



Wisconsin Main Street

2008-2009 Annual Report

Beautification

New Business

New Construction



Eagle River

On Broadway, Inc.
Green Bay
2009 Great American
Main Street Award Winner

Stevens Point

ACKNOWLEDGMENTS

This publication was written and produced by the Wisconsin Main Street Program, Division of Housing and Community Development, Department of Commerce, Richard J. Leinenkugel, Secretary. The report covers program performance from July 1, 2008 to June 30, 2009. The Wisconsin Main Street Program follows the National Trust 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 continued 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.

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as of September 2009

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Dick Best, Menomonie	Chamber of Commerce
Joe DeRose, Madison	WI Historical Society
John Gardner, Stevens Point	Planning
Shawn Graff, Slinger	WI Trust
Virginia Haske, Algoma	City, Village, Town
Darryl Johnson, Milwaukee	At Large
Michael Iwinski, Green Bay	At Large
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Lisa Kuss, Clintonville	At Large
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Judy Wall, Prairie du Chien	At Large
Gerald White, Beloit	Financial



Pewaukee: Get Benched

LETTER FROM THE GOVERNOR

Greetings,

Nowhere in the world will you find community pride like in the State of Wisconsin. A solid work ethic instilled by our hardworking ancestors is alive and well today in thriving downtowns across our state.

Wisconsin has a strong tradition of neighbors helping neighbors build strong, vibrant communities. This last year has been a challenging time with economic hardships, but Wisconsin communities are persevering and continue to serve as a foundation for our state.

Year after year, friends, neighbors and community volunteers roll up their sleeves and pitch in to help their hometowns become the best that they can be. I am proud the state partners with communities through technical assistance from the Wisconsin Main Street Program.

I hope you will take time to learn about some of these exceptional communities in the 2008-2009 Wisconsin Main Street Annual Report. The report encompasses downtown statistics, successes and time-tested advice on revitalizing downtowns. From Tigerton (population 720) to Lincoln Village in Milwaukee (population 590,370), downtowns across the state are flourishing.

Since its 1988 inception in the state, the Main Street program has delivered over \$1 billion in public and private investment in our Main Street communities, and has created more than 16,900 new jobs and 3,799 new businesses.

Of particular note this year is Green Bay's On Broadway, Inc. In March, this community was named one of five national winners of the Great American Main Street Award, the highest honor in the field of downtown revitalization. As a testament to the lasting success of this program, I also invite you to learn about Chippewa Falls and Viroqua, which both celebrated their 20th Anniversaries in the program this year.

As Governor of this great state, I congratulate the dozens of communities across the state that are working hard to revitalize their downtowns and make Wisconsin an ever better place to live, work and raise a family.

Sincerely,



Jim Doyle, Governor



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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



Prairie du Chien: Streetscape Improvements - This project cost \$1.8 million and was done without raising taxes.

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.

MEET THE WISCONSIN MAIN STREET STAFF

Jim Engle is the Director of the Bureau of Planning and Downtown Development for the Department of Commerce and also Director of the Wisconsin Main Street Program. Before joining the staff of the Wisconsin Main Street Program in 1990, Jim served as the Program Manager for the Main Street Program in Oskaaloosa, Iowa. He also served as the Associate Director of Admissions and Transfer Coordinator for Upper Iowa University in Fayette, Iowa. Jim holds a degree in Business Administration from Central College in Pella, Iowa.



In Jim's current position as Director of the Wisconsin Main Street Program, he manages the overall technical assistance program offered to Wisconsin Main Street communities. This includes development of downtown revitalization services, budgeting, management of staff and actual delivery of generalist services in the field of downtown revitalization. Areas of expertise include business development, volunteer development, promotional planning, non-profit management, fundraising, and the Main Street Approach. Jim participates in a range of services to Wisconsin Main Street communities including: assessment visits, issue-specific technical assistance visits, board and executive director training, resource teams, vision planning and workplan development, Main Street committee training, and development of quarterly workshops.

Catherine Dunlap is the Downtown Revitalization Specialist for Wisconsin Main Street. Since July 2006, she has been providing technical assistance to designated Main Street Communities in the areas of promotions' planning, volunteer development, work planning and the Main Street Approach. She has a bachelor's degree in Communication Arts from Culver-Stockton College in Canton, Missouri. She received her certification in Professional Main Street Management from the National Trust Main Street Center in 2003.



A former executive director of three Main Street Communities in Illinois and Missouri, Catherine trains current directors on how to run a Main Street office. She is also the editor of Wisconsin Main Street's newsletter and annual report. Through these publications, she highlights projects of active Main Street programs at the state and national level.

Catherine also delivers a range of services to Wisconsin Main Street communities including assessment visits, issue specific technical assistance visits, board and executive director training, resource teams, vision planning and workplan development, Main Street committee training, and development of quarterly workshops.



J.D. Milburn is Wisconsin Main Street's Small Business Specialist. He provides hands-on business and economic development mentorship to Wisconsin Main Street organizations and their individual businesses.

In a typical year he conducts more than 80 on site business consulting meetings, and responds to hundreds of email assistance requests. Consultations run the gamut from marketing, to legal structures, to accounting to any other business need. These individual consultations usually lead to helping write business plans. The end result is jobs created and buildings rehabilitated, in conjunction with the WIMS design specialist, which ultimately lead to an increased local economic base.

J.D. also helps implement building recruitment efforts, assists with marketing pieces, broker interaction, and contacting potential tenants. He is active in assisting the local Economic Restructuring Committee in implementing recruitment and retention goals, measurable outcomes, and mentoring the goals to fruition.

As time permits, he helps communities secure grants, tax exempt status, and businesses to file state securities documents. He has the primary responsibility of working with UW-Extension in completing local market analysis and developing implementation strategies. J.D. maintains the electronic economic outcome reporting tool, which generates reports for Wisconsin Main Street Communities.



Joe Lawniczak has been the Design Specialist since 2001. He provides assistance to building and business owners, municipalities, and volunteers in Main Street communities across the state. He helps them build local capacity to improve the physical aspects of their historic commercial districts, which in turn affects the decisions that residents, visitors and investors make about the district. He focuses on five main areas

of design: building improvements, public improvements, signage, visual merchandising and preservation tools.

