



CITY OF NEW BERLIN ECONOMIC PROFILE

HISTORY

New Berlin is located just west of Milwaukee and is made up of 36 square miles. Its population is 40,349 people (2018), making it the second largest city in Waukesha County.



In 2017, New Berlin was ranked the **#11 Best Place to Live in America** by CNN Money Magazine.

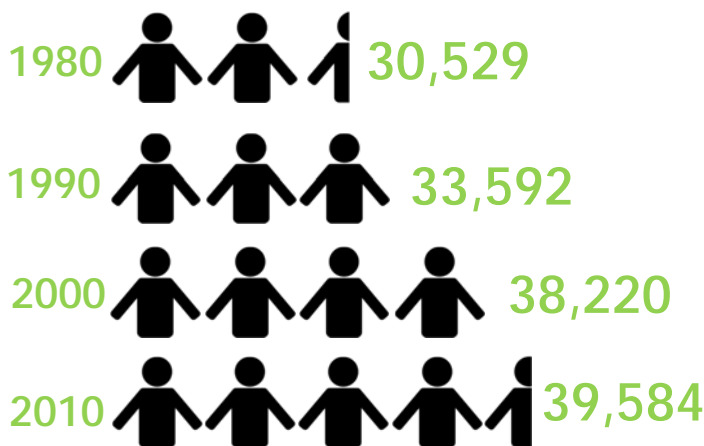
TAXES

LOCAL PROPERTY TAXES, 2017

- Assessment Ratio: 0.935778
- Net Rate / \$1,000:
 - New Berlin School District: \$17.16
 - West Allis / West Milwaukee School District: \$18.28
 - Elmbrook School District: \$16.26
 - Muskego-Norway School District: \$15.16
- Total Equalized Value: \$4,957,310,700 (2016)



POPULATION



HOUSING

TOTAL HOUSEHOLDS



INCOME

2016 PER CAPITA PERSONAL INCOME



- Waukesha County \$65,522
- Southeastern Wisconsin Region ... \$32,302
- Wisconsin \$46,762







MEDIA

Local Newspapers


- New Berlin Citizen, Weekly
- New Berlin Enterprise, Weekly
- The Waukesha Freeman, Daily
- The Milwaukee Journal-Sentinel, Daily
- Milwaukee Business Journal, Weekly



TRANSPORTATION

<p>HIGHWAYS </p> <ul style="list-style-type: none"> • Interstate Highway 94 located immediately north; Interstate Highway 43 passes through the City • State Trunk Highway 59 • County Trunk Highways D, I, L, O, Y, ES, and HH 	<p>TRUCKING </p> <ul style="list-style-type: none"> • Numerous trucking & warehousing establishments located in Waukesha County 	<p>AIR SERVICE </p> <ul style="list-style-type: none"> • Waukesha County - Crites Field, located four miles northwest • Capitol Airport, located six miles north • Lawrence J. Timmerman Field, located 11 miles northeast • Milwaukee's General Mitchell International Airport, located 14 miles east • Chicago's O'Hare International Airport, located 80 miles south-east
<p>RAILWAY SERVICE </p> <ul style="list-style-type: none"> • Union Pacific Railroad 	<p>WATER TRANSPORTATION FACILITIES </p> <ul style="list-style-type: none"> • Port of Milwaukee, located 16 miles northeast 	
	<p>PUBLIC TRANSIT </p> <ul style="list-style-type: none"> • Commuter bus route operated by Wisconsin Coach Lines, Inc. • Specialized Transportation services available to the elderly and persons with disabilities through the Waukesha County Department of Aging 	


GOVERNMENT SERVICES

<p>The City of New Berlin has a mayor/council form of government. </p> <p>Police and Fire</p> <p>Police Department: 74 sworn officers</p> <p>A radio control robot has been successfully used by the Department as a public relations tool for crime prevention programs, and for safety programs presented to elementary and other school aged children.</p> <p>Fire Department: 34 full-time & 35 part-time fire fighters</p> <p>Other</p> <p>The City provides standard services such as street maintenance, snow removal, a park system, planning and inspection services, and a public library.</p>

