



Eau Claire
Economic
Development
Division

Eau Claire Economic Newsletter - Spring 2009

Dear,

Spring is here and with it new ideas for business. Whether you are starting a new business or trying to expand your existing one we have ideas for you: take our [entrepreneur classes](#) or try the [Make Mine a Million \\$ Business](#) challenge.

Wishing you a spring full of new opportunities.

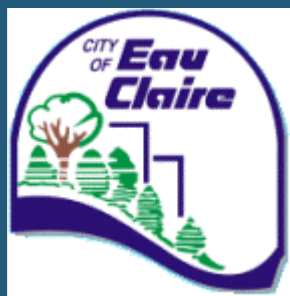
Downtown Business Awards

Downtown Eau Claire, Inc. recognized several entrepreneurs during their Annual Awards banquet at the end of February. The winners were selected by downtown fans through an online survey.

The New Business of the Year Award went to Infinita Tea House; Cadeaux won Retailer of the Year and Window Display of the Year.



To encourage downtown redevelopment several awards were given to downtown investors. Geoff Moeding and Michael Lander



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Business Plan Basics Class

March 26, 2009

6-8 p.m.

\$5 fee includes a sandwich

Come and learn how to start your new business.

[Register Now!](#)

Financials and Projections Class

April 16, 2009

6-8 p.m.

\$5 fee includes a sandwich

Figure out how to put together the most important part of your business plan.

[Register Now!](#)

One-on-one Business Consulting

downtown investors. Geoff Moeding and Michael Lander received the Development of the Year Award for Phoenix Parkside and John Mogensen won the Renovation Award for Isabelle & Co. The Loft Apartment Award went to Brian Johnson for 212 S Barstow.

Downtown plays a major role in the overall Eau Claire economy employing 28% of all Eau Claire workforce. Thus, it is thrilling to see how vibrant downtown has become in the last few years, and with 0% vacancy in residential space and 1.8% vacancy in retail, it is the place to be.

Win \$5,000 for Your Business Plan

For the 5th year in a row, Downtown Eau Claire, Inc. (DECI) is organizing the Jump-Start Downtown Business Plan Competition.

Any business that will be locating to the downtown area is eligible. Simply download the application and submit your business plan to DECI by May 31, 2009.

[Click for Details](#)



Make Mine a Million \$ Business

Make Mine a Million \$ Business Race (M3 Race) provides business coaching and expert advice to help women-owned businesses reach \$1 million revenue mark by 2010.

The Grand Prize winner will receive a **\$100,000 cash** award and a year's worth of free advertising, marketing and media opportunities.

For details visit www.makemineamillion.org

High Visibility Office/Retail Space

Consulting

April 22, 2009

6.30-8 p.m.

FREE

Have questions about your business plan, we have the answers.

[Register Now!](#)

[Join Our Mailing List!](#)

High Visibility Office/Retail Space

Come join the hustle and bustle of downtown. The newly built Midelfort Pharmacy building features 6,000 sf of available first-story space with a prime location on the corner of Madison and North Barstow Street.



Interior will be finished to your specifications and private parking guarantees easy customer access.

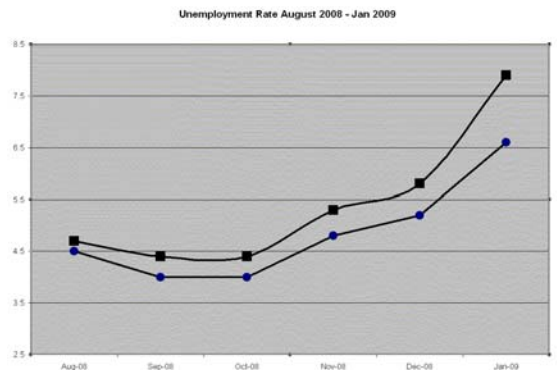
Reap the benefits of being in front of your customers week after week: 15,000 vehicles on Madison Street daily, the nearby Farmer's Market attracts 7,000 people every week, the Summer Concert Series averages 800 every Thursday night.

Further details at [325 E Madison Ave.](#)

[Click here to search all commercial properties in Eau Claire.](#)

Unemployment Rate

Eau Claire MSA had the 4th lowest unemployment rate in the State of Wisconsin in January 2009. The Eau Claire MSA recorded 7.1% rate compared to the highest unemployment rate in Janesville of 11.6% and the lowest in Madison of 5.3%.



The unemployment rate increased in all of the state's MSAs in January compared to December.

Over the last 6 months the City of Eau Claire has consistently ranked well below the State of Wisconsin's unemployment rate (see graph).

[Detailed information on unemployment rate in Eau Claire.](#)

We hope you found this newsletter helpful and informative.

For more up-to-date news visit us online:
www.EauClaireDevelopment.com

Sincerely,

Dagmar Beckel
City of Eau Claire Economic Development

**Save
40%**

Every day the City of Eau Claire Economic Development Division offers low-interest loans (60% of the Wall Street Journal Prime Rate) to businesses expanding or relocating within the Eau Claire Area.

http://www.eauclairedevelopment.com/doing_business/assistance.html