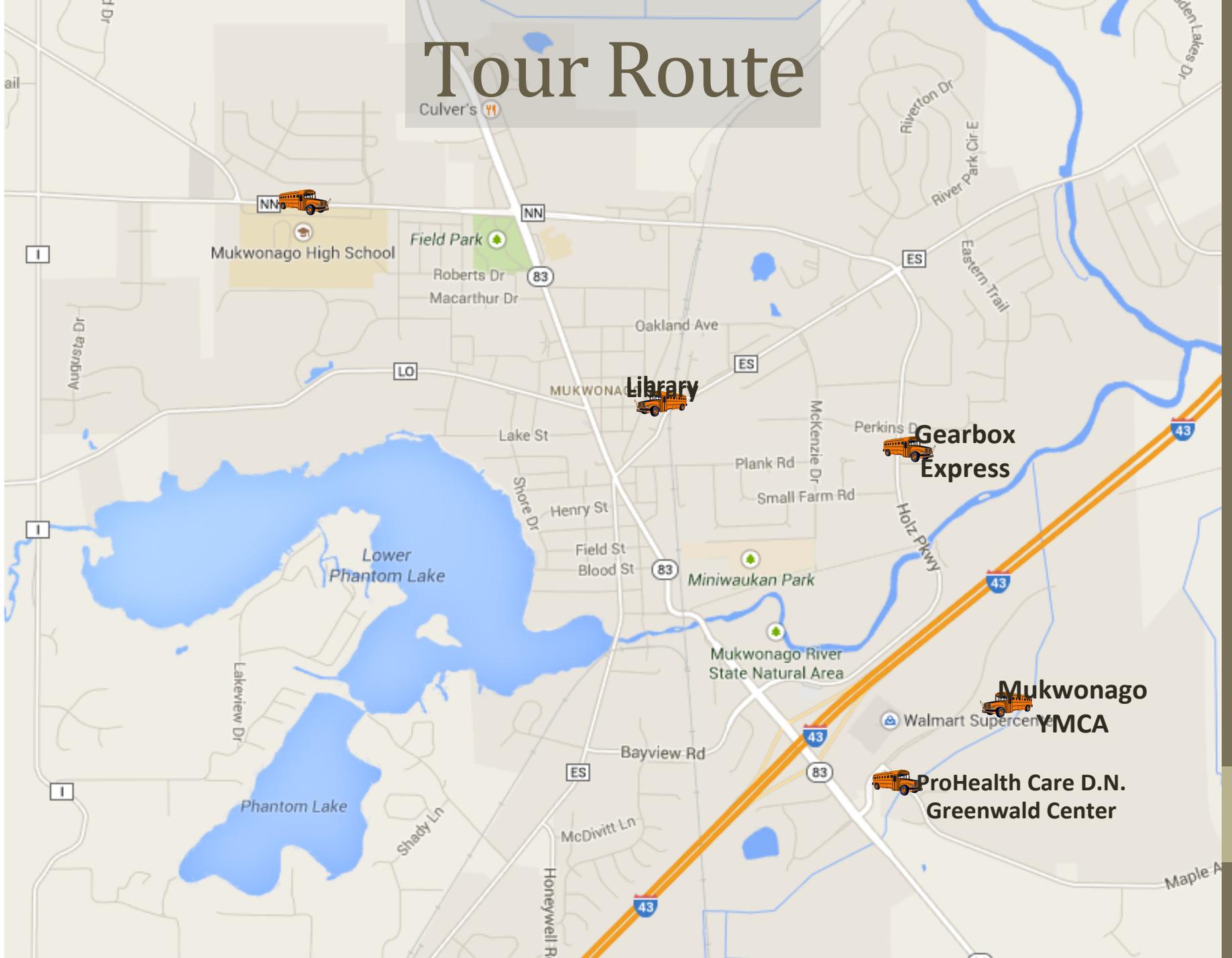


The Village of Mukwonago

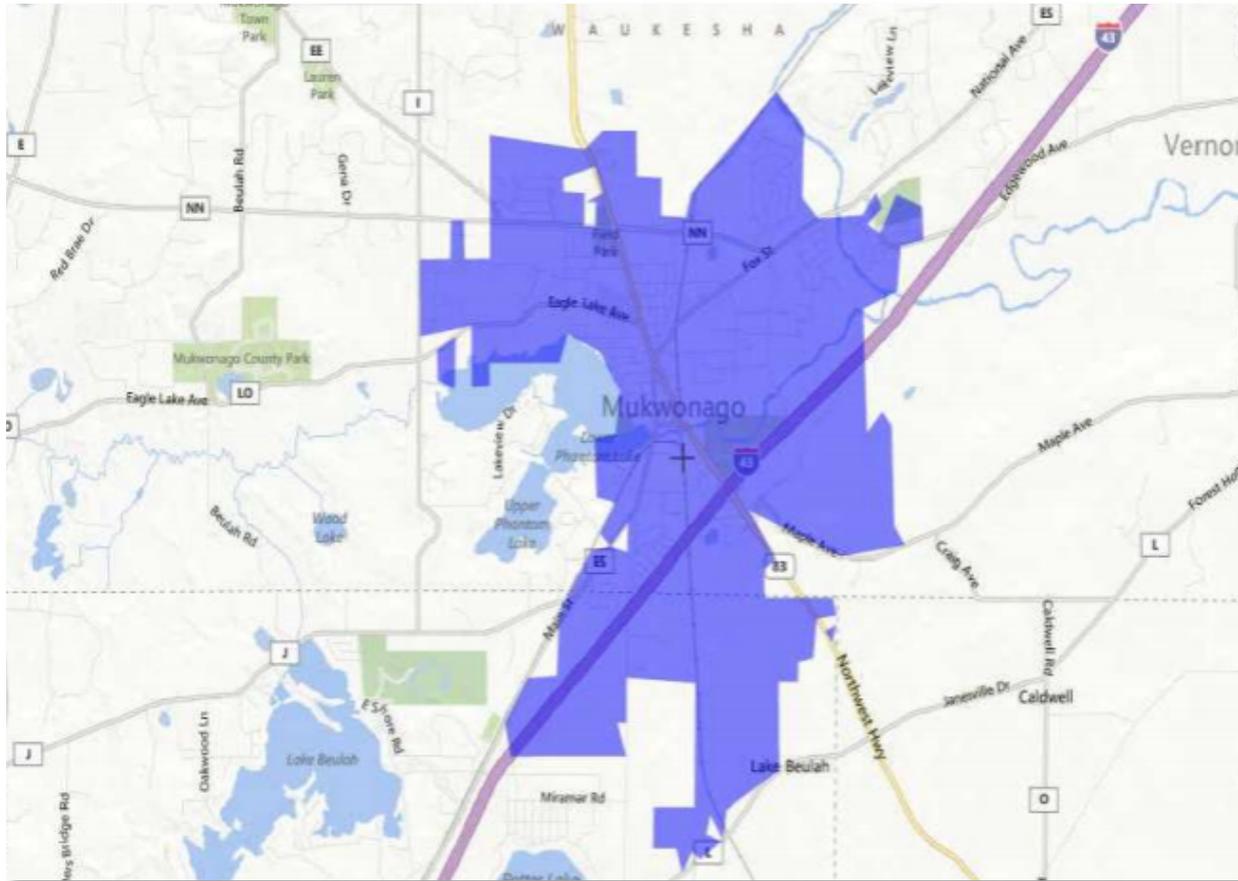
Economic Development Tour

2014

Tour Route

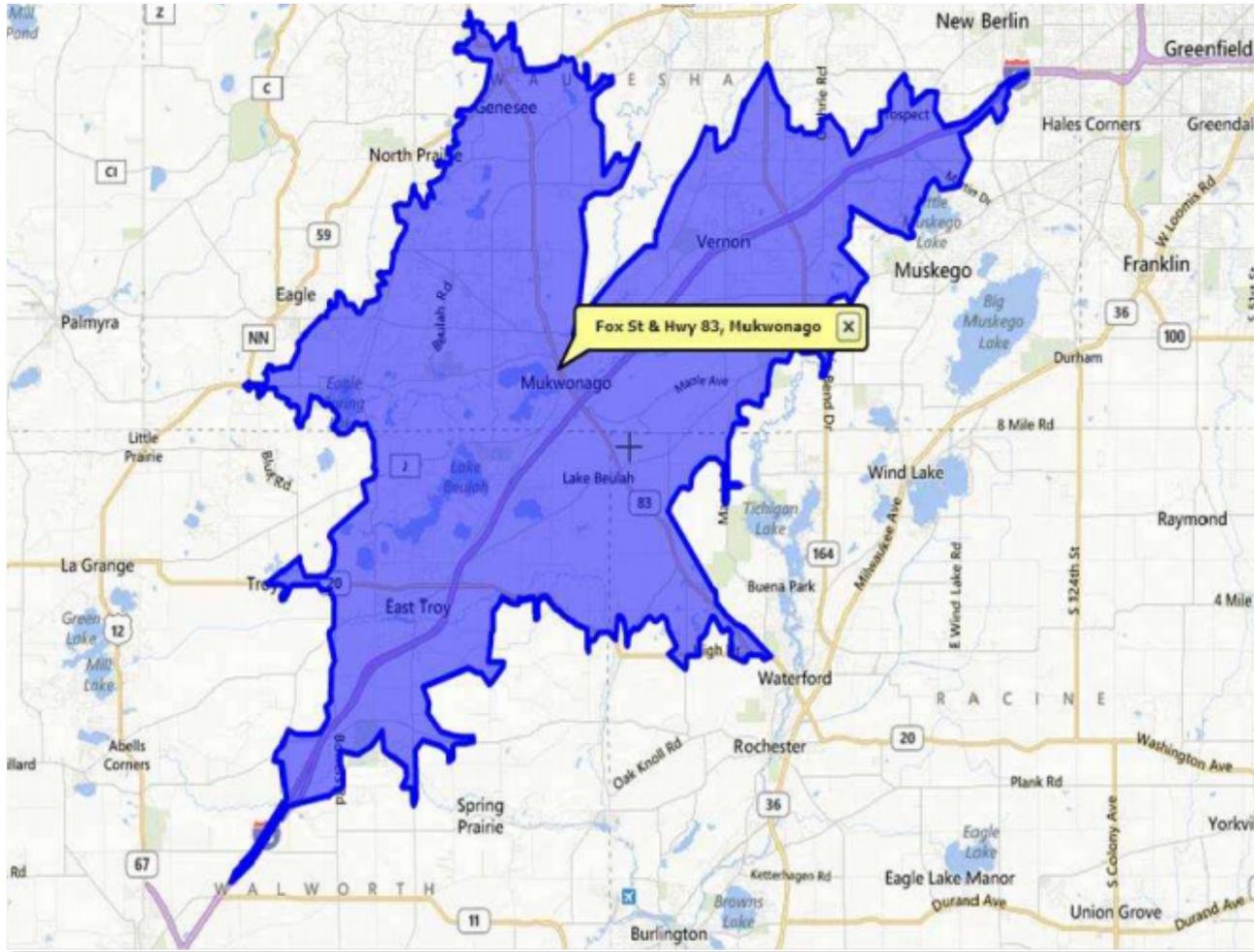


The Village of Mukwonago



Located at the intersection of Interstate 43 and Highway 83

15 Minute Drive Time Convenience Trade Area



A Convenience Trade Area is based on the purchase of products and services needed on a regular basis.

Population

Population	Village of Mukwonago	15-Minute Drive Time	State of Wisconsin
2010	7,355	56,028	5,686,986
2013	7,257	55,941	5,730,885
2018	7,208	56,287	5,828,086
2013-2018	-0.14%	0.12%	0.34%

- ❖ Population data helps quantify both current market size and future market growth, both of which are used to measure consumer demand.
- ❖ For the purposes of retail and service development within the Village of Mukwonago, it is critical to acknowledge the significantly larger population (7.5 times larger) within 15 minutes of Village center.
- ❖ Keep in mind, municipal boundaries mean nothing to those consumers who support retail or service businesses.

