

CITY OF NEW BERLIN

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 AMY BENNETT, ASSOCIATE PLANNER

Summer is here! Time to get out and explore the City! A new event this year, the Concerts at New Berlin City Center sponsored by ProHealth Care and Regency Senior Communities was held June 27, 2012 at 6:30 pm! The first concert was a success thanks to ProHealth Care, Wimmer Communities, Sendik's, city staff, and the businesses of City Center! It was a great evening!

The next scheduled Concert at New Berlin City Center will be Wednesday, August 1 from 6:30 to 8:30 p.m. on the New Berlin Public Library Green (15105 Library Lane / City Center)! This is a free, outdoor summer music concert. Food and beverages will be available for purchase from Sendik's Food Market. Lawn chairs and blankets are welcome on the premises. Follow the weblink for more information. www.newberlin.org

The City of New Berlin is in the middle of a busy construction season! A number of new projects have been submitted to the Department of Commu-



June 27, 2012 Concert at City Center

nity of Development (DCD) for review and approval.

One of the approved projects to at the April 30 Plan Commission, submitted by Froedter Health, Inc., was a 137,000 sq. ft. medical office building. The new building will be located at 4805 S. Moorland Road just north of the existing Children's Hospital medical office building. Ser-

vices will include primary care clinics, specialty care clinics, diagnostic imaging, laboratory services, a gastroenterology procedure suite, infusion, rehabilitation services, medial oncology, 24-hour urgent care, physician offices and associated administrative spaces. This facility when fully operational will bring approximately 250 employees to

SECTION 34 & 35 SEWER & WATER PROJECT

BY JP WALKER, CITY ENGINEER

The City of New Berlin is implementing the policies of the 2020 Comprehensive Plan to support new development in Section 35 and the eastern portion of Section 34 by installing both sanitary sewer and water main as part of the largest utility project undertaken in New Berlin!

The utility project will consist of the installation of:

- 2,000 feet of 18" diameter sanitary sewer along Moorland Road
- 2,000 feet 16" diameter water main along Moorland Road

- 9,600 feet of 36" diameter sanitary interceptor sewer from 1,400 feet west of Moorland Road to Sunny Slope Road
- 10,000 feet of 16" diameter water main from 1,400 feet west of Moorland Road to Sunny Slope Road



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



New Berlin's table at the New Berlin Chamber June meeting "Sustainable Business in New Berlin"

JULY 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
29	30	31				

● Denotes DCD related meetings

Click on the calendar above to view meeting details



The Inside Scoop (cont...)

New Berlin! Completion of all construction is anticipated by October 2013.

Zilber Property Group plans to build a 54,000-square-foot industrial building at the southeast corner of South Emmer Drive and Beloit Road in New Berlin. The building was approved by the Plan Commission in April. A vacant house on the site will be demolished to make way for the new industrial building.

For more information on these proposals, please see www.newberlin.org for a list of current projects and details. Information is also posted daily on the DCD Facebook page. Please "like" us and "follow" DCD on Twitter!

Summer has also brought some recognition for New Berlin! IDG's CIO magazine

announced in June the City of New Berlin as a recipient of the 2012 CIO 100! The 25th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT). Please follow the link for more information! www.newberlin.org

In addition, New Berlin, WI has been named a Tree City USA community by the Arbor Day Foundation to honor its commitment to urban forestry. The Tree City USA program is sponsored by the Arbor Day Foundation in cooperation with the National Association of State Foresters and the USDA Forest Service. It is the tenth year New Berlin has earned this national designation!

PROHEALTH CARE
REGENCY SENIOR COMMUNITIES
SPONSORS
Concerts
AT NEW BERLIN CITY CENTER

Located on the Library Green at New Berlin Public Library • 15105 Library Lane

Concerts at City Center is a free, outdoor summer music series. Music starts at 6:30 pm.
Food and beverages will be available for purchase. Come join us for an evening under the stars - rain or shine! Lawn chairs and blankets are advised.

Streetlife with Warren Wiegatz
Wednesday, June 27
6:30 - 8:30 pm

The Concord Chamber Orchestra
Wednesday, August 1
6:30 - 8:30 pm

Don't forget to visit your local City Center businesses!

FOR MORE INFORMATION
www.newberlin.org • 262-786-8610

NB Industrial Park (cont...)

Construction, which started at Moorland Road on May 7, 2012, is anticipated to be substantially completed by October 15, 2012. The new pipe will be connected to existing sanitary sewer and water main at Sunny Slope Road. Once installed, both sanitary sewer service and water service will be available for connection by new utility infra-

structure associated with new development.

The public is encouraged to periodically check the Department of Community Development Facebook page for project updates and photos. <https://www.facebook.com/pages/City-of-New-Berlin-Department-of-Community-Development/131885256837673>



UPDATES

FROZEN LADLE AND BELLAFINI'S OPEN IN CITY CENTER.I

FROZEN LADLE, (www.frozenladle.com), a premium soup and self-serve yogurt shop, opened at 15435 W. National Ave.

WELCOME TO NEW BERLIN!!

BELLAFINI'S NOW OPEN!
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". Enjoy a meal out on the patio this summer! WELCOME TO NEW BERLIN!!

WELCOME NEW BUSINESSES!

MEDICAL EQUIPMENT SALES ASSOCIATES at 2917 S. 160th Street;

BAY TOWEL at 3068 S. Calhoun Road;

WATRY HOMES, LLC at 17790 W. Liberty Lane;

TOP FLOOR TECHNOLOGIES at 2725 S. Moorland Road;
SIGNS NOW at 2385 S. 179th Street;

MACHINE WERKS OF WI at 2222 S. 162nd Street;

WORKMAN ENTERPRISES, LLC at 2220 S. 162nd Street;

INFROTROL CORPORATION at 2232 S. 162nd Street; and

RW LYALL MECHANICAL SPECIALTIES at 16233 W. Ryerson Road.