



www.mhaedc.com

MOUNT HOREB AREA ECONOMIC
DEVELOPMENT CORPORATION

August 2018

MHAEDC Newsletter



Greetings!

Thank you for taking time to read this August 2018 edition of the Mount Horeb Area Economic Development Corporation's Newsletter. We appreciate your continued interest and support.

As you know, the Mount Horeb area is a growing and thriving community and the MHAEDC is committed to sharing the news with you and others.

In each edition of the MHAEDC Newsletter, you will learn about new business start-ups, hear about local businesses in the news and receive exciting information about Mount Horeb growth and entrepreneurship.

Thank you for your continued interest and

[Visit Our Website](#)

[Participate](#)

Mount Horeb in the News



Mount Horeb: Growing village accentuates downtown businesses beyond Trollway

Posted by [Samantha Haas Writer-Marketing](#) on Tuesday, August 7th, 2018 at 3:14pm.

Known as the Troll Capital of the World, Mount Horeb is more than a Scandinavian tourist destination. As this village grows on the west side of Dane County, just a half hour from Madison, it has managed to retain its authentic and walkable downtown, small-town charm, and beautiful views of the Driftless Area.

More than 7,000 people and 250 businesses and organizations call this place home, and the energy has contributed to a strong downtown corridor. Historic buildings are being repurposed, and more businesses and housing developments are branching off of the “Trollway” and the five roundabouts on the east side of the village.

Among them are Miller and Sons Supermarket, Sjölings Chocolate Factory (which also has a Main Street location with coffee and sweet treats), and Duluth Trading Company’s expanded flagship store and new world headquarters set to open in fall 2018. Mount Horeb is also between the Lands’ End headquarters in Dodgeville and Epic Systems in Verona, making it a prime location to live, especially for young professionals.

[Read more...](#)



In the Troll Capital of the World, the arts thrive

Brian E. Clark, Special to the Journal Sentinel

Mount Horeb, 15 miles southwest of Madison, is perhaps best known for being the self-proclaimed Troll Capital of the World. It's also a stop on the Military Ridge State Trail and home to the burgeoning Duluth Trading Company.

Though the whimsical gnomes carved by woodworker Michael Feeney are hard to miss on Mount Horeb's Main Street, dubbed the "Trollway," the town and surrounding area also boast a thriving art scene with a dozen-plus sculptors, water colorists, print makers, jewelers, woodworkers, ceramists and others plying their trade.

Several of them have studios that are open to the public, and some of their work can be found displayed in more than half a dozen galleries or during community festivals and art tours in this village of roughly 8,000. [Read more...](#)

Local Businesses in the News



Midwest Prototyping Expands to Colorado Location, Acquires Tenere's Rapid Prototyping Division

NEWS PROVIDED BY

[Midwest Prototyping](#) 05:00 ET

WESTMINSTER, Colo., July 17, 2018 /PRNewswire/ -- [Midwest Prototyping, LLC](#), one of the nation's largest independent additive manufacturing service

bureaus, announced today it will be expanding its services to Colorado after acquiring Tenere Inc.'s former rapid prototyping division. The acquisition comes as a productive solution to offer rapid prototyping services in the Colorado area after Tenere, a contract manufacturer of custom metal and plastic components and assemblies, ended its rapid prototyping services earlier this year.

"Expanding to Colorado is an exciting step for Midwest Prototyping," said Steve Grundahl, President and founder of Midwest Prototyping. "Providing quality service is something we've built our organization on, and we're looking forward to bringing our level of customer service and expertise to a new location. We intend to continue providing all of the services that were available at Tenere and will be able to introduce the newer offerings from HP and Carbon that we've been using in our Wisconsin facility for the last couple years." [Read more...](#)



Chow down on the farm this summer at special dinners in America's Dairyland

Mary Bergin

Chicago Tribune - July 9, 2018

The view for dinner matches the name of our location, [Campo di Bella](#), or "beautiful field" in Italian.

The three of us sit at a wrought iron table outdoors, facing pastureland, a descending sun and the woody hills of Blue Mounds, 25 miles southwest of Madison, Wis.

Chicago natives Marc and Mary Ann Bellazzini live their heritage here, on 20 acres that are one part farm, one part winery and one part farm-to-table dining. Their relatives, raised near mountains in northern Italy, immigrated to the Midwest around 1950. A grandmother and aunt taught Marc their Old World ways of cooking; he supplemented these lessons with [Culinary Institute of Bologna](#) classes. [Read more...](#)

AMERICAN PROVENANCE®

Outfitter, Apothecary & Mercantile

BLUE MOUNDS | AMERICAN PROVENANCE

Cooking up natural deodorant and balms smells sweet for Blue Mounds entrepreneur

JUDY NEWMAN jdnewman@madison.com Jul 8, 2018

TOWN OF BLUE MOUNDS — Up a winding road deep in the rolling hills of Blue Mounds, with cows grazing nearby and swallows cavorting among the trees, Kyle LaFond and a handful of employees mix up a potion of coconut oil, shea butter, beeswax, baking soda, arrowroot powder and essential oils, pour it into plastic tubes, and label them — all by hand.

