



City of New Berlin - Department of Community Development: Business Survey 2009

*A Look at New Berlin Industrial Park
and Westridge Business Park*

Final Report

July 2009

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Introduction

This report presents the results of research conducted on businesses located in two major business and industrial parks within the City of New Berlin. The report was authorized by the City of New Berlin Department of Community Development (NBDCD). The purpose of this research was to gather information about businesses located in the New Berlin Industrial Park and Westridge Business Park about type of business, number of employees, annual sales, and suggestions for the City of New Berlin Department of Development to assist in growth. This information will contribute to a comprehensive plan for economic development currently being developed by the City of New Berlin.

This project contained two distinct research components: Business Owner/Executive Survey and Business Information Search. This research was administered, conducted, analyzed, and reported by the Center for Urban Initiatives and Research (CUIR) at the University of Wisconsin-Milwaukee.

Business Owner/Executive Survey: The first major component of this project was a brief survey of owners and/or executives of businesses located in the New Berlin Industrial Park and Westridge Business Park. The survey, which was mailed to all businesses in the two parks, was designed in collaboration between the NBDCD and CUIR. In addition to questions about type of business, number of employees, estimated annual sales, and years in business, the survey asked business owners to describe why they chose New Berlin for their business as well as their future plans and suggestions for supporting continued growth. CUIR administered the survey, analyzed the data, and prepared this report. The self-report survey consisted of sixteen items, including twelve multiple-choice items and four open-ended items, which allowed respondents to provide short answers.

A copy of the Department of Community Development Survey can be found in Appendix A.

A Pre-Notice Postcard was sent out in mid-May 2009 to alert potential respondents to the imminent arrival of the survey, its purpose, and to generate interest and invite participation to 506 businesses located in the New Berlin Industrial Park and Westridge Business Park. The survey was sent in late May 2009 using addresses provided by the City of New Berlin Department of Community Development. A second mailing of the survey was sent to the original mailing list approximately two weeks later to further increase response rate.

Of 506 businesses within the two parks, 414 were in the New Berlin Industrial Park (NBIP) and 92 in the Westridge Business Park (WBP) or Towne Corporate Business Park (TCBP). A total of 150 completed surveys were returned by the June 19, 2009 closing date, for an overall response rate of 30%. One hundred thirty-two (132) of the 150 respondent businesses were located in the New Berlin Industrial Park, for a 32% response rate in this park (132 respondents out of 414 located in the NBIP). Only 14 respondent businesses were located in the Westridge Business Park/Towne Corporate Business Park, for a 15% response rate (14 responses out of 92 in the WBP/TCBP).

Due to the low number of completed surveys, particularly from Westridge Business Park/Towne Corporate Business Park, the findings cannot be generalized to other businesses within the parks. In addition, the low response rate from Westridge/Towne Corporate does not allow for statistical testing of differences between this group and the New Berlin Industrial Park.

Business Information Database Research: For the second component of this project, the City of New Berlin Department of Development needed to obtain specific information about a large number of businesses located in the two large industrial parks in the City of New Berlin. This included information such as kind of location, type of business, number of employees, estimated annual sales, and years in business. For this component, the research team at CUIR conducted a rigorous search of existing public databases available about businesses in the New Berlin Industrial Park and Westridge Business Park using a list provided by NBDCD. This information was collated in a spreadsheet and summarized in this report. In addition, alternative resources were located that were available for a fee or for purchase and recommended to NBDCD for consideration or for future reference.

The various sources used to compile the database relied on voluntary participation of businesses. Consequently, not all businesses in the NBIP and WBP were represented. However, it is estimated that information was obtained on approximately 80% of the businesses in these two parks.

A complete electronic copy of the business information in spreadsheet form was provided to the City of New Berlin Department of Community Development.

Note: This report is organized with a summary of each park followed by sections describing the results of each component.

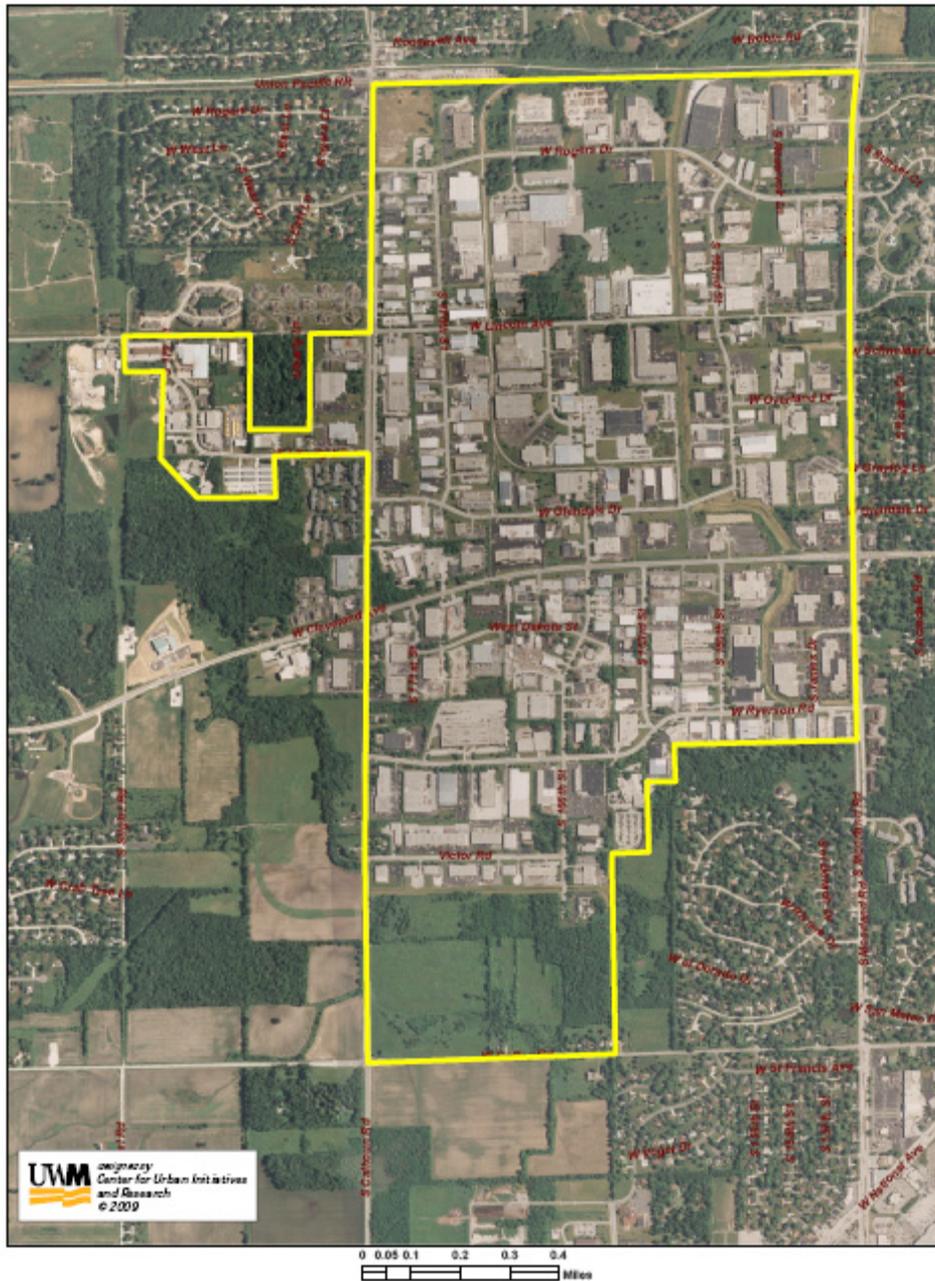
As explained earlier, two sources of data were used for this summary: Primary data collected through the Business Owner/Executive Survey mailed to all businesses in the parks and secondary data from a number of existing public databases to create the Business Information Database. Throughout this summary report, the following symbols are used to designate the data source for each result.

Data Source Code: @ = Business Owner / Executive Survey
 # = Business Information Database Research

Since the Business Information Database Research contained data for a much higher percentage of businesses located in the parks, items from this database are mainly used to describe the businesses. Generally speaking, survey results are reported in this summary only if a similar item was not available from the secondary data sources.

New Berlin Industrial Park (NBIP) Summary

414 businesses are located in the New Berlin Industrial Park.



Business Location Types -

- 67% Single Location
- 21% Branch Location
- 10% Headquarters

Locations Other than New Berlin - @

- 35% have other locations

Location of Company Headquarters - @

- 79% reported the location of their company headquarters as the City of New Berlin

Industry Type per NAICS -

- 27% Manufacturing
- 21% Wholesale Trade
- 9% Retail Trade
- 9% Construction
- 6% Professional, Scientific, & Technical Services

Years in Business -

- Ranged from one to 142 years with Median Age of 18 years
- 56% of businesses in NBIP have been in business for 20 years or less
- The largest numbers of businesses are within the 11 to 20 years range (25%)

Estimated Annual Sales - #¹

- Ranged from \$14,000 to \$400,000,000 with Median Annual Sales of \$1,400,000.
- 55% of businesses in NBIP have Annual Sales of Greater than \$1,000,000
- The largest numbers of businesses are in the \$100,001 to \$500,000 range (23%)

Number of Employees at New Berlin Location² -

- Ranged from 1 to 400 employees with a Median of 12 Employees
- NBIP employs at least 9,095 people (data available on 314 of 414 businesses)

Employees Living in New Berlin - @

- 58% stated that Less Than Half of their employees live in the City of New Berlin (28% Reported None live in the city)
- 8% stated About Half
- 3% stated More than Half

Rating New Berlin as a Place to do Business - @

- 70% rated New Berlin as Good or Excellent
- 27% rated New Berlin as Fair
- 3% rated New Berlin as Poor

Primary Reasons for Choosing New Berlin for Business Operations - @

- Reason # 1: Location (42%)
- Reason # 2: Freeway or Street Access (10%)

Adequate Space for Future Needs and Expansion - @

- 59% Have Adequate Space for Expansion
- 25% Do Not Have Adequate Space
- 14% Not Sure

¹ Unless specified as a single location, estimated annual sales refer to the larger parent company, and may not reflect annual sales at the New Berlin location.

