

# **North Avenue Neighborhood Alliance**

## **Resource Guide**

The North Avenue Neighborhood Alliance, a grass-roots coalition of residents, business and property owners, city and economic development officials, is committed to encouraging and advocating for economic sustainability and growth in East Tosa.

To assist businesses in opening or expanding business in East Tosa, the Alliance created this Resource Guide.

We look forward to welcoming your business in East Tosa.

### **[NORTH AVENUE NEIGHBORHOOD ALLIANCE RESOURCES](#)**

#### **[SURVEY RESULTS](#)**

#### **[DEMOGRAPHICS](#)**

#### **[FINANCIAL RESOURCES](#)**

#### **[BUSINESS PLANNING & DEVELOPMENT RESOURCES](#)**

#### **[COMMUNITY BUSINESS NETWORKING AND SUPPORT](#)**

# **NORTH AVENUE NEIGHBORHOOD ALLIANCE**

## Resources

Working with the Community Development Office, the Alliance is pleased to assist with:

- Identifying key contacts with whom you should connect, including WEDC, city officials, business association contacts, etc.
- Identifying properties available for sale or rent.
- Identifying zoning and permit requirements.
- Reviewing financial resources available to you
- Submitting for a liquor and/or restaurant license
- Providing architectural guidance
- Advocating on your behalf with the city
- And More!

In addition to the Resource Guide, the Alliance brings together expertise that can be helpful to your business endeavors. Please consider tapping on our expertise to help in your move to Wauwatosa. Below is a short list of Alliance members who can assist your business endeavors.

### North Avenue Neighborhood Alliance

<http://easttosa.org>

Meg Miller

414-469-9702

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### Wauwatosa Community Development Office

Nancy Welch

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### East Town Business & Merchant Association

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414-477-2830

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## **EAST TOSA COMMUNITY SURVEY RESULTS**

In the spring of 2008, the North Avenue Neighborhood Alliance issued a survey solely to the residents surrounding North Avenue between 60th-76th streets to gather feedback about types of businesses at which residents would likely spend money. Over 350 residents responded to the community survey.

Results showed that residents have a strong desire to live in a neighborhood where they can walk or bike for all their amenities. Additionally, survey comments noted a strong desire to have family oriented, independently owned businesses over national chains.

Results to the question regarding the types of businesses at which residents would be “likely” to “highly likely” to spend money are below.

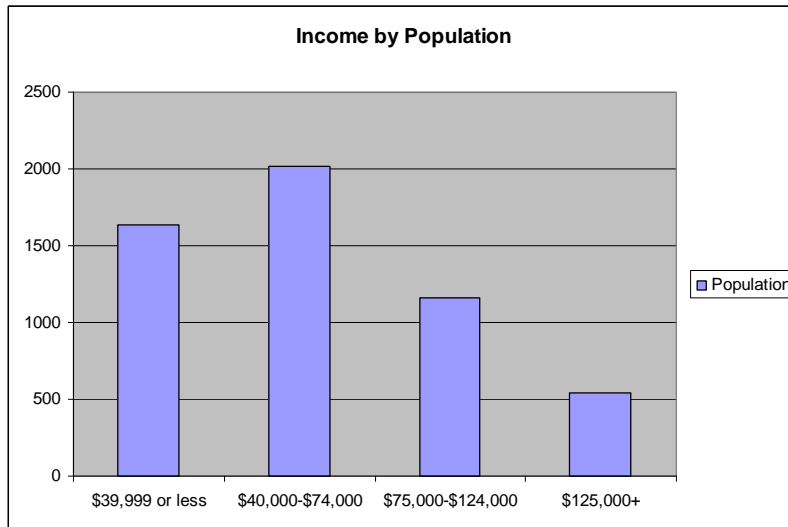
- Coffee Shop / Café / Bakery (96.3%)
- Mexican (94.7%)
- Bookstore (94.4%)
- Italian (94.4%)
- Gourmet pizzas / sandwiches (93.4%)
- Family-friendly bar and grill (91.4%)
- Garden Center (89.7%)
- Old fashioned soda fountain / diner (89.1%)
- Chinese (87.3%)
- Natural Foods / Neighborhood Grocery Store (84.8%)\*
- Southwest Grill (83.5%)
- Gift / Novelty Shop (80.3%)

