

# MENOMONEE FALLS DOWNTOWN



## NEW BUSINESS WELCOME GUIDE



MENOMONEE FALLS  
DOWNTOWN  
DISTRICT

wheremain&appletonmeet

VILLAGE OF  
**Menomonee**  
Falls

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# Welcome



**Village of Menomonee Falls**  
W156 N8480 Pilgrim Road  
Menomonee Falls, WI 53051-3140  
[www.menomonee-falls.org](http://www.menomonee-falls.org)

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## ***Thank you for your interest in Menomonee Falls Downtown District!***

As the heart of the growing Menomonee Falls community, the Downtown District is a hub of economic, social, and recreational activities. From destination shopping and dining in historic buildings to a variety of art studios, unique retail shops, and service providers, downtown truly has something for everyone. The Menomonee Falls Downtown District is a dynamic place to gather for events, concerts, and festivals and provides a unique mix of opportunities for our community which Kohl's Corporation, Froedtert Menomonee Falls Hospital, Harley Davidson, Milwaukee Tool, and many other leading businesses call home. Access to the scenic Menomonee River, a strong business mix, robust traffic flows, an active business improvement district, and growing job centers all poise the Menomonee Falls Downtown District for a very bright future.

Complementing the strong existing business mix and natural amenities in the downtown area, Village leadership is taking an active role in economic development and fostering public-private partnerships. Tax Incremental District No. 9 provides an opportunity to support downtown development that aligns with community goals and the Economic Development Master Fund program and Business Development Loan Pool offer resources to help bring the right projects to fruition.

These tools and strong private sector partners are working together to transform the Menomonee Falls Downtown District. Come be a part of our renaissance – we have a number of perfect sites ready for your business endeavor or development project. We look forward to welcoming you to downtown and the Menomonee Falls community.

Very Truly Yours,  
Village of Menomonee Falls

A handwritten signature in blue ink that reads "Mark Fitzgerald". The signature is written in a cursive, flowing style.

Mark Fitzgerald  
Village Manager

# Downtown Overview

Menomonee Falls Downtown is a vibrant destination “Where Main & Appleton Meet.” We call this the “heart” of our Downtown. Led by our jewel - Village Park, the area is a walker’s delight with the natural beauty of the Menomonee River waterfall, Lepper Dam, the Riverwalk, Mill Pond and Lime Kiln Park ... all within a several block area in the heart of Downtown.

Menomonee Falls Downtown District offers a diverse range of dining and shopping experiences for locals and tourists alike. The area is home to several locally owned restaurants, cafes, and bars that offer unique and flavorful cuisine, from classic American fare to international dishes. Visitors can also enjoy craft beers and cocktails, live music, and a vibrant nightlife scene. In addition to dining, the downtown district is also a hub for shopping, featuring a mix of independent boutiques, gift shops, and national retailers. From clothing and accessories to home decor and specialty items, there is something for everyone.

