



go MUSKE go!

The perfect site for **your** new or growing **business.**

Muskego, Wisconsin

# Welcome

## Grow With A Winner...

Whether you're just starting your business, relocating, or expanding, the City of Muskego has the perfect site for you. Located in the high-traffic sector of metro Milwaukee, you will have fast access to major cities and thoroughfares, plus the cost-savings and convenience of a suburban location just 12 miles from downtown Milwaukee.

Muskego offers a stunning combination of newly developable land and existing sites for businesses of all sizes, complemented by 418 acres of public parks and three sparkling lakes. It's a thriving community with instant access to the resources your business needs to grow. Now is the time for your business to capitalize on these unique opportunities... and go Muskego!

[www.gomuskego.com](http://www.gomuskego.com)

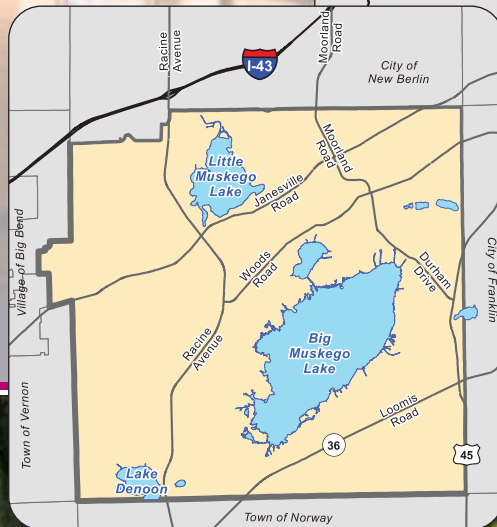
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Steve Ziegler, CEO, InPro Corporation and Chairman,  
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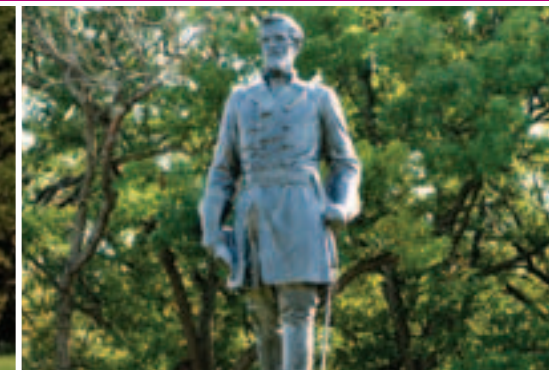
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**W182 S8200 Racine Avenue**  
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# What's In It for Your Business?

## LOCATION, LOCATION, LOCATION

Growth in Southeastern Wisconsin and expansion of the Milwaukee and Waukesha corridors have placed Muskego on the A-list for businesses seeking the ideal location.

Consider these powerful incentives:

- Low taxes
- Prime commercial real estate at affordable rates
- A skilled and ready workforce
- Low crime rates
- Close proximity to Milwaukee & Chicago
- Fast access to surrounding interstates
- High-income residents
- Advance planning by business-oriented municipal leadership
- Recent, unprecedented growth
- Access to city water and sewer

## SITES WORTH YOUR INVESTMENT

You'll see why some of the nation's best known names in business—including General Electric, Kohl's and Walgreens—have established facilities in Muskego as their teams have recognized the high growth potential. Join these early market leaders in establishing your business at any one of Muskego's new and existing retail sites, which include many large tracts of virgin land. Choose from:

- Muskego Industrial Park – 273 acres near Janesville Road & Racine Avenue
- Tess Corners Industrial Park – 60 acres near Tess Corners & College Avenue
- New Moorland Road Development – 128 acres just three miles from the high-volume Interstate 43/ Moorland Road exit.
- Retail sites located throughout the newly developing downtown area and main arteries.

Check [www.gomuskego.com](http://www.gomuskego.com) for exact site locations under the heading "Economic Development."

## FINANCIAL & TAX INCENTIVES

You may already know Wisconsin business taxes are lower than those in 35 other states. It's also a fact that *within* Wisconsin, Muskego's business taxes are low when compared to surrounding communities – and will remain so with the explosive growth rate in the area.

Locating your business site in a Redevelopment District may qualify you for financial help through Tax Incremental Financing (TIF) assistance. Additional financial incentives include Muskego's Revolving Loan Fund, providing low interest loans to business owners who qualify.

## SUPPORTIVE BUSINESS ENVIRONMENT

Muskego is located in Waukesha County, part of a seven-county area recognized as the Milwaukee Region. This region is ranked one of the best 25 places for doing business by *Inc. Magazine*, and ready to support you in many ways.\*

Because establishing a business in a new community takes dedication, you'll find the people who live and work in Muskego, including municipal staff, are committed to helping you. Everything will be done to have your business "up and running" in no time.

For planning assistance, from data for your business plan to selecting an appropriate site, you can find information and contacts at [www.gomuskego.com](http://www.gomuskego.com), or contact one of the individuals listed in this brochure.

