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MOUNT HOREB AREA ECONOMIC  
DEVELOPMENT CORPORATION

June 2018

## MHAEDC Newsletter



Greetings!

It is springtime in Mount Horeb and the energy throughout the Village is inspiring. Cafe tables are out, tour buses are parked on Main Street and the festivals and fairs are around the corner. It is a great time to visit and explore all that Mount Horeb has to offer!

It is an especially exciting time for businesses throughout the Village of Mount Horeb, and the Mount Horeb Area Economic Development Corporation is committed to sharing news and updates with you.

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

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and entrepreneurship.

*Thank you for your continued interest and support.*

## Local Businesses in the News



### **Premier Building Solutions Erects New Facility to Support Local Businesses and the Greater Community**

Wendy Zahler

May 30, 2018

Mount Horeb, WI – Premier Building Solutions, Inc. (PBS), a general contracting company situated in the township of Blue Mounds, WI, recently announced it is constructing a 6,000 sq. ft. building on its property located at 2581 State Road 92, Mount Horeb, WI, to provide an opportunity for two local businesses that have outgrown their existing facilities, to stay in the area.

[read more...](#)

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AMERICAN  
PROVENANCE®  
Outfitter, Apothecary & Mercantile

### **American Provenance Relocates Office and Distribution Center to the Village of Mount Horeb**

May 24, 2018

Founded in 2015, American Provenance has been operating out of renovated barn on Kyle LaFond's family farm outside of the village of Mount Horeb. When business quickly started to take off LaFond knew that he needed to find a suitable

commercial space that would accommodate the increasing production demand and shipping needs, including loading docks.

It was also a priority that the company stay true to its local heritage as the location itself has served as an inspiration to the products and brand.

[read more...](#)

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## Water Quality Investigations Expanding Operations in Mount Horeb

May 24, 2018

Like many new businesses Water Quality Investigations (WQI) got its start with a vision, and a basement. As the client base quickly grew to servicing statewide and national clients, so did the need for affordable space to accommodate the increased staff and equipment used in uncovering complex water quality issues. [read more...](#)

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## Local Business Awards



### Mount Horeb Hotel Receives Honors at GrandStay® Hospitality, LLC Brand Conference

Minneapolis, MN- May 3, 2018 – GrandStay Hospitality, LLC, the franchisor for GrandStay Hotels, held its 2018 brand conference at the Intercontinental River

At the conference the GrandStay Hotel & Suites Mount Horeb, WI received the 2017 GrandStay Sales and Marketing Hotel of the Year award which honors the hotel that has achieved success in local sales, community involvement, online marketing and social media promotions. “We are extremely proud of the Mount Horeb location and all they accomplish each day to make the hotel feel like home to each and every guest that stays there”, said GrandStay Hospitality, LLC President, Jon Kennedy. “The dedication to caring service which happens in Mount Horeb is what our brand stands for”, added Kennedy. General Manager, Rachel LaCasse-Ford accepted the award.

[read more...](#)

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## Focus on Energy Announces 2018 Excellence in Energy Efficiency Award Winners

Press Release

05/04/2018

MADISON – Focus on Energy, Wisconsin utilities’ statewide program for energy efficiency and renewable energy, is honoring 16 Wisconsin businesses with a 2018 Excellence in Energy Efficiency Award. In coordination with local utility partners and Focus on Energy staff, these winners have displayed outstanding commitment to energy efficiency.