# DEMOGRAPHICS

Unless otherwise noted, the demographic following information is specific to the Pabst Park and East Town neighborhoods, which immediately surround North Avenue in East Tosa. These neighborhoods are by census tracts 909, 910 and 911. *Data presented below is from the 2000 Census, tracts 909,910 and 911.*

## Household Income

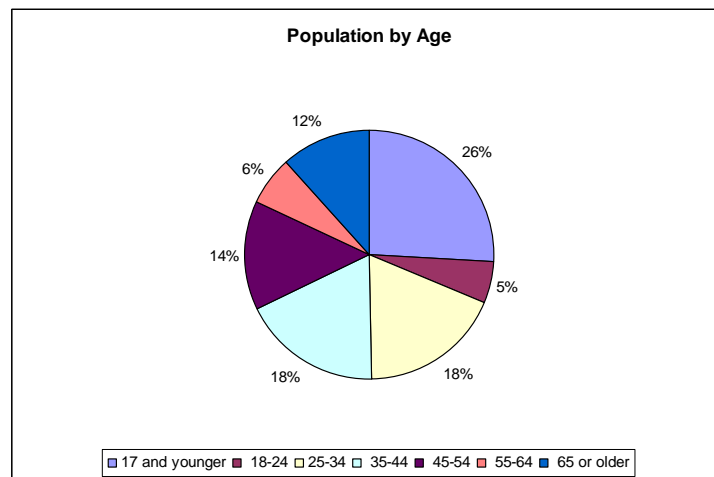
Of the 5300+ households in these neighborhoods, over 45% have an annual household income of \$60,000+.



## Population

This area is one of the highest density populations in Wauwatosa. There are over 5300 households and 13,084 residents in these neighborhoods. Of the population 25 year and older, 53% have a Bachelor's Degree or higher.

East Tosa residents are proud of the range of ages represented in their community and to be a true family community – from children to seniors.



## Purchasing Power in East Tosa

Below is the purchasing power profile for the census tracts represented by Pabst Park and Tosa East Town Neighborhoods.

Purchasing Power, Business Activity, and Workforce Density Profiles for Census Tracts		
<b>Purchasing Power Profile</b>		
State: <b>Wisconsin</b> County: <b>Milwaukee County</b>		
Tracts: <b>0909 0910 0911</b>		
Land Area in Sq Mi: <b>1.56</b>		
Consumer Expenditure Category	Est. Annual Expenditures	Expenditures per Square Mile
Food at Home	\$21,885,080	\$13,986,624
Food away from home	\$9,157,746	\$5,852,661
Apparel and related services	\$8,493,960	\$5,428,439
Television equipment, tapes disks	\$3,419,799	\$2,185,573
Audio equipment, CDs, tapes	\$963,620	\$615,844
Household textiles	\$584,057	\$373,267
Furniture	\$2,746,813	\$1,755,472
Floor coverings	\$281,497	\$179,903
Major appliances	\$1,174,121	\$750,374
Small appliances and housewares	\$384,020	\$245,425
Computer hardware and software	\$1,117,430	\$714,143
Miscellaneous household equipment	\$1,934,246	\$1,236,165
Non-prescription drugs and supplies	\$1,580,318	\$1,009,972
Housekeeping supplies	\$3,160,267	\$2,019,708
Personal products	\$1,796,019	\$1,147,825
Home repair commodities	\$678,926	\$433,898
<b>Total for 16 categories</b>	<b>\$59,357,919</b>	<b>\$37,935,290</b>

Source: University of Wisconsin-Milwaukee Employment and Training Institute, 2004. The analysis is based on 2002 Bureau of Labor

In addition to the above profile, the University of Wisconsin-Milwaukee prepared a profile for the entire 53213 zip code. Of special note are the following:

Total Estimated Spending for Food Away from Home = \$4,647,755 per sq. mile

Total Estimated Spending for Apparel and Services = \$4,345,627 per sq. mile

To view the complete Purchasing Power Profile report, [click here](http://www.mkedcd.org/PurchasingPower/pdfs/53213.pdf) or visit <http://www.mkedcd.org/PurchasingPower/pdfs/53213.pdf>.

