



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

Community Development Authority Agenda Wednesday, August 12, 2026 at 6:00 PM

Municipal Building Board Room
138 E. Main Street
Mount Horeb, WI

- 1) Call to order**
- 2) Roll Call**
- 3) Public Comments on Non-Agenda Items***
- 4) Consent Agenda**
 - a. Consideration of July 8, 2026 Meeting Minutes
- 5) Agenda Items**
 - a. Consider an update regarding Lukken Annexation and Making a Difference Developers
 - b. Consider approving an update to the Tax Incremental Financing Application Process
 - c. Consider approving a Facade Grant Application for 107 E. Main Street
 - d. Consider a one-year amendment to Tax Incremental District No.3
 - e. Consider approving the Future Focus Areas for the CDA
- 6) Reports**
 - a. Economic Development Director's report
 - b. Mount Horeb Area School District report
 - c. Mount Horeb Area Chamber of Commerce Report
- 7) Meeting adjournment.**

***Public Comment Policy**

Members of the public are invited to speak at meetings of all Mount Horeb Public Bodies. To comment, please complete a Public Comment Form at the Meeting Room entrance and submit it to staff before the meeting begins. Comments are limited to **three minutes**, must be made from the podium, and the speaker must return to the audience after speaking.

- **Non-agenda item comments** are heard at the start of the meeting. Public Body members and staff will not engage in discussion during public comment but may consider topics for future agendas.
- **Agenda item comments** are heard during the relevant item, after the proposers or staff present the item and before Public Body discussion. All public comments on the item will be heard before any discussion by the Public Body.

Members of the public will only be allowed to speak outside these public comment times if they are invited by the meeting chair to share additional information requested by the Public Body. If so invited to speak, the member of the public must do so from the podium.

Written comments are also welcome. Written comments shall include the name and address of the submitter and should be submitted to the Deputy Treasurer/Governance Coordinator by email at niki.erickson@mounthorebwi.info (subject line: *Public Comment Request-Name of Public Body*) or delivered by to the Village at: 138 E Main Street, Mount Horeb WI, 53572, ATTN *Public Comment Request-Name of Public Body*.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.



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COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, July 8, 2026 at 6:00 PM

DRAFT MEETING MINUTES

- 1) Call to order
Marc Schellpfeffer called the meeting to order at 6:00 PM. Members present were Todd Fritz, Ben Vondra, Ryan Czyzewski, Marc Schellpfeffer, Andy Baber, Barb Case & Heidi Kopras. Also present were Economic Development Consultant, Kristin Fish-Peterson, Village Administrator, Gabe Altenbernd & Office Assistant, Katie Jelle.
- 2) Public Comments on Non-Agenda Items*
None
- 3) Consent Agenda
There were no questions or comments regarding the information provided. Motion was made by Baber to approve the Minutes & Consent Agenda. The motion was seconded by Case. All were in favor.
 - a. Consideration of May 13, 2026 Meeting Minutes
 - b. Economic Development Director's report
 - c. Mount Horeb Area School District report
 - d. Mount Horeb Area Chamber of Commerce Report
- 4) Agenda Items
 - a. Introduction of the new Village Administrator
Schellpfeffer introduced the new, Village Administrator, Gabe Altenbernd.
 - b. CDA Future Focus Areas
Schellpfeffer & Fish-Peterson put together a list of projects for the CDA to prioritize. The 1st item of priority is the Lukken Property Development, followed by the Downtown Development/Redevelopment, The Future Business Park & North Cape Commons.
Fish-Peterson gave an update on the Lukken Development.

The 2nd item on the list is, Downtown Development/Redevelopment. An

amendment to TID 5 would allow contributions to CDA to help fund downtown projects. Downtown projects to be reviewed would be residential & commercial development west of downtown, assess parking needs & discuss support for existing businesses.

The 3rd item is a Future Business Park. There is currently no access to the area that is desired for a Business Park.

The last item on the list is North Cape Commons. There are lots that have not been developed. The property may be rezoned after the TID expires.

c. Downtown Alley Activation & Connectivity Project

Allison from the Mt Horeb Chamber & Kristen Fish-Peterson, talked with businesses regarding concerns about parking. They proposed investing up to \$5,000 into a project focused on improving the alley connection between Main Street & public parking. The project would add cafe/string lighting overhead, decorative sidewalk graphics and simple signage.

5) Meeting adjournment.

Czyzewski motioned to adjourn at 6:39 PM. Case seconded. All were in favor.



HERITAGE
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VILLAGE OF MOUNT HOREB

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Tax Incremental Financing Assistance Application Process

Below is the step-by-step process to request TIF assistance in the Village of Mount Horeb.

Step #1

The best way to start is to schedule a meeting to discuss the potential project and request with the Village Administrator. Depending on Village specifics, the staff involved may include the Village Attorney, Economic Development Director, Finance Director, Village Planner, Village Engineer, and potentially others. To request a meeting, contact Gabe Altenbernd, Village Administrator via gabe.altenbernd@mounthorebwi.info.

Prior to attending the meeting, please carefully review the TIF application and other background materials regarding TIF in Mount Horeb. Staff may assist by identifying concurrent processes that may be feasible during a TIF assistance approval process, such as rezoning, site plans, conditional use permits, etc. To the greatest extent possible, staff will accommodate a prompt time-frame by running multiple approvals concurrently.

Step #2

A formal request for TIF assistance is initiated once the Village receives the completed TIF application and the corresponding fee of \$100.

Note: In the “but for” discussion, you must clearly describe why TIF is needed to help this project and why the project will not/cannot proceed without such support. Failure to clearly provide the “but for” explanation will delay action on your request.

Step #3

Village staff will review the proposal. In most instances, a Development Agreement is the formal document used to memorialize a TIF assistance package. The Village will supply a template for the development agreement for the developer to review.

The developer will be required to provide detailed project pro-forma above and beyond what is initially presented in the application. Further, the Village may require financial statements to assist in determining whether the “but for” test is met. To the extent allowed by law, the Village will utilize the Village’s Financial Advisor to collect, review, and report on the private financial statements in order to protect confidentiality of sensitive applicant data.

The Village will bill the applicant for 3rd party consulting fees and/or other related expenses as they pertain to the assistance request review process.



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Step #4

The Community Development Authority (CDA) will host a public meeting with the applicant present to make a recommendation to the Village Board, who has the final decision-making authority on granting TIF assistance. Typically, staff will brief CDA members in advance of discussion at a public meeting.

