



# Wisconsin Main Street 2006 to 2007 Annual Report





## Cover Photos

This photo collage represents the changing seasons in four active Wisconsin Main Street Communities, Marshfield (Winter), Rice Lake (Spring), Green Bay (Summer) and Darlington (Fall). Each of our communities work hard to beautify their downtowns as illustrated by the photos from Rice Lake's Golden K Volunteers of their planting petunias for the past 20 years, and Darlington decorating for fall. The communities also bring people to their districts through special events as shown in the photos from Marshfield's Holiday Parade and Green Bay's Taste of Broadway. Find out other ways Main Street programs impact their communities by reading this 2006-2007 Annual Report.



## Acknowledgements

This publication was written and produced by the Wisconsin Main Street program, Division of Housing and Community Development, Department of Commerce, Jack L. Fischer, AIA, Secretary. The report covers program performance from July 1, 2006 to June 30, 2007. 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.
- J.D. Milburn for compiling the statistical 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 2006-2007 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 15,193 new jobs, attracted almost 3,324 new businesses and generated over \$858 million in public and private investment since the program's inception.

From July 1, 2006 through June 30, 2007, staff members provided technical assistance to 35 Main Street communities.

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 of Jim Doyle in dark ink.

Governor

# Contents

	Letters
1	from the Governor
2	from the Director
3	What is Main Street? The Selection Process
	Bureau of Downtown and Community Revitalization
4	Services Available to Designated Wisconsin Main Street Communities
5	General Services
6	Meet the Main Street Staff
7	Wisconsin Main Street Reinvestment Statistics: 1988-June 2007
9	The Four-Point Approach
10	Organization
12	Promotion
14	Design
16	Economic Restructuring
18	Wisconsin Main Street Awards
20	Wisconsin Main Street Community Reinvestment Statistics: July 2006-June 2007
22	Wisconsin Main Street Directory

## Letter from the Director

Greetings,

The purple signs you see that say “Welcome to a Wisconsin Main Street Community” mean something. If your community has one of those signs, it means that you have terrific committees that are meeting monthly to accomplish great things in your downtown. It means you have a large group of volunteers who are putting countless hours into downtown development. It means that you have a paid, professional staff person helping to guide the effort. It means that your community has made a commitment to the preservation of historic buildings in your downtown. It means that you have raised money and developed plans to keep your downtown viable. And, most importantly, it means that your community takes great pride in its downtown and will dedicate resources to make it a special place that is economically viable.

Your community does not have to be a participant in the Main Street Program to have downtown success. Likewise, Main Street doesn’t guarantee you will have the perfect downtown, but the positive results of the program have been undeniable. The 2006-2007 fiscal year has been a record setting year for the Wisconsin Main Street Program, with private and public reinvestment numbers topping more than \$137 million.

As we enter the 20-year anniversary of the Wisconsin Main Street Program, I would like to thank some of the partners who have supported our efforts and even assisted us in helping our participating communities. The University of Wisconsin-Extension (especially Bill Ryan and Chuck Law), The Wisconsin Downtown Action Council, The Wisconsin Historical Society (especially Brian McCormick and Jim Sewell), the Wisconsin Main Street Alliance (especially Elaine Kroening), and the Wisconsin Trust for Historic Preservation have all been great partners. I would also like to thank the Wisconsin Council on Main Street for all of its hard work.

Please enjoy this 2006-2007 annual report. I hope you pick up an idea or two from it. If you want to learn more about the program please don’t hesitate to call the Wisconsin Main Street office or the Main Street community nearest you. Good luck with your downtown revitalization efforts!

James Engle



Director, Wisconsin Main Street Program

*Lake Mills: Community sign*



## What is Main Street?

The Wisconsin Main Street program is an economic development effort targeting Wisconsin's historic commercial districts. Main Street 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.



*Chippewa Falls: Harmony Courtyard*

## 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 \$70,000 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.



*On Broadway, Green Bay: Taste of Broadway*



# 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 new 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, upon request.

## **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 specialist 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, and other preservation-related information.

## **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. Program 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.

