

Wisconsin Main Street Annual Report 2005 to 2006

WISCONSIN



MAIN STREET



Cover Photo

The Downtown Fond du Lac Farmers' Market, held Saturday mornings and Wednesday afternoons from late May through October, is a thriving and bustling center of commercial and neighborhood activity. Customers come from miles around the Fond du Lac area to buy the freshest Wisconsin-grown produce, plants, honey, eggs, cheese, meat, homemade arts and crafts. The Saturday market boasts about 70 vendors a week and the Wednesday market draws about 18. The Saturday market is a favorite among vendors and customers alike, with attendance on both sides growing steadily each year.



Photo credit: Terri Fleming

Acknowledgements

This publication was written and produced by the Wisconsin Main Street program, Bureau of Downtown and Community Revitalization, Department of Commerce, Mary P. Burke, Secretary. The report covers program performance from July 1, 2005 to June 30, 2006. The Wisconsin Main Street program follows the National Main Street Center's trademark Four Point Approach to Downtown Revitalization and is acknowledged by the Center as a State Coordinating Main Street Program. The Wisconsin Main Street Program would like to thank the following individuals and organizations:

- The National Main Street Center for its moral support.
- The local Main Street executive directors for providing statistics, photographs, and information for this report.
- Jim Engle, Catherine Dunlap, Joe Lawniczak, Barbro McGinn, and Tony Hozeny for editing.
- Catherine Dunlap for design and layout.

Letter from the Governor

Greetings,

I am pleased to present the 2005-2006 Wisconsin Main Street annual report, which celebrates the accomplishments of the Wisconsin Main Street Program over the past year.

Downtowns play an important role in this state's economy and quality of life. After all, a vital, attractive downtown sends a powerful message to visitors and citizens alike that it is ready to move into the future, that it has the resources to foster economic development, and the community is a good place to live, work, and do business.

The Wisconsin Main Street Program has been helping revitalize downtowns throughout the state since 1988. Collectively, the Main Street communities have created over 14,720 new jobs, attracted almost 3,069 new businesses and generated over \$727,007,252 million in public and private investment since the program's inception.

From July 1, 2005 through June 30, 2006, staff members provided technical assistance to 36 Main Street communities including the three newest – Lake Mills, Rhinelander and Whitewater.

I congratulate the state's Main Street program and the member communities for their



commitment to downtown revitalization and historic preservation. Valuable lessons may be learned from their initiatives. This state and local *volunteer* partnership works hard to showcase small-town/neighborhood life and has established a solid foundation for preserving and enhancing the best of Wisconsin in the future.

Jim Doyle

A handwritten signature in cursive script that reads "Jim Doyle".

Governor

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Letter from the Director

Greetings,

In 1988, the Wisconsin Main Street Program announced that Beloit, Eau Claire, Ripon, River Falls and Sheboygan Falls would be its first five participating communities. Nearly 20 years later, 36 communities across the state are in the program and many more are adopting the methodology. Main Street's Four Point Approach works for a number of reasons. I'll point out three.

1. The comprehensive nature of the program is extremely important. While some communities try to solve their downtown's problems by initiating "big fix" projects, our Main Street communities have put into place organizations that address downtown's issues in four different areas: organization, design, promotion, and economic restructuring. Successful projects in all of these areas help communities achieve results.

2. The emphasis is still on historic preservation. What is a downtown's most important asset? I think it is almost always its historic fabric. The recognition and rehabilitation of historic properties creates an atmosphere that attracts businesses and people to the downtown.

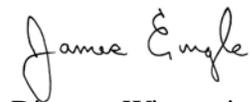
3. Main Street is a grassroots effort. The Wisconsin Main Street Program provides technical assistance to participating communities, but each community generates its own financial

resources and volunteer support to sustain the revitalization efforts. This is an investment that shows each community's commitment to the downtown.

The program's return on investment has been impressive. Property tax increases, increased sales, decreased vacancy rates, increased rents per square foot, reinvestment in downtown buildings and new business start-ups are all indicators of the success Wisconsin Main Street communities have enjoyed.

As we approach the 20th anniversary of the Wisconsin Main Street Program, we look forward to more exciting projects and success stories in long standing and new Main Street communities. I would like to thank the Wisconsin Main Street staff, the Wisconsin Council on Main Street, the National Main Street Center, Department of Commerce leaders, local Main Street executive directors, community volunteers, and our partner organizations around the state. I hope you enjoy the recap of the year as you read the 2005-2006 Wisconsin Main Street annual report.

James Engle



Director, Wisconsin Main Street Program

Ripon: Ready for Christmas



What is Main Street?

The Wisconsin Main Street program is an economic development effort targeting Wisconsin's historic commercial districts. Bureau staff provides technical support and training to Wisconsin communities that have expressed a grassroots commitment to revitalizing their traditional business districts using a comprehensive strategy based on historic preservation.

Established in 1987 to encourage and support the revitalization of downtowns in Wisconsin, the Department of Commerce selects communities to join the program through a competitive process. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results have been impressive. Wisconsin Main Street programs have generated new businesses and new jobs for their respective downtowns; façade improvements and building rehabilitation projects have upgraded the image of Wisconsin downtowns; and promotional activities have encouraged community cohesion.

The Selection Process

Communities are selected for participation in the Wisconsin Main Street Program after participating in a rigorous review process. The following areas are considered.

1. **Need.** The need for the Main Street Program in the community and its expected impact on the community.
2. **Organizational Capability** The capability of the applicant to successfully implement the Main Street program.
3. **Public Sector Commitment.** The level of public sector interest in, and commitment to, a local Main Street program.
4. **Private Sector Commitment.** The level of private sector interest in, and commitment to, a local Main Street program.
5. **Financial Capacity.** The financial capability to employ a full-time manager (or a half-time manager if the population of the community is 5,000 or less), fund a local Main Street program, and support area

business projects. A variety of funding sources should be utilized. A minimum budget of \$60,000 annually (including in-kind donations) is expected for communities hiring a full-time manager, while a minimum budget of \$40,000 annually is expected for communities hiring a part-time manager.

6. **Physical Capacity.** The cohesiveness, distinctiveness, and variety of business activity conducted in the proposed Main Street Program area.
7. **Historical Identity.** The historic significance of the proposed Main Street Program area and the interest in and commitment to historic preservation.

In the event that the Department of Commerce must choose between two highly rated municipalities, it will base the selection on which adds more to the geographical and population diversity of Wisconsin's Main Street communities.



Rhineland: Commerce Secretary Mary P. Burke announces the designation of Rhineland as a Main Street community.

Wisconsin Main Street Services Available to Designated Communities

Communities selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance aimed at enabling them to professionally manage their downtown or historic commercial district to better compete with their competition. The services include:

1. Director orientation and training sessions:

Wisconsin Main Street staff conducts two-day orientation and training sessions for new Main Street directors. Topics include the Four-Point Approach to downtown revitalization, volunteer management, program manager responsibilities and the role of the state office. Additionally, the Wisconsin Main Street Program provides quarterly two-day workshops for directors and volunteers in participating communities. State and national experts speak on relevant topics in the field of downtown revitalization at these workshops.

2. Materials such as manuals and slide programs:

All new Main Street communities receive excellent resource materials on downtown revitalization topics so that they can start their own Main Street libraries.

3. On-site volunteer training programs:

Wisconsin Main Street staff provides intense on-site training to committees and individuals in participating Main Street communities. This service is initially provided to Main Street committees based on the Four Point Approach to downtown revitalization.

Volunteer training is also provided on specific downtown revitalization topics.

4. On-site planning visits:

Wisconsin Main Street staff helps each Main Street community develop a workplan. These sessions assist communities in identifying goals and objectives, and help prioritize and develop projects for the year. Some communities also receive assistance with strategic and vision planning.

