

SCHOOL DISTRICT OF BELOIT BLOG

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Beloit: A City for Big Dreamers and Hard Workers

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Like many, I personally am a transplant to Beloit. My family and I found Beloit to be a city that fit us well when we were looking for a place to raise our son and advance our careers. I had lived in Illinois and Indiana, but Wisconsin is where my wife is from and where our hearts have the greatest fondness.

As the CEO of Visit Beloit, I often am learning about and evaluating cities across the country for what makes them special places to live and visit. When I heard opportunity knocking in Beloit, my family and I knew that this community had a certain secret recipe that is hard to replicate and even tougher to find. We realized quickly that Beloit is a city for big dreamers and hard workers. There are four key indicators that made us recognize Beloit is an amazing city to live in, as well as visit.

Any successful place must contain people who absolutely will do whatever it takes to make their city an enviable destination. Beloit is home to generations of families that have long been making this city an incredible place. We are more than a melting pot; we are a city made of people from all walks of life who desire a city that they can be proud of. I have discovered that cities who focus on people of all ages, but especially their children, are able to gain the greatest momentum.

Those who have been to or visited Beloit have indeed heard the saying ‘Beloit Proud.’ It’s that spirit that becomes a rallying cry for all to focus on. Cities, such as ours, must harness the positive spirit we collectively share to build upon on all our successes. You see the spirit of our city alive and well at festivals and events, church gatherings, walking along the Rock River, and especially in our schools. Our spirit serves like a heartbeat to our city; it consistently beats a steady rhythm and always keeps our body moving.

The key ingredient though to our secret recipe I think can be found through collaboration. It is truly wonderful to see organizations of all sizes and individuals from all walks of life in this city work together. The collaborative spirit in Beloit was one of the biggest draws for us to relocate here. I often encourage people who move here or who have lived here forever to discover ways to contribute their time and talent. Our city can only be as good as what us as residents make it to be. By connecting and working together, we make Beloit a stronger and prouder community for all.

Last, but not least is energy. Energy exudes from all of us in Beloit. We especially love to socialize with our friends, families, coworkers, and neighbors whether that be at a city park, a local restaurant, a favorite community event, or even in our own backyard.

Personally, I am always inspired by the liveliness of the Rock River flowing through Beloit. The moving water provides a natural, pure, and rejuvenating energy. Our historical heritage linked to companies such as Fairbanks Morse and Beloit Corporation demonstrate a more industrious type of energy. The physical transformation of our city in the last forty years is a unique type of positive energy that reassures you to claim yourself as a Beloit.

Working in the tourism industry, we recognize that before you decide to move here, open a business here, grow your family, or build a home here; you first come here as a visitor. That is why my organization is fully committed to making the visitor experience such a positive one.

Routinely, we hear of people who make their first visit here and immediately fall in love with all that our city offers. They move here, get involved, and contribute to the strong foundation that so many people have worked on for years. Beloit is indeed a city for big dreamers and hard workers. I am lucky enough to be one of many storytellers this community has. I share our triumphs and successes with all. We should all herald the strengths of our people and our collaborative spirit near and far. It is not to say that everything is roses. We indeed have many challenges that should be faced head on.

Our transformation story would not happen though without people who dreamt for the stars and were willing to tackle the tough issues. We have lots to look forward to on many levels and that is due to the tireless commitment of all us. Beloit is a marvelous place that we should be proud to show to visitors from throughout the country. Most importantly though, we should all be proud to call Beloit home.

For more information about everything there is to experience, the latest news on what's new and developing, and to discover more about the greater Beloit region, check out visitbeloit.com.