

## **Survey Project to Determine Needs and Challenges of Cudahy Small Businesses**

**CUDAHY** – (September 29, 2010) – The City of Cudahy Department of Economic Development, in partnership with the UW-Milwaukee Small Business Development Center (SBDC), is launching a new effort to assist small businesses in the South Shore community of 18,000 residents.

Starting next week a UW-Milwaukee undergraduate intern will begin surveying Cudahy businesses with fewer than 500 employees, to determine current business conditions and significant challenges facing them in today's economy. The results of the survey will ultimately help identify and develop education initiatives that will help these small businesses grow and prosper.

Last summer Cudahy joined forces with St. Francis and South Milwaukee and the UW-Milwaukee Small Business Development Center to form the South Shore Economic Advancement Consortium (SSEAC). In the fall of 2009 and the spring of 2010 the consortium offered a series of small business education seminars and entrepreneurship training for a nominal fee.

“We want to continue to provide valuable, inexpensive workshops for our business community,” said Lara Fritts, Director of Economic Development for the City of Cudahy. “But first we want to take the pulse of our small business owners to find out exactly what their needs and concerns are so we can offer seminars that will be most rewarding to them.”

The survey project in Cudahy will last nine months and will include telephone and face-to-face interviews as well as mail and e-mail questionnaires. The undergraduate intern will be paid by the UW-Milwaukee Center for Urban Initiatives and Research (CUIR).

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