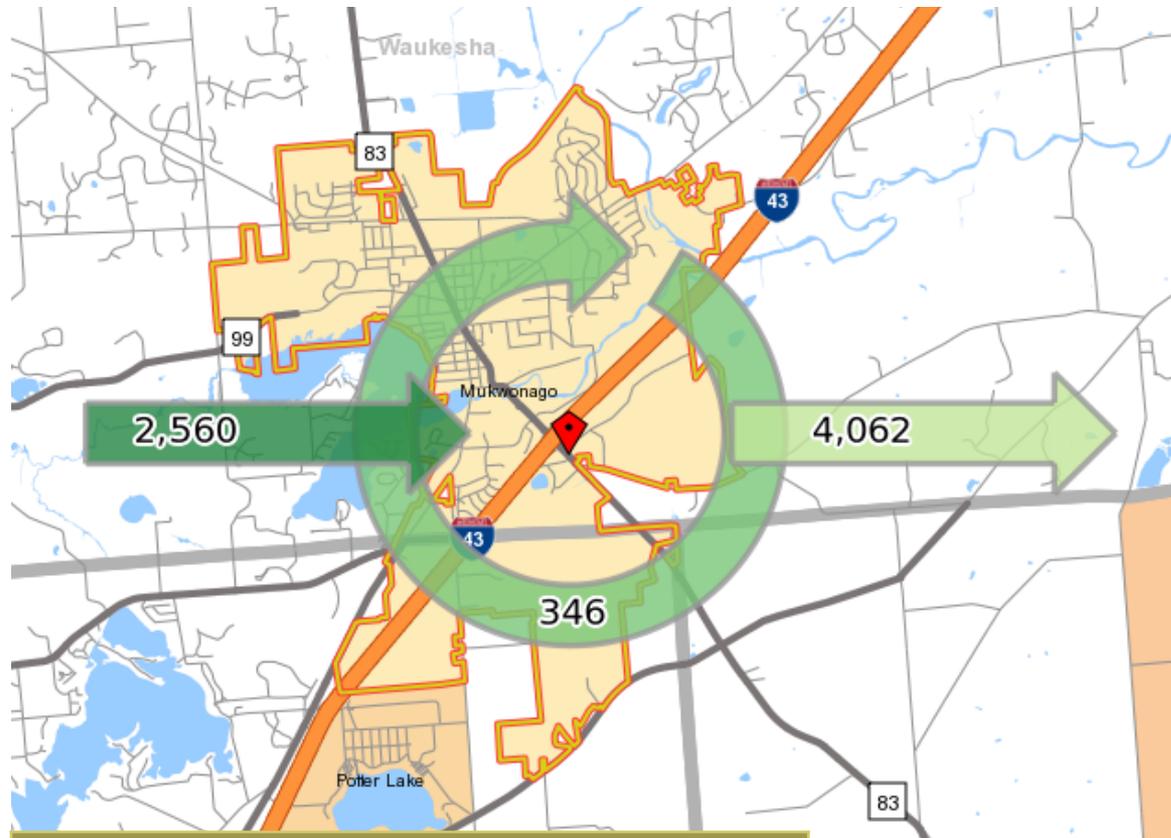
Household Income and Per Capita Income

Household income can be an indicator of the spending power of residents. Household income positively correlates with retail expenditures in many product categories. Retailers often target specific income ranges based on their target market segments. Median household income for the Village of Mukwonago, the 15-Minute Drive Time and the State of Wisconsin are:

Median HH Income	Village of Mukwonago	15 – Minute Drive Time	State of Wisconsin
2013	\$57,696	\$78,573	\$50,378
2018	\$65,081	\$88,859	\$59,197
Per Capita Income	Village of Mukwonago	15 – Minute Drive Time	State of Wisconsin
2013	\$28,218	\$34,353	\$26,961
2018	\$32,493	\$39,291	\$31,387

- ❖ The population in the 15-Minute Drive Time reflects significantly higher income levels, which correlate into disposable income for goods and services.

