



NEWS FROM THE CROSSROADS - AUGUST 2025



John L. Swisher
Village President

Johnson Creek Strengthens Its Economic Future with Two New TIDs

Earlier this month, the Joint Review Board, made up of representatives from the Village, School District, Jefferson County, Madison Technical College, and a citizen member, gave final approval for Tax Increment Districts (TIDs) 5 and 6.

Tax Incremental Financing (TIF) remains one of the few economic development tools available to communities like Johnson Creek. While the terms TIF and TID are often used interchangeably, it's helpful to understand the difference:

- TID (Tax Increment District) refers to the geographic area where TIF can be applied.
- TIF (Tax Incremental Financing) is the financial tool used within that area to encourage economic growth.



Kyle Ellefson
Village Administrator

These districts offer numerous benefits, including support for infrastructure improvements, increased property values, job creation, and long-term tax base expansion. However, they are also subject to strict regulations that determine how and where they can be implemented.

Johnson Creek has a strong track record with TIDs. In fact, TID 2 and TID 3 closed successfully in recent years, each with surplus funds that were distributed back to all the taxing entities—including the School District, Jefferson County, and the Technical College.

Where Are TID 5 and TID 6?

Both new TIDs are located north of I-94, joining the existing TID 4, which is centered around the intersection of State Hwy 26 and Hwy B.

- TID 5 covers a large area from Resort Drive on the west, stretching eastward. It includes:
 - The MSI property behind the Outlet Mall
 - The northern portion of the Outlet Mall
 - Several undeveloped properties along the southern section of Rimmel Drive
- TID 6 is close to TID 5, but located at the very northern end of Rimmel Drive. Due to regulatory rules on district connectivity, it could not be combined with TID 5, even though they are geographically close.

How Does TIF Work?

In simple terms, TIF begins by establishing a base property value for the district. As development occurs and property values rise, the additional tax revenue generated by that increased value is set aside in a special account. Meanwhile, the original tax revenue (based on the base value) continues to go to the usual taxing jurisdictions.

The funds collected through TIF are then used to finance infrastructure and development projects outlined in the district's Project Plan—things like roads, utilities, and site preparation.

The goal is to use strategic investment to attract private development, create jobs, and boost the tax base, benefits that will continue long after the TIDs end.

With TIDs 5 and 6 now approved, Johnson Creek is taking another step toward responsible, growth-oriented planning, building on a strong foundation of past success to secure a vibrant economic future.

Current TIF Project: The Ponds at Johnson Creek

The Ponds Apartment project is progressing rapidly, with more than half of the 16 buildings either under construction or already completed and available for tenants. Located within Tax Increment District 4, the development received Tax Increment funding to help offset costs such as site work, stormwater management, and utility infrastructure. In return, the Village gains high-quality housing, an expanded property tax base, and additional residents who contribute to the local workforce and support area businesses.



TOURISM & COMMUNITY PROMOTION

NEW BUSINESS ALERT

The Village of Johnson Creek proudly celebrated the grand opening of The P.R.I.D.E (People Recognizing Individual Differences Everyday) LLC, located at 480 Village Walk Ln., Suite C! The P.R.I.D.E LLC is an adult day program that supports individuals with physical and behavioral disabilities. Their mission is to enrich lives through personalized, stimulating activities that support mental, physical, social, and spiritual wellness.



CELEBRATING 20 YEARS

Village President John L. Swisher and Village Administrator Kyle Ellefson joined Badger Bank last Friday to celebrate two decades in Johnson Creek, presenting a special proclamation in honor of the occasion. Congratulations to Badger Bank on 20 years of serving the Johnson Creek community!

CONNECTING LOCAL BUSINESSES

On July 31, local business representatives came together for a morning of networking, Village updates, and a presentation on the history and work of Loos Homes.

A big thank you to Loos Homes for hosting, and to all who attended and continue to support Johnson Creek's local business community.