The Community Development Authority regularly meets on the 2nd Wednesday of the month.

Step #5

Once scheduled for Village Board action, approval may be completed in a single meeting. However, the Village Board has the right to defer action for further study/review or outright deny the request. To avoid delay at this step staff will work diligently with the developer to assemble thorough and complete information.

The Village Board regularly meets on the 1st Wednesday of the month.



Tax Increment Financing (TIF) Request Application Form

Please complete and submit the following information to the Village Administrator for a more detailed review of the feasibility of your request for Tax Incremental Financing (TIF) Assistance.

Applicant Information

Name of Applicant: _____

Business Name & Address: _____

Primary Contact: _____

Phone Number: _____ E-mail Address: _____

Type of Business Entity: _____

Property Information

Address of the Proposed Property: _____

Parcel Number(s): _____

Currently, does the applicant own or lease the property? (circle one for the following questions)

Own

Lease

Neither

Will the applicant own, lease, or convert the property to condo ownership at completion?

Own

Lease

Convert to Condo Ownership

Who will occupy (operate the business on) the site at project completion?

Owner

Renter

Both

If the applicant is the current owner or prospective tenant of the property, attach a description of the premises to be leased (legal description, floor plan, etc.)

Evidence of Site Control

- A. If the applicant owns the project site, attach a copy of the applicant's deed. Also indicate:

Mortgage Holder(s): _____

Total annual mortgage payment (principal & Interest): \$ _____

Total outstanding balance of existing mortgage(s): \$ _____

Name, address, and phone numbers of other people or entities having an ownership interest in the property to be redeveloped, if applicable:

- B. If the Applicant has a contract or option to purchase the project site, attach a copy of the purchase or option contract. Also indicate:

Date contract was signed: ____/____/____

Closing/expiration date: ____/____/____

- C. If the applicant currently leases or will lease the project site, attach a copy of the lease or lease option contract. Also indicate:

Leal name of Owner as noted on the deeds: _____

Name of person who signed the lease for the tenant: _____

Landlord /Owner's name and address: _____

Owner affidavit: If the applicant currently leases or plans to lease the property, have the owner (and all entities having ownership interest in the property) sign an Owner's Consent letter.

Project & Business Information

Proposed Use (check all that apply): ☐ Industrial ☐ Commercial ☐ Mixed Use
☐ Market Rate Multi-Family Development
☐ Affordable Housing

Project Description – Provide a description of the project. Where applicable, a concept site plan and architectural building elevations shall be included in the application. Applicants may supplement these materials by including a portfolio of similar/past projects.

Will the project incorporate any affordable housing units? Describe.

Will the project incorporate any exterior art or placemaking amenities? Describe.

Current annual revenue: \$ _____ Estimated Annual Revenue: \$ _____

Current annual expenses: \$ _____ Estimated Annual Expenses: \$ _____

Cap rate: _____

Business Plan and/or Marketing Plan attached: ☐ Yes ☐ No

Balance sheet & profit/loss statements for the past 3 years attached? ☐ Yes ☐ No



Describe the Project Schedule

Final Plan/Specification Preparation Date: _____

Preliminary Construction Start Date: _____

Preliminary Construction Completion Date: _____

Date Occupied or Opened: _____

Number of principal buildings: _____ Est. total building square footage: _____

Estimated equalized assessed valuation after project completion (EAV)

\$ _____ Land \$ _____ Improvements \$ _____ Total

Est. equalized property taxes to be generated by the project (attach any independent appraisals)

Pre-improvements: \$ _____ PA x _____ Mill Rate = \$ _____ Total (A)

Post-Improvements: \$ _____ PA x _____ Mill Rate = \$ _____ Total (B)

Additional incremental (B-A) = \$ _____

Will the proposed project result in relocating economic activity/businesses from another location within the Village?

☐ Yes ☐ No

If yes, discuss the nature of any anticipated relocations and the impact the relocation would have on the existing property or neighborhood where such activity is currently located.

Do similar businesses /uses already exist in Mount Horeb? If yes, please describe any differences in your proposed business to existing businesses.



List the current and projected number of part-time and full-time jobs in the Village of Mount Horeb before and after the project completion.

	Current Jobs	Projected Jobs	Average Wages / Salaries	Average Total Compensation
Full-time				
Part-Time				
Total				

Approx. what % of employees do you expect will be hired from the area? _____

Discuss any history of community involvement by the applicant or business within the Village.

Has any portion of the project already been started or completed? If yes, describe the portions of the project completed, the work remaining, and why public financing is necessary to complete the project.

TIF Request

State the total amount of TIF assistance being requested:

State the form of incentives requested:

- ☐ Developer Loan (pay-as-you-go)
 ☐ Traditional Loan
- ☐ Tax Increment Loan at Occupancy
 ☐ Tax Increment Loan at Project Start
- ☐ Other:

State the need and justification for TIF assistance. Explain how the applicant intends to demonstrate compliance with the “but for” test. Provide a 10-year projected cash flow pro forma for the project showing revenues, expenses, net operating income, and the anticipated rate of return with and without TIF assistance. Substantiate that other alternative methods of financing have been thoroughly explored. The burden is on the requesting party to prove that the proposed project would not be feasible without TIF assistance. Every other financial alternative should be explored prior to the use of TIF.

[illegible]

Check which box(s) best describe the use of TIF funds:

- | | | |
|---|---|---|
| ☐ Land Acquisition | ☐ Environmental Audits | ☐ Surveying/Site Grading |
| ☐ Demolition/Remediation | ☐ New Construction | ☐ Rehabilitation/Expansion |
| ☐ Utility Improvements | ☐ Streets/Parking/Access | ☐ Landscaping/Recreation |
| ☐ Exterior Art/Placemaking | ☐ Financing Costs | ☐ Professional Fees |
| ☐ Other: | | |



Project Budget

Budget Source ☐ Developer ☐ Arch/Eng ☐ Contractor ☐ Other:

Project Budget Sources and Uses of Funds

Project Costs	Amount \$	Source(s) of Financing
Property Acquisition*		
Environmental Audits		
Site Grading / Soil Remediation		
Demolition/ Remediation		
Construction of New Building(s)		
Renovation of Existing Structures		
Utility Improvements		
Streets / Parking / Access		
Landscaping / Recreation		
Exterior Art / Placemaking		
Architectural / Engineering / Surveying Fees		
Legal & other professional fees		
Permit fees		
Developer fees		
Other (please specify)		
Total Project Costs		

