

2009-2010 ANNUAL REPORT



WISCONSIN MAIN STREET

ACKNOWLEDGMENTS

This publication was written and produced by the Wisconsin Main Street Program, Division of Housing and Community Development, Department of Commerce, Aaron Olver, Secretary. The report covers program performance from July 1, 2009 to June 30, 2010. 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.

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COVER PHOTOS:

Have you ever looked up at a historic building? Next time you do, take time to notice the incredible details on them as illustrated by the collage on our cover, (from clockwise, from top right: buildings from Lake Mills, Lincoln Village (Milwaukee), Columbus and Rhineland. Many of these elements have been restored to show their natural beauty. When these buildings were constructed, they were built with the best materials and craftsmanship and were meant to last for generations. Building restorations and historic preservation are only a part of what Main Street does. Read about all of the great projects in our Main Street Communities in the expanded on-line version of this report at <http://commerce.wi.gov/CD/CD-bdd-pubs.html>.

LETTER FROM THE GOVERNOR

Greetings,

I am pleased to present the 2009-2010 Wisconsin Main Street Annual report, which celebrates the accomplishments of the Wisconsin Main Street program over the last year.

Even during the recent worldwide recession, our Wisconsin Main Street Communities, as they have done over the past two decades, continue to work diligently to preserve and create jobs. I am pleased to note that since Main Street's inception in the state, Wisconsin communities that participate in the program have attracted more than \$1.1 billion in public and private reinvestment; created more than 17,800 new jobs; and generated more than 4,000 new businesses.



What makes these figures so outstanding is that they are the result of the hard work of not only the paid staff members, but thousands of citizens, all of whom volunteer their time and their talents to their hometowns. I'd like to especially recognize Marshfield and De Pere as they celebrate their 20th year in the program.

Of particular note this year is that Wisconsin Main Street celebrated the 20th year of its annual awards program, which recognizes the best and brightest projects of its communities. Many of the projects are highlighted in the following pages and in the online version of this report. Congratulations again to all of the winners.

I want to thank the state Main Street Program and its member communities for their continued commitment to downtown revitalization, and I invite you to learn from their initiatives. This state-local partnership has established a firm foundation to ensure continued success in Wisconsin's downtowns.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Doyle".

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



Algoma : Eclipse Gallery - Sarah Condon and Brandon Hemm purchased and restored this 100-year-old building and converted it into a state-of-the-art gallery.

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 REINVESTMENT STATISTICS 1988-2010

Promotional Events

3,465

Total Attendance

7,103,735

Public Improvements

1,530

Public Investment

\$286,347,891

Building Rehabilitations

5,656

Private Reinvestment in Building Rehabilitations

\$325,536,361

New Businesses

4,030

Business Relocations and Expansions

1,396

New Jobs

17,865

New Buildings

263

Private Investment in New Buildings

\$285,762,069

Buildings Sold

1,539

Private Investment in Buildings Sold

\$238,021,507

New Downtown Housing Units

249

Total Private Investment

\$849,319,938

Total Public and Private Investment

\$1,135,667,828

Return on Investment (ROI)

Estimated real estate taxes generated by building rehabilitations and new buildings

\$104,595,920

Estimated state sales taxes generated by new businesses

\$293,640,000

Estimated state income taxes generated by new jobs

\$134,463,139

Return for every state dollar invested through Wisconsin Main Street Program

\$49.34

Return for every local dollar invested through local Main Street organizations

\$12.61

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

\$10.04

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.



Stevens Point: Dozynki Harvest Fest - This event attracts 9,000 people to the downtown to celebrate its Polish heritage.

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; public education, police and fire. 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.



Lake Mills: Old Municipal Building - This former city hall is now the home to several new businesses. The building's owners gutted the building, restored the windows, installed new wood floors and much more. This project was a catalyst for the area as three more businesses have opened up in the immediate area.

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.

