

# CITY OF NEW BERLIN

## ECONOMIC DEVELOPMENT WATCH



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### 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](http://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](mailto:sce@uwm.edu) and visit [www.wisconsinbdc.org](http://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](http://www.sewisconsin.score.org).
- The **Wisconsin Women's Business Initiative Corporation (WWBIC)** 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.wwbic.com](http://www.wwbic.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](http://www.wctc.edu/smallbusiness).

### THE INSIDE SCOOP

## SAFER AT HOME ORDER

FROM GOVERNOR TONY EVERS



WISCONSIN DEPARTMENT  
of HEALTH SERVICES

The order is effective at 8:00 am on Wednesday, March 25, 2020 and remain in effect until 8:00 am Friday, April 24, 2020, or until a superseding order is issued.

### Under this order, Wisconsin residents are able to:

- Perform tasks essential to maintain health and safety, such as obtaining medicine or seeing a doctor;
- Get necessary services or supplies for themselves or their family or household members, such as getting food and supplies, pet food and supplies necessary for staying at home;
- Care for a family member in another household; and
- Care for older adults, minors, dependents, people with disabilities or other vulnerable persons.

### Essential businesses and operations:

- CISA List
- Stores that sell groceries and medicine
- Food and beverage production, transport, and agriculture
- Restaurants
- Bars

- Child care settings
- Organizations that provide charitable and social services
- Weddings, funerals, and religion entities
- Funeral establishments
- Media
- Gas stations and businesses needed for transportation
- Financial institutions and services
- Hardware and supply stores
- Critical trades
- Mail, post, shipping, logistics, delivery, and pick-up services
- Laundry services
- Supplies to work from home
- Supplies for Essential Businesses and Operations and Essential Governmental Functions.
- Transportation
- Home-based care and services
- Professional services
- Manufacture, distribution, and supply chain for critical products and industries.
- Critical labor union functions
- Hotels and motels
- Higher educational institutions
- WEDC designated businesses

### DONATIONS

**Ament Industrial Truck / Herc-U-Lift**, located at 2140 S. Calhoun Road in New Berlin, is generously donating a forklift for the City to use. All items currently located in the Historic Museum will be relocated while the site is under construction. The proposed 4,900 square foot addition is expected to start construction this spring.



### Want to help others in your community? Consider:

- Donating to a food pantry or shelter (follow Division of Food and Recreational Safety guidelines) or to the [COVID-19 Response Fund](#)
- Donating PPE (Personal Protective Equipment) to those on the frontlines, including local health care facilities and Police and Fire Departments
- Staying home and staying safe



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



Thinking of joining the New Berlin Chamber of Commerce? For membership information, contact: 262-786-5280, or office@newberlinchamber.org.

Mayor Dave Ament is committed to maintaining a focus on economic health and development in the City of New Berlin. As part of this focus, the Mayor will visit and tour workplaces, attend ribbon cuttings, grand openings and open houses for New Berlin businesses.

For more information, contact: Kristen Hogan, Principal Planner khogan@newberlin.org

May 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 May Day	2
3	4 ●	5 Clara de Maza		7 ●	8	9
10 Mother's Day	11	12 ●	13	14	15 Annual Forces Day	16
17	18 Theresa Day	19	20	21	22	23
24	25 Memorial Day	26 ●	27	28	29	30
31						

● Denotes DCD related meetings  
\*There will be no in-person meetings\*  
Click on the calendar above to view meeting details



**FAQ—Is it likely to get COVID-19 from take-out food or items purchased from a grocery store?**

According to [UW Extension](#), this isn't very likely to happen.

**FAQ — How can I safely get food and support local businesses?**

Groceries (make sure to check for adjusted store hours and exclusive shopping for seniors)

- In Store - All stores, maintain CDC social distancing guidelines
- Curbside pickup - Pick 'n Save, Sendiks, Target, Walmart
- Delivery - Pick 'n Save, Sendiks, Target, Walmart, Costco



[Restaurants](#) (you can also support many restaurants by ordering giftcards online)

- Meal delivery - Check local restaurants, many also partner with EatStreet, Grubhub, DoorDash, Uber Eats
- Curbside pickup - Check local restaurants



**FAQ — Where are food banks in my area?**

There are many food banks and food pantries throughout southeastern Wisconsin. Visit these links to find your nearest [food banks](#) and [food pantries](#) in the area.

**FAQ — Are there any resources for parents juggling work, child care and self-care?**

The Child Mind Institute offers some great [resources](#) for families during COVID-19.



**FAQ — What facts and resources are ok to share with others?**

There is a lot of information circulating regarding the COVID-19 pandemic. Always advise official sources, such as the [CDC](#) (Centers for Disease Control and Prevention) and [WHO](#) (World Health Organization).

**BUSINESS RESOURCES**

**Local (City & Waukesha County Resources)**  
[Waukesha County Center for Growth Coronavirus Updates](#)

**State of Wisconsin Resources**  
[WEDC Small Business 2020](#)

[WEDC Small Business Strategy Guide](#)

[Department of Workforce Development Information](#)

[Gener8tor Wisconsin Emergency Response Program](#)

[Wisconsin Small Business Development Center](#)

**Federal Resources**  
[Small Business Administration](#)  
[Injury Disaster Loan Assistance](#)

[Internal Revenue Service](#)  
[Coronavirus Tax Relief](#)

[US Chamber of Commerce](#)

[HUD Community Development Block Grant](#)

[US Department of Homeland Security](#)

**Other Resources (Private Foundations, Organizations, and Companies)**  
[Kiva Lending](#)

[Yelp](#)

[Facebook Small Business Grants Program](#)

[Restaurant Workers Community Foundation](#)

[USBG National Charity Foundation Grants](#)

[Eater List of Relief Funds for Restaurants, Bars, and Food Service Workers](#)

[When Labs](#)

**COVID-19 Safety**

Please note that information is changing and being updated on a daily basis. If you have any questions, do not hesitate to contact the City of New Berlin Department of Community Development. At this time, City Hall remains open to the public, but we strongly recommend calling the office or emailing staff to protect the safety of everyone. Thank you for your cooperation during this time.