

“Marketplace Taking Off”

Our city is constantly looking for ways to get the word out about just how fantastic Manitowoc is for families and for business. As we’ve discussed before, the amount of commercial building going on here is an indication of our marketplace being “discovered”. Recently a very successful developer working in our area called to say that the name “Manitowoc” is on everyone’s lips in regard to locating new stores and businesses here. The tremendous success of Harbor Town underscores his comments.

To help the regional marketplace understand just how cool it is to locate in Manitowoc on the gorgeous shores of Lake Michigan, our city employs a “branding effort” themed “At this very moment in Manitowoc”. We would imagine that many local residents have seen our outdoor advertising along I-43 in Sheboygan and Milwaukee. We also use this branding activity in print and electronic media.

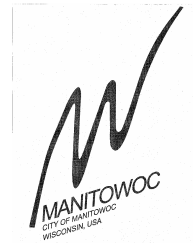
Our newest ad that will be run in the Midwest Express Airlines magazine features an eye catching image of a young man with a Mohawk style hairdo that is made up of electric transmission towers with current flowing from tower to tower.

The copy reads, “*Radical Ideas at this very moment in Manitowoc*”. It further states, “*We’ve been found out. Manitowoc, Wisconsin has become a hot spot for innovative companies in search of a business-friendly environment. With the state’s largest municipal-owned electric utility, we promise you stable, reliable energy solutions. Plus you get easy access to all the other high-tech necessities: wireless, broadband and a highly motivated, educated workforce. To see more of what we offer high powered innovators, visit (us at) www.manitowoc.org.*”

Manitowoc is no longer in a holding pattern. A lot of hard work, including the new services provided by the Manitowoc County Economic Development Corporation, has kicked our economy and new development into high gear.

Sometimes it is amazing how accurate the gossip on the street is (and also how incredibly wrong it can be)! The word on the street is that a new department store that will be located in Harbor Town will soon be announced. We’ll have to see just how accurate this new rumor is.

In the meantime, though, new businesses keep springing up downtown and elsewhere around town. We spent most of this past Saturday sharing our downtown with locals and visitors alike. After completing some power shopping at the Manitowoc Farmers Market, we shopped and bought at several stores. Downtown’s assets, minor and major, certainly outstrip any deficits it may have. We have great dining, entertainment and shopping venues.



We wandered into the factory outlet for a local stained glass manufacturer at 8th and Quay and made a marvelous discovery and purchase.

And we're waiting for the opening of the new wrap sandwich shop "Wrap it Up" on Eighth Street next door to the Shaggy Sheep Shop which focuses on knitting supplies, fibers, notions and instruction.

Upon on North Eleventh Street is a fascinating new music store that opened recently that is also a raging success.

Mad About Music provides local service for the entire gamut of musical needs. They offer lessons, instrument repair, supplies to maintain your instrument, music and dance related gift items, and can even print the sheet music you need from *online* stores.

This business is locally owned by Mary and Robert Madison and is a fascinating place to visit, even for people like me with absolutely no musical talent.

Mary's background is education and Bob's interesting life has led him to tour with the likes of Pink Floyd, Paul McCartney, Tina Turner, the Red Hot Chili Peppers and Aerosmith.

Mary & Bob are excited about music and they are excited that their store is a place where kids interested in music can just hang out. Take a look, the place is a lot of fun.

Lots of new businesses and a couple of good rumors. It looks like the next several months will be fun for everyone.

Hey, and take in as much as you can of this year's Manitowoc County Fair. With the always fascinating 4H Livestock and other entries, and with country star Steve Holey and rocker Joan Jett & the Blackhearts headlining the grandstand, all the entertainment opportunities look spectacular!

Manitowoc Mayor Kevin Crawford may be reached at 920-686-6980.