Inflow / Outflow of All Jobs for All Workers



Inflow or Outflow	Percentage
Outflow	92.2%
Staying in Area	7.8%

Source: onthemap.ces.census.gov
Based on 2011 Data

Area Labor Market Size

Category of Selection Area	Population	Percentage
Employed in the Selection Area	2,906	100%
Living in the Selection Area	4,408	151.7%
Net Job Inflow (+) or Outflow (-)	-1,502	-

Source: onthemap.ces.census.gov
Based on 2011 Data

In-Area Labor Force Efficiency

Category of Selection Area	Number	Percentage
Living in the Selection Area	4,408	100%
Living and Employed in the Selection Area	346	7.8%
Living in the Selection Area but Employed Outside	4,062	92.2%

Source: onthemap.ces.census.gov
Based on 2011 Data

Age Profile

Age	Village of Mukwonago	15 – Minute Drive Time	State of Wisconsin
0-14	19.9%	19.7%	18.9%
15-19	6.7%	7.0%	6.7%
20-24	5.9%	4.9%	7.2%
25-34	12.0%	9.3%	12.7%
35-44	13.8%	13.0%	12.2%
45-54	16.1%	18.0%	14.5%
55-64	12.3%	15.5%	13.4%
65-74	7.5%	8.3%	7.9%
75+	5.9%	4.3%	6.6%

Data Based on the 2010 Census

Age Profile (Median Age)

- ❖ The Village of Mukwonago: 39.5
 - ❖ The 15 – Minute Drive Time: 42.4
 - ❖ The State of Wisconsin: 38.9
-
- ❖ This would appear to indicate an older population in the 15-minute Drive Time but as reflected in the data, the 15-Minute Drive Time age distribution reflects the lowest numbers in the highest age brackets.
 - ❖ At the time in residents' lives when they have the most disposable income, Mukwonago's surrounding area has a high percentage of those residents.

Net New Construction 2012-2014

Year	Total Value of New Construction
2012	\$5,423,688
2013	\$10,419,288
2014-(To Date)	\$7,432,556

Value on Building Permits 2012-Present

Lifestyles of Mukwonago

Sophisticated Squires – 30.96%

- ❖ Residents of Sophisticated Squires neighborhoods enjoy cultured country life on the urban fringe.
- ❖ The median age is 40 years. Most are baby boomers and are aged between 35 and 54 years.
- ❖ More than one-third of the population aged 25 years or older holds a bachelor's or graduate degree
- ❖ Labor force participation rates are high
- ❖ 74% of housing was built before 1990
- ❖ The median home value is \$240,498

Lifestyles of Mukwonago

Green Acre – 20.04%

- ❖ Seventy-one percent of the households are married couples with and without children.
- ❖ Many families are blue-collar Baby Boomers, many with children aged 6-17 years.
- ❖ The median age is 42.3 years.
- ❖ More than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college.
- ❖ Homeownership is at 86% and the median home value is \$191,267

