

1. Being the only route through Reedsburg Reedsburg has always been considered the "Main Hub City." Will benefit the first retailer/ business to build in area that will remain competitive.
2. The proposed site located on State hwy 23, County K and 1 block from State hwy 33, (Three main arteries meet together at site)
3. It is all these small municipalities and every thing in between that generate a drivable population base that is your best audience. They are doing it now being forced to drive through town , one corridor, with tanker trucks, industrial traffic and etc. Depending on time, it may take 15 minutes one way to get from one side to the other. They are your best market base because they are America's farmers, blue collar workers, and small town families that find Reedsburg the most convenient town to shop east of the Mississippi.
4. Water retention pond is already in place.
5. City proposed to vacate street to combine and supply curb, gutter, and side walk that will provide extra acreage.
6. New high school with multi million dollar athlete field, new tennis courts in 2010 and a new Cal center for performing arts
7. New administration building near school, added new extended parking lot, and will be soon adding series of tennis courts.
8. Madison Area Technical Campus a few blocks away with 10,000 Sq.ft. in 2012.
9. New Healthcare center, a few blocks away.
10. Plans for a two story work out center.
11. Website for elementary school.
12. Lake Redstone and Dutch Hollow are each communities in their own right and use Reedsburg as main shopping destination.
13. One of five cities in Wisconsin with complete fiber optics network and expanding.
14. 2005 survey by city engineer found that 80% of Reedsburg's work force came from the Westd out lying areas and small towns, all converging at or near site.

Why Reedsburg has been known as a "HUB" city.

The map illustrates Reedsburg's central location and its role as a transportation hub. Major roads radiate from the city, connecting it to various surrounding communities and regions. The map includes labels for numerous towns and cities, as well as major highways and geographical features like the Koshong River and the Wisconsin-Iowa border.

- 1) The large Red lines indicate a some what division between east and west Reedsburg as a results of the one main corridor of main street, the Baraboo river bridge, and what was once the railroad crossing.
- 2) The smaller black arrows represent all the smaller towns that are assessable to Reedsburg because of the many main arteries that lead directly to Reedsburg. They also represent the source of 80% of the Reedsburg work force, which attributes to the 20,000 car traffic count on main street.
- 3) The green arrows represent additional market areas that patronize Reedsburg's west side even though they are east of town. State hwy 23 and county V both connect at the west side of town.
- 4) It is all these small municipalities and every thing in between that generate a drivable population base that is your best audience. They are doing it now, being forced to drive through town, one corridor, with tanker trucks, industrial traffic, and etc. Depending on the time, it may take 15 minutes one way to get from one side to the other. They are your best market base because they are America's farmers, blue collar workers, and small town families that find Reedsburg the most convenient town to shop east of the Mississippi.

SAUK COUNTY CERTIFIED SURVEY MAP NO. 5609

LOCATED IN THE NE1/4 OF THE NE1/4 AND THE SE1/4 OF THE NE1/4, SECTION 16
 TOWN 12 NORTH, RANGE 4 EAST, AND BEING LOT 48, SOUTHRIDGE
 CITY OF REEDSBURG, SAUK COUNTY WISCONSIN.



