

CITY OF NEW BERLIN

ECONOMIC DEVELOPMENT WATCH



Volume 4, Issue 1

January, 2015

INSIDE THIS ISSUE:

<i>Economic Development</i>	1-2
<i>Discover New Berlin</i>	1-2
<i>New Business Updates</i>	2

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 L. BENNETT, AICP

Happy New Year! The Community Development Department is looking forward to a busy and exciting year in New Berlin!

The Plan Commission will have a public hearing and will be reviewing an application from American Manufacturing Company at the February 2 meeting. The conditional use application includes a proposal for a new 10,020 sq. ft. building at approximately 2935 S. Calhoun Road.

American Manufacturing will be re-locating from the City of Milwaukee and is a specialty precision machining and metal fabrication firm. American Mfg' specializes in low volume, complex machining and fabrication work.

Please check the DCD website at www.newberlin.org to look at the plans or for more information.

Eddie Millikin of EWM Consulting has submitted a revised conceptual plan for the proposed 48-lot, Kohler Ridge Conservation Subdivision on



American Manufacturing

178.04 acres. The proposed subdivision includes two outlots north of Lawnsdale Road to be designated as the permanent open space required for a conservation subdivision. There was a site visit for the Plan Commission and general public held on October 15, 2015.

The proposed subdivision layout has been changed based on feed-back received

at the site visit and to preserve existing trees. This item will be discussed at the February 2 Plan Commission meeting. No action will be taken.

Please check the DCD website at www.newberlin.org to look at the concept plans or for more information.

DISCOVER NEW BERLIN COMMUNITY FAIR

BY ED HOLPFER, NEW BERLIN CHAMBER DIRECTOR

With the start of the New Year, preparations for the 2015 edition of *Discover New Berlin* are now in full swing. Our second annual two-day Business and Community Fair is moving to a larger space at Eisenhower school to accommodate more exhibition space as well as more family-friendly activities. The layout of the show floor is available so exhibitors may begin selecting their booth spaces.

Chamber members and non-member businesses are being

contacted by representatives from the Milwaukee Journal Sentinel (publishers of this year's show program) and TV Channel 24 to explain the various advertising opportunities available in conjunction with this year's show.

The City has already committed to participate, including the Police and Fire Departments, along with many other city departments. The New Berlin School District will provide family-friendly games and activities along with displays from local day care providers in the lower level gymnasium. The

school district will also provide a wide array of entertainment and performances in the auditorium. Local churches, nonprofits, charitable and service organizations, will also be on hand to tell their stories and inform residents of their activities.

Once again, Friday will feature a Job Fair along with a series of presentations aimed at providing valuable information and resources to our local business community.

The planning and production

ECONOMIC DEVELOPMENT NEWS (CON'T)



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

Thinking of joining the New Berlin Chamber? Membership information is available by calling 262.786.5280 or emailing office@newberlinchamber.org



Proposed Panera Bread

Prospect Creek Developers, LLC is proposing to develop 2.80 acres at the southwest corner of Moorland Rd. & Beloit Rd. An approximate 3,006 sq.ft. Arby's drive-thru restaurant is proposed to be located on the western portion of the lot, closest to Beloit Rd. A Panera Bread Restaurant is proposed to be approximately 4,320 sq. ft., including a drive-thru and outdoor dining.

These items were approved at the December 1 Plan Commission meeting. The developer anticipates beginning construction this spring.

New Berlin Tire & Auto, LLC is planning to occupy the existing auto shop at 15650 W. National Avenue this spring. The new operator plans to paint and replace the garage doors to improve the site.

The public is encouraged to visit the DCD website at www.newberlin.org or Facebook page for project up-dates and photos. Follow DCD on Twitter @newberlindcd and Facebook!

<http://www.facebook.com/#!/pages/City-of-New-Berlin-Department-of-Community-Development/131885256837673>.

DISCOVER NEW BERLIN (CON'T)

are a major undertaking with many volunteers, and moving parts. As such, much of my time will be dedicated to the project between now and March.

Don't miss the chance to participate in what is surely becoming the premier event to promote Business and Community in New Berlin! Our goal as a Chamber is to promote the city and our local

businesses to the residents of New Berlin and the surrounding areas. My thanks and appreciation to all of last year's participants who have committed to this year's event.

For more information about the community fair, please contact the Chamber Office at 262-786-5280 or email office@newberlinchamber.org.



2015 FEBRUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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



UPDATES

Welcome New Businesses!

RSG CONSTRUCTION at 16813 W. Greenfield Ave.;
OSG BILLING SERVICES at 2471 S. Commerce Dr.;
ACHIEVE OPTIMAL HEALTH at 3333 S. Sunnyslope Rd.;
BADGER LIGHTING & SIGN at 16271 W. Lincoln Ave.;
CHILDREN'S ORCHARD at 14145 W. Greenfield Ave.;

RON OPICHA STATE FARM at 14027 W. Greenfield Ave.
CAPITAL HEATING at 16920 W. Cleveland Ave.;
WAL-MART SUBWAY at 15333 W. Greenfield Ave.;
ACUITY FOAM FABRICATION at 2361 S. Commerce Dr.;
PIEPER ELECTRIC, INC. at 5475 S. Westridge Ct.

SWISHER CLEANING at 16338 W. Glendale Rd.;



Badger Lighting & Sign