5. On-site design assistance:

This free service is offered to property owners and merchants in local Main Street districts. The Wisconsin Main Street design coordinator addresses design issues of historic commercial buildings. Requests are handled on a building-by-building basis due to the individuality of each project. This allows assistance to be tailored to the specific needs of each property owner and merchant. Services include color renderings, on-site consultations, telephone consultations, building sign design, paint and color scheme suggestions, awning design, tax credit information and information on complying with the Americans with Disabilities Act.

6. On-site business counseling:

This is a free service provided by Wisconsin Main Street's small business specialist. Existing and potential business owners in Main Street districts are offered on-site confidential counseling services in areas such as marketing, business planning, advertising, financial analysis and inventory

control. Follow-up assistance is also provided. The small business specialist also assists communities in planning business retention and recruitment programs.

7. Downtown market analysis:

Each new Main Street community receives intense training in downtown market analysis. The Wisconsin Main Street Program works with the University of Wisconsin-Extension Center for Community Economic Development and new Main Street communities to complete a downtown market analysis that will help the community with business development efforts, and provide valuable information to each of the four Main Street committees.

8. Advanced technical visits on specific downtown issues:

Wisconsin Main Street staff and outside consultants provide on-site assistance to communities in the form of one or two-day technical assistance visits. These visits are always targeted to meet the specific needs of the local community. Past visits include development feasibility for a white-elephant building, streetscape design, merchandising, volunteer development, fund raising, preservation planning and waterfront development.

9. Year-end assessment visits:

Wisconsin Main Street staff helps both new and mature programs assess progress and address specific issues on these two-day visits.

General Wisconsin Main Street Services

In addition to administering the state's Main Street Program, staff members provide general outreach to Wisconsin communities that are interested in revitalizing their downtowns. Following is a list of general services provided by the staff:

1. Field Trips

The Wisconsin Main Street office can help planning field trips to Main Street communities to learn about their progress and revitalization strategies.

2. Main Street Application Workshops

Learn how to complete the Main Street application and start and operate an independent downtown revitalization program.

3. Offsite Assistance

Assistance by phone, fax, e-mail or mail is available from the state and local Main Street offices.

4. Case Studies

Case studies of many great projects from Wisconsin Main Street communities are available on Main Street's website.

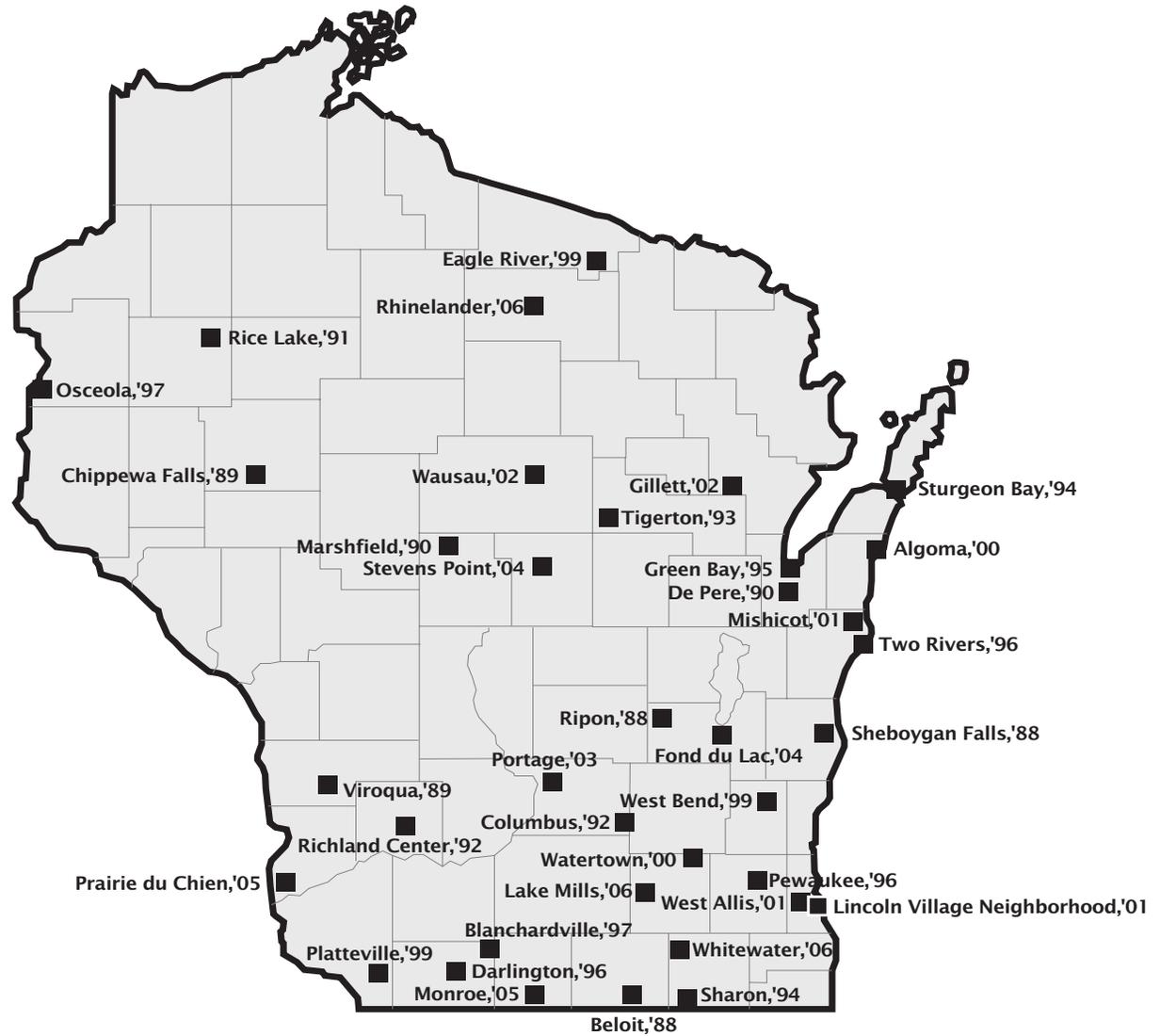
5. Wisconsin Main Street Library

Over 300 books, manuals, workbooks and presentations on various downtown topics are available to be checked out to any Wisconsin resident.

6. The Main Street Speaker's Bureau

Local directors are available to speak on a variety of downtown revitalization topics such as fundraising, business recruitment, retail events, or promotional campaigns.

Map of Wisconsin Main Street Communities as of December 2006



Meet the Main Street Staff

Jim Engle is the Director of the Bureau of Downtown and Community Revitalization and Coordinator of the Wisconsin Main Street Program for the Department of Commerce. He provides technical assistance in the field of downtown revitalization to Wisconsin's Main Street communities. Prior to this position he served as Assistant State Coordinator for the Wisconsin Main Street Program. He joined the staff in November 1990. Before joining Commerce, Jim spent four years as the Program Manager for Main Street Oskaloosa, Iowa. He was also the Associate Director of Admissions for Upper Iowa University in Fayette, Iowa. Jim holds a degree in Business Administration from Central College in Pella, Iowa.



Catherine Dunlap is the Downtown Revitalization Specialist for the Wisconsin Main Street Program. She joined the staff in July 2006 and provides technical assistance in the field of downtown revitalization to Wisconsin's Main Street communities. Prior to this position, she was the executive director for Downtown Bloomington Association, an Illinois Main Street Program. She also served as the executive director of Main Street communities in Illinois and Missouri. Prior to joining Main Street, she worked as a newspaper reporter in Mount Vernon, Illinois and Vincennes, Indiana. Catherine has a degree in Communications Arts from Culver-Stockton College in Canton, Missouri. In 2003, she received her certification in Professional Main Street Management from the National Trust's Main Street Center.



