



PRESS RELEASE

City of New Berlin • 3805 S. Casper Drive • New Berlin, Wisconsin 53151-0921 • (262)786-8610 • www.newberlin.org

For Immediate Release

Date: September 8, 2020
Contact: Mayor's Office/Melody Styba
Phone: 262-797-2441

Burghardt Sporting Goods and City of New Berlin Foster Partnership

New Berlin Rec Center Planned for the Future

New Berlin WI - The City of New Berlin is tremendously pleased to announce that it has officially partnered with Burghardt Sporting Goods on the acquisition and re-use of the former Walmart building within the City Center area of New Berlin. The City recently closed on purchasing a portion of the building and land from Burghardt's and has begun master planning for the construction of the New Berlin Recreation Center. This recreation center will serve as an inter-generational, dynamic space where the City Recreation Department can create, cultivate, and expand a number of its current programming opportunities for city residents and program attendees. Some of these events include the very popular Summer Day Camp, cooking demonstrations, aerobics & exercise classes, to ultimately, hosting tournaments such as volleyball and basketball.

"Burghardt's has been wonderful to work with and I anticipate this partnership only growing stronger and more beneficial to both parties as we move forward" stated Mayor Dave Ament. "The Rec Center is envisioned to include fitness/dance/yoga studios, indoor/outdoor playgrounds, a teaching kitchen, gymnasium, multi-purpose classrooms, locker rooms, offices and a mezzanine. This will be an amazing addition to our community and in the most ideal location!"

Burghardt Sporting Goods will be relocating their Brookfield retail, team and web sales departments, in addition to their screen printing, embroidery & fulfillment operations to New Berlin's City Center. The Burghardt space will also include a new state of the art Performance Center featuring a HitTrax baseball and softball hitting facility, expanded team and corporate sales show rooms, and interactive retail displays. "We are thrilled to be working with the City of New Berlin to create a desirable and

synergistic destination for residents and athletes” stated Lynn Burghardt. “The excitement surrounding this project has been overwhelming.”

Burghardt Sporting Goods has a deep and impressive history that spans over a century. Doing business in the Milwaukee area since 1881, Burghardt's is recognized as one of the oldest family-owned and operated sporting goods stores in the United States. Brian, Carl & Lynn continue to carry on their family's work as the fifth generation owners focused on being one of the elite independent sporting goods stores in the nation.

Burghardt’s plans to open up their web and printing operations as well as the performance center by January 2021 with their retail and team sales areas opening sometime around March of 2021. These uses are exceedingly complimentary of one another and the City is truly looking forward to a very long and supportive partnership.

If you would like more information please contact the City’s Mayor’s office at 262-797-2441 or the Department of Community Development 262-797-2445.

##

Cc: Aldermen, media