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Print Page

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Comings & Goings: Beloit sets out welcome mat for Porch

BELOIT, Wis. — Downtown Beloit is quickly becoming a mecca for area entrepreneurs. One of the latest businesses to set up shop is [Porch](#), a unique gift and home décor store that has a parent store in Rockford.

The Beloit site, 430 E. Grand Ave., opened almost two months ago in the Phoenix Building, which also is home to the popular [Lucy's #7 Burger Bar](#) and [Zen Sushi & Grill](#).

“We made this decision after going to the Farmers Market last fall and seeing all the entrepreneurship going on,” said Debbie Mongan, who owns Porch with her husband, Joe. “Business has been very good in Beloit, and as an added bonus, the extra exposure there has increase our sales in the Rockford store.”

Customers can find the same product mix as the Rockford store, including clothing, jewelry, tabletop and garden art, gifts and kitchen items.

The Beloit site is open 10 a.m. to 6 p.m. Monday through Friday and 10 a.m. to 4 p.m. on Saturday. The store opens at 9 a.m. during the Farmers Markets. For more information: 608-312-4344.

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Rockford-based Porch recently opened a second gift and home furnishings store in Beloit, Wisconsin. The store, which opened at the end of July, is located in the Phoenix Building, 430 E. Grand Ave.

Print Page