J.D. Milburn became the Small Business Specialist for the Wisconsin Main Street Program in October 2000. J.D. provides one-on-one technical assistance to businesses in Wisconsin Main Street communities, and also helps communities with business retention and recruitment, special projects and local economic returns. He has many years of business capital formation, with an emphasis on financial packaging of small business loans. Prior employers include Wells Fargo and Bank One Corporation and for three years he served as a grant and loan specialist in the Bureau of Business Finance, Department of Commerce. J.D. has a B.S. in Agricultural Business, with a minor in Finance, from Iowa State University.

Joe Lawniczak has been the Design Specialist for Wisconsin Main Street since September 2001. Joe works with building owners, city officials and volunteers in Wisconsin Main Street communities in preserving and restoring historic building facades, establishing local preservation tools, and providing preservation and design education. Prior to joining Wisconsin Main Street, Joe worked for 12 years at the architectural firm of Berners-Schober Assoc. in Green Bay. For six of those years, Joe was an active volunteer on the On-Broadway Design Committee, Green Bay's neighborhood Main Street program. Joe has written and edited preservation-related articles and publications for the National Trust for Historic Preservation and Wisconsin Main Street, and has been a featured speaker at many statewide preservation and design workshops.



Wisconsin Main Street Reinvestment Statistics 1988 – 2006



Sturgeon Bay: IceScape 2006

| | |
|---|---------------|
| Public Improvements | 1,195 |
| Public Investment | \$168,700,213 |
| Building Rehabilitations | 4,142 |
| Private Investment in Building Rehabilitations | \$180,662,910 |
| New Businesses | 3,121 |
| Business Relocations and Expansions | 1,106 |
| New Jobs | 14,224 |
| New Buildings | 220 |
| Private Investment in New Buildings | \$246,038,554 |
| Buildings Sold | 1,121 |
| Private Investment in Buildings Sold | \$161,001,269 |
| New Downtown Housing Units | 451 |
| Total Private Investment | \$587,702,733 |
| Total Public and Private Investment | \$756,402,946 |

Return on Investment (ROI)

Estimated real estate taxes generated by building rehabilitations and new buildings
\$69,325,035

Estimated state sales taxes generated by new businesses
\$216,560,000

Estimated state income taxes generated by new jobs
\$100,569,465

Return for every state dollar invested through Wisconsin Main Street Program
\$37.43

Return for every local dollar invested through local Main Street organizations
\$12.41

Return for every state and local dollar combined invested through Main Street
\$9.32

Assumptions

- For Rehab Investment and New Building ROI, assume all improvements add to the property tax base at the full value tax rate.
- For New Business ROI, assume each new business generates \$200K/year in revenues and pays 5 percent in state sales tax.
- For New Jobs ROI, assume each new job is 2,080 hours/year and is paid at least \$7.50/hr. and generates six percent state income tax.

Economic Returns from Main Street Investment

Reinvestment statistics tell only part of the story. Reinvesting serves as a catalyst for additional economic return on investment (ROI).

Property Taxes

Successful revitalization efforts often lead to an increase in downtown property values, which in turn lead to an increase in the property taxes generated by the district. Property values increase through restoration, rehabilitation and renovation of historic properties; infill construction (new buildings); and the increased income potential of the property based on increased profitability of downtown businesses. Property taxes help fund public services such as city, county and state government; local K-12 school districts; and area technical colleges. For many communities, just ending a history of decreasing property values is an important return.

Increased Sales

Successful revitalization efforts often lead to an increase in the number of businesses downtown and an increase in the volume of sales made by these businesses. Real estate professionals who understand the relationship between sales and real estate value know that the highest sales-generating areas command the highest rents and report the highest valued real estate. For many communities turning around a history of decreasing sales is an important return.

Sales Taxes

Increased sales lead to an increase in the sales taxes generated by the district. Wisconsin collects a five percent tax on the sale of goods and services. A portion of the money collected is returned to local governments through the state shared-revenue program. Many counties collect an additional half percent tax on the sale of goods and services.

State Employment/Income Tax

Successful revitalization efforts often lead to an increase in the number of employees working downtown, which in turn leads to an increase in the state income taxes generated by the Main Street district helping fund public services.

Increased Occupancy/Decreased Vacancy

Successful revitalization efforts often lead to an increase in occupancy rate. Filling vacant storefronts results in an increased economic return equal to the rent received by those downtown property owners whose space was filled. Occupancy rates are also very important to real estate professionals. They signify the ability of the market to absorb more space and command increased rents. For many communities reducing storefront vacancies is an important return.

Increased Rent per Square Foot

Successful revitalization efforts often lead to an increase in the amount of rent downtown property owners are able to receive for their space. As profitability of downtown businesses

increases, demand for downtown space will also increase. This demand translates into increased rents per square foot which in turn drive the value of commercial real estate. For many communities slowing decreasing rents per square foot is an important return.

The Multiplier Effect of Money

Successful revitalization efforts in the Main Street district often lead to economic returns outside the district. The multiplier effect is a basic economic concept that describes how changes in the level of one activity bring further changes in the level of other activities throughout the economy. The multiplier effect is the rationale behind targeted economic development. For example, when a new or expanding business adds an employee to the downtown workforce, that employee spends their paycheck in the community on such items as rent/mortgage, food, which in turn results in economic return by other businesses in and outside the Main Street district.

Increased Traffic

Well-planned investments in image campaigns, special events, retail promotions and tourism result in increased traffic in the Main Street district by both residents and visitors. Savvy business owners can translate this increased traffic into sales. Furthermore, businesses outside the Main Street district may also benefit from increased visitor traffic, particularly lodging establishments, restaurants, and entertainment businesses.

The Four-Point Approach

The National Trust for Historic Preservation established the National Main Street Center (NMSC) in 1980 to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust's philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis and public improvements.

There are no "quick fixes" for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street program. The four elements that combine to create this well-balanced program are:



Stevens Point: Fourth of July Parade

1. Organization

It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

2. Promotion

Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors and visitors.

3. Design

This element works on enhancing the physical vitality of the business district and the potential to attract and keep customers, tenants and investors. Rehabilitated buildings, attractive storefronts, properly designed signage, clean and functional streets and sidewalks all help to create an environment where people want to shop and visit.

4. Economic Restructuring

Analyzing current market forces to develop long-term solutions is the primary focus of this element. Improving the competitiveness of Main Street's traditional merchants, creatively converting vacant space to new uses, and recruiting new complementary businesses are examples of economic restructuring activities.



Mishicot: Riverwalk

Main Street's Eight Principles

The success rate of the four-point approach is greatly enhanced when combined with the NMSC's eight principles:

1. Comprehensive Four-Point Approach
2. Incremental Process
3. Quality
4. Public and Private Partnership
5. Changing Attitudes
6. Focus on Existing Assets
7. Self Help Program
8. Action Oriented

ORGANIZATION

The development of a strong Main Street organization is key to the success of your downtown revitalization effort. Your organization must build consensus and cooperation among the many groups and individuals having a stake in the downtown and a role in the revitalization process. This is accomplished in large part by involving volunteers, and the Main Street Approach provides a proven organizational structure within which to direct that involvement.

Your Organization Committee will help develop and mobilize resources to complete successful downtown projects that help your community achieve its vision for the downtown area. Organization Committees focus on three major areas: volunteer development, fundraising and public relations. Attention to these three areas helps provide the stability for building and maintaining a long-term effort.



Green Bay: Marketing campaign

Learning Organization by Example

Below is a list of some of Wisconsin Main Street communities' favorite Organization Committee projects that were completed between July 2005 and June 2006. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

Algoma Population 3354

Community Improvement of Algoma partnered with the Algoma High School Art Department to redesign its Volunteer Interest Form and brochure. The previous one was outdated and lacked photos and color. The students were given full reign to create a more appealing piece. The teacher and students designed and formatted a brochure and then provided the program with the first 100 copies along with the digital format for future editing.

