

The Waterford Business Cultivation Team invites you to consider Waterford for your business!



Waterford Business Cultivation Team

The WBCT is a partnership of Absolutely Waterford (a Main Street Program), the Village of Waterford (with the support of the Village Board of Trustees), and the Waterford Area Chamber of Commerce (supporting and promoting business throughout the Waterford area).

The mission of the WBCT is *to develop an environment within the Village of Waterford that encourages new business startups and helps existing businesses and non-profits thrive.*



206 W. Main St. ♦ 262.534.9000
www.absolutelywaterford.org



123 N. River St. ♦ 262.534.3980
www.waterfordwi.org



102 E. Main St. ♦ 262.534.5911
www.waterford-wi.org

Waterford...

We're not just open for business, we are a destination in which your business can thrive!

Strong, Vibrant, Historic

The Village of Waterford is a quaint and charming, but bustling community in western Racine County.

Village Events Bring Tens of Thousands of Visitors

- ✓ Balloonfest—Hot Air Balloons
- ✓ River's Edge Art Walk
- ✓ Winter Wonderland Parade
- ✓ Spring Expo—Home Show
- ✓ 4th of July Parade
- ✓ Full Moon 4-Miler Run/Walk
- ✓ Antiques Appraisal Fair
- ✓ River Rhythms Summer Concert Series

Waterford's active organizations — Absolutely Waterford American Legion, Lions and Lioness, Kiwanis, VFW, Waterford Area Chamber of Commerce, churches, schools, and 4-H host many events that encourage a visit to Waterford.

Amenities such as golf, biking and hiking on the Seven Waters Bike Trail, canoeing, kayaking, and fishing in the Fox River, waterskiing and other watersports on Tichigan Lake, are just a few of our recreational options.

Support for Businesses

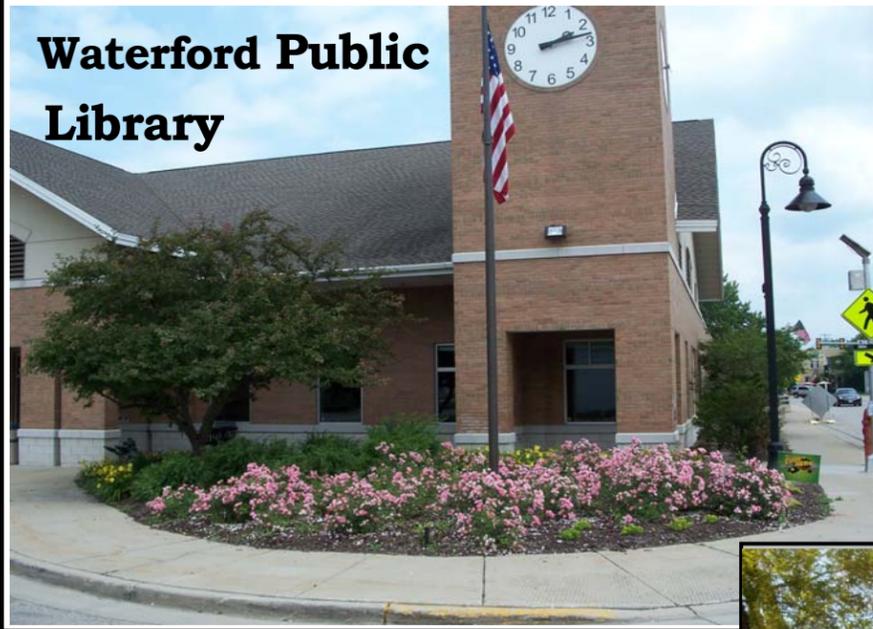
Waterford is a Wisconsin Main Street Community with Absolutely Waterford as the volunteer organization providing promotions and volunteers to revitalize and strengthen the downtown area. The Waterford Area Chamber of Commerce has a broader business interest assisting businesses in the larger Waterford area. Both organizations can provide resources and assistance to both new and existing businesses, promote business and community, and host events that encourage visits to local businesses. The Village offers a Curb Appeal Façade Grant program for business in the downtown Heritage District.

