

What's Developing

The statistics you are going to see in this article are probably going to surprise you.

When Mark Nelson, one of the speakers at Eureka Development's annual meeting, was in town prior to the meeting he asked me to get traffic counts for the highways in Eureka because he wanted to use that information in his presentation. He said those numbers are available for South Dakota highways at the Dept. of Transportation.

He was right. With one phone call, the information was in hand. Here are those numbers:

- Hwy 47 north: 265/day
- Hwy 47 south: 400/day
- Hwy 10 through Eureka: 1370/day

Those numbers just seemed so high, so I contacted the department again to find out more. The traffic count is for 2012 and when asked if the counts were for a specific day or an average for a specific amount of time, the answer was, "They are an Average Daily Traffic Count, average day of the year."

Surprised?

Mark Nelson wasn't surprised. In fact, he said he thought the numbers might be even higher. His message concerning those numbers is that anyone in Eureka who owns a business or is thinking of owning a business needs to figure out a way to get a portion of that traffic to leave the highway and use that as a way to grow the business he or she owns or manages.

Eurekans are very creative and innovative – I'll bet at least a few of you are already working on ways to use this information to your advantage.

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