

# A BELOIT MOMENT IN THE SPOTLIGHT

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**Positive outside exposure can give a boost to development.**



FOR THOSE WHO didn't see it, Beloit did a star turn a few days ago produced by the MSNBC cable television channel.

It was all about how Beloit has bucked the trend over the years by reinventing itself. While many communities across the industrial upper Midwest experienced declines in employment levels and prosperity as manufacturing interests pulled back, Beloit has been able to spark new investments and redevelopment on a significant scale.

The cable program is a solid report on the various aspects of Beloit's successes, and it's a point of pride for the community to be held up in the national spotlight as a model city.

NOT SURPISINGLY, the Hendricks organization plays a significant role in the video coverage. The Ironworks complex is seen. So is the Phoenix Building. Diane Hendricks is interviewed.

But the coverage extends also to improvements by First National Bank and Trust, in an interview with owner Steve Eldred; to Bushel & Peck market, in an interview with Jackie Gennett; to Acculynx, with an interview of Richard Spanton Jr.; to Gener8tor, in an interview with Troy Vosseller. Throughout, the message is the same: Beloit is a great place to grow a business.

In the marketing world that is called "earned media," the kind of news coverage you really can't buy. It has high credibility and - one never knows - could become a catalyst for further development, if investors out there see it and think it may be worth giving Beloit a look. A lot of factors go into making a given region "hot," and it's a cinch this kind of publicity is part of that.

Don't take our word for it; watch it yourself: <https://m.youtube.com/watch?v=YUMIIYrO6L0>