on manufacturing, building trades, information technology (IT), engineering, and health occupations. The district values their partnerships with the Village of Mukwonago, the Chamber of Commerce, and numerous businesses, industries, and civic organizations. The MASD truly embodies their mission statement: "Students, Staff, and Community - Building Better Schools Together."

Economic Development Discussion



As the Mukwonago's Village Administrator and Director of Economic Development, John S. Weidl has worked to help the Village of Mukwonago facilitate over a quarter billion dollars of investment in the community since 2013, growing the Village's tax base by more than \$120,000,000 over 5 years and adding another \$46,000,000, or 5% growth, in 2019. Weidl also oversees the Village's 65+ employees, providing a full range of public safety and municipal services to the community and surrounding area, and the Village's \$25M+ budgets. In 2018, Weidl helped the Village purchase, design, and build a new 115-acre industrial park, securing within the first 16 months, over \$33,000,000 in private sector investment for over 450,000 square feet of new industrial development generating \$12,000,000 in total tax increment, after which, the development will generate \$240,000 annually in tax revenue for the Village. In 2016, Weidl was named International Economic Development Council's (IEDC) Young Economic Development Professional of the Year and one of Development Counselors International's (DCI) 40 Under 40 – Economic Development Game Changer's in 2019.

SESSION INFORMATION

Downtown Revitalization Panel



Tina Chitwood has nearly 20 years of experience in economic and community development. Tina manages WEDC's regional office staff covering the eastern side of Wisconsin. Before joining WEDC in 2017, Tina managed Racine County Economic Development Corporation's Community Development division and has worked for the Southeastern Wisconsin Regional Planning Commission. Tina has developed and managed economic development programs and organizations at multiple levels of government and has provided technical assistance to municipalities and community-based non-profits in the areas of: neighborhood revitalization, business attraction and growth programs, business financing, grant sourcing and strategic planning. Tina is a proud Mukwonago resident, wife of a Mukwonago teacher, and mother of three extremely involved and delightfully entertaining Mukwonago Indians.



Jason Wamser is an Estimator and Project Manager at Poblocki Sign Company. Focusing on cost effective solutions for a wide variety of architectural branding packages and markets that vary from banking, healthcare, education and many commercial/corporate projects. He is a Village of Mukwonago Trustee, on the Public Works Committee, and sits in on Planning Commission meetings. More recently, Jason has become a member of the Mukwonago Downtown Development Committee. Jason has been involved in Mukwonago government as an EDC member, on the Comprehensive Plan Update Committee and the Downtown Strategic Plan Committee. Jason has been a resident of Mukwonago for six-years with his family. He is a UW Whitewater Alumni.



Tedd Zess, Owner (along with his wife, Ann Zess) and Chief Engineer of Allan Integrated Control Systems in East Troy, and also owner (also along with his wife, Ann Zess) of East Troy Brewery. Have been actively involved with community development for many years starting as a East Troy Plan Commission member, Village of East Troy Trustee, member of the East Troy Economic Development Alliance, and currently President of the East Troy Community School District. Tedd has been through all aspects of downtown revitalization efforts with the development of East Troy Brewery from planning, funding, infrastructure, and working with multiple layers of Government to achieve the dream of creating a destination in a small Wisconsin downtown.

FEEDBACK

PLEASE RATE YOUR EXPERIENCE TODAY (1-negative 10-positive).

1 2 3 4 5 6 7 8 9 10

WHAT OTHER TOPICS WOULD YOU LIKE TO SEE PRESENTED?

WHAT BUSINESSES WOULD YOU LIKE TO SEE IN THE VILLAGE?

DO YOU HAVE ANY SUGGESTIONS OR OTHER COMMENTS?