² The data do not include information about whether these are full-time or part-time employees.

Plans to Leave Current New Berlin Location - @

- 86% No Plans to Leave
- 10% Have Plans to Leave

Most Important Issues Facing Business - @

- Issue # 1: The Economy (37%)
- Issue # 2: High Taxes (12%)
- Issue # 3: Concerns about Politicians and Government (9%)

Helpfulness of Various Features to Business³ - @

- Hotel(s) – 32% would be Somewhat to Very Helpful
- Conference / Meeting Space – 28% would be Somewhat to Very Helpful
- Fine Dining Establishments – 47% would be Somewhat to Very Helpful
- Affordable Housing for Workers – 44% would be Somewhat to Very Helpful
- Public Transportation – 35% would be Somewhat to Very Helpful

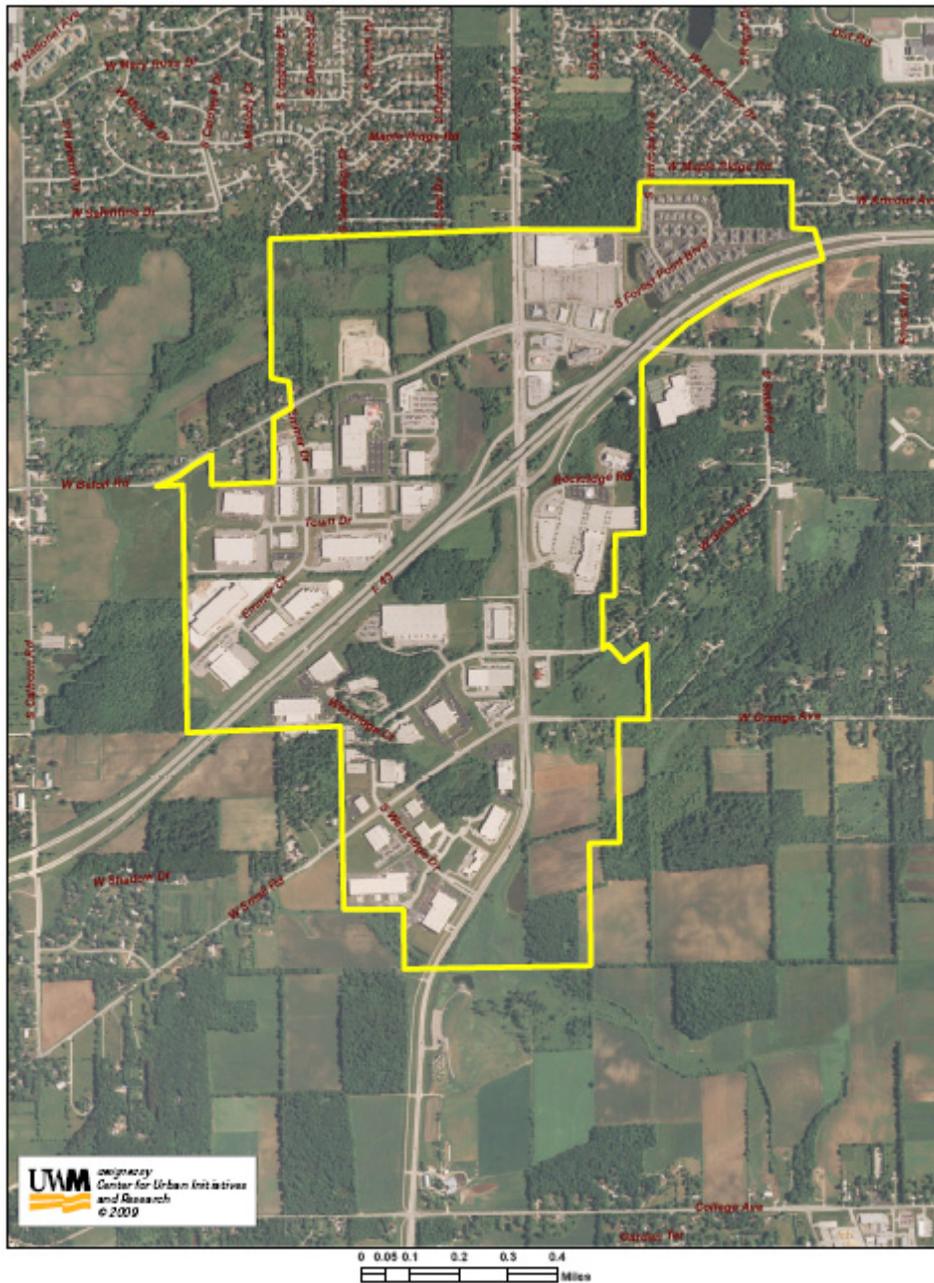
Suggestions to Support Continued Growth and Helping Businesses - @

- Suggestion #1: Control or Reduce Taxes (28%)
- Suggestion #2: Widen and/or Repair Calhoun Road (17%)
- Suggestion #3: Ease Governmental Regulations (12%)

³ Only including those with an opinion – excluding Not Sure/No Opinion and Missing.

Westridge Business Park (WBP) Summary⁴

92 businesses are located in the Westridge Business Park (also including those in Towne Corporate Business Park).



Business Location Types -

- 47% Single Location
- 40% Branch Location
- 11% Headquarters

⁴ Due to the low number of completed surveys, particularly from Westridge Business Park/Towne Corporate Business Park, the findings cannot be generalized to other businesses within the parks.

Locations Other than New Berlin - @

- 43% have other locations

Location of Company Headquarters - @

- 64% reported the location of their company headquarters as the City of New Berlin

Industry Type per NAICS - #

- 24% Wholesale Trade
- 12% Manufacturing
- 11% Retail Trade
- 10% Accommodation and Food Services
- 10% Professional, Scientific, & Technical Services

Years in Business - #

- Ranged from 1 to 117 years with Median Age of 13 years
- 61% of businesses in WBP have been in business for 20 years or less
- The largest number of businesses are in the 5 to 10 years range (27%)

Estimated Annual Sales - #⁵

- Ranged from \$34,000 to \$105,661,010 with Median Annual Sales of \$2,600,000.
- 57% of businesses in WBP have Annual Sales of Greater than \$1,000,000
- The largest number of businesses are in either the \$500,001 to \$1,000,000 or More than \$1,000,000 range (22% each)

Number of Employees at New Berlin Location⁶ - #

- Ranged from 1 to 260 employees with a Median of 21 Employees
- WBP employs at least 2,884 people (data available on 64 out of 92 businesses)

Employees Living in New Berlin - @

- 93% reported that Less than Half of Employees live in the city of New Berlin
- 7% reported None

Rating New Berlin as a Place to do Business - @

- 71% rated New Berlin as a Good or Excellent
- 29% rated New Berlin as Fair

Primary Reasons for Choosing New Berlin for Business Operations - @

- Reason # 1: Location (56%)
- Reason # 2 (tie): Closeness to Home (11%)
- Reason # 2 (tie): Appeal of New Berlin Community/Market/Demographics (11%)

Adequate Space for Future Needs and Expansion - @

- 71% Adequate Space for Expansion
- 21% Not Sure

⁵ Unless specified as a single location, estimated annual sales refer to the larger parent company and may not reflect annual sales at the New Berlin location.

⁶ The data does not include information about whether these are full-time or part-time employees.

Plans to Leave Current New Berlin Location - @

- 92% No Plans to Leave
- 7% Have Plans to Leave

Most Important Issues Facing Business - @

- Issue # 1: The Economy (40%)
- Issue # 2: High Taxes (20%)
- Issue # 3: Concerns about Politicians and Government (20%)

Helpfulness of Various Features to Business⁷ - @

- Hotel(s) – 21% would be Somewhat to Very Helpful
- Conference / Meeting Space – 28% would be Somewhat to Very Helpful
- Fine Dining Establishments – 42% would be Somewhat to Very Helpful
- Affordable Housing for Workers – 43% would be Somewhat to Very Helpful
- Public Transportation – 43% would be Somewhat to Very Helpful

Suggestions to Support Continued Growth and Helping Businesses - @

- Suggestion #1: Control or Reduce Taxes (17%)

⁷ Only including those with an opinion – excluding Not Sure/No Opinion and Missing.