On Broadway, Green Bay Population 104,230

On Broadway, Inc. partnered with Burnham-Richards Advertising for its marketing campaign. After 10 years, the district's slogan, "Where Green Bay Comes to Life," became tired and nonfunctional. A new campaign was needed to set On Broadway apart from the mall. The slogan needed to be unique, sharp and to the point to establish the district as a destination for residents and tourists for shopping and dining. The slogan "The Broadway District, Green Bay's Mall-ternative" was created. The campaign included radio and television spots and billboards. The campaign was created with special attention given to the district's market

analysis data. The television commercials feature a mannequin that escaped from the mall and is shopping, dining and pampering herself in the Broadway District, where she is able to redefine, reinvent and revitalize herself.

Stevens Point Population 25,190

The Association of Downtown Businesses in Stevens Point designed an attractive annual report to get the word out about the program. It was mailed to investors in the program and members and friends of the downtown association. Copies of the report were also distributed to various locations in the Stevens Point and Plover area. The twelve-page report includes a welcome letter from the board president and executive director, a listing of accomplishments and goals, a two-page "Year in Review" pictorial, budget numbers and a list of investors, members and friends of downtown. The back cover is a calendar of events to further publicize the great promotional events happening in downtown.

Viroqua Population 4413

A Walgreen's pharmacy opened outside of Viroqua's Main Street district in May 2006 after purchasing two locally-owned pharmacies that had been in business for a combined 140 years. This left the program with two large vacant buildings and without two major supporters of the program. Since then, Viroqua Partners has recruited 10 new business partners and two individual memberships that made up the loss in revenue due to the Walgreen's buy-out.

Monroe Population 10,955

The Main Street Monroe Organization committee saw a need for a coordinated list to help locate information on specific topics quickly. Phyllis Long, the committee chairperson, developed this tool for use by Main Street and the community. She updates the list regularly to ensure accuracy and often adds new resources as she locates them. The “Who to Call” list is posted on Monroe Main Street’s website and is categorized allowing the seeker to access resources directly on topics such as education, historical societies, professional services, Arts and Entertainment, and more. The list can be found at http://cityofmonroe.org/Mainstreet/who_to_call_list.html

Pewaukee Population 8964

Positively Pewaukee developed a four stage plan to bring in new volunteers and to show the program’s existing volunteers how much they were appreciated. The first thing they did was create an eye catching brochure inviting residents to join the program as volunteers. Next on their list was to host a “Volunteer Friend-Raiser” evening. Each of the current volunteers was asked to bring at least one new volunteer to the event. These prospective volunteers learned about the program, how to get involved, and were given an opportunity to sign-up. For those who volunteered for events, a schedule was made and postcards were sent to the volunteers with the event, date, time and job description. To thank their volunteers, Positively Pewaukee hosted a picnic at the end of the summer. The Friend-raiser event brought 37 new volunteers to the program.

Chippewa Falls Population 13,515

Chippewa Falls Main Street created a Seedling Fund through the Community Foundation of Chippewa County in November 2005. Once the fund grows to the \$10,000 level, interest will be available to support the operations and projects identified in the program’s three-year strategic plan. The program hopes to eventually secure long term financial stability for the Main Street program and to maintain their traditional high level of activity. Creation of the new Chippewa Falls Main Street Endowment fund gives their generous supporters and talented volunteers the opportunity to include Main Street in their estate planning and leave a legacy of a healthy downtown for future generations. In addition, investments may be made in memory of individuals or to honor persons. The fund was started with the \$1,000 that Chippewa Falls Main Street received when they won the 1996 Great American Main Street Award.

Typical Contents of Orientation Packets:

- Letter of welcome from the board president
- An organization chart
- Description of each committee
- Work plan and budget
- Job description for volunteer
- Phone list of committee and board members
- Main Street brochures
- Reprints of publicity



Pewaukee: Friendraiser

Effective Ways To Recruit Volunteers:

- Personal contacts
- Media stories
- Want ads
- Newsletter articles
- Brochures
- Volunteer interest cards
- Community presentations

PROMOTION

The purpose of promotion is to develop, refine, and market a unified, quality image of the downtown as a compelling place to shop, live, work, invest and visit. In other words, promotion gets residents, visitors, shoppers, investors, and new businesses to see downtown as the center of commerce, culture, and community life.

Promotion Committees work to understand the changing market and appreciate their own downtown's assets. They identify a market niche based on the market opportunities and unique assets they've discovered. They strengthen or establish the market niche identified by creating a complementary set of image campaigns, special events, retail events and tourism campaigns.

Image campaigns reinforce positive perceptions of the downtown and reduce negative perceptions. Special events generate traffic, activity and positive experiences in the downtown. Retail events generate immediate sales of the goods and services offered downtown. Tourism campaigns bring a regular stream of visitors from outside the community to the downtown. A promotion must drive traffic, drive sales, drive publicity, or drive fundraising. If a promotion doesn't meet one or more of these criteria, don't do it!

Disney's Keys to a Successful Event:

- Music
- Food
- Overlapping activities
- Appeal to all ages
- Something for free

Learning Promotions by Example

Below is a list of some of Wisconsin Main Street communities' favorite Promotions Committee projects completed between July 2005 and June 2006. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

Lake Mills Population 4123

The Lake Mills Arts Demonstration Festival was created by volunteers of the Lake Mills Main Street program to provide the community an exposure to the arts. Held in historic downtown Commons Park, the festival featured juried art from 27 regional artists selling art and demonstrating their trade. It also featured a children's yard art area, two live folk music bands and a wide variety of food. A success for the residents and artists, the festival attracted more than 2,150 visitors in its first year. One artist even rented studio space within the district where she will offer art classes.

Marshfield Population 19,291

Main Street Marshfield has sponsored Hub City Days in Historic Downtown Marshfield for two years and has seen the festival grow each year. This year more than 10,000 people danced the night away, visited a car show, browsed through craft booths, sampled food, watched the spanferkel pork cook-off, and listened to live music throughout the day and into the evening. In addition, 2006 saw the addition of a Brewfest to the festivities, which had more than 250 people sampling about 70 microbrews.



Prairie du Chien: Downtown Country Hoedown

Prairie du Chien Population 6005

Prairie du Chien Downtown Revitalization and WQPC radio station collaborated to hold the Colgate Country Showdown/Downtown Hoedown on June 10, 2006 in downtown Prairie du Chien. Activities included pony rides, a moon jump, sawdust pile treasure hunt, horse and carriage rides, cow chip throwing and face painting. The Showdown was a call-in radio talent show. Listeners voted for eight finalists, who performed live in a talent show held that evening. Despite the chilly, rainy weather, more than 1,000 people packed a one block section of Blackhawk Avenue, which was closed off for the event. About 30 volunteers contributed more than 130 hours to execute the event.

Beloit **Population 36,560**

The Beloit Farmers Market has a 30-year tradition in Downtown Beloit attracting more than 1500 visitors every Saturday from June through October. The Downtown Beloit Association expanded its geographic footprint of the market in 2005 by 50 percent and showed an increase of 33 percent more vendors. The 2006 season began with 64 vendors, participating in the 22-week event. Vendors sell a diverse selection of produce, meats, plants, soaps, scents and more.

Sturgeon Bay **Population 9745**

The Sturgeon Bay Visitor and Convention Bureau's Promotions Committee loves winter.. so much so that it decided to enhance the former ice carving weekend, IceScape into something with a little more heat! Fire and Ice debuted in February, 2006 with the traditional ice carvings by day and new additions of live music on Friday and a festive and fun Saturday night featuring a Latin-theme dinner, followed by salsa dancing with a 12-piece orchestra. (The important thing to remember is – this event is held in Door County, Wisconsin – where the polka and chicken dances are king.) The success of the ABC TV show “Dancing with the Stars” helped to create a lot of interest and, sell a lot of tickets. The new twist to an existing event proved to be very successful. After the special salsa lesson, the dance floor was packed all evening.

