

WISCONSIN MAIN STREET

BELOIT (1988-2008)



HISTORIC



1988



PRESENT

RIPON (1988-2008)



HISTORIC



1988

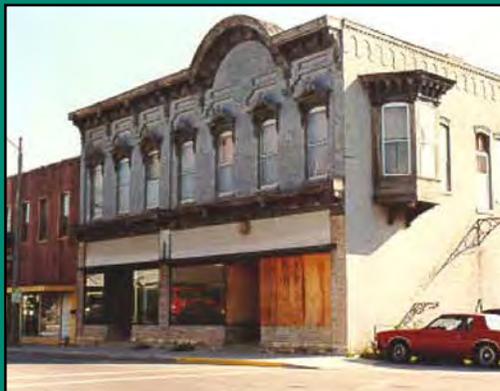


PRESENT

SHEBOYGAN FALLS (1988-2008)



HISTORIC



1988



PRESENT

2007 - 2008 ANNUAL REPORT

Celebrating 20 years of Revitalizing Wisconsin Downtowns

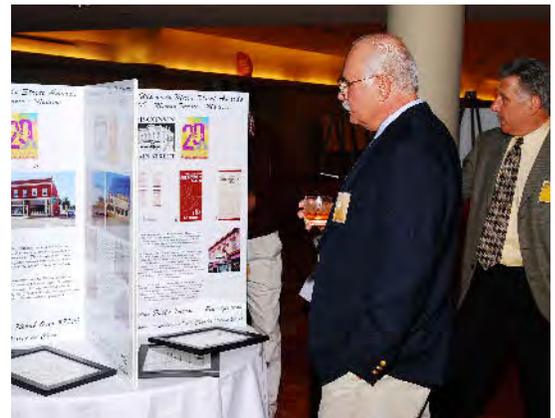


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Letter from the Governor

Greetings,

As Governor, I am pleased to present the 20th edition of the Wisconsin Main Street Annual Report, which celebrates the accomplishments of the Wisconsin Main Street program over the past two decades.

Wisconsin's Main Street program has been helping revitalize downtowns throughout the state since 1988, when Beloit, Eau Claire, Ripon, River Falls and Sheboygan Falls were named as the first five communities. Since then, collectively, Main Street communities have created 15,904 new jobs, attracted 3,539 new businesses, rehabilitated 4,788 buildings and generated nearly \$1 billion in public and private investment.

Downtowns play an important role in this state's economy and quality of life. 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.

In June 2008, Main Street's 20th anniversary year, I announced that Manitowoc, Port Washington and Tomahawk would be the newest additions to the Main Street program, bringing the current total to 37 communities. I am confident that these communities, and many more like them, will carry on the successes of the Main Street Program for the next 20 years.

I congratulate the state's Main Street Program and the member communities for their continued commitment to downtown revitalization and historic preservation. Together, we will continue to make Wisconsin an even better place to live, work, and raise a family.

Sincerely,

Jim Doyle



Governor



Letter from the Director

Greetings,

Twenty years! This has been quite an accomplishment, but, it is not good enough to just sustain an economic development program for that long. A program like this has to show results and value to the communities and the state. I can point to three important things that the Wisconsin Main Street staff and Council on Main Street do that help us recognize that value in the long run.

1) The application process for Main Street communities is a rigorous one. Every community that applies for Main Street status has to show it is ready. Recruiting volunteers, raising funds, setting up a solid organization, hiring an executive director and positioning themselves for success. Candidates are screened based on very specific criteria that we communicate to interested communities in advance of their applications. It is usually quite apparent if a candidate is ready for Main Street.

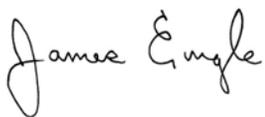
2) The Main Street staff is in the field. We get to know the communities, the projects, and the challenges. We feel like we are in touch and can deliver appropriate assistance. And, we are not afraid to make constructive recommendations to help Main Street communities that stray from the fundamentals.

3) We track our successes not just with case studies of successful projects, but with actual numbers. In our 20 years, we are nearly at \$1 billion of reinvestment in the downtowns of our Main Street communities. For every state dollar invested in the program, we have seen a return of more than \$40 back. Beloit, Chippewa Falls, De Pere, Green Bay (On Broadway), Marshfield, and Wausau have all exceeded the \$50 million mark in total investment. Other smaller communities like Algoma, Darlington, Eagle River, Osceola, Platteville, Rice Lake, Ripon, Sheboygan Falls, and Two Rivers have exceeded \$10 million.

We were very excited to celebrate our 20th Anniversary in 2008. We hope this is a useful document that highlights the great ideas our Main Street communities execute. I would like to specifically point out the nine “20 Year Awards” (located on page 21) that recognize some of the best projects in the last 20 years. Also, congratulations to Bev Anderson of Darlington, Fred Nelson of Viroqua, the late Frances Williams of Sharon, Steve Schmitt of Sheboygan Falls, Greg Larsen of Green Bay, and Russ and Teddy Kostrzak of Tigerton for being the first inductees into the Wisconsin Main Street Hall of Fame.

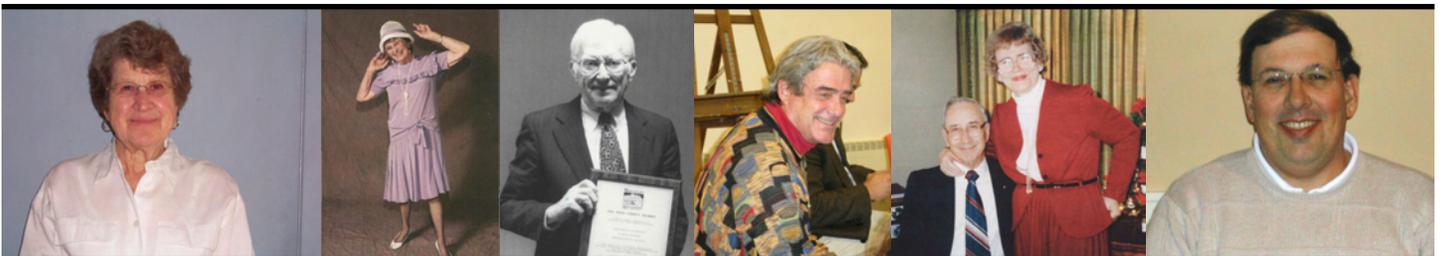
Good luck to all of you with your downtown revitalization efforts.

James Engle



Director, Wisconsin Main Street Program

Hall of Fame Inductees: (from left) Bev Anderson of Darlington, Frances Williams of Sharon, Fred Nelson of Viroqua, Greg Larsen of Green Bay, Russ and Teddy Kostrak of Tigerton and Steve Schmidt of Sheboygan Falls.



Main Street Timeline

1987

In February of 1987, the Main Street Task Force was formed. It was co-chaired by Charles Causier, President of the Wisconsin Chapter of the American Planning Association, and Neal Herst, Director of Community Development for the City of Beloit. In addition to Causier and Herst, others such as Ed Wendland, Bert Stitt, George Meyer, Larry Reed and Nick Muller were key to the effort.

On May 12, 1987, Main Street Day kicked off the legislative initiative to adopt the Main Street program in Wisconsin. The event brought together state legislators and concerned constituents to discuss the importance of the National Main Street Program for Wisconsin.