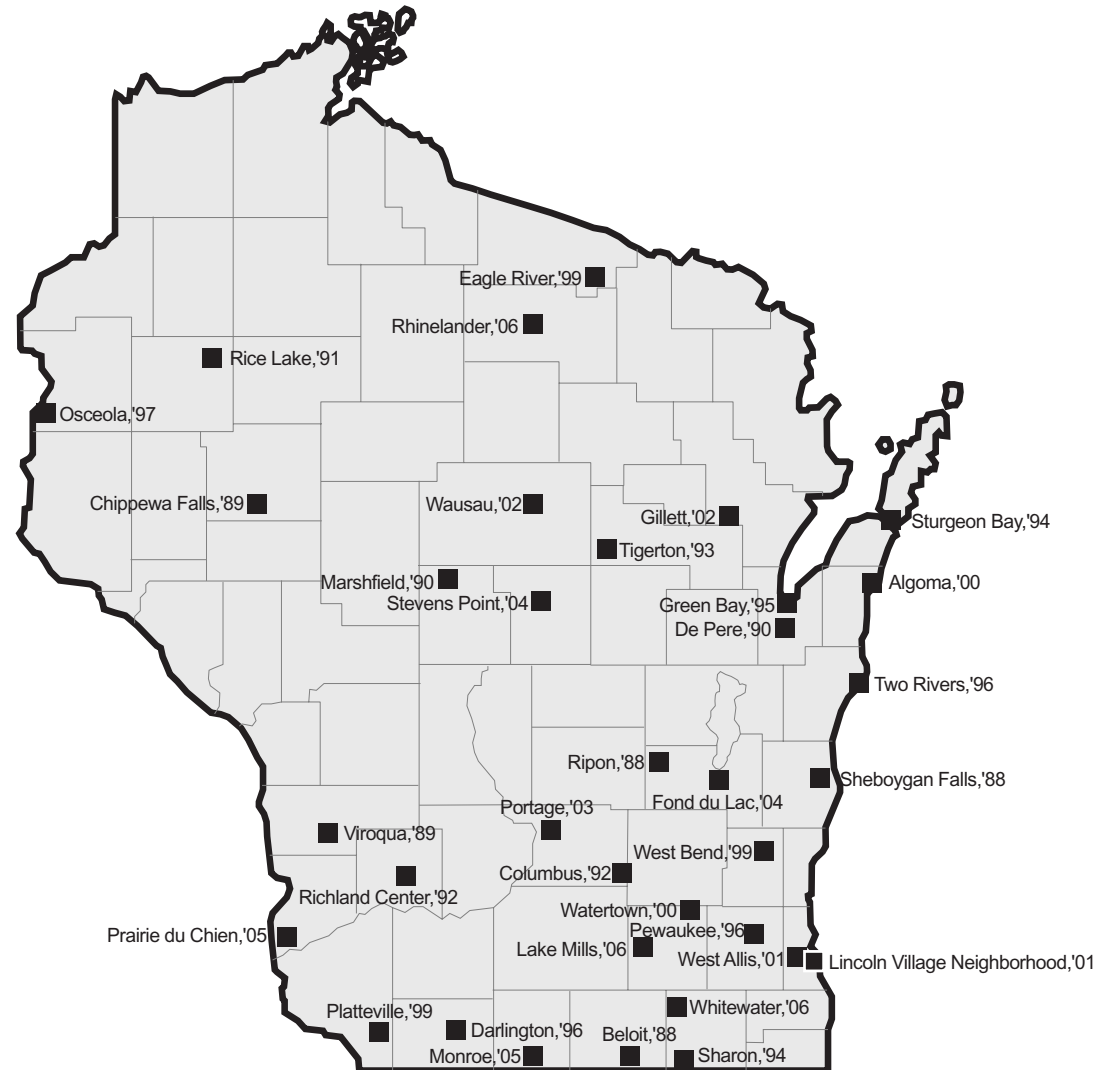
## 5. Wisconsin Main Street Library

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 2007*



## Meet the Main Street Staff

**Jim Engle** is the Director of the Bureau of Planning and Downtown 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 Jim 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. Catherine also served as the executive director of Main Street programs in Mascoutah, Illinois and Cape Girardeau, 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 degree 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, he worked for 12 years at the architectural firm of Berners-Schober Assoc. in Green Bay. For six of those years, he 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 national and statewide preservation and design workshops.





# Wisconsin Main Street Reinvestment Statistics 1988 – 2007 - Updated



*Osceola: During highway construction*



*Osceola: After reconstruction of the Mill Pond*

## Public Improvements

1,243

## Public Investment

\$172,657,272

## Building Rehabilitations

4,353

## Private Investment in Building

### Rehabilitations

\$248,425,071

### New Businesses

3,325

## Business Relocations and Expansions

1,106

### New Jobs

15,097

### New Buildings

228

## Private Investment in New Buildings

\$255,533,579

### Buildings Sold

1,300

## Private Investment in Buildings Sold

\$184,848,265

## New Downtown Housing Units

474

## Total Private Investment

\$688,777,915

## Total Public and Private Investment

\$861,435,188

## Return on Investment (ROI)

Estimated real estate taxes generated by  
building rehabilitations and new buildings  
\$85,160,039

Estimated state sales taxes generated by  
new businesses  
\$248,810,000

Estimated state income taxes generated by  
new jobs  
\$114,700,257

Return for every state dollar invested through  
Wisconsin Main Street Program  
\$41.93

Return for every local dollar invested through  
local Main Street organizations  
\$12.99

Return for every state and local dollar combined  
invested through Main Street  
\$9.92

## 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 five 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 pattern 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 to 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 drives 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:



*Beloit: Holiday 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.



*Monroe: Cinco de Mayo event*

## 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.



*Pewaukee: Ultimate Trivia Night*

## *Learning Organization by Example*

Below is a list of some of Wisconsin Main Street communities' favorite Organization Committee projects that were completed between July 2006 and June 2007. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

### **Darlington      Population 2,389**

In the fall of 2006, the Darlington Chamber/Main Street program held a volunteer recruitment party to welcome new people to Darlington. The committee made a list of new residents and sent out invitations to attend the "Beer and Brat Party" at a cabin on the river. Guests were introduced to the Main Street program and were given opportunities to get involved in the program. As a result of the committee's efforts, they recruited eight new volunteers.

### **Columbus      Population 4,995**

The Columbus Main Street program developed a citywide visitor's guide that provides information about where to stay, shop and eat, area events, information on the history of the community and services available. 30,000 were printed and distributed to area businesses, Wisconsin Welcome Centers and other communities that agreed to help out. The publication cost \$13,000, which was underwritten by local businesses advertising in the guide.

### **Beloit      Population 36,560**

In 2006, the Downtown Beloit Association worked to refine their sponsor levels for a mature set of annual events that have been successful over the years. They increased levels for long-running events like the Farmers Market. They also

created a tiered sponsor commitment to offer higher promotional exposure to encourage higher investing partners. This information was combined with the Annual Report in a marketing effort to show the measured successes and offer a tangible way for business leaders to make a commitment to get involved. Through these new efforts they were able to increase the amount of sponsorships by \$9,255 (75 percent) in the first year. In 2007, they also saw a double-digit increase in their sponsorship giving. The annual report was printed and shared at the annual meeting. More than 300 annual reports were mailed out to district businesses and property owners the first week of April. The marketing piece allowed businesses to fill out a form to support the projects that were most meaningful to them, write one check, and mail back in the envelope provided. Downtown Beloit continued to receive checks over the following weeks from this piece alone.

### **Pewaukee      Population 8,964**

Food, drinks, trivia and a whole lot of fun described the First Ultimate Trivia Night held in November 2006. The event netted about \$4,300 for Positively Pewaukee. The evening began at 6 p.m. with a cash bar, appetizers, raffles and a silent auction. The trivia game consisted of nine rounds of eight questions each. Categories ranged from Music to Movies, TV to Sports. Each team of eight was asked to come up with a team name and a theme. They were also asked to decorate their table and dress according to their theme. The best group won a prize.