The main service Joe provides to building and business owners within designated Main Street boundaries are schematic renderings of what a building could look like if properly restored. This is a much-sought-after service that few individuals or municipalities are able to pay for on their own. Because it is free, it allows them to invest that money into the actual developments. Joe produces 70-80 renderings per year.

In addition to renderings, Joe also works with local volunteers to establish design guidelines, financial incentives, design review, sign and preservation ordinances, etc. He provides informational resources to communities across the state (Main Street and non-Main Street) on a regular basis.

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



Lincoln Village - Milwaukee: Lincoln Village Plaza - The Design Committee created this attractive public plaza and coordinated its installation. The first sculpture, Quartet, represents the four seasons and Lincoln Village's diverse community.

WISCONSIN MAIN STREET REINVESTMENT STATISTICS 1988-2009

Promotional Events*

3,002

Total Attendance*

6,355,894

Public Improvements

1,438

Public Investment

\$264,049,720

Building Rehabilitations

5,232

Private Reinvestment in Building Rehabilitations

\$293,922,130

New Businesses

3,799

Business Relocations and Expansions

1,329

New Jobs

16,943

New Buildings

260

Private Investment in New Buildings

\$284,779,769

Buildings Sold

1,487

Private Investment in Buildings Sold

\$233,498,006

New Downtown Housing Units

191

Total Private Investment

\$802,199,906

Total Public and Private Investment

\$1,066,249,626

Return on Investment (ROI)

Estimated real estate taxes generated by building rehabilitations and new buildings

\$93,722,186

Estimated state sales taxes generated by new business

\$262,860,000

Estimated state income taxes generated by new job

\$122,737,306

Return for every state dollar invested through Wisconsin Main Street Program

\$46.33

Return for every local dollar invested through local Main Street organizations

\$12.50

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

\$9.84

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 starting in 1998.



Beloit: Bushel and Peck Local Market - This grocery store features local products in a building that was once slated for demolition, but was saved through a community-initiated development project.

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, executive director 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 PowerPoint 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:

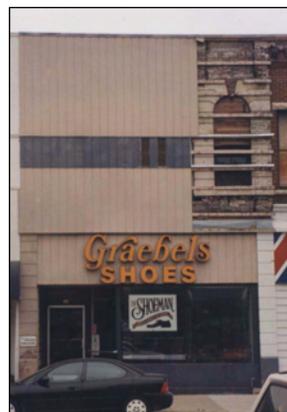
Each new Main Street community receives intense training in downtown market analysis. The Wisconsin Main Street Program works with the University of Wisconsin-Extension Center for Community Economic Development and new Main Street communities to complete a downtown market analysis that will help with 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.



Fond du Lac: 28 N. Main Street - Before (Left) and After (Right) Once a portion of the aluminum slip cover was removed, the owner found that a lot of the original detail remained. He repaired the cornice and windows and installed a new awning.

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.



Wausau: Screen on the Green - Wausau visitors and residents were treated to two movie nights on the City Square.

ORGANIZATION

The development of a strong organization is key to the success of your downtown revitalization effort. Your organization must build consensus and cooperation among the many groups and individuals who have 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 their 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 to build and maintain a long-term effort.

Learning Organization by Example

Below is a brief description of some of Wisconsin Main Street Communities' favorite Organization Committee projects that were completed between July 2008 - June 2009. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 20.

Tigerton

The park between the Tigerton Clinic and the First National Bank in downtown had fallen into disrepair. The Tigerton Main Street program, in cooperation with the clinic, decided to give the park some tender, loving care. Volunteers dug up the overgrown pathways, fixed the broken and rotten strips in the gazebo and repaired the swings. Then they dug up the overgrown flower beds and replanted them. The gazebo, swings, benches and garbage cans were all restrained. People of all ages worked on the park and created a neat place to sit and relax.

Lake Mills

The Lake Mills Main Street Board of Directors wanted to find a better way of communicating besides email. Within hours, a board member had the solution - a volunteer networking site on ning.com, <http://lakemills.ning.com/>. The website is easy to use, graphically compatible with the organization's main website and serves as a place to post meeting dates, photos, events, blogs and discussions and best of all it's free. Each committee has its own page where discussions can be open to everyone or just committee members. The executive director posts periodic blogs, where she talks about upcoming events, features local retailers' promotions, gives reasons to shop local and requests volunteers.

Algoma : Vibe Raffle



Algoma

The Community Improvement of Algoma Board of Directors was able to create new allies and reinforce the level of community support through their new fundraiser, "Algoma's New Vibe Raffle." They, also, raised a net profit of \$7,000. The idea of the raffle started when a board member, who owns a car dealership, offered a new Vibe as the grand prize, and was able to attach several incentives to lower the cost of purchasing it. Board members got another six prizes donated to sweeten the list. The total tickets were limited to 2,999 to create incentive to buy the tickets and were sold for \$20 each. Local businesses, organizations, and school groups stepped up to help with sales, display the vehicle and provide extra value support to the effort.

Wausau

After some concerns about safety arose in Downtown Wausau, the Main Street Program formed a downtown safety committee to evaluate the situation. The committee had two goals, amend the city skateboarding ordinance and secure funding for a full-time police officer to focus on the area. To strike the balance between public safety and excluding the skateboarders, the group held an event on the City Square where the skateboarders could teach tricks and demonstrate their talents. Finding funding for more police presence in the downtown proved to be challenging, but they found a solution by working with the North Central Technology College Police Academy. They were able to hire them as Community Service Officers. The police department did security surveys with the downtown businesses and trained them how to look for suspicious activity and how to report it to the police..

Sheboygan Falls

When the Sheboygan Falls Chamber/Main Street began plans to celebrate its 20th anniversary in the Main Street program, they wanted to make it a special event for all past and current volunteers. They were also aware that many of the current residents and building owners didn't realize how much work and painstaking effort went into transforming downtown into what it is today. The Design Committee decided to accomplish both of these goals by producing a DVD showing how the individual downtown buildings looked in the early 1900's and how they look today. After additional thought, they decided to also show how they looked in the mid-1980s, prior to Main Street. A local graphic artist and the Sheboygan County Historic Research Center were both enlisted for their expertise. The result is an inspiring look at the past and present, which will surely help in shaping the future.

