

Wisconsin Main Street News

Downtown Beloit Wins the Great American Main Street Award

The Wisconsin Main Street Program is proud to announce Downtown Beloit Association as a winner of the 2011 [Great American Main Street Awards® \(GAMSA\)](#). Recognized as a leader following the Main Street Four-Point Approach®, embracing sound historic preservation ethics and building strategic partnerships, [Downtown Beloit Association \(DBA\)](#) was honored at the Main Street Awards Ceremony during the National Main Streets Conference in Des Moines, Iowa on May 24.

The National Trust Main Street Center's annual GAMSA winners are recognized for their exceptional accomplishments in revitalizing the nation's historic and traditional Main Street commercial districts by using the proven Main Street Four-Point Approach®.

Capitalizing on its unique historical and cultural heritage, DBA helped save the historic Hotel Hilton and Woolworths Building, developing them into attractive lofts and a local foods grocery store, respectively; reinvented the industrial riverfront into a haven for boaters and bikers; and reinvigorated the streets with lively shops, public art and an ambitious events calendar.

Twenty years after the organization's founding, property values in downtown Beloit have increased by 192%, an average of 9.6% per year. Residential occupancy rates are almost 100%, showing that downtown Beloit is a place people want to live as well as to work and play.

"Downtown Beloit Association has an impressive track record of taking underutilized areas envisioning their best use and leveraging partnerships to achieve exemplary



Beloit's volunteers and staff having lunch after the Opening Plenary.



The executive directors from the 2011 GAMSA winning communities. Kathleen Braatz from Downtown Beloit is second from the right

results," said Doug Loescher, director of the National Trust Main Street Center. "Beloit's rich arts offerings, revitalized riverfront, creative adaptive use projects and award-winning farmer's market are shining examples of DBA's outstanding work."

The other four 2011 winners are Main Street Fort Pierce, Fort Pierce, Fla.; Old Town Main Street, Lansing, Mich.; Downtown Newark Partnership, Newark, Del.; and Silver City Main Street Project, Silver City, N.M.

Beloit joins previous Wisconsin GAMSA winners: Sheboygan Falls (1995), Chippewa Falls (1996), La Crosse (2001), and On Broadway, Inc., Green Bay (2009).

"As one of Wisconsin's original Main Street Communities, Beloit continues to show how small steps lead to an overall healthy, revitalized downtown," said Commerce Secretary Paul Jadin. "I congratulate them for a job well done on winning this award and wish them continued success in the future."

GAMSA winners demonstrate exemplary achievement in the process of strengthening their downtowns and commercial districts based on the following selection criteria:

- Active involvement of the public and private sectors;

- Broad-based community support for the revitalization effort;
- Quality of achievements over time;
- Innovative solutions to significant problems;
- Commitment to historic preservation;
- Evolving track record of successful commercial district revitalization;
- Comprehensive revitalization effort: activity in all four points of the Main Street Four-Point Approach® to commercial district revitalization;

- Economic impact of the revitalization program; and
 - Successful small business development.
- The winners were selected by a national jury composed of former award winners, community development professionals, governmental agency representatives who are active in community economic development and historic preservation.

For more information about Beloit's GAMSA win check out, <http://www.preservationnation.org/main-street/awards/gamsa/2011-gamsa/downtown-beloit-wisconsin.html>

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2010 Wisconsin Main Street Awards Celebrate a Billion Reasons

Wisconsin Main Street communities found a “Billion Reasons to Celebrate” at the 21st annual Wisconsin Main Street Awards held Friday, April 29, 2011 at the Historic Turner Hall in Watertown.

More than 90 awards were presented in 18 categories. Special thanks to Watertown Main Street for hosting the event.

“The results of the Wisconsin Main Street program have been impressive and are illustrated through the great projects that are being honored tonight,” said Commerce Secretary Paul F. Jadin. “I congratulate the winners and the great volunteers and staff that make it happen.”

This year’s theme is “A Billion Reasons to Celebrate” highlighting the more than \$1.1 billion impact on the state of Wisconsin through its public and private reinvestment. Since the program’s inception in 1988, the state’s Main Street communities have attracted 4,122 new businesses, and 18,280 new jobs.