Darlington **Population 2389**

The Darlington Chamber/Main Street established a Senior Citizens' Day on the first Thursday of the month as a way to educate seniors about the businesses in Darlington. The Lafayette County Commission on Aging helped by bringing seniors from around the county into Darlington on its bus on the day of the event. Welcome bags were given to those attending the event, which featured coupons from local businesses. The Darlington Chamber/Main Street Program also organized a tour or entertainment for the seniors on each trip.

Gillett **Population 1248**

The First ATV Super Challenge Weekend brought more than 2,000 people to Gillett for a fall weekend of fast and furious fun, mixed with relaxation and small town hospitality. The weekend was full of All-Terrain Vehicle (ATV) exhibits and activities. The centerpiece of the weekend was the ATV Challenge run with 55 registered ATV riders and 391 participants for the Dusty Trails Poker Run. This event was jumpstarted by a Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism. Numerous groups provided personnel to staff the food stands and other locations. More than \$15,000 was distributed to a dozen groups.

16 Ways to Bring a Promotion to Life

- Start planning your promotion at least 12 months in advance
- Evaluate previous promotions
- Fill a gap in your promotional mix and calendar, set a fixed date
- Complement other community and regional promotions
- Set and communicate clear goals, expectations
- Match activities with your target audience
- Start small, build on success
- Stress quality
- Do a flexible checklist and work plan
- Include merchants and other willing partners early and often
- Involve many volunteers, delegate responsibility
- Ensure funding
- Get the necessary permits and insurance
- Work with the media, promote the promotion
- Document the promotion, TAKE PICTURES! keep receipts
- Evaluate the promotion

Marshfield: Brewfest



DESIGN

Design preserves and enhances the visual appearance and physical vitality of the downtown. No historic downtown is exactly the same as another, and by preserving and restoring this unique sense of place, downtown can set itself apart from the competition and attract new tenants, customers, and investors.

Design Committees educate building owners and the public about good design. Members promote and lend a hand to attractive and historically-sensitive building improvements. They participate in the improvement and creation of public facilities. They also assist with the creation of appropriate private and public signage, and encourage the use of attractive and creative visual merchandising techniques. They advocate a logical course of historic preservation planning.

Progress in these areas will have spin-off benefits for the Promotion and Economic Restructuring Committees by improving the image of downtown, providing better spaces for events, increasing the value of occupied spaces and improving the marketability of vacant spaces.

Eagle River: City Garden



Learning Design by Example

Below is a list of some of Wisconsin Main Street communities' favorite Design Committee projects that they completed between July 2005 and June 2006. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

Sheboygan Falls Population 7339

The building at 412 Broadway in Sheboygan Falls had been remodeled years ago with a dated façade that did not compliment the rest of the downtown. When new owner Lynn Meyer stopped in the Sheboygan Falls Chamber/Main Street office, the staff used a Wisconsin Main Street concept drawing to begin the conversation about a façade improvement such as new awnings and possible colors for the building. Since two members of the Historic Preservation Commission serve on the Design Committee, it made it easy to propose changes to the building that would be acceptable to the Historic Preservation Ordinance, thus eliminating the “red tape” that might have been a “turn-off” to this merchant.

The Sheboygan Falls Chamber/Main Street was able to provide a Low Interest Loan Pool loan for \$14,000 at two percent below prime rate for three years. They also awarded a sign grant in the amount of \$500 to be used towards the addition of an awning to replace the unattractive overhang on the front of the building.

Upon completion of the project, Lynn Meyer was awarded a façade grant through the generous support of the Richardson Foundation. The total budget for this project topped out at \$25,000.

Tigerton Population 738

The Tigerton Main Street program's Clean-Up Day and the National Join Hands Day both landed on May 6 and infused more energy to make it a city-wide clean up day. More than 50 people volunteered a wide variety of projects, including raking an elderly person's yard, cleaning up the local cemetery and painting the Village's community/senior center room. One of the great things about this event is that it included people of all ages taking part in a worthwhile project in the downtown. A local business sponsored a lunch for all of the hard working volunteers.

Rice Lake Population 8636

After a technical workshop from the Wisconsin Main Street Program, volunteers at the Rice Lake Main Street Program decided to organize a creative banner program that features local artists. After 12 months of planning, ArtScape on Main was launched with 28 banners flying from the light poles in downtown from mid-May to mid-September.

Artists ranged from fifth graders to retirement age and represented all walks of life. At the end of the event, the banners were sold and the proceeds went to benefit the WITC-Rice Lake and the Northern Star Theatre. The venture went over so well that the Main Street program decided to make it an annual project with the proceeds going to art scholarships.

Ripon Population 7567

Ripon Main Street took a dilapidated building that was in jeopardy of being torn down and completely rehabilitated it and converted it into a new use. Constructed in the 1920's, it housed numerous taverns and had been used as the Kiwanis Haunted House. Listed as a contributing building to the Watson Street Commercial Historic District, it was acquired for \$15,000 and two local banks worked together to finance the project providing \$115,000 at five percent for 20 years.

Volunteers from the Main Street program helped to clean out the interior and a full renovation was done on the ground floor. The second floor originally built as an apartment, was completely gutted and remodeled by Ripon Main Street volunteers into a two bedroom apartment. The ground floor space is being rented by WIDS.

Whitewater Population 13,947

The old Whitewater hotel, located at 226 W. Whitewater St., was partially destroyed by a fire in late 1997. In 2005, a development agreement was signed with RR Walton & Co, LTD stating that certain criteria would be met; that historic features would be preserved, that the final value would be no less than \$450,000 and that it would be completed by March 2006. Redevelopment began in fall 2005 and was completed on time. Several incentives made this project feasible, including Tax Increment Finance funds, a façade grant and private investment totaling \$415,500. The revitalized hotel houses a coffee shop, office space and four 1-2 bedroom apartments.

Mishicot Population 1447

The East Twin River runs right between downtown Mishicot and the village park, but it wasn't accessible. The village wanted to build a path along the river and a Madison firm was hired to develop a plan. While the plan was beautiful, it was too expensive to implement. The village pressed on and made the riverwalk a part of its 2001 comprehensive plan. The Mishicot Main Street program helped find funding and build consensus.

Mishicot received a \$45,000 grant from the Department of Natural Resources and another \$45,000 was raised locally through Main Street, volunteer and village labor. Construction on the 1400-foot-long, 8-foot-wide path began in September 2004 and was completed in December 2005. The path makes it easier to access the downtown as well as various areas of the park and has generated a tremendous amount of recreational activity in the area from residents and visitors of nearby Fox Hills Resort.

Eagle River Population: 1,511

Sixteen garden sites in the City of Eagle River have been adopted and receive special attention and a lot of tender loving care from many talented gardeners. Volunteers spent hundreds of hours throughout the summer, weeding, planting, transplanting, pruning, watering and simply lending their talents to help beautify the community.



Ripon: Scott Street Building Before construction

Ripon: Scott Street Building After construction



ECONOMIC RESTRUCTURING

The purpose of economic restructuring is to fine-tune, or restructure, a downtown economy that is not running on all cylinders. The goal is to help downtown businesses identify demand for goods and services and capture sales opportunities. Those increased sales will help the downtown support higher rents, which in turn will increase the value of downtown property.

Economic Restructuring Committees learn about the district's current economic condition, identify opportunities for market growth and monitor and report the economic performance of the district. They strengthen existing businesses, recruit complementary ones, and find new economic uses for traditional Main Street buildings. They develop financial incentives and capital for building rehabilitations and business development. In short, they work to develop a market strategy that will result in an improved business mix, a stronger tax base, and increased investor confidence.

Learning Economic Restructuring by Example

Below is a list of some of Wisconsin Main Street Communities' favorite Economic Restructuring Committee projects that they completed between July 2005 and June 2006. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

Stevens Point Population 25,190

The Stevens Point Association of Downtown Businesses and the CenterPoint MarketPlace partnered together to develop a retail business incubator to provide space to those who had a desire to own and operate a retail business. This program diminishes the risk that comes with starting a retail business.