2018 Excellence in Energy Efficiency Award honorees include:

- Abcon Electric/Abcon Lighting – Little Chute
- Charter Steel - Saukville
- C.S. Construction – Eau Claire
- Eau Galle Cheese Factory – Durand
- Expera Nicolet – De Pere
- Hampton Inn -- Superior
- Kalahari Development LLC – Wisconsin Dells
- Malteurop North America - Milwaukee
- **Mount Horeb Area Historical Society – Mount Horeb**
- Olson’s Piggly Wiggly – Cedarburg
- Peterson’s Dairy LLC -- Lena
- Schneider Heating & Air Conditioning – Onalaska
- Spaulding Electric – Sheboygan Falls

- Streich Equipment – Wausau
- Two Rivers Public School District – Two Rivers
- Vintage Brewing Company – Sauk City

[read more...](#)

## Local Businesses in the News



### Specialty apparel retailer plots nationwide expansion

BY CSA STAFF

May 11, 2018

Duluth Trading Company has set itself a lofty goal.

The workwear apparel retailer, which started out as a catalog retailer, plans to expand to a total of 100 locations during the next five years, reported the StarTribune, up from its current 34. Duluth Trading is known for its quirky, irreverent marketing and themed stores. [read more...](#)

## Economic Development News in Wisconsin

Industry Cluster Shares



Source: [economicmodeling.com/2018/06/06/diversified-economies-matter](http://economicmodeling.com/2018/06/06/diversified-economies-matter)

### Madison Region MSA Ranks #1 for Industry Diversity in United States

Madison Region Economic Partnership

June 2018

The Madison MSA was named the top metro for industry diversity out of 382 Metro MSAs in the Industry Diversity Rankings published by Emsi Developer, a data reporting tool designed for economic development organizations.

"This is another impressive ranking for the Madison Region/MSA and another example of how it has distinguished itself by excelling in our legacy industries of manufacturing and agriculture while building world-renowned bio-tech, info-tech, health and fin-tech sectors," **MadREP** president Paul Jadin said. "The report validates the collaboration among our counties as the rural areas are clearly more dense in agriculture and manufacturing while Dane County excels in the new and emerging sectors. By itself, Dane County ranks 10th while, with the other three counties in the MSA, the Region becomes the most diverse economy in the country."

A diverse economy is vital to the health and stability of a region. According to Emsi, diverse economies tend to have lower unemployment rates, less volatility and recover quicker in the event of a downturn.

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## **Small Businesses Drive Job Growth in Wisconsin**

Account for 35,895 Net New Jobs, Latest Data Shows

WASHINGTON, D.C. – The Office of Advocacy, an independent office within the U.S. Small Business Administration, today released its annual Small Business Profiles. The user-friendly profiles utilize the most recent statistics on employment, industry, and economic growth from federal data sources to create a small business narrative unique to each state.

Wisconsin's 2018 Small Business Profile shows that small businesses added 35,895 net new jobs during the latest year studied. There are 448,032 small businesses in Wisconsin, which employ 49.7 percent of the state's private workforce. The top three industries for small business employment in Wisconsin are (1) manufacturing, (2) health care and social assistance, and (3) accommodation and food services. [read more...](#)

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## **Wisconsin tourism economy grows to \$20.6 billion**

By **Patrick Leary** – Reporter, Milwaukee Business Journal  
May 7, 2018, 10:46am CDT Updated May 7, 2018, 4:31pm

Wisconsin's tourism economy grew again in 2017, and the state's top officials are claiming increased investment in marketing as a primary cause.

The state's tourism economy reached \$20.6 billion in 2017, a \$631 million increase from roughly \$20 billion in 2016, according to a release from Wisconsin Gov. **Scott**

“The travel and hospitality industry continues to be crucial to our state and is consistently a top performing sector of our economy,” Walker said in the release. “Investing in tourism promotion and marketing at the national, state, and local level is not only an effective way to attract visitors and grow the economy, it also enhances the image of Wisconsin as a great place to live and do business.” [read more...](#)

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## Spring Construction Updates



The new Mount Horeb Beehive Memory Care and Assisted Living facility is nearing completion.



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? Share your news with us!

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*The Mount Horeb Area Economic Development Corporation is a community-based not-for-profit Wisconsin corporation dedicated to supporting existing businesses, attracting new businesses, creating meaningful jobs and growing the local commercial tax base.*

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**Contact Us Today**

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