In late spring of 1987, Sen. Barbara Ulichny and Rep. Sue Magnuson introduced legislation to establish a Main Street program. Bill A-427 was unanimously passed with a 33-0 vote in the Senate and a 97-0 vote in the Assembly. Wisconsin becomes the 27th state to join the program.

In late 1987, the Council on Main Street was appointed by Governor Tommy Thompson. This council recommends new communities to be accepted in the program.

1988

On July 3, 1988, a talented woman named Alicia Goehring was hired from the Burlington, Iowa Main Street Program to be the first coordinator of the Wisconsin Main Street Program.

In early 1988, Scott Day becomes Wisconsin's first program associate from the National Main Street Center. Scott and Alicia team up to offer technical assistance to Wisconsin's first five communities with the help of staff Diane Schwartz, Debbie Keller and Jeri Conway.

Wisconsin Main Street conducts its first application process. Ten communities apply for Main Street status and in November 1988, Beloit, Eau Claire, Ripon, River Falls, and Sheboygan Falls became Wisconsin's pilot communities. Three of these communities are still going strong in their Main Street efforts today.

1990

In 1990, Wisconsin Main Street holds its first Awards Program. Also, Main Street teams up with the Wisconsin Downtown Action Council to host the Governor's Conference on Downtown Revitalization.

1993

In May 1993, Wisconsin hosts the National Town Meeting in Milwaukee. Nearly 700 people attended.

1994

In January 1994, Wisconsin Main Street selects only communities with populations under 3,500 for Main Street status. Tigerton becomes Wisconsin's smallest Main Street community.

1995

Sheboygan Falls is named one of five winners of the National Great American Main Street Award. This award recognizes select communities for excellence in the field of downtown revitalization.

1996

Chippewa Falls is named one of five winners of the National Great American Main Street Award.

1997

The Wisconsin Main Street program develops an important partnership with University of Wisconsin Extension Center for Community Economic Development. The university assisted the Waupaca Main Street Program with its first ever downtown market analysis. Since then they have partnered on nearly 20 downtown market analyses. This system has been used in hundreds of communities across the country.

1998

In April 1998, Wisconsin Main Street celebrates its 10th Anniversary. At that time the program had 28 active communities and six staff members. Total private and public reinvestment after ten years was \$255,335,165.

1999

On February 14, 1999, Jim Engle is hired as the second coordinator of the Main Street program.

2001

Lincoln Village (Milwaukee) is selected as a Main Street community. This is the first urban neighborhood district in Milwaukee to be accepted into the program.

2008

Main Street currently has a five member staff: Jim Engle, J.D. Milburn, Joe Lawniczak, Catherine Dunlap, and Don Barnum. The program is housed in the Bureau of Planning and Downtown Development.

Main Street 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 downtowns 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:

1. Organization

It is essential 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 downtowns. 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.

Wisconsin 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 (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.

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

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 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 plan 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.

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 executive director (or a half-time director 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 director, while a minimum budget of \$40,000 annually is expected for communities hiring a part-time director.

6. **Physical Capacity** The cohesiveness, distinctiveness, and variety of business activities 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 Commerce must choose between two highly rated municipalities, it will base the selection on which adds more to the geographic and population diversity of Wisconsin's Main Street communities.



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 leads 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.



Wisconsin Main Street Reinvestment Statistics 1988 – 2008

Promotional Events

2,583*

Total Attendance

5,731,369*

Public Improvements

1,336

Public Investment

\$208,647,686

Building Rehabilitations

4,791

Private Investment in Building Rehabilitations

\$280,134,440

New Businesses

3,542

Business Relocations and Expansions

1,740

New Jobs

15,930

New Buildings

248

Private Investment in New Buildings

\$277,739,154

Buildings Sold

1,411

Private Investment in Buildings Sold

\$207,021,468

New Downtown Housing Units

511

Total Private Investment

\$764,895,062

Total Public and Private Investment

\$973,542,748

Return on Investment (ROI)

Estimated real estate taxes generated by building rehabilitations and new buildings

\$80,896,673

Estimated state sales taxes generated by new businesses

\$239,990,000

Estimated state income taxes generated by new jobs

\$111,347,777

Return for every state dollar invested through Wisconsin Main Street Program

\$43.46

Return for every local dollar invested through local Main Street organizations

\$12.68

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

\$9.82

Assumptions

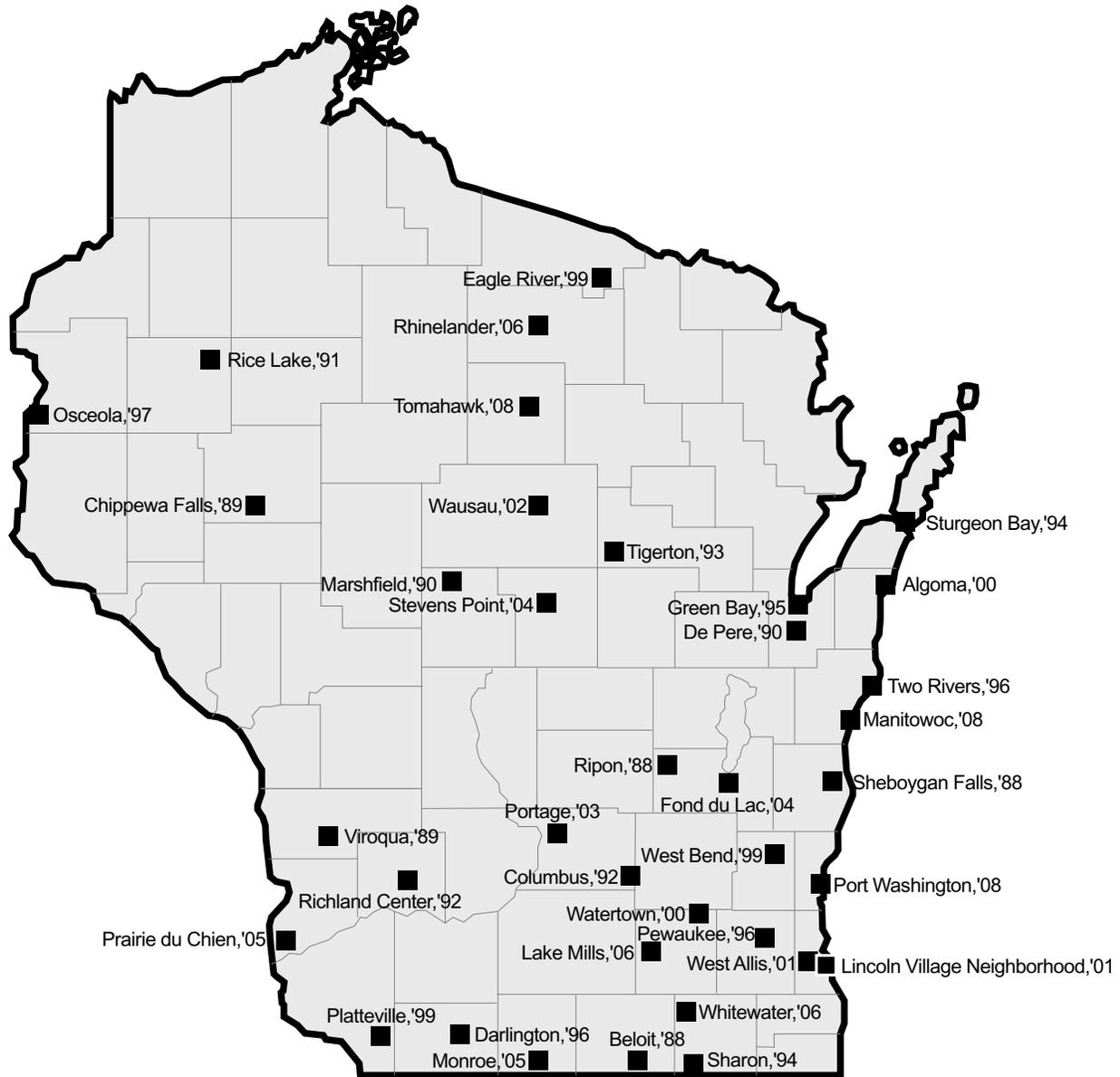
- For Rehab Investment and New Building ROI, assume all improvements add to the property tax base at the full value tax rate.
- For New Business ROI, assume each new business generates \$200K/year in revenues and pays five percent in state sales tax.
- For New Jobs ROI, assume each new job is 2,080 hours/year,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