Lifestyles of Mukwonago

Exurbanite – 14.93%

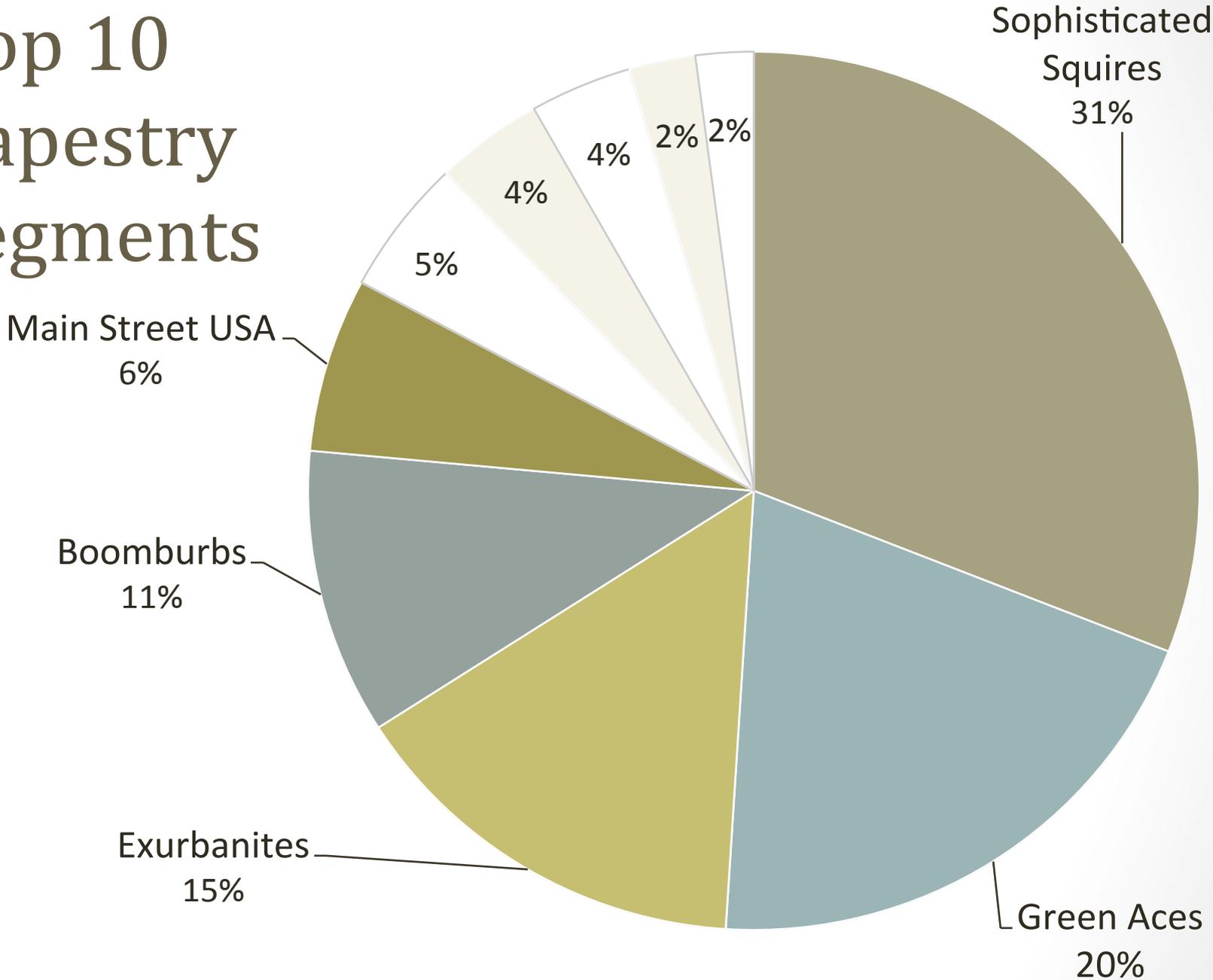
- ❖ Exurbanites residents prefer an affluent lifestyle in open spaces beyond the urban fringe.
- ❖ Half of the householders are aged between 45 and 64 years.
- ❖ They may be part of the “sandwich generation,” between paying for children’s college expenses and caring for elderly parents.
- ❖ Approximately half work in substantive professional or management positions.
- ❖ 70% of the housing units were built after 1969.
- ❖ Median home value is \$265,159.

Lifestyles of Mukwonago

Boomburbs – 10.52%

- ❖ The newest additions to the suburbs, home to busy, affluent young families.
- ❖ Boomburbs is the fastest-growing market in the US; the population has been growing at a rate of 1.44 percent annually since 2000.
- ❖ Home to one of the highest concentrations of young families with children. The median age is 36.1 years
- ❖ The median home value is \$308,647.
- ❖ Many work outside their resident county; 35 percent cross county lines to work.