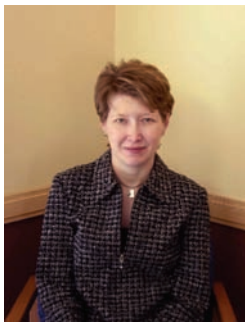
MEET THE WISCONSIN MAIN STREET STAFF

Jim Engle is the Director of the Bureau of Planning and Downtown Development for the Department of Commerce and also Coordinator 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 Oskaloosa, 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: progress 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 progress 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 the 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.

SERVICES AVAILABLE TO DESIGNATED COMMUNITIES

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

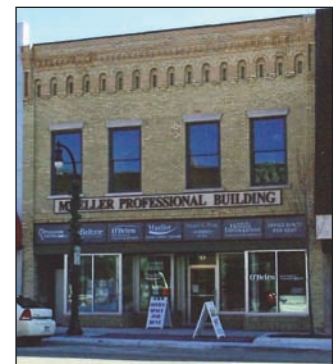
Each new Main Street community receives intense training in downtown market analysis. The Wisconsin Main Street Program works with the University of Wisconsin-Extension Center for Community Economic Development and new Main Street communities to complete a downtown market analysis that will help with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

9. Progress visits:

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



Marshfield: Mueller Investment Properties - In the 1960s the original facade was concealed by inappropriate stucco metals panels. This \$59,000 restoration utilized Wisconsin Main Street Design services and incentives from Main Street Marshfield.

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, promotional campaigns, etc.

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.



Port Washington: Kiss of Indulgence - The first year this event was held, 750 women visited 42 participating businesses. An hour before the event, a line started to form outside the registration areas and grew to two blocks long.

ORGANIZATION CASE STUDIES

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.

The 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 2009 - June 2010. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 20.

Lake Mills

In an effort to raise more sponsorship dollars for its events, Lake Mills Main Street invited area businesses to "Be Their Guest" at a complimentary wine, cheese, beer and bread night at a local downtown wine shop. Using a 1950s diner theme, they created a menu of opportunities that highlighted each event under food headings. For example, the winter festival went under "Cold Desserts." The wine shop was set up in the same theme with 50's memorabilia from a local antique shop and golden oldies playing on the speakers. The Main Street program had tables featuring their events and volunteer opportunities, marketing levels and a laptop showing the new website. They also took the opportunity to include co-op advertising options the economic restructuring committee had been developing. Those who signed up that night for an advertising package got a 10 percent discount on a sponsorship. They raised more than \$7,000 in sponsorships in one night.



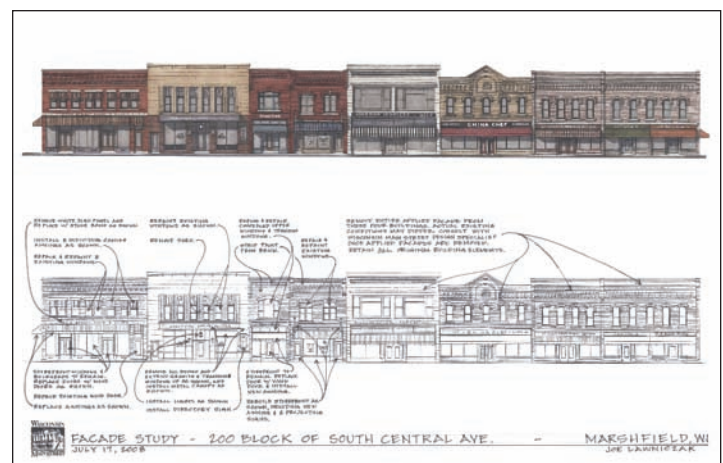
LAKE MILLS - SPONSORSHIP NIGHT

Guest Check

Date	Server	Total Amount	Check Number
4/22/2009			
Sponsorships			
Marketing			
Daily Specials			
Thanks for joining us! Come again!			

Marshfield

In 2009, the City of Marshfield partnered with Main Street Marshfield to create a downtown façade grant program. The City invested a total of \$150,000. The 50/50 matching grant program resulted in 11 projects with \$130,000 spent, and from that, a minimum of \$260,000 has been added to the real estate tax base. To participate, the applicants were required to provide two contractor bids and a concept drawing. Then a six-member team, consisting of the Main Street Director, city planning representative, the City Economic Development Director, banking representative, community development representative, Common Council member, construction representative, and an architect, reviewed. The city has placed another \$100,000 into the program for 2010 along with the remaining \$20,000 from the previous year.