### **Viroqua      Population 4,413**

Working with Venture Media out of Fort Lauderdale, Florida, the Viroqua Partners orchestrated the filming of a Viroqua Video Postcard for the Naval Armed Forces Network on November 17, 2006. Thor Thorson, a Viroqua Partners member and Navy Veteran, was asked by Viroqua Partners to be spokesperson for the video. Viroqua was chosen as one of two communities in Wisconsin to participate in this project at only a minor expense to the community.

The video/commercial filming began at the downtown Veterans Memorial with special music performed by the Viroqua Men's Chorus and Viroqua Area Schools' third grade class. The third graders were asked to be part of the filming because Viroqua Partner's Executive Director talked to them about the importance of community and volunteers. Other landmarks filmed were Viroqua's Historic Temple Theatre, the downtown streetscape, the north side "Welcome to Viroqua" sign, deer-hunting customers at Nelson Agri-Center, and the Dan Volden dairy farm. The film was shown through November of 2007 in place of commercials on the Armed Forces Network aired overseas for American Troops. Since the production, Viroqua Partners has received emails from American soldiers that have seen the commercial in Iraq and Kuwait, thanking the community for the "postcard" from home!

### **Osceola      Population 2,685**

In 2006, the Village of Osceola and the Main Street/Chamber teamed together to facilitate a major downtown revitalization effort that included a complete new municipal infrastructure and a thorough renovation of the historic downtown. The Village and Main Street committed to minimizing

the disruption the construction would cause businesses. The partners created a project theme called "The Dig" and incentives were offered to business owners to complete façade improvements during the construction period. Together, the Village and Main Street/Chamber identified methods to communicate with businesses and the community during this chaotic time. Promotional efforts were also stepped up to draw traffic downtown. Thanks to this great partnership, the downtown district enjoys a new streetscape including wider sidewalks, new lighting and traffic signals, trash receptacles and landscaping. Also, a new stone-covered dam allows for reestablishment of the historic Mill Pond.

### **Fond du Lac      Population 42,334**

Two companies, Brown Boots Interactive and Wisnet, worked together to develop a new website for the Downtown Fond du Lac Partnership. The result was a top notch site with flexible and easy to update content, including a comprehensive keyword and business category search listings. Information about the businesses include their hours, phone numbers, photos and links to their website. The front page of the website shows a row of Main Street buildings with clickable "Shop," "Dine," "Play" and "Stay" on their sign boards and spin off additional marketing materials, including bright, colorful banners on the new historic Main Street lights and an updated Downtown Fond du Lac Partnership logo that incorporates the four word theme.



*Fond du Lac: Banners at Christmas*

## 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!



*Sheboygan Falls: Ladies Night Out*

## *Learning Promotions by Example*

Below is a list of some of Wisconsin Main Street communities' favorite Promotion Committee projects completed between July 2006 and June 2007. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

### **Monroe      Population 10,995**

The Monroe Main Street Promotion Committee wanted to hold a different event for each month. The new event created for May was a celebration of Cinco de Mayo. Janelle Bittner and Elizabeth Thurston teamed up to co-chair the event. Their intent was to create a multicultural celebration for children. Elizabeth guided the transformation of the Courthouse Square with Mexican flags, brightly colored streamers and traditional costumes. Despite the rain, games were played from mid-morning to early afternoon, including Pongal ela cola al Burro, Sillas Musicales, Pape Calliente, Loteria and Pinata busting. The Optimist Club served quesadillas and non-alcoholic margaritas while the Monroe Area Skate Enthusiasts dished up nachos and fruit ices. The gem of the celebration was the unique music provided by the "New Sound." They played authentic instruments and provided a learning experience for the children.

### **Sheboygan Falls      Population 7,339**

More than 260 women braved a horrible blizzard to be pampered by Sheboygan Falls' downtown businesses. All 32 businesses in the district did indeed pamper the women by offering a complimentary treat or drawing for a prize and in-store specials. Several businesses outside of the district found non-retail businesses to partner with. In the first 90 minutes, 200 women claimed their

commemorative black tote bag stamped with the event's logo filled with gifts from the merchants and a "Passport to Pampering." Gentlemen dressed in tuxedos handed out the bags and red carnations. This event was created by the Promotion Committee as a way to welcome shoppers back to the community after a two-year construction period. This event brought a renewed spirit to downtown businesses - shoppers were back and Sheboygan Falls was vital again. The event went over so well they are repeating it again in October and are adding a new promotion called "Date Night," which will be tailored toward couples.

### **Pewaukee      Population 8,964**

The Positively Pewaukee Marketing Committee wanted to find an identifiable name and look to draw people to dine and shop in their downtown. "The Village Shoppes of Pewaukee Lake Guide" was born and the campaign began. The first step was to get accurate information on each of the restaurants and stores in downtown Pewaukee. Then the committee began to design the Shopping Guide brochure. They wanted the brochure to have a wider appeal than just the stores and restaurants, so they added some walking tips and downtown walking routes. When designing the piece, the Marketing Committee wanted it to stand out so they made the final product look like a high-end shopping bag in a clear cellophane bag with striped paper and colored raffia tied on the top. The next step was to add all of the stores and restaurants to a specialized section of the organization's website, [www.positivelypewaukee.com](http://www.positivelypewaukee.com). The last step was to partner with the local newspaper to create a "Pewaukee, the Place to Be" section once per month. The section featured ads from the local businesses and stories related to the downtown.



### **Stevens Point      Population 25,190**

Eat to the Beat is a nine-week summer concert series held on Thursdays in the Hub Plaza in downtown Stevens Point. The Association of Downtown Businesses worked in cooperation with University of Wisconsin-Stevens Point and Stevens Point Parks and Recreation Department to host the event.

The University of Wisconsin – Stevens Point provides a student in the campus activities department to find and book the bands. This student gains valuable knowledge in event management and a positive resume reference. The student is also on-site every Thursday to help the band set-up and take down. The Parks Department provides the electricity and tent cover for the event. Every Thursday from 11:45 a.m. to 1 p.m. individuals walking, shopping, or taking their lunch breaks downtown can stop and listen to the music.