Section I: Business Owner / Executive Survey

This section of the report presents the results of the survey of owners and/or executives of businesses located in the New Berlin Industrial Park and Westridge Business Park. As stated in the introduction, the purpose of this survey was to gather input from owners and executives from businesses located in these industrial and business parks about type of business, number of employees, annual sales, and suggestions for the City of New Berlin Department of Development to assist in growth. This information will contribute to a comprehensive plan for economic development currently being developed by the City of New Berlin.

Limitations of the Dataset

It is important to consider some limitations in the data obtained from this survey when interpreting the following results.

- The data only represent about a third of all businesses in the two business/industrial parks. As such, the results only reflect what the respondents are reporting, and should not be generalized beyond this group to all businesses.
- There were different response rates by park location. Overall, a total of 150 surveys out of 506 potential businesses were returned, for a response rate of 30%. This is well within the typical range of a mail survey of this type. However, 132 were located in the New Berlin Industrial Park, for a 32% response rate (132 out of 414); only 14 were located in the Westridge Business Park or Towne Corporate Business Park, for a 15% response rate (14 out of 92).
- Surveys from New Berlin Industrial Park occupants account for 88% of the data set. As such, the New Berlin Industrial Park respondents tend to define, and maybe bias, results from the overall sample.
- The low number of completed surveys from Westridge Business Park or Towne Corporate Business Park occupants accounts for 9% of the entire data set. This does not allow for statistical testing of differences between this group and the New Berlin Industrial Park. As such any differences may be solely artifacts of the responses and should not be generalized.

Park Location

The survey asked respondents to identify the park in which they were located within the City of New Berlin.

Nearly nine out of ten (88%, or 132 out of 150) respondents reported being located within the New Berlin Industrial Park, which included Moorland Business Park, MSI Lincoln Business Park, or the New Berlin Business Park. Just under one in ten (9%, or 14 out of 150) reported being located in the Westridge Park or Towne Corporate Business Park. There were four missing responses (3%). See Table 1 on the following page.

Table 1: Park Location as Reported by All Respondents		
Location	Count	Percentage
New Berlin Industrial Park <i>(Moorland Business Park, MSI Lincoln Business Park, or New Berlin Business Park)</i>	132	88%
Westridge Business Park/Towne Corporate Business Park	14	9%
Missing	4	3%
TOTAL	150	100%

For the remainder of this section, results are reported for each item in aggregate (as a whole) and by park.

Type of Business

The survey asked respondents to identify the category that best describes the type of business in which they are involved within the City of New Berlin. Although respondents were prompted to only select one response, several identified more than one type of business. In addition, many selected the “Other” category, which would include either multiple types or were essentially misnamed from the main list. The researchers reviewed all of these other and multiple-selection responses, and recoded to the list shown below.

Type of Business – All Respondents

Across all respondents the most frequently reported type of business was Service at 33%. This was followed closely by Manufacturing, accounting for 29% of all responses, and Warehouse/ Distribution at 25%. (Percentage was calculated out of 150 respondents, including the Missing responses from the park location item. In addition, since many have more than one selection the percent will not sum to 100 %.)

Type of Business – New Berlin Industrial Park

The most frequently reported type of business for the 132 respondents reporting from the New Berlin Industrial Park was Manufacturing at 29%. This was followed closely by both Service at 27% and Warehouse/Distribution at 23%. (In addition, since many have more than one selection the percent will not sum to 100 %.)

Type of Business – Westridge Business Park

For the fourteen respondents who identified Westridge Business Park or Towne Corporate Business Park as a location, nearly two in five (36%) reported Services as the type of business. Manufacturing and Warehouse/Distribution were reported by 29% each. There were no multiple or other responses for this subset.

For a comparison of type of businesses overall and by the two business parks, see Table 2 on the next page.

Table 2: Type of Business for New Berlin Industrial Park Respondents						
Type of Business	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Service	49	33%	36	27%	3	21%
Manufacturing	43	29%	38	29%	2	14%
Warehouse/Distribution	38	25%	31	23%	5	36%
Retail	11	7%	7	5%	4	29%
Contractor/Construction	7	5%	4	3%	0	0%
Wholesale Sales	3	2%	3	2%	0	0%
Installation	2	1%	2	2%	0	0%
Printer/Publishing	2	1%	0	0%	0	0%
Other (<i>one response each</i>)	8	5%	7	5%	0	0%

Number of Employees at New Berlin Location

The survey asked respondents to identify the number of employees at their New Berlin Location.

Number of Employees – All Respondents

Of the 149 responses, the number of employees ranged from a low of 1 employee to a high of 160 employees. The median number – which describes the number at which half of responses are above and half are below – was 14 employees. Seventy-five percent (75%) of respondents reported fewer than 30 employees.

Number of Employees – New Berlin Industrial Park

For the 131 respondents from the New Berlin Industrial Park who answered this item, the number of employees ranged from 1 to 160. The median number of employees was 14. Seventy-five percent (75%) of respondents reported fewer than 30 employees. These findings are identical to that of all respondents.

Number of Employees – Westridge Business Park

For the 14 individuals from the Westridge Business Park or Towne Corporate Business Park who responded, the range of employees was from a low of 4 to a high of 50 employees. The median number was 15 employees. Seventy-five (75%) of respondents reported fewer than 34 employees.

For a comparison of number of employees overall and by the two major business parks, see Table 3 on page 14.

Table 3: Number of Employees at New Berlin Location – Overall and By Park						
Number of Employees	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
5 or fewer	34	23%	30	23%	3	21%
6 to 10	36	24%	33	25%	2	14%
11 to 20	33	22%	28	21%	5	36%
21 to 50	30	20%	24	18%	4	29%
51 to 100	8	5%	8	6%	0	0%
101 to 150	7	5%	7	5%	0	0%
151 or more	1	1%	1	1%	0	0%
TOTAL	149	100%	131	100%	14	100%

Number of Years in Operation in New Berlin

Respondents were asked to report the number of years that their company has been in operation in New Berlin.

Number of Years in Operation – All Respondents

Of the 148 responses, the number of years ranged from less than one year to 80 years. The median number of years in operation in New Berlin was 15 years. Seventy-five percent (75%) of respondents reported number of years in operation at 27 years or fewer.

Number of Years in Operation – New Berlin Industrial Park

Of the 131 individuals from the New Berlin Industrial Park who responded, the number of years in operation ranged from less than one year to 80 years. The median number of years in operation was 17, which is slightly higher than the overall value. Seventy-five percent (75%) of respondents reported fewer than 30 years in operation.

Number of Years in Operation – Westridge Business Park

For the 13 responses from the Westridge Business Park or Towne Corporate Business Park, the number of years in operation ranged from 2.5 years to 50 years. The median number of years in operation was 10, which is slightly less than the overall value, and significantly different than the other business park. Seventy-five percent (75%) of respondents reported fewer than 15.5 years in operation.

For a comparison of number of years in operation in New Berlin overall and by the two major business parks, see Table 4.

Table 4: Number of Years in Operation in New Berlin – Overall and By Park						
Number of Years	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
5 or fewer	30	20%	24	18%	3	23%
6 to 10	29	20%	23	18%	5	28%
11 to 20	41	28%	38	29%	3	23%
21 to 30	19	13%	18	14%	1	8%
31 to 40	16	11%	16	12%	0	0%
41 to 50	9	6%	8	6%	1	8%
51 or more	4	3%	4	3%	0	0%
TOTAL	148	100%	131	100%	13	100%

Locations Other than New Berlin

Respondents were asked whether their company had locations other than the facility within the particular New Berlin Business Park (Table 5).

Other Locations – All Respondents

Of the 150 responses, just over one-third (36% - 54) reported that they do have other locations.

Other Locations – New Berlin Industrial Park

Forty-six (46) of the 132 respondents (35%) from the New Berlin Industrial Park reported having other locations.

Other Locations – Westridge Business Park

Six (6) of the 14 respondents (43%) from the Westridge Business Park or Towne Corporate Business Park reported having other locations.

Table 5: Other Location Sites – Overall and By Park						
Other Site(s)	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Other / Multiple in WI	11	7%	10	8%	1	7%
Across USA	11	7%	9	7%	1	7%
SE WI Region	9	6%	9	7%	0	0%
Midwest USA	6	4%	6	5%	0	0%
Global	5	3%	5	4%	0	0%
Eastern USA	2	1%	2	2%	0	0%
North America	2	1%	2	2%	0	0%
South USA	1	1%	1	1%	0	0%
Southwest USA	1	1%	1	1%	0	0%
Unclear	3	2%	0	0%	2	14%
No Other Locations	99	66%	87	66%	10	71%
TOTAL	150	100%	132	100%	4	100%

Location of Company Headquarters

The survey contained an item asking respondents to report the location of their company's headquarters. For those who answered in the earlier item that their company did not have any other locations, it was assumed by the researcher that the headquarters was located in New Berlin.

Company Headquarters – All Respondents

A vast majority - more than three-fourths (77%) - of all respondents to the survey reported New Berlin as the location of their company headquarters.

Company Headquarters – New Berlin Industrial Park

Nearly four out of five (79%) respondents from the New Berlin Industrial Park reported the location of their company headquarters as the City of New Berlin.

Company Headquarters – Westridge Business Park

Almost two-thirds (64%) of those from the Westridge Business Park or Towne Corporate Business Park reported New Berlin as the location of their company headquarters.

For a comparison of location of company headquarters as reported by respondents overall and the two major business parks, see Table 6.