MARSHFIELD - DOWNTOWN FACADE IMPROVEMENT PROGRAM

ORGANIZATION CASE STUDIES



DARLINGTON - DARLINGTON HEIGHTS SENIOR HOUSING

Rhinelanders

Rhinelanders has its own special mascot, the Hodag, that according to legend once lived in woods surrounding Rhinelanders. The decorated Hodags made their grand entrance into downtown on the back of a flatbed trailer in May and lived there for the rest of the summer. These five fiberglass Hodags were placed throughout the downtown as part of the largest outdoor art display in the Northwoods and became a major fundraiser for the program. The Design Committee's original goal was to raise a net income of \$8,700 for the organization, but they exceeded that by more than \$300 through acquiring sponsorships and auctioning off the Hodags. The seven-foot Hodags were painted by local artists. These creatures also proved to be a lot of fun for the community. Throughout the summer, families were seen downtown climbing on and enjoying the Hodags.

Darlington

This multi-use redevelopment project was designed to address rural problems, such as lack of retirement housing and dental services, and turn them into solutions. This took massive amounts of cooperation from 10 public and three private entities, including the City of Darlington, Darlington Chamber/Main Street, Darlington Development Corp., Southwest Community Action Program, Wisconsin Housing and Economic Development Authority, the Department of Commerce, Wisconsin Main Street, and UW-Extension, among others. The upper levels provide 17 condominium housing units for retiring seniors 55 and older from the agricultural or rural sectors. The first floor houses a new dental clinic that provides for underinsured children and adults in a five-county region.



RHINELANDER- HODAGS ON PARADE



VIROQUA - YOUNG PROFESSIONALS NETWORK

Viroqua

At a conference in San Francisco, the Viroqua Partners director witnessed a Young Professionals group in action and thought it would be a good fit back home to engage a new generation of volunteers. She formed a similar group, and the first meeting was in June 2009. Close to 20 people, professionals and current volunteers aged 20-40 attended. Out of that first meeting, business cards were exchanged and new friendships were forged. One attendee remarked "It's time that we, the younger generation, step up and start taking responsibility for our town." The group has grown to include those in city government, non-profits, banking, military, media, and small business. They meet once per month and even attend such events as a wine tasting and baseball games. As a result, Viroqua Partners has gained seven new board and committee members, as well as others who volunteer for events.

PROMOTION CASE STUDIES

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 2009 - June 2010. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 20.



MANITOWOC - ARCHITECTURAL WALKING TOUR

Manitowoc

The Promotions Committee had two goals with their Architectural Walking Tour, first to showcase the great historic buildings in the district and second to get people into the downtown businesses. They were able to accomplish both with more than 60 people attending. Starting with a Power-Point and continuing with a walking tour, the attendees were given information about the original construction, owners, and businesses that operated in the chosen buildings. Each attendee received an accompanying booklet and a reusable Mainly Manitowoc Shopping Bag filled with coupons and treats from downtown businesses. This free event will be repeated twice a year featuring a different part of downtown

Eagle River

The Eagle River Revitalization Program website (www.eaglerivermainstreet.org) was originally created by a local high school student, assisted by his teacher, at no cost to the program. The website provided people with information on the Main Street program, current events and local projects. With the addition of a huge new festival, an additional website and link needed to be created. This new website provides everything and anything someone needs to know about the event, and allows people to buy tickets and register for various events. Valued at over \$1,000, this service was entirely donated to the organization. In 2009, nearly 18,000 people visited the site.



EAGLE RIVER - WEBSITE

PROMOTION CASE STUDIES

Tomahawk

To encourage people to shop locally during the holidays, the Tomahawk Main Street Promotions Committee launched the Win the Window Campaign. Fifty-five businesses donated prizes to the window display in the Tomahawk Main Street office. People had to visit 12 participating businesses and spend a certain amount at the store to qualify for the contest. As a result of the promotion, the Main Street staff heard from some participants that they were going to do all their shopping in Tomahawk for Christmas. It was estimated that more than \$30,000 was generated in sales in the local businesses.