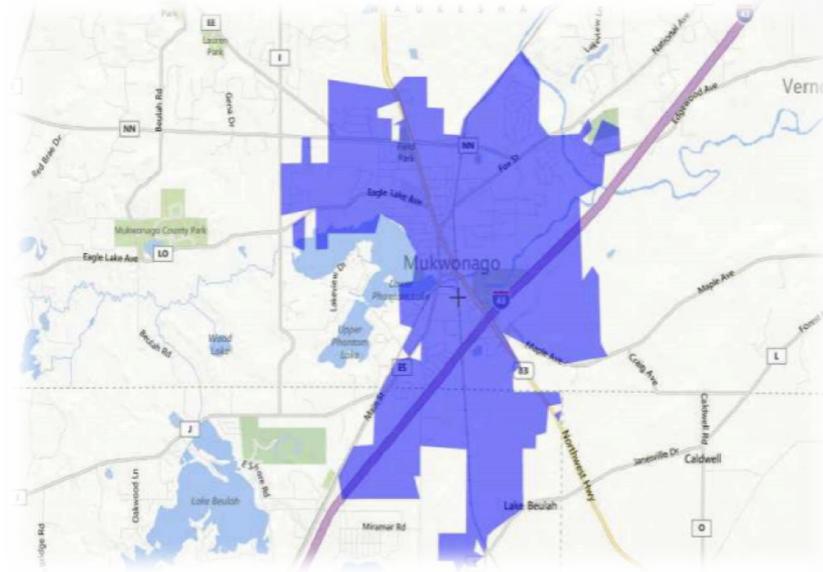
Top 10 Tapestry Segments



Retail Marketplace Profile

Village of Mukwonago

Summary Demographics	
2013 Population	7,257
2013 Households	2,887
2013 Median Disposable Income	\$46,730
2013 Per Capita Income	\$28,218



Industry Summary	DEMAND (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	# of
Total Retail Trade and Food & Drink	\$80,200,491	\$122,972,914	-\$42,772,423	-21.1	71
Total Retail Trade	\$72,261,119	\$108,681,690	-\$36,420,571	-20.1	54
Total Food & Drink	\$7,939,372	\$14,291,224	-\$6,351,852	-28.6	17