Thank you for attending the Village of Mukwonago Economic Development Summit

Your feedback can be mailed to 440 River Crest Ct. Mukwonago, WI 53149
OR emailed to mloft@villageofmukwonago.com

VILLAGE OF MUKWONAGO ECONOMIC DEVELOPMENT SUMMIT 2019



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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 1st level
- 115-135 residents
- 10-15 school-aged children

915 MAIN

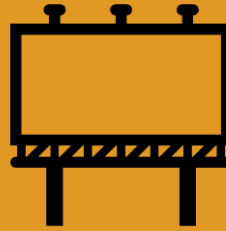
Expected Results

- 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. 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



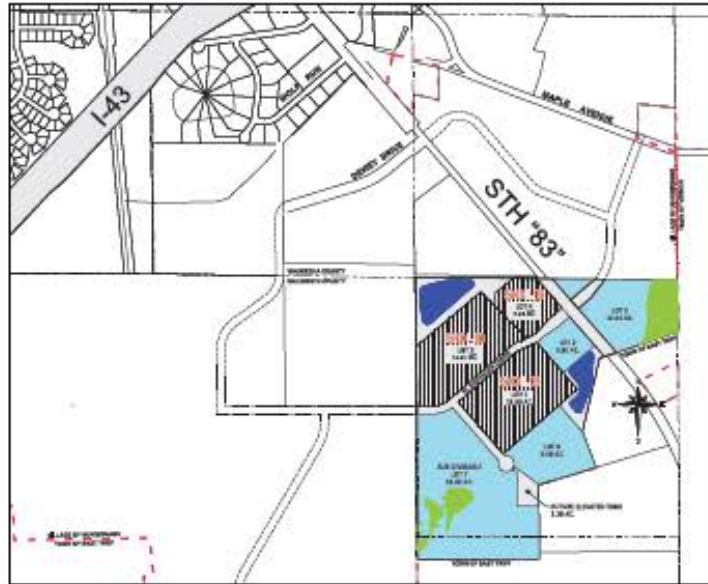
RETURN ON INITIAL
INVESTMENT (ROI)
\$400,000 IN TAX REVENUE
ANNUALLY TO THE VILLAGE
AND \$1,100,000 TO ALL TAXING
JURISDICTIONS COMBINED

MUKWONAGO BUSINESS PARK

The Village of

Mukwonago

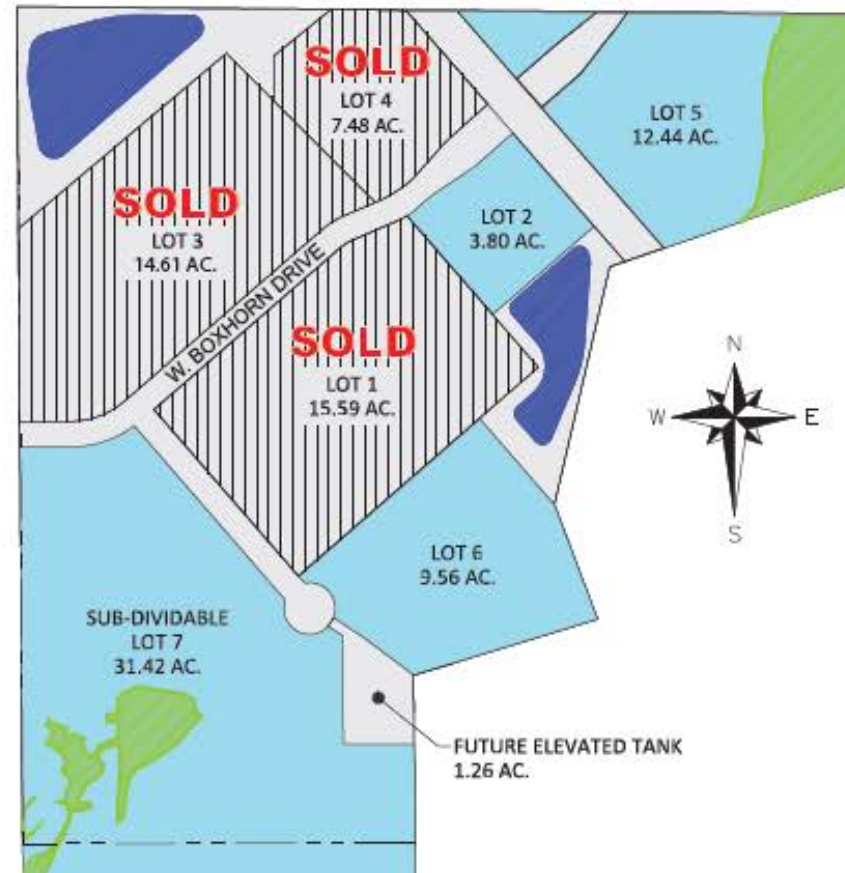
Where life, leisure and business thrive.