\*[www.choosemilwaukee.com](http://www.choosemilwaukee.com)

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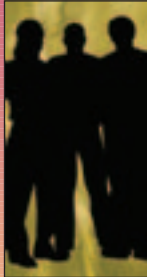
# Quick Facts

## ABOUT THE PEOPLE

Population,  
City of Muskego  
**22,890**

Labor force  
in Waukesha County  
(includes Muskego  
approx. 20-mile radius)  
**211,484**

Labor force  
in adjacent  
Milwaukee County  
(approx. 30-mile radius) **456,425**



## You're in Good Company: OTHER BUSINESSES

A diverse business contingent is already well-established in Muskego and may interest you in terms of employment, service, or revenue opportunities.

Manufacturing and industrial businesses in Muskego include:

- InPro Corporation – global leader and manufacturer of quality interior and exterior architectural products
- Wiza Industries – specialists in the quality machining and assembly of grey and ductile iron castings
- Stella and Chewy's – manufacturer of all-natural frozen and freeze-dried raw pet food for dogs and cats, distributed to fine stores from coast to coast
- BioSource Flavors – a biotech company specializing in natural products derived from a combination of fermentation and drying technologies

National service-based chains have also established Muskego locations. Examples include:

Kohl's	Subway Subs	Arby's
Walgreens	Hallmark	Pizza Hut
Big League Barbers	Firestone	Dominos
The Gingerbread House	Buick/Pontiac	McDonald's
Cousin's Subs	Verizon Wireless	Culvers

Local and regional businesses also thrive in Muskego. Locally-based retail services available in Muskego include, but are not limited to:

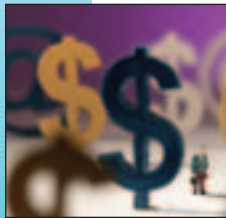
Pick 'n Save	Aurora Health Care	Terra-Firma Landscaping
Sentry Foods	Boxhorn Gun Club	Tres Locos Mexican Restaurant
Jerome Drugs	Regency Senior Communities	San Laurio Coffee
Preferred Fitness	Muskego Lakes Country Club	Muskego Animal Hospital
ProHealth Care	Thomas Jewelers	Animal Doctor

This partial list illustrates the variety of options already available in Muskego. Multiple banks, insurance agents, automotive businesses, real estate entities, healthcare professionals, and numerous other businesses also call Muskego home.

## INCOME ENVIRONMENT

Average Household Income **\$73,200**

Median Household Income **\$66,024**



## QUALITY LIVING Plus

Muskego, Wisconsin surprises visitors with a paradise of freshwater lakes and pastoral farmland just a 20-minute drive from Downtown Milwaukee. Big Muskego Lake, Little Muskego Lake and Lake Denoon offer open water in the Summer, hunting in the Fall, and snowmobiling and ice fishing in the Winter, with 21 public lake access points to choose from.

This is a place for active people who love the outdoors. Thirteen beautiful parks offer 327 acres of recreational space. Picnic shelters, playgrounds, tennis courts, basketball courts, baseball/softball fields, soccer fields, boardwalks, and meeting room areas are available. Future expansion includes the completion of Park Arthur and Moorland Park.

Muskego also boasts 31 miles of recreation trails that link the city to a system of safe and functional off-street trails. In the winter, groomed snowmobile trails keep the city connected.

The Muskego Parks and Recreation Department compiles a 50-plus page program guide three times a year for residents of all ages. Internet registration is available at [www.ci.muskego.wi.us/parkrecreation](http://www.ci.muskego.wi.us/parkrecreation).

Muskego has always preserved the natural environment. As a result, the city is home to many species of wildlife that are endangered, threatened, or rare, including forester terns, ospreys, great egrets, and bald eagles. In addition to park lands, Muskego has more than 1,000 acres of publicly conserved land including the 153-acre Engel Conservation Area. Rural areas surround developed land and reflect the scenic beauty of Wisconsin farmland.

### NEIGHBORHOODS TO GROW INTO

From the days of abundant farm fields, today's Muskego has developed into beautiful neighborhoods blended with nature. Single-family homes represent 85 percent of all housing units. Condominiums are becoming more plentiful, and apartments represent eight percent of Muskego's housing. Muskego's mean home value of \$292,400 (2007) has made the city a desirable area in which to own real estate.



### TRAFFIC COUNT

Major thoroughfare traffic **Interstate 43**  
Moorland Road Exit **16,000 vehicles/day**  
Racine Avenue Exit **10,000 vehicles/day**



### TRAVEL TIME

Access to Interstate 43 from any location  
**5 minutes**

Access to Downtown Milwaukee, Port of Milwaukee, Mitchell International Airport (12 miles) **20-30 minutes**

Access to Chicago, Madison, Rockford-Beloit-Janesville **1.5 to 2 hours**





## GROWTH ENVIRONMENT

Population Growth\* **+27.3%**

Household Growth\* **+35.0%**

Growth in Property Value\*\* **+40.0%**

\* between 1990 and 2000

\*\* between 2001 and 2006,  
Milwaukee Magazine, 2006

## EDUCATIONAL ACHIEVEMENT

High school graduates **92%**

College study or degree **59%**

Graduating high school seniors  
in Wisconsin who go on to  
post-secondary education  
**Almost 87%**



## Tuned In To EDUCATION

Muskego is a family-oriented community that values education and achievement. As a result, the Muskego-Norway School District recently completed a multi-million dollar addition and renovation of Muskego High School, placing it at the forefront of educational excellence in Southeastern Wisconsin. The new campus, stretching over 130 acres, includes 12 athletic complexes, a 770-seat, state-of-the-art Performing Arts Center (PAC), and a world-class gymnasium.