Prospective business owners fill out a simple two-page application and provide the Economic Restructuring Committee with a personal financial statement and sample one-year cash flow projections. Qualified candidates for the incubator are interviewed and are provided a 1,000 square foot space in the CenterPoint Market Place for no rent for one year.

After the first year the business owner will work out a prorated rent system with the landlord. Other benefits business owners receive as being part of a cooperative marketing program, peer support group and education.

Lincoln Village, Milwaukee Population 590,370

Three buildings that were once boarded up are now vibrant businesses as a result of the efforts of the Lincoln Village Business Association. Tonic Clothing, La Flor de Trigo Bakery and Carico International created seven full-time and two part-time jobs. The Lincoln Village Business Alliance gave a façade grant to each of the businesses and the option to use façade renderings designed by the Wisconsin Main Street Design Specialist. The business owners invested a total of \$138,000 in the interiors and exteriors of the buildings.

Monroe Population 10,955

The Monroe Main Street program's Economic Restructuring Committee identified and reviewed city ordinances that had a possible negative effect on growth in downtown Monroe. The first resulting project was to work with the city to develop a sidewalk café ordinance. Currently five restaurants are taking advantage of this new ordinance bringing new activity to the streets. Main Street is also encouraging the city to review its liquor licensing practices and issuing of beer-only and wine-only licenses to encourage new restaurants to locate in Monroe and allow existing restaurants to reinvest and redevelop their businesses. While this hasn't been accomplished yet, Monroe Main Street is hopeful that these changes will occur.

Viroqua Population 4413

After completing its market analysis, the Viroqua Partners Economic Restructuring Committee sponsored a market analysis educational workshop entitled "How to Improve your Bottom Line with Viroqua's Market Analysis." About 40 business owners attended. Wisconsin Main Street Business Specialist J.D. Milburn received the findings of this completed report and then taught the business owners how to apply the data for their own businesses and improve their bottom line. Afterwards, J.D. met with seven business owners individually. He returned about a month later to do the same workshop for 60 additional business owners and did additional business visits. (The market analysis and J.D.'s services are benefits of being a Wisconsin Main Street Program.)

Chippewa Falls Population 13,515

A Downtown Chippewa Falls Business Clustering Report was created in November 2005. It is an important tool that identifies similar businesses located near each other and describes the current clusters and recommends future clustering. Clustering is a strategy used by business communities to link similar retailers to one another in order to increase customer traffic and sales. Clusters include retailers with products that consumers often shop for in a single trip. Although this is a technique commonly used by shopping centers, often with only one owner, clusters can provide benefits to downtowns as well. Through clustering, business owners can gain enhanced visibility through co-op advertising, cross promoting each other, and the convenience of retail commodities that fit their needs.

The Chippewa Falls Main Street program used this report, and a new partnership with the local community television station, to produce a show highlighting the business clusters and retailers in downtown to Chippewa Falls and Eau Claire residents. The Main Street program is also working with its retailers to create more synergy within the existing clusters and to get the businesses to work together on promotions.

Pewaukee Population 8964

Positively Pewaukee produced a DVD that highlighted all that Pewaukee had to offer from schools to downtown businesses. The DVD also includes information that the group is hoping will bring new residents and businesses to the Village. A group has been traveling throughout Southeast Wisconsin and using it as a recruitment tool.

West Bend Population 30,090

A Main Street Market Analysis identified a need for a more unique dining experience, specifically a micro-brewery. Dana and Wayne Kainz were asked to consider their original idea of opening a sports bar. They revised their original business plan, identified and purchased a downtown building and did an amazing job of renovating the property.

The renovation of the building totaled \$500,000. Care was taken to utilize the historic elements in the space and to maximize every inch of the two-level property. Riverside Brewery and Restaurant was the first business to qualify for the West Bend Commercial Revolving Loan program, as well as other incentives. This restaurant and brewery helped to strengthen the entertainment and dining cluster by offering one-of-a-kind dining. This business helped to create 50 new jobs for West Bend.

Types of Business Clusters

- Traffic generators
- Compatible cluster - unrelated products
Demographic clusters - age, income, lifestyle
- Complementary clusters - related products
FIRE - finance, insurance, real estate
- Competitive clusters - same products
Comparison shopping - clothing, jewelry, restaurants
- Convenience clusters - convenience products
Neighborhood shopping - gas, food, drug stores



West Bend: Riverside Brewery and Restaurant

Generating Business Leads

- Expansion of existing businesses
- Community visits
- Trade Associations, trade shows
- Sales Representatives
- Home businesses and cottage industries
- Store managers
- Entrepreneur workshops



Wisconsin Main Street Awards: Reception

Wisconsin Main Street Awards: Chippewa Falls The Past Passed Here Reenactors



Wisconsin Main Street Awards

Best New Building Project

Winner: *Pewaukee*
Pewaukee Public Library

Best Downtown Special Event

Winner: *West Bend*
Germanfest

Honorable Mention: *Gillett*
ATV Super Challenge Weekend

Honorable Mention: *Pewaukee*
Fire and Ice Winter Festival

Best Cultural Preservation Project

Winner: *Chippewa Falls*
The Past Passed Here Event

Best Downtown Public Improvement Project

Winner: *Wausau*
Pedestrian Mall Conversion

Honorable Mention: *Mishicot*
Mishicot Riverwalk

Best Historic Restoration Project

Winner: *Ripon*
Tracy Porter, Inc.

Best New Downtown Business

Winner(tie): *West Bend*
Riverside Brewery and Restaurant

Winner(tie): *Mishicot*
Mishicot Family Market

Historic Preservation Planning Award

Winner: *Prairie du Chien*
Formation of Historic Preservation Commission

Winner: *Gillett*
Creation of Design Guidelines

Best Downtown Business Development Program

Winner: *Chippewa Falls*
Business Development Materials

Best Downtown Retail Event

Winner: *Fond du Lac*
Girls on the Town Event

Best Volunteer Project/Program

Winner(tie): *Rice Lake*
Hanging Petunia Basket Project

Winner(tie): *Viroqua*
The Viroqua Junior Partners

Best Promotional Item

Winner: *Lincoln Village*
LincolnVillageMilwaukee.org website

Honorable Mention: *Green Bay*
Broadway District Marketing Campaign

Best Interior Renovation Project

Winner: *West Bend*
Riverside Brewery and Restaurant

Honorable Mention: *Prairie du Chien*
Welter Family Dentistry

Honorable Mention: *Ripon*
Farrell's Fine Furnishings

Best Downtown Adaptive Reuse Project

Winner: *De Pere*
Comedy City and Venture Theatre

Honorable Mention: *Chippewa Falls*
Hotel Anderl

Best Facade Rehabilitation Over \$7,500

Winner: Stevens Point
Graffiti's Sports Pub & Eatery

Honorable Mention: Platteville
Netux Solutions, LLC

Honorable Mention: Lincoln Village
Lincoln Theater

Best Facade Rehabilitation Under \$7,500

Winner: Mishicot
Trendsetters

Best Creative Fund Raising Effort

Winner: Algoma
Celebrate Algoma: A Program for Sponsoring and funding for Future Development

Best Public-Private Partnership in Downtown Revitalization

Winner: Two Rivers
Washington Street Design & Construction Project Committee; Two Rivers Main Street

Honorable Mention: West Allis
The Walsh Building - Ed Wistl

Best Program Planning

Winner: Stevens Point
The Association of Downtown Businesses Annual Report and Workplan

Main Street Achievement Awards

For completing five years of intensive training in Main Street Approach

Lincoln Village Business Association
MAGIC (Mishicot Main Street Program)
Downtown West Allis