Rhineland

Downtown Rhineland, Inc. (DRI) hosted a Volunteer Picnic to thank its existing volunteers and to recruit new ones. Representatives from all of the committees had booths to tell people about their projects and volunteer opportunities. Current volunteers were asked to invite a friend to attend the event. More than 100 people attended and 82 of them signed up that day to join a committee, work on a project or help out at an event. Attendees were treated to lunch prepared by the DRI board members. When new people came to the picnic, they were handed a registration form. If they visited every booth, they were entered into a drawing to win a prize donated by a downtown merchant.



Rhineland: Volunteer Picnic

Prairie du Chien

To pay for the amenities for the recently completed Blackhawk Avenue Streetscape, the Prairie du Chien Downtown Revitalization, Inc. Board created a brochure explaining the various elements that could be sponsored. The brochure invited people to "Become a Permanent Fixture in Historic Downtown," and included a picture of the plaque that would be placed on the items and a map showing where they were located. A local printing company provided a substantial discount for printing the brochure. So far \$30,000 had been raised. Things that could be sponsored were banners, street lights, water fountains, benches, flower baskets or trash baskets. Before they started the campaign, both water fountains had already been sponsored. Interested parties chose both the amenity they wished to sponsor and location of it.

Beloit

Downtown Beloit Association was very proactive in communicating with district businesses through email as events occurred, but they felt it was important to have a printed newsletter to balance this. News on the Street was created in fall 2008 with a collection of relevant articles, reports and images to reinforce the program and to highlight businesses, district achievements and news. The target audience was downtown business and property owners, friends of downtown and potential investors. The staff hand-delivered or mailed the newsletter to every business and property owner in the district. A PDF of the newsletter was emailed to about 400 close supporters of the downtown. Additional copies were available at downtown coffee shops, barber shops, and casual dining cafes.



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 businesses to again 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 work to 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!

Learning Promotions by Example

Below is a brief description of some of Wisconsin Main Street Communities' favorite Promotion Committee projects that were completed between July 2008 - June 2009. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 20.



Rhinelanders: Tour of Chocolate

Rhinelanders

The Downtown Rhinelanders Promotions Committee wanted to create a tasty event that would draw people to the downtown businesses in February, which is usually a slow time of year. The event, Taste of Chocolate, drew more than 500 people on a Friday night to the 36 participating merchants. Some of them saw an increase of revenue from 10 to 30 percent. To participate, businesses of-

fered a free taste of chocolate in their stores and many of them donated an item for the grand prize drawing. Some other features were merchants dressed as a Hershey Kiss, Hershey's bar, and Lady Godiva, chocolate trivia contests, safe chocolate treats for dogs and chocolate paraffin manicures. This event also created great visibility and buzz for the program.

Wausau

Wausau visitors and residents were treated to two movie nights in the City Square. Prior to the events, readers of the local newspaper voted for their movie choices. More than 800 people turned out to each Screen on the Green event. Wausau Area Events targeted people of all ages from the community and locals that don't spend much time downtown. Downtown merchants and restaurants were pleased with store traffic on both nights. They received good exposure to potential new customers. Sponsors were secured to cover the cost of both the movie screen and the movie rights.

Sheboygan Falls

Sheboygan Falls has steadily become more of a tourist destination. Interaction with visitors found that the "charm" of the many historic buildings is a main draw. The program decided a very professional set of brochures enhancing those building and local business assets were needed. Cost is always a factor, but not a problem when a local graphic artist designs the maps and brochures. The location of a web based printer produced a surprising low cost of \$299 for 500 full brochures, and \$169 for the rack cards. Those beautiful rack cards and brochures are featured at more than 40 locations across the state including an outdoor kiosk in downtown Sheboygan Falls. To complement the cards, the group designed a new special events brochure and walking tour guide.

Viroqua

The Viroqua Winter Farmers Market began the first Saturday of November 2008 as a collaborative effort between the Viroqua Chamber Main Street and the Viroqua Public Market. An interest was expressed in making local produce and wares available beyond the summer season and the Viroqua Public Market was the perfect fit in downtown Viroqua. The first month was offered at no charge to encourage vendors to participate in the market. A daily fee of \$4 was charged for each Saturday, with operating hours of 8 am-noon. On average, there were approximately 10 vendors prior to Christmas, with a slight decline after the holiday season. Throughout the season, the market boasted a variety of products: root cellar vegetables (cabbage, potatoes, onions, turnips, etc.), Amish wares, grass-fed beef and pork, jams, baked goods, maple syrup, honey, jewelry, and crafts. The 2009 winter season began the first weekend in November and continues until the last weekend of April. Hours in 2009 changed to 9 am-1 p.m.

Whitewater

In 2008, the Promotions Committee began a campaign to promote Downtown Whitewater. Within the last three years, more than \$8 million of public and private investment has resulted in restored historic buildings, increased residential housing, enhanced parking, and improved walkways. The advertisements were an effort to show off all of that work, in addition to the Cravath Lakefront Park, the historical museum, and the specialty shops and services. The committee teamed up with Charter Communications for a one-of-a-kind cooperative marketing/branding effort. Sixteen merchants participated. A series of 30-second commercials were produced. The first and last five seconds promoted the downtown, and in the middle, two businesses were highlighted for 10 seconds each. Each merchant paid for 40 commercials per month for six months. Each commercial actually ran 80 times for a cost of only \$100 per month per merchant due to in-kind support from Charter. Downtown Whitewater, Inc. contributed \$500 toward editing and stills. In the end, downtown was promoted 9,280 times in six months.

Marshfield

For more than 16 years Main Street Marshfield has held a Sidewalk Chalk Art Contest downtown as part of the Annual Dairy Fest activities. Participants range in age from three to adult and can enter as individuals or groups. Each contestant must create artwork that coincides with the theme of Dairy Fest. Main Street Marshfield provides the chalk and prizes. The contest wraps up in time for people to come downtown to see the Dairy Fest Parade and the artwork.