A headline in the local news service\* declared recently that “Music lives in Muskego,” thanks to the new PAC, which hosts district events, choir and band concerts, guest speakers, musicals, and other productions. Valuing performance and visual arts is just one aspect of a school district that is dedicated to expanding the educational experience for students and the community that supports them. \*JS Online 10/5/07

The Muskego-Norway School District, 4,500 students strong, includes five elementary schools and two middle schools. It is also home to several private schools providing a parochial education.

Nearby Wisconsin colleges include:

- 🏠 Milwaukee School of Engineering
- 🏠 Medical College of Wisconsin
- 🏠 Marquette University
- 🏠 University of Wisconsin–Milwaukee
- 🏠 University of Wisconsin–Whitewater
- 🏠 Carroll College
- 🏠 Milwaukee Institute of Art and Design
- 🏠 Alverno College
- 🏠 Mount Mary College
- 🏠 Wisconsin Lutheran College
- 🏠 Cardinal Stritch University
- 🏠 Waukesha County Technical College
- 🏠 Milwaukee Area Technical College
- 🏠 University of Wisconsin–Waukesha



## The Best Of All Worlds In ENTERTAINMENT

From local events focusing on the family to a night out at the opera, the Muskego area offers an enviable combination of small town/big city entertainment.

Enjoy local events such as the Muskego Community Festival and Parade, Historical Days, and quality visual and musical art productions at the Muskego High School Performing Arts Center. Spring and Fall craft fairs, a library wine and cheese benefit, and holiday happenings can always be found in Muskego.

Or, visit metropolitan Milwaukee, within a short, 20-minute drive, for Broadway quality theatre, symphony performances, the world-acclaimed Summerfest, and countless other cultural and entertainment events.

### CELEBRATE THE SEASONS

From the burst of colors in the Fall, to the twinkling lights of the holidays, local flavor exudes during all seasons of the year. In the Summer, attend a performance by the Water Bugs Ski Team, state champions in water skiing events. Pick pumpkins or take a hay wagon ride in the Fall.

The best of days past and present are brought to you by the Muskego Historical Society at the Muskego Settlement Centre, featuring glimpses of life as it was in yesteryear. Attend Historical Days in July, a two-day event featuring furnished buildings open for viewing, and vendors dressed in period apparel, displaying old-fashioned wares and treats.

“Treasure the Holidays” brings the charm and romance of Christmas past and present together. From the Official City Tree Lighting ceremony to visits with Santa, ice sculpting, and children’s train rides, savor memorable moments and delight in the fun of the holiday season.

FOR CURRENT INFORMATION ON TOURISM AND SPECIAL EVENTS, VISIT [WWW.MUSKEGO.ORG](http://WWW.MUSKEGO.ORG) OR CALL (414) 422-1155



## Important Contacts & Links

### CONTACT INFORMATION

John R. Johnson, Mayor of Muskego.  
Direct Line: (262) 679-5699

Steve Ziegler, CEO, InPro Corporation and  
Chairman, Economic Development Task Force.  
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Muskego City Hall – W182 S8200 Racine Ave.,  
P.O. Box 749, Muskego, WI 53150

### LINKS

City of Muskego Economic Development –  
[www.gomuskego.com](http://www.gomuskego.com)

City of Muskego – [www.ci.muskego.wi.us](http://www.ci.muskego.wi.us)

City of Muskego Chamber of Commerce –  
[www.muskego.org](http://www.muskego.org) and [www.villageprofile.com/wisconsin/muskego](http://www.villageprofile.com/wisconsin/muskego) – for a complete list of current Muskego businesses and business-related activities and events

Southeast Wisconsin Regional Planning  
Commission – [www.sewrpc.org](http://www.sewrpc.org) and  
[www.choosemilwaukee.com](http://www.choosemilwaukee.com) for more  
information on the seven-county Milwaukee  
region, including Muskego.

Waukesha County Economic Development  
Corporation – [www.understandingbusiness.org](http://www.understandingbusiness.org)  
(Muskego is located in Waukesha County.)

Wisconsin Department of Commerce –  
[www.commerce.state.wi.us](http://www.commerce.state.wi.us)

Wisconsin Department of Workforce  
Development – [www.dwd.state.wi.us](http://www.dwd.state.wi.us)

Forward Wisconsin – [www.forwardwi.com](http://www.forwardwi.com)

Wisconsin Women’s Business Initiative  
Corporation – [www.wwbic.com](http://www.wwbic.com)

US Small Business Administration –  
[www.sba.gov](http://www.sba.gov)



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