Table 6: Location of Company Headquarters – Overall and By Park						
HQ Location	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
New Berlin, WI	115	77%	104	79%	9	64%
Midwest US	8	5%	8	6%	0	0%
Other SE WI Area	6	4%	4	3%	1	7%
Other WI	6	4%	5	4%	1	7%
South US	6	4%	4	3%	2	14%
Eastern US	3	2%	3	2%	0	0%
Europe	3	2%	2	2%	1	7%
Northwest USA	1	1%	1	1%	0	0%
Western USA	1	1%	0	0%	0	0%
Unclear	1	1%	1	1%	0	0%
TOTAL	150	100%	132	100%	14	100%

Annual Sales (All Locations)

Respondents were asked to indicate the range that best described their company's annual sales.

Annual Sales – All Respondents

Three-fifths of all respondents (61%) reported annual sales of \$2,000,001 or greater. The most frequently reported range was more than \$10,000,000, with 25% of responses. This was followed by 20% in the \$2,000,001 to \$5,000,000 range, 16% in the range of \$5,000,001 to \$10,000,000, and 15% between \$500,001 and \$1,000,000.

Annual Sales – New Berlin Industrial Park

Virtually identical to the above, three out of five respondents (61%) from the New Berlin Industrial Park reported annual sales of \$2,000,001 or greater. The most frequently reported range was more than \$10,000,000, with 24% of responses. This was followed by 22% in the \$2,000,001 to \$5,000,000 range, 15% in the range of \$5,000,001 to \$10,000,000, and 15% between \$500,001 and \$1,000,000.

Annual Sales – Westridge Business Park

Many more respondents from the Westridge Business Park or Towne Corporate Business Park reported annual sales of \$2,000,001 or greater (72%). As with the responses overall and for the other park, the most frequently reported range was more than \$10,000,000, at 36% of responses. This was followed by 29% in the \$5,000,001 to \$10,000,000 range, 14% in the range of \$100,001 to \$500,000.

For a comparison of annual sales ranges as reported by respondents overall and the two major business parks, see Table 7.

Table 7: Annual Sales (All Locations) of Business – Overall and By Park

Range	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Less than \$100,000	3	2%	3	2%	0	0%
\$100,001 – \$500,000	8	5%	5	4%	2	14%
\$500,001 – \$1,000,000	22	15%	20	15%	1	7%
\$1,000,001 – \$2,000,000	16	11%	15	11%	1	7%
\$2,000,001 – \$5,000,000	30	20%	29	22%	1	7%
\$5,000,001 – \$10,000,000	24	16%	20	15%	4	29%
More than \$10,000,000	38	25%	32	24%	5	36%
Missing	9	6%	8	6%	0	0%
TOTAL	150	100%	132	100%	14	100%

Rating New Berlin as a Place to do Business

Respondents were asked to rate the general climate for doing business in New Berlin in general. The response options were Very Poor, Poor, Fair, Good, and Excellent.

New Berlin for Business – All Respondents

Seven out of ten (70%) of all respondents rated New Berlin as a Good or Excellent place to do business. More than half rated New Berlin as Good (56%), while about a quarter rated New Berlin as Fair (24%) and one in seven reported Excellent (14%). Only 3% gave New Berlin a Poor rating, and there were no ratings of Very Poor.

New Berlin for Business – New Berlin Industrial Park

Identical to the above, seven of ten (70%) respondents from the New Berlin Industrial Park rated New Berlin as a Good or Excellent place to do business. The similarities continue with each category, with more than half rated New Berlin as Good (56%), about a quarter as Fair (24%), one in seven reported Excellent (14%), and only 3% gave New Berlin a Poor rating, with no ratings of Very Poor.

New Berlin for Business – Westridge Business Park

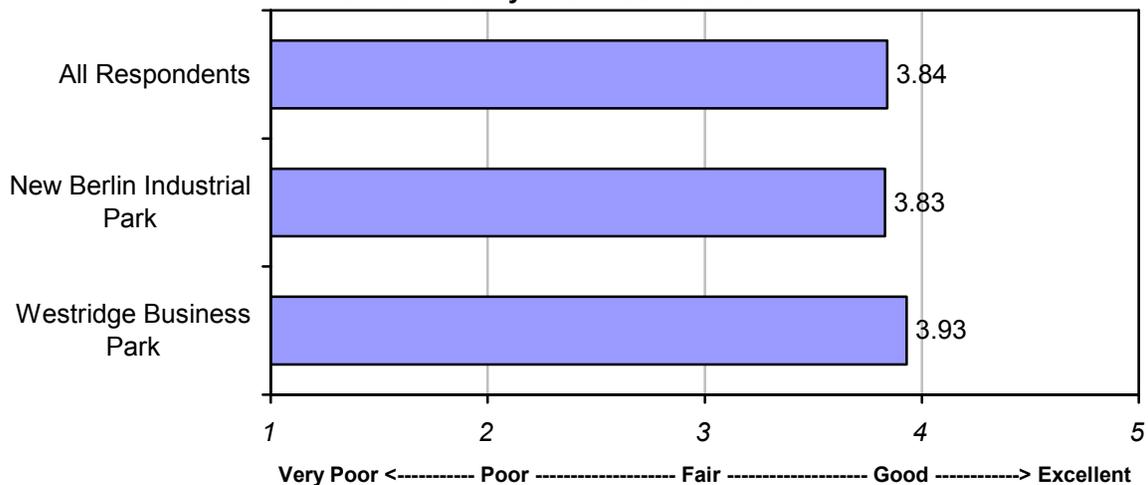
Virtually identical to the other park and respondents overall, a vast majority of respondents (71%) from the Westridge Business Park or Towne Corporate Business Park rated New Berlin as a Good or Excellent place to do business. There were differences in each category, with only half having rated New Berlin as Good (50%), about a one third as Fair (29%), and one in five as Excellent (21%). There were no ratings of Poor or Very Poor.

For a comparison ratings of New Berlin as a place to do business as reported by respondents overall and the two major business parks, see Table 8.

Table 8: Rating of New Berlin as a Place to do Business – Overall and By Park						
Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Excellent	21	14%	18	14%	3	21%
Good	84	56%	74	56%	7	50%
Fair	36	24%	32	24%	4	29%
Poor	4	3%	4	3%	0	0%
Very Poor	0	0%	0	0%	0	0%
Missing	5	3%	4	3%	0	0%
TOTAL	150	100%	132	100%	14	100%

For an alternative representation of these results, the responses were converted to numeric values (Excellent = 5, Good = 4, Fair = 3, Poor = 2, and Very Poor = 1) and mean scores were calculated. These mean scores are shown in Figure 1.

Figure 1: Comparative Ratings of New Berlin as a Place to Do Business - Overall and by Each Business Park



Reasons for Choosing New Berlin for Business Operations

Respondents were asked to give a brief answer to the following: “Why did you choose New Berlin as a place for your business operations?” Nine out of ten respondents (137 out of 150) provided a response, with many giving more than one reason. The five most frequently cited reasons across all responses are presented below.

Responses for both business parks were very similar. Although there was some variation, the low number of responses for Westridge Business Park provides caution to generalizing results.

Reason # 1: Location

Overall, the most frequently mentioned reason for choosing New Berlin as a place to do business was location. Better than two out of five responses (44%) were related to location. These included location in general, as well as proximity to other cities within the region, and location in proximity to employees, customers, and other businesses. A listing of location-related responses overall and by park is shown below in Table 9.

Reason # 2: Freeway or Street Access

The next most frequently cited reason given by all respondents for choosing New Berlin for business operations was Freeway or Street Access. About one in ten (9%) responses was related to this issue.

Reason # 3: Closeness to Home

One about of fourteen responses (7%) was related to Closeness to Home.

Reason # 4: Availability

Availability was cited in 6% of responses, about one in sixteen.

Reason # 5: Building Characteristics.

As above, one of about of sixteen responses (6%) was related to Building Characteristics.

Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Location (overall)	85	44%	75	42%	10	56%
General	28	14%	25	14%	3	17%
Other cities/within region	10	5%	10	6%	0	0%
Employees	9	5%	7	4%	2	11%
Central	9	5%	9	5%	0	0%
Highways	8	4%	5	3%	3	17%
Customers	8	4%	7	4%	1	6%
Good/better/convenient	8	4%	8	5%	0	0%
Other	2	1%	2	1%	0	0%
Other businesses	2	1%	1	1%	1	6%
Other branches	2	1%	2	1%	0	0%

A full listing of all coded responses can be found in Appendix B.

Workforce Plans for New Berlin Location over the Next Six Months

Respondents were asked to indicate which category best described their plans regarding their workforce in New Berlin over the next six months. Response options were Hiring (planning to increase staff); Stable (no plans to increase or decrease staff); and Reducing (planning to decrease staff).

Workforce Plans for New Berlin – All Respondents

Across all respondents, workforce plans are predominantly stable, with no plans to either increase or decrease staff in the next six months. Nearly seven of ten (68%) reported stable workforce plans, and about one of five (18%) reported plans to increase staff through hiring. Only about one in ten (11%) reported plans to reduce staff in the next six months.

Workforce Plans for New Berlin – New Berlin Industrial Park

Responses from those in the New Berlin Industrial Park were essentially identical to the above. Most – 70% – reported stable workforce plans, and about one of six (16%) reported plans to increase staff through hiring. Only about one in ten (11%) reported plans to reduce staff in the next six months.