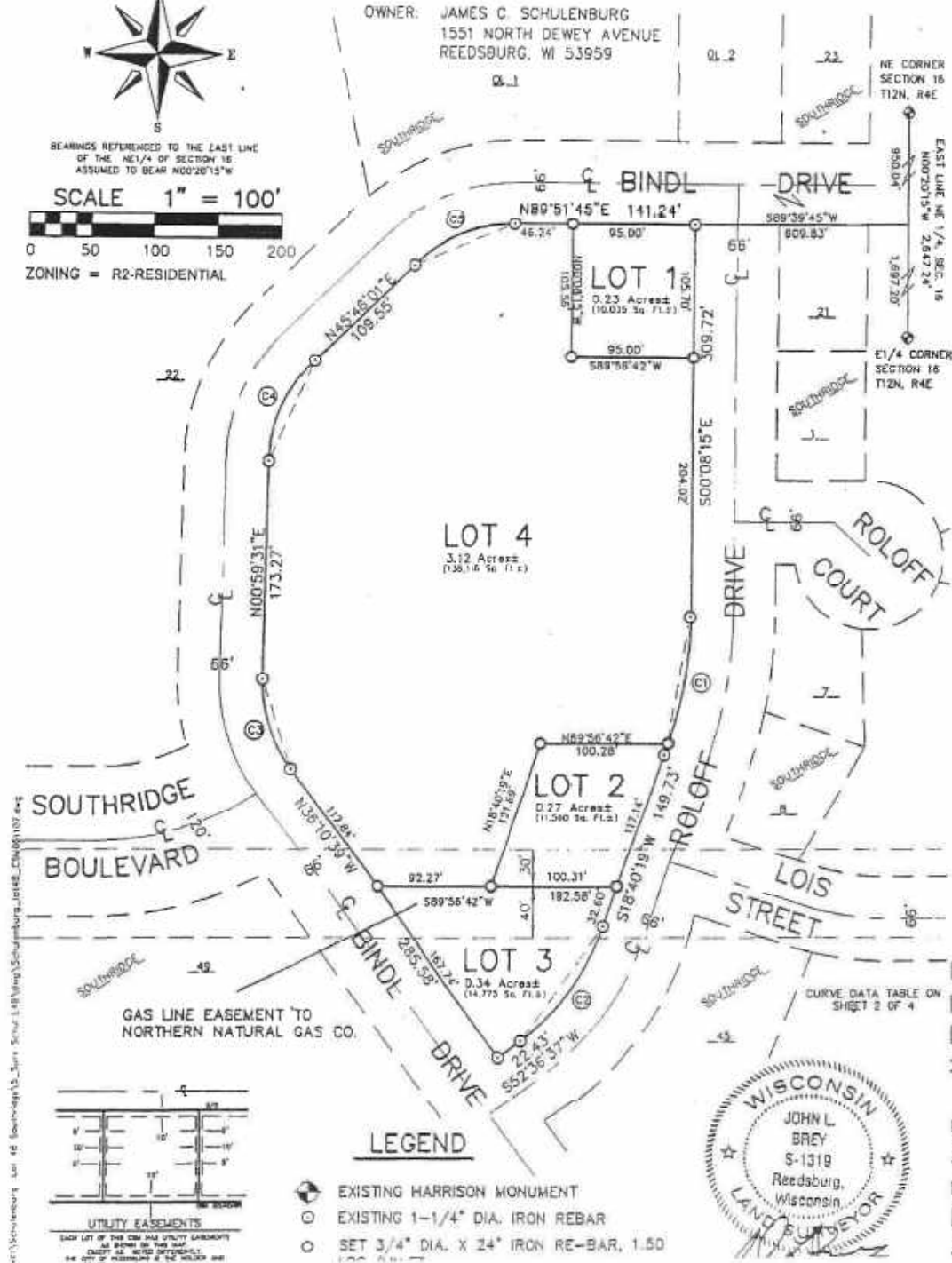
BEARINGS REFERENCED TO THE EAST LINE
 OF THE NE1/4 OF SECTION 16
 ASSUMED TO BEAR N00°20'15"W

SCALE 1" = 100'