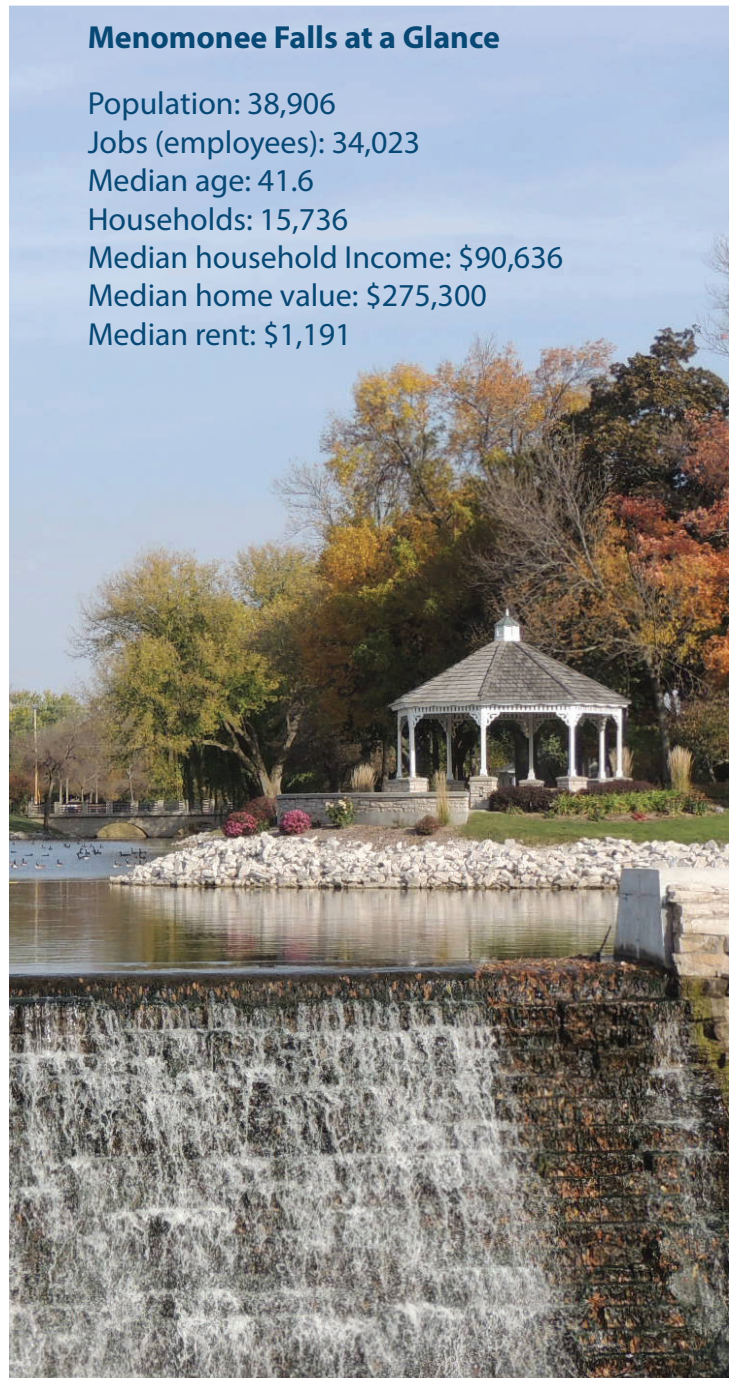
The District hosts several events and festivals throughout the year, including Menomonee Falls Farmers’ Market, weekly Beer Gardens, Falls Festival of the Arts, Sunset Concert Series, Kids Fest, Picnic at the Plaza, Falls Lavender Fest, and Christmas in the Falls, making it a must-visit destination for anyone looking for a diverse and exciting experience.

We cannot forget to mention that Downtown Menomonee Falls is also a bustling hub of commerce, entrepreneurship, and self-care. There is an abundance of business services available in the area, ranging from banks and accounting firms to law offices and insurance agencies. For those in need of marketing and advertising assistance, there are also several graphic design firms and web development companies. In addition to these professional services, there are also numerous spas and salons offering a variety of beauty, wellness and relaxation experiences. With so many different services available, downtown Menomonee Falls has become a one-stop-shop for both locals and visitors looking to take care of their professional and personal needs.

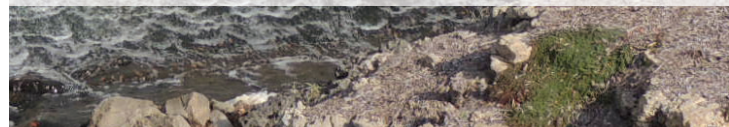
Lastly, Riverwalk Communities and The Dalles condominiums are two excellent residential options for those looking to live in the heart of downtown Menomonee Falls. Both of these properties offer a luxurious and convenient lifestyle, with easy access to all the amenities that the area has to offer. Both Riverwalk Communities and The Dalles condos provide a prime location for those who want to be at the center of the action in the Downtown District.”