LEGEND

-  SOLD
-  AVAILABLE
-  STORM WATER PONDS
-  WETLANDS

FOR SALE



FOR INFORMATION

CONTACT:
JOHN WEIDL
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"

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— HOMES —

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Kids Connection



Aurora Health Care Center

CHAPMAN FARMS DEVELOPMENT T 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 T 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



Mukwonago
River State
Natural Area

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.

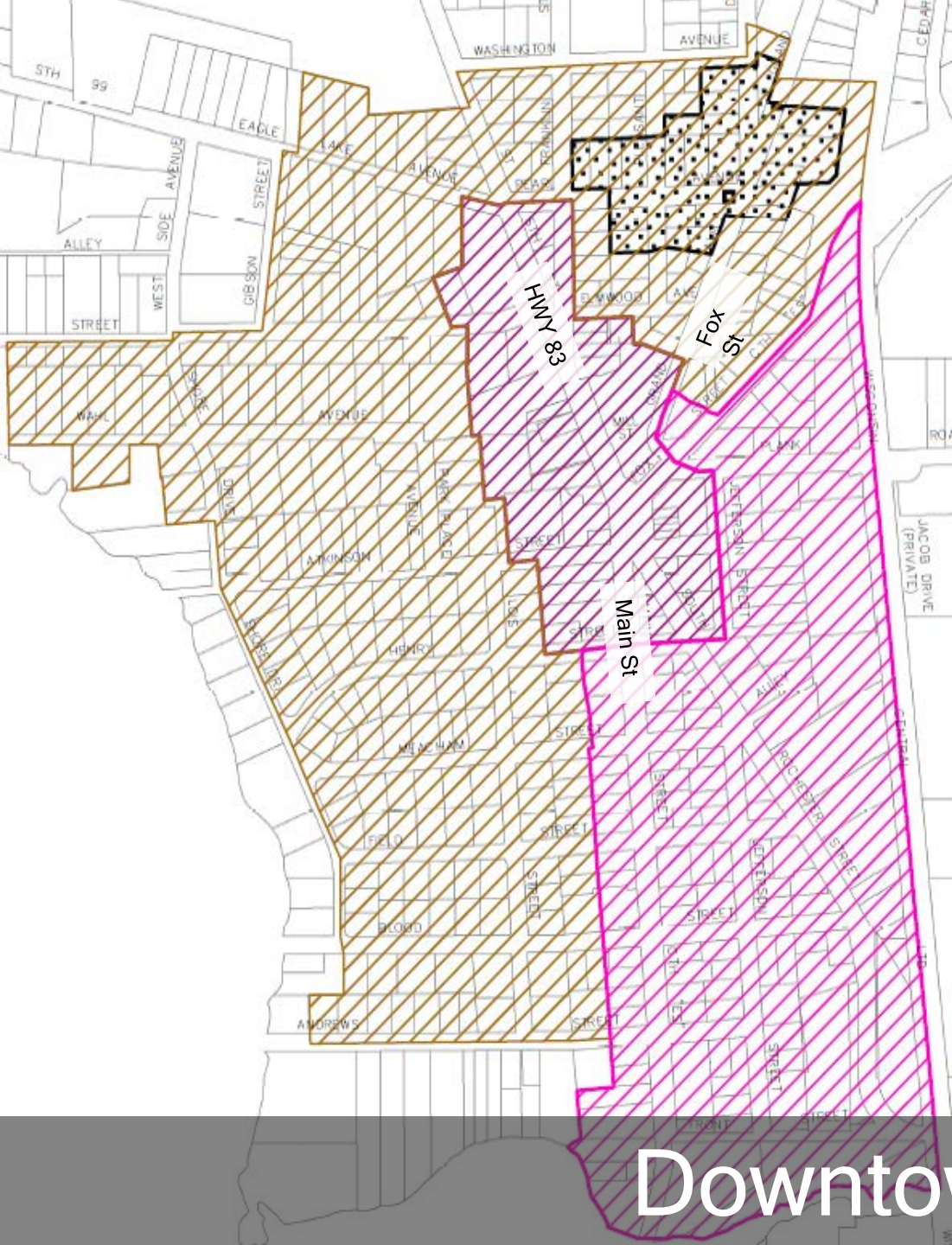
What is the ratio of private to public investment?