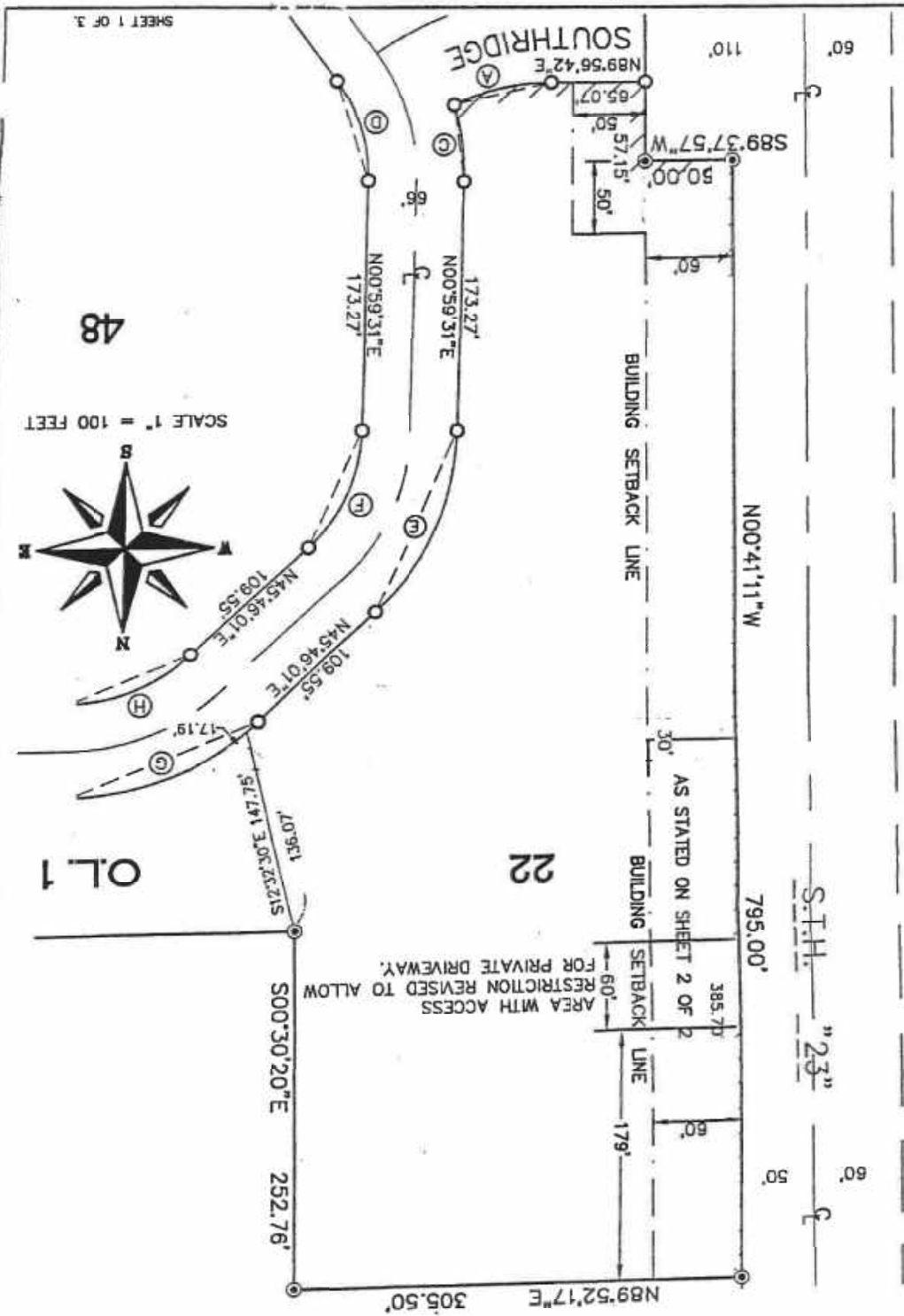


ZONING = R2-RESIDENTIAL

OWNER: JAMES C. SCHULENBURG
 1551 NORTH DEWEY AVENUE
 REEDSBURG, WI 53959



High School parking High School Athletic Fields



Reedsburg is a central hub of athletic events, hosting various sports teams all year round. We have many acres of football, baseball and soccer fields, an 18-hole golf course, shooting range and an ice rink. In the summertime, the diamonds at Nishan Park are packed with teams during the annual baseball tournament. Home of the state's very first Little League team, it seems like someone is always playing on the fields of Reedsburg! Local and international acts are always filling the seats at the CAL Center! Reedsburg Area High School's CAL Center is a state-of-the-art performing space. Take time to experience one of the many theatre or live band performances that visit the city of Reedsburg. Reedsburg's industrial base is second to none. Employment opportunities, educational environment and diverse population keep the community alive.

With a central Police dispatch, a Fire and ambulance service that serves a 50 mile radius, and 16 other communities, most of which are located west of town. Reedsburg has always been and will be the central hub of opportunity. Reedsburg also happens to have one of the states only complete high speed fiber-optic communications service installed throughout the city. Drive in or fly in to Reedsburg; with close access to major highways and our regional airport, capable of single engine to Learjet size, there are plenty of ways to get here! Located directly on the 90th meridian, Reedsburg is one of the very few places where the clocks are in sync with the sun. So as you'll see, it's always the right time for Reedsburg! All these amenities have and will always keep Reedsburg as the main hub for all surrounding area towns and villages.

I sincerely hope that you will take a close look at what we have to offer and will decide to become part of the hub and grow in our success, in Reedsburg Wisconsin