BREAKING GROUND

Loos Homes recently broke ground on Pleasant Park, a new 18-unit twin-home (duplex) neighborhood along Resort Drive near County Highway Y/Union Street. Each unit will feature a zero-lot line for individual ownership, blending privacy with community living.

PRESERVING HISTORY

A new historical marker has been installed in Johnson Creek honoring Wisconsin's first train wreck on November 1, 1859. The Perry H. Smith locomotive struck an ox, derailing five cars, killing 14, and injuring dozens. The accident led to required fencing of livestock along the line.

Thank you to the Johnson Creek Historical Society for preserving this history. The marker is located in Fireman's Park, 417 Union Street.



WELLNESS IN THE CREEK



SATURDAY, SEPTEMBER 20
11 AM - 1 PM

JOHNSON CREEK COMMUNITY CENTER
417 Union St, Johnson Creek, WI 53038



Police, Fire and
EMS Vehicles



Health & Wellness
Booths



Flight for Life
Helicopter



Free Food

The Johnson Creek
Public Library and the
Village of Johnson
Creek are excited to
invite you to Wellness
In The Creek on
September 20!



Enjoy a bouncy house, family-friendly activities, prizes, and more!

LIBRARY HAPPENINGS

Storytime - every Thursday at 10:00am

Storytime resumes August 28 at 10:00am with A Special Event - "Storytime on a School Bus". Join us for stories, songs and a ride on a real school bus!

Legos

3rd Monday of every month from
3:30-4:30
September 15 - Carnival Ride
October 20 - Robots



Red Cross Blood Drive!

Friday, September 19, 9am-2pm

Present to donate and receive a FREE pint of Culver's famous frozen custard! Thank you, Culver's! Visit redcross.org to schedule an appointment.

Family Fun at the Library

2nd Saturday of the month 10:00-11:00am
September 13 - Book Bingo
October 11 - Glow Party

Summer Learning Program

Our Summer Learning Program (SLP) wrapped up at the end of July with 325 patrons reading 3,503 books and logging 111,855 minutes of reading time!

This program is funded entirely by donations — thank you to all of our generous sponsors for making it possible.

A special shoutout to the Bridges Library System for sponsoring four amazing programs this summer. Your support brought extra excitement and enrichment to our community!



Wellness In The Creek

Held at JC Community Center September 20, 11am-1pm. See page 2 for more information!

JCPL Library Board

Meets the third Tuesday of the month @ 4:00pm in the library. Next meetings:

September 16

October 21

Friends of the JCPL

Meets the second Tuesday of January, April, July, & October beginning at 5:30pm with refreshments followed by a regular meeting. Next meetings:

October 14

January 13

Busy Fingers - NEW Program

Calling all knitters, crocheters, needle artists, and hand crafters! Whether you're working on a project, just starting out, or curious about fiber arts, Busy Fingers is the perfect place to learn, share, and create.

Join a welcoming community of crafters and benefit from the knowledge of experienced local teachers.

Meets the 3rd Saturday of the month during the school year from 10am to 12 noon beginning **September 20**.

BUSINESS SPOTLIGHT: MASTERMOLD

MasterMold is one of those companies you may not recognize by name, but you've likely seen their products. Originally founded in Watertown, MasterMold moved to Johnson Creek to expand its operations and now produces fiberglass composite molded parts for industries such as automotive and agriculture. With two locations — Johnson Creek and Mauston — the company employs more than 500 people and operates with advanced automation, robotics, and high-tech equipment.

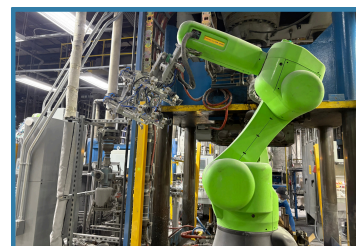
That growth is visible right here in Johnson Creek, where MasterMold recently added a 60,000-square-foot warehouse and loading dock to expand their capabilities. About five years ago, they also built a training center, which has become the cornerstone of their workforce development, allowing individuals to gain hands-on skills before entering the workplace. MasterMold also partners with universities through an internship program, giving students valuable real-world learning opportunities. As one representative explained: "We take any employee at any level and start in a learning setting before going into the workplace."