## FINANCIAL RESOURCES

Wauwatosa Economic Development Corporation (WEDC)  
[www.wedc.net](http://www.wedc.net)

The Wauwatosa Economic Development Corporation (WEDC), which began operating in 1990 as a non-profit 501(c)3 corporation, is the public-private partnership chartered to promote the economic vitality of Wauwatosa. The WEDC offers the following financial resources.

- [Revolving Loan Fund](#)
- [Federal Community Development Block Grant \(CDBG\) Program](#)
- [Commercial Building Improvement \(CBI\) Grant](#)
- **Additional Support:** [We Energies Financial Incentives](#)

Wisconsin Historical Society  
[www.wisconsinhistory.org](http://www.wisconsinhistory.org)

If you are considering a historic building for a business location, there are some special resources available.

- [Historic Preservation Tax Credits for Income-Producing Historic Buildings](#)
- [Architectural Services](#)
- [Tax Credits for Rehabilitating Historic Buildings](#)

Wauwatosa County Block Grant Program  
Nancy Welch, Community Development Office, City of Wauwatosa  
(414) 479-8957  
[nwelch@wauwatosa.net](mailto:nwelch@wauwatosa.net)

Wisconsin Entrepreneurs Network (WEN)  
[www.wenportal.org](http://www.wenportal.org)

WEN's mission is to provide seamless access to the statewide network of entrepreneurial resources and expertise to create new ventures; help grow existing business, and move forward high potential entrepreneurs to enable Wisconsin to be competitive in a global economic environment.

- [Entrepreneurial Training Program \(ETP\) Grant](#)
- [Early Planning Grant \(EPG\)](#)
- [Technology Assistance Grant \(TAG\)](#)
- [Dairy 2020 Early Planning Grant](#)

Wisconsin Housing and Economic Development Association  
[www.wheda.com](http://www.wheda.com)

Wisconsin Housing and Economic Development Association (WHEDA) offers assistance in starting small businesses as well as maintaining small businesses. Below are a list of financing resources available through WHEDA.

- [Neighborhood Business Revitalization Guarantee \(NBRG\)](#)  
Helps experienced developers or existing business owners obtain financing on favorable terms to stimulate economic development in urban neighborhoods.  
[www.wheda.com/CAT\\_SB/nbr\\_product.asp](http://www.wheda.com/CAT_SB/nbr_product.asp)
- [Contractors Loan Guarantee \(CLG\)](#)  
Assists contractors obtain financing with favorable terms to pay the expenses necessary to complete a contract.  
[www.wheda.com/CAT\\_SB/clg\\_product.asp](http://www.wheda.com/CAT_SB/clg_product.asp)
- [WHEDA Small Business Guarantee \(WSBG\)](#)  
Helps borrowers obtain financing on favorable terms to start-up, acquire or expand a small business.  
[www.wheda.com/cat\\_sb/g\\_product.asp](http://www.wheda.com/cat_sb/g_product.asp)
- [Linked Deposit Loan \(LiDL\) Subsidy](#)  
Provides an interest rate subsidy on lender financing to women or minorities to start-up or expand a business.  
[www.wheda.com/cat\\_sb/ldl\\_product.asp](http://www.wheda.com/cat_sb/ldl_product.asp)
- [Agribusiness Guarantee](#)  
Helps new or existing businesses obtain financing on favorable terms to develop or expand production of products using Wisconsin's raw agricultural commodities.  
[www.wheda.com/cat\\_sb/agb\\_product.asp](http://www.wheda.com/cat_sb/agb_product.asp)

U.S. Small Business Administration (SBA)  
[www.grants.gov](http://www.grants.gov)

Grants.gov was established as a governmental resource named the E-Grants Initiative, part of the President's 2002 Fiscal Year Management Agenda to improve government services to the public.

