

CITY OF NEW BERLIN

ECONOMIC DEVELOPMENT WATCH



Volume 8, Issue 1

January, 2019

INSIDE THIS ISSUE:

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

Business Resources

- The **Wisconsin Economic Development Corporation (WEDC)** is the state's lead economic agency to help businesses, communities and individuals take advantage of new opportunities for growth and job creation through innovative market-driven programs. Visit www.inwisconsin.com.
- 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. Contact 414-227-3200 or sce@uwm.edu and visit www.wisconsinbdc.org.
- Small businesses with inquiries about credit availability can contact the **Federal Deposit Insurance Corporation (FDIC)** Small Business Hotline at 855-334-2249.
- **SCORE**, Counselors to America's Small Business, is a resource partner to the U.S. Small Business Administration that provides free confidential business counseling. Contact 414-297-3942 or visit www.sewisconsin.score.org.
- The **Wisconsin Women's Business Initiative Corporation (WVIC)** provides hands-on assistance to business owners through classes, one-on-one assistance, and access to capital through direct lending programs. Contact 414-263-5450 or visit www.wvbic.com.
- **Waukesha County Technical College (WCTC)** provides a variety of classes, services, and events through the Small Business Center. Contact 262-695-3468 or visit www.wctc.edu/smallbusiness.

THE INSIDE SCOOP

ECONOMIC DEVELOPMENT NEWS

BY KRISTEN HOGAN, PRINCIPAL PLANNER

2018 was a busy year in New Berlin and the Department of Community Development is looking forward to more development in the New Year!

Under Review

The City received an application from Elements Salon Suites to locate a new salon at 2840 S. Moorland Road. The salon will feature suites for 19 stylists to rent and will mimic their existing facility in Hales Corners, which has been operating for 14 years. The Plan Commission will review the Use, Site & Architecture at the February 4th meeting. Action is anticipated.

The YMCA of Greater Waukesha County applied to occupy a portion of the building located at 3610 Michelle Witmer Memorial Dr.



FRONT (WEST) ELEVATION-2
1/4" = 1'-0"

Rendering of Elements Salon Suites

Three of the suites will be used for staff offices, conference rooms and a teaching kitchen for nutrition and wellness education. The fourth suite will be a Wellness

Center for Active and Aging Adults. The wellness center will provide a dedicated space, fitness equipment, programming and wellness services for adults age 50 and

DISCOVER NEW BERLIN 2019

BY ED HOLPFER, EXECUTIVE DIRECTOR NEW BERLIN CHAMBER OF COMMERCE

The New Berlin Chamber of Commerce invites you to our 6th Annual Business, Community & Job Fair featuring the popular Kid's Fest!

Saturday, March 16, 2019
9 am - 2 pm
New Berlin West High School Fieldhouse

Promote Your Business or Service/Non-Profit/Faith based group or School to the residents of New Berlin by renting a booth space.

Discover all things New Berlin, including:

- Business Displays
- Historical Displays
- Entertainment
- Police & Fire Displays
- Job Fair
- School District & City Government Displays
- Civic & Service Group Displays

Admission is free for the general public with a complimentary ticket/coupon. Tickets are available at the Chamber Office, City Hall, School District Office, and Vendor Businesses.

For more information, please contact Ed Holpfer, Executive Director, at 262-786-5280.





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



Thinking of joining the New Berlin Chamber of Commerce? Membership information is available by contacting 262-786-5280, office@newberlinchamber.org, or www.newberlinchamber.org.

February 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 Groundhog Day
3	4 ●	5 Chinese New Year	6	7	8	9
10	11	12 Valentine's Day ●	13	14 St. Valentine's Day	15	16
17	18 President's Day	19	20	21	22	23
24	25 ●	26 ●	27	28		

● Denotes DCD related meetings

Click on the calendar above to view meeting details



ECONOMIC DEVELOPMENT NEWS (CONT.)



Above: Proposed multi-tenant commercial building, 12401 W. Beloit Road;
Below: Ribbon Cutting Ceremony for Firehouse Subs, December 18, 2018

older to exercise and gather in a safe, comfortable and easily accessible setting.

They plan to occupy 13,000 square feet of the first floor of the building and are looking to open later this spring.

Grand Openings

Firehouse Subs celebrated their Grand Opening in December with a Ribbon Cutting Ceremony. In attendance were members of the New Berlin Fire

Department, Mayor Dave Ament and members of the New Berlin Chamber of Commerce. Firehouse Subs is located in the new multi-tenant building in front of Target at 4824 S. Moorland Road.

Approved

This month, the Plan Commission approved the Use, Site & Architecture for an approximately 3,046 square foot multi-tenant commercial building to be located at 12401 W. Beloit Road, adjacent to the existing BP gas station. Construction is expected to begin later this spring.



UPDATES

Welcome New Businesses!

KELLER WILLIAMS
2665 S MOORLAND RD

BLANDO DOOR CO LLC
2400 S COMMERCE DR

MUSIC & ARTS
12805 W JANESVILLE RD

MARY'S CADDY SHACK
1959 S 124TH ST

FLAWLESS FLOORING
14021 W GREENFIELD AVE

CLEAR FLO PLUMBING LLC
15975 W NATIONAL AVE

MARTIAL ARTS UNITED LLC
14029 W GREENFIELD AVE

PINK DOOR BEAUTY
13625 W GREENFIELD AVE

ABBY WINDOWS
16646 W NATIONAL AVE

2ND LIFE HOME REPAIR & REMODELING SERVICES, LLC
18480 W NATIONAL AVE

NEXGEN RISK SOLUTIONS, INC.
16735 W GREENFIELD AVE

YMCA OF GREATER WAUKESHA
3610 MICHELLE WITMER MEMORIAL DR