**If land will be purchased for the project, please describe the purchase price, and supply any appraisal or other documentation available that provides information relating to the fair market value of the property.*

Sources of Financing	Amount (\$)	Percent of Total Costs
TIF		%
Developer Equity		%
Investor Equity		%
Loans		%
Grants		%
Other (please specify)		%
Total Project Costs		100.0%

Contact Information for Project Lender:

Grant Sources: _____

Grant Amount: _____

Applicant Certification and Acknowledgement

I acknowledge being informed that the Village of Mount Horeb (Village) will, upon request by a member of the public or in the course of reporting its activities to the public, disclose the names of individuals requesting Tax Incremental Financing (TIF), the amount of TIF requested, state/federal programs used, if any, and the development impact of the TIF requested (e.g. jobs created, tax base impact and total project investment), as may be required under applicable state statutes regarding open records or open meetings. The Village has assured me, and I understand, that other financial information provided by me in connection with this application or with assistance from the Village, if any is given (including, but not necessarily limited to business and personal financial statements, business operating statements, data on historical and projected future sales or other aspects of business performance, and business plans) will, to the extent permissible by law, and except for use in collection proceedings, if any, be treated as confidential. This will confirm that I have relied upon such assurance by the Village in providing financial information to the Village, and that, but for such assurances, such information would not be provided.

I certify that the information contained in this application is, to the best of my knowledge, true and correct. I agree to notify the Village, in writing, of any changes that materially affect the accuracy of this statement. I authorize the Village or its agents to verify the information provided in this application and to obtain additional information concerning the applicant(s) financial condition.

I certify through signing the TIF application that the final form and amount of financing the Village offers may differ from that requested. The form and amount of financing shall be finalized through the execution of a development agreement.

I certify that financial, insurance, and project assurances will be required as part of the final development agreement to be negotiated with the Village upon preliminary approval of this application. These may include, but are not limited to, assessment guarantees, letters of credit, personal or corporate guarantees, minimum payment agreements, lien waivers for contractors, consent of mortgagee or other loan security instrument. All terms and obligations of the Village and the applicant shall be finalized through the execution of a development agreement.

I certify, by signing and submitting this application, that additional costs, above the amount of the application fee, incurred by the Village for outside professional review or expertise of this application, and any development agreement resulting from this application, will be the responsibility of the applicant. I further certify that denial of the application or failure to reach agreement with the Village on a development agreement shall not entitle the applicant to a refund of the application fee or any amounts of the escrow used in the review of the application.

Applicant Name: _____ Title: _____

Signature: _____ Date: _____

Please return the completed application to gabe.altenbernd@mounthorebwi.info



Village of Mount Horeb

Façade/Building Improvement Grant and Loan ApplicationDate: 10/29/2025Program (circle all that apply): Façade Grant Bldg. Rehab Grant Bldg. Rehab LoanProject Name: 107 E. Main St. Mount HorebApplicant Name: Keric PottertonProject Address: 107 E. Main St. Mount Horeb WI 53572Applicant Phone Number: 608-574-7045 Email: kpotterton@pottertonrule.comProperty Owner (if other than applicant): —Lease Term (if applicable): LESSORGeneral Project Description: Replace rotted support beam with I beam and re-brick front of buildingEstimated Start Date: 10/30/2025 Estimated Completion Date: 11/30/2025Total Project Cost (hard and soft costs): \$ 37,505 or moreTotal Grant Requested (\$): 5,000 Total Loan Requested (\$): —

Project Budget (attach additional pages if necessary):

List Individual Project Elements	Total Cost	Grant/Loan Request	Applicant Match (cash)*	Applicant Match (in-kind)*
Removal of bricks: rebricking	\$26,505	\$5,000		
Replacing rotted beam with I beam	\$10,000			
Installing tyvek on front of building	\$1,000			
TOTALS	\$37,505	\$5,000		

*Total applicant match must equal at least 75% for façade and/or building rehabilitation grants, or 10% equity for rehabilitation loans. Matching funds may be in the form of cash for grant/loan-eligible project costs, or qualifying costs incurred as part of a building rehabilitation project ("in-kind", for grant program only). See corresponding program information sheet for complete lists of funding- and match-eligible items.

Village of Mount Horeb Façade/Building Improvement Program

General Contractor: MASON-BP MASONRY

Contractor Contact Name: BEN Pagenkopf Phone Number: 608-778-4192

Selected Bank (for Building Rehab Loan): _____

Bank Contact Name: _____ Phone Number: _____

Applicant Remarks: _____

Applicant's Certification:

The Applicant certifies that all information in this application and all documents submitted in support of this application are given for the purpose of obtaining a grant and/or loan under the Village of Mount Horeb Façade/Building Improvement Program and is true and complete to the best of the applicant's knowledge.

Signature of Applicant: [Signature] Date: 10/23/2025

Signature of Property Owner: [Signature] Date: 10/23/2025

Required Attachments:

- ✓ Site/building photos
- ✓ Copy of property lease, land contract or deed
- ✓ Written authorization from building owner (if applicant is tenant)
- ✓ Proof of property insurance
- ✓ Application fee (\$50.00 for each type of funding request), payable by check or money order to "Village of Mount Horeb"

Additional attachments, as appropriate

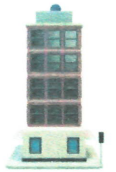
- ☐ Bids, estimates and/or contracts
- ☐ Site plans, building floor plans, elevations, or other conceptual designs, including colors/materials for façade work
- ☐ Business information, marketing materials, or other relevant documents demonstrating project viability and planned future uses of site/building

Note: Selected bank will require full financial statements and disclosure to evaluate the loan request. Please check with your bank to determine the required information, but submit it only to the bank, not the Village.

Please send this completed application and accompanying materials to:

Village of Mount Horeb
138 E. Main Street
Mount Horeb, WI 53572
(608) 437-6884

Village of Mount Horeb Façade/Building Improvement Program



October 6, 2025

Mr. Keric Potterton

RE Potterton Ruhle Building
105-7 E. Main St.
Mt. Horeb, WI

Mr. Potterton:

Per your request, I conducted a site visit at the above referenced building on October 5, 2025 to visually evaluate the exposed conditions along the north and northwest exterior sides of the building. As we discussed during the site visit, further removal of building components (exterior siding along north side of building) is warranted to evaluate existing conditions and to properly prepare a complete repair plan; however, structural repair of the primary E/W beam above the front façade is in obvious need. Following removal of the lower portions of the exterior sheathing (shown in **Figure 2**, below) and a complete inspection and analysis of the conditions present, a more complete repair plan may be completed.