## Menomonee Falls at a Glance

Population: 38,906  
Jobs (employees): 34,023  
Median age: 41.6  
Households: 15,736  
Median household Income: \$90,636  
Median home value: \$275,300  
Median rent: \$1,191



*Wallethub* ranked Menomonee Falls in the top 50 **Best Small Cities in America**



# Downtown Overview

- 150+ businesses including restaurants, shops, galleries, salons and spas, home and automotive services, and personal and professional services
- Daily traffic counts of 13,200 on Appleton Avenue and 9,900 on Main Street
- BID staff and board members dedicated to attracting more patrons, recruiting and retaining businesses, and promoting development



## **BID initiatives include:**

A business recruitment program to attract new downtown retail and restaurant occupants and minimize vacancies

Beautification, enhancements, and wayfinding signage improvements to make downtown a more inviting destination

Special events designed to improve community awareness, attract residents and visitors, and highlight downtown businesses

Marketing downtown as an excellent place to visit, shop, and do business

Economic development support for retail development including resources and support for small business start-up and growth

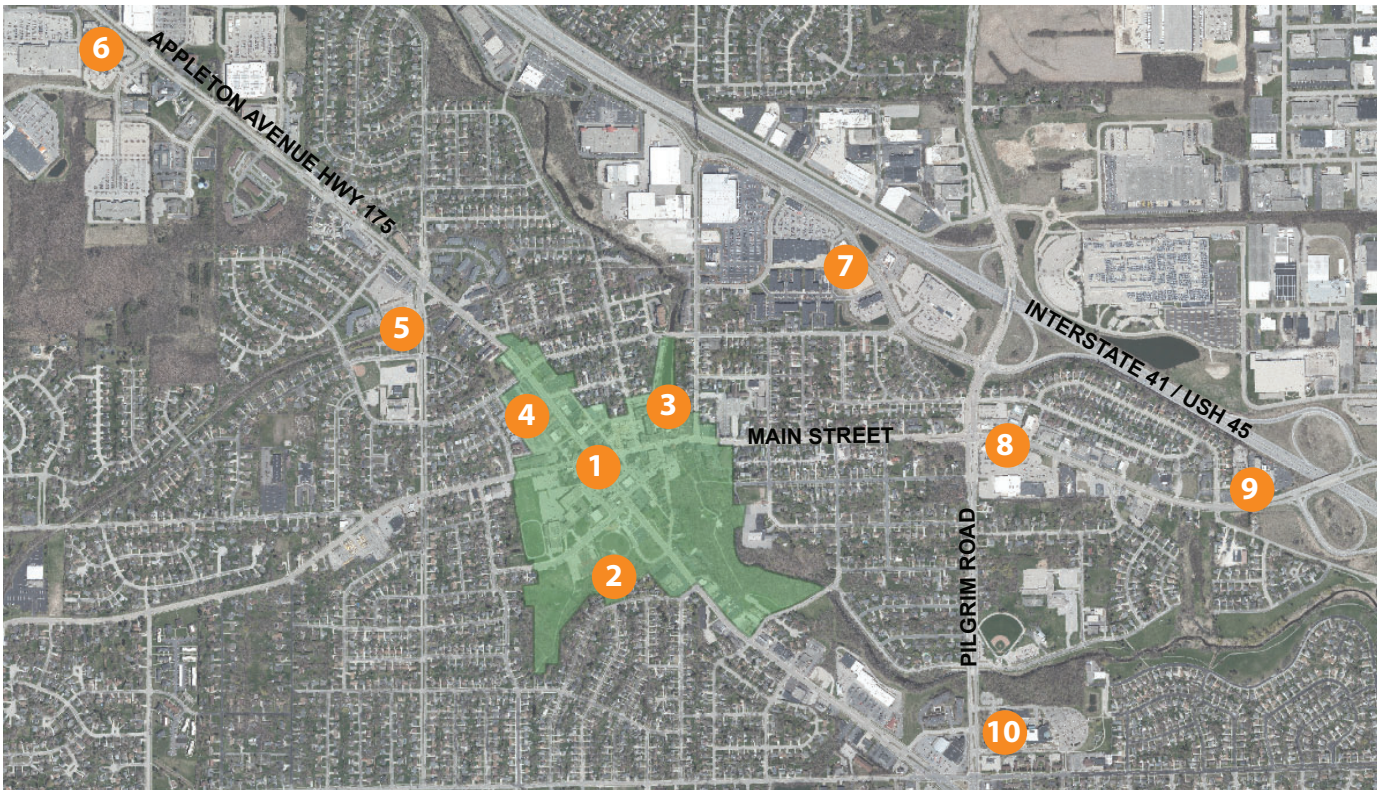
# Demographics

Downtown and surrounding neighborhoods are a key part of the growing Menomonee Falls community providing an environment where businesses and residents are located in a walkable setting. Within a five mile radius (an approximately 10 minute drive) there are more than 80,000 residents and more than 32,500 households. Over 40 percent of households earn at least \$100,000 annually and over 53 percent of adults have earned a college degree. The 94.5 percent housing occupancy rate reflects the strong demand for real estate in the area, and the relative balance across age cohorts indicates that Menomonee Falls attracts residents of all ages.

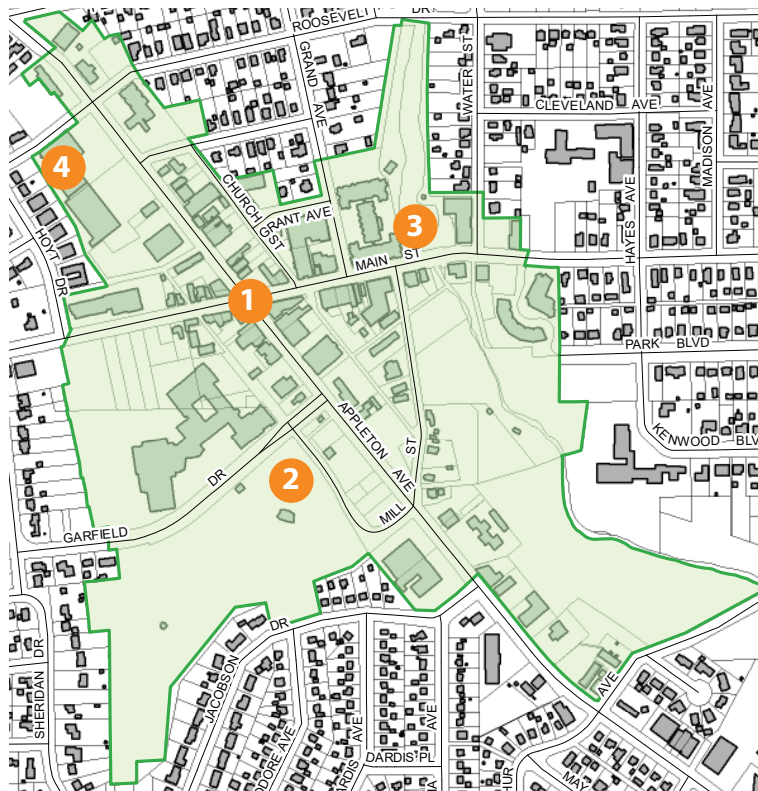
## Selected Demographics within a Five Mile Radius of Downtown