And the winners are:

Best Business Citizen Award

Co-Winners

Vernon Memorial Healthcare
Garith Steiner, CEO
Viroqua

William Whitford
Darlington

Best Creative Fund Raising Effort

Whitewater Gone Wild Safari
Downtown Whitewater Organization Committee
Whitewater
Honorable Mention
Roun’dou Manure Bicycle Tour
Sharon Main Street Association
Sharon

Honorable Mention

Legendary Ghost Stories of Lake Mills Book
Paige Nachreiner, Leah Purisch, Sherry Smith, Katie Otto, Nicole Cooke, Jill Nadeau
Lake Mills

Best Public-Private Partnership in Downtown Revitalization

TID #5 Façade and Upper Floor Housing Grant
City of Beloit and Downtown Beloit Association

Honorable Mention

Vision Plan and Comprehensive Plan
Downtown Fond du Lac Partnership/City of Fond du Lac



A scene from the Awards Reception

Best Downtown Image Campaign/Event

River District Retour
Wausau

Best Downtown Retail Event

Reindeer Run
Organization/Promotions Committee
Platteville Main Street

Best Downtown Special Event

Eagle River Area Festival of Flavors

Honorable Mention

Knickerbocker Ice Festival
Lake Mills

Best Business Development Program/Project

Think Whitewater Buy Local
Downtown Whitewater Economic Restructuring Committee

Honorable Mention

Downtown Works
City of Rhinelander, Downtown Rhinelander Inc. and James E. Cleary Foundation

Best New Downtown Business

Co-winners
Optimo Farm Market Restaurant and Café
Viroqua

Heavy Pedal Bicycles

Dan and Ann Holsen, owners
Manitowoc

Best Façade Rehabilitation Over \$7,500

Fat Bruce’s Expansion
Ripon

Honorable Mention

Quiet Hut Sports, 186 W. Main Street
Dave Saalsa
Whitewater

Honorable Mention

TKI Enterprises, LLC
Marshfield

Best Upper Story Rehabilitation Project

Bill Widmer, House of Homebrew
On Broadway, Inc., Green Bay

Honorable Mention

Franklin Energy
Franklin Energy and Jan & Paul Schueller
Port Washington

Best Design Committee Project

Steam Heritage Mural/Fest
Algoma Main Street Design Committee
Algoma

Best New Building Project

Fond du Lac Family YMCA
Fond du Lac

Honorable Mention

American Legion Building Committee
Clarence Natzke, Chairperson
Tigerton

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Best Public Improvement

John Rose Canoe/Kayak Launch
City of Beloit

Honorable Mention

Green Space Project
Downtown Rhinelander, Inc.

Best Adaptive Reuse Project

Co-Winners
Hendricks Center for the Arts
Diane Hendricks and Beloit College
Beloit

Kavarna Coffeehouse

On Broadway, Inc., Green Bay

Best Historic Restoration Project

Bagels and More
David and Joan Siekierski
Beloit

Best Interior Renovation Project

Co-Winners
Wes and Julie Crnkovich
Tribeca Gallery Café and Books
Watertown

Dockside Deli – Mary Ann Voigt
Port Washington

Sustainability Award

The Innovation Center
The City of Whitewater and University of
Wisconsin-Whitewater

Honorable Mention

Clean Marina
Port Washington Marina

2010 Volunteer of the Year

Algoma – Joe Feld
Beloit – Danielle Clifton
Columbus – Liz and Bill O'Donnell
Darlington – Angela Innerst
Green Bay – Jennifer Bukouricz
Eagle River – Al and Mary Pittelko, *Honorary Captains*
Fond du Lac – Kevin Miller
Lake Mills – Jeanne Sherer
Lincoln Village – Jim Mroczkowski
Manitowoc – Jill Iverson
Marshfield – Judy Shookman
Pewaukee – Mary Boersma
Platteville – Faye Millage
Port Washington – John Sigwart
Prairie du Chien – Vickie Howe
Rhinelander – Tina Werres
Rice Lake – Mike Miller
Ripon – Casey and Howard Hansen
Sheboygan Falls – Diane Krostag
Sharon – Jamie Swanson
Tigerton – Cindy Mueller
Tomahawk – Rejeana Ebert
Viroqua – Ryan Callan



