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MOUNT HOREB AREA ECONOMIC
DEVELOPMENT CORPORATION

October 2018

MHAEDC Newsletter



Greetings!

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

The Village of Mount Horeb is a growing and thriving community and the MHAEDC is excited to share with you the latest economic developments throughout the area.

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 economic growth throughout Mount Horeb.

Thank you for your continued interest and support.

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New owners and an expanded vision for Tyrol Basin

BARRY ADAMS badams@madison.com Oct 21, 2018

TOWN OF VERMONT — Nathan McGree's work history hasn't afforded views like this. For most of his adult life, he's been immersed with the repair of diesel engines. His jobs have included fleet maintenance in Beaver Dam at the Walmart Distribution Center and at Thermo King in Madison. There was also a six-year stint working on massive locomotives in Minneapolis for the Burlington Northern Santa Fe railroad company.

But McGree, 33, stood recently on a north-facing, grass-covered hill looking down at history and talking about the future of Tyrol Basin, one of southern Wisconsin's oldest and most noted ski and snowboard destinations. Along with three minority owners, McGree is spending \$2.5 million for a new path in life with remarkable scenery and a major-league challenge to elevate the ski hill's business model. The idea, after buying the 126-acre property at the end of August, is to make the hill a more year-round destination and bring in new attractions to help bolster the unpredictable winters that includes a ski and snowboard season that can be just four months long even with the most cooperative conditions [read more...](#)

ON RETAIL

Duluth Trading Co. opens its 40th retail location

BARRY ADAMS badams@madison.com

The growth into brick and mortar stores continues for Duluth Trading Co. The Belleville company that is building a new headquarters in downtown Mount Horeb, has announced that it has opened its 40th retail store, one of 15 it plans to open this fiscal year that ends next spring.

The new store, in Golden, Colorado, is located near the intersection of Interstate 70 and Highway 40 and is just west of Denver.

The company's parent company, Duluth Holdings, reported \$471.4 million in sales in 2017, up from \$376.1 million in 2016. It said in march that it expects sales in 2018 to be between \$555 million to \$575 million. [read more...](#)

Local Businesses in the News



Lindsey K. Yoder, The Blue Book Building & Construction Network

IB's Professional of the Week is the premier way to meet Dane County's professionals. This week features Lindsey K. Yoder, franchise owner/regional business manager for Wisconsin, The Blue Book Building & Construction Network.

What are the most challenging and rewarding aspects of your job and why?

When we opened the Wisconsin market in 2015, the "Blue Book" brand wasn't known like it was in the rest of the country (founded in 1913 in New York). I really didn't know a ton about the construction industry nor a lot of people from the industry. I took a leap of faith leaving a career in sales and marketing that I was successful in and haven't looked back. Since 2015, we have created six other franchise regions through Wisconsin and it's so rewarding to celebrate the success with both our team and our clients.

Who do you look up to or admire in business and why?

My husband, Dan Yoder, who owns Sign Art Studio. The passion he has each and every day, and the dedication to his team, customers, and himself are so admirable. He pushes me to do more both personally and professionally. He inspires me daily and I am one lucky gal. [read more...](#)



World of Variety stores shutting down after long run

BARRY ADAMS badams@madison.com

Woolworth's and Kresge's have disappeared from Wisconsin's retail landscape. Beaver's Dime Store is still open in the shadow of the paper mill in Nekoosa and there are still a smattering of Ben Franklin stores. But a major family-owned dime store chain in southwestern Wisconsin is closing up shop, marking the end of an era in a world of dollar stores, big box discount retailers, thrift stores and increasing internet sales.

The World of Variety opened in 1971 in Fennimore and was purchased in 1973 by Dick and Judy Mudler. The company ultimately expanded to six stores but for Mike and Alice Mudler who took over the family business in 1996, balancing family with long hours and a challenging retail environment have combined to help them make the decision to close their stores and move on to a new chapter. [read more...](#)



2018 CEDA Award Winners Unveiled at Annual Gala

WEDA Wire – Sept. 26, 2018

Winners of the prominent Community and Economic Development Awards (CEDA) were unveiled at the 4th annual CEDA Awards banquet, held September 12, 2018, at The Edgewater Hotel in Madison. The CEDA Awards program was established by the Wisconsin Economic Development Association (WEDA) to recognize businesses, projects, and organizations that are making significant contributions to Wisconsin's economy.

