



For Immediate Release  
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## **South Milwaukee Launches First Business Retention & Expansion Program in Milwaukee County**

South Milwaukee, WI – The South Milwaukee Common Council is proud to announce the launch of a Business Retention and Expansion (BRE) program, an initiative aimed at fostering economic resilience and growth within the community.

South Milwaukee is committed to supporting our local businesses, driving job creation, and fortifying the economic foundations of the City. The program's goal is to recognize the City's businesses, connect them with resources, generate data to influence policy making, and work to ensure that South Milwaukee businesses stay and grow in South Milwaukee. The S.M.ALL Business Program will officially kick-off in January 2024.

The program includes celebrating milestone anniversaries for South Milwaukee businesses, the awarding of business retention grants, annual business awards, a monthly business newsletter, regular business surveys, and more.

"The City of South Milwaukee is proud to invest in our local businesses," said Mayor Jim Shelenske. "By launching the S.M.ALL Business Program, we are taking a significant step towards building a stronger, more resilient economy that benefits our entire community."

In recent years, South Milwaukee has seen a number of success stories for businesses looking to grow in the City.

- [DBHW Wealth Partners](#) completed a 12,000 square foot expansion to their business in 2021, investing more than \$1 million following the acquisition of two neighboring dilapidated buildings. The additional space has enabled them to triple their staff since the renovation.
- [Steele Solutions](#) first opened a South Milwaukee facility in 2021. They have since expanded to a second building and moved their corporate headquarters to the former Bucyrus Campus.
- [Styled Aesthetic](#) nearly tripled their square footage in 2022 when they moved from Milwaukee Avenue to the former Bucyrus Campus.

Through research conducted by City staff and a survey of area municipalities, it was determined that this would be the first BRE program administered by a city or village in Milwaukee County and one of only a few in the state of Wisconsin.

The S.M.ALL Business Program is being completely funded with the generous support of the Bucyrus Foundation.

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