The types of bands include easy listening jazz trios to bluegrass and everything in-between. Attendance at the event fluctuates from week to week, but everyone that travels through downtown over the lunch hours sees and hears the activity the band brings to the street. There are hopes to expand the series to Tuesdays and Thursdays next year.

### **Marshfield      Population 19,291**

Main Street Marshfield's annual Holiday Parade celebrates Thanksgiving and Christmas with one magical event the Thursday before Thanksgiving. This Marshfield tradition entered its 8<sup>th</sup> year in 2007, and continues to grow with more than 30 floats featured in 2006. Floats include past parade marshals, live cartoon characters, the Main Street Snow Queen and Santa Claus himself! Downtown merchants have a Holiday open house with cookies, hot chocolate and area choirs singing all the holiday favorites. In 2006, more than 1,500 people attended.

### **On Broadway, Green Bay Population 104,230**

For the past nine years On Broadway, Inc. (OBI) has coordinated an annual "Taste event". Over the years, the event has made changes here and there – keeping it fresh for the patrons and allowing small growth to occur. This all changed in 2006. It was Taste's break-out year! The ninth annual Taste On Broadway presented by M&I Bank was an evening filled with great food and live entertainment. Broadway came alive as restaurants from Downtown Green Bay lined the street showcasing their food and beverages. Throughout the night, event-goers sampled the cuisine and danced in the street to the sounds of Reverend Raven and Big Mouth.

The key change that occurred in 2006 was a new date! The event had historically been held in May and due to weather challenges in the past, OBI decided to move the event to August. This simple change had a dramatic result for the event, **TRIPLING** attendance from the previous year, exposing approximately 7,500 people to the Broadway District and the diverse restaurants in the area. The event also fared much better financially. From losing funds in recent years due to weather issues, to raising over \$47,000! The growth of the event assisted with this and for the first time OBI coordinated a beverage booth, partnering with Dean Distributing and von Stiehl winery.

#### **Disney's Keys to a Successful Event:**

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

### **Lake Mills      Population 4,123**

The Painted Ladies Mask.art.rade is a community event celebrating the beginning of the renaissance in downtown Lake Mills. It was an occasion to view the first of the newly-painted building facades...the Painted Ladies. The event was organized by the Design Committee in partnership with the Arts Alliance of Greater Lake Mills. With the excitement as one of the newest Main Street communities and free design assistance, six building owners made improvements to their buildings. Prior to the event, the Arts Alliance sold mask forms that were embellished by local artists. These pieces of art, along with other donated auction items were displayed in downtown windows prior to the event.

The event was held the evening of October 21 at the six newly-painted buildings. Each location held a silent auction with live entertainment and refreshments. Story boards with current and historic photos and the history of each building were displayed. Once the silent auctions closed, participants gathered for a live auction. The event raised almost \$7,000 with net proceeds for the two organizations at \$2,500. The funds raised by the Main Street Program were used to partially fund the façade grant program.



*Stevens Point: Eat to the Beat*

## 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 ones.



*Rhinelander: Hanging Baskets*

## *Learning Design by Example*

Below is a list of some of Wisconsin Main Street communities' favorite Design Committee projects that were completed between July 2006 and June 2007. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

### **Rhinelander Population 7,821**

Fifty multi-colored flower baskets, overflowing with petunias, were hung from period light poles in Downtown Rhinelander. The project is a cooperative effort between Downtown Rhinelander, Inc (DRI), the City of Rhinelander, Oneida County Senior Center, Forth Floral, Master Gardeners of the North, Rhinelander GM Auto Dealer and other volunteers. Volunteers spent months selecting the right brackets, pots and flowers for the project. The city hung the brackets, the owners of Forth Floral designed the baskets, which were then planted by the Master Gardeners of the North. Graduates of Rhinelander High School hung the baskets in June. Volunteers created a watering maintenance program by learning from the experiences of other communities. DRI, in cooperation with the Oneida County Senior Center, used a federal grant program called Experience Works to hire someone to keep the baskets watered and fertilized daily. Rhinelander GM Auto Center donated the use of a truck.

### **Portage Population 9,782**

When Don and Linda Riggs purchased the 1908 Portage Daily Register building in 2003 from Main Street Portage, they promised to restore the front façade. The façade had been altered in 1956, removing windows and encasing the brick façade in a faux surface. The newspaper had donated

the building to the Main Street program with the understanding that the proceeds would fund the program. Using a rendering from Wisconsin Main Street Program, they were able to get a vision of what the storefront could look like. When they tore off the old first floor façade, they found the original brick and a marble cornerstone bearing the newspaper founder's name, A.A. Porter. The 12,000 square-foot-building now houses a number of businesses including, It's All About Faith, a local artists' gallery and the newest venture, Daily Perk, which are all managed by the Riggs. The Riggs received financial assistance from Columbia County Economic Development Board, bank loans and private loans for the project. The Riggs are considering restoring the second-story façade complete with three brick arch windows.

### **Algoma Population 3,354**

For three days in June, more than 100 professional and amateur artists from across the United States and Ireland created 10 murals throughout downtown Algoma. The murals range from restored ghost signs to murals about key points in Algoma's history. Walldogs, a professional group of artists, donated their time and expenses during this meet. The Algoma Main Street Design Committee, under the guidance of a local Walldog artist, secured a date for the event and spent eight months planning it and raising funds to support the effort with no tax dollars involved. Tentatively, it was estimated that about \$30,000 would be needed to supply the food, materials, equipment and miscellaneous items needed by the group. The community was so generous that the committee ended up raising \$38,000. The expenses were \$27,000, with the remainder of the funds used to support future murals and the maintenance of existing ones. The event culminated with a grand finale party that brought the community and artists together to share the experience.

