

Waterloo, Wisconsin

Business Toolkit



Day to Day Operations

Have questions about services, utilities, recycling or other local programs available to Waterloo businesses? The contacts below can answer your questions.

City of Waterloo

Planning, zoning, permitting and City incentives

136 N Monroe St.

Waterloo, WI 53594

920-478-3025

Waterloo Police Department (non-emergency): 920-478-2343 or police@waterloowi.us

Building Inspection Scheduling: 800-422-5220

(forms can be found under building inspection on City website)

Trash Collection/Large Item Pickup: 800-243-2373

(regular pickup Fridays)

Business Recycling Programs

Local & Regional Resources

Need to get in touch with someone about planning, zoning, infrastructure, permits or just need more information? The following contacts can help your business succeed and grow in Waterloo.

City of Waterloo

Planning, zoning, permitting and City incentives

136 N Monroe St.

Waterloo, WI 53594

920-478-3025

Jefferson County Online Property Records

Maps, tax, assessment and parcel information for properties in the City of Waterloo.

Waterloo Chamber of Commerce

Area business association.

920-478-2500

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Mauneshia Business Center

Local center offers business and employer training on a variety of topics through MATC and other community groups.

Jefferson County Small Business Development Center

303-996-8976

Jefferson County Economic Development Consortium

Business resources and county information, revolving loan program and regional incentives.

864 Collins Road, Suite 111

Jefferson, WI 53549

608.674.8711

Whitewater Small Business Development Center

Consulting, training and resources for small business owners.

262-472-3217

Southeast Wisconsin SCORE

Workshops, training and mentoring for small businesses.

Thrive

Regional economic development organization provides community resources including demographics, funding directory and access to regional training and facilities grants.

615 East Washington

Madison, WI 53701

608.443.1960

Whitewater Innovation Center

Virtual business incubator services with an emphasis on start-up businesses.

WPPI Energy

Offering a variety of grants and services to Waterloo Utilities customers including construction assistance, energy review and manufacturing systems analysis.

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Internet Resources

Starting a New Business? Expanding a Current Business? Click on any of the topics below to view the available internet resources to help guide you in the right direction for all your business needs.

WISCONSIN FOCUSED RESOURCES

Business.Gov Wisconsin Small Business Guide Recommended Resource

Answers to common questions about doing business in Wisconsin.

Buzgate.org Global Resource Network for Small Business

Free Small Business Help in Wisconsin

Capital Region Business Journal

A publication of the Wisconsin State Journal.

Corporate Report Wisconsin

“Our mission is to provide insight on business statewide so that Wisconsin business executives have the information, advice and inspiration they need to run successful businesses.” Includes free regional reports and e-newsletters in addition to the subscription based journal.

Family Business Center at the University of Wisconsin Madison School of Business

The University of Wisconsin Madison Family Business Center (FBC) exists solely to help its membership of business-owning families address their unique needs.

Forward Wisconsin Business Toolkit

Access tools and business services to start or grow a Wisconsin business.

JSOnline: Milwaukee Wisconsin Journal Sentinel Business News

Online source of articles on Wisconsin business.

National Federation of Independent Business—Wisconsin NFIB’s mission is to promote and protect the right of their members to own, operate and grow their businesses. This site includes information on legislation that may affect small businesses.

SBA Guide to Wisconsin Resources

A PDF document covering “Getting Started in Wisconsin,” “Financing Your Business,” and “Ideas for Growing Businesses.”

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SBA Local Resources

Links to resources for small business owners in Wisconsin on the U.S. Small Business Administration website.

Small Business Assistance-Permit Primer from the Department of Natural Resources

“As a Wisconsin business owner, you may be feeling overwhelmed by the number and complexity of rules and regulations in today’s society. And you may be wearing many hats (accountant, environmental manager, CEO, etc.). The DNR hopes this interactive site simplifies and clarifies your environmental responsibilities.”