*Note: Number of promotional events and event attendance is reported from 1998-2008



Map of Wisconsin Main Street Communities

as of December 2008



Past Participants in Wisconsin Main Street

- Antigo
- Ashland
- Black River Falls
- Blanchardville
- Burlington
- Clintonville
- Crandon
- Dodgeville
- Eau Claire
- Gillett
- Marinette
- Mauston
- Mineral Point
- Mishicot
- Park Falls
- Phillips
- River Falls
- Shawano
- Sparta
- Stoughton
- Waupaca
- Wautoma

Meet the Main Street Staff

Jim Engle is the Director of the Bureau of Planning and Downtown Development and Coordinator of the Wisconsin Main Street Program for the 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.



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.

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.



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.

Community Profiles

Wisconsin Main Street communities have been involved in several successful projects over the last 20 years. Our communities shared some of their favorites that they would be happy to share with you. Contact information can be found on page 26.

1988 Beloit – Downtown Beloit Association Population 36,560

The Bushel & Peck Grocery Store, encompassing a "local foods" grocery concept and the building that now houses it, was cultivated as an economic driver in the context of historic preservation and adaptive reuse. A Community Initiated Development (CID) process was used to guide this project. Downtown Beloit Association's Economic Restructuring Committee worked in partnership with the Economic Development Rapid Response Team at the City of Beloit to encourage the best possible outcome for this building and the district. Together, they were able to save the old Woolworth's building from demolition, stabilize the structure, restore its façade, and attract a very unique, strong retail anchor at the core intersection of the downtown on the river. Discussions with owners of Bushel & Peck's Grocery Store began in 2006 when they were vendors at the award-winning Farmers Market and expressed an interest in investing in the downtown. They were ultimately selected as the developer of choice for the site. These farmers offer customers the opportunity to purchase their food from them and other local farmers all year round. This project is a catalyst for economic growth in the district, supporting the retail mix, diversifying products offered, expanding the customer base and drawing interest for new complementary businesses.

1988 Ripon – Ripon Main Street Population 6,828

After years of waiting for a "white knight" to renovate their vacant buildings, Ripon Main Street, Inc. took matters into their own hands and entered the real estate development arena. In September, 1995 Main Street purchased and renovated Pratt's Block, a long standing vacant building located in the heart of downtown Ripon. Utilizing a CID approach, Main Street evaluated the project's feasibility, and through the Pro Forma Analysis process, convinced board members, public officials and local financial institutions to support the project.

Local lending institutions financed the project, providing Ripon Main Street, Inc. with a loan for \$112,000 at a 7.5 percent interest rate over a 20-year term with no down payment. The project was completed in August, 1996, transforming the eyesore into a showcase for the community. Main Street sold the building in 2002, for a net profit of \$14,000.

The commercial space is now the home of the Tracy Porter Retail Store, which features a custom designed product mix including furniture, lighting, fashion, jewelry, and distinctive home accessories. Two second-story rental units were also renovated into quality apartments. The Pratt's Block renovation allowed Main Street to lead by example, implementing a successful historic restoration project. The project also produced a great deal of public support for the downtown revitalization program. Main Street's Board of Directors has given its support to purchasing additional buildings to spur economic development throughout the downtown.

1988 Sheboygan Falls – Sheboygan Falls Chamber/Main Street Population 7,339

Even after 20 years, Ducktona remains the largest fundraiser for the Sheboygan Falls Chamber/Main Street program. Started in 1988 to finance the "infant" Main Street program, it now draws 8,000 people, 350 cars to the car show and raises nearly \$25,000. The 160 volunteers keep Ducktona a family-oriented and family-friendly event drawing people from far beyond Sheboygan County to Sheboygan Falls on the first Sunday in July. There are vendor booths, a food court, children's games, music and entertainment. The highlight is the "launch" of 4,500 rubber ducks into the Sheboygan River for the race of their lives. Raffle tickets with corresponding numbers for each duck are sold and the lucky winner gets \$1,000. Spectators line the riverbank to watch the competition of the ducks, who are often encouraged down river with additional water from the firemen's hose. Many of the key coordinators have been active for years and Ducktona has received regional and national coverage. The Chamber/Main Street program continues to keep the event fun and fresh each year while retaining its key elements.



Community Profiles

1989 Chippewa Falls – Chippewa Falls Main Street Population 13,515

The Shoe Factory Apartments project was a catalyst for future building rehabilitations in downtown Chippewa Falls. The building was an eyesore, had been the target of vandals and was the home to several pigeons. Slated for demolition, Warren Loveland of La Crosse had a vision for the building and in 1995 turned it into 32 unique apartments. Today the building stands proudly in the community overlooking the Chippewa River. Residents in these apartments patronize local businesses. A variety of financing tools were used to make this project work. The developer used both historic rehabilitation tax credits and low income housing tax credits. Additionally, the City of Chippewa Falls received a Community Development Block Grant (CDBG) to provide a low-interest housing loan for the project. The city also created a Tax Increment Financing District (TIF), which enabled the city to make a zero percent loan to the developer with payments deferred for the term of the loan. The city used TIF financing to purchase an adjacent business/property for parking. The city deeded a portion of the new parking lot to the developer and maintains the remainder of the lot for public parking.

1989 Viroqua – Viroqua Partners, A Main Street City Population 4,413

The Viroqua Main Street Program has been recognized several times in high profile publications including the *Chicago Tribune* and *Reader's Digest*. After agreeing that this kind of story has more value than an expensive ad, the Main Street Program decided to invite travel writers to town in the fall of 2007. Viroqua's goal was to generate more articles about Viroqua, stimulate tourism spending, and strengthen the local economy. The target audience included freelance and full-time writers and photographers in Wisconsin, students from area schools, and residents interested in writing and photography. Sessions were held for the attendees on topics such as organic farming, cultural diversity (the Amish), silent sports and vineyards & wine making. The Viroqua Writer's Workshop began on Thursday, September 27 with a reception at Vernon Vineyards and continued on Friday morning in the downtown area. A group of writers and photographers attended Friday afternoon's session and shared their insights on the art and craft of writing. On Friday evening, participants were transported to the West Fork Sportsman Club for a fly fishing demo on the Kickapoo River as well as a cookout, music, campfire, and readings by authors Ben Logan and Michael Perry. Thirty-seven writers from Wisconsin and Iowa attended the three-day event.