Port Washington: Maritime Heritage Festival

Lincoln Village, Milwaukee

Six Lincoln Village restaurants and the Lincoln Village Business Association collaborated to produce a full-page, full-color, monthly “Lincoln Village Restaurant District” advertisement in the *Shepherd Express* newspaper. The ads have improved the visibility and marketability of Lincoln Village to the greater Milwaukee Metropolitan area. To complement the ad, the association designed and printed a restaurant guide highlighting all of the restaurants in the district. The brochure and ads celebrate the diversity of the neighborhood’s restaurants which range from Mexican, Serbian, Central American to Italian. The brochure was distributed throughout the residential neighborhoods in Milwaukee and in the businesses along Lincoln Avenue. The brochure and ads were paid for through the Milwaukee Main Street Program, LISC and the downtown restaurants.

West Bend

Downtown West Bend echoed with the roar of Harley engines as thousands of Harley riders convened to celebrate Harley Davidson’s 105th Anniversary at Hog Wild on Main. The event was held in conjunction with an event at the Washington County Fair Park. Motorcycles lined both sides of Main Street and two rows down the middle. Live music was provided by three popular, local bands performing on two stages. Food was provided by downtown restaurants and a couple of non profit groups. Sweet B’s Bakery served black and orange whoopee pies made specifically for this event. Other downtown business owners helped with crowd control, site clean up and bar service. The event netted more than \$20,000 for the organization.

Port Washington

The goal of the Maritime Heritage Festival was to give visitors and citizens a vivid view into Port Washington’s lake-side retail opportunities, waterfront activities and history. Five grand tall ships sailed into the harbor for three days and were complemented by music, education, entertainment, artisans, ship tours and good food. Attendance was 30,000, which doubled the committee’s goal. The overall financial impact of the event was just short of \$1 million. A Strolling Maritime Museum was displayed in downtown store windows. Merchants marketed specialty wines, photographs, and signature dishes named after the ships. Attendees also purchased souvenir passports that allowed them to board the ships, and tickets were sold which gave attendees the opportunity to actually sail in the tall ships.

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. They promote and lend a hand to attractive and historically-sensitive building improvements. They participate in the improvement and creation of public facilities. They assist with the creation of appropriate private and public signage. They encourage the use of attractive and creative visual merchandising techniques. They advocate a logical course of historic preservation planning. Progress in these areas will have spin-off benefits for the Promotion and Economic Restructuring Committees by improving the image of downtown, providing better spaces for events, increasing the value of occupied spaces and improving the marketability of vacant spaces.

Learning Design by Example

Below is a brief description of some of Wisconsin Main Street Communities' favorite Design Committee projects that were completed between July 2008 - June 2009. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 20.

Darlington

Having fond memories of visiting his grandparents, a young attorney from St. Louis decided to buy a vacation home in Darlington, which was a historic building on Main Street. John Boyle rehabbed the upper story into a two-bedroom loft apartment for his family, and the ground floor became space for the Darlington Chamber/Main Street office. He invested more than \$300,000 in both spaces. The first floor features a high ceiling, conference room and small kitchen. He refinished the original wood floors. The doors and the wood work were duplicated to look like the original pieces. The outside rod iron staircase was refurbished and put back in place for an entry into the apartment.

Fond du Lac

Built in 1873 as a bank, the building at 28 N. Main St. has served as a saloon, a paint store, a shoe store, and even a speakeasy. The building has great Italianate design, but it was covered over long ago with an aluminum slip cover. Once a portion of the aluminum was removed, it was clear that much of the original detail remained. Sam Meyer pur-

chased it in 2008 and worked diligently to return it to its original splendor. The renovation included rebuilding the cornice, repairing the masonry, replicating the windows and doors, and installing an awning. This project was partially funded by the Downtown Fond du Lac Partnership Façade Grant program.

Lincoln Village, Milwaukee

A dangerous intersection coupled with the need for additional parking and landscaping presented an opportunity for the Lincoln Village Business Association. After requesting that this section of 14th Street be closed down, Tres Hermanos owner Ramon Orozco purchased the land to expand his restaurant operation. Since then he has added an outdoor dining terrace, increased parking spaces and made significant landscaping improvements. The Lincoln Village Business Association's Design Committee then created an attractive public plaza and coordinated the installation of public art. The first sculpture, *Quartet*, represents the four seasons and the Lincoln Neighborhood's diverse community. A second sculpture, constructed from the recycled interior cut-out of *Quartet*, was converted into an eight foot complementary piece.

Monroe

Dr. Scott Patterson completed a restoration to his building in the late 1980's bringing it back to its original beauty after a previously installed Swiss-style front. Unfortunately, pine windows were used and the wood deteriorated greatly over time. Dr. Patterson's recent project included the milling of four new windowsills, door repair and painting. The building is part of the Syndicate Block, built in 1881 and houses Dr. Patterson's orthodontics practice on the ground floor, with two rental apartments upstairs. The project received a façade improvement grant from Monroe Main Street.

Pewaukee

Get Benched was Positively Pewaukee's first public art project in partnership with the Pewaukee Area Arts Council. Local artists were asked to paint benches with a theme of Lake Country. The benches were custom made for this project since they had to be heavy enough that no one could walk off with them, but light enough that they could be moved when needed. The material had to be weather resistant and yet needed to be able to hold the paint. Just as the benches were scheduled to be unveiled to the public, the downtown was flooded. The unveiling was held about a month later and brought positive press to the community. Some of those who purchased the benches donated them to the downtown so they can be enjoyed by the public for years to come.

Prairie du Chien

Prairie du Chien Downtown Revitalization, Inc. (PDRI) and the City of Prairie du Chien did a complete, total reconstruction of their main commercial street in one construction season without raising taxes. The streetscape cost \$1.8 million with funding coming from grants from the departments of Transportation and Commerce, tax increment financing funds, and donations. The project included replacing the sanitary sewer and water main, street restoration, picture-frame concrete, period streetlights, benches, planters, waste receptacles, trees, drinking fountains and 12 bronze plaques that tell historical facts about the city. The street furniture was paid for by PDRI selling sponsorships. A pocket park was also constructed that contains native stones and plants.

Ripon

For decades Boca Grande in Ripon was a bar and nightclub. The project began as a collaborative effort between Boca Grande and a group of individuals from Ripon College and Main Street. Renovation included repairing two of the transom units, rebuilding the upper level windows, reopening a long-closed entrance and repointing the masonry. The large glass windows were retained as was the interior historic architecture. The group created two two-bedroom apartments and one-bedroom apartment. Each apartment contains 1,500 square feet of living space. The rear apartment has a private balcony and rooftop walk-out patio. They also repaired existing skylights and installed several new ones. The installed elevator makes it easier for residents to navigate the building. This historic tax credit project cost more than \$900,000.