Watertown Main Street Volunteers working the registration table

Watertown – Peg Theder
West Allis – Kurt Potochich
West Bend – Scott Schmidt
Whitewater – Kim Scharine

2010 Honorary Board of Directors

Algoma – Pam Ritchie
Beloit – Tim McKearn
Columbus – Carolyn Fredericks
Darlington – Beverly Anderson
Eagle River – Sy Syvertsen
Fond du Lac – Joe Tasch
Green Bay – Billie Jo Horsens
Lake Mills – Katie Otto, *Honorary Chairperson*
Manitowoc – Diane Thorson
Marshfield – Rob Wickersham
Pewaukee – Matt Hohner
Platteville – Wendy Brooke
Prairie du Chien – Becky Hackett
Rhinelander – Sally Latimer
Rice Lake – Justin Thole
Ripon – Jeff Liddicoat
Sharon – Mary Kay Black
Sheboygan Falls – Dr. Christine Tempas
Viroqua – Mary Christensen
Watertown – Sandra Budewitz
West Allis – Chet Parker
West Bend – Jon Kieckhafer
Whitewater – Jon Kachel

Hall of Fame Inductees

Jan Dart, Algoma
Palmer Draeger, Watertown
Shelly Schoening, Rice Lake
Jim Seipmann, Pewaukee

Executive Director Years of Service Awards

Two Years

Dianne Eineichner, West Allis
Sara Grover, Port Washington
Jill Nadeau, Lake Mills
Denise Sonnemann, Marshfield
Jamie Zastrow, Manitowoc

Five Years

Kim Bates, Columbus
Susan Dascenzo, Watertown
Josie Minsky, West Bend
Suzi Osterday, Darlington

Ten Years

Michael Glime, Algoma
Neil White, Lincoln Village (Milwaukee)

Twelve Years

Rita Fritz, Eagle River
Virginia Kauffman, Tigerton

Fifteen Years

Kathy Wellsandt, Rice Lake

Nineteen Years

Craig Tebon, Ripon

Main Street Achievement Awards

For completing five years of intensive training in the Main Street Approach
Lake Mills Main Street Program

Downtown Rhinelander, Inc.

Downtown Whitewater, Inc.

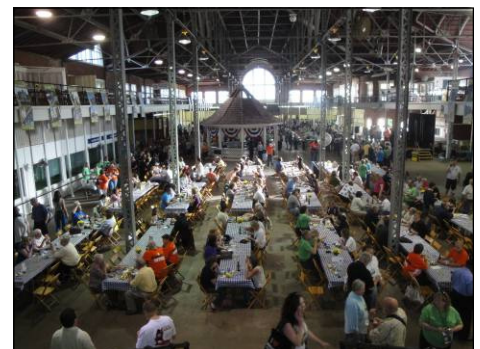


There was a full house at the Historic Turner Hall in Watertown as Wisconsin Main Street Coordinator Jim Engle welcomes the group.

Scenes from the National Main Streets Conference



About 30 people from Wisconsin attended the 2011 National Main Streets Conference in Des Moines, Iowa. The staff and volunteers of Main Street Iowa put out the red carpet for all the attendees. Thanks to Main Street Iowa and the National Trust Main Street Center for a wonderful conference. Mark your calendars for next year's Conference which will be April 1-4, 2012 in Baltimore, Maryland.





Check out this book!

The Wisconsin Main Street library contains more than 300 books, manuals, workbooks, and PowerPoints on various downtown topics. Any director or volunteer in a Wisconsin Main Street Community may check out an item for a three-week period. For more information, call or email any member of our staff.