At the core of MasterMold's success is its people. "It's the people behind the scenes," the company emphasizes, underscoring the belief that its employees drive innovation and growth.

More and more MasterMold employees are choosing to live in Johnson Creek, with new residential developments helping to support this trend. The company also stays active in the community by supporting ground-level causes such as the public library, Nickel Night and donating to the American Flag project at Centennial Park, while encouraging employees to enjoy local restaurants, events, and baseball games.



MasterMold Employees Putting the Finishing Touches on a Mercury Marine Engine



MasterMold Incorporates High-Tech Automation, Including Robotics



POLICE DEPARTMENT NEWS



With the start of the new school year, the Johnson Creek Police Department reminds everyone to stay alert and keep our students safe. Please watch for children walking or riding their bikes to school, and be mindful of school buses making frequent stops. Always obey crossing guards, reduce your speed in school zones, and stay focused behind the wheel. Let's work together to ensure a safe and successful school year for all.

Officer Leonard and K9 Moose attended Nickel Night on August 20! They were out in the community greeting attendees, posing for photos, and spreading smiles. Moose plays an important role in supporting both our officers and our residents!





VILLAGE OF

Johnson Creek

WISCONSIN

CLERK'S CORNER

DATES TO NOTE:

Compost Pickup: September 2 & 15, October 6 & 20

Brush Pickup: September 8, October 13

Village Hall Holiday Closures: September 1 (Labor Day)

Garbage/Recycling for Sept. 5th will occur on Saturday, Sept. 6th due to Labor Day holiday



FALL TREE PLANTING

The Village offers a fall tree planting program annually. Residents may place a tree order with payment by October 1. Those ordering must place a stake in their yard where the tree is to be planted and the Village's contractor will plant the tree in late fall. NOTE: A Bobcat may be used to plant and the Village is not responsible for ruts or yard damage. Order forms with pricing are now available on the Village web site www.vi.johnsoncreek.wi.gov or by hard copy at Village Hall.

HEALTHY STEPS PROGRAM

Community Center | 417 Union Street

A therapeutic exercise and movement program held on Tuesdays and Thursdays from 9:00 to 10:00am. Register online at forthehealthcare.com

SENIOR EXERCISE

An exercise class designed for seniors is held every Monday and Thursday morning from 9:00 to 10:00am in the gym at Crossroads Church.

DIAPER CLOSET

Penelope's Diaper Closet
111 South Street

Open the 1st and 3rd
Wednesday of the month from
1-6pm
penelopesclosetjc@gmail.com

Johnson Creek Village Hall

920-699-2296 | 125 Depot Street

Monday to Friday: 8 am — 4 pm

vi.johnsoncreek.wi.gov

Plan Commission: September 8 @ 5 pm

Committee of the Whole: September 8
@ 5:30 pm

Board Meeting: September 22 @ 5:30 pm

Johnson Creek Public Library

920-699-3741 | 125 Lincoln Street

www.johnsoncreeklibrary.org

Library Board Meeting:

September 16 @ 4 pm

LIBRARY HOURS:

Monday to Wednesday: 10 am — 5 pm

Thursday: 10 am — 7 pm

Friday: 10 am — 5 pm

Saturday: 9 am — 12 pm

Sunday: CLOSED

Closed: August 30-September 1 for Labor
Day Weekend & September 8 for Staff In-
Service

JC FOOD PANTRY

129 N. Watertown St.

JohnsonCreekFoodPantry@gmail.com

Open Monday and Thursday from 10
am to 12 pm and every fourth
Thursday of the month from 4 pm to
5pm.