Stevens Point

Tim Schertz had rehabilitated several historic buildings, but when the properties located at 1265 Main Street went up for sale, he had a vision for the property. The new building, now known as the Executive Place, sits on three separate lots, which were formerly an old gas station and two other buildings with limited parking. Wisconsin Main Street came up with a schematic design that kept this infill construction in harmony with the existing streetscape in the downtown. The building cost \$4.5 million and took almost two years to complete, but it was worth the wait. The Association of Downtown Businesses, in conjunction with Wisconsin Main Street, created a one-page marketing piece to aid in the leasing of the building. This building created a great entrance to Main Street and the downtown.

Watertown

After a fire caused significant damage to a property in downtown Watertown, the first floor was updated and the upper stories were fully gutted and remodeled into two one-bedroom apartments. The project cost more than \$50,000. Special attention was given to recycling and reusing materials that were left after the fire. Also, environmentally friendly materials were used wherever possible, such as no or low VOC glues and paints. Energy Star appliances and windows replaced lower efficiency ones. Once the project was completed, a commercial tenant returned to downtown occupying the street level space and the upper stories provide an example of what quality downtown apartments could look like.



Ripon: Boca Grande - Before (left), After (right)

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, 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 brief description of some of Wisconsin Main Street Communities' favorite Economic Restructuring Committee projects that were completed between July 2008 - June 2009. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 20.

Platteville

Driftless Market is Platteville's "community" grocery on Main Street. When Platteville first entered the Main Street program, many studies and business plans were developed to attract a natural food store to the area. Three local families created and executed Driftless with the mission of providing access to high quality natural, organic foods, with an emphasis on regional produce, products, and art. The three families co-manage and staff the daily operation, which provides flexible hours for family time. Driftless made use of Wisconsin Main Street's Design and Business services to create a building and business plan. The market has attracted a diverse and regional customer mix. The business provides employment for the six founders, and six part-time positions, including many University of Wisconsin - Platteville students.

Whitewater

The Downtown Whitewater Economic Restructuring Committee put together an execution strategy aimed at marketing and recruiting businesses to downtown. From their market data, the group came up with a list of the types of businesses they wanted in their district. They created a four-color market profile brochure and a cover letter was sent to more than 2,500 business owners within a 50-mile radius of Whitewater that fit one of the categories on their wish list. Follow-up phone calls, emails, and personal visits were made to each of the businesses. A total of \$3,624 was spent on this effort. A press release was sent to Janesville, Madison, Milwaukee, Chicago and Rockford promoting their efforts.

Eagle River

The Eagle River Revitalization Program identified business planning as a needed skill to accommodate the seasonal, heavy service business mix. Using a program developed by the Heart of Wisconsin Alliance in Wisconsin Rapids as a model, the committee developed the 20-hour Northwood's Entrepreneurial Boot Camp that focused on writing a business plan, identifying talents and weaknesses, researching the feasibility of an idea and market needs, developing a marketing plan, creating a financial plan, and doing an overall management assessment. Using local presenters from different organizations, 17 prospective business owners completed the first-ever training. Conclusion plans and concepts were evaluated within 36 different categories. The development of a local network and expansion and start-up plans are invaluable to the area. The best part is they generated a net profit of \$2,098 through sponsorships and fees.



Platteville: Driftless Market

Rice Lake: Lillians



Rice Lake

The Lillians retail concept offers ridiculously affordable, designer-inspired handbags and accessories, but is open just four days each month. On the second Thursday through Sunday of each month, shoppers line up outside the door. Once inside, the atmosphere is upbeat, fun, and filled with excitement and laughter, even including refreshments and music. This is “experience shopping”. It is high touch, high energy and high excitement. Each month brings 600 to 800 new items of merchandise, and there is nothing more than \$50. Lillians is the brainchild of two sisters who traded the 12-hour day corporate scene to create a hip, “chic” franchise for women. The Rice Lake Lillians owner, LaVonne Kimmers, is the embodiment of glam, energy and enthusiasm, which brings clients back month after month. This steady stream of customers also visit other downtown businesses.

Beloit

The City of Beloit purchased 328 State Street, formerly the Woolworth Building, in 2003. The city had plans to demolish the building and construct a parking ramp for a large international downtown company, but after downsizing plans were announced this was stalled. The Downtown Beloit Association worked to save the building and in 2007 the façade was restored. A request for proposal was sent out to find a new use for the building. Jackie Gennett and Rich Horbaczewski of Grass is Greener Gardens answered with plans for a grocery store that focused on local products. They had been vendors in their farmers market and had seen how the demand for local food had grown. In July 2008, Bushel & Peck’s Local Market opened, featuring wine, beer, seating for lunch and take-out of homemade meals. They also wanted to be a staging point to supply restaurants from Chicago to Madison. This new anchor has generated new traffic, a diverse customer base, and was identified as a need for downtown and area residents.

On Broadway, Green Bay

In 2008, ShopKo Express, in partnership with Smet Construction and the Green Bay Area Chamber of Commerce, broke ground on a new \$4.5 million building on a prominent corner of the Broadway District. This new building houses the first ever urban ShopKo Express store. ShopKo, which is headquartered in Green Bay, intended this store to be the model for all future urban stores. The new store includes a pharmacy, health & beauty aids, wine, and other convenience products. It employs more than 25 people. The need for such a store was discovered when On Broadway completed a market analysis of the area. It was found that a pharmacy carrying simple necessities from birthday cards to band aids was needed downtown. This new store serves as an anchor for the Broadway District and the adjacent Larsen Green Development.

Algoma

JoAnn Schneider, a well-known local baker and cake designer, had an established, home-based business and was looking to expand into a storefront location. This was a well-timed endeavor for the Schneiders and Algoma because the city had recently lost its longtime downtown bakery. Having worked with the Wisconsin Main Street Small Business Specialist on a feasibility plan, JoAnn ultimately found a building with a great location and good potential. The 1940’s building, a one-time popular restaurant and lounge, had in recent years been left vacant and in disrepair. Extensive renovation required it be brought to its original shell. After hundreds of thousands of dollars and months of planning and construction by the Schneiders, Algoma not only has a bakery again, but the building remains a viable and appealing structure in the community rather than rubble in the landfill.