TOMAHAWK - WIN THE WINDOW



WEST ALLIS - A LA CARTE

West Allis

West Allis Ala Carte was coordinated by several groups to provide a day when visitors could come together for great music, food, games and to experience what West Allis has to offer. The event was improved with several new features. Businesses moved their merchandise onto the street. Area bands and choirs performed. Area seniors participated for cash prizes in a "Senior Idol" competition. Restaurants showcased their specialties. High school groups and other organizations assisted with games and shared information. More than 2,000 visitors attended. Downtown businesses were excited about the impact and some have suggested expanding it to two days.

Whitewater

When he heard that the two main arteries leading into Whitewater were to be shut down from June through September, Dr. John Patterson knew there was going to be a problem. He met with the city manager to discuss other options, but to no avail. So he set out to offset this negative and at the same time highlight the downtown businesses and the new logo. The solution was to create a coupon book that would promote shopping locally. Every business was offered two free coupons and they could purchase more. There were 120 total and 3,000 books were printed. By late 2009, a profit of \$3,680 was reached and the negative effects on businesses were reduced.



WHITWATER- COUPON BOOK

DESIGN CASE STUDIES

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 2009 - June 2010. They would be happy to share their experience. Contact information for each Main Street Program can be found in the directory on page 20.



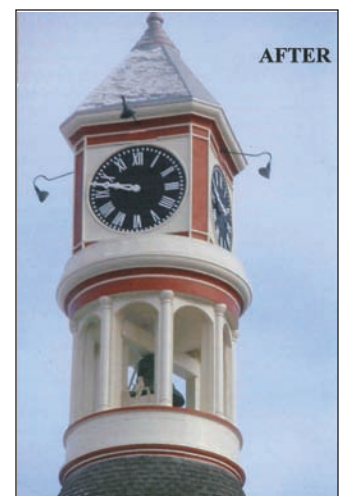
TIGERTON - TIGERTON HIGH SCHOOL BUILDING

Tigerton

School districts are not generally in the business of historic restoration, and far too many historic schools are sadly demolished or abandoned. Just having come off the success of saving the Old Village Hall, the restoration and retention of the school was feasible in its mind. Tigerton Main Street and the community got on board and helped pass a \$2 million referendum to save the 1919 building. The project involved the creation of a new fitness center, daycare, commons area, conference rooms, and computer lab. Former storage areas were converted to reception and office spaces, restrooms were updated, and an elevator was installed. As bids came in under budget, they decided to also repair the gym floor, which was not part of the original plan.

Columbus

The 1892 City Hall is a landmark building in downtown Columbus, but its visually important clock tower was no longer looking so impressive. At a cost of nearly \$12,000, the City of Columbus and the Historic Preservation Commission partnered to scrape, clean, repair, and paint the tower. The clock mechanism was also repaired and custom parts were made to repair the flagpole on top of the tower. The project was mostly funded by historic preservation calendar sales. The project has had a huge visual impact on the downtown area and has become a source of pride for citizens of Columbus.



COLUMBUS - CLOCK TOWER RESTORATION

DESIGN CASE STUDIES

Ripon

This former office products storefront was in desperate need of renovation when owner, Del Tritt, decided to make improvements. He worked with Ripon Main Street and Wisconsin Main Street on a plan to accurately restore the building to its 1920's appearance. The mansard canopy was removed and the original decorative cast iron columns were exposed. These columns had been concealed since the 1970's. In addition, the entire storefront and transom windows were rebuilt to proper proportions and the second story windows were replaced. The masonry was repointed and a new paint scheme put the finishing touches on the project. The total cost was \$15,000, and Del utilized a local façade grant. Quoting Ripon Main Street Director Craig Tebon, "the renovation turned a lump of coal into a diamond for the district."



