

Boscobel Business e-News April 2017

Date: 4/11/2017

Subject: Like flowers in springtime, our business community is growing!

Check out some of the events and business activities occurring in Boscobel and Grant County!



What's Inside:

- Upcoming events
- A chance for Grant County to be featured on TV!
- New businesses and business locations
- Recap of Governors Conference on Tourism
- JEM Grant application submitted for Grant County
- Boscobel approves new UDAG loans for business

The Ultimate Marketing Guide - Free Webinar

Wednesday, April 12
10:30-11:30 a.m. CST

This is the culmination of "The Ultimate Guide" series from Roger Brooks International. Don't miss seeing all the pieces coming together for your award-winning branding and marketing. Visit www.rogerbrooksinternational.com/webinars/ to register!



Chance for Boscobel/Grant County to be featured on TV!

Applications were submitted on behalf of the City of Boscobel and Grant County to get our area included in the Amazon Network TV series "Fireball Run." It is the story of adventurous road warriors as they compete in a legendary expedition across America in search of rare and historic artifacts, under-discovered places, and extraordinary experiences.



In early March a pre-production crew driving from Rochester to Dubuque chanced on our local communities, which piqued their interest. The producers invited us to tell us more about the area and apply for possible inclusion as an 'interactive destination' within the series.

Nearly two years in advance of production, they select from dozens of destinations applying for full feature within the season. Season 11 'Fireball Run Big Country' will feature Eau Claire, WI, Rochester, MN, Dubuque, IA, Burlington, IA, Fort Dodge, IA, Vermillion-Yankton, SD, Pierre, SD, and Rapid City, SD (filming September 2017).

Economic and Tourism Benefits per Amazon Network:

- Our community featured in an Amazon series.
- Our community story told through its attractions.
- \$157,000+ in production value alone.
- We deliver excitement, they deliver exposure.
- 15+ minutes of epic promotion on camera.
- Domestic and international exposure.
- Increase tourism awareness.
- Increase online traffic.
- Use our segment for self-promotion.

See www.fireballrun.com for more information and video clips from the series.

New Businesses and Business Locations

The Boscobel business community is fortunate to be growing. We have multiple new buildings under construction and renovation for either business expansions and new businesses. Among these are the new Family Martial Arts & Wellness Center and Shine Power Dance Studio. Stay tuned for more announcements of new businesses being launched!

Wisconsin Governor's Conference on Tourism



Several representatives from Grant County attended the Wisconsin Governor's Conference on Tourism (WIGCOT) in mid-March. There were two full days of excellent presentations about promoting tourism, including researching and reporting on tourism, effectively utilizing social media, promoting outdoor recreation, etc. Following is a list and a link to the WIGCOT presentations that can be downloaded:

- Beyond the Boosted Post: Advanced Facebook & Instagram Advertising
- Social Media Advertising: Turning Small Budgets into Big Results
- The Six Steps to a Successful Digital Marketing Plan
- Proving Tourism's Economic Impact with Reports and Dashboards

<http://industry.travelwisconsin.com/industry-outreach/wigcot-presentations-roundup>

JEM Grant Application for Grant County

The Grant County Tourism Council submitted an application for a JEM Grant to the Wisconsin Department of Tourism at the end of March. The tourism council's application seeks funding to conduct tourism research, including reviewing the economic benefits of tourism in the area, as well as surveying/assessing visitor impressions to ultimately help our local communities refine our tourism marketing. If successful with a research grant in year one, the tourism council could seek additional funding in years two and three to engage in marketing.

UDAG Loans

The Boscobel Common Council approved two UDAG loans at the end of March. A loan of \$25,000 was approved for Double K's Bar & Grill. Also, a \$17,500 loan was approved for Matthew Young to construct an addition on MY PC LLC. Nineteen Boscobel businesses currently have UDAG loans.

The Urban Development Action Grant Loan Program is an in-house revolving loan managed by the City of Boscobel that can be used to purchase or remodel/update a building that is owned by the borrower. The purpose of the UDAG Loan Program is to provide financial assistance to new and existing businesses in order to stimulate the City of Boscobel's retail, commercial and industrial development; to increase employment and business opportunities; to revitalize the entire community; to assist private business in meeting the priority recommendations of the City Master Plan's Downtown Revitalization Program; to preserve and enhance the historic qualities of existing buildings in the Downtown Historic District by creating a consistent and visually pleasing image for that District; to eliminate economic distress and blight by stimulating private investment and lowering the costs of improvement and development of retail, commercial and industrial properties; to prevent further erosion of, and to enhance, the community's tax base; all for the improvement of the welfare of the citizens of the City.

The Boscobel community and Grant County has a range of business incentives to help you!

That's it for now...

The Boscobel Developers look forward to continuing to connect with you, to hear how your business is doing, and to get ideas from you as to how we can make our community even better.

P.S. Have you seen the four awesome videos designed to encourage visitors to travel to Boscobel?

<http://www.visitboscobel.com/gallery-page/>