The Best of Board Cafe by Jan Masaoka

Compass Point Nonprofit services offers an informative e-newsletter on topics that are very relatable to the issues that non-profit boards face across the country. They compiled some of the most requested articles into this book. As the author describes the articles, "they are short enough to read over a cup of coffee." Each article takes on a specific question with applicable solutions you can use now. They also offer sample documents in the book that applies to that specific subject and a list of related topics and where you can find it in the book. Topics range from responsibilities of the board to board self-assessments, board's composition and recruiting. To sign up for their online newsletter to, <http://www.blueavocado.org/>

Main Street Tidbits: Things you should know

2011 Wisconsin Conference on Downtown Revitalization

Mark your calendars your 2011 Wisconsin Conference on Downtown Revitalization sponsored by the Wisconsin Downtown Action Council (WDAC) and Wisconsin Main Street will be October 19-20, 2011 at the Ramada Plaza Hotel in Historic Downtown Fond du Lac.

The theme of the conference will be "Creating an Environment of Job Growth." There will be three tracks focusing on job creation through entrepreneurship, making the downtown environment employee-friendly and job creation through business

recruitment and expansion.

The conference fee will be \$99 for non-WDAC members and \$79 for WDAC members. A special conference rate is being offered for \$69/single/\$79 double at the Ramada Plaza Hotel. It expires on October 1st.

For more information about the conference, go to <http://www.wisconsinowntown.org>

Find us on Facebook

Find out the latest information happening with Wisconsin Main Street and its communities at <http://www.facebook.com/WisconsinMainStreet>

Meet the newest executive directors and saying good-bye

Please welcome the following new executive directors to the Wisconsin Main Street Program.

Liz Milender started as the director of Tomahawk Main Street on January 15. Prior to Main Street, she worked in the wine industry in public relations, marketing and advertising in California, Washington State and France. She can be reached at director@tomahawkmainstreet.org

Liz took over for **Lori Kopplemann**, who moved to Charlotte, North Carolina with her family.

Teri Ouimette took the reigns as executive director of the Chippewa Falls Main Street in February. Prior to becoming the director, she was the administrative assistant. Before joining Main Street she was a business owner working in a custom framing and full-service florist shop. She can be reached at teri@cfms.us.

Courtney Sprecher started as the

director of the Osceola Chamber/Main Street program on April 19. A Osceola native, she graduated from UW-Madison and worked for a small publishing company before returning home. She can be reached at osceolachamber@centurytel.net

Gil Meisgeier is serving as the interim director of Main Street Portage. A long-time volunteer with the organization, he also serves as the maintenance contractor for the Portage Business Improvement Association. He can be reached at mainstreetportage@gmail.com

Gil replaces **Carolyn Roberts**.

Jeanne Jentsch became the executive director of the Sheboygan Falls Chamber/Main Street Program on June 1. Prior to Main Street, she was the Visitation Facilitator with Children's Service Society of Wisconsin. Email her at jjentsch@sheboyganfalls.org

She is taking over for Nancy Verstrate, who retired in March.

WISCONSIN



MAIN STREET

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Paul F. Jadin, Secretary
Department of Commerce
Jim O'Keefe, Administrator
Division of Housing & Community Development

Jim Engle, Director
Bureau of Planning and Downtown Development —608-267-0766

Catherine Dunlap, Downtown Revitalization Specialist—608-267-3855

Joe Lawniczak, Design Specialist—608-267-0765

J. D. Milburn, Small Business Specialist—608-267-2252

Main Street Council Members

Jim O'Keefe, Madison
Thomas Meiklejohn III, Fond du Lac
Paul Knuth, Rhinelander
Tim Anderson, Madison
Darryl Johnson, Milwaukee
Judith Wall, Prairie du Chien
Dawn Rog, Rhinelander
Dick Best, Menomonie
John Gardner, Stevens Point
Shawn Graff, Slinger
Denise Sonnemann, Marshfield
Joe De Rose, Madison
Michael Iwinski, Green Bay