**Monroe      Population 10,955**

The Monroe Main Street Design Committee worked with the Green County Historical Society to produce a walking tour guide that could be made available to Cheese Days' spectators. The collaboration resulted in a user-friendly brochure highlighting eleven historic buildings in the Main Street District. The "Walking Tour of Downtown Monroe," includes a guide map as well as narratives that reveal the unique history and character of each structure. In even numbered years, attendees at Monroe Cheese Days more than double the population of this community, and the committee wanted to create something that would get attendees engaged with their surroundings. Activities continue to focus around the Historic Courthouse Square just like it was when the festival began in 1914. The brochure continues to be a popular visitor pick-up as it remains available at the Welcome Center, Chamber office and many downtown locations.

**Chippewa Falls      Population 13,515**

As part of Brush Bash II in 2006, the Chippewa Falls Main Street Design Committee decided to transform a city lot left vacant from a fire into a welcoming gathering place for special events and entertainment. The property owner donated the lot to the city to become what is now known as Harmony Courtyard, located in the Bridge Street Commercial District. The courtyard murals highlight historical elements of Chippewa Falls: Ojibwa (Chippewa) Indians, the Chippewa Lumber and Boom Co., Old Abe (The Civil War Eagle Mascot), Leinenkugel Brewing Company, Chippewa Spring Water Bottling Co., Mason Shoe

Downtown Factory, Seymour Cray and the Chi Hi Marching Cardinal Band. The band mural serves as a memorial to the victims of a tragic bus crash. Educational captions tell visitors about the history behind the highlighted mural. The project was a public-private partnership that cost the city roughly \$12,000 for landscaping. Donations of \$29,846 were made to the Main Street program. The city, residents, building owners, retailers, historians and visitors all benefit from this new park.

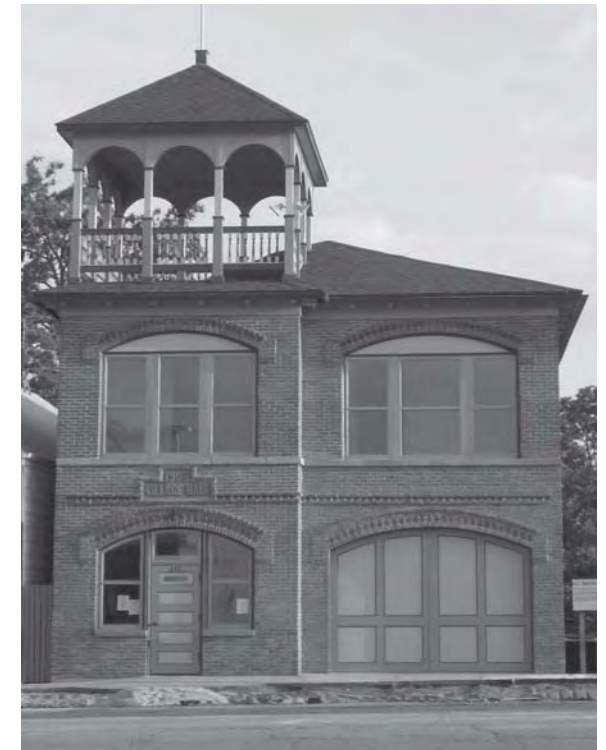
**Tigerton      Population 750**

It literally took a village to restore the 1905 Old Tigerton Village Hall, which was dedicated on July 4<sup>th</sup>, 2007. Thousands of volunteer hours and dollars were donated in restoring this once grand building. The Old Village Hall was in dismal shape when Tigerton Main Street stepped up in 2003 to save the building from the wrecking ball and start the restoration process. Initially they raised enough money to replace the leaking roof and restore the foundation. After several years, many volunteer hours and several grants, the money was raised for the restoration of the brick exterior of the building.

The total project cost was more than \$500,000. Through the persistent efforts of many, more than \$337,000 was raised from grants and the rest from community fundraising and donations. The largest sums came from a \$167,000 grant from the Jeffris Foundation and a \$100,000 USDA rural development grant. They also received a \$62,610 loan from USDA. Tigerton Main Street created a Fourth of July Block Party to raise funds for the building. It was so successful it has become an annual event.

**Stevens Point      Population 25,190**

Sugar<sup>3</sup> is indulgence to the third power! The building that houses this new upscale candy, food and unique gift store went through a tough existence before coming into its own. Owners Andi & Rick Opperman had a vision when they purchased the building, which had been vacant for many years. Previous uses included gift and religious book stores, but the property owners grew tired of trying to find quality renters and left the buildings empty. Rick, a self-proclaimed handyman, did the majority of work himself. He refinished the original tin ceiling, interior walls and wood floor. The bulkhead of the front façade was replaced, new transom windows installed and the original screen door was refinished and put back into place. The total rehabilitation project cost was less than \$7,000. The new store opened in June 2007.



*Tigerton: Old Village Hall 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 were completed between July 2006 and June 2007. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 22.

### **Beloit Population 36,560**

The Downtown Beloit Association decided to take a different approach with their Façade Grant program. Instead of doing a couple of big projects, they decided to target certain properties that would benefit from smaller budget rehabilitations, such as a fresh coat of paint and a new awning. The idea was to create a bigger impact, with a smaller investment. The executive director did a rendering of the property to encourage the owner to invest in his/her facade. Property owners submitted applications to the association to be eligible for the matching grant program. Grants were a minimum of \$500 and maximum of \$1,000. The Main Street program also assisted the property owners through the architectural review process at the city. They completed at least 10 façade improvements, more than in the last three to four years combined. The funding for the grants came from the Business Improvement District.

### **Lincoln Village, Milwaukee Population 590,370**

September 27, 2006 was declared Lincoln Village Day throughout the City of Milwaukee. The occasion marked the 20<sup>th</sup> net new business in the Lincoln Village Neighborhood since the beginning of the Main Street program in 2001. This landmark business was the Old South Side Settlement Museum. Neighbors and dignitaries were on hand, which included Milwaukee Mayor Tom Barrett, State Senator Tim Carpenter, Alderman Jim Witkowiak and County Supervisor Peggy West. The occasion was marked with a special fusion dish, "Perogita," that was created with the use of food items sold by local businesses. The item is traditional pirogi purchased from A&J Polish Deli combined with homemade salsa and sour cream from Mi Super Mercado.