1990 Marshfield – Main Street Marshfield Population 19,291

In 1996, the Main Street Marshfield Design Committee recognized a problem in the downtown: everything seemed gray. To add color to the district, they created a program to have flowers in the downtown. What resulted was Flower Power – one of Main Street's most well known and successful programs. It started small with just a few volunteers planting flowers in a few areas, but grew each year. Main Street purchased 36 large flower pots, and the City of Marshfield created several curbside gardens in the downtown. Now, 12 years after its start, Flower Power has 65 volunteers who donate their time and money to plant full, colorful gardens in 11 grouped planter gardens, eight curbside gardens, five parking lot gardens and two and half blocks of the Veteran's Parkway median (at the intersection of the main entrance to the downtown). The volunteers design their gardens however they choose, and care for them throughout the season. The entire district is filled with these unique floral masterpieces, and the community is able to enjoy them throughout the summer.



Community Profiles

1991 Rice Lake – Rice Lake Main Street Association Population 8,636

ArtScape on Main adds interest and color to downtown Rice Lake with 29 art banners. Showcasing locally created art provides a unique twist on an outdoor gallery experience. Inspiration for *ArtScape on Main* was a technical visit provided by the Wisconsin Main Street Program in 2005. Peder Norby, of Encinitas, California, suggested connecting with local artists to bring more color and excitement downtown with art banners. Rice Lake was the first Main Street community in Wisconsin to initiate such a program. The artists range from third grade to retirement age and represent all walks of life. Local artists and their families, Northern Star Theater, the Chamber of Commerce, businesses, WITC and UW-Barron County have all participated in the award-winning project. A sponsorship by CTC Telcom was key to the success of the project. Terrel Sutliff, CTC Telcom's Marketing & Public Relations supervisor, embraced the concept, and even submitted her own artwork for 2008. Banner photos are posted at www.ricelakemainstreet.com. The Rice Lake Main Street Association sells the banners and original artwork at the end of the season with the proceeds going to an established art scholarship at the local UW campus.

1992 Columbus – Columbus Downtown Development Corp. Population 4,995

The Columbus Main Street program developed and produced the Columbus Carriage Classic for the last 10 years. The idea came from a downtown business that restored horse carriages. The event is an American Driving Society (ADS) sanctioned, pleasure driving carriage show. This elegant event has developed into one of the finest ADS Pleasure Driving Shows in the Midwest. With more than 80 competitors participating in 2007, it is also one of the fastest growing shows of its kind. The event is held in the Columbus Fireman's Park. On Saturday evening, competitors leave the park for the annual Dickason Drive which leads them on a three-mile tour of the historic Columbus residential and business districts. Spectators come from miles around to view the event.

1993 Tigerton – Tigerton Main Street Population 697

In the summer and fall of 2007, the bridge over the Embarrass River in downtown Tigerton, as well as the downtown streets of Cedar and Spaulding, were replaced and rebuilt. Representatives of Tigerton Main Street were instrumental in helping to design the look of the new street and sidewalk. The first improvement was replacing a bumpy road and narrow, dilapidated bridge with a smooth road with curb, gutter and sidewalks on both sides. New gray and red, faux brick, concrete crosswalks were added in several places. Additionally, a strip of red concrete was added along the edge of the street in the downtown area. The improvements helped dress up the downtown area and complement all of the building improvements. When the project was completed, Tigerton Main Street organized a ribbon cutting ceremony to mark the opening of the road and bridge. The Village of Tigerton received a grant from Commerce to fund this project.

1994 Sharon - Sharon Main Street Population 1,517

With the completion of the renovation of the old firehouse, Sharon Main Street began work on a two-phase campaign to raise funds for vintage streetlights in the downtown. Individuals, families and organizations could sponsor a Victorian-style light for \$2,000. Customized bronze plaques were engraved and put on the light poles, bearing the names of all those who donated funds for the streetlights. The first phase of the campaign began in 2001 with 10 streetlights that were installed on Baldwin Street. The second campaign began in 2003 with another 11 lights added, finishing the streetscape vintage light campaign to include both Baldwin and Plain streets. The Sharon Main Street Association raised more than \$42,000 from the campaign and added 21 vintage design lampposts to the quaint historic downtown district of the Village of Sharon.



Community Profiles

1994 Sturgeon Bay – Sturgeon Bay Visitors Center Population 8,975

For the past seven years, the Sturgeon Bay Visitors Center has held the Street Art Project and Art Auction, which features large pieces of public art decorated by area artists. Each year a different theme is selected for the sculptures, including sturgeons, lighthouses and sails. A poster and a walking map are created each year to ensure that visitors get to see all of the creations. The art stays up from the Fourth of July to the beginning of October and area artists create the sculptures from a wide variety of mediums, from painting to metal work. The sculptures are auctioned off at a live event that also features music and food, with the funds benefiting the local program. This project beautifies the community and generates income for the organization.

1995 Green Bay – On Broadway, Inc. Population 104,230

Reconstructing the streetscape of the Broadway corridor is definitely one of the most significant projects that On Broadway Inc. (OBI) has accomplished to date. The new streetscape enhanced the Broadway District both visually and functionally, and positively impacted the organization's ability to recruit sustainable businesses. When OBI started in 1995, the Broadway District on the west side of Green Bay was in the midst of more than 60 years of neglect. Streets and sidewalks were in considerable disrepair, making it unappealing to travel through the area. The streetscape turned that around. It was more than repaving and updating infrastructure; the streets were redesigned to allow for wider sidewalks, more street parking, and better traffic control. The Design Committee worked with the city on pedestrian-friendly design elements to help rebuild the urban fabric. Beautification elements were added, such as planters and benches, and light elements were embedded in the streets and sidewalks. The result was that it was not only feasible to visit the Broadway District once again, but it was a pleasure to do so. Because of the streetscape, traffic significantly increased in the area, and more importantly, attracted developers, thus improving the business climate.

1996 Darlington – Darlington Chamber/Main Street Population 2,389

When local businesses and organizations wanted a way to promote Darlington by showcasing what the community had to offer, they did it through the Our Town Business Fair. The Darlington Chamber/Main Street rented the high school gymnasium for one afternoon and sold booth space. They had about 80 vendors participate. Each vendor gave away free samples and decorated their booth to complement their business. They also held a Taste of Darlington in the school cafeteria and featured a fashion show on the center stage. All of the events were free to attendees. Around 2,000 guests from the surrounding area attend this event which is held every three years. The event also serves as a fundraiser for the program.