Workforce Plans for New Berlin – Westridge Business Park

There was a noticeable difference in responses from those in the Westridge Business Park or Towne Corporate Business Park. Although most still reported stability in workforce plans (50%), proportionally twice as many (36%) reported planning to increase workforce in the next six months. Only about one in thirteen (7%) reported plans to reduce staff in the next six months.

See Table 10 below for a comparison between the two parks and all respondents related to workforce plans over the next six months.

Table 10: Workforce Plans for Next Six Months for New Berlin Location – Overall and By Park						
Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
<i>Hiring – planning to increase staff</i>	27	18%	21	16%	5	36%
<i>Stable – no plans to increase or decrease staff</i>	102	68%	92	70%	7	50%
<i>Reducing – planning to decrease staff</i>	16	11%	15	11%	1	7%
Missing	5	3%	4	3%	1	7%
TOTAL	150	100%	132	100%	14	100%

Adequate Space for Future Needs and Expansion

Respondents were asked whether their companies have adequate space at the current New Berlin location to expand their businesses for future needs. Response options were Yes, No, and Not Sure.

Space for Expansion – All Respondents

Three out of five (60%) of all respondents reported that their companies do have adequate space at their New Berlin Location for expansion or future needs. About one in four (23%) reported that they did not, with an additional 15% reported being Not Sure.

Space for Expansion – New Berlin Industrial Park

Respondents from the New Berlin Industrial Park responded similar to the above. About three out of five respondents (59%) reported adequate space at their New Berlin Location for expansion or future needs, with one out of four (25%) reported that they did not, and 14% reported being Not Sure.

Space for Expansion – Westridge Business Park

There was a noticeable difference in responses from those in the Westridge Business Park or Towne Corporate Business Park. Seven out of ten (71%) respondents reported adequate space for expansion or future needs, with no one reporting that there was not. Only 7% reported that they were Not Sure.

Table 11 shows comparisons about the adequacy of current space at New Berlin locations for expansion of future needs for all respondents and the two parks.

Table 11: Adequate Space at Current New Berlin Location for Expansion or Future Needs – Overall and By Park						
Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Yes	90	60%	78	59%	10	71%
No	34	23%	33	25%	0	0%
Not Sure	22	15%	18	14%	3	21%
Missing	4	3%	3	2%	1	7%
TOTAL	150	100%	132	100%	14	100%

Plans to Leave Current New Berlin Location

Respondents were asked whether their companies have any plans to leave their current locations in New Berlin. If so, they were asked to cite the primary reason for this.

Plans to Leave New Berlin Location – All Respondents

Across all respondents, better than four out of five (85%) reported no plans to leave their current location in New Berlin. This amounts to 128 businesses. However, 15 businesses, or 10%, reported that they have plans to leave their current New Berlin location.

Plans to Leave New Berlin Location – New Berlin Industrial Park

As with many of the previous items, respondents from New Berlin Industrial Park answers were virtually identical to the above. Eight-six percent (86%, 114 businesses) reported no plans to

leave their current location in New Berlin. However, 13 businesses, or 10%, reported that they have plans to leave their current New Berlin location.

Plans to Leave New Berlin Location – Westridge Business Park

For the respondents from Westridge Business Park or Towne Corporate Business Park, 79% reported no plans to leave their current location in New Berlin, while one respondent (7%) did report plans. There were two missing responses (14%).

Table 12 shows comparisons between respondents across parks and overall about plans whether or not they have plans to leave their current locations in New Berlin.

Table 12: Plans to Leave Current New Berlin Location – Overall and By Park						
Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Yes	15	10%	13	10%	1	7%
No	128	85%	114	86%	11	79%
Missing	7	5%	5	4%	2	14%
TOTAL	150	100%	132	100%	14	100%

Reasons Why Businesses Plan to Leave their Current Location

The survey asked respondents if their company has any plans on leaving their current location. As shown above, fifteen respondents (10%) reported that their company does indeed have plans to leave. It is important to note that a “yes” response does not necessarily mean that the company will be leaving New Berlin, nor does it indicate any issue of timing.

Respondents who indicated that their businesses do have plans on leaving were asked a follow-up with the primary reason motivating their decision. Of the twenty-four respondents who gave open-ended answers, only one was located in Westridge/Towne Industrial Park. Ten (42%) cited space issues as their primary reason for making plans to leave. Of these respondents, all but two focused on the companies’ need for more space, or that they wanted to expand. One respondent gave a general “space” response and, conversely, another mentioned that their current location was too big.

There was a variety of comments among the remaining 14 responses. The next most frequently cited reasons for leaving was issues with local government. Specifically, comments were about the difficulty of zoning in relation to expanding at their current location. Other reasons listed by respondents included location, “enrollment,” and cost issues. Listed below are all the individual reasons offered; each bullet represents only one survey respondent.

- Location-close to airport, downtown, where employees live
- Need more of a retail location
- Only if cost to be here drives us away
- Our lease expires 2010. We'll look around for a better location with better roads
- Possible
- Unless our rent is increased
- We have an older client base that does not like traveling through round-about areas

- This building stinks--literally
- Taxes, sewer, water, change workforce
- Maybe a little large one, but not right now

Most Important Issues Facing Business

Respondents were asked: "What is the single most important issue facing your business?" They were provided space for a short answer. One-hundred thirty (130) respondents (87%) replied, with many giving more than one reason. These were coded by the researchers and presented below.

Responses for both business parks were very similar; the top three responses were the same for both groups.

Issue # 1: The Economy

Overall, the most frequently mentioned issue that was important to businesses in both parks was the economy. This included responses about the economic recession and current downturn. More than one-third of respondents (35%) were concerned about the economy.

Issue # 2: High Taxes.

The next most frequently cited issue facing businesses was high taxes. About one out of eight responses (12%) were related to taxes, including taxes in general and specific taxes such as local, state, or federal.

Issue # 3: Concerns about Politicians and Government.

One in ten (10%) responses cited concerns with politicians and government, the third most frequently cited issue facing businesses. These responses were focused across all levels of government, including specific politicians (President Obama and Governor Doyle), local government, and government regulations.

A full listing of all coded responses can be found in Appendix C.

Employees Living in New Berlin

Respondents were asked to approximate how many of their employees live in the City of New Berlin, given possible responses of More than Half, About Half, Less than Half, and None.

Employees Living in New Berlin – All Respondents

Upon analysis of all respondents, 61% reported that Less than Half of their employees live in New Berlin, and 27% reported that none of their employees do. Only 10% reported About or More than Half of their employees living in New Berlin (7% and 3%, respectively).

Employees Living in New Berlin – New Berlin Industrial Park

About three out of five respondents (58%) from the New Berlin Industrial Park reported that Less than Half of their employees live in the city of New Berlin. In addition, 28% reported that None of their employees live in New Berlin. About one in ten (11%) reported that About or More than Half of their employees live in New Berlin (8% and 3%, respectively).

Employees Living in New Berlin – Westridge Business Park

Ninety-three (93%) of respondents from the Westridge Business Park or Towne Corporate Business Park reported that Less than Half of their employees live in the City of New Berlin, with the remaining 7% reporting None.

For a comparison of number of employees living in the City of New Berlin overall and by the two major business parks, see Table 13 below.

Table 13: Approximate Number of Employees Living in New Berlin – Overall and By Park						
Number of Employees	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
More than Half	4	3%	4	3%	0	0%
About Half	11	7%	11	8%	0	0%
Less than Half	91	61%	77	58%	13	93%
None	40	27%	37	28%	1	7%
Missing	4	3%	3	2%	0	0%
TOTAL	150	100%	132	100%	14	100%

Helpfulness of Various Features to Business

Respondents were presented with five features: Hotel(s); Conference/Meeting Space; Fine Dining Establishments; Affordable Housing for Workers; and Public Transportation. They were asked to rate how helpful each of these would be to their businesses with response categories of Not At All Helpful, Not Very Helpful, Somewhat Helpful, and Very Helpful, along with a Not Sure/No Opinion option. Tables 14a, 14b, and 14c below and on the next page show the frequency of responses for each feature overall and by each park.