### **Two Rivers Population 12,010**

Working in partnership with the City of Two Rivers, Two Rivers Water & Light Utility, and Lakefield Telephone of Newton, Wisconsin, Two Rivers Main Street was able to develop and implement a plan to provide free Wi-Fi to the public. By selling advertising space on the "splash page" that one sees when logging onto the system, Two Rivers Main Street will be able to pay the city and Lakefield for the rent of the fiber optic lines and server space and still recoup a profit. The capital outline for the purchase of the servers and transmission antennas and associated equipment was funded by the city through tourism enhancement funds. Two Rivers Water & Light is providing the electricity to power the system in exchange for an advertisement on the splash page, and Lakefield Telephone is providing server monitoring and other technical functions for a fee and some in-kind advertising. Two Rivers Main Street is the sole operator of the service and receives all advertising venues. The net funds generated are used in the organization's general fund. More than 40 Two Rivers businesses will be advertising on the system. Signs on street poles and inside businesses in the district alert tourists of this free service. The program addresses an unmet need in the community and provides a service that takes the Main Street message to a whole new demographic.



### **Fond du Lac Population 42,334**

Once owners Sam and Dawn Meyer purchased the former bakery building in 2004, they immediately began a top-to-bottom overhaul, inside and out. By 2006, their plan was completed to house their State Farm Insurance office and the

Red Brick Inn, but it took a lot of work to get to that point. In addition to rehabbing the exterior and first floor, the upper level was a project in itself. The space had been used as bulky waste storage, which required five dumpsters to clean out. But once cleared, the existing space was able to be restored. The Meyers installed new flooring, restored the wooden windows and doors, refurbished the hardwood flooring, and restored the antique chandelier. But they are most proud of the restoration of the historic skylight. They scraped and painted more than 216 individual panes of glass while suspended 20 feet up on scaffolding. The space is now a luxury, seven-room historic inn with two bedrooms, a library, kitchen, and an impressive, four-poster king size bed as the center point. The owners worked with the Wisconsin Historical Society throughout and were granted rehabilitation tax credits for the entire project.

#### **Whitewater Population 13,947**

Topper's Properties L.L.C redeveloped the former Sure-way Supermarket and adjoining retail strip center into a retail-office mixed use that now houses the corporate headquarters of Topper's Pizza, an insurance office, a laundromat and additional leasable retail space. Prior to the acquisition of this 19,800 square foot building by Toppers, it was a downtown eyesore. The company invested more than \$800,000 by extensively renovating the interior and exterior of the building. Topper's obtained a façade grant and loan from the Whitewater Community Development Authority. They also worked extensively with the city to develop a new parking lot layout for the site that included new landscaping and lighting which incorporates the downtown streetscape design.

#### **Darlington Population 2,389**

The Darlington Chamber/Main Street program members took a grassroots approach to recruiting businesses to their downtown. First they surveyed their residents and studied their market information to identify gaps and potential new opportunities in the Darlington market and then recruited the businesses to meet those needs. They were very successful in their efforts seeing three new businesses take first floor space in their downtown.

To lure each of the three businesses, they took a slightly different approach. To recruit Ford Appliance, volunteers saw trucks from the business in their community making deliveries and doing service calls. A team visited Ford Appliance in Mineral Point and asked them to open a satellite store in Darlington. The business has done well since opening this store. B & T Embroidery was housed above the hardware store in the downtown. When the hardware store needed additional space to expand, the owner of B & T Embroidery approached the Chamber/Main Street office about finding a possible first floor space.

With this increased visibility, the business has increased nearly three fold. In the third case, it was the natural expansion of a business. With a growing Hispanic population, an entrepreneur opened Latin Brothers Grocery Store on Main Street. A year later he opened a small Mexican 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

#### **Rice Lake Population 8,636**

Tonja and Dennis Jerman joined the Downtown Rice Lake business mix in 2003 with Thyme Worn Treasures. They purchased and rehabbed a building inside and out, which revealed a gorgeous tin ceiling. The duo created room vignettes to showcase a variety of decorating techniques, accessories and furniture plus gift items, silk floral arrangements, books, lunch, java bar and ice cream. The eclectic merchandise selection was well-received and delighted shoppers, who returned with friends in tow.

In 2007, Thyme Worn Treasures expanded into the four adjoining storefronts. This business and Thyme Worn Treasures Home Furnishings provide about 27,000 square feet of retail showroom space dedicated to several lines of furniture, bedding, lighting, catering, meeting space and much more. The original storefront color palate now extends down the block to unify the four properties while retaining the unique characteristics of each building.

Tonja and Dennis have placed their vote of confidence in the continued health of Downtown Rice Lake, with the purchase and rehabilitation of retail space and creation of 10 jobs.



*Lincoln Village, Milwaukee: Lincoln Village Day*



*On Broadway, Green Bay: Workplanning Session*



*Lake Mills: Painted Ladies Mask.art.rade*



*West Bend: West Bend Savings Bank*

# Wisconsin Main Street Awards

## Best New Building Project

Winner: West Bend Savings Bank West Bend  
 Honorable Mention: Heritage View Beloit

## Best Downtown Special Event

Winner: Taste of Broadway Green Bay  
 Honorable Mention: Merry Darlington Holiday Parade Darlington

## Best Downtown Public Improvement: Beautification

Winner: ArtScape on Main Rice Lake

## Best Downtown Public Improvement: Built Environment

Winner: Leicht Memorial Park Green Bay

## Best Historic Restoration Project

Winner: Whitewater Hotel Whitewater  
 Honorable Mention: Fox Theatre Marquee Stevens Point

## Best Volunteer Project/Program

Winner: Volunteer Friend-Raiser Project Pewaukee  
 Honorable Mention: Join Hands Day Tigerton

## Best New Downtown Business

Winner: Hoop-La! Portage  
 Honorable Mention: Bello's Cheese & Wine Store Stevens Point  
 Honorable Mention: Annie's Downtown Wine & Cheese Platteville