1996 Pewaukee – Positively Pewaukee Population 8,964

The Old Main Street Building opened in 2003 and changed the face of downtown Pewaukee. The 20,000 square foot building has eight unique front facades on it, giving it a historic feel. It is located on the Pewaukee Lakefront on land that housed an old laundromat and an empty lot. It turned an eyesore into a jewel in the downtown. The project has been at full capacity since it opened, with a variety of different merchants from a day spa to a bakery. The most important part is that it spurred changes in the rest of the downtown. Other buildings have since been remodeled and updated, new projects are being presented to the village for consideration and the pride in the downtown has skyrocketed. Siepmann Realty, the owners of the building, has committed themselves to Pewaukee.



Community Profiles

1999 Eagle River – Eagle River Revitalization Program

Population 1,542

Wall Street runs the entire length of Eagle River’s downtown district. The roadway, sidewalks and infrastructure were badly in need of repair, and the streetscape left much to be desired. The entire stretch of road was completely redone in 2007, including sewer, water, curb and gutter, period lighting and decorative sidewalks. Businesses remained accessible through their front entrances except for a couple of days. The project was divided into two parts. The first phase was from April to late June and the second was from late August until November. During the period from June to August the entire roadway had paving and sidewalks. Because of this, there was no interruption for businesses during peak tourist season. What income may have been lost during the construction was regained when the roadway was completed, and people went downtown to see the new road. Seventy percent of this nearly \$4 million project was funded by grants. The final result is a streetscape that is more pedestrian-friendly. Decorative banners, American flags, and hanging flower baskets further enhance the downtown. Since the reconstruction, businesses have made improvements to their facades and three new businesses have opened, resulting in a positive economic impact on the entire community.

1999 Platteville – Platteville Main Street Population 9,645

The Heer Veterinary Building in Platteville was essentially unchanged since it was built in 1900, but it had suffered significant deterioration over the years. Nancy and Mike Mair purchased the building in 2006 with the intent of restoring it to its original glory. The two-story brick structure was built from a 19th century salvaged barn featuring post and beam construction. The west and south walls were restored to their original 1900 appearance, with matching reclaimed brick and original hydraulic lime mortar. The front of the building received four courses of brick and a stone cap to replace the missing parapet wall. The entire building was cleaned to remove 107 years of soot and grime from the masonry. All windows were replaced with original reproductions. In the interior, barn plank and wainscoting were removed, numbered and mapped for the restoration. They were reinstalled after insulating and wiring were redone. Light fixtures were salvaged from a building on Platteville’s Main Street. The staircase to the second floor was built with reclaimed lumber from 19th century barns. The restoration cost \$127,000 in improvements and architects fees. Funding came from state and federal rehabilitation tax credits and was financed through a local bank using Platteville Main Street’s low-interest loan program.

1999 West Bend - Downtown West Bend Association

Population 29,778

The *Downtown News* was created to provide a high quality, low cost advertising vehicle for Downtown West Bend Association (DWBA) members. The *Downtown News* is also an effective way to convey news about downtown projects, new businesses and events. It has become a sought after shopping guide that has helped bring consumers to stores and events. The *West Bend Daily News*’ staff has spent considerable time honing the *Downtown News* into an effective publication. The first edition was inserted into 20,000 *Daily News* and *Advantage* papers in Washington County. An additional 2,000 were printed for merchants to distribute to their customers. It contained 10 pages of paid advertising and editorial coverage from freelance reporters. Year-end cost estimates for the *Downtown News* come in at \$88,000. Approximately \$38,000 is covered by DWBA with the rest coming from merchants’ ad sales. Program Coordinator Tanya Albrecht assumes most of the sales-related tasks while Executive Director Josephine Minsky handles all administrative duties.



Community Profiles

2000 Algoma – Community Improvement of Algoma Population 3,186

In 2007, the Algoma Main Street Program sponsored the *Walldog Wave: Harboring History* historic mural painting event. Within just three days, Algoma's downtown was transformed into a gallery of 11 historic masterpieces at the hands of artists from across the country and beyond, with the help of enthusiastic and excited local and area novices who were encouraged and welcomed to join in. Under the guidance of a local *Walldog* artist, the program's Design Committee organized the event, which included providing meals, lodging options, sponsorship funding, support materials, and a grand finale party in appreciation of the participants and the support of the community. About \$38,000 was raised in the course of six months through sponsorships, donations and a grant that covered the entire cost of the event and left a surplus fund for future murals and maintenance. The project continues today as the *Algoma Wave*. Another mural was added in 2008 depicting the Native American presence in the history of the community. Plans are already in the works for yet another addition in 2009. The murals have also been incorporated into the second volume of the *Historic Algoma Walking Tour*, which supports the ever-increasing interest and promotion of this downtown showcase of art and history.

2000 Watertown – Watertown Main Street Population 22,969

Volunteers are the lifeblood of every Main Street program, and in Watertown, the Main Street program always wants to make sure their volunteers feel appreciated. To thank their 90 dedicated volunteers, they hold parties twice a year in the spring and fall. The party is a "happy hour" type event at a local restaurant. The Main Street Program provides food and allows volunteers to enjoy themselves and get to know each other better. They also take out an ad in the local paper during Volunteer Recognition week in April to acknowledge the volunteers' efforts and recognize them in their newsletter and annual report.

2001 West Allis – Downtown West Allis Association Population 59,763

The Walsh Building, built in 1905 by Mayor Frank E. Walsh, was the first brick building in West Allis. It had fallen into major disrepair due to neglect and poorly executed renovations. The Downtown West Allis Association had targeted it as the number one building in need of rehab. When the property owner indicated that he wanted to sell the building, the association saw its opportunity to get the building renovated. A neighboring property owner, Ed Wistl, purchased the building and began the process of renovation. He received façade grants from the city and Downtown West Allis and a low-interest HOME loan to help make it feasible. In return, Wistl renovated two commercial storefronts on the ground floor and created eight moderate-income apartments on the second and third levels. The building was originally two stories, but he created a third story to accommodate more apartments. The total cost of the renovation was more than \$950,000.

2001 Milwaukee - Lincoln Village Business Association Population 590,370

In 2002, Able and Octavio Rodriguez purchased the Lincoln Theatre, which had sat vacant and boarded up for years. With help from Wisconsin Main Street, a design was completed and work was scheduled between contractors and family members. The renovation consisted of stripping the layers of paint from the brick columns and the metal upper facade. The upper facade was repainted to give the lettering depth and character. The bulkhead was rebuilt with matching brick from a Chicago-based restoration company. New windows were added and a new marquee was installed. The total renovation was completed for \$28,000 with the City of Milwaukee assisting with a facade grant. It now serves as a banquet hall and community center for the area's primarily Latino population.



Community Profiles

2004 Fond du Lac – Downtown Fond du Lac Partnership Population 42,334

The Downtown Fond du Lac Partnership created the Façade Grant Program in 2001. The program provides qualifying district properties up to \$2,000 in matching funds for the purpose of renovation, maintenance, preservation and beautification of the exteriors of businesses. It works this way: an interested business in the Business Improvement District (BID) applies for a grant through the partnership by filling out a simple, two-page application. A six-person volunteer Design Review Board reviews applications monthly and decides if, and how much, grant funds are applicable to a given project, with a limit of \$2,000 matching funds. To date, 84 properties have received grants, totaling more than \$85,000 in awarded funds. These projects represent a reinvestment to Downtown Fond du Lac of \$586,000. The results have been remarkable. People in the downtown district have noticed a more spruced-up downtown. Signs, colors and exteriors are cleaner, brighter and more modern looking, giving the appearance of a downtown that's on the upswing.