2005 Main Street Spirit Award

Bev Anderson
Ed Wendland

2005 Volunteers of the Year

Algoma, Leon Raether
Beloit, Mel Donny
Chippewa Falls, Bob Sworski
Columbus, Ed Schellin
Darlington, Lindsey Wessel & Sara Schilling
De Pere, Linda Krosnicki
Eagle River, The Green Thumbs
Fond du Lac, Randy Mittelstaedt
Gillett, Wendy MacSwain
Green Bay, Michelle Zjala Winter
Lincoln Village, Barb Nelson
Mishicot, Don Kaderabek
Osceola, Bill Chantelois
Pewaukee, Amy Jo Benson & Wynne Loehrke
Platteville, Alice Rekstad
Prairie du Chien, Christine Seeley
Rice Lake, John Miller
Richland Center, Susan Marino
Ripon, Charis Congail & Ann Pahlas
Sheboygan Falls, Pat Ubbelohde
Stevens Point, Bonnie Groshek
Sturgeon Bay, Elliott Vanness & and the Cumber-Vanness Family
Tigerton, Kathi Polzin, **Honorary Chairperson**
Two Rivers, Amanda Ashenbrenner
Viroqua, Aaron Cade
Watertown, Jim Baade
Wausau, Ann Werth
West Allis, Jim Melotte & Brent Holmes
West Bend, Herb Tennes

2005 Honorary Board of Directors

Algoma, Virginia Haske
Beloit, Todd Colling
Chippewa Falls, Joyce Pugh
Columbus, Cathy Elling
Darlington, Becky Taylor
De Pere, Linda Krosnicki
Eagle River, Gary Fawcett
Fond du Lac, Debra Heller
Gillett, Rawson Price
Green Bay, Blaise Krautkramer: **Honorary Chair**
Mishicot, Nancy Peveler

Osceola, Kevin Rector
Pewaukee, Chuck Ward
Platteville, George Smith
Prairie du Chien, Luanne Neumann
Rice Lake, Don Cuskey, Jr.
Richland Center, Donald Wallace
Ripon, Thomas Rogers
Sheboygan Falls, Brian Passehl
Stevens Point, Irene Taves
Sturgeon Bay, Greg Stillman
Tigerton, Janet Lang
Two Rivers, John Schroeder
Viroqua, Mike Powers
Watertown, Mark Heiden
Wausau, Gary Freels
West Allis, Don Falk
West Bend, Jon Kieckhafer

Main Street Executive Director Years of Service

One year: Jerilyn Schad, DePere
Terri Fleming, Fond du Lac
Wayne Strei, Gillett
Susan Rolander, Monroe
Bruce Fillipi, Osceola
Jami Gebert, Stevens Point
Two years: Kathleen Braatz, Beloit
Karen Kenney, Sharon
Susan Price, Richland Center
Three years: Amy Altenburgh, Wausau
Elaine Kroening, Pewaukee
Brian Preiss, West Allis
Four years: Naletta Burr, On Broadway, Green Bay
Neil White, Lincoln Village, Milwaukee
Michael Zimmer, Two Rivers
Five years: Michael Glime, Algoma
Six years: Nancy Verstrate, Sheboygan Falls
Cheryl Zmina, Platteville
Seven years: Rita Fritz, Eagle River
Virginia Kauffman, Tigerton
Eight years: Becky McKee, Sturgeon Bay
Ten Years: Kathy Wellsandt, Rice Lake
Twelve years: Ingrid Mahan, Viroqua
Fourteen years: Jim Schuh, Chippewa Falls
Craig Tebon, Ripon

Wisconsin Main Street Community Reinvestment Statistics: July 2005 to June 2006

| Community | Public Improvements | Public Investment | Building Rehabilitations | Private Investment | New Buildings | Private Investment | Buildings Sold | Amount of Purchase |
|------------------|---------------------|---------------------|--------------------------|---------------------|---------------|--------------------|----------------|---------------------|
| Algoma | 3 | \$172,300 | 9 | \$80,731 | 0 | \$0 | 2 | \$8,801 |
| Beloit | 0 | \$0 | 5 | \$26,950 | 0 | \$0 | 0 | \$0 |
| Chippewa Falls | 5 | \$1,066,150 | 10 | \$219,701 | 0 | \$0 | 2 | \$460,000 |
| Columbus | 0 | \$0 | 0 | \$0 | 0 | \$0 | 0 | \$0 |
| Darlington | 4 | \$12,100 | 9 | \$56,360 | 0 | \$0 | 5 | \$436,000 |
| De Pere | 0 | \$0 | 7 | \$91,450 | 1 | \$207,000 | 0 | \$0 |
| Eagle River | 2 | \$4,455,548 | 13 | \$350,000 | 3 | \$960,000 | 3 | \$485,000 |
| Fond du Lac | 4 | \$564,500 | 23 | \$1,269,829 | 0 | \$0 | 5 | \$611,900 |
| Gillett | 0 | \$0 | 5 | \$734,400 | 0 | \$0 | 2 | \$80,500 |
| Green Bay | 1 | \$500,000 | 8 | \$757,000 | 0 | \$0 | 1 | \$350,000 |
| Lincoln Village | 1 | \$21,500 | 14 | \$175,000 | 0 | \$0 | 1 | \$65,000 |
| Marshfield | 1 | \$3,000 | 4 | \$283,800 | 0 | \$0 | 2 | \$580,000 |
| Mishicot | 3 | \$96,019 | 5 | \$25,444 | 0 | \$0 | 1 | \$45,000 |
| Monroe | 0 | \$0 | 0 | \$0 | 0 | \$0 | 0 | \$0 |
| Osceola | 0 | \$0 | 2 | \$22,000 | 0 | \$0 | 5 | \$1,025,000 |
| Pewaukee | 0 | \$0 | 1 | \$18,000 | 1 | \$4,000,000 | 0 | \$0 |
| Platteville | 2 | \$27,993 | 40 | \$977,213 | 0 | \$0 | 2 | \$545,000 |
| Portage | 0 | \$0 | 3 | \$130,000 | 0 | \$0 | 0 | \$0 |
| Prairie du Chien | 0 | \$0 | 1 | \$2,000 | 0 | \$0 | 7 | \$2,639,460 |
| Rice Lake | 0 | \$0 | 10 | \$104,336 | 0 | \$0 | 0 | \$0 |
| Richland Center | 6 | \$2,147,885 | 2 | \$30,000 | 0 | \$0 | 0 | \$0 |
| Ripon | 1 | \$1,195,000 | 5 | \$197,001 | 0 | \$0 | 4 | \$585,000 |
| Sharon | 0 | \$0 | 0 | \$0 | 0 | \$0 | 0 | \$0 |
| Sheboygan Falls | 0 | \$0 | 9 | \$190,300 | 0 | \$0 | 1 | \$75,000 |
| Stevens Point | 3 | \$3,730 | 10 | \$1,190,480 | 0 | \$0 | 6 | \$685,000 |
| Sturgeon Bay | 0 | \$0 | 1 | \$150,000 | 0 | \$0 | 1 | \$380,000 |
| Tigerton | 5 | \$2,550 | 1 | \$10,000 | 0 | \$0 | 1 | \$85,000 |
| Two Rivers | 1 | \$3,200,000 | 1 | \$55,000 | 0 | \$0 | 0 | \$0 |
| Viroqua | 3 | \$2,660 | 17 | \$40,860 | 0 | \$0 | \$0 | \$0 |
| Watertown | 1 | \$4,525 | 16 | \$364,920 | 0 | \$0 | 13 | \$3,798,900 |
| Wausau | 2 | \$1,674,000 | 22 | \$1,778,400 | 0 | \$0 | 1 | \$290,000 |
| West Allis | 0 | \$0 | 7 | \$1,135,500 | 0 | \$0 | 3 | \$650,000 |
| West Bend | 12 | \$50,000 | 15 | \$209,940 | 1 | \$2,700,000 | 6 | \$2,892,500 |
| Totals | 60 | \$15,945,460 | 275 | \$10,676,605 | 6 | \$7,867,000 | 74 | \$16,773,061 |