“WEDA is excited to partner with the Wisconsin League of Municipalities, Wisconsin Counties Association, and the Wisconsin Economic Development Corporation to present the CEDA Awards and celebrate the dedicated efforts of business and organizations across the state to advance Wisconsin’s economy,” said WEDA Executive Director Brian Doudna.

Awards were given in the following six categories at the CEDA Awards banquet: Business Retention and Expansion; Economic Development Initiative; Economic Driver; Public-Private Partnership; Real Estate Development and Reuse; and Talent Attraction.

2018 CEDA Award Winners:

Business Retention & Expansion – Duluth Trading Company

This award honors innovative economic development projects where communities have successfully mobilized to help retain and potentially expand the operations of an existing business critical to the economic vitality of the community.

Economic Development Initiative – **The New North Supply Chain Marketplace**

Economic Driver – **Generac Power Systems**

Private-Public Partnership – **Grand Kakalin development project**

Real Estate Redevelopment and Reuse – **Menominee Nation Arena**

Talent Development – **UW Health HOPE Program**

Economic Development News in Wisconsin

Wisconsin regulators accept Cardinal-Hickory Creek application, start clock on review of high-voltage power line

Source: Chris Hubbuch | Wisconsin State Journal

Wisconsin regulators have accepted an application from three utilities seeking to build a high-voltage power line between northeast Iowa and Middleton. The Wisconsin Public Service Commission on Thursday declared the Cardinal-Hickory Creek application complete, triggering a 180-day review period of the project, which has an estimated price tag of more than \$500 million and is expected to cost Wisconsin consumers up to \$72 million.

It’s up to the three-member commission to determine if the project is necessary and beneficial for ratepayers. The approval came on the third attempt by the project owners, American Transmission Company, ITC Midwest and Dairyland Power Cooperative, which first submitted an application in April. The commission declared two previous applications incomplete. [read more...](#)



MADISON REGION
ECONOMIC PARTNERSHIP

Microloans are available for businesses damaged by August floods

JUDY NEWMAN

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Oct 19, 2018

Residents of south-central Wisconsin whose small businesses were damaged by the August floods can apply for an interest-free loan of up to \$15,000 to help finance repairs and operating expenses.

The Wisconsin Economic Development Corp. is providing \$755,000 to the Madison Region Economic Partnership to administer the program in the eight-county MadREP region. More than 160 businesses in the region — including 126 in Dane County, with a total of \$21 million in damage — were affected by **storms that deluged the area with as much as 14 inches of rain**. In Middleton alone, businesses suffered about \$30 million in structural damage.

“With more than 40 businesses affected by the August 20 historic rains in Middleton, this program comes at an important time for small businesses that are experiencing a very tight cash flow during their recovery,” said Van Nutt, executive director of the Middleton Chamber of Commerce.

MadREP is accepting loan applications from businesses in Dane, Rock, Sauk, Dodge, Iowa, Columbia, Jefferson and Green counties that were hit with **“measurable physical damage” from the floods**, WEDC said. The businesses must “intend to resume business operations in the community as quickly as possible.” [read more...](#)

Wisconsin ranks 2nd nationally in manufacturing jobs added over past year

Deb Brazil Posted: Oct 19, 2018 03:11 PM CDT

MADISON – Governor Scott Walker today announced that Area Development, a leMADISON, Wis. (WKBT) - The U.S. Department of Labor's Bureau of Labor Statistics (BLS) today released state-by-state employment and unemployment rankings that show Wisconsin added 22,800 manufacturing jobs between September 2017 and September 2018, the second highest in the nation.

According to Department of Workforce Development Secretary Ray Allen, "The latest data show a continuation of very robust growth in the manufacturing sector in Wisconsin. We have been adding manufacturing jobs at a higher rate

than all Midwest states, our labor force participation rate ranks No. 7 in the nation, and our unemployment rate has been at historically low levels for eight consecutive months. The Wisconsin economy is hitting on all cylinders."

Highlights of today's state-by-state rankings include:

- Wisconsin's addition of 22,800 manufacturing jobs from September 2017 to September 2018 ranked 2nd nationally and No. 1 in the Midwest. [read more...](#)

Construction Updates



[The Mount Horeb Area Joint Fire Department and Emergency Medical Services new Public Safety Building](#) under construction. The new facility will house both the Mount Horeb Area Joint Fire Department and the Village of Mount Horeb Police Department.



[Wisconsin Surplus On-Line Auction](#) recently broke ground on their new headquarters building in the Town of Blue Mounds.



[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.

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.

[Contact Us Today](#)

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