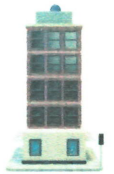


Figure 1: The front (North) side of the subject building.

100 N. Main St., Watworth, Wisconsin 53184 * jgibeaux@outlook.com * (512) 210-9992 * gibeauxpe.com

Active: Colorado/Illinois/Michigan/Texas/Wisconsin

Inactive: Arizona, Maryland, New Mexico, South Carolina, Wyoming



Phase One

Remove the two lower runs of siding above the deteriorated beam, expose and evaluate the bearing condition of the wall framing, repair as warranted; install temporary 2x12 or other appropriate support with 2" x 2" x 1/4" angle steel along underside of 2" x 12" across the front of the building, evaluate stud tips, resecure base condition and make recommendations for future repair. Repair all exposed structural component above glazing and below beam. Approximate cost \$5,000 - \$7500.

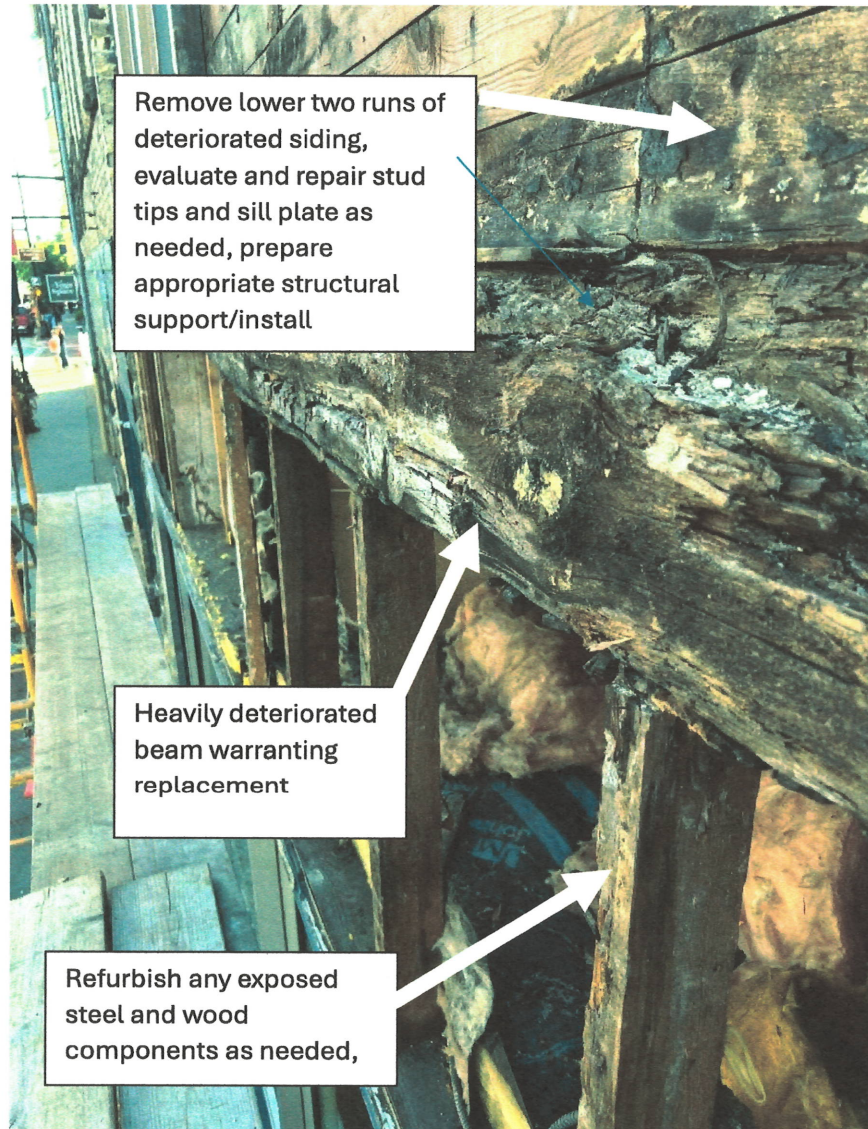
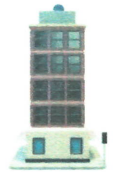


Figure 2: The existing condition along the north side of the building.

Jeff Gibeaux, PE

Forensic Geotechnical & Structural Engineer



Phase Two

Following evaluation of the existing conditions along the wall stud bearing above the beam and stabilization of the north wall structure, the deteriorated beam shall be selectively removed and replaced with a steel beam that spans between the pipe column supports. The north wall needs to be adequately shored and supported such that no distortion of the building frame occurs during repairs. A more detailed specification can be written after the Phase One analysis, however for budgetary purposes I would estimate costs for this to be approximately \$18,000-\$30,000.

Phase Three

Following completion of the Phase One and Two portions of repair, the façade shall be re-cladded with complete waterproofing of the substrate. A more detailed design of the exterior faced can be completed following the above repairs.

Please let me know if you have any questions. I will let you know when my crew might be able to complete Phase 1 repairs if you decide to move forward. I'm happy to assist regardless of what crew you opt for. Thanks!



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Active: Colorado/Illinois/Michigan/Texas/Wisconsin

Inactive: Arizona, Maryland, New Mexico, South Carolina, Wyoming



Sent from my iPhone

Thank you for your assistance. Our planning commission meeting is Thursday evening so if we could have some rough information before then, that would be great.