	Total	Percent
<b>Total Population (2022)</b>	<b>81,232</b>	
Age 0-5	5,588	6.9
Age 5-14	10,964	13.5
Age 15-24	9,564	11.8
Age 25-34	9,676	11.9
Age 35-44	10,484	12.9
Age 45-54	10,523	12.9
Age 55-64	11,236	13.8
Age 65-74	6,929	8.5
Age 75+	6,268	7.7
<b>Households</b>	<b>32,561</b>	
Average Household Size	2.48	
<b>Families</b>	<b>21,675</b>	
Average Family Size	3	
<b>Household Income</b>		
<\$25k	3,702	11.3
\$25k-\$50k	5,867	18.0
\$50k-\$75k	5,201	16.0
\$75k-\$100k	4,324	13.3
\$100k-\$150k	6,703	20.6
>\$150k	6,765	20.8
<b>Civilian Labor Force</b>	<b>42,723</b>	
Employed	41,599	97.4
Not Employed	1,125	2.6
Not in Labor Force	20,307	32.2
<b>Housing Units</b>	<b>34,465</b>	
Owner-Occupied	23,142	71.1
Renter-Occupied	9,419	28.9
Occupied Housing Units	32,561	94.5
<b>Educational Attainment</b>		
Population Age 25+	55,116	67.9
<High School	2,658	4.8
High School Diploma	13,210	24.0
Some College	9,792	17.8
Associates Degree	5,254	9.5
Bachelor's Degree	16,035	29.1
Graduate Degree	8,166	14.8

# Area Map



## Downtown (Village Centre) Boundary Map



- 1 Downtown Menomonee Falls (see detail at left)
- 2 Village Park (a key community destination)
- 3 Mill Pond Park & Plaza (home to the iconic dam/falls)
- 4 Colonial Plaza Retail Center
- 5 Bugline Recreational Trail
- 6 County Line Retail Center
- 7 White Stone Station (shopping, dining & hotels)
- 8 East Main Street (shopping & dining)
- 9 Delta Hotel by Marriott - Milwaukee NW
- 10 Civic Center, Village Hall & Library

# Economic Development Tools

There are several programs available to help facilitate redevelopment and business growth in downtown Menomonee Falls. These tools combined with attractive sites, public amenities, and market capacity make downtown an ideal investment environment.

## Tax Increment Financing

The Village established Tax Increment District No. 9 (TID No. 9) as a mixed-use district to promote the revitalization of downtown and the surrounding neighborhood. The project plan identifies key parcels for private sector redevelopment and outlines a number of public improvements designed to make downtown an attractive location.

## Economic Development Master Fund Grant Program

The Village of Menomonee Falls allocated funds for the Economic Development Master Fund (EDMF) grant program with the intent to improve properties and enhance the tax base within the downtown. All businesses and property owners in TID No. 9 are eligible to apply for an EDMF matching grant (up to \$20,000) to assist with qualified exterior building improvements. Through 2022, dozens of matching facade grants have been approved, providing over \$560,000 in grant funds which have aided the private sector in transforming the aesthetics of downtown.

## Business Development Loan Pool

The Business Development Loan Pool (BDLP) program was created in partnership with Bank Five Nine to provide low interest loans to downtown businesses and property owners for qualified projects. Multiple businesses have utilized the BDLP to finance start up costs and expansions, with over \$480,000 approved in downtown since 2015.





# Frequently Asked Questions

## **Do I need an Occupancy Permit before opening my business?**

Yes, but before opening a new business in downtown Menomonee Falls, it is recommended you contact the Engineering and Development Department at the Village of Menomonee Falls to ensure the proposed use complies with the Municipal Code before applying for your Occupancy Permit. An email to [cd@menomonee-falls.org](mailto:cd@menomonee-falls.org) is always a great first step.

## **Do I need a Sign Permit to install a new sign?**

A Sign Permit is required when updating existing or installing new exterior signs. It is always recommended to contact the Zoning Department at Village Hall before installing any new signs.