State of Wisconsin Business Services

Links to state agencies, resources, programs and information helpful to people interested in doing business in Wisconsin.

Wisconsin Business AnswerLine

A free service of the Wisconsin Small Business Development Center. AnswerLine counselors have real-world business management experience. They’re available to give free answers to your business start-up or management questions.

Wisconsin Business Development Finance Corporation (WBD Finance)

WBD Finance has developed an expertise in finding solutions and strategies for small businesses looking to grow.

Wisconsin Business Wizard

Determine licensing, permitting and regulatory requirements, Obtain necessary application forms, identify available state resources, access other valuable business-related information.

Wisconsin Department of Revenue: Businesses

Information intended to help your business comply with state tax laws.

Wisconsin Independent Businesses

A member organization, Wisconsin Independent Businesses (WIB) provides small businesses and farms with professional state government representation to insure that they are treated fairly in the development and enactment of state tax and regulatory policies. WIB protects small businesses and farms with expert advice and information on legal, accounting and business management policies.

Wisconsin Manufacturers and Commerce

A member organization that lobbies for lower taxes and fewer government mandates on businesses and offers members access to a wide variety of cost-cutting and profit-improving programs and services.

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Wisconsin Manufacturing Extension Partnership

A list of links to business resources in Wisconsin as well as information about WMEP.

Wisconsin Minority Business Opportunity Center

A federally funded program of the Minority Business Development Agency.

Wisconsin Procurement Assistance Center

The Business Procurement Assistance Center (BPAC) provides technical and marketing assistance to Wisconsin businesses interested in selling their products and services to the government. Our mission is to provide Wisconsin businesses the necessary tools to be competitive in the contracting arena.

Wisconsin Women's Business Initiative Corporation

WWBIC is a statewide economic development corporation that provides quality business education and financing to Wisconsin's entrepreneurs and small business owners helping both women and men launch and expand small businesses.

GENERAL BUSINESS RESOURCES

About.com: Small Business Information main page

Includes links to articles on starting a business, business opportunities, business planning, surviving hard times, managing and growing a business and "money matters."

AllBusiness a D&B Company

The site offers resources including how-to articles, business forms, contracts and agreements, expert advice, blogs, business news, business directory listings, product comparisons, business guides, a business association and more.

AskJim.biz: Small Business Answers—now!

Archives of questions submitted by users and answered by experts.

bizjournals: National Business News

Bizjournals is the new media division of American City Business Journals, the nation's largest publisher of metropolitan business newspapers.

Free Management Library

The Library provides easy-to-access, clutter-free, comprehensive resources regarding the leadership and management of yourself, other individuals, groups and organizations. Content is relevant to the vast majority of people, whether they are in large or small for-profit or nonprofit organizations. There are

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approximately 650 topics in the Library, spanning 5,000 links. Topics include the most important practices to start, develop, operate, evaluate and resolve problems in for-profit and nonprofit organizations. Each topic has additionally recommended books and related Library topics.

GoSmallBiz

GoSmallBiz states that it is here to help entrepreneurs run and grow their businesses, by providing access to a comprehensive body of knowledge and tools targeted specifically at you.

IBISWorld: Where Knowledge is Power

IBISWorld states that it provides independent, accurate, comprehensive, and up to date research on over 700 industries, including statistics, analysis and forecasts. They also have Risk Rating Reports on every industry. Partial reports are free. Full length reports available for purchase.

IdeaCafe for business owners

Opportunities for networking and information on starting a business, business financing, marketing and more.

Intuit Community Start & Grow Your Business

A website that helps small business owners successfully start and run a business by connecting them to one another.

Microsoft Small Business Center

In addition to information about Microsoft products and demos, this site includes articles that are of interest to small business owners.

MoreBusiness.com

MoreBusiness.com (also known as the Business Resource Center), developed by Entrepreneurs for Entrepreneurs, provides a wealth of useful articles, business tips, insight, a free Intranet and other material to help small businesses grow - all for FREE on the World Wide Web.