They are the home-grown production line, making natural deodorants for the personal care products company that LaFond, 40, started three years ago, American Provenance.

Manufacturing, packaging, distribution and sales all occupy a former machine shed on the farm LaFond's great-grandfather, William Frye, bought.

[Read more...](#)

Local Business Celebrations



Schubert's has been a Mount Horeb staple for 107 years

A visit feels like a blast from the past

By: **Andrea Behling** Posted: Jul 03, 2018 11:52 AM CDT Updated: Jul 04, 2018 09:25 AM

CDT

The backstory: When I told Jerry Schubert the magazine was turning 40 years old this

month, he responded, “Piece of cake.” That’s because Schubert’s Downtown Restaurant, the eatery he bought in 1980, has a history dating back to 1911. Owned by five different families since then, the restaurant is now a bakery and diner serving up classic breakfast dishes, Norwegian staples and Swedish rye bread. And there’s still much about the diner that mirrors the framed black-and-white picture (circa 1914) of its very first iteration as Olson’s Restaurant — a photo from that era still hangs on the wall.

[Read more...](#)

Economic Development News in Wisconsin



Madison Region MSA Ranks #1 for Quality of Life & Industry Diversity in United States

Madison Region Economic Partnership
July 2018

Madison, WI – The Madison MSA was named the top metro for quality of life and industry diversity out of 383 Metro MSAs in the 2018 Metro Rankings Report published in the July/August 2018 issue of Business Facilities Magazine, a bi-monthly magazine specializing in the site selection marketplace. Madison also achieved the #5 ranking for Economic Growth Potential (Mid-Sized Metros).

“These impressive rankings for the Madison Region/MSA demonstrate our commitment to excellence in our legacy industries of manufacturing and agriculture throughout our rural counties while building world-renowned bio-tech, info-tech, health and fin-tech sectors in Dane County,” [MadREP](#) president Paul Jadin said. “The report validates that, as we build our industry sectors, our commitment to ensuring the overall quality of life for residents of the Madison Region is not lost.” [Read more...](#)

Tourism is big business for Wisconsin communities

By **Stephanie Klett** Today at 7:56 a.m.

When you're having fun, we're having fun. This sentiment is deeply rooted in our Midwestern hospitality and our sincere desire to make sure each visitor to our state has a memorable vacation. We call it *gemutlichkeit* — a feeling of warmth, friendship and good cheer. And there's no shortage of it in Wisconsin.

Fun and hospitality are also big business for communities of every size across the state because the fun travelers experience in Wisconsin, results in a strong economy and quality of life. Last year, the millions of people who traveled around Wisconsin had a \$20.6 billion impact on the state's economy and supported 195,255 jobs.

Over the last seven years, tourism generated nearly \$10 billion in state and local taxes. This increase began when Gov. Scott Walker allocated additional funding for tourism marketing to bring even more travelers to Wisconsin. Since then, the state has seen a steady increase in travel expenditures, jobs and tax revenues used to pay for schools, health care, roads, police and fire protection and other essential services. [Read more...](#)

Wisconsin Receives National Award for Economic Development

Office of the Governor
August 2, 2018

Wisconsin one of just five states to earn Gold Shovel Award from Area Development magazine

MADISON – Governor Scott Walker today announced that Area Development, a leading national publication covering site selection and facility planning, has recognized the State of Wisconsin for excellence in economic development with its 2018 “Gold Shovel Award.”

Wisconsin is one of just five states to receive the prestigious award for having achieved significant success in terms of job creation and economic impact for projects undertaken in 2017. The award comes as 2017 was a record year for economic development in the state, with 59 companies from Wisconsin and around the world agreeing to locate or expand Wisconsin. Those projects are expected to create or retain nearly 30,000 jobs and result in more than \$11.6 billion in capital investment statewide.

“We are proud Wisconsin is being recognized once again as a leader for economic development and job creation,” Governor Walker said. “This award highlights Wisconsin’s pro-business climate and dedicated workforce.”

Construction Updates



[Premier Building Solutions](#)
hosted a ribbon cutting for
[American Provenance](#) and
[Water Quality Investigations](#).

Both businesses have recently
expanded operations and relocated
to the Town of Blue Mounds.



The new **[Duluth Trading Company](#)** Headquarters building
on Second Street is scheduled for
completion in Fall of 2018.



Share Your News

Exciting things happening with your business? Opening a new business?
Expanding your business? Relocating or celebrating an anniversary? Share your
news with us!

Email Carol Johnson at caroljohnson@mhaedc.com today.

based not-for-profit Wisconsin corporation dedicated to supporting existing businesses, attracting new businesses, creating meaningful jobs and growing the local commercial tax base.

[Contact Us Today](#)

608-279-2422

PO Box 212, Mount Horeb, WI 53572

Stay Connected



Mount Horeb

Genuine . Enduring . Progress