- \$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 and Ever a Good Day

Legend

 Retail Center



0 250 500
Feet

 Ruekert-Mielke

Downtown Mukwonago

Downtown Mukwonago





SOLAR-POWERED BLINKERSIGN®

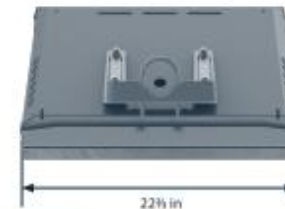
Top-of-pole self-contained control cabinet

TOP-OF-POLE CONTROL CABINET

HOUSING	NEMA 3R type aluminum
SOLAR PANEL	20 watt
BATTERY	12V, up to 44Ah
BATTERY LIFESPAN	3 to 5 years, field replaceable
MOUNTING OPTIONS	Round poles: 2 1/8" up to 4 1/2"; Square posts: 1 1/4" up to 2 1/2"
MOUNTING HARDWARE	Stainless steel hardware
WARRANTY	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



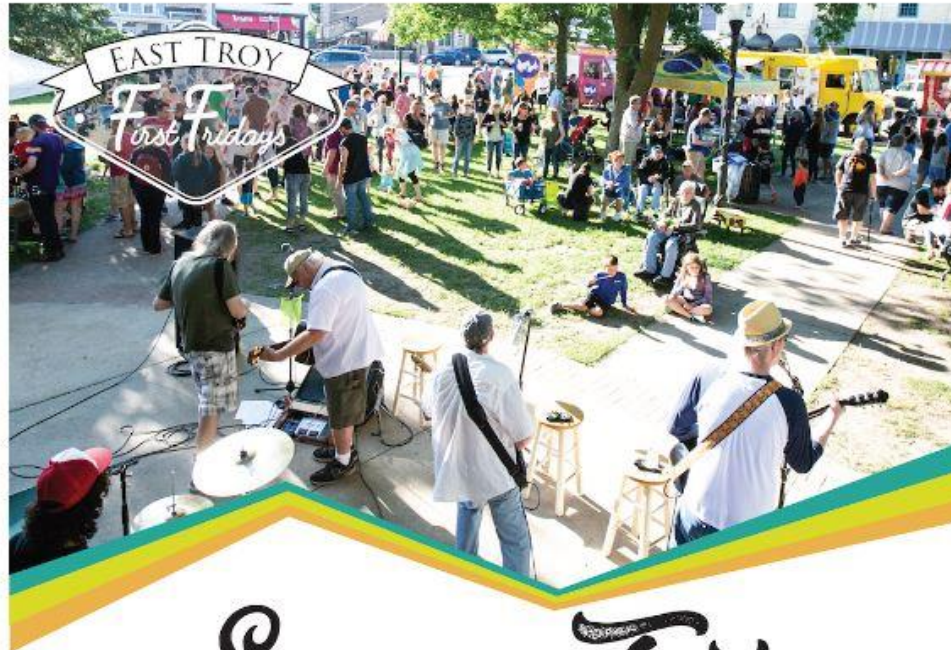


This week in East Troy: First Fridays Square Fest, Drum & Bugle Corps Showcase, Pizza on the Farm & more!



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.



Highlights



[Zoning Districts](#)



[Land Uses](#)



[Dimensional Standards](#)



[Procedures](#)



[General Requirements](#)

Administration



[Pending Applications](#)



[Closed Applications](#)



[Nonconformities](#)



[Application Forms](#)



[Sample Documents](#)

Tools



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[Submit An Application](#)

Original Building of East Troy Brewery 1892 and 1900



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.

www.wcma-wi.org

upwork
UBER

THANK YOU FOR
ATTENDING THE
MUKWONAGO ECONOMIC
DEVELOPMENT SUMMIT