

JOIN US IN DOWNTOWN PLATTEVILLE

LOCATION

Platteville is located in the rolling hills of southwestern Wisconsin, less than 30 minutes from Dubuque and under one hour from Madison and Prairie du Chien on four lane Hwy 151 .



OUR MARKET

Platteville is an economic hub for a number of communities in the region, regularly drawing visitors and customers from a 30 mile radius, especially areas north and west.

Demographics:

Trade Area Residents.....	21,529
City Residents.....	12,281
Median Household Income.....	\$44,950
Percent Associates Degree+.....	40.5%
Percent Family Households.....	45%
Median Age.....	22
College Students.....	8,662

Visitor & Event Traffic:

Average Daily Traffic.....	13,300
Annual Event Attendance.....	8,500
Annual UW Visitors.....	52,830
Overnight Visitors.....	50,000

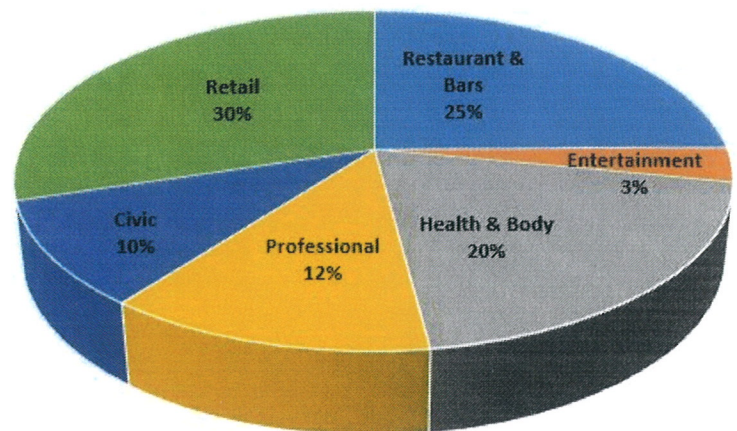
Industry & Workforce:

Daytime Employment (City).....	7,392
Proj. 5-year Job Growth	4.0%

BUSINESS MIX

Largest Employers: UW-Platteville, Platteville School District, Southwest Health Center, Esterline Avista, HyPro, and Southwest Logistics, Inc.

Downtown Platteville has a mix of retail, restaurant and service businesses. Local destination businesses include Driftless Market, Badger Brothers Coffee, Steve's Pizza and the Mining Museum.



"Between the people who live in downtown, work in downtown and the thousands of visitors we have here each month, there is a very diverse market of people who want to shop and dine on a daily basis. Our business has grown each year since we chose to locate in downtown."

*~ Tim Ingram, owner
Momentum Bikes & Boards*

Major destinations include:

- Library – 84,500 annual visitors
- Hospital – 11,339 annual patients
- Golf Course – 13,500 annual visitors
- Museums – 12,622 annual visitors

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RETAIL MARKET

The addition of several new restaurants in recent years has generated additional customer traffic downtown. 50% of local retailers participate in joint marketing and promotions activities annually.

Downtown Businesses.....115
Average Rental Rate (psf/yr).....\$ 5.00

RESIDENTIAL MARKET

Platteville offers a wide variety of housing options from rental apartments to single family executive housing.

Median SF Home Value.....\$185,000
Median Rent.....\$772
Students Living On Campus.....3,700
Downtown Units Added '00-'10.....13
Single Family % Owned/Rented.....52%/48%

COMMUNITY INVESTMENT

Main Street promotes a public-private model for downtown revitalization. Together with our partners, Platteville Main Street Program has made downtown a safe place to invest.

Buildings Renovated since 1999.....358
Private Investment '99-'15.....\$18.2 million
Public Investment '99-'15.....\$6.2 million
Net Business gain past 5 years.....9
Investment in past year.....\$19 million
Projects in Planning Phase.....\$12 million

BUSINESS ASSISTANCE

Platteville is committed to helping new businesses get started in our community. Platteville Main Street is happy to provide one-on-one business assistance and will serve as a liaison with the City and others to help you get up and running quickly. Financial assistance available includes:

- Curb Appeal Grant – 50% of eligible costs up to \$1,000
- Façade/Interior Remodeling Loan – 10 year low-interest loans up to 90% of market value.
- Design Assistance – free assistance with signage and façade planning
- Revolving Loan Fund – \$10,000 per job with flexible terms
- Tax Increment Finance assistance for new development

OPPORTUNITY

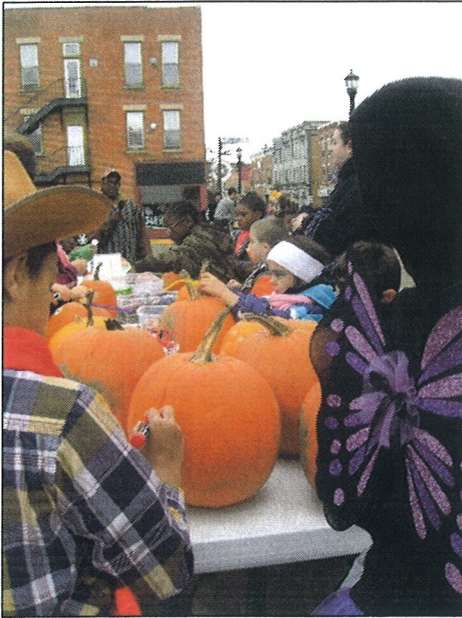
We have identified retail opportunities and are looking for partners in the following fields: Clothing, Restaurants, Bookstores, Health & Fitness, Craft Supplies, Home Goods & Specialty Retail. Contact us for a list of current space availability.



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MAIN STREET ANNUAL EVENTS

There is always something happening on Main Street! Annual events promote a sense of inclusion in the community that help define Platteville's identity.



Sweet Treats on Main is a fun and safe trick-or-treating annual event that attracts hundreds of families from the region. (Pictured left) Several **Parades** are held on Main Street every year, including Dairy Days and Homecoming, which attract hundreds of people from the surrounding communities. (Pictured below)



Music in the Park is an annual summer series featuring local musicians performing in Platteville's City Park every Thursday evening. (Pictured below)



Platteville's Farmers Market is open year round and promotes a healthy community by offering fresh, local produce. (Pictured above)

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