Two business/industrial parks in the Village provide options for a mix of industrial, service, and retail establishments. Waterford Industrial Park is located in the southwest corner of the Village and the newer WesTerra Business Campus is located in the northeast corner of Waterford with convenient access to major highways.



Main Street in downtown Waterford's Heritage District.

Waterford Public Library



- ~ Second largest circulation in Racine County
- ~ Popular programming for children and adults
- ~ Welcomes over 5,000 participant locally and from nearby communities each year
- ~ Studies show that a popular library with diverse and innovative programming brings visitors into a community

What's ahead?

The Village of Waterford is on the cusp of some exciting changes! Can you picture your business here?

Downtown Revitalization

- ✓ Road and infrastructure improvements
- ✓ More downtown parking
- ✓ Downtown enhancements - lights, greenery, flowers, benches
- ✓ Riverfront park improvements
- ✓ Two exciting collaborative projects will boost tourism and development:

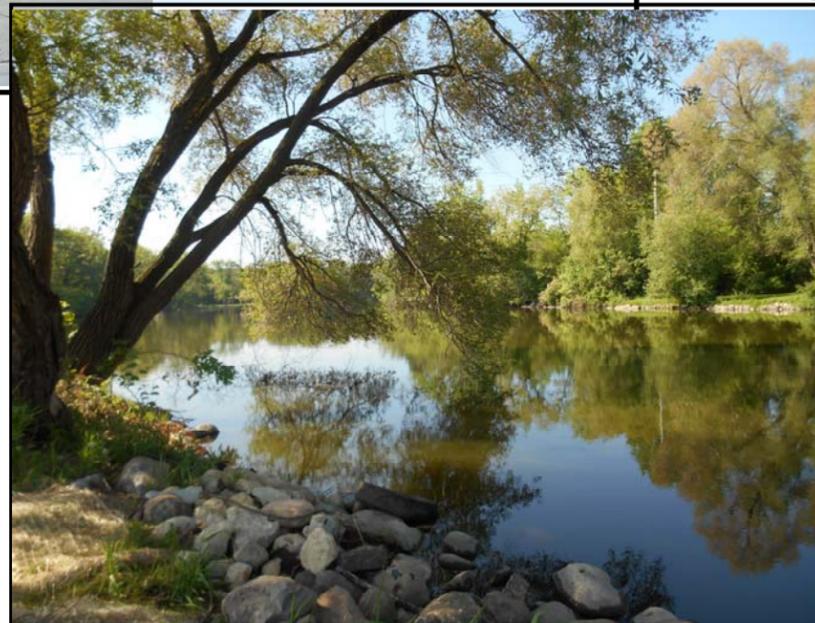
~ WI-IL Fox River Water Trail

development of a 223 mile Fox River water trail from Waukesha County to Ottawa, Illinois, in partnership with communities along the river and the National Park Service's Rivers, Trails, and Conservation Assistance Program.

~ **Waterford Lights Project**—working with designers, engineers, artists, and community members to develop a catalytic public art installation using light and sound on the Fox River. Partners include the University of Wisconsin-Milwaukee School of Architecture and Urban Planning and the Racine Arts Council. The team has obtained a grant to build the prototype. We will be seeking additional funding for the art installations through the National Endowment for the Arts Our Town Grant program.

~ A Destination

beautiful river, historic downtown, riverfront parks, engaged business community, excellent school system, abundant recreation: biking, fishing, waterskiing, golf, canoe/kayak, boating, team sports, wildlife, birdwatching, art, antiques, cafes, gardens, dining, entertainment, and much more.