## **Can I have outdoor seating on the sidewalk in front of my business?**

The Village does allow outdoor dining on public sidewalks within the downtown under the issuance of an Outdoor Café Permit. Contact the Engineering and Development Department at [cd@menomonee-falls.org](mailto:cd@menomonee-falls.org) for additional information and to obtain the application for an Outdoor Café Permit.

## **Are there grant or loan programs offered by the Village for new or existing businesses?**

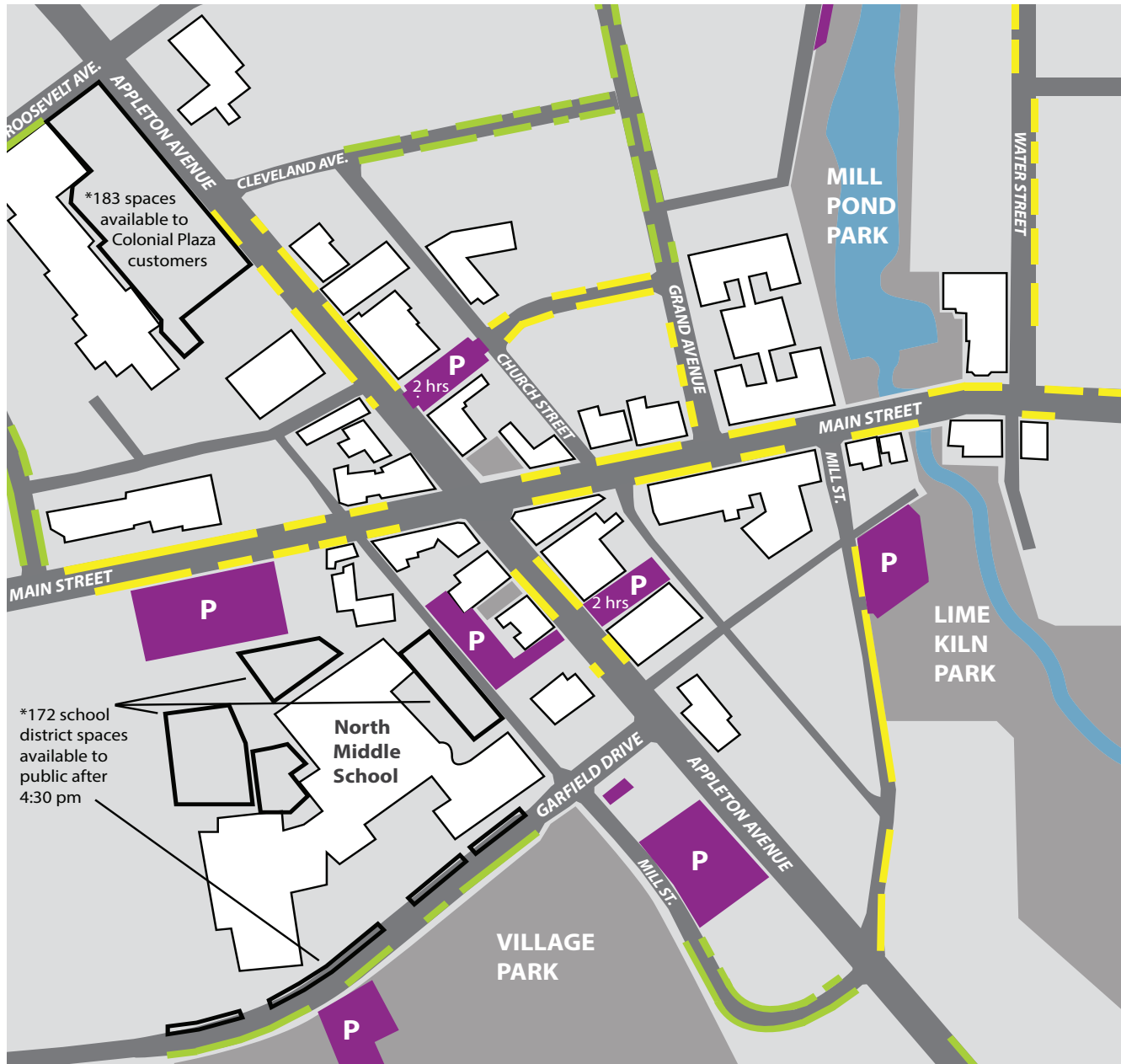
The Village offers a matching grant for exterior improvements to buildings located within Tax Incremental District No. 9. There is also a low interest rate loan program for projects ranging from start-up costs to building remodels. Please contact the Director of Economic Development and Tourism at [mcarran@menomonee-falls.org](mailto:mcarran@menomonee-falls.org) for additional information and the applications for each program.