2004 Stevens Point – Stevens Point Business Association Population 25,190

Stevens Point's Windows to the Past project has truly been a community project. Beginning with the Rivermen Mural in 2004, a total of six murals have been placed throughout downtown, offering a view into the history of the community. The murals depict images of 'days gone by' for buildings such as the "lost post office" on the current Post Office building and the original bakery at what is now an art museum. The project has been a shining example of community interest and support, taking some of the most dilapidated walls in the downtown, repairing them and covering them with stunning works of public art. Community members are able to have their faces painted on the mural for a fee, adding a sense of community and involvement that otherwise would not exist. The project has provided an aesthetically pleasing view while creating a 'mural walk' and point of interest in the downtown district for the community and visitors.

2005 Monroe – Monroe Main Street Population 10,995

In 2007 Main Street assumed the responsibility of supporting and promoting of the Monroe Farmer's Association. Meetings were set up to establish relationships between the group and the Main Street Promotion Committee members. Gary Smith, UW- Platteville Small Business Specialist, was contracted to provide training specific to "selling at farmer's markets". Funding for uniform banners provided to the vendors was approved by the Main Street Board. This gave the Main Street Market on the Square a new look and feel. A renewed sense of commitment within the Farmer's Association was evident as well. Area artisans were invited to join the growers and producers for Saturday markets. When the market opened in May 2008, the number of vendors had tripled from when Main Street first began working with the group, and now includes food vendors, goat cheese and homemade dog treats. Eco-friendly bags were introduced to market customers, along with an extensive cookbook and garden encyclopedia, "From Asparagus to Zucchini", that generate income for marketing. The Green County Humane Society joined the Saturday markets, bringing cats and dogs for adoption, which has proven to be a great attraction for children while parents shop.



Community Profiles

2005 Prairie du Chien – Prairie du Chien Downtown Revitalization, Inc. Population 5,768

Close the street; bring in a live band; eight country singers and 3,000 people, and what do you get? The biggest celebration in Prairie du Chien's Downtown District. Prairie du Chien Downtown Revitalization, along with corporate sponsor WQPC radio, plays host annually to a singing competition that opens the door to the state and national levels of The Colgate Country Showdown. The top eight singers, who are voted on by listeners, perform live at the Showdown in Downtown Prairie du Chien. A panel of judges choose the winner of the competition, who then goes on to the state competition held annually at the Wisconsin State Fair. Following the competition, the band stays and a street dance rounds out the evening. With more than 3,000 people in attendance, this event is truly a community event, bringing spectators from every age, socio-economic group and community in the surrounding area. Having completed its third year, the event continues to grow, and benefits downtown businesses through food and beverage sales. There are no outside vendors allowed, and therefore has become the best night of the year for every business in the one block area.

2006 Whitewater – Downtown Whitewater, Inc. Population 2,386

The reconstruction of a 150-year-old stone stable was completed in 2007 as a public-private partnership between the City of Whitewater, the Whitewater Historical Society, the Whitewater Community Foundation, Downtown Whitewater, Inc, local citizen activists, over 190 donors, and numerous volunteers. At the dedication ceremony on November 17, the stable was officially turned over to its new owner, the City of Whitewater, which in turn will allow the Whitewater Historical Society to use the stable for programs and exhibits. The building has already become a local landmark and a favorite spot for community events, bringing together such diverse elements as a farmer's market, horse-and-buggy rides, art shows, music performances, and historic displays. It enhances and beautifies the downtown "civic core," where the Depot Museum, City Hall, the Fire and Police Building, and the Cravath Lakefront Park are located. The stone stable project is both a vivid expression of that goal and an encouragement to other downtown property owners. The Stone Stable will display many artifacts from Whitewater's agricultural and manufacturing past, most notably implements from the Esterley Reaper Works and a wagon from the Whitewater Wagon Works.

2006 Lake Mills - Lake Mills Main Street Population 4,123

In October, Lake Mills Main Street, in conjunction with the Arts Alliance of Greater Lake Mills, hosted the third annual "Painted Ladies Fling." The event was awarded the 2006 Best Creative Fundraising Event by Wisconsin Main Street. The idea behind this well-attended community event is to celebrate the renaissance of downtown Lake Mills and to raise money to continue the process. Every year, buildings that have been renovated, painted, remodeled or just plain changed for the better, most with the help of Lake Mills Main Street's facade grant program, are used as locations. The term "Painted Ladies" was chosen because the word is often used for Victorian and Edwardian houses or buildings that are painted in ways that help embellish and enhance their architectural details. Attendees of the event wander from one building to the next, admiring the renovations, bidding on silent auction items and enjoying live music and refreshments. The evening culminates with a live auction. This year's theme was "A One Night Stand" and the live auction highlighted one-of-a-kind nightstands donated by area artists. Profits from this year's event nearly doubled last year's amount.



Community Milestone/Honors

Reinvestment Milestones

The numbers shown are the combined public and private reinvestment made in the downtown since each program began.

Communities 5,000 Population and Under

\$5,000,000 - \$10,000,000

Columbus (\$6.9 million)

Tigerton (\$7.3 million)

\$10,000,000 - \$25,000,000

Algoma (\$10.9 million)

Darlington (\$11.6 million)

Osceola (\$16.6 million)

\$25,000,000 and above

Viroqua (\$39.1 million)

Eagle River (\$52.6 million)

Communities 5,000-15,000 Population

\$10,000,000 - \$20,000,000

Prairie du Chien (\$10.6 million)

Two Rivers (\$11 million)

Platteville (\$12.8 million)

Rice Lake (\$15.5 million)

Sheboygan Falls (\$15.7 million)

Pewaukee (\$18.1 million)

\$20,000,000 - \$50,000,000

Sturgeon Bay (\$20.8 million)

Ripon (\$29.3 million)

\$50,000,000 and above

Chippewa Falls (\$89.5 million)

Communities Over 15,000 Population

\$15,000,000 - \$50,000,000

Watertown (\$17.9 million)

West Bend (\$21.8 million)

Fond du Lac (\$46.1 million)

\$50,000,000 and above

On Broadway – Green Bay (\$56.1 million)

Marshfield (\$62.3 million)

Beloit (\$62.4 million)

De Pere (\$85.5 million)

Wausau (\$91.2 million)

Nationally Accredited Main Street Programs

These communities have met all 10 criteria in 2007-2008 set forth by the National Trust's Main Street Center.