## Best Design Committee Project

Winner: Harmony Courtyard Chippewa Falls

## Best Downtown Business Development Program

Winner: Business Recruitment Kit Pewaukee

## Best Downtown Retail Event

Winner: Ladies Night Out Sheboygan Falls

## Best Promotional Item

Winner: downtownfonddulac.com website Fond du Lac

## Best Downtown Image Campaign

Winner: On Broadway Wedding Campaign Green Bay  
 Honorable Mention: 2006 Holiday Promotion Wausau  
 Honorable Mention: ArtScape on Main Rice Lake

## Best Upper Floor Rehabilitation

Winner: State Farm Insurance/ Red Brick Inn Fond du Lac

## Best Interior Renovation Project

Winner: Kevin Voysey Two Rivers



### **Best Downtown Adaptive Reuse Project**

*Winner:* *Whitewater*  
Topper's Pizza World Headquarters

### **Best Facade Rehabilitation Over \$7,500**

*Winner:* *West Allis*  
Virginia Little

*Honorable Mention:* *Lincoln Village*  
La Flor de Trigo Bakery

*Honorable Mention:* *Viroqua*  
Edward Jones Investments

### **Best Facade Rehabilitation Under \$7,500**

*Winner:* *Prairie du Chien*  
Althof's Television Center

### **Best Creative Fund Raising Effort**

*Winner:* *Lake Mills*  
The Painted Ladies Mask.art.rade

### **Best Public-Private Partnership in Downtown Revitalization**

*Winner:* *Osceola*  
Village of Osceola/ Osceola Main St./Chamber

### **Best Workplan**

*Winner:* *Green Bay*  
2006 On Broadway Workplan

### **Main Street Achievement Awards**

*For completing five years of intensive training in  
Main Street Approach*

Revitalize Gillett, Inc.  
Main Street Wausau, Inc.

### **2006 Main Street Spirit Award**

Sheboygan Falls Chamber/Main Street

### **2006 Volunteers of the Year**

Algoma, Trina Rabida  
Beloit, Mel Donny  
Chippewa Falls, **Kurt Gaber: Honorary Chairperson**  
Darlington, Bob Salmi  
Fond du Lac, Debra Heller  
Gillett, Norman & Ruby Christensen  
Green Bay, Michael Peters  
Lake Mills, John Holevoet  
Lincoln Village, Teresa Hernandez  
Marshfield, Lois TeStrake  
Osceola, Marianne Shira  
Pewaukee, Judy Aron  
Platteville, Ralph Kluseman  
Portage, Dave Eulberg  
Prairie du Chien, Tamela Gallagher  
Rhineland, Ruth Sproull  
Rice Lake, Bob Moullette  
Richland Center, Dr. Jerry Bower  
Ripon, Jac Gruenwald  
Sheboygan Falls, Sharon & Bob Hall  
Stevens Point, John Gardner  
Tigerton, Tom Polzin  
Two Rivers, Chris Lewis  
Viroqua, Patrick Strickler  
Watertown, Ellen Luchsinger  
West Allis, Roger Eineichner  
West Bend, Michael Christian  
Whitewater, Kristine Zaballos

### **2006 Honorary Board of Directors**

Algoma, Don Fitzgerald  
Beloit, Betsy Schmiechen  
Chippewa Falls, Jamie Leibrandt  
Darlington, Jane Cleary  
Eagle River, Nancy Schuller  
Fond du Lac, Gary Ott  
Gillett, Dr. Evelyn Hauser-Frederick  
Green Bay, Glenn O'Dell  
Lake Mills, Hope Oostdik  
Marshfield, Larry Haldeman  
Osceola, Aaron Mork  
Pewaukee, Dennis Smith  
Platteville, Cheryl MacDowell

Portage, **Addie Tamboli: Honorary Chairperson**  
Prairie du Chien, Judy Wall  
Rhineland, Larry Frasier  
Rice Lake, Bridget Gargulak  
Richland Center, Bonnie Richardson  
Ripon, Troy Farrell  
Sheboygan Falls, Joyce Hackel  
Stevens Point, Bill Smith  
Tigerton, Amy Jensen  
Two Rivers, Ken Beine  
Viroqua, Bette Schoenemann  
Watertown, Palmer Draeger  
West Allis, Alex Geiger  
Whitewater, Russell Devitt

### **Main Street Executive Director Years of Service**

*Two years:* Terri Fleming, Fond du Lac  
Wayne Strei, Gillett  
Jami Gebert, Stevens Point  
*Five years:* Naletta Burr, On Broadway, Green Bay  
Neil White, Lincoln Village, Milwaukee  
Michael Zimmer, Two Rivers  
*Eleven Years:* Kathy Wellsandt, Rice Lake  
*Thirteen years:* Ingrid Mahan, Viroqua  
*Fifteen years:* Jim Schuh, Chippewa Falls  
Craig Tebon, Ripon