Kind Regards,
Andrea

Andrea Potterton
Potterton Rule Real Estate LLC
608-341-8045

Sent from my iPhone

**BP Masonry**

3563 county road Q Dodgeville, Wi 53533

608-778-4192

bpagen@live.com

INVOICE
INV0367DATE
10/23/2025DUE
On ReceiptBALANCE DUE
USD \$26,505.00**BILL TO****Keric Potterton Mt Horeb office**

☐ (608) 574-7045

kpotterton@pottertonrule.com

DESCRIPTION	RATE	QTY	AMOUNT
Tear down brick face Tear down brick face Dispose of all debri in dumpster Clean up mess Tear off siding	\$65.00	72	\$4,680.00
Install new brick Supply new angle iron(depending on if there is anything solid to bolt to Not responsible for roof flashing Sills under windows	\$18.75	1,100	\$20,625.00
Dumpster	\$400.00	3	\$1,200.00

Payment Info

	SUBTOTAL	\$26,505.00
BY CHECK	TAX	\$0.00
BP Masonry	TOTAL	\$26,505.00
	BALANCE DUE	USD \$26,505.00

Bid is per plan sheet

- *material is 8-12 weeks out when contract is signed and down payment received
- *Includes all labor and material, cleanup, delivery, and taxes
- *additional costs will apply for improper brick ledge and framing for support
- *water and power must be turned on prior to start date
- *winter heating @an additional cost to cover labor,lp and materials and required below 40 degrees, BP Masonry supplies lp tanks, tarps, heaters
- *schedule TBD any delays due to weather and incompletions of work installed by others may result in a revised start date and completion date.

Payments are 1/4- due at signed contract 1/4- before start and 1/2 -14 days upon completion of project/ invoice

*final pricing subject to change based on final plan/design



CERTIFICATE OF PROPERTY INSURANCE

DATE (MM/DD/YYYY)
10/23/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

PRODUCER Town & Country Insurance Services, Inc. 316 S Main Street Blanchardville, WI 53516	CONTACT NAME: PHONE (A/C, No, Ext): 608-935-5942 FAX (A/C, No): E-MAIL ADDRESS: CSODERSTROM@TCINS1.COM PRODUCER CUSTOMER ID: 10004699														
INSURED KERIC POTTERTON ANDREA POTTERTON DBA: KERIC POTTERTON & ANDREA POTTERTON REVOCABLE TRUST 900 High Point Rd	<table><tr><td>INSURER(S) AFFORDING COVERAGE</td><td>NAIC #</td></tr><tr><td>INSURER A : Germantown Mutual Insurance Co.</td><td>14036</td></tr><tr><td>INSURER B :</td><td></td></tr><tr><td>INSURER C :</td><td></td></tr><tr><td>INSURER D :</td><td></td></tr><tr><td>INSURER E :</td><td></td></tr><tr><td>INSURER F :</td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Germantown Mutual Insurance Co.	14036	INSURER B :		INSURER C :		INSURER D :		INSURER E :		INSURER F :	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A : Germantown Mutual Insurance Co.	14036														
INSURER B :															
INSURER C :															
INSURER D :															
INSURER E :															
INSURER F :															

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:****LOCATION OF PREMISES / DESCRIPTION OF PROPERTY** (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

105-107 E MAIN ST
MOUNT HOREB WI 53572

1 Apartment with Rental Office Space Below

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE		POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	COVERED PROPERTY	LIMITS
A	☒ PROPERTY		1112147	10/01/2025	10/01/2026	☒ BUILDING	\$505,300
	CAUSES OF LOSS	DEDUCTIBLES				☒ PERSONAL PROPERTY	\$5,000
		BUILDING				BUSINESS INCOME	\$
	☐ BASIC	1,000				EXTRA EXPENSE	\$
	☐ BROAD	CONTENTS				RENTAL VALUE	\$
	☒ SPECIAL	1,000				BLANKET BUILDING	\$
	EARTHQUAKE					BLANKET PERS PROP	\$
	WIND					BLANKET BLDG & PP	\$
	FLOOD						\$
							\$
	☐ INLAND MARINE	TYPE OF POLICY				\$	
	CAUSES OF LOSS					\$	
	☐ NAMED PERILS	POLICY NUMBER				\$	
						\$	
	☐ CRIME					\$	
	TYPE OF POLICY					\$	
						\$	
	☐ BOILER & MACHINERY / EQUIPMENT BREAKDOWN					\$	
						\$	
						\$	
						\$	

SPECIAL CONDITIONS / OTHER COVERAGES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**CERTIFICATE HOLDER****CANCELLATION**

KERIC POTTERTON
900 HIGH POINT RD
DODGEVILLE WI 53533

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE**CMS**



STATE BAR OF WISCONSIN FORM 2 - 1998

WARRANTY DEED

Document Number



* 4 3 6 4 4 1 3 2 *

DANE COUNTY

REGISTER OF DEEDS

DOCUMENT #

4364413

10/09/2007

12:31PM

Trans. Fee:

585.00

Exempt #:

Rec. Fee:

13.00

Pages: 2

This Deed, made between **PAUL POTTERTON AND BARBARA POTTERTON, HUSBAND AND WIFE**Grantor, and **KERIC P. POTTERTON, AN UNMARRIED INDIVIDUAL**

Grantee.

Grantor, for a valuable consideration, conveys and warrants to Grantee the following described real estate in **DANE** County, State of Wisconsin:

SEE ATTACHED LEGAL DESCRIPTION

Recording Area

Name and Return Address

POTTERTON

158 N. Iowa St
Dodgeville, WI 53533

157-0606-123-2207-5 AND

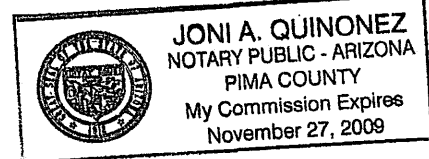
157-0606-123-2206-6

Parcel Identification Number (PIN)

This IS NOT homestead property.

(X) (is not)

Exceptions to warranties: Municipal and zoning ordinances and agreements entered under them, recorded easements for the distribution of utility and municipal services, recorded building and use restrictions and covenants, general taxes levied in the year of closing.

Dated this 28TH day of SEPTEMBER, 2007.

*

* **PAUL POTTERTON**

*

* **BARBARA POTTERTON**

AUTHENTICATION

Signature(s)

ACKNOWLEDGMENT

STATE OF **WISCONSIN** **Arizona****DANE** **Pima** County,) ss. **26**Personally came before me this **28TH** day of **SEPTEMBER** 2007 the above named

PARCEL 1:

The North Nine feet (9') of the West Thirty-three feet (33') of Lot Six (6), Block Four (4), Carl Boeck's Survey and Plat of Mount Horeb Station, in the Village of Mount Horeb, Dane County, Wisconsin.

PARCEL 2:

The West 33 feet (33') of Lots Seven (7) and Eight (8), Block Four (4), Carl Boeck's Survey and Plat of Mount Horeb Station of Section Twelve (12), Town Six (6) North, Range Six (6) East, and Carl Boeck's Survey and Plat of Carl Boeck's Addition to said Mount Horeb Station, in the Village of Mount Horeb, Dane County, Wisconsin.