Table 14a: Helpfulness of Various Features to Business – Overall						
	Very Helpful	Somewhat Helpful	Not Very Helpful	Not At All Helpful	Not Sure / No Opinion	Missing
Hotel(s)	4%	27%	27%	29%	11%	3%
Conference/Meeting Space	5%	24%	29%	29%	9%	4%
Fine Dining Establishments	12%	35%	17%	23%	7%	5%
Affordable Housing for Workers	10%	33%	19%	25%	9%	3%
Public Transportation	8%	28%	19%	34%	7%	5%

Table 14b: Helpfulness of Various Features to Business – New Berlin Industrial Park

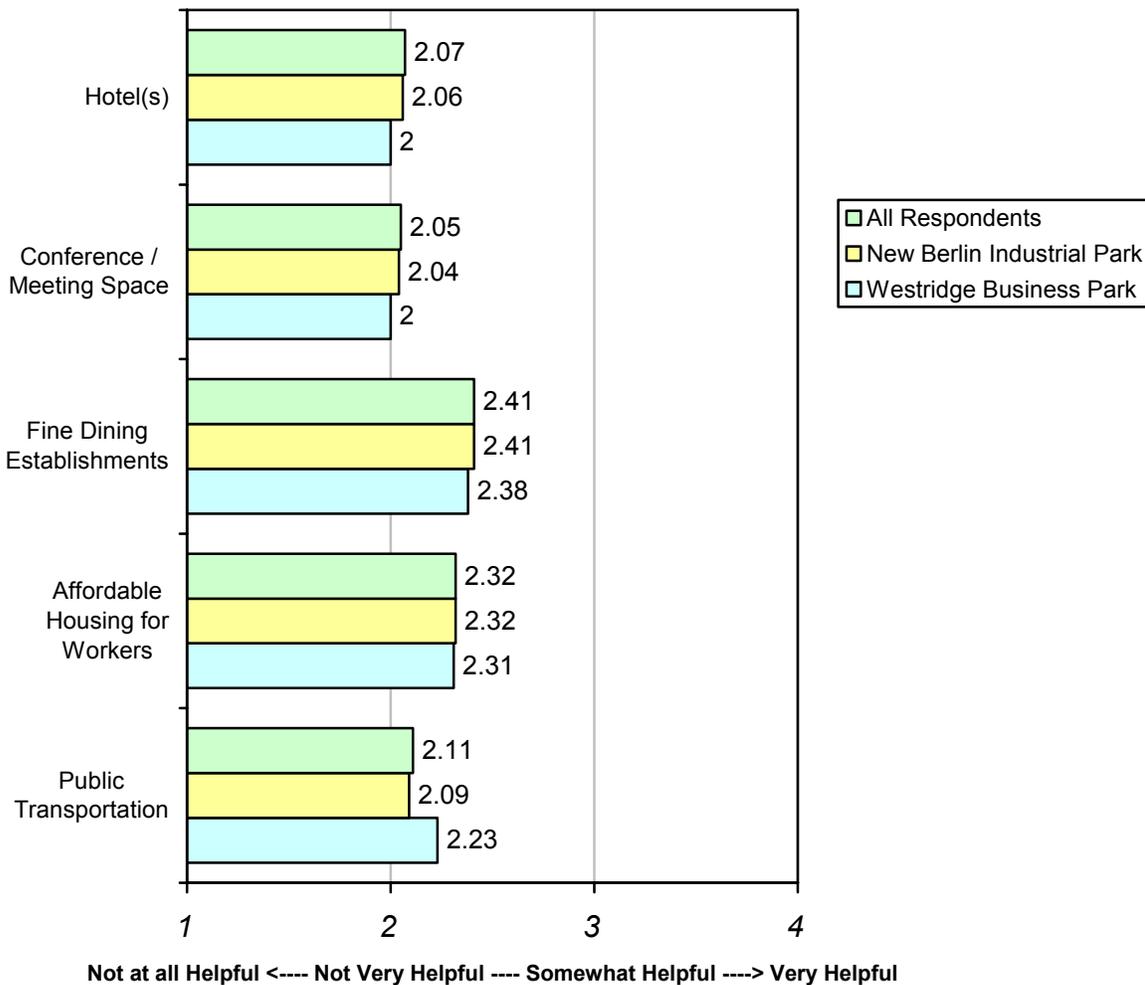
	Very Helpful	Somewhat Helpful	Not Very Helpful	Not At All Helpful	Not Sure / No Opinion	Missing
Hotel(s)	3%	29%	26%	30%	10%	3%
Conference/Meeting Space	4%	24%	30%	29%	10%	4%
Fine Dining Establishments	11%	36%	17%	23%	8%	5%
Affordable Housing for Workers	9%	35%	19%	25%	9%	3%
Public Transportation	8%	27%	18%	36%	6%	5%

Table 14c: Helpfulness of Various Features to Business – Westridge Business Park

	Very Helpful	Somewhat Helpful	Not Very Helpful	Not At All Helpful	Not Sure / No Opinion	Missing
Hotel(s)	7%	14%	43%	29%	0%	7%
Conference/Meeting Space	7%	21%	29%	36%	0%	7%
Fine Dining Establishments	21%	21%	21%	29%	0%	7%
Affordable Housing for Workers	14%	29%	21%	29%	0%	7%
Public Transportation	7%	36%	21%	29%	0%	7%

For a more useful presentation of these results, the responses were converted to numeric values (Very Helpful = 4, Somewhat Helpful = 3, Not Very Helpful = 2, and Not At All Helpful = 1) and Not Sure/No Opinion and missing responses were excluded. Mean scores were calculated and are shown in Figure 2 on the next page.

Figure 2: Comparative Helpfulness of Various Features to Business - Overall and by Each Business Park



Overall, none of the five features were seen by respondents as being particularly helpful to their business.

Generally speaking, Fine Dining Establishments were rated as most helpful, at a score of 2.41 out of 4. Counting only those with an opinion, 54% rated these as Somewhat or Very Helpful. Affordable Housing for Workers was next at 2.32 out of 4. Fifty percent (50%) rated this as Somewhat or Very Helpful. The remaining features fail to rise above the level of Not Very Helpful.

The only major difference between the two business parks was found under Public Transportation. Those in Westridge Business Park rated this as more helpful than those in New Berlin Industrial Park, 2.23 versus 2.06, respectively. Forty-seven percent (47%) of those in Westridge rated this as Somewhat or Very Helpful, compared to only 40% in New Berlin Industrial Park.

Suggestions to Support Continued Growth and Helping Businesses

The final item asked respondents to give one suggestion to the City of New Berlin to support continued growth and help businesses. They were provided space for a short answer. One-hundred-six (106) respondents (71%) provided a reply to the question and a total of 132 responses were coded.

Suggestion #1: Control or Reduce Taxes

More than one in four respondents (27%) suggested that the City of New Berlin control or reduce taxes. Of those, half suggested controlling taxes while the other half recommended reducing taxes or desired “less taxes.”

Suggestion #2: Widen and/or Repair Calhoun Road

Calhoun Road was the topic of the next most frequent mentioned suggestion. One in six (17%) responses suggested either widening Calhoun Road or repairing it. The majority of these respondents supported expanding Calhoun Road to four lanes.

Suggestion #3: Ease Governmental Regulations

The third most frequently offered suggestion, one in seven responses (15%), was easing local regulations or restrictions. Most of these respondents suggested easing governmental regulation and restrictions regarding zoning and/or expansion plans. However, this response did not apply to signage. Several separately suggested easing signage rules/regulations.

A full listing of coded responses can be found in Appendix D.

Section II: Business Information Database Research

The database for this description of businesses in the New Berlin Industrial Park (NBIP) and Westridge Business Park (WBP) was compiled using a number of free on-line sources, primarily the Manta database of U.S. businesses (accessible at <http://www.manta.com/>). The information was supplemented with data from two professional networking sites (Spoke at www.spoke.com and LinkedIn at www.linkedin.com), and one business directory site (BizHWY at www.bizhwy.com). In addition, some data on employment were obtained from the Wisconsin Department of Workforce Development's employer database (publicly available upon request to DWD). Although information such as contact person, state of incorporation and parent company name were included in the database, specific variables were selected for analysis in this section of the report. These included address of the business, location type of the business, type of industry in which the business was involved, estimated annual sales, number of employees, and year the business was established (age of business).

A number of web sites charging fees are also available should the City of New Berlin wish to add information to this profile. These are:

- Dunn and Bradstreet at www.dnb.com/US
- BizHWY at www.bizhwy.com
- Hoover Business Insight Zone at www.hooverbiz.com
- OneSource at www.onesource.com
- Special Databases' U.S. Business Database at www.specialdatabases.com

Limitations of the Dataset

It is important to consider some limitations in the data when interpreting these results.

- The various sources used to compile the database relied on voluntary participation of businesses. Consequently, not all businesses in the NBIP and WBP were represented. However, it is estimated that information was obtained on approximately 80% of the businesses in these two parks.
- When the New Berlin business was listed as a branch of a larger business in the database, data for estimated annual sales could refer to the whole company versus just the New Berlin location. The year a business was started referred to the company itself and not the branch location in New Berlin.
- There was a large number of missing data, particularly on number of employees and estimated annual sales. The number of missing cases is noted where appropriate in this report.
- The location type of the business was somewhat problematic for analysis. Even though one category was assigned to the business by Manta, these were not mutually exclusive. For instance, a business could house both a warehouse and a branch of a larger business, but coded as "branch" only. Likewise, a business could be a singly located business in the park, but also be a warehouse.

Park Location

The database supplied by the City of New Berlin contained 506 businesses located in either the New Berlin Industrial Park (414 – 82%) or the Westridge Business Park (92 – 18%). Reports where at least one variable was available for analysis included 403 businesses in the NBIP and

92 in the WBP, for a total of 495 businesses. (No information was available for 11 of the businesses even though they were included in the dataset).

Business Location Types

Business location type was identified for 484 of 495 businesses (98%). The businesses in the parks fell into five main categories; 1) branch of a larger business, 2) headquarters, 3) single-location business, 4) warehouse, and 5) other (could not be determined since the business was listed as both “single” and “branch”). Table 15 represents a summary of both parks.

Location Type – All Businesses

The largest category across all businesses was Single-Location, just over three out of five (63%). About one in four (24%) of the New Berlin locations are a Branch, and one in ten (10%) are a business Headquarters.

Location Type – New Berlin Industrial Park

For businesses in NBIP, almost seven out of ten (67%) are a Single-Location, and about one in five are a Branch Location (21%). As with the above, one in ten (10%) are a business Headquarters.