commerce.wi.gov

Wisconsin
Department of Commerce

Wisconsin Main Street Directors

Algoma 2000

Michael Glime
920-487-5498
ciofa@greenbaynet.com

Beloit 1988

Kathleen Braatz
608-365-0150
kathleen@downtownbeloit.com

Chippewa Falls 1989

Teri Ouimette
715-723-6661
teri@cfms.us

Columbus 1992

Kim Bates
920-623-5325
info@columbusmainstreet.org

Darlington 1996

Suzi Osterday
608-776-3067
mainstprogram@centurytel.net

De Pere 1990

Cheryl Detrick
920-338-0000
Cdetrick@deperechamber.org

Eagle River 1999

Rita Fritz
715-477-0645
errp@nnex.net

Fond du Lac 2004

Amy Hansen
920-921-9500
AmyH@fdlac.com

Lake Mills 2006

Jill Nadeau
920-648-2344
Jill@lakemillsmainstreet.org

On Broadway (Green Bay) 1995

Christopher Naumann
920-437-2531
Chris@onbroadway.org

Lincoln Village (Milwaukee) 2001

Neil White
414-672-2249
neil@lincolnvillagemilwaukee.org

Manitowoc 2008

Jamie Zastrow
920-652-0372
Jamie.zastrow@mainlymanitowoc.com

Marshfield 1990

Denise Sonnemann
715-387-3299
denise@mainstreetmarshfield.com

Monroe 2005

Vacant
608-328-4023
monroemainstreet@tds.net

Osceola 1997

Courtney Sprecher
715-755-3300
osceolachamber@centurytel.net

Pewaukee 1996

Elaine Kroening
262-695-9735
elaine@positivelypewaukee.com

Platteville 1999

Jack Ludetke
608-348-4505
pvmaint@yahoo.com

Portage 2003

Gil Meisgeier
608-745-1861
Mainstreetportage@gmail.com

Port Washington 2008

Sara Grover
262-268-1132
sgrover@portbid.com

Prairie du Chien 2005

Amber Carnes Pulda
608-326-7374
pdcmainstreet@centurytel.net

Rhineland 2006

Sue Bessert
715-362-7374
msdri@frontiernet.net

Rice Lake 1991

Kathy Wellsandt
715-234-5117
rlmainst@chibarudun.net

Ripon 1988

Craig Tebon
920-748-7466
craig@riponmainst.com

Sharon 1994

Karen Kenney
262-736-6246
sharonmainst@sharontelephone.com

Sheboygan Falls 1988

Jeanne Jentsch
920-467-6206
jjentsh@sheboyganfalls.org

Stevens Point 2004

Sarah Robinson
715-343-5356
sarah@stevenspoint.biz

Sturgeon Bay 1994

Todd Trimberger
920-743-6246
todd@sturgeonbay.net

Tigerton 1993

Virginia Kauffman
715-535-2110
tigertonmainstreet@mwwb.net

Tomahawk 2008

Liz Milender
715-453-1090
director@tomahawkmainstreet.org

Two Rivers 1996

Tammy Schinker
920-794-1482
Tammy@trmainstreet.org

Viroqua 1989

Emily Rozeske
608-637-2575
infodesk@viroqua-wisconsin.com

Watertown 2000

Susan Dascenzo
920-261-5185
watertownmain@sbcglobal.net

Wausau 2002

Dawn Follendorf
715-845-1328
Dawn@MainStreetWausau.org

West Allis 2001

Dianne Eineichner
414-774-2676
director@downtownwestallis.org

West Bend 1999

Josie Minsky
262-338-3909
josie@downtownwestbend.com

Whitewater 2006

Tami Brodnicki
262-473-2200
director@downtownwhitewater.com

Upcoming Wisconsin Main Street Dates

June 23

Progress Visit
Sheboygan Falls

July 10

Monthly reports due

August 10

Monthly reports due

September 10

Monthly reports due

September 23-24

Wisconsin Historical
Society Conference

October 10

Monthly reports due

October 19-20

Wisconsin Conference on
Downtown Revitalization
Fond du Lac

October 20

Revitalizing Downtown
Webinar

November 7-8

"The Buck Starts Here" Fund-
raising Workshop
Stoughton

November 10

Monthly reports due

November 10

Revitalizing Downtown
Webinar

Items listed on this calendar are subject to change. Also, several of these activities are only open to Wisconsin Main Street Communities. Please contact the Wisconsin Main Street office at 608-267-3855 for more information.

Congratulations Beloit! 2011 Great American Main Street Award Winner



Scene of Downtown Beloit overlooking the Rock River. For more information on Downtown Beloit, check out their website, <http://www.downtownbeloit.com>