RIPON - 319 WATSON STREET



WATERTOWN - ROCK RIVER PIZZA

Watertown

When Randy Trella purchased this 1888 building in 2006, he was determined to keep the character of the building and create a warm, inviting atmosphere for his new restaurant. This was no easy task. To bring the building up to code and make it useable, the entire kitchen was replaced and expanded, including new equipment and a stone hearth oven. In addition, the restrooms needed to be completely gutted and redone, and the floor had to be reinforced and leveled. But luckily the dining and bar areas retained much of their original elements and he was able to restore them back to their original grandeur. Mr. Trella was responsible for supervision and product selection throughout this \$300,000 renovation. He utilized the assistance of Wisconsin Main Street and Watertown Main Street, and in the end, the quality of design and craftsmanship are apparent to those who visit.

Sheboygan Falls

The Sheboygan Falls Chamber/Main Street Design Committee took a new approach to filling the planters throughout downtown. They made a commitment to use only natural, recycled materials in them. This required a lot of work by committee members, who faithfully cut back and dried flowering shrubs and made several trips to the landfill to retrieve what others had discarded. The materials were then assembled in a breathtaking array of "natural beauty" that adorned the downtown from November to January. The project inspired one restaurant owner to completely decorate the inside and outside of her business with recycled materials.



SHEBOYGAN FALLS - HOLIDAY PLANTERS

ECONOMIC RESTRUCTURING

CASE STUDIES

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.

On Broadway, Inc., Green Bay

Tony Phillips and Cathy Lesandrini opened this business April 2009. The building is split into two sections. The first floor is Chefusion, a high-end, multiple-course dining experience, and the second floor, Fusion Lounge, is more relaxed, with live music and a moderately priced menu. Since the building has a parking issue, a valet service is available for a minimal fee, something that is unique in the area. The business reaches out to the community in many ways, including purchasing and featuring vegetables from the local farmers market. The building is beautiful, the business is unique, and it creates an air of quality.



ON BROADWAY, INC. GREEN BAY - CHEFUSION



STEVENS POINT: CAFE 27

Stevens Point

When Tom Wolf came to Stevens Point from Iowa, he was intrigued by a little root beer stand downtown. He visited the property and found it was available. He then worked with the Association of Downtown Businesses, Wisconsin Main Street, and architect Terry Martin to turn his plans to reality. The self-funded \$425,000 project had two parts. The first was restoring the root beer stand. Next, ground was broken on the new 2,000-square-foot building next door to house Café 27. The building design plays off the 1950's design of the existing building. The building is sustainable in many ways. Many of the building elements are reclaimed from other buildings, including mahogany pillars, as well as hard pine flooring from a Frank Lloyd Wright designed convent. Solar panels were installed to provide in-floor heating and hot water, and a permeable concrete patio floor was used for site drainage.

ECONOMIC RESTRUCTURING CASE STUDIES

Platteville

When the Bayley Block was built in 1898, it was declared to be the finest structure in Southwest Wisconsin. Unfortunately, the upper floor sat vacant for 20 years. Local professionals toured the space, and local leader Cindy Tang helped form a Redevelopment Authority (RDA), which provides funding for such projects. Mark Ihm and Adam Charles created Bayley Group LLC and worked closely with Wisconsin Main Street to create a feasible financial plan and presented it to the RDA and City Council. After approval, the RDA borrowed \$320,000 from a local bank then loaned it to Bayley, along with \$600,000 from a private investor. The restoration included a new roof, the repair of 55 massive original windows, new interior storm windows, repair of the wainscoting and skylights, new utilities, laundry facilities, and painstaking recreations of the original wood doors throughout. The building now supports eight fully leased apartments and is helping to spur other Platteville rehabilitation projects.



PLATTEVILLE - BAYLEY GROUP



VIROQUA - BUSINESS SEMINAR

Viroqua

In 2008, downtown Viroqua was struggling. Several anchor businesses had transitioned into retirement and some had recently closed. Viroqua Partners pulled together a comprehensive business development program in 2009. Some elements of the program included: an educational series with the technical college; a new and expanded business marketing grant of \$500 for each applicant; a façade improvement grant totaling \$45,500, which was made up of private and city funds; and continuation of a quarterly breakfast education series, now experiencing record attendance of approximately 60 people at each session. At the end of 2009, all main level retail spaces had a current lease or accepted purchase sales offer.