Location Type – Westridge Business Park

The largest number of businesses in the Westridge Business Park fell under the Single-Location category at just under half (47%). The next largest category was Branch location at 40%, and Headquarters accounted for 11% of locations in WBP.

Table 15: Business Location Types – Overall and By Park						
Location Type	All Businesses		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Single Location	305	63%	264	67%	41	47%
Branch	118	24%	83	21%	35	40%
Warehouse	9	2%	8	2%	1	1%
Headquarters	49	10%	39	10%	10	11%
Other	3	1%	2	1%	1	1%
TOTAL	484	100%	396	101%*	88	100%

*Does not equal 100% due to rounding

There were differences in the types of businesses in the two parks. For instance, as shown in Table 15 above, the NBIP has a significantly higher proportion of Single-Location businesses than the WBP. Two-thirds (67%) of businesses in the NBIP are Single-Location compared to less than half (47%) in the WBP. In contrast, there are a higher proportion of businesses that are branches in the WBP than in the NBIP; 40% branches in the WBP compared to only 21% in the NBIP.

Industry Type

The North American Industry Classification System (NAICS⁸) designation, which includes 20 business categories and many thousands of sub-types, was used as a means to categorize the industries within the two business parks. Information was available for 473 of the 495 businesses (96%). Table 16 below includes the seven top industry categories for the parks.

Industry Type – All Businesses

Across all businesses, the largest number of businesses fall under the Manufacturing category, with about one in four (24%). The next most common category is Wholesale Trade at 22%. Retail Trade follows at 9%, Construction at 8%, and Professional, Scientific, and Technical Services at 7%.

Industry Type – New Berlin Industrial Park

Manufacturing is the largest category in the NBIP, nearly one-third (27%) of businesses. One in five (21%) are Wholesale Trade, with Retail Trade and Construction each at 9% of businesses.

Industry Type – Westridge Business Park

Wholesale Trade is the largest category of industry in WBP, with 24% of businesses. Manufacturing accounts for 12%, followed closely by Retail Trade at 11%, and Accommodation and Food Services and Professional, Scientific, and Technical Services each at 10%.

Table 16: Industry Type – Overall and By Park

Industry Type	All Businesses		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Manufacturing	118	24%	107	27%	11	12%
Wholesale Trade	107	22%	85	21%	22	24%
Retail Trade	45	9%	35	9%	10	11%
Construction	39	8%	37	9%	2	2%
Professional, Scientific, & Technical Services	33	7%	24	6%	9	10%
Finance & Insurance	20	4%	13	3%	7	8%
Accommodation & Food Services	14	3%	5	1%	9	10%

There were some differences in industry types by park. Manufacturing businesses, for instance, make up 27% of all businesses at the NBIP compared to only 12% at the WBP. While Accommodation and Food Services is used to describe 10% of businesses at the WBP, only 3% of businesses at the NBIP are in this category. Construction is the industry classification for 9% of businesses in the NBIP, but only 2% in the WBP.

For a complete table of all industry types overall and by park, see Appendix E.

⁸ The NAICS was adopted by the federal government in 1997 as a standard to support data collection and analysis for their publications relating to the U.S. business economy.

Number of Employees at New Berlin Location

Data regarding the number of employees at the New Berlin Location was available for 429 out of 495 businesses (87%). The data do not include information about whether these are full-time or part-time employees.

Number of Employees – All Businesses

Across all businesses, the largest numbers have 4 or fewer employees (22%). This category is slightly higher than businesses with between 20 and 49 employees (21%), and those with 10 to 19 employees (20%). The highest number of individuals employed is 400, and the lowest is one. Across all businesses, the two parks employ almost 12,000 people within these New Berlin locations (11,979 individuals). The median number of employees is 13, with half of businesses above and below this number.

Number of Employees – New Berlin Industrial Park

Within the NBIP businesses, about one in four (23%) have four or fewer employees, the largest category. Twenty-one percent (21%) of businesses have between 10 and 19 employees, and another 21% employ 20 to 49 individuals. The highest number of individuals employed is 400, and the lowest is one employee. Across all businesses, those in the NBP employ 9,095 people. The median number of employees is 12.

Number of Employees – Westridge Business Park

One in five businesses (20%) in WBP has 20 to 49 employees, followed by 19% with four or fewer. Fifteen percent (15%) of businesses employ 10 to 19 individuals, and 14% have 5 to 9 employees. The highest number of individuals employed is 260, and the lowest is one employee. Across all businesses, those in WBP employ 2,884 people. The median number of employees is 21.

Table 17 below shows the number of employees at these New Berlin locations overall and by park.

Table 17: Number of Persons Employed At Businesses– Overall and By Park						
Number of Employees	All Businesses		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
1-4	94	22%	79	23%	15	19%
5-9	72	17%	61	17%	11	14%
10-19	85	20%	73	21%	12	15%
20-49	89	21%	73	21%	16	20%
50-99	42	10%	33	9%	9	11%
100-199	41	10%	27	8%	14	18%
200-400	6	1%	4	1%	2	3%
TOTAL	429	101%*	350	100%	79	100%

*Does not equal 100% due to rounding

As shown in the table, the majority of businesses (59%) employ less than 20 people. In fact, most of employers in both parks have less than 50 employees; 82% of employers in the NBIP and 68% in the WBP have less than 50 employees. Businesses in the WBP tend to have somewhat more employees on average than those in the NBIP.

Years in Business

The year the business was established was available for 332 of the 495 businesses (67%), allowing for calculation of a “years in business” variable.⁹

Years in Business – All Businesses

For all businesses, years in business ranges from less than one to 142 years, with a median age of 17 years. Most businesses fall within the 11 to 20 year range (24%), followed by 20% at 5 or fewer years and 19% at 21 to 30 years. Fifty-seven percent (57%) of businesses have been in business for 20 years or less.

Years in Business – New Berlin Industrial Park

Businesses in the NBIP ranged from one to 142 years, with a median age of 18 years. Most businesses fall within the 11 to 20 year range (25%), followed by 20% at 5 or fewer years and 19% at 21 to 30 years. Fifty-six percent (56%) of businesses in the NBIP have been in business for 20 years or less.

Years in Business – Westridge Business Park

Businesses in the WBP ranged from one to 117 years, with a median age of 13 years. Most businesses fall within the 5 to 10 year range (27%), followed by 22% at 21 to 30 years and 18% at 5 or fewer years. Sixty-one percent (61%) of businesses in WBP have been in business for 20 years or less.

The calculated variable of number of years in business is shown in Table 18 for all businesses and by each park.

Table 18: Years in Business – Overall and By Park						
Years in Business	All Businesses		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
1-5 years	66	20%	57	20%	9	18%
5-10 years	44	13%	31	11%	13	27%
11-20 years	79	24%	71	25%	8	16%
21-30 years	64	19%	53	19%	11	22%
31-40 years	34	10%	31	11%	3	6%
Over 40 years	45	14%	40	14%	5	10%
TOTAL	332	100%	283	100%	49	99%*

*Does not equal 100% due to rounding

⁹ As a reminder, the year of establishment referred to the parent company if the business was a branch rather than single location business within the parks.

Estimated Annual Sales

Data regarding estimated sales were available for 327 of the 495 businesses (66%). Unless specified as a single location, estimated annual sales refer to the larger parent company, and may not reflect annual sales at the New Berlin location.

Estimated Annual Sales – All Businesses

Across all businesses, estimated annual sales range from a low of \$14,000 to a high of \$400,000,000. The median estimated sales figure is \$1,400,000, while most businesses are in the \$100,000 to \$500,000 category (21%).

Estimated Annual Sales – New Berlin Industrial Park

For businesses within the NBIP, estimated annual sales range from a low of \$14,000 to a high of \$400,000,000. The median estimated sales figure is \$1,400,000, while most businesses are in the \$100,001 to \$500,000 category (23%).

Estimated Annual Sales – Westridge Business Park

The WBP businesses’ estimated annual sales ranges from a low of \$34,000 to a high of \$105,661,000. The median estimated sales figure is \$2,600,000, while most businesses are in either the \$500,001 to \$1,000,000 range or more than \$10,000,000 category (22% for each). There is also a large proportion (20%) in the \$2,000,001 to \$5,000,000 range.

Table 19 below shows the ranges of estimated sales across all locations for all businesses and by park.

Table 19: Estimated Annual Sales (All Locations) of Business – Overall and By Park						
Sales Range	All Businesses		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Less than \$100,000	25	8%	21	7%	4	9%
\$100,001 – \$500,000	69	21%	64	23%	5	11%
\$500,001 – \$1,000,000	52	16%	42	15%	10	22%
\$1,000,001 – \$2,000,000	52	16%	50	18%	2	4%
\$2,000,001 – \$5,000,000	52	16%	43	15%	9	20%
\$5,000,001 – \$10,000,000	36	11%	31	11%	5	11%
More than \$10,000,000	41	13%	31	11%	10	22%
TOTAL	327	101%*	282	100%	45	99%*

*Does not equal 100% due to rounding

Over half (56%) of the businesses have estimated annual sales of more than one million dollars. However, over three-quarters (77%) have estimated annual sales of \$5,000,000 or less. There were no statistically significant differences between the parks for estimated annual sales.

