



### 2015 by the Numbers

- 64 new members
- 86,364 website hits
- 29,739 find a business hits
- 4,670 job hits
- 93% member retention
- 68 events held with 2,319 attendees
- passed 111 member referrals by phone
- distributed 8,000 copies of the Guide to the Monona Area
- distributed 43 issues of the Monona Minute reaching 83,850 contacts

### VIBRANT COMMUNITY

Monona Drive and Atwood Avenue are the eastern gateways to Madison. Proximity to UW-Madison, easy access to the Beltline and I-39/90/94, the Capital City State Trail, miles of Lake Monona waterfront and an excellent school district all make our area an ideal place to locate your business, reside and visit.

nerdwallet

BEST PLACE TO  
START A  
BUSINESS

2015

Monona ranked the second best small city in Wisconsin to start a business.

Ashwaubenon, home to Lambeau Field, ranked number one.

# 83%

of members recommend being a member of the Alliance.

# 80%

rate their membership value as very high or high.

Join us!

## 64 New Members



MESBA welcomed 64 new members in 2015.

Members are committed to buying from members first whenever possible.

### Community Support

MESBA provided support for the following:

Monona Farmers' Market

Concerts in Winnequah Park

Monona Memorial Day Parade

Sunset Music Series

Monona Fall Festival

Monona Community Festival

Funding for three local food pantries

Two Monona Grove Student Scholarships

### thriving businesses

A business-friendly attitude, the beautifully redeveloped Monona Drive, ample amounts of affordable office and warehouse space in the Monona Business Park and beyond are all reasons why **businesses in our area thrive and prosper.**

MONONA EAST SIDE BUSINESS ALLIANCE

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