Community Improvement of Algoma

Downtown Beloit Association

Chippewa Falls Main Street

De Pere Area Chamber of Commerce

Downtown Fond du Lac Partnership

On Broadway, Inc.—Green Bay

Lake Mills Main Street

Monroe Main Street

Platteville Main Street

Main Street Portage

Downtown Rhinelander

Rice Lake Main Street Association

Ripon Main Street

Sheboygan Falls Chamber/Main Street

Stevens Point Downtown Business Association

Tigerton Main Street

Viroqua Partners

Downtown West Bend

Downtown Whitewater



Milestone Award Listing

Best of 20 Year Awards

Best Downtown Event

Co-Winner: Beloit Farmers Market

Co-Winner: Ripon Jazz Festival

Best Downtown Façade Rehabilitation Project

Bemis Bath Shoppe, Sheboygan Falls

Best Historic Restoration Project

Temple Theatre, Viroqua

Best Adaptive Reuse Project

Shoe Factory Apartments, Chippewa Falls

Best Downtown Public Improvement

Riverview Park Project, Waupaca

Best Downtown Business Development Success Story

Siepmann Realty Old Main Building, Pewaukee

Best Downtown Volunteer Program

Tigerton Main Street Program

Best Improved Downtown Business Climate

On Broadway, Inc., Green Bay

Best of 10 Year Awards

Best Volunteer Development Program

Chippewa Falls Main Street Program

Best Public/Private Partnership

City of Beloit and Downtown Beloit Association

Best Downtown Façade Rehabilitation Project

Barbara and Brad Glass, Dodgeville

Best Adaptive Reuse Project

Co-Winner: Alexander Company, Madison, for the Lawton Foundry project in De Pere

Co-Winner: Heartland Properties, Madison, for Brickner Woolen Mill project in Sheboygan Falls

Best Overall Design Achievement

Sheboygan Falls Main Street Program

Best Downtown Fundraising Achievement

Viroqua Partners

Best Downtown Promotional Program

Ripon Main Street

Best Improved Business Climate

De Pere Main Street Program

Inaugural Hall of Fame Inductees:

Bev Anderson, Darlington

Greg Larsen, Green Bay

Russ & Teddy Kostrzak, Tigerton

Fred Nelson, Viroqua

Steve Schmitt, Sheboygan Falls

Frances Williams, Sharon



2007 Wisconsin Main Street Awards

Best New Building Project

Winner: *Viroqua*
Viroqua Area Medical Office Building

Honorable Mention: *Beloit*
Heritage View

Best Downtown Special Event

Co-Winner: *Fond du Lac*
Fondue Fest

Co-Winner: *Darlington*
Cinco de Mayo Festival

Honorable Mention *Eagle River*
Eagle River Sesquicentennial

Best Downtown Public Improvement: Beautification

Winner: *Algoma*
Wall Dog Wave: Harboring History

Honorable Mention: *Sheboygan Falls*
Historic Building Banners

Best Downtown Public Improvement: Built Environment

Winner: *De Pere*
New Claude Allouez Bridge

Honorable Mention *Tigerton*
Bridge Street

Honorable Mention *Eagle River*
Wall Street Construction

Honorable Mention *West Bend*
South Mound Removal

Best Historic Restoration Project

Winner: *Tigerton*
1905 Village Hall

Honorable Mention: *Platteville*
65 S. Fourth St.

Best Volunteer Project/Program

Winner: *Green Bay*
Larsen Redevelopment

Best New Downtown Business

Winner: *Chippewa Falls*
Bridge Street Station

Honorable Mention: *Rice Lake*
Thyme Worn Treasures Home Furnishings

Honorable Mention: *Whitewater*
Dan's Meat Market

Best Design Committee Project

Winner: *Green Bay*
The Broadway District Plan

Co-Winner: *Monroe*
Facade Improvement Grant Program

Best Downtown Business Development Program

Winner: *Platteville, Prairie du Chien & Viroqua*
Community Based Economic Development Grant Collaboration

Best Downtown Retail Event

Winner: *Sheboygan Falls*
Date Nite

Best Promotional Item

Winner: *West Bend*
West Bend News

Best Downtown Image Campaign/Event

Winner: *Viroqua*
Viroqua Writer's Workshop

Honorable Mention: *Lake Mills*
Newsletter, Web Site and Informational Brochure

Best Upper Floor Rehabilitation

Winner: *Algoma*
Hotel Stebbins

Best Interior Renovation Project

Winner: *Monroe*
Cafe Cauldeen

Honorable Mention: *Chippewa Falls*
Lucy's Delicatessen

Best Downtown Adaptive Reuse Project

Co-Winner: *Columbus*
The Frey Group, LLC & Colonial Carriage Works, LLC

Co-Winner: *Platteville*
Katie's Place

Best Facade Rehabilitation Over \$7,500

Winner: *Whitewater*
Ryan Hughes, Warhawk Country, LLC

Honorable Mention: *Prairie du Chien*
Collins & Associates

Best Facade Rehabilitation Under \$7,500

Winner: *Stevens Point*
Sugar Cubed

Honorable Mention: *Ripon*
Fran Hill

Best Creative Fund Raising Effort

Winner: *Green Bay*
Larsen Redevelopment Site: Recovery Operation

Honorable Mention: *West Allis*
17th Annual Downtown West Allis Classic Car Show

Honorable Mention: *Prairie du Chien*
"Tastes, Toasts & Tomfoolery"

Best Public-Private Partnership in Downtown Revitalization

Winner: *Whitewater*
Ginny Coburn, Jerry Wendt & the City of Whitewater

Honorable Mention: *Monroe*
Monroe Main Street & City of Monroe

Honorable Mention: *Rhinelanders*
Downtown Rhinelanders, Inc. & City of Rhinelanders

Main Street Achievement Awards

For completing five years of intensive training in Main Street Approach

Main Street Portage

2007 Main Street Spirit Award

Brian McCormick, formerly of the Wisconsin Historical Society and Main Street Council Member

2007 Volunteers of the Year

Algoma, Dave Petri
Beloit, Larry Kane
Chippewa Falls, Chuck Card
Columbus, Wayne Osterhaus
Darlington, Antonio Ruesga, Jr.
De Pere, Joe Schinkten
Eagle River, Al Pittelko
Fond du Lac, Liz Eng
Green Bay, Marcelo Cruz
Lake Mills, Katie Otto
Monroe, Mary Schmidt
Pewaukee, Positively Pewaukee Sweat Shop (Marilyn Watson, Mary Buerosse, Trixie Lawrence, Karen Semrad, Judy Litvin, Judy Aron)
Platteville, Dave Zmina
Portage, Jerry & Joan Indermark
Prairie du Chien, Dan, Shodi & Gavin Moris
Rhinelanders, Michelle Smith- Grage
Rice Lake, Berni Rivard
Sheboygan Falls, Judy Selk
Stevens Point, Bernice Sevenich
Tigerton, Tanja Ellis
Two Rivers, Steve Bacalzo
Viroqua, Debbie Abt
Watertown, Sandra Budewitz
West Allis, Judith Hoppe
West Bend, Kristine Bruendl
Whitewater, Dr. John Patterson

2007 Honorary Board of Directors

Algoma, Donna Gridley
Beloit, Brad Austin
Chippewa Falls, Jamie Leibrandt
Columbus, Dan Burnard
Darlington, Peggy North
De Pere, C. David Stellpflug
Eagle River, Barry McLeane
Fond du Lac, Dave Schneider
Green Bay, Dan Roarty
Lake Mills, Brad Glassel
Monroe, John Baumann
Pewaukee, Pattie Iwen
Platteville, Robin Timm
Portage, Sue Weyh
Prairie du Chien, Kathleen Hein
Rhinelanders, Shirley Larsen
Rice Lake, Shelly Schoening
Sheboygan Falls, Jim Fasse
Stevens Point, Carolyn Weiland
Two Rivers, Colleen Inman
Viroqua, Trudy Wallin
Watertown, Leah Reese
West Allis, James Melotte
West Bend, Michael Koebel
Whitewater, Bill Bowen

