

# Connect

## SPECIAL REPORT: State of Our Communities

As a wrap up to 2015, we welcome contributions from a number of Ozaukee County communities leaders who share year-end successes and plans for 2016.

### City of Cedarburg

Mary Sheffield,  
Economic Development Coordinator

#### 2015 Successes:

- Opened 12 new businesses;
- Renovated several commercial buildings in the historic district;
- Commercial space in the historic downtown is currently full;
- Named the number one Christmas town in Wisconsin by OnlyInYourState.com;
- Permits for 24 single family home and two multi-family projects were given;
- TID3 was created to incent development at Mill Street.

#### 2016 Plans:

- Several new residential developments are planned;
- A newly created Community Development Authority will focus efforts on blighted properties;
- Summer Sounds will have a new band shell in Cedar Creek Park thanks to donations from the Cedarburg-Grafton Rotary Club and the Greater Cedarburg Foundation;
- The Cedarburg Chamber of Commerce will move to a new location and a Cedarburg Museum will open at the same location.

If you have interest in opening a business in the City of Cedarburg, contact the Economic Development office at 262.387.2050.

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## SPOTLIGHT: State Senator Duey Stroebel Year One in Review



Governor Walker signs a bill authored by Senator Stroebel.

Forty-three. In 2015, Wisconsin ranked forty-third on the Business Tax Climate Index.\* “When taxes are high, it is tough to attract business to the state and harder for the businesses who choose to engage in commerce here,” said State Senator Duey Stroebel.

Forget the days of competing on a level playing field against the business down the block. “We’re in a world economy,” Duey noted. “As a State Senator, I feel it is my responsibility and goal to lower Wisconsin taxes and eliminate excessive regulation...the major barriers to attracting and keeping business in the state.”

### Prevailing Wage

Close to finishing his first year as State Senator representing Senate District 20, Duey recounted his fight to repeal Wisconsin’s prevailing wage mandate.

Sworn into the Senate on April 21, 2015, “Stroebel was late to the fight,” reported Brian Sikma of Media Trackers, “but fight he did. Stubbornly insisting that prevailing wage reform pass before or in the budget, Stroebel worked hard to convince colleagues of the need to enact reform.”

Prevailing Wage dictates the minimum wage that must be paid to workers on a qualifying publicly funded construction project. Along with Duey, proponents of the repeal argued that there is one set of rules for government and one for the private sector. Citing a recent project, Duey reported, “\$700,000 in additional taxpayer dollars was spent to paint a water tower in Grafton when the project was determined to fall under

prevailing wage guidelines. In the end, taxpayers paid the additional money, even though the contractor did not ask for it.”

The reform, which repeals the law for all local government projects, takes effect in 2017. “Government is not here to pick winners and losers, our job is to provide the most cost effective services using scarce taxpayer resources,” Duey concluded. “Using local contractors who employ local workers for local projects keeps the money where it belongs, in the community.”

### Keeping Wisconsin’s Best and Brightest Students

In July, Duey and Rep. Dan Knodl unveiled legislation aimed at reforming the state’s Academic Excellence Higher Education Scholarship (AES) program. The program rewards students, who graduate at or near the top of their class, a scholarship of \$2,250 for each of their four years of school when they enroll in a public or private institution of higher education in Wisconsin. Duey stated, “in 2013, 230 students who were offered the scholarship, declined.”

Senate Bill 228 calls for a scholarship that pays for 50 percent of in-state tuition and provides a generous tax credit for students who stay in Wisconsin after college graduation. Currently, the bill is working through the committee process.

“We need to stop the ‘brain drain’,” Duey concluded. “Passing this bill will be a significant step towards insuring the brightest and best stay in their home state to work and contribute to the growth of the state’s economy.”

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# State of Communities: City of Mequon & Town of Cedarburg