*Fond du Lac: Red Brick Inn*

## UPDATED Wisconsin Main Street Community Reinvestment Statistics: July 2006 to June 2007

Community	Public Improvements	Public Investment	Building Rehabilitations	Private Investment	New Buildings	Private Investment	Buildings Sold	Amount of Purchase
Algoma	0	\$0	11	\$157,405	0	\$0	2	\$237,000
Beloit	1	\$600,000	11	\$664,721	1	\$3,500,000	0	\$0
Chippewa Falls	2	\$165,023	7	\$321,000	0	\$0	8	\$2,964,900
Columbus	0	\$0	0	\$0	0	\$0	0	\$0
Darlington	2	\$351,000	5	\$31,000	0	\$0	2	\$104,000
De Pere	2	\$1,504,000	13	\$981,700	0	\$0	3	\$1,045,000
Eagle River	2	\$250,000	21	\$829,420	2	\$577,000	7	\$2,014,300
Fond du Lac	2	\$19,500	30	\$37,126,601	0	\$0	5	\$1,819,000
Gillett	0	\$0	2	\$115,000	0	\$0	0	\$0
Green Bay	0	\$0	3	\$20,000	0	\$0	1	\$6,000,000
Lake Mills	0	\$0	32	\$360,162	0	\$0	3	\$532,900
Lincoln Village	1	\$50,000	32	\$636,650	0	\$0	5	\$812,000
Marshfield	0	\$0	3	\$59,320	0	\$0	0	\$0
Monroe	5	\$30,734	12	\$191,800	0	\$0	5	\$679,000
Osceola	1	\$2,700,000	4	\$233,500	1	\$1,800,000	3	\$660,000
Pewaukee	1	\$54,000	4	\$717,450	1	\$618,000	0	\$0
Platteville	5	\$1,586,492	20	\$125,867	0	\$0	1	\$300,000
Portage	0	\$0	2	\$45,000	0	\$0	1	\$200,000
Prairie du Chien	0	\$0	9	\$2,447,100	2	\$3,000,000	1	\$200,000
Rhineland	6	\$27,185	4	\$64,000	0	\$0	4	\$1,251,466
Rice Lake	0	\$0	11	\$425,205	0	\$0	3	\$495,000
Richland Center	1	\$8,000	3	\$75,750	0	\$0	2	\$573,900
Ripon	1	\$125,000	2	\$262,660	0	\$0	7	\$1,842,900
Sharon	0	\$0	0	\$0	0	\$0	0	\$0
Sheboygan Falls	2	\$1,000,400	4	\$29,800	0	\$0	1	\$85,000
Stevens Point	4	\$16,247	8	\$121,900	0	\$0	2	\$99,500
Sturgeon Bay	0	\$0	0	\$0	0	\$0	0	\$0
Tigerton	3	\$495,700	4	\$560,000	0	\$0	11	\$380,000
Two Rivers	1	\$10,000	1	\$500	0	\$0	0	\$0
Viroqua	2	\$3,210	12	\$83,209	2	\$22,300,000	6	\$1,036,500
Watertown	1	\$430,000	5	\$292,500	0	\$0	16	\$2,996,700
Wausau	0	\$0	15	\$23,948,357	0	\$0	1	\$245,000
West Allis	1	\$18,902	4	\$65,186	0	\$0	0	\$0
West Bend	11	\$64,860	11	\$40,664	0	\$0	1	\$130,000
Whitewater	0	\$0	2	\$915,500	0	\$0	1	\$430,000
<b>Totals</b>	<b>57</b>	<b>\$9,510,253</b>	<b>307</b>	<b>\$71,948,927</b>	<b>9</b>	<b>\$31,795,000</b>	<b>102</b>	<b>\$27,134,066</b>

Community	Housing Units	New Businesses	Business Expansions	Total New Jobs	Total Private Investment	Total Public & Private Investment
Algoma	2	3	0	7	\$394,405	\$394,405
Beloit	2	4	0	7.5	\$4,164,721	\$4,764,721
Chippewa Falls	0	29	5	66.5	\$3,285,900	\$3,450,923
Columbus	0	5	0	10	\$0	\$0
Darlington	2	5	3	37	\$135,000	\$486,000
De Pere	0	28	4	104	\$2,026,700	\$3,530,700
Eagle River	0	7	2	29.5	\$3,420,720	\$3,670,720
Fond du Lac	0	13	0	22	\$38,945,601	\$38,965,101
Gillett	0	1	0	2	\$115,000	\$115,000
Green Bay	0	7	1	18	\$6,020,000	\$6,020,000
Lake Mills	0	11	2	26	\$893,062	\$893,062
Lincoln Village	4	19	5	56	\$1,448,650	\$1,498,650
Marshfield	0	20	1	63	\$59,320	\$59,320
Monroe	0	6	0	10	\$870,800	\$901,534
Osceola	0	10	0	36	\$2,693,500	\$5,393,500
Pewaukee	0	8	0	32	\$1,335,450	\$1,389,450
Platteville	0	7	0	35	\$425,867	\$2,012,359
Portage	0	6	0	13	\$245,000	\$245,000
Prairie du Chien	6	1	0	18	\$5,647,100	\$5,647,100
Rhineland	0	25	3	53	\$1,315,466	\$1,342,651
Rice Lake	0	4	2	14	\$920,205	\$920,205
Richland Center	0	3	0	6	\$649,650	\$657,650
Ripon	0	10	0	14.5	\$2,105,560	\$2,230,560
Sharon	0	0	0	0	\$0	\$0
Sheboygan Falls	0	2	0	3	\$114,800	\$1,115,200
Stevens Point	3	15	1	82	\$221,400	\$237,647
Sturgeon Bay	0	0	0	0	\$0	\$0
Tigerton	0	3	0	3	\$940,000	\$1,435,700
Two Rivers	0	1	0	1.5	\$500	\$10,500
Viroqua	0	5	0	11.5	\$23,419,709	\$23,422,919
Watertown	0	0	0	0	\$3,289,200	\$3,719,200
Wausau	0	1	0	2	\$24,193,357	\$24,193,357
West Allis	0	7	1	20	\$65,186	\$84,088
West Bend	0	7	1	16	\$170,664	\$235,524
Whitewater	4	6	1	18	\$1,345,500	\$1,345,500
<b>Totals</b>	<b>23</b>	<b>279</b>	<b>32</b>	<b>837</b>	<b>\$130,877,993</b>	<b>\$140,388,246</b>



# Main Street Directory

*as of December 2007*

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Downtown Whitewater, Inc.  
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## Council on Main Street

*as of December 2007*

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Dick Best, Menomonie	Chamber of Commerce
Dawn Rog, Rhinelander	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 Kuss, 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 2007  
Ben Cress, Manitowoc

## Department of Commerce

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Jim O'Keefe, Administrator, Division of Housing  
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## Top 10 Reasons Downtown is Important

- 1 Your central business district is a prominent employment center.
- 2 The commercial district is a reflection of community image, pride, prosperity and level of reinvestment.
- 3 The traditional commercial space is an ideal location for independent business owners.
- 4 A significant portion of your community's tax base comes from the downtown.
- 5 A vital downtown reduces sprawl.
- 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 A healthy Main Street core protects property values.
- 11 Main Street provides an important civic forum, where members of the community can congregate.
- 12 The downtown provides convenience.



*Algoma: Walldog Wave volunteers*



*Algoma: Walldog Wave Mural painters in action*



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