

CITY OF NEW BERLIN

ECONOMIC DEVELOPMENT WATCH



Volume 2, Issue 1

January, 2013

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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

Happy New Year! 2013 is set to be a busy and exciting year in the City of New Berlin! New developments have been proposed and additions planned.

Walmart has petitioned to rezone the properties located at approximately 15375 W. Greenfield Avenue (currently The Charcoal Grill) from B-4 to B-1 & 15205 W. Greenfield Avenue from R-3 to B-1 and C-2 to field delineate the wetlands and remove the residential zoning district. A Comprehensive Plan Amendment to amend the Future Land Use Plan and a one-lot Certified Survey Map has also

been requested.

The applicant is petitioning the City for three separate application requests in order to proceed with a Use Approval application to construct a 150,000 sq. ft. Walmart department Store (the "Store"). The Store will include general merchandising, full service grocery with deli, produce, bakery, liquor and dry goods departments, a pharmacy with drive-through and a seasonal garden center. In addition, the Store may include other departments, services and accessory uses.

An open house has been scheduled for Wednesday,

January 23 from 6pm to 8pm at Ronald Reagan Elementary School. The developer and their representatives Jim Frayn with Manhard Consulting Ltd., and Deborah Tomczyk with Reinhart Boerner Van Deuren S.C. will make available site plans and renderings for the proposed Walmart development. Interested parties will have an opportunity to speak directly with the applicant and their team about various aspects of their proposed development. City staff will also be available. No action will be taken at this open house.



Early Concept Walmart Store

MOVING NEW BERLIN FORWARD

BY GREG KESSLER, DIRECTOR

Moving New Berlin Forward is a cooperative effort to align resources with the needs of the community, businesses and students. The organization is supported by the School District of New Berlin, City of New Berlin, Chamber of Commerce, Rotary Club, civic and faith-based organi-

zations, and local businesses. Moving New Berlin Forward's goal is to keep New Berlin a great place to live, attend school, work and do business.

Moving New Berlin Forward and the School District of New Berlin are hosting the 2nd Annual New Berlin Career and Job Fair for businesses,

students and community members.

The fair will be held Wednesday, February 20 in the New Berlin West High School Field House. Follow the link for more information and to register for this exciting event! <http://www.nbexcellence.org/>



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

Watch for information on upcoming dates for the 2013 Concerts at New Berlin City Center!

New Berlin Chamber of Commerce membership information at <http://newberlinchamber.org/dnn/april13/Home.aspx>

FEBRUARY 2013						
SUN	MON	TUE	WED	THUR	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		

● Denotes DCD related meetings

Click on the calendar above to view meeting details



The Inside Scoop (cont...)

A new building is under construction at W. Coffee and S. Moorland Roads at the New Berlin Sendik's Plaza. The building will have three tenants and should be completed later this year.

Construction is complete for the Zilber industrial building at 16235 W. Beloit Road. One of the tenants approved by the Plan Commission for the building is *Helium Trampoline Park*. The trampoline park will be the first in Wisconsin and will include multi-attractions such as a 6,700 sq. ft. trampoline, dodgeball courts, a foam pit and a half-pipe with mini-obstacles.

Building additions have been approved for ABB, Inc. at 16250 W. Glendale Avenue. The additions will allow for façade updates and improved



New Building at Coffee and Moorland Roads

operations at the facility.

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](http://www.cityofnewberlin.com/Community-Development/131885256837673)

WORKFORCE DEVELOPMENT CENTER

The Workforce Development Center (WDC) is a premier one-stop shop for all individuals in the working world today. WDC strives to serve current employees, unemployed/underemployed job seekers and all businesses alike. The WDC specializes in a variety of services to include; Hiring (job fairs, pre-employment assessments, recruitment services,

job postings), Training (Course offerings, customized seminars, training incentives, labor law clinics), Retaining (human resources services, coaching, retention seminars, outplacement services) and Expansion (revolving loan funds, technology zone programs, linkages with local economic development corporations). The mission is to match job seekers

with the job openings, while supporting anything and everything in-between.

The Workforce Development Center operates in a 3-county region, serving Washington, Ozaukee and Waukesha Counties. Please contact Sean Van Derel at 262-695-7805 or visit the WDC website at www.wfdc.org for more information.

UPDATES

FANNIE MAY NOW OPEN IN CITY CENTER!

FANNIE MAY CHOCOLATES, NOW OPEN! (www.fanniemay.com), a fine chocolate store opened at 15409 W. National Avenue. WELCOME TO NEW BERLIN!!

WELCOME NEW BUSINESSES!

FANTASTIC SAM'S at 14019 W Greenfield Avenue;
SWICK TECHNOLOGIES at

15700 W. Cleveland Avenue;
ASPEN ORTHOPEDICS CLINIC at 12555 W National Avenue;
OFFICE SYSTEM INSTALLATION at 2975 S. Moorland Road;
FLOOR QUEST at 16351 W. Lincoln Avenue;
ABB, INC. at 12695 W. National Avenue;
ALAN DOUGLAS, LLC at 21520 W. Greenfield Avenue;
SCHLIMBACH FAMILY CHIROPRACTICE at 13825 W. National Avenue ;
HARTLAUB PLUMBING, HEAT-

ING & COOLING at 17919 W. Lincoln Avenue;
ROBE DENTAL at 13700 W. National Avenue;
MAVRIX WELDING AUTOMATION at 3020 S. Calhoun Road;
PROLITE BUILDING SUPPLY at 2855 S. Calhoun Road;
DIGITAL EDGE OF NEW BERLIN, LLC at 2745 S. Calhoun Road and
MATRIX COMMUNICATION SERVICES, INC. at 17750 W. Liberty Lane .