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Horton Revitalization Gains Community Input

(KNZA)--Strong words of encouragement, and the unveiling of community desires for new business, took center stage during a Horton Town Hall meeting Thursday evening.

Held to provide an update of the revitalization of the Brown County community, as overseen by the Reinvent Horton Visionary Committee, Mayor Tim Lentz commended the strong volunteer support that has been lent to the effort. "The dedication that these guys and gals have posed, this project won't quit. I can honestly say their determination is there and they will finish it," Lentz told the crowd gathered in the community Blue Building. "It will continue to go and go and go."

As part of the ongoing revitalization, launched in January through the encouragement of television host and businessman Marcus Lemonis, businesses and other structures have been painted while 41 tons of trash have been hauled off.

Horton's state of deterioration caught the attention of Lemonis last December. Since that time, he has visited Horton, purchasing several business buildings. However, he has informed the committee that he will not finalize the purchase until more improvements have been realized, including a survey of community members regarding their ideas on what businesses would benefit Horton.

That survey has since been completed, with 123 responding with 426 ideas in 78 different categories.

The top response overall was the desire to see a deli type of business opened, offering fast service with healthy food choices. Coming in second was bringing a fast food restaurant to the community, while the third overall option was the opening of a clothing store.

Bringing such businesses to Horton is far from finalized, with more studies needed, as stated by the committee during the town hall meeting, but the survey results do provide an outline on what initiatives should be explored.

In the meantime, volunteer clean-up support will continue, while the City Commission moves forward on improving Horton's downtown infrastructure, including sidewalk and roadway work.

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