HEALTH

<p>The City of New Berlin is served by a complete range of health facilities and health professionals. Seven hospitals provide expert care to Waukesha County residents. Aurora Health Care, Concentra Medical Clinic, St. Luke's New Berlin, Waukesha Medical Centers, and over 200 additional clinics in Waukesha County provide a variety of health services for area communities. </p>

EDUCATION

<p>The City of New Berlin is serviced by the New Berlin, Elmbrook, Muskego-Norway, and West Allis/West Milwaukee School Districts.</p>	<p>PUBLIC HIGH SCHOOL GRADUATES: </p> <p>2016-2017 Graduation Rate 97.5%</p>
<p>COLLEGES AND UNIVERSITIES</p> <p>Carroll College, City of Waukesha</p> <p>Marquette University, City of Milwaukee</p> <p>Milwaukee School of Engineering, City of Milwaukee</p> <p>University of Wisconsin-Milwaukee, City of Milwaukee</p> <p>University of Wisconsin-Madison, City of Madison</p> <p>University of Wisconsin-Waukesha, City of Waukesha</p>	<p>TECHNICAL AND VOCATIONAL SCHOOLS</p> <p>Milwaukee Area Technical College</p> <p>Waukesha County Technical College</p> <p>LIBRARY</p> <p>The City of New Berlin is a member of the Bridges Library System. There is a total of 24 public libraries in the Bridges Library System that serves Waukesha & Jefferson counties.</p>

HOUSING

The City of New Berlin is dedicated to serving its residents and offer a variety of housing options for all income levels. The Department of Community Development has compiled a list of multi-family housing developments within the City of New Berlin, including senior housing, in an effort to educate residents and business owners of opportunities available to them. Additionally, the Waukesha County Housing Authority and the Wisconsin Housing & Economic Development Authority serve as valuable resources in acquiring information regarding a variety of housing options.



HOME LOAN GRANT PROGRAM

The City of New Berlin is offering down payment and closing cost assistance to first-time home buyers wishing to purchase property within the limits of the City of New Berlin. In addition, First Bank Financial Centre (FBFC) will match up to \$2,500 to finance closing costs for the home buyer.



For more information, contact the City of New Berlin at (262) 786-8610 or visit www.newberlin.org

LOCAL CONTACTS

CITY OF NEW BERLIN DEPARTMENT OF COMMUNITY DEVELOPMENT

3805 S. Casper Drive
New Berlin, WI 53151
Phone: (262) 797-2445

CITY OF NEW BERLIN CLERK'S OFFICE

3805 S. Casper Drive
New Berlin, WI 53151
Phone: (262) 786-8610



SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 Rockwood Drive
Waukesha, WI 53187
Phone: (262) 547-6721

WAUKESHA COUNTY CENTER FOR GROWTH

2717 N. Grandview Blvd
Suite # 300
Waukesha, WI 53188
Phone: (262) 542-4249

VISIT MILWAUKEE VISITOR INFORMATION CENTER

400 W. Wisconsin Avenue
Milwaukee, WI 53203
Phone: 1-800-554-1448
Local Phone: (414) 273-7222

NEW BERLIN CHAMBER OF COMMERCE

13825 W. National Avenue
New Berlin, WI 53151
Phone: (262) 786-5280

UTILITIES

ELECTRIC POWER & NATURAL GAS



- We Energies
Residential: 1-800-242-9137
Business: 1-800-714-7777

WATER

- Source: Milwaukee Water Works
Average Daily Consumption:
2.5 million gallons daily
Pumping Capacity:
6.336 million gallons per day
Reserve Storage Capacity:
3.5 million gallons
- Rate Information:
Water Department
(262) 786-7086

SANITARY SEWERAGE

- Milwaukee Metropolitan Sewerage District:
South shore Service Area
Average Annual Hydraulic Capacity:
100 million gallons per day
Average Hydraulic Design Capacity:
250 million gallons per day
Adequate capacity for new industry.
- Rate Information:
Utility Manager
(262) 786-7086