| Community | Housing Units | New Businesses | Business Expansions | Total New Jobs | Total Private Investment | Total Public & Private Investment |
|------------------|---------------|----------------|---------------------|----------------|--------------------------|-----------------------------------|
| Algoma | 0 | 0 | 0 | 0 | \$89,532 | \$261,832 |
| Beloit | 0 | 7 | 1 | 17 | \$26,950 | \$26,950 |
| Chippewa Falls | 0 | 35 | 2 | 76 | \$679,701 | \$1,745,851 |
| Columbus | 0 | 0 | 0 | 0 | \$0 | \$0 |
| Darlington | 0 | 1 | 0 | 1 | \$492,360 | \$504,460 |
| De Pere | 0 | 10 | 0 | 58 | \$298,450 | \$298,450 |
| Eagle River | 0 | 5 | 0 | 17 | \$1,795,000 | \$6,250,548 |
| Fond du Lac | 0 | 14 | 2 | 47 | \$1,881,729 | \$2,446,229 |
| Gillett | 0 | 8 | 1 | 26 | \$814,900 | \$814,900 |
| Green Bay | 0 | 12 | 1 | 46 | \$1,107,000 | \$1,607,000 |
| Lincoln Village | 0 | 10 | 4 | 35 | \$348,800 | \$370,300 |
| Marshfield | 0 | 11 | 2 | 55 | \$755,000 | \$758,000 |
| Mishicot | 0 | 1 | 0 | 11 | \$70,444 | \$166,463 |
| Monroe | 0 | 3 | 0 | 5 | \$0 | \$0 |
| Osceola | 0 | 5 | 0 | 6 | \$1,047,000 | \$1,047,000 |
| Pewaukee | 0 | 5 | 0 | 17 | \$4,018,000 | \$4,018,000 |
| Platteville | 1 | 5 | 0 | 14 | \$1,522,213 | \$1,550,206 |
| Portage | 2 | 5 | 1 | 19 | \$130,000 | \$130,000 |
| Prairie du Chien | 0 | 3 | 0 | 5 | \$2,641,460 | \$2,641,460 |
| Rice Lake | 0 | 2 | 1 | 6 | \$104,336 | \$104,336 |
| Richland Center | 0 | 13 | 0 | 19 | \$30,000 | \$2,177,885 |
| Ripon | 2 | 4 | 0 | 8 | \$782,001 | \$2,732,001 |
| Sharon | 0 | 0 | 0 | 0 | \$0 | \$0 |
| Sheboygan Falls | 0 | 3 | 1 | 6 | \$265,300 | \$265,300 |
| Stevens Point | 2 | 12 | 1 | 40 | \$1,875,480 | \$1,879,210 |
| Sturgeon Bay | 0 | 2 | 0 | 4 | \$530,000 | \$530,000 |
| Tigerton | 0 | 0 | 0 | 0 | \$95,000 | \$97,550 |
| Two Rivers | 0 | 2 | 0 | 2 | \$55,000 | \$3,255,000 |
| Viroqua | 0 | 5 | 1 | 8 | \$40,860 | \$43,520 |
| Watertown | 0 | 0 | 0 | 0 | \$4,163,820 | \$4,168,345 |
| Wausau | 0 | 7 | 0 | 32 | \$2,068,400 | \$3,742,000 |
| West Allis | 0 | 1 | 0 | 2 | \$1,785,500 | \$1,785,500 |
| West Bend | 0 | 3 | 0 | 42 | \$5,802,440 | \$5,852,440 |
| Totals | 7 | 194 | 19 | 626 | \$35,316,606 | \$51,271,126 |

Main Street Directory

as of December 2006

Community Improvement of Algoma

Michael Glime

308 Steele Street

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Algoma, WI 54201

(920) 487-5498, Fax: (920) 487-5499

E-mail: ciofa@greenbaynet.com

Web Site: <http://www.algomamainstreet.org>

Downtown Beloit Association

Kathleen Braatz

400 East Grand Avenue, Suite 308

Beloit, WI 53511

(608) 365-0150, Fax: (608) 365-9170

E-mail: kathleen@downtownbeloit.com

Web Site: <http://www.downtownbeloit.com>

Chippewa Falls Main Street, Inc.

Jim Schuh

10 South Bridge Street, Suite 1

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Web Site: <http://www.chippewafallsmainst.org>

Columbus Main Street

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Darlington Chamber/Main Street

Suzi Osterday

439 Main Street Ste B

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(608) 776-3067, Fax: (608) 776-3067

E-mail: dtonmain@mhtc.net

Web Site: <http://www.darlingtonwi.org>

De Pere Area Business Alliance

Jerilyn Schad

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DePere, WI 54115-5142

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Eagle River Revitalization Program

Rita Fritz

525 East Maple Street

PO Box 2302

Eagle River, WI 54521-2302

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E-mail: errp@nnex.net

Web Site: <http://www.eaglerivermainstreet.org>

Downtown Fond du Lac Partnership

Terri Fleming

207 North Main Street

Fond du Lac, WI 54935

(920) 921-9500, Fax: (920) 921-9559

E-mail: terrif@fdlac.com

Web Site: <http://www.downtownfonddulac.com>

Revitalize Gillett, Inc.

Wayne Strei

117 East Main Street

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Gillett, WI 54124

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E-mail: wayne@revitalizegillett.org

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On Broadway, Inc.

Naletta Burr

117 South Chestnut

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Green Bay, WI 54306-2451

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Lake Mills Main Street

Lisa Maurer

200 D Water Street

Lake Mills, WI 53551

(920) 648-2344, Fax: (920) 648-2347

Email: lmaurer@lakemillsmainstreet.org

Web Site: <http://www.lakemillsmainstreet.org>

Main Street Marshfield, Inc.

Mike Kobs

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E-mail: mike@mainstreetmarshfield.com

Web Site: <http://www.mainstreetmarshfield.com>

Lincoln Village Business Association

Neil White

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Milwaukee, WI 53215

(414) 672-2249, Fax: (414) 672-2261

E-mail: neil@lincolnvillagemilwaukee.org

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MAGIC (Mishicot Main Street Program)

511 East Main

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Mishicot, WI 54228-0237

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Monroe Main Street

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Web Site: www.cityofmonroe.org/Mainstreet/mainstreet.html

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Council on Main Street

as of December, 2006

| | |
|-------------------------------------|-----------------------|
| Tim Anderson, Madison | WDAC |
| Dick Best, Menomonie | Chamber of Commerce |
| Ben Cress, Manitowoc | Business |
| John Gardner, Stevens Point | Planning |
| Shawn Graff, Slinger | WI Trust |
| Virginia Haske, Algoma | City, Village, Town |
| Darryl Johnson, Milwaukee | At Large |
| Paul Knuth, Rhinelander | Business |
| Lisa Kotter, Clintonville | At Large |
| Brian McCormick, Madison | WI Historical Society |
| Thomas Meiklejohn, III, Fond du Lac | Architectural |
| Jim O'Keefe, Madison | Dept. of Commerce |
| Jill Rennie, Bayfield | At Large |
| Judy Wall, Prairie du Chien | At Large |
| Gerald White, Beloit | Financial |

Stepping down in 2006

Ann Eaves, Madison

Cindi Pulver, Chippewa Falls

Department of Commerce

Mary P. Burke, Secretary

Jim O'Keefe, Administrator, Division of Housing
and Community Development

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Top 10 Reasons Downtown is Important

- 1 Your central business district is a prominent employment center.
- 2 As a business center, your downtown plays a major role.
- 3 A downtown is a reflection of how a community sees itself.
- 4 A significant portion of your community's tax base comes from the downtown.
- 5 The central business district is an indispensable shopping and service center.
- 6 Your downtown is the historic core of your community.
- 7 Downtown represents a vast amount of public and private investment in your community.
- 8 A central business district is often a major tourist draw.
- 9 Downtown is usually the center of government.
- 10 Your downtown provides a sense of community and place.

Rice Lake: ArtScape Banners