Algoma: North Water Bakery and Deli

2008 WISCONSIN MAIN STREET AWARDS

Best Public Private Partnership

Winner *Wausau*
Wausau Police Dept. and Wausau Area Events

Best Creative Fundraising Effort

Winner *Algoma*
Algoma's New Vibe Raffle

Best Downtown Retail Event

Winner *Rhineland*
Taste of Chocolate

Best Promotional Item

Winner *Sheboygan Falls*
Historic Sheboygan Falls Rack Card

Best New Business: Independent

Co-Winner *Beloit*
Bushel and Peck's Local Market

Co-Winner *Platteville*
Driftless Market

Best New Business: Franchise/Chain

Winner *Green Bay*
ShopKo Express

Honorable Mention *Rice Lake*
Lillian's

Best Downtown Special Event

Winner *Port Washington*
2008 Maritime Heritage Festival

Honorable Mention *Wausau*
Screen on the Green

Best Business Development Program

Co-Winner *Whitewater*
Business Recruitment Market Profile

Co-Winner *Eagle River*
Northwoods Entrepreneurial Boot Camp

Best Downtown Image Campaign/Event

Winner *Whitewater*
Downtown Whitewater Commercial Co-op

Best Volunteer Development Program/Project

Winner *Lake Mills*
Lake Mills Main Street Ning Site

Honorable Mention *Tigerton*
Gazebo Park

Best Historic Restoration Project

Winner *Port Washington*
Ozaukee County Courthouse Restoration

Best Design Committee Project

Co-Winner *West Bend*
Streetscape Plan

Co-Winner *Sheboygan Falls*
Main Street 20th Anniversary DVD – "Everything Old is New Again"

Best Façade Rehab Under \$7,500

Winner *Monroe*
Dr. Scott Patterson

Best Façade Rehab Over \$7,500

Winner *Lincoln Village*
Milwaukee Bicycle Co.

Honorable Mention *Ripon*
Boca Grande Capital

Honorable Mention *Fond du Lac*
Sam Meyer

Best Public Improvement – Built Environment

Winner *Port Washington*
Franklin Street Streetscape

Honorable Mention *Prairie du Chien*
Downtown Street and Utility Improvements

Best Public Improvement – Beautification

Winner *Eagle River*
Railroad Depot Landscaping Project

Honorable Mention *Lincoln Village*
Lincoln Village Plaza/Tres Hermanos

Best Interior Renovation Project

Winner *Sheboygan Falls*
Bemis Bath Shoppe

Honorable Mention *Darlington*
John Boyle

Best Upper Story Rehabilitation Project

Winner *Ripon*
303- 305 Watson Street

Honorable Mention *Watertown*
Darrell Walsh

2008 WISCONSIN MAIN STREET AWARDS

Best Adaptive Reuse Project

Winner

North Water Bakery & Deli

Algoma

Best New Building

Co-Winner

Executive Place

Stevens Point

Co-Winner

Village Hall/Police Department

Pewaukee

Main Street Achievement Awards

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

Downtown Fond du Lac Partnership

Association of Downtown Businesses Stevens Point

2008 Main Street Spirit Award

Prairie du Chien Downtown Revitalization, Inc.

2008 Hall of Fame Inductees

John Schroeder, Two Rivers

Dorothy Schueffner, Sheboygan Falls

Trudy Wallin, Viroqua

Main Street Executive Director Years of Service

Two Years:

Tamara Brodnicki, Whitewater

Amy Hansen, Fond du Lac

Barb Nelson, Monroe

Todd Trimberger, Sturgeon Bay

Five Years:

Kathleen Braatz, Beloit

Karen Kenney, Sharon

Ten Years:

Rita Fritz, Eagle River

Virginia Kauffman, Tigerton

Thirteen Years:

Kathy Wellsandt, Rice Lake

Seventeen Years:

Craig Tebon, Ripon

2008 Volunteers of the Year

Algoma, James Rabas

Beloit, Mel Donny

Columbus, Deb Bevan

Darlington, Jason King

Eagle River, Kelly Haverkamp

Fond du Lac, Joan Pinch

Green Bay, Sandi Walch

Lake Mills, Troy Kloss

Marshfield, Tim Kraus

Monroe, Karen Stollenwerk

Pewaukee, Bruce Bennett, Honorary Captain

Platteville, Holly Kaiser

Port Washington, Scott Huebner

Prairie du Chien, Kay Wessling

Rhineland, Sandy Buss

Rice Lake, Bill Zabel

Sheboygan Falls, Larschelby "Schel" Kidd

Stevens Point, Amanda Loomis

Tigerton, Hailey Kauffman

Tomahawk, Pat Haskin

Two Rivers, Nancy Hartfield

Viroqua, Niki Steele

Watertown, Darlene Roedl

Wausau, Janet Herring

West Allis, Justin Eineichner

West Bend, Lisa Wise

Whitewater, Harriet Kaluva

2008 Honorary Board of Directors

Algoma, Craig Peterman

Beloit, Aron Bussan

Columbus, Jorie Habenicht

Darlington, Becky Taylor

Eagle River, Barry McLeane

Fond du Lac, Tom Meiklejohn III, Honorary Chair

Green Bay, Mary Walch

Lake Mills, Lane Smith

Monroe, Ryan Wilson

Pewaukee, Matt Hohner

Platteville, George Ohlendorf

Prairie du Chien, Michael Douglass

Rhineland, Bob Berns

Rice Lake, Casey Allen

Ripon, Bill Neill

Sheboygan Falls, Michael Kennedy

Stevens Point, Debbie Werra

Two Rivers, Bonnie Timm

Viroqua, Kile Martz

Watertown, John Meyers

Wausau, Phil Valitchka

West Allis, Douglas Persich

Whitewater, Bill Bowen

Tigerton: Gazebo Park-Volunteers of all ages worked to restore this park to its former glory by replanting flower beds and repairing the gazebo.