## **Is my building in a Business Improvement District and how can I get involved?**




If you are located downtown, it is very likely that your business is located within the boundaries of the Menomonee Falls downtown Business Improvement District. There are monthly Board meetings that are open to the public, however, if you would like to learn more about the Business Improvement District, please contact Michelle Frie, the Business Improvement District Director, at [info@menomoneefallsdowntown.com](mailto:info@menomoneefallsdowntown.com).



# Downtown Parking Map



## Village Centre Business District Menomonee Falls, Wisconsin

-  **Visitor Lot**     free, unrestricted parking except 2am-6am  
325+ spaces (unless noted)
  
-  **90 Minute Parking**     free on-street parking except 2am-6am  
in the heart of the Village Centre, 200+ spaces
  
-  **Unrestricted Parking**     free on-street parking except 2am-6am  
a short walk from the Four Corners, 150+ spaces

### General Parking Information

#### Overnight parking

Overnight parking on Village streets/lots is prohibited, but overnight permits (& other temporary permits) may be obtained from the Menomonee Falls Police Department.

#### Snow Emergencies

No vehicle may be parked on any street, alley or highway when the Village declares a snow emergency (except for loading & unloading).

**For more information** contact the Menomonee Falls Police Department at: (262)446-5070

# Business Improvement District

The Business Improvement District has been in operation for over 30 years, with the mission to improve, maintain, and promote downtown as a destination for the benefit of all; enhance downtown economic viability, and provide a sense of community.

## Benefits

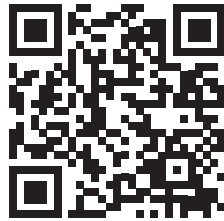
- Access to facade grants and low interest loan programs
- Year-round calendar of events to drive foot traffic
- Downtown website with business resource section
- Ambassador program
- Downtown BID social media
- Business, social, and educational meet-ups
- Full-time BID director

## Downtown Events

- Over 30 events are planned in downtown this year. From Chocolate Walks and Beer Crawls in the Spring, to the Christkindl market in December, the downtown will be activated all year. Scan below for more information on upcoming downtown district events.



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To learn more about the downtown business environment or to discuss currently available space in downtown visit [memomoneefalldowntown.com](http://memomoneefalldowntown.com), or contact Michelle Frie at 262-251-8797 or [info@memomoneefalldowntown.com](mailto:info@memomoneefalldowntown.com)





The Village and the Business Improvement District (BID) are committed to downtown redevelopment and retail business growth. If you've never considered downtown Menomonee Falls, now is the perfect time. If you've checked us out before, it's time to take another look. We are happy to supplement this report with customized information to meet your needs, and we look forward to welcoming you to our business neighborhood.

For more information contact:

**Matthew A. Carran**  
Village of Menomonee Falls  
W156 N8480 Pilgrim Road  
Menomonee Falls, WI 53051  
Tel: 262.532.4277  
[menomonee-falls.org](http://menomonee-falls.org)

**Michelle Frie**  
BID Manager  
Downtown Business Improvement District  
Menomonee Falls, WI 53051  
Tel: 262.251.8797  
[menomoneefallsdowntown.com](http://menomoneefallsdowntown.com)



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