



ECONOMIC DEVELOPMENT WATCH

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Business Resources

- The UWM Small Business Development Center works with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve their performance. They can be reached at 414-227-3200, 800-222-3623, or sce@uwm.edu.
- The Federal Deposit Insurance Corporation (FDIC) recently created a new hotline where small business can call for help regarding credit availability. The toll-free number is 855-334-2249.
- SCORE, counselors to America's small business, a resource partner to the U.S. Small Business Administration, provides free confidential business counseling. You can contact them at 414-297-3942, or visit their website at www.scoresewisconsin.org.
- The Wisconsin Women's Business Initiative Corporation provides hands-on assistance to business owners through classes, one-on-one assistance, and access to capital through direct lending programs. Download an application from their website at www.wwbic.com or call their lending department at 414-263-5450.

THE INSIDE SCOOP

ECONOMIC DEVELOPMENT NEWS

BY GREGORY KESSLER

Welcome to New Berlin's first Economic Development Watch Newsletter!

With the adoption of the City's Comprehensive Plan, New Berlin has an excellent blueprint to its economic development future. The Department of Community Development has a history of engaging in economic development activity and plans for additional strategies to attract developers and businesses to the City. Economic development is the fostering of activities intended to retain, pursue, enhance, and attract investment in the community to ensure a stable or growing tax base along with job retention and creation. More specifically:

- 1) Attracting Businesses—Staff sends marketing letters to various companies on a regular basis. Staff sent thirty (30) Letters and marketing materials to restaurant owners and groups across the country. City Center was the focus for this outreach.
- 2) DCD Staff creates marketing materials for



Westridge Business Park

targeted areas in the City, including the intersection of Greenfield/Moorland, City Center, Westridge and Mill Valley for potential developers. The information includes available acres, existing zoning, future land use and aerial maps showing the targeted area.

- 3) Nurturing small and start-up businesses—Through the administrative Re-Occupancy Permit process, staff can quickly review and approve new

businesses occupying space in the industrial parks and other commercial areas. Businesses are able to start operating faster with this expedited process.

- 4) Conducting work place visits with the Mayor— Staff and the Mayor visit at least two (2) businesses per month. Some of the recent 2010/11 visits included: Kids n Motion, Swiss Tek Coatings, Inc., Midland Plastics, Inc., Wisconsin Vision, ABB, Inc., and Wenthe Davidson.

WHY CHOOSE NEW BERLIN?

BY MAYOR CHIOVATERO

The City of New Berlin is a vibrant community and a growing high-quality employment center. While New Berlin maintains the values and friendliness of a small Midwestern town, it is located only twenty minutes from Downtown Milwaukee and shares in the dynamic

growth and the cultural, educational and recreational opportunities that are abundant in Milwaukee and Waukesha Counties. New Berlin was recently ranked 34th among America's 100 Best Small Towns.

New Berlin welcomes new businesses to the community

and approaches each opportunity as a chance to work cooperatively with a new partner. Responsive and responsible governance plays a crucial role in facilitating new business opportunities and protecting them as long term investments.

City Center New Berlin Plaza named 2011 Business Journal Real Estate Awards First Place Winner "Best Deal/Lease of the Year!"

Follow New Berlin's Department of Community Development on Facebook, Twitter and LinkedIn!



JANUARY 2012						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 ●	4	5	6	7
8	9	10	11 ●	12	13	14
15	16 ●	17	18 ●	19	20	21
22	23 ●	24 ●	25 ●	26	27	28
28	30	31				

● Denotes DCD related meetings

Click on the calendar above to view meeting details



The Inside Scoop (cont...)

5) Grant writing & administration to support economic development initiatives— Staff has applied for Community Development Block Grants (CDBG) on an annual basis. A 2011 application included a façade improvement program for businesses in the New Berlin Industrial Park.

6) Maintaining the economic development plan and related data for the City— The New Berlin 2020 Comprehensive Plan contains Chapter 3, Economic Development, which outlines the following economic development strategies:

*Coordinate Economic Development Programs and Support Services.

*Provide Business Development Activities.

*Encourage Business Attraction and Retention.
*Offer development incentives and financing.

*Coordinate workforce education and training.

*Conduct a land supply analysis for business growth.

*Invest in infrastructure.

*Invest in quality of life factors conducive to business innovation.

7) Continue to attend conferences/expos to promote development opportunities in the City.

8) Explore the use and social media as an economic development tool to spotlight targeted development areas in the City.

City Center



Why Choose New Berlin (cont...)

The City of New Berlin employs an experienced and capable staff, dedicated to ensuring a smooth and flexible development process. Staff is available for pre-application meetings to provide local knowledge and guidance and will become a trusted partner as the project grows to fruition.

A logical, predictable step-by-step process typically leads to approval in 45 days from the time of pre-application submittal. Some steps may be eliminated or shortened for occupancy or no construction.

Please contact the City with any questions or comments or to set up a meeting.

More information, including the City's Zoning Code and Developer's Handbook, is available on the City's website www.newberlin.org. For announcements and up-to-date information, please follow the City of New Berlin Department of Community Development on Facebook and Twitter, username @NewBerlinDCD.

UPDATES

BELLAFINI'S TO TAKE OVER THE FORMER BAKER'S ICE CREAM SPACE IN CITY CENTER.

Bellafini's, (www.bellafinis.com), has a variety of wines, Italian baked goods and serves what could be "The best New York style large slice Pizza in the entire state of Wisconsin". Remodeling the space will begin in January. WELCOME TO NEW BERLIN!!

ZAFFIRO'S PIZZERIA COMING TO NEW BERLIN.

Zaffiro's Pizzeria & Bar is scheduled to open this spring at the Marcus Ridge Cinema (5200 S. Moorland Rd). Footing and foundation work will begin in the next few weeks as the first step toward converting one of the 20 theaters into a restaurant. WELCOME TO NEW BERLIN!!

Welcome new businesses!

- WEIGHT WATCHERS at 15427 W. National;
- HINCKLEY WATER COMPANY at 3068 S. Calhoun Rd.
- MANSKE MACHINERY, INC. at 2125 S. 170th and
- GROUNDS MAINTENANCE SERVICES, LLC at 16980 W. National.
- APPLE RIDGE ACADEMY at 17612 W. National Ave.— building expansion.