Port Washington

After nine months of grueling planning by the owners, including surveying citizens, current customers, visiting similar stores across Wisconsin, speaking with vendors, and working with two different building owners. They decided in May 2009 to open a fine woman's clothing store, Wardrobe Safari, in Downtown Port Washington. The store compliments the owner's current fashion accessory store. The building owner, Wayne Haupt, waited to make sure the business plan was done before committing building improvement resources. This business strengthens the business mix, expands the skill of a savvy business owner, and contributes to local civic duties.



PORT WASHINGTON - WARDROBE SAFARI

2009 WISCONSIN MAIN STREET AWARDS

Best Public Private Partnership

Winner *Marshfield*
City of Marshfield & Marshfield Main Street
Downtown Facade Improvement Program

Honorable Mention *Darlington*
Darlington Heights Senior Housing & Dental Clinic

Best Creative Fundraising Effort

Co-Winner *Lake Mills*
Lake Mills Main Street Sponsorship Night

Co-Winner *Rhineland*
Hodags on Parade

Honorable Mention *Marshfield*
Imagine Marshfield Campaign

Best Downtown Retail Event

Winner *Port Washington*
Kiss of Indulgence

Honorable Mention *Tomahawk*
Win the Window

Best Promotional Item

Winner *Lake Mills & Watertown*
What's up Downtown?

Honorable Mention *Whitewater*
Construction Coupon Book

Honorable Mention *Eagle River*
Eagle River Revitalization Program Website

Best New Business:

Winner *Green Bay*
Chefusion

Honorable Mention *Port Washington*
Wardrobe Safari

Best Downtown Special Event

Winner *Stevens Point*
Dozynki Harvest Fest

Honorable Mention *Marshfield*
Hub City Days

Honorable Mention *West Allis*
West Allis Ala Carte

Best Business Development Program

Winner *Viroqua*
Viroqua Partners

Best Downtown Image Campaign/Event

Winner *Whitewater*
Downtown Whitewater Newspaper Advertising

Honorable Mention

Manitowoc
Decades of Distinction Architectural Tour

Best Volunteer Development Program/Project

Winner *Viroqua*
Viroqua Area Young Professionals

Best Historic Restoration Project

Winner *Columbus*
Clock Tower Project

Best Design Committee Project

Winner *Platteville*
Mural Walking Tour

Honorable Mention

Sheboygan Falls
Holiday Planters

Best Façade Rehab Under \$7500

Winner *Monroe*
Rosemary Forcade

Best Façade Rehab Over \$7500

Winner *Ripon*
Del Tritt

Honorable Mention

Marshfield
Mueller Investment Properties

Honorable Mention

Stevens Point
Northwest Square Project

Best Public Improvement – Built Environment

Winner *Monroe*
Downtown Streetscape Project

Honorable Mention

Tigerton
1919 Tigerton High School Building

Best Public Improvement – Beautification

Winner *Watertown*
Streetscape Project

2009 WISCONSIN MAIN STREET AWARDS

Best Interior Renovation Project

Co-Winner
Eclipse Gallery

Algoma

Co-Winner
Rock River Pizza Company

Watertown

Best Upper Story Rehabilitation Project

Winner
Bayley Group, LLC

Platteville

Best Adaptive Reuse Project

Winner
Old Municipal Building

Lake Mills

Best New Building

Winner
Café 27

Stevens Point

Main Street Achievement Awards

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

Monroe Main Street

Prairie du Chien Downtown Revitalization, Inc.