Small Business Ratios

Full of lengthy resources on topics including business planning, accounting, marketing, startup and tax tips.

BUSINESS PLANNING RESOURCES

Pitch then Plan Recommended Resource

Business plan development web site. Free resource to develop a Power Point pitch, business plan narrative and 20+ pages of financial documents to support the plan.

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500+ Sample Business Plans created with Business Plan Pro

Features articles about business planning. Designed to sell their software product, but contains useful free information.

About.com Small Business Information; Business Plan FAQ

Common business-related questions with brief answers.

About.com: Business Plans

Information on creating business plans, including what they contain, how they're used, how often to update, and why your business needs one.

About.com: Small Business Information: common business planning mistakes

Explains the most common mistakes made when writing a business plan and how to avoid them.

About.com: Small Business Information; main business plan page

Overview of sections of a business plan (Executive Summary, Industry, Market Analysis, Competitive Analysis, Marketing Plan, Operating Plan, Financial Plan).

BizPlanIt: Your Roadmap to the Capital Markets

BizPlanIt is a professional business plan consulting firm that helps companies develop investor-grade business plans to move down the road towards a successful capital or strategic transaction. In addition to their fee-based services, they have a page of free business planning resources including a Virtual Business Plan, Free Business Plan Newsletter, recommendations of the best business plan books and software as well as useful business plan links.

BulletProof Business Plans Free Sample Business Plan

"A Public Service From BulletProof Business Plans providing a series of Web pages to assist visitors in furthering their entrepreneurial pursuits.

Free Management Library: Preparation for Planning a Business Venture

An article about things to consider before starting your business.

How to Write a Business Plan and Keep it Updated

A closer look at what is in business plans.

Management Help.org Business Planning (for nonprofits or for-profits)

Covers reasons for business planning, typical contents on a business plan, basic introduction, preparation for planning a business venture and general resources.

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The Entrepreneurs' Help Page

Contains many articles on general business, business strategy, legal issues, marketing, PR, and building your office.

U.S. Small Business Administration Small Business Planner

Recommended Resource

Careful planning is fundamental to success. The Small Business Planner includes information and resources that will help you at any stage of the business lifecycle.

TRAINING OPPORTUNITIES

Ideas to Profits conference

Information about the annual conference run by the Wisconsin Innovation Service Center.

NXLevel: helping entrepreneurs reach the next level of success

NxLevel[®] Education's mission is to serve as an entrepreneur training network to support and strengthen small businesses and promote economic development.

Small Business Administration Online Courses Recommended Resource

Free online courses offered by the U.S. Small Business Administration.

Public Entity Risk Management (PERI) Education and Training

PERI maintains this training site as a service to its constituents to disseminate a broad range of useful, practical risk management information. Includes free and affordable online training.

MARKETING RESOURCES

Basic Business Research Methods

Helps the entrepreneur select and use various methods of researching.

SBDCNet National Information Clearinghouse: Marketing Recommended Resource

Information on creating marketing plans, product management and branding, marketing tips and statistics.

FINANCIAL TOPICS

Basic Guide to Financial Management in For-Profits

Encourages business leaders and managers to develop basic financial management skills including cash management and bookkeeping, generating financial statements and analyzing those statements.

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BizStats

Free industry statistics and financial ratios.

LEGAL TOPICS

askthelawyers.com: Your online source for local legal help

AskTheLawyers.com provides access to attorneys in your area who are available for an initial online or telephone consultation for no charge. Also features online articles on many relevant topics.

BitLaw: Contracts and forms index

The Forms & Agreements portion of BitLaw provides access to forms and example contracts relating to intellectual property and the Internet.

Nolo: Law Books, Legal Forms and Legal Software

Includes a section called Nolopedia that features free legal information for businesses.

Wisconsin State Law Library Business Law

A searchable index of business law topics.