Main Street Executive Director Years of Service

Two years: Leah Alters, Wausau
Pam Ritchie, Prairie du Chien
Josephine Minskey, West Bend
Susan Dascenzo, Watertown
Lisa Maurer, Lake Mills
Rena Rogers, Osceola
Kim Bates, Columbus
Suzi Osterday, Darlington

Five years: Elaine Kroening, Pewaukee
Brian Preiss, West Allis

Twelve Years: Kathy Wellsandt, Rice Lake

Fourteen years: Ingrid Mahan, Viroqua

Sixteen years: Jim Schuh, Chippewa Falls
Craig Tebon, Ripon

Wisconsin Main Street Community Reinvestment Statistics: July 2007 to June 2008

Community	Public Improvement	Public Investment	Building Rehabilitation	Private Investment	New Buildings	Private Investment
Algoma	1	\$5,000	5	\$856,813	0	\$0
Beloit	4	\$2,858,300	17	\$2,238,690	1	\$1,000,000
Chippewa Falls	0	\$0	15	\$5,056,600	1	\$480,000
Columbus	2	\$12,118	2	\$160,000	0	\$0
Darlington	1	\$7,900	10	\$462,168	0	\$0
De Pere	5	\$22,719,200	36	\$1,038,475	1	\$175,000
Eagle River	8	\$6,388,521	26	\$842,650	10	\$9,346,600
Fond du Lac	14	\$30,204	12	\$283,353	2	\$800,000
Green Bay	2	\$2,200	5	\$845,000	0	\$0
Lake Mills	1	\$10,000	13	\$1,540,121	0	\$0
Lincoln Village	0	\$0	25	\$945,090	0	\$0
Marshfield	1	\$7,630	9	\$261,772	1	\$300,000
Monroe	6	\$46,250	27	\$2,299,810	2	\$1,850,000
Osceola	0	\$0	5	\$33,600	0	\$0
Pewaukee	0	\$0	5	\$65,400	1	\$3,400,000
Platteville	2	\$268,000	26	\$749,743	0	\$0
Portage	0	\$0	16	\$28,900	0	\$0
Prairie du Chien	1	\$1,217,241	12	\$344,951	0	\$0
Rhineland	1	\$800	25	\$325,200	0	\$0
Rice Lake	1	\$5,400	18	\$154,282	0	\$0
Ripon	0	\$0	11	\$2,662,018	0	\$0
Sharon	0	\$0	0	\$0	0	\$0
Sheboygan Falls	2	\$3,500	13	\$197,900	0	\$0
Stevens Point	4	\$11,810	16	\$878,630	1	\$4,800,000
Sturgeon Bay	1	\$1,000,000	0	\$0	0	\$0
Tigerton	2	\$600,000	3	\$530,000	0	\$0
Two Rivers	1	\$2,500	2	\$4,500	0	\$0
Viroqua	3	\$2,642	14	\$73,957	0	\$0
Watertown	2	\$35,400	13	\$695,000	0	\$0
Wausau	0	\$0	26	\$5,112,860	0	\$0
West Allis	1	\$500	2	\$205,050	0	\$0
West Bend	23	\$115,790	15	\$663,380	0	\$0
Whitewater	2	\$635,000	8	\$2,331,100	0	\$0
Total	91	\$35,985,906	432	\$31,887,013	20	\$22,151,600

Wisconsin Main Street Community Reinvestment Statistics: July 2007 to June 2008

Buildings sold	Amount of purchase	Housing Units	New Businesses	Total New Jobs	Total private reinvestment	Total private & public reinvestment
4	\$1,546,000	0	2	6	\$2,402,813	\$2,407,813
0	\$0	0	1	1	\$3,238,690	\$6,096,990
6	\$1,404,802	0	20	37	\$6,941,402	\$6,941,402
1	\$79,900	0	5	8	\$239,900	\$252,018
5	\$479,500	0	1	3	\$941,668	\$949,568
2	\$568,000	0	8	26	\$1,781,475	\$24,500,675
6	\$1,635,000	40	6	153	\$11,824,250	\$18,212,771
9	\$1,427,700	3	22	74	\$2,511,053	\$2,541,257
7	\$1,260,000	0	5	35	\$2,105,000	\$2,107,200
1	\$200,000	0	5	13	\$1,740,121	\$1,750,121
1	\$78,300	0	8	22	\$1,023,390	\$1,023,390
1	\$100,000	0	10	15	\$661,772	\$669,402
6	\$534,500	0	12	29	\$4,684,310	\$4,730,560
1	\$450,000	0	10	12	\$483,600	\$483,600
1	\$275,000	0	10	38	\$3,740,400	\$3,740,400
2	\$300,000	0	5	8	\$1,049,743	\$1,317,743
5	\$175,000	0	6	8	\$203,900	\$203,900
2	\$790,000	0	4	13	\$1,134,951	\$2,352,192
5	\$641,000	0	11	21	\$966,200	\$967,000
3	\$534,500	0	5	11	\$688,782	\$694,182
10	\$2,542,900	1	2	5	\$5,204,918	\$5,204,918
1	\$10,000	1	3	3	\$10,000	\$10,000
0	\$0	0	4	6	\$197,900	\$201,400
5	\$800,000	3	9	30	\$6,478,630	\$6,490,440
3	\$533,000	0	12	38	\$533,000	\$1,533,000
4	\$95,000	0	2	3	\$625,000	\$1,225,000
3	\$374,800	0	4	7	\$379,300	\$381,800
1	\$168,000	0	4	12	\$241,957	\$244,599
10	\$1,825,400	0	1	2	\$2,520,400	\$2,555,800
0	\$0	0	0	0	\$5,112,860	\$5,112,860
1	\$275,000	0	8	29	\$480,050	\$480,550
6	\$1,334,000	0	0	0	\$1,997,380	\$2,113,170
2	\$395,000	12	9	24	\$2,726,100	\$3,361,100
114	\$20,832,302	60	214	692	\$74,870,915	\$110,856,821

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as of December 2008

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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
Joe DeRose, Madison	WI Historical Society
Thomas Meiklejohn, III, Fond du Lac	Architectural
Jim O'Keefe, Madison	Dept. of Commerce
Judy Wall, Prairie du Chien	At Large
Gerald White, Beloit	Financial

Stepping down in 2008

Brian McCormick, Madison

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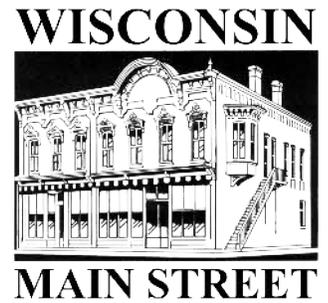
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Cover Photos:

The “Main Streets” of Beloit, Ripon and Sheboygan Falls, Wisconsin have changed a lot since they applied to the Wisconsin Main Street program in 1987. The photos represent how their downtowns looked in their heydays, when they applied, and how they look today. Wisconsin Main Street celebrates these three original communities after 20 years of revitalizing their downtowns and downtowns like theirs across the state. Read more about other success stories from the active Main Street Communities starting on page 12.



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