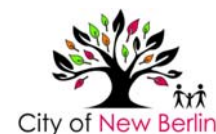
CITY HALL

CITY OF NEW BERLIN

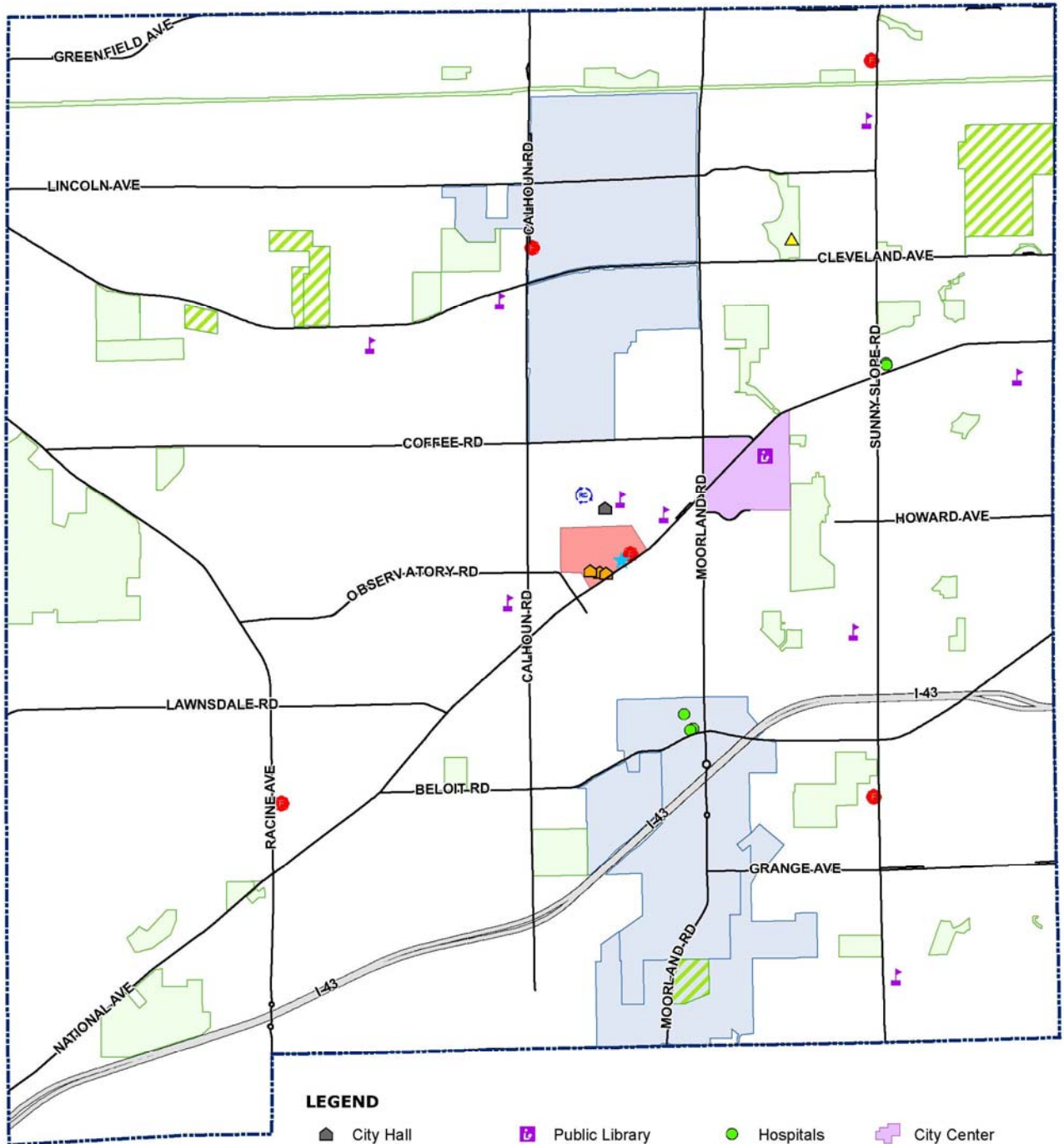
3805 S. Casper Drive
New Berlin, WI 53151
Phone: (262) 797-8610

Hours:

Monday—Friday
8:00 am—4:30 pm



City of New Berlin Economic Profile 2019



LEGEND

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|------------------|---------------------|---------------|---------------------|
| City Hall | Public Library | Hospitals | City Center |
| Community Center | Municipal Buildings | Park | Civic Center Campus |
| Police Station | Recycling Center | Golf Course | |
| Fire Stations | Schools | Business Park | |

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