WISCONSIN MAIN STREET COMMUNITY REINVESTMENT STATISTICS: JULY 2008 TO JUNE 2009

Community	Public Improvement	Public Investment	Building Rehabilitation	Private Investment	New Building	Private Investment
Algoma	0	\$0	4	\$243,362	0	\$0
Beloit	3	\$746,347	7	\$1,511,400	0	\$0
Chippewa Falls	1	\$376,932	6	\$107,500	0	\$0
Columbus	0	\$0	1	\$50,000	0	\$0
Darlington	0	\$0	2	\$2,500	0	\$0
De Pere	0	\$0	46	\$332,596	6	\$2,765,615
Eagle River	1	\$125,000	15	\$667,200	3	\$2,478,000
Fond du Lac	15	\$228,025	31	\$779,255	1	\$400,000
Green Bay	2	\$184,000	6	\$1,020,350	1	\$1,200,000
Lake Mills	0	\$0	5	\$53,500	0	\$0
Lincoln Village	1	\$86,000	27	\$858,474	0	\$0
Manitowoc	0	\$0	18	\$77,347	0	\$0
Marshfield	0	\$0	6	\$62,500	0	\$0
Monroe	17	\$855,171	43	\$1,071,983	0	\$0
Osceola	1	\$1,900	3	\$179,325	0	\$0
Pewaukee	2	\$76,500	4	\$167,750	0	\$0
Platteville	3	\$1,635,000	18	\$408,075	0	\$0
Port Washington	4	\$55,919	7	\$211,248	0	\$0
Portage	1	\$2,800,000	16	\$651,500	0	\$0
Prairie du Chien	3	\$1,356,760	16	\$491,901	0	\$0
Rhineland	8	\$87,128	50	\$792,403	0	\$0
Rice Lake	0	\$0	11	\$38,300	0	\$0
Ripon	0	\$0	3	\$1,064,170	0	\$0
Sharon	0	\$0	1	\$1	0	\$0
Sheboygan Falls	11	\$7,950	11	\$118,300	0	\$0
Stevens Point	3	\$1,391	18	\$297,850	0	\$0
Sturgeon Bay	2	\$37,875,000	4	\$203,500	0	\$0
Tigerton	1	\$100	0	\$0	0	\$0
Tomahawk	0	\$0	3	\$6,600	0	\$0
Two Rivers	0	\$0	3	\$85,560	0	\$0
Viroqua	2	\$14,000	22	\$153,996	0	\$0
Watertown	2	\$8,035,000	8	\$598,100	0	\$0
Wausau	1	\$25,000	10	\$973,722	1	\$197,000
West Allis	3	\$10,778	5	\$55,500	0	\$0
West Bend	13	\$207,896	9	\$70,080	0	\$0
Whitewater	2	\$610,237	2	\$381,842	0	\$0
Total	102	\$55,402,034	441	\$13,787,690	12	\$7,040,615

WISCONSIN MAIN STREET COMMUNITY REINVESTMENT STATISTICS: JULY 2008 TO JUNE 2009

Buildings Sold	Amount of purchase	Housing Units	New Businesses	Total New Jobs	Total private reinvestment	Total private & public reinvestment
3	\$208,000	0	2	4	\$451,362	\$451,362
1	\$350,000	1	13	45	\$1,861,400	\$2,607,747
0	\$0	0	11	21	\$107,500	\$484,432
1	\$80,000	0	8	15	\$130,000	\$130,000
3	\$332,000	0	2	10	\$334,500	\$334,500
0	\$0	0	15	49	\$3,098,212	\$3,098,212
7	\$3,700,148	0	12	46	\$6,845,348	\$6,970,348
8	\$4,426,500	0	15	31	\$5,605,755	\$5,833,780
0	\$0	0	7	158	\$2,220,350	\$2,404,350
2	\$495,000	0	10	21	\$548,500	\$548,500
3	\$234,900	0	10	29	\$1,093,374	\$1,179,374
3	\$394,000	0	0	0	\$471,347	\$471,347
1	\$115,000	0	11	21	\$177,500	\$177,500
6	\$680,691	1	13	46	\$1,752,672	\$2,607,845
0	0	0	10	17	\$179,325	\$181,225
0	0	0	8	21	\$167,750	\$244,250
0	0	2	9	19	\$408,075	\$2,043,075
0	0	0	9	33	\$211,248	\$267,167
2	\$299,000	0	0	0	\$950,500	\$3,750,500
4	\$538,043	0	13	53	\$1,029,944	\$2,386,704
0	0	0	16	24	\$792,403	\$879,531
0	0	0	3	8	\$38,300	\$38,300
5	\$156,004	4	5	10	\$1,220,174	\$1,220,174
0	0	3	1	1	\$1	\$1
2	\$409,000	2	6	8	\$527,300	\$535,250
8	\$1,269,000	0	15	35	\$1,566,850	\$1,568,241
1	\$225,000	0	1	4	\$428,500	\$38,303,500
0	0	0	0	0	\$0	\$100
2	\$83,150	0	3	4	\$89,750	\$89,750
2	\$149,500	0	3	9	\$235,060	\$235,060
1	\$1	0	2	4	\$153,997	\$167,997
1	\$185,000	0	1	2	\$783,100	\$8,818,100
0	\$0	0	9	30	\$1,170,722	\$1,195,722
2	\$348,100	0	2	4	\$403,600	\$414,378
7	\$1,613,501	0	8	19	\$1,683,581	\$1,891,477
1	\$185,000	5	4	10	\$566,842	\$1,177,079
76	\$16,476,538	18	257	760	\$37,304,843	\$92,706,877

MAIN STREET DIRECTORY
AS OF SEPTEMBER 2009

Community Improvement of Algoma*
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W. www.downtownbeloit.com

Chippewa Falls Main Street
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W. www.chippewafallsmainst.org

Columbus Main Street
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W. www.columbusmainstreet.org

Darlington Chamber Main Street
P. (608) 776-3067
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W. www.darlingtonwi.org

De Pere Area Chamber*
P. (920) 338-0000
E. cdetrick@deperechamber.org
W. www.deperechamber.org