Appendix A: Department of Community Development Business Survey



Department of Community Development Business Survey

This survey is about businesses located in the New Berlin Industrial Park, Westridge / Towne Corporate Business Park, and some of their surrounding areas. Unless otherwise indicated, please answer the following questions only in reference to your location(s) in these parks.

Please check the box or fill in the lines, as appropriate.

1. What best describes your type of business? *(Please select only one)*
 - Manufacturing
 - Retail
 - Service
 - Transportation
 - Warehouse / Distribution
 - Other (describe): _____

2. Where is your company located in New Berlin?
 - New Berlin Industrial Park *(Moorland Business Park, MSI Lincoln Business Park, or New Berlin Business Park)*
 - Westridge Business Park / Towne Corporate Business Park

3. How many employees does your company have at this location? _____

4. How many years has your company been in operation in New Berlin? _____

5. Does your company have other locations? Yes No

5.a. If YES, where (City, State)? _____

6. Where is your company headquarters located (City, State)? _____

7. What category best describes your company's ANNUAL SALES (all locations)?
 - Less than \$100,000
 - \$100,001 – \$500,000
 - \$500,001 – \$1,000,000
 - \$1,000,001 – \$2,000,000
 - \$2,000,001 - \$5,000,000
 - \$5,000,001 - \$10,000,000
 - More than \$10,000,000

8. In general, how would you rate New Berlin as a place to do business?

Excellent	Good	Fair	Poor	Very Poor
<input type="checkbox"/>				

9. Why did you choose New Berlin as a place for your business operations?

10. Which of the following categories best describes your plans regarding your workforce over the next six months at your New Berlin location?

- Hiring – Planning to Increase Staff
- Stable – No Plans to Increase or Decrease Staff
- Reducing – Planning to Decrease Staff

11. Do you have adequate space to expand your business for future needs at your current New Berlin location?

- Yes
- No
- I'm not sure

12. Does your company have any plans to leave your current location? Yes No

12.a. If YES, what is the primary reason?

13. What is the single most important issue facing your business?

14. Approximately how many of your employees live in the city of New Berlin?

- MORE than half
- ABOUT half
- LESS than half
- None

15. How helpful would the following be to your business?

	Very Helpful	Somewhat Helpful	Not Very Helpful	Not At All Helpful	Not Sure / No Opinion
a. Hotel(s)	<input type="checkbox"/>				
b. Conference / Meeting Space	<input type="checkbox"/>				
c. Fine Dining Establishments	<input type="checkbox"/>				
d. Affordable Housing for Workers	<input type="checkbox"/>				
e. Public Transportation	<input type="checkbox"/>				

16. What is the one suggestion you would have for the City of New Berlin to support continued growth and to help businesses?

Thank you for taking the time to complete this survey!

Your participation will guide our planning activities for the future.

Please place in the self-addressed postage-paid envelope provided and send via U.S. mail to the UWM Center for Urban Initiatives & Research.

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Appendix B: Reasons for Choosing New Berlin for Business Operations

Percentage was calculated based on the number of responses provided, as follows:

- All Respondents – out of 195;
- New Berlin Industrial Park – out of 177; and
- Westridge Business Park – out of 18.

Since many have more than one selection, the percent was not summed to 100%.

Table 20: Reasons for Choosing New Berlin for Business Operations– Overall and By Park						
Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Location	85	44%	75	42%	10	56%
<i>General</i>	28	14%	25	14%	3	17%
<i>Other cities/within region</i>	10	5%	10	6%	0	0%
<i>Employees</i>	9	5%	7	4%	2	11%
<i>Central</i>	9	5%	9	5%	0	0%
<i>Highways</i>	8	4%	5	3%	3	17%
<i>Customers</i>	8	4%	7	4%	1	6%
<i>Good/better/convenient</i>	8	4%	8	5%	0	0%
<i>Other</i>	2	1%	2	1%	0	0%
<i>Other businesses</i>	2	1%	1	1%	1	6%
<i>Other branches</i>	2	1%	2	1%	0	0%
Access to freeway/streets	18	9%	17	10%	1	6%
Close to home	14	7%	12	7%	2	11%
Availability	12	6%	12	7%	0	0%
Building characteristics	12	6%	11	6%	1	6%
Bought existing business/no choice	10	5%	9	5%	1	6%
Other	10	5%	9	5%	1	6%
Cost	9	5%	9	5%	0	0%
Appeal of New Berlin community/market/demo graphics	6	3%	4	2%	2	11%
Low taxes	5	3%	5	3%	0	0%
Appeal of New Berlin/Waukesha County government	4	2%	4	2%	0	0%
Moved from other location	4	2%	4	2%	0	0%
Grew up in New Berlin	3	2%	3	2%	0	0%
Safety	2	1%	2	1%	0	0%
TOTAL	195	-	177	-	18	-

Appendix C: Most Important Issue Facing Businesses

Percentage was calculated based on the number of responses provided, as follows:

- All Respondents – out of 155;
- New Berlin Industrial Park – out of 137; and
- Westridge Business Park – out of 15.

Since many have more than one selection, the percent was not summed to 100%.

Table 21: Most Important Issues Facing Business– Overall and By Park						
Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Economy/recession	55	35%	49	37%	6	40%
High taxes	19	12%	16	12%	3	20%
Politicians/government (negative)	16	10%	12	9%	3	20%
High costs (in general)	9	6%	9	7%	0	0%
Sales/profits/income	8	5%	8	6%	0	0%
Costs - health insurance	7	5%	6	5%	1	7%
Declining sales	6	4%	6	5%	0	0%
Expansion/business growing	5	3%	5	4%	0	0%
Other	5	3%	4	3%	1	7%
Financing/access to credit (companies & clients)	4	3%	3	2%	1	7%
Consumer spending down	4	3%	4	3%	0	0%
Cash flow	3	2%	3	2%	0	0%
Advertising/marketing	3	2%	2	2%	0	0%
Facility/space	2	1%	1	1%	0	0%
Infrastructure - condition of roads/parking	2	1%	2	2%	0	0%
Costs - energy/utility	2	1%	2	2%	0	0%
Securing new work	2	1%	2	2%	0	0%
Client base/demographics	1	1%	1	1%	0	0%
Competition (global and in general)	1	1%	1	1%	0	0%
Employee retention/training	1	1%	1	1%	0	0%
Businesses leaving WI	0	0%	0	0%	0	0%
TOTAL	155	-	137	-	15	-

Appendix D: Suggestions to Support Growth and Help Businesses

Percentage was calculated based on the number of responses provided, as follows:

All Respondents – out of 132;

New Berlin Industrial Park – out of 115; and

Westridge Business Park – out of 12.

Since many have more than one selection, the percent was not summed to 100%.

Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage	Count	Percentage	Count	Percentage
Control/reduce taxes	36	27%	32	28%	2	17%
Widen/repair Calhoun Road	22	17%	20	17%	1	8%
Ease governmental regulations/restrictions	15	11%	14	12%	1	8%
Improve infrastructure (e.g. roads, parks)	11	8%	9	8%	1	8%
Other	8	6%	6	5%	1	8%
Be more business friendly	7	5%	7	6%	0	0%
Less government/cut government budget	6	5%	6	5%	0	0%
Ease signage rules	5	4%	4	3%	1	8%
Tax incentives	4	3%	3	3%	1	8%
More networking opportunities	4	3%	3	3%	1	8%
Maintain quality city services (e.g. police, schools)	3	2%	2	2%	1	8%
Public transportation	3	2%	3	3%	0	0%
Better communication between government & business	2	2%	1	1%	1	8%
More high-density design	2	2%	1	1%	1	8%
Healthcare	1	1%	1	1%	0	0%
Crime	1	1%	1	1%	0	0%
Green initiatives	1	1%	1	1%	0	0%
Promote "growth" strategies	1	1%	1	1%	0	0%
TOTAL	132	-	115	-	12	

Appendix E: NAICS Industry Type

Table 23: NAICS Industry Types – Overall and By Park						
Response	All Respondents		New Berlin Industrial Park		Westridge Business Park	
	Count	Percentage*	Count	Percentage*	Count	Percentage*
Manufacturing	118	24%	107	27%	11	12%
Wholesale Trade	107	22%	85	21%	22	24%
Retail Trade	45	9%	35	9%	10	11%
Construction	39	8%	37	9%	2	2%
Professional, Scientific, & Technical Services	33	7%	24	6%	9	10%
Administrative & Support & Waste Mgt. & Remediation Services	22	4%	20	5%	2	2%
Other Services (except Public Administration)	21	4%	17	4%	4	4%
Finance & Insurance	20	4%	13	3%	7	8%
Accommodation & Food Services	14	3%	5	1%	9	10%
Health Care & Social Assistance	12	2%	10	3%	2	2%
Transportation & Warehousing	12	2%	10	3%	2	2%
Information	11	2%	7	2%	4	4%
Arts, Entertainment, & Recreation	6	1%	6	2%	0	0%
Real Estate & Rental & Leasing	5	1%	5	1%	0	0%
Educational Services	3	1%	3	1%	0	0%
Agriculture, Forestry, Fishing, & Hunting	1	<1%	1	<1%	0	0%
Utilities	1	<1%	1	<1%	0	0%
TOTAL	473	100%	389	101%*	84	100%

*Percentage totals may not equal 100% due to rounding