

Vicki Brown

From: Edgerton Economic Development Corp. <edgertonedc@gmail.com>
Sent: Thursday, November 29, 2012 2:00 AM
To: vickisueb@att.net
Subject: News on Edgerton, WI Economic Development

City of Edgerton www.cityofedgerton.com

November, 2012



ECONOMIC DEVELOPMENT NEWS

Dear Vicki,

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News on a group creating an action plan for Edgerton's downtown business area -

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Edgerton Group Tackles Business Retention, Marketing Analysis Plan



For the past several months, the Edgerton Marketing Analysis Group has been actively meeting to create a plan of action for Edgerton's downtown business area.

Realizing that business retention is as important as business expansion, the group has first identified a need to develop an understanding of current strengths, weaknesses, opportunities and threats to the Edgerton business community before a market analysis could be done.

Focusing on the downtown business community first, an effort to contact every downtown area business is underway to gather information which will then be compiled into a qualitative "story" reflecting the views on the strengths and weaknesses of the downtown business community. This allows not only face-to-face conversation with the business owner/manager, but gives the business owner/manager a chance to participate in the overall study. Once this information is compiled, it will be used to address problem areas and concerns that currently exist, encouraging business retention and providing a good foundation to any future plan for the downtown business area.

A major goal is to then conduct a market analysis of Edgerton's downtown, expanding the analysis further into the City of Edgerton and surrounding area when possible.

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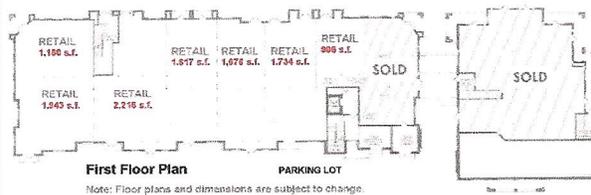
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Comprised of interested citizens, the City Administrator, and representatives from the City Council, the Edgerton Chamber and the Edgerton Redevelopment Authority (RDA), the group has also contracted with an independent economic consultant to help facilitate discussion and direction of activities. Conducting a market analysis for Edgerton stems from a Redevelopment Authority initiative. As RDA chair Jim Kapellen states, "It's difficult to address your downtown issues until you have a plan in place, a direction of where to go." This is what the Edgerton Market Analysis Group is striving to do.

Featured Property

Looking for excellent commercial/retail/office space? This is a NEW building available in the heart of downtown Edgerton, one half block from the intersection of US Hwy 51 and State Hwy 59. Retail spaces available ranging from 750 s.f. to 12,000 s.f., with seven parking spaces available per 1,000 s.f. of retail space. Enjoy the benefits of a community that is centrally located just minutes from several large metropolitan areas.



For information and connections to more possibilities contact:
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