The concept has its origins in the Federal Financial Assistance Management Improvement Act of 1999, also known as Public Law 106-107.

Today, Grants.gov is a central storehouse for information on over 1,000 grant programs and provides access to approximately \$400 billion in annual awards.

For a list of available grants, please visit [www.grants.gov](http://www.grants.gov).

## **BUSINESS PLANNING & DEVELOPMENT RESOURCES**

If you require information about drafting a business plan or have general questions about starting a business, the following organizations may be of assistance.

- Wisconsin Department of Commerce  
[www.commerce.wi.gov/BD/BD-COM-2600.html](http://www.commerce.wi.gov/BD/BD-COM-2600.html)
- Wisconsin Entrepreneurs' Network  
[www.wenportal.org](http://www.wenportal.org)
- Wisconsin Women's Business Initiative (WWBIC)  
[www.wwbic.com](http://www.wwbic.com)
- SCORE  
[www.score.org](http://www.score.org)
- UWM Small Business Center  
[www.sce-sbdc.uwm.edu](http://www.sce-sbdc.uwm.edu)
- Wauwatosa Economic Development Corporation  
[www.wedc.net](http://www.wedc.net)
- Wisconsin Business AnswerLine  
[www.wisconsinsbdc.org/answerline](http://www.wisconsinsbdc.org/answerline)
- Wisconsin State Bar's Business Assistance Program  
[www.wenportal.org/resource\\_center/business\\_assistance](http://www.wenportal.org/resource_center/business_assistance)
- Milwaukee Development Corporation (MDC)  
[www.mmac.org](http://www.mmac.org)
- Urban Economic Development Association (UEDA) of Wisconsin  
[www.uedawi.org](http://www.uedawi.org)
- American Independent Business Alliance AMIBA  
[www.amiba.net](http://www.amiba.net)

## **COMMUNITY BUSINESS NETWORKING AND SUPPORT**

### East Town Business and Merchants Association

East Town Business and Merchants Association, representing businesses on North Avenue in East Town Wauwatosa, Wisconsin.

The mission of the East Town Business and Merchant Association is to promote East Town Tosa neighborhood safety, vitality and business development and retention. Our vision is a friendly, unique, neighborhood-oriented business district, where businesses and neighbors know and support each other.

Contact: Lisa Fohey | 414-698-9846 | [lisafohey@earthlink.net](mailto:lisafohey@earthlink.net)

### West Suburban Chamber of Commerce

The West Suburban Chamber of Commerce is a business association representing companies in and around the west suburban Milwaukee community. The focus of the Chamber is to support business and to create an environment of cooperation among the many business communities represented within our membership. Serving a diverse membership enables this organization to stay in touch with business needs and concerns. For more information, visit [www.westsuburbanchamber.com](http://www.westsuburbanchamber.com).

### MMAC

Milwaukee Metropolitan Association of Commerce allows businesses to network with other businesses in the region. They represent approximately 2,000 local businesses in the Milwaukee metropolitan region and provide ample opportunities for gaining resources to assist with new and existing small businesses. Events are planned and scheduled monthly providing a wide range of support for local businesses. More information available at [www.mmac.org](http://www.mmac.org)

### Inventors & Entrepreneurs Forum of Greater Milwaukee

[www.mmac.org/display/router.asp?DocID=479#Inventors](http://www.mmac.org/display/router.asp?DocID=479#Inventors)

The purpose of the Inventors & Entrepreneurs Forum of Greater Milwaukee is to help individuals come together to think creatively, develop their ideas, weigh the risks, meet other would-be entrepreneurs and network with assistance providers. Meetings are held monthly at no cost and are open to the public. Pre-registration is not required. Whether starting a new business, improving an existing business or developing an invention, the resources shared in these meetings will benefit a wide variety of innovators. All meetings are held on the 2nd Wednesday of the month at the Tommy G. Thompson Youth Center, Wisconsin State Fair Park, 640 S. 84th Street, West Allis, WI. Meetings begin promptly at 5:30 p.m.