## Richmond Financial Center, Mequon • Doors Opening: Fall 2016

\*Providing Comprehensive Wealth Planning & Management • 262.242.4200

### City of Mequon

Kim Tollefson, *Director of Community Development*

#### 2015 Successes:

- City of Mequon's Town Center neighborhood continues to grow through redevelopment projects that focus the on mixed-use of commercial and residential uses with pedestrian oriented features. The private market investment into the neighborhood exceeds \$25M in 2015. New businesses and services in the neighborhood include:
  - Colectivo Coffee
  - Forward Dental
  - Leo & Lou Children's Boutique
  - Elements Massage
  - Renovated American Legion Post 457
  - Health & Balance
  - Aster Memory Care
  - Ruby Tap
  - ATI Physical Therapy
  - Get Happy Chocolates
  - Supercuts
  - Outpost Natural Foods
  - Fisher Family Chiropractic
- New commercial activity centering within the Port Washington Road corridor in Mequon continues to provide an expansion of services and retail in the City. In 2015, the following projects showcase these changes:
  - Sobleman's Pub and Grill
  - Froedtert Medical Facility
  - Crave Bar and Food
  - Children's Hospital of Wisconsin - Clinic
- New residential development is occurring as an outcome of long range planning by the Common Council. In 2015, approximately 250 new single-family lots were approved in the area of Mequon and Wauwatosa roads. The neighborhoods are clustered subdivisions that result in the preservation of 30% or more of the total land area being dedicated as public, common open space, and will provide convenient pedestrian and bicycle connection to access the Mequon Nature Preserve and the City's Town Center mixed-use neighborhood. This private market investment by known successful land developers and home builders, including Neumann Companies and Veridian Homes, is coupled with the City's efforts to prepare the site for development through rezoning, cooperation with the regional planning agency and Milwaukee Metropolitan Sewerage District, and the planning and construction of infrastructure improvements.

#### 2016 Plans:

- The City expects to see continued growth in both Town Center and the Port Washington Road corridor. A number of redevelopments are already approved for Town Center including new high-end apartment complexes and a new assisted living facility that will operate in conjunction with the recently built Aster Memory Care facility.
- Richmond Financial Services has selected a Town Center site for their new Mequon offices.
- Most notably, working to redevelop a city-owned 13 acre site in Town Center by partnering with Shaffer Development.
- Beginning to see a market interest in new subdivisions in rural areas of Mequon. Since 2008, there's been little new residential land development occurring in the western and northern portions of Mequon. Many land developers seek areas of the City that include unique site conditions that will appeal to perspective new residents. These types of proposals are generally conservation style developments in which the City seeks to preserve 60% or more of the site as common, open space left in its natural state.

### Town of Cedarburg

Eric Ryer, *Assistant Administrator/Clerk*

#### 2015 Successes:

- Flat or declining tax rate for the 9th consecutive year.
- A \$50k loan was issued to Fermentorium, a new micro-brewery and tasting room, through Port Washington State Bank's low-interest loan program.
- Adopted Ordinance 2015-10 relaxing restrictions on home occupations;
- Successful switch to curbside recycling, for which the Town won a Recycling Excellence Award from WDNR and a Public Policy Forum Award;
- Started utilizing GPS tracking for pot hole location, trimming response time;
- Continued growth in attractive residential offerings, ranking third in Ozaukee County in 2015;
- Completion of Allison Kasten Field, a turf Little League field with dugouts, bleachers, and field lights.
- Entering its 7th year of 100% self-supporting recreation programming.

#### 2016 Plans:

- Attempt to hold the line on taxes for the 10th consecutive year;
- Complete the Five Corners Master Plan update, continue the PWSB loan program, and assist with marketing available commercial properties.
- Ongoing openness to resident/business suggestions for ordinances to remove roadblocks to business ownership.
- Purchase de-icer for roadway treatment, improving winter road conditions.
- Work with developers on creative land use, implementing shared driveways to preserve rural living.
- Continue expansion of needed recreation programming (launching track & field in 2016) and additional field improvements at Orthopaedic Hospital of Wisconsin Fields.

## State of Communities: Village of Grafton & Village of Thiensville



### Lumberyard 1505

Village of Grafton  
Redevelopment Project

*A Shaffer Development collaborative community development project revitalizing downtown Grafton.*

*Groundbreaking: June 2016*

### Village of Grafton

Jim Brunnuell, *Grafton Village President*

#### 2015 Successes:

- Lumberyard 1505 Downtown Redevelopment Project which includes:
  - 10,000 sq. ft. of commercial space
  - 72 market rate apartments (micro, one bedroom, and two bedroom units)
  - 75 underground parking spaces
  - Plan to start construction Spring 2016
  - Opening Fall 2017
- Grafton Marketplace
  - 9,750 sq. ft. multi-tenant building with four tenant spaces on the lot on the north side of Meijer's main entrance
  - Known tenants include Heartland Dental and Firehouse Subs
  - Plan to start construction Spring 2016
- Business Additions:
  - Midas 1,770 sq. ft. addition with three new repair bays
  - Grace Lutheran Church 7,800 sq. ft. addition with offices, classrooms, restrooms, and a kitchen
  - Master Tool and Mold 3,000 sq. ft. addition with overhead door
  - JB Real Estate 15,684 sq. ft. addition for future new user on Dakota Drive
  - Calibre parking lot expansion (38 spaces to 148 spaces)
- New Businesses:
  - Lobo's Place Mexican Restaurant
  - Pourvino
  - Lash Boutique
  - Mud Puppy Spaw
  - ATI Physical Therapy

#### 2016 Plans:

- Comprehensive Plan Update project including reconsideration of the Village's current housing mix policy, future development of the Port Washington Road corridor, and an update of the Future Land Use Map
- Begin search for a location for a new business and industrial park
- Development of Meijer outlot south of main entrance
- Continue to focus on a large scale development just north of Costco on the east side of Port Washington Road.

