

# Whitefish Bay

## A Dynamic Place for Businesses

### The Workforce

in WFB



**X 2+**  
vs. Wisconsin

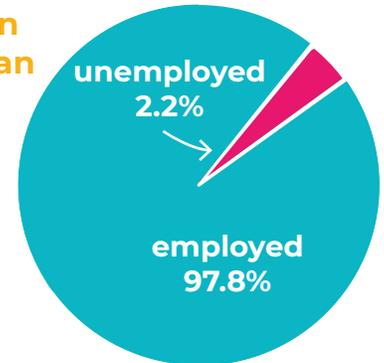
Village residents have graduated with bachelor's and graduate or professional degrees at more than twice the rate of Milwaukee County and Wisconsin as a whole.

**74%**

of those age 25 and older

in Whitefish Bay have bachelor's or master's degrees

7,175 people in the WFB civilian labor force



The village workforce primarily works outside the community. Nearly 1/3 of employed residents work in educational services, healthcare, or social assistance.

**Median household income**

**\$111,069**



whereas Wisconsin's is \$56,759



**SHOP**  
*Silver Spring*

The education level and implied disposable income are notable given Placer cited **roughly two-thirds of the District's customer base travels to the District to and from home**, predominantly east of the interstate from the East Side of Milwaukee north to Fox Point.

Whitefish Bay provides the grounds for success. As a few local business owners said upon opening their business: "It's become an opportunity to reinvent ourselves and give back to the community we've grown to know and love."

"MOXIE brings spunky new eats to Whitefish Bay." OnMilwaukee.com, published April 25, 2016, 11:101am



# DOWNTOWN INCENTIVE GRANT PROGRAM

## Village of Whitefish Bay

The Village of Whitefish Bay's Community Development Authority (CDA) provides financial incentives on a competitive and discretionary basis to business and property owners with exceptional projects that further the vision and mission of the Silver Spring Drive Business District.

The primary objective of the grant program is to contribute to projects that otherwise may not occur and achieve one or more of the following:

- Create engaging spaces, encourage social spaces, and promote pedestrian activity through upgrades to storefronts, façades and streetscape features.
- Attract new businesses and encourage business development that improve the district's retail mix and commercial density through building expansions or interior renovations.

This discretionary grant program offers up to a 50% reimbursement for eligible improvements that incentivize private sector investments. The minimum project budget is \$20,000. Eligible projects must be located within the investment focus area shown on the next page.



Contact the Village Manager's office and schedule an appointment to learn more about the program and discuss your project's eligibility: 414-962-6690