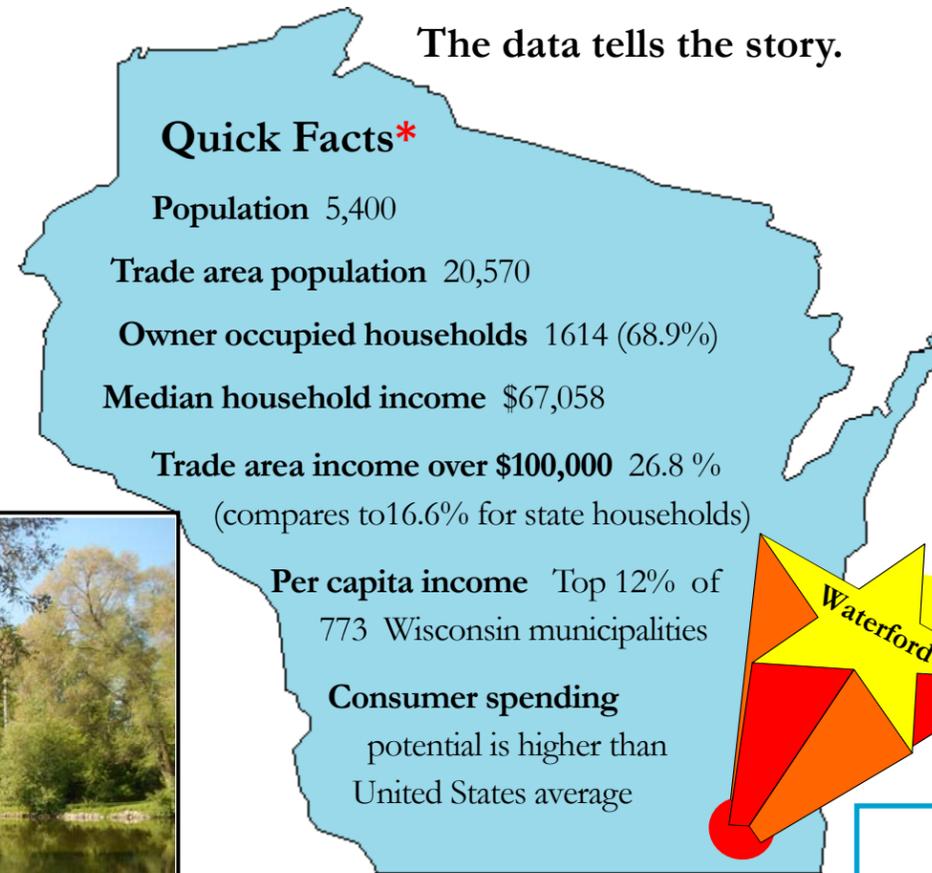
The Fox River runs through downtown Waterford, providing opportunities for recreation and restful reflections. This photo was taken just a couple blocks from the heart of downtown.



Pleasant dining, indoor and out, at Café 213 on Main Street. The owner opened her café in 2012. She cited the charm of the Village and the exciting plans for the downtown as her reason for locating her business here.

Why open or bring your business to Waterford?

The data tells the story.



Trade Area

* 2013 Waterford Downtown Market Analysis prepared by University of Wisconsin-Extension and Wisconsin Economic Development Corporation. Complete report available on any of the team member websites (see back)

Comparative Data

In reviewing traffic counts in relation to populations and median House Hold Incomes (HHI), Waterford compares similarly on traffic counts of larger city's shopping areas as sampled below:

Community	Population	Commercial Street	Median HHI	Traffic Count
Waterford	5,545	Main St.	\$67,058	13,900
Kenosha	100,0246	6th & 7th Ave.	\$46,651	19,700
Watertown	29,932	Main St.	\$49,645	15,200
Green Bay	106,703	Broadway St.	\$41,869	16,800

Conclusion: The data illustrates locating a business in Waterford suggests potential business success—higher than average income and traffic volume.

Photo credits: Cynthia Jensen, Barbara Messick