

New Owner and New Name for Jumpers in Beaver Dam

New owner has plans to expand space and offerings

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FOR IMMEDIATE RELEASE

Jefferson, Wis., April 29, 2019 – Juan Guerrero has achieved one of his bucket list items – owning a bar. A migrant farm worker as a child, Guerrero’s entrepreneurial spirit led him to seek out the challenge of owning his own business. After a lot of research and due diligence, including a class on creating a business plan offered through the Wisconsin Women’s Business Initiative Corporation, he is now the owner of Jumpers in Beaver Dam, located at W9305 County Road D. The sale closed in February. The bar operates under a new name, Tj’s on the Lake, and Guerrero has retained the staff who worked for the previous owner.

Although much will stay the same, Guerrero has big plans for the space, including plans to expand. Currently, the bar is 1,800 sq feet, but Guerrero hopes to eventually double the space and offer it as an event space.

The Latino community, Guerrero notes, is very family oriented and he feels this can help fill a demand for event space in the community. The site where Tj’s on the Lake is located is about 8.5 acres and includes 200 feet of lakefront.

Guerrero also plans on opening a boutique that sells Mexican art on the site in the next few months. He returned earlier this year from an art buying trip to Mexico.

Guerrero was initially referred to Thrive Economic President Vicki Pratt, CECD last year, and she has worked with him to connect him to local resources, including accounting firms and financial institutions.

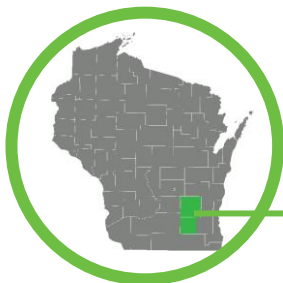
“It was important to Juan that he work with local firms,” said Pratt. “He’s very community-oriented and I wanted to make sure I knew what his business needs were so I could steer him in the right direction.”

“Vicki really helped connect me with a lot of local resources,” said Guerrero. “Her knowledge of the area and process were really invaluable.”

About Thrive Economic Development

Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of the Jefferson and Dodge County region by providing professional economic development services for the purpose of retaining, expanding and attracting capital investments and driver industry jobs to our communities. It was formed in mid-2016 and engages the private sector in economic development activities.

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