2009 Hall of Fame Inductees

Tim McGettingan, Darlington
Peggy Miller, Tigerton
Rick Vesper, Rice Lake

Main Street Executive Director Years of Service

Two Years: Sue Bessert, Rhineland
Cheryl Detrick, De Pere
Sarah Robinson, Stevens Point

Ten Years: Nancy Verstrate, Sheboygan Falls

Eleven Years: Rita Fritz, Eagle River
Virginia Kauffman, Tigerton

Fourteen Years: Kathy Wellsandt, Rice Lake

Eighteen Years: Craig Tebon, Ripon

2009 Volunteers of the Year

Algoma – Kathy Colburn
Beloit – Jason Braun
Columbus – Michelle Martin
Darlington – Kate Bausch
Eagle River – Cindy & Ron Meinholz, Honorary Captains

Lake Mills – Sarah FitzGibbon
Marshfield – Larry Haldeman
Monroe – Tom Miller
On Broadway – Michelle Schleis
Platteville – Kiley Harris
Port Washington – Maria Kiesow
Prairie du Chien – Bob and Diane Witt
Rhineland – Kathy Brich
Ripon – Howard Hansen
Rice Lake – Harlan Dodge
Sheboygan Falls – Gary Thede
Stevens Point – Jeremy Slowinski
Tigerton – Tania Kerneen
Tomahawk – Jim Wise
Viroqua – Chris Rozeske
Watertown – Cindy Peters
Wausau – Bruce Bohlken
West Allis – Emily Eineichner
Whitewater – Dave Saalsaa

2009 Honorary Board of Directors

Algoma – Derin Bjugstad
Beloit – Betsy Schmichen
Columbus – Lyle Sampson
Darlington – Steve Winslow
On Broadway – Kathy VanHemelryk
Lake Mills – Russ Roedl
Marshfield – Lois TeStrake
Monroe – Dan Henke
Platteville – Stacie Diesings
Port Washington – Ruth Lansing
Prairie du Chien – Lara Czajkowski-Higgins
Rhineland – Pat LaPorte
Rice Lake – Taylor Page
Sheboygan Falls – Jacci O'Dwanny
Stevens Point – Mary McComb
Tomahawk – Carol Swan
Viroqua – June Pedretti, Honorary Chair
Watertown – Melissa Lampe
West Allis – James Mejchar
Whitewater – Dr. John Patterson

WISCONSIN MAIN STREET COMMUNITY REINVESTMENT STATISTICS: JULY 2009 TO JUNE 2010

Community	Public Improvement	Public Investment	Building Rehabilitation	Private Investment	New Building	Private Investment
Algoma	0	\$0	3	\$42,983	0	\$0
Beloit	4	\$5,118,200	11	\$865,788	0	\$0
Chippewa Falls	0	\$0	9	\$164,005	0	\$0
Columbus	1	112350	3	\$326,255	0	\$0
Darlington	0	\$0	7	\$448,400	0	\$0
De Pere	0	\$0	31	\$2,530,230	0	\$0
Eagle River	0	\$0	1	\$47,000	0	\$0
Fond du Lac	4	\$278,400	18	\$15,798,926	0	\$0
Green Bay	2	\$6,000	13	\$453,000	0	\$0
Lake Mills	1	\$10,000	5	\$11,200	0	\$0
Lincoln Village	0	\$0	18	\$1,028,480	0	\$0
Manitowoc	7	\$2,965,598	52	\$291,645	0	\$0
Marshfield	1	\$878,318	6	\$103,298	1	\$200,000
Monroe	18	\$2,734,829	42	\$3,019,324	0	\$0
Osceola	0	\$0	0	\$0	0	\$0
Pewaukee	0	\$0	4	\$53,000	0	\$0
Platteville	1	\$10,000	28	\$697,683	1	\$702,300
Port Washington	2	\$3,112,000	6	\$6,047	0	\$0
Portage	1	\$250,000	13	\$179,050	0	\$0
Prairie du Chien	1	\$1,250	7	\$422,249	0	\$0
Rhineland	6	\$559,001	14	\$182,972	0	\$0
Rice Lake	1	\$870	12	\$85,960	0	\$0
Ripon	2	\$278,000	3	\$143,000	0	\$0
Sharon	1	\$2,000	2	\$4,400	0	\$0
Sheboygan Falls	7	\$1,775	12	\$104,800	0	\$0
Stevens Point	0	\$0	10	\$1,363,000	1	\$80,000
Sturgeon Bay	1	\$1,330,000	3	\$480,000	0	\$0
Tigerton	1	\$1,800,000	1	\$20,000	0	\$0
Tomahawk	0	\$0	11	\$430,500	0	\$0
Two Rivers	0	\$0	0	\$0	0	\$0
Viroqua	2	\$8,000	12	\$54,411	0	\$0
Watertown	2	\$87,000	8	\$137,000	0	\$0
Wausau	1	\$750,000	21	\$1,182,600	0	\$0
West Allis	0	\$0	1	\$184,450	0	\$0
West Bend	23	\$1,516,949	30	\$173,277	0	\$0
Whitewater	1	\$486,430	7	\$983,298	0	\$0
Totals	91	\$22,296,971	424	\$31,618,231	3	\$982,300

