

Forward Janesville Report—2024

Singular Experiences

Unique spaces for people to meet and dine is by no means due solely to investment by ex-residents who made good, nor is it limited to downtown. Well over a decade before downtown Janesville started to revive, a teacher with a dream established a popular community meeting spot on the south side that has thrived for 21 years and shows no signs of slowing down. When Steve Dean left his full-time job at Oakhill Christian School to build the Mocha Moment coffee shop and cafe on Janesville's south side, many thought it was a fool's errand. To say he has proven them wrong is an understatement. "My family has generations of independent business owners like me, so it's in the genes," says Dean. "I thought I could make a living at it, but it took off way more than that. It's way exceeded what I thought would happen. We've grown every



Mocha Moment's interior is warm, making you feel like you're in your own cabin up north

There are a significant number of people that value a nice environment and experience. And providing a really great experience for people is a gift to the community.

year, sales-wise."

Mocha Moment features coffee roasted on site, a large display of baked goods and a diverse breakfast and lunch menu but Dean said Mocha Moment's drawing card is the experience. Mocha Moment sits in a wooded area, with a beautiful outdoor patio and walking paths within the woods. "(My wife) Kathy and I don't go out a lot, but when we do, we're always looking for a place that is a cool venue," says Dean. "To us, that's more important than the food and



Mocha Moment is nestled amongst trees on Janesville's southside, giving it the feeling of a lush oasis