### Village of Thiensville

Dianne Robertson, *Administrator*

#### 2015 Successes:

- Renovation of a historic structure at 105 S. Main Street and the opening of the popular and successful restaurant "The Cheel";
- Another successful restaurant "Falafel Guys" opened at 105 W. Freistadt Road.
- Dr. Gary Lewis & Andrea Mayerson constructed a new medical complex at 136 N. Main Street; moving from their former location at 140 S. Main Street.
- The Village installed municipal water to Main Street from 201 N. Main Street south to Division Street;
- Thiensville Farmers Market was held in Village Park every Tuesday, sponsored by the Thiensville Business Association;
- "Screen on the Green" events were held in Village Park.
- New businesses:
  - Burg Homes & Design
  - Mequon Dance Studio
  - Mitchell Leather Factory
  - The North Shore Niche
  - Two Tails Grooming Salon
- A new pedestrian bridge over Pigeon Creek called "Dianne's Bridge" was constructed over Pigeon Creek from the Lewis Medical Building on Main Street to glaze Pottery on Green Bay Road. The bridge connects the business districts of Main Street and Green Bay Road.

#### 2016 Plans:

- Diamond grinding Main Street and providing additional landscaping and lighting amenities;
- Landscape medians will be constructed in various strategic places.

## State Senator Stroebel's First Year continued from page

### Public Service

"I view my role as a public servant," Duey said. "I am a businessman who has balanced budgets, met payroll, and know how to live within my means – not a career politician."

"Get involved," Duey invites, "government needs more involvement from business and the private sectors. The closer government is to its people, the better the people are served."

Duey sees government trending towards federal vs state control. "Bureaucracy stifles innovation," he notes. To attract jobs to the state, the state offers business incentives. "As I said earlier, this allows the government to pick winners and losers vs letting free markets decide outcomes."

"By lowering taxes, businesses will be attracted to the state without using taxpayer dollars to provide incentive payouts. By lowering taxes, workers will take home more of what they earn and spend it in the communities they live. By lowering taxes, Wisconsin business owners will have the additional money to hire, buy equipment, and grow their businesses. The goal of government is to foster economic development and prosperity... I am privileged to work for the people of this state to ensure that remains true."

### Improving Efficiencies in Road Building

Much has been made about the need for Wisconsin to have a comprehensive plan on roads and other infrastructure. Duey has introduced a bill to lower the delivery costs on local road projects. Frequently, federal regulations are tied to county or city road projects through strings attached to federal dollars. Duey's bill would swap federal money with state money allowing locals to decrease their costs.

"Before any revenue enhancers are even considered, we must ensure these resources are spent efficiently," commented

Duey. "In order to value our taxpayers' hard earned dollars, this federal money swap concept must be passed." The senator also called on local governments to support the legislation.

### The Wisconsin Comeback

Governor Scott Walker gave his annual State of the State Address on January 19. Duey commented, "The governor was clear: Wisconsin's Comeback is documented. Wisconsin has seen impressive gains in our economy, education, and the tax relief."

Governor Walker's address concentrated on the future. Duey said that future generations are the reason he is in elected office.

"I am not here to focus on the next election. I will always focus on the future. The Governor highlighted the pathway to success for all. Wisconsin has seen enhanced results while containing costs in all levels of education. From K-12 through college, Wisconsinites are being prepared for the future," concluded the senator. ■



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\*Source: Tax Foundation, 2015 State Business Tax Climate Index (Oct. 2014), TaxFoundation.org/Index



Ozaukee County Business **CONNECT** is a quarterly publication by business owners for business owners in Ozaukee County to:

- Provide a resource to facilitate connections between the business owners and leaders of this County
- Highlight resources available in this area
- Foster the development of mutually beneficial business partnerships
- Engage the business community to work together for a common purpose
- Exchange ideas and best practices
- Develop networking opportunities for further discussion of topics readers want to explore in greater depth.

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