

**Vicki Morris**

**From:** Edgerton Economic Development Corp. <edgertonedc@gmail.com>  
**Sent:** Thursday, March 28, 2013 2:00 AM  
**To:** vickisueb@att.net  
**Subject:** News on Edgerton, WI Economic Development

City of Edgerton [www.cityofedgerton.com](http://www.cityofedgerton.com)

March, 2013



# ECONOMIC DEVELOPMENT NEWS

Dear Vicki,

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Edgerton conducts business owners forum and is one of first twenty to be selected for Connect Communities Program -

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## Downtown Business Owners Forum

[City of Edgerton](#)

The Edgerton Marketing Analysis Group recently held a forum with it's downtown business owners/managers to present the information gathered on the strengths and weaknesses of the downtown business community. As part of this well-attended forum, break-out sessions were held regarding the four highest ranking concerns/weaknesses found during the survey process. Attendees were invited to participate in these sessions to discuss possible solutions or possible processes in which to address the concerns. With an eye towards business retention, the forum was well received and allowed business owners to come together on common ground to be heard.

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[Connect Communities](#)

[Edgerton Business Park](#)

[Rock County Development Alliance](#)

[Edgerton Chamber of Commerce](#)

As a next step, this marketing analysis group is undergoing an assessment regarding the potential consumer demand for goods and services downtown. This information will then be shared with the merchants with an emphases on helping them understand how to use the information to attract customers.

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## Edgerton Participating in WEDC Connect Communities Program

Downtowns and urban commercial districts play an important role in their communities and in Wisconsin's overall economy. functioning not only as prominent employment and

business centers, but oftentimes standing as the historic foundation of the municipalities they serve. They are the center of local government, providing a meeting place for the community. These places where people congregate to do business, attend events, or simply enjoy contact with their neighbors add vitality to an area that improves the quality of life for residents and visitors.

Successful commercial districts don't just happen. They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders who share a vision for the community. Where do you start? Who needs to be involved? What resources will be required to succeed? These questions and more form the basis of the Wisconsin Economic Development Corporation's (WEDC's) Connect Communities Program. Edgerton recently applied for and was selected to be one of the first twenty Connect Communities.

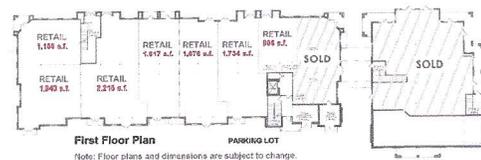
The program purpose is to offer technical assistance and networking opportunities to local leaders interested in revitalizing their downtown or urban commercial districts. It also provides access to additional financial and technical programs. Complimentary to WEDC's very successful Main Street Program, Connect Communities helps local planners to leverage the unique assets of their downtowns and urban districts. Participants share an interest in creating economic vibrancy within their districts, spurring business and residential growth.

Excited to have been selected, Edgerton looks forward to working with the staff and other Connect Communities in their continuing effort to revitalize it's downtown and commercial areas.

## Featured Property

Looking for excellent commercial/retail/office space? This is a NEW building available in the heart of downtown Edgerton, on 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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