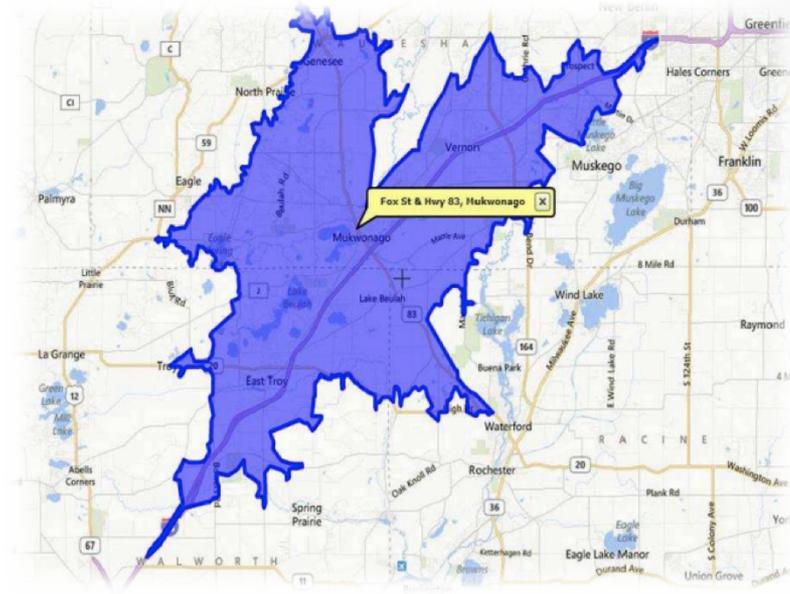
Village of Mukwonago

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	# of
Motor Vehicle & Parts Dealers	\$13,966,593	\$18,960,065	-\$4,993,472	-15.2	3
Furniture & Home Furnishings Store	\$1,535,634	\$168,033	\$1,367,601	80.3	1
Electronics & Appliance Stores	\$2,382,739	\$225,602	\$2,157,137	82.7	1
Bldg Materials, Garden Equip. & Supply Stores	\$2,600,606	\$12,309,907	-\$9,709,301	-65.1	9
Food & Beverage Stores	\$11,835,971	\$4,838,025	\$6,997,946	42.0	8
Health & Personal Care Stores	\$6,349,870	\$4,698,912	\$1,650,958	14.9	4
Clothing & Clothing Accessories Stores	\$3,923,835	\$1,175,222	\$2,748,613	53.9	2
Sporting Goods, Hobby, Book, & Music Stores	\$1,696,149	\$516,033	\$1,180,116	53.3	5
Miscellaneous Store Retailers	\$1,536,170	\$1,908,595	-\$372,425	-10.8	10
Food Services & Drinking Places	\$7,939,372	\$14,291,224	-\$6,351,852	-28.6	17

Retail Marketplace Profile

15 – Minute Drive Time

Summary Demographics	
2013 Population	55,941
2013 Households	20,615
2013 Median Disposable Income	\$58,680
2013 Per Capita Income	\$34,353



Industry Summary	DEMAND (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	# of
Total Retail Trade and Food & Drink	\$682,099,448	\$236,553,396	\$445,546,052	48.5	213
Total Retail Trade	\$615,110,183	\$210,770,746	\$404,339,438	49.0	167
Total Food & Drink	\$66,989,265	\$25,782,650	\$41,206,614	44.4	47

15 – Minute Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	# of
Motor Vehicle & Parts Dealers	\$119,141,627	\$44,932,382	\$74,209,245	45.2	17
Furniture & Home Furnishings Store	\$13,217,591	\$2,927,628	\$10,289,963	63.7	9
Electronics & Appliance Stores	\$20,313,312	\$488,476	\$19,824,836	95.3	4
Bldg Materials, Garden Equip. & Supply Stores	\$23,075,287	\$15,152,028	\$7,923,259	20.7	23
Food & Beverage Stores	\$99,639,193	\$22,899,503	\$76,739,690	62.6	20
Health & Personal Care Stores	\$54,753,181	\$8,783,824	\$45,969,357	72.4	7
Clothing & Clothing Accessories Stores	\$33,477,055	\$2,098,867	\$31,378,188	88.2	10
Sporting Goods, Hobby, Book, & Music Stores	\$14,408,580	\$2,120,475	\$12,288,105	74.3	18
Miscellaneous Store Retailers	\$13,113,580	\$4,515,375	\$8,598,205	48.8	35
Food Services & Drinking Places	\$66,989,265	\$25,782,650	\$41,206,614	44.4	47

Potential Retail Market

- ❖ Restaurants – This might include fast casual; Mid-priced full service; Variety of ethnic options; Steak house
- ❖ Bakery with coffee shop
- ❖ Hair Salon – other personal care has potential
- ❖ Liquor Sales – slightly upscale with good wine offerings
- ❖ Grocery – local “Trader Joe’s”; small with healthier and more ethnic options
- ❖ Clothing – small niche women’s mid-range clothing

Our Strategy

- ❖ Establishment of the Economic Development Committee
 - ❖ Revolving Loan Fund
 - ❖ Lease Abatement
 - ❖ Grants
- ❖ Streamlined Permitting Process
- ❖ Establishing New Opportunities for Development
 - ❖ Making commercial brokerage agents aware of opportunities that are available and the specific market demographics found in the Village.
- ❖ Business Incubators
- ❖ Financial Incentives in TID
- ❖ Working on Gateways
 - ❖ Examples: North- Kwik Trip, South- TID, Mixed Use- Bay View and Lynch Redevelopment

Citations

"OnTheMap." OnTheMap. United States Census Bureau, n.d.
Web. 18 Aug.

Redevelopment Resources. *Mukwonago Market Strategies*.
Analysis. Wausau: Redevelopment Resources, LLC, 2013.
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