Eagle River Revitalization Program
P. (715) 477-0645
E. errp@nnex.net
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Downtown Fond du Lac Partnership*
P. (920) 921-9500
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On Broadway, Inc. - Green Bay*
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Lake Mills Main Street
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Mainly Manitowoc
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Main Street Marshfield*
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Lincoln Village Business Association - Milwaukee*
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Monroe Main Street*
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Osceola Main Street
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Positively Pewaukee*
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Platteville Main Street
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Port Washington Main Street
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Main Street Portage
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Prairie du Chien Downtown Revitalization, Inc.*
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Downtown Rhinelander, Inc.*
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Sharon Main Street
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W. www.sheboyganfalls.org

Stevens Point Main Street*
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Tigerton Main Street, Inc.*
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Tomahawk Main Street, Inc.
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Two Rivers Main Street, Inc.
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Viroqua Partners - A Main Street City*
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Watertown Main Street*
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River District Wausau
P. (715) 845-1328
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W. www.wausauriverdistrict.com

Downtown West Allis*
P. (414) 774-2676
E. director@downtownwestallis.org
W. www.downtownwestallis.com

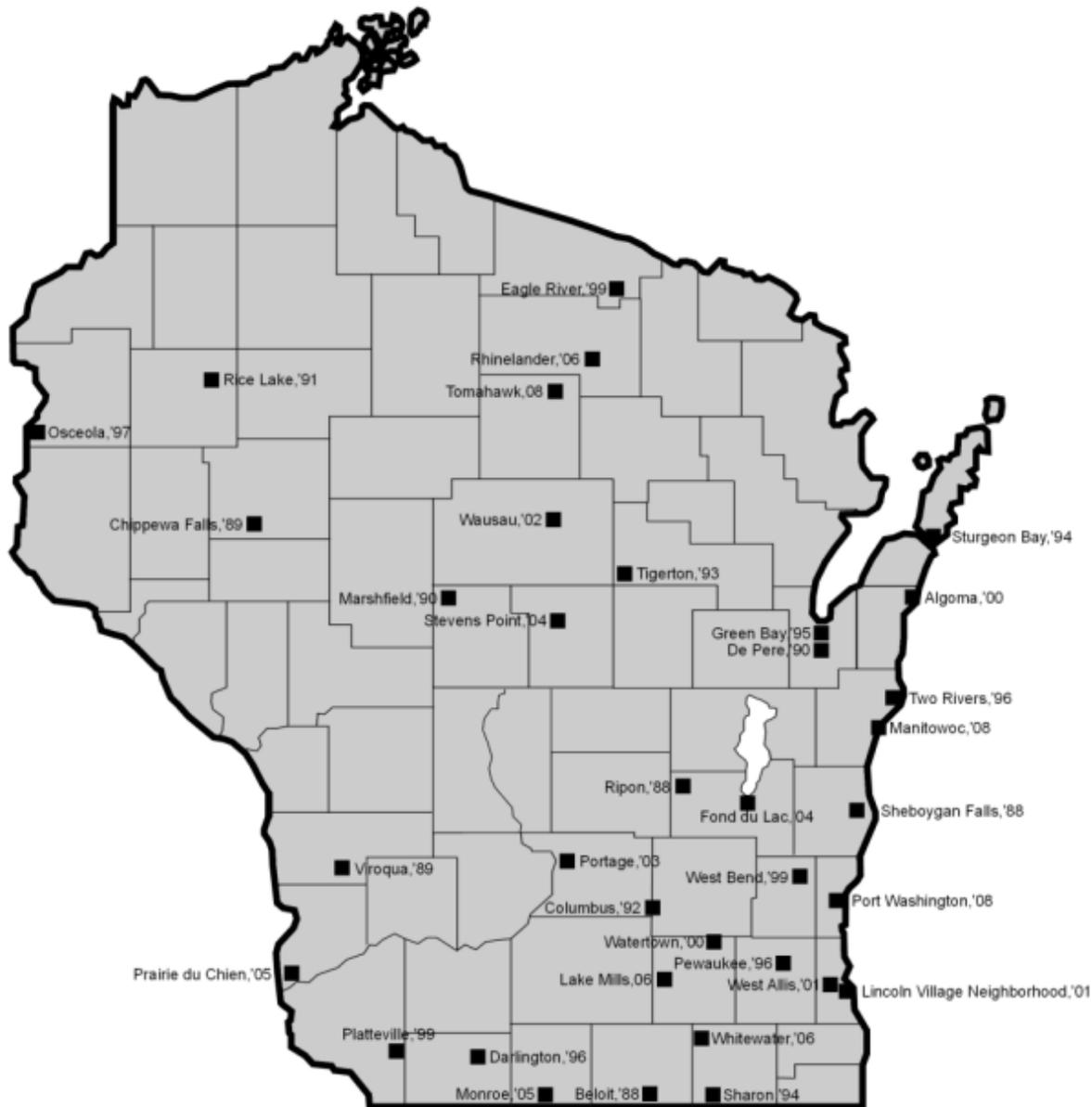
Downtown West Bend Association*
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Downtown Whitewater, Inc.*
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**2009 Nationally Accredited Communities*

MAP OF WISCONSIN MAIN STREET COMMUNITIES

AS OF SEPTEMBER 2009



COVER PHOTOS:

Good design on Main Street just doesn't happen. It takes the commitment of the property owners, business owners, local Main Street programs, and code officials to bring it to reality. Sometimes Wisconsin Main Street is called in to help with the process by working with property owners to come up with a vision for the building or to help put the project together. As you can see from the photos on the front and back covers, many of these visions have become reality. Read about all the great projects in our Main Street Communities in the expanded online version of this report at <http://commerce.wi.gov/CD/CD-bdd-pubs.html>.

Building Rehabilitation



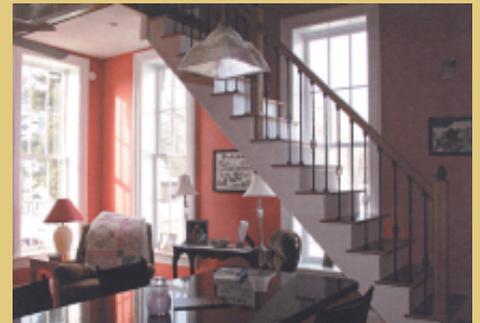
Lincoln Village,
Milwaukee

Streetscape



Port Washington

Interior Renovation



Darlington