TAX ROLL PARCEL NUMBER: 157-0606-123-2207-5

157-0606-123-2206-6

ADDRESS PER TAX ROLL: 105 E MAIN ST

QUIT CLAIM DEED

This Deed, made between Keric P. Potterton and Andrea R.

Potterton, husband and wife, Grantor,

and Keric P. Potterton and Andrea R. Potterton, as Trustees of the

Keric P. Potterton and Andrea R. Potterton Revocable Trust dated

8/17/2023, Grantee,

Witnesseth, That the said Grantor quit claims to Grantee the following described real estate in Dane County, State of Wisconsin:

Parcel 1:

The North Nine feet (9') of the West Thirty-Three feet (33') of Lot Six (6), Block Four (4), Carl Boeck's Survey and Plat of Mount Horeb Station, in the Village of Mount Horeb, Dane County, Wisconsin.

Parcel 2:

The West 33 feet (33') of Lots Seven (7) and Eight (8), Block Four (4), Carl Boeck's Survey and Plat of Mount Horeb Station of Section Twelve (12), Town Six (6) North, Range Six (6) East, and Carl Boeck's Survey and Plat of Carl Boeck's Addition to said Mount Horeb Station, in the Village of Mount Horeb, Dane County, Wisconsin.

This is not homestead property.

Dated this 17th day of August, 2023.


Keric P. Potterton

(SEAL)

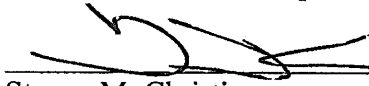

Andrea R. Potterton

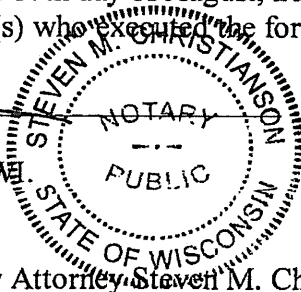
(SEAL)

ACKNOWLEDGMENT

STATE OF WISCONSIN)
)ss.
COUNTY OF IOWA)

Personally came before me this 17th day of August, 2023, the above-named Keric P. Potterton and Andrea R. Potterton to me known to be the person(s) who executed the foregoing instrument and acknowledged the same.


Steven M. Christianson
Notary Public, Iowa County, WI
My Commission is permanent.



This instrument was drafted by Attorney Steven M. Christianson, Dodgeville, Wisconsin.

KRISTI CHLEBOWSKI
DANE COUNTY
REGISTER OF DEEDS

DOCUMENT #
5919840
08/21/2023 11:59 AM
Trans Fee:
Exempt #: 16
Rec. Fee: 30.00
Pages: 1

RETURN RECORDED DOCUMENT TO:

Christianson Law Office LLC
P.O. Box 40
Dodgeville, WI 53533

157-0606-123-2207-5, 157-0606-123-2206-6

Parcel Identification No.

E/16

①

Preliminary - without Amend.

Village of Mount Horeb
Tax Increment District No. 3 without Amendment
Cash Flow Proforma Analysis

Assumptions	
Annual Inflation During Life of TID.....	0.50%
2025 Gross Tax Rate (per \$1000 Equalized Value).....	\$17.29
Annual Adjustment to tax rate.....	0.00%
Investment rate.....	2.00%
Data above dashed line are actual	

Background Data					Revenues				Expenditures			TID Status		
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
TIF District Valuation	Inflation Increment	Construction Increment	TIF Increment Over Base	Tax Rate	Tax Revenue	Computer Aid	Investment Proceeds	Total Revenues	Existing Debt Service	Administrative Fees	Combined Expenditures	Annual Balance	Year End Cumulative Balance	Cost Recovery
(January 1)												(December 31)		
Base Value	(1)													
\$2,381,600														
2025	\$72,417,900		\$71,402,649	\$17.29										
2026	\$71,722,900		\$69,341,300	\$17.29	\$1,210,959	\$3,463	\$2,896	\$1,217,318	\$898,150	\$5,000	\$903,150	\$314,168	\$144,777	Per 2025 Audit
2027	\$71,722,900	\$358,615	\$69,493,215	\$17.29	\$1,234,584	\$3,463	\$9,179	\$1,247,226	\$829,300	\$5,000	\$834,300	\$412,926	\$458,945	Expenditures Recovered

Preliminary - with Amend.

Village of Mount Horeb
Tax Increment District No. 3 with Amendment
Cash Flow Proforma Analysis

Assumptions	
Annual Inflation During Life of TID.....	0.50%
2025 Gross Tax Rate (per \$1000 Equalized Value).....	\$17.29
Annual Adjustment to tax rate.....	0.00%
Investment rate.....	2.00%
Data above dashed line are actual	

Background Data					Revenues				Expenditures			TID Status				
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)		
Year	TIF District Valuation	Inflation Increment	Construction Increment	TIF Increment Over Base	Tax Rate	Tax Revenue	Computer Aid	Investment Proceeds	Total Revenues	Existing Debt Service	Administrative Fees	Combined Expenditures	Annual Balance	Year End Cumulative Balance	Cost Recovery	Year
	(January 1)											(December 31)				
	Base Value \$2,381,600	(1)														
2025	\$72,417,900			\$71,402,649	\$17.29											2025
2026	\$71,722,900	-----		\$69,341,300	\$17.29	\$1,210,959	\$3,463	\$0	\$1,214,422	\$898,150	\$5,000	\$903,150	\$311,272	(\$78,676)	Per 2025 Audit	2026
2027	\$71,722,900	\$358,615		\$69,493,215	\$17.29	\$1,234,584	\$3,463	\$4,652	\$1,242,699	\$829,300	\$5,000	\$834,300	\$408,399	\$640,995	Expenditures Recovered	2027

Type of TID: Industrial
2004 TID Inception (3/24/04) (1) 2004 Base Value was recertified in 2024 from \$2,588,300 to \$2,381,600
2022 Final Year to Incur TIF Related Costs
2027 Maximum Legal Life of TID (23 Years)

August 5, 2026

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities for July:

1. Meetings in person and virtual
 - a. Gabe Altenbernd individually (in person, virtually, phone, and emails)
 - b. Meetings regarding Lukken Property (with Making a Difference, Staff)
 - c. Meetings regarding Karakahl Redevelopment (with JT Klein)
 - d. Meetings with landowners and potential developers/brokers regarding housing land availability
 - e. Meeting with property owners re: annexation
 - f. Chamber of Commerce document review, dialogue with Chamber President/CEO
 - g. Phone calls and emails with retail prospects
2. Follow up from meetings
3. Work to certify TID 6 with WI DOR
4. Review of map and follow-up for work toward business park potential development
5. Research for future TID/ housing TID



AGENDA ITEM REPORT

MEETING DATE

August 12, 2026

PREPARED BY**AGENDA ITEM # 6.b**

Mount Horeb Area School District report

BACKGROUND

[Board Communication - Mount Horeb Area School District](#)

[MHASD Monthly Report](#)

RECOMMENDATION**ATTACHMENTS**

None

Chamber Report

AUGUST 2026

The Chamber's busy event season continues with several major summer programs now complete and preparations shifting toward fall activities. The Mount Horeb Art Fair was held July 18–19, with steady to slightly increased foot traffic compared with 2025. An Art Fair Event Summary is included with this report and provides additional data.

The Chamber also held its Annual Golf Outing on August 6 at Norsk Golf Club. The event saw increased participation over 2025 and provided another strong opportunity for Chamber members, local businesses, and community partners to connect.

With these summer events complete, staff attention is now shifting toward the Fall Village-Wide Garage Sales in September, followed by Fall Village Market and Witches' Night Out in October. Planning, vendor recruitment, sponsorships, and marketing are currently underway for all three events.

Progress is also being made on improvements to the Mount Horeb Welcome Center. Siding repairs and exterior staining, partially funded through a Mount Horeb Community Grant, are now scheduled for September

The next step in our Tourism Zone expansion will take place when the Tourism Commission meets August 11 to take up the intergovernmental agreement that will formally establish the partnership with Barneveld in regional destination marketing efforts.

Lastly, members of the Chamber Board of Directors and Business Advocacy Committee will meet with members of the Mount Horeb Village Board for a casual meet-and-greet at Buck & Honey's on August 19. The gathering is intended to provide an informal opportunity to build relationships, encourage dialogue, and strengthen collaboration between business and community leaders as we look ahead to future priorities and opportunities.

Chamber Report

JULY 2026

The Chamber has entered its busiest event season of the year, with the majority of our annual programs taking place between July and October. Preparations are underway for Art Fair, the Chamber Golf Outing, Witches' Night Out, Fall Village Market, and the Fall Village-Wide Garage Sales, all of which play an important role in driving visitation, supporting local businesses, and showcasing the community.

The Chamber is also working closely with Tyrol Basin to support the transition of the Thirsty Troll Brew Fest under its new ownership. The event will take place on August 29 and will feature several new offerings, including lower-priced ticket options for music-only admission and limited sampling, as well as a volleyball tournament intended to broaden participation and attract new audiences.

Planning also continues for improvements to the Welcome Center facility. Chamber staff are actively exploring options to address several maintenance and repair needs, including a siding replacement project that must be completed before the end of 2026 to satisfy grant requirements. These improvements remain an important priority as the Chamber works to preserve and enhance this key visitor-facing asset.

The Tourism Commission is scheduled to meet in August to discuss implementation details related to the expansion of the tourism zone to include Barneveld beginning in 2027. This effort follows the approval of Barneveld's room tax ordinance and intergovernmental agreement earlier this summer and represents an important step in strengthening regional tourism collaboration.

Looking ahead, the Chamber plans to reconvene the Community Coalition this fall following the arrival of Gabe Altenbernd in his new role as Village Administrator. In addition, the Business Advocacy Committee is working with Chamber leadership on plans for a Village Board meet-and-greet event designed to strengthen communication and collaboration between local businesses and community leaders.

Chamber Report

JUNE 2026

The Chamber continues to prepare for a busy summer and fall event season, with both Art Fair and Fall Village Market currently tracking at vendor participation levels similar to the 2025 events. Planning efforts are also underway for the Chamber Golf Outing, Witches' Night Out, and Trollidays, while the Chamber also continues to support community-led events including the Frolic and Tyrol Basin's 2026 Thirsty Troll Brew Fest.

On June 2, the Chamber hosted a strategic planning session involving 10 Chamber Board members and community partners. The group spent the evening evaluating priorities, identifying opportunities, and discussing long-term organizational goals. We look forward to sharing the results of that process with the community later this summer.

Another fun development is a new custom-made Jorgen costume, which will make its debut at this year's Frolic parade. The updated mask and costume was created to preserve the character's familiar appearance while improving the look as well as comfort and durability for volunteers. Looking ahead, the Chamber plans to expand Jorgen's role in tourism marketing efforts and is developing additional "Troll Capital of the World" branding initiatives targeted for launch this fall.

Plans are also being formalized for a Welcome Center improvement initiative that will serve as the foundation for fundraising efforts beginning later this summer. These improvements are intended to enhance the visitor experience while preserving and strengthening this important community asset.

Finally, the Village of Barneveld officially approved a room tax ordinance on June 1, along with an intergovernmental agreement establishing a joint tourism marketing zone and tourism commission with the Village of Mount Horeb. The Mount Horeb Area Chamber of Commerce has been designated as the marketing organization and looks forward to working collaboratively with both communities to support regional tourism promotion and development.



608-437-5914 
info@trollway.com 
mounthorebchamber.com 

Chamber Report

MAY 2026

The Chamber has moved fully into its event season following two late-April programs. The 2026 Village-Wide Spring Garage Sales generated strong participation with 77 registered sales, and the Chamber distributed approximately 2,000 printed sale maps throughout the community and region. Shoppers traveled from well beyond the immediate area, reinforcing the event's continued role in bringing additional visitor traffic into Mount Horeb during an otherwise typical spring weekend.

The Chamber also hosted its Spring Job Fair on April 25 with 12 local businesses represented. Employer participation was strong; however, as anticipated, applicant attendance remained modest, reflecting the continued difficulty many communities are experiencing in drawing traffic to in-person hiring events.

Planning also continues for Welcome Center facility improvements and the fundraising efforts that will be required to support those projects. Siding repair and replacement is the next major maintenance priority as the Chamber works to preserve and improve this important visitor-facing community asset.

As part of ongoing downtown outreach efforts, Kristen Fish Peterson and Allison Plumer will visit downtown businesses on May 6 to share 2025 visitor data along with updated parking information. The goal of these visits is to continue strengthening communication between the Chamber and downtown stakeholders.

