



**MONONA EAST SIDE
BUSINESS ALLIANCE**
connections start here

FOR IMMEDIATE RELEASE

June 15, 2017

Media Contact: Kristie Schilling – Executive Director, Monona East Side Business Alliance

Address: 5900 Monona Drive, Suite 302, Monona, WI 53716

Phone: (608) 222-8565 **Email:** connect@mononaeastside.com

South Stoughton Road Business Walk planned for June 22

Volunteer walkers will visit 200 businesses in three hours

Monona, WI – On June 22, between 9:00 a.m. – 12:00 p.m., teams of local business and civic leaders will take part in a walking tour (Business Walk) of the South Stoughton Road Corridor business community. There is major construction potentially slated for Highway 51 that could impact a large number of businesses. A Business Walk is an economic development initiative that, in a short amount of time, allows local leaders to get the pulse of how their business community is doing. The goal of the Business Walk is to help create a unified voice, build a stronger relationship between the business community and local government, as well as, target and assist companies at risk to help foster a more prosperous business climate.

During this half-day blitz, teams made up of city leaders and small business supporters will visit up to 200 businesses. A Business Walk gathers responses from business owners and managers asking them how business is, what do they like about doing business on Stoughton Road, and what can be done to improve doing business on Stoughton Road. The survey responses help to generate a simple, easy-to-read report that decision makers can use to help strengthen their local business community. This program will then hopefully be a model for other Business Walks in other parts of the city and state. Persons interested in volunteering as walkers should contact Kennedy Turner at kennedy@blueprinteventsllc.com.

Date: Thursday, June 22, 2017

Start/End Location: Madison Turners - 3001 S. Stoughton Road, Madison, WI 53716

Agenda:

7:30 a.m. - Registration/Breakfast

8:00 - 9:00 a.m. – Speakers/ Business Walk Tutorial

9:00 - 12:00 p.m. - Business Walk (Business Visits)

12:00 - 1:30 p.m. - Lunch/Debrief Discussion

Presented by: City of Madison, Madison Gas and Electric, and Monona East Side Business Alliance

Supported by: Workforce Development Board of South Central Wisconsin, Madison Region Economic Partnership, Greater Madison Chamber of Commerce

Alder Denise DeMarb will be available the day of the event for questions and quotes.

The Monona East Side Business Alliance (MESBA) is a business cooperative and works to promote commerce and the community for the area's overall prosperity. MESBA is a private, not for profit, membership-driven organization comprised of approximately 350 businesses, charitable organizations, educational institutions, and civic entities. For more information, visit <http://mononaeastside.com> or contact Kristie Schilling, Executive Director of the Monona East Side Business Alliance at (608) 222-8565 or kschilling@mononaeastside.com.