In addition, the Chamber recently obtained a small grant from the Mount Horeb Rotary to assist in launching promotional efforts tied to Mount Horeb's new Bird City Wisconsin designation. Chamber staff will work alongside Kerry Beheler and local partners to begin building awareness around this recognition and encouraging broader community participation in related initiatives.

Chamber Report

APRIL 2026

The Chamber is currently preparing for the busy spring and summer event season. Registration for the 2026 Art Fair in July is off to a strong start, reflecting continued interest and demand from vendors. Staff are also working through logistical planning, including identifying new solutions for vendor parking due to the loss of parking at the lot where the Steve Brown Apartments are currently under construction.

The Chamber recently published a snapshot of 2025 tourism data, compiling insights from Placer.ai, the Wisconsin Hotel and Lodging Association, and several local businesses and attractions that contributed foot traffic data. This report provides a more comprehensive view of visitation trends and will help guide future marketing and regional collaboration efforts.

In March, the Chamber also fulfilled its annual meeting requirement as outlined in its bylaws by hosting a brief virtual meeting on March 23. As part of efforts to enhance programming and manage event resources, the Chamber has rescheduled its Annual Awards event from March to December 2, allowing for a refreshed format and improved timing later in the year.

The annual meeting presentation, including the 2025 tourism data, is attached for review.

Chamber Report

FEBRUARY 2026

The Chamber is wrapping up the 2026 Scandihoovian Winter Festival, with final planning underway for the Annual Awards Dinner on March 5. Staff are also looking ahead to spring and fall events, including the Village-Wide Garage Sales, Art Fair, Fall Village Market, and Witches' Night Out.

In January, President/CEO Allison Plumer presented to the Barneveld Economic Development Committee on tourism marketing and regional collaboration. Following that presentation, the Village of Barneveld has notified the Chamber that it is recommending selection of the Mount Horeb Area Chamber of Commerce as its Destination Marketing Organization and participation in Mount Horeb's Tourism Commission beginning later this year. Final approval is expected following a Village Board vote in March.

The Chamber is also beginning work with the Friends of the Welcome Center Board to develop more detailed plans for fundraising and future upgrades to the Welcome Center. Building improvements are underway, with siding repairs planned for the spring and new furnace and air conditioning units being installed this week following a recent system failure.

Together, these efforts reflect a strong and busy start to 2026.

Chamber Report

JANUARY 2026

The Mount Horeb Area Chamber of Commerce welcomed Allison Plumer as President/CEO on December 3, 2025. Since stepping into the role, Allison has been actively meeting with Chamber members, community partners, and local officials while beginning strategic planning for 2026. These early conversations are helping shape priorities and align efforts for the year ahead.

Planning is also well underway for the Scandihoovian Winter Festival, taking place February 6–8, along with preparations for the Chamber’s Annual Dinner on March 5. Additional 2026 initiatives and events in development include a spring job fair, the spring and fall Village-Wide Garage Sales, Art Fair, Fall Village Market, Witches’ Night Out, Trollidays, and more.

In addition, the Chamber’s 2026 committees—Marketing, Business Advocacy, Tourism Events, and Professional Development—are holding kickoff meetings throughout January and February. These meetings will establish goals, initiatives, and programming plans to guide the Chamber’s work throughout the year.

The Chamber’s overarching theme for 2026 is “Mount Horeb on the Map,” focusing on increasing visibility, strengthening economic vitality, and positioning Mount Horeb as a destination for business, tourism, and community engagement.



608-437-5914 
info@trollway.com 
mounthorebchamber.com 



2026 MOUNT HOREB ART FAIR

— POST-EVENT WEBSITE SUMMARY —

55TH ANNUAL
ART FAIR
JULY 18-19, 2025

WEBSITE VIEWS	ART FAIR PAGE VIEWS	SESSIONS	ACTIVE USERS	AVG. ENGAGEMENT TIME
15,000	7,300	5,183	3,754	49 sec
▲ 33% vs 2025 (Both Sites Combined)	▲ Over 2x any other Chamber page	▲ 21% vs 2025	▲ 24% vs 2025	1.3 Engaged Sessions per Active User

WEBSITE HIGHLIGHTS

TOP CHAMBER WEBSITE PAGES

56% of visitors discovered the Art Fair through Google Search.

Peak website traffic occurred on Saturday, July 18, the first day of the Art Fair.

Visitors averaged nearly 1 minute of engagement while planning their visit.

Visitors came directly to the Art Fair page from marketing campaigns and shared links.

Mobile visitors accounted for an estimated 80%+ of website traffic.

The Art Fair page received more than twice as many views as any other Chamber page, making it the primary source for event information.

PAGE	VIEWS
1 Art Fair	7,300
2 Chamber Home	3,000
3 Event Calendar	735
4 Home	498
5 Witcher's Night Out	308

TOURISM WEBSITE IMPACT (TROLLWAY.COM)

The Trollway Tourism website encouraged visitors to explore Mount Horeb beyond the Art Fair.

Visitors explored shopping, dining, lodging and attractions—supporting local businesses and extending their stay.

TOP TOURISM WEBSITE PAGES	Views
Travel	1,123
Events	668
Things to Do	187
Shopping	155
Places to Stay	140
Dining	104

SOCIAL MEDIA SNAPSHOT

YEAR-OVER-YEAR COMPARISON JULY 11-20

148,000+ Total Reach
A strong visibility across Facebook & Instagram

5,200+ Total Engagements
(Like, Comment, Share & Click)

Top Performing Content
Art Fair event announcements and vendor spotlights

METRIC	2025	2026	CHANGE
CHAMBER WEBSITE VIEWS	7,500	15,000	▲ 100%
CHAMBER EVENT COUNT	14,000	30,000	▲ 114%
TOURISM WEBSITE VIEWS	16,000	15,000	▼ 6%
TOURISM EVENT COUNT	35,000	30,000	▼ 14%

Overall digital reach remained strong in 2026, with more visitors engaging on the Chamber website while the tourism site continued to inspire exploration of Mount Horeb.

Thank you to our sponsors, volunteers, artists and community partners who make the Mount Horeb Art Fair a premier event and a valuable economic driver for our community.

OUR WEBSITE: OUR COMMUNITY. A STRONGER MOUNT HOREB.

Thank You!