WISCONSIN MAIN STREET COMMUNITY REINVESTMENT STATISTICS: JULY 2009 TO JUNE 2010

Buildings Sold	Amount of purchase	Housing Units	New Businesses	Total New Jobs	Total private reinvestment	Total private & public reinvestment
0	\$0	0	5	15	\$42,983	\$42,983
0	\$0	0	4	20	\$865,788	\$5,983,988
1	\$27,000	0	6	13	\$191,005	\$191,005
0	\$0	0	4	6	\$326,255	\$438,605
2	\$218,000	0	1	8	\$666,400	\$666,400
0	\$0	0	11	21	\$2,530,230	\$2,530,230
0	\$0	0	4	7	\$47,000	\$47,000
3	\$1,236,000	47	13	117	\$17,034,926	\$17,313,326
3	\$502,700	0	10	54	\$955,700	\$961,700
1	\$217,500	0	3	16	\$228,700	\$238,700
2	\$275,000	0	14	51	\$1,303,480	\$1,303,480
7	\$1,689,000	0	8	16	\$1,980,645	\$4,946,243
3	\$465,000	0	12	27	\$768,298	\$1,646,616
2	\$234,000	0	6	26	\$3,253,324	\$5,988,154
0	\$0	0	3	8	\$0	\$0
0	\$0	0	15	106	\$53,000	\$53,000
0	\$0	1	7	20	\$41,399,983	\$1,409,983
0	\$0	0	7	28	\$6,047	\$3,118,047
0	\$0	0	0	0	\$179,050	\$429,050
4	\$4,090,900	0	10	56	\$4,113,149	\$4,114,399
1	\$250,000	0	23	29	\$432,972	\$991,973
1	\$195,000	0	3	7	\$280,960	\$281,830
8	\$2,369,401	2	3	17	\$2,512,401	\$2,790,401
0	\$0	0	3	3	\$4,400	\$6,400
1	\$99,000	0	6	16	\$203,800	\$205,575
1	\$120,000	8	4	45	\$1,563,000	\$1,563,000
4	\$505,000	0	8	32	\$985,000	\$2,315,000
2	\$100,000	0	3	8	\$120,000	\$1,920,000
3	\$435,000	0	4	14	\$865,500	\$865,500
0	\$0	0	1	6	\$0	\$0
1	\$1,000,000	0	7	14	\$1,054,411	\$1,062,411
0	\$0	0	0	0	\$137,000	\$224,000
1	\$300,000	0	11	49	\$1,482,600	\$2,232,600
0	\$0	0	5	11	\$184,450	\$184,450
0	\$0	0	0	0	\$173,277	\$1,690,226
0	\$0	0	8	19	\$983,298	\$1,469,728
51	\$14,328,501	58	232	759	\$46,929,032	\$69,226,003

MAIN STREET DIRECTORY AS OF SEPTEMBER 2010

Community Improvement of Algoma*

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W. www.algomamainstreet.org

Downtown Beloit Association*

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Chippewa Falls Main Street*

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Columbus Main Street

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De Pere Area Chamber

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Lincoln Village Business Association - Milwaukee*

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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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Rice Lake Main Street

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Ripon Main Street

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Sharon Main Street

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Sheboygan Falls Chamber/Main Street*

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Stevens Point Main Street*

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Sturgeon Bay Visitor Center

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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

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Downtown West Allis*

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Downtown West Bend Association*

P. (262) 338-3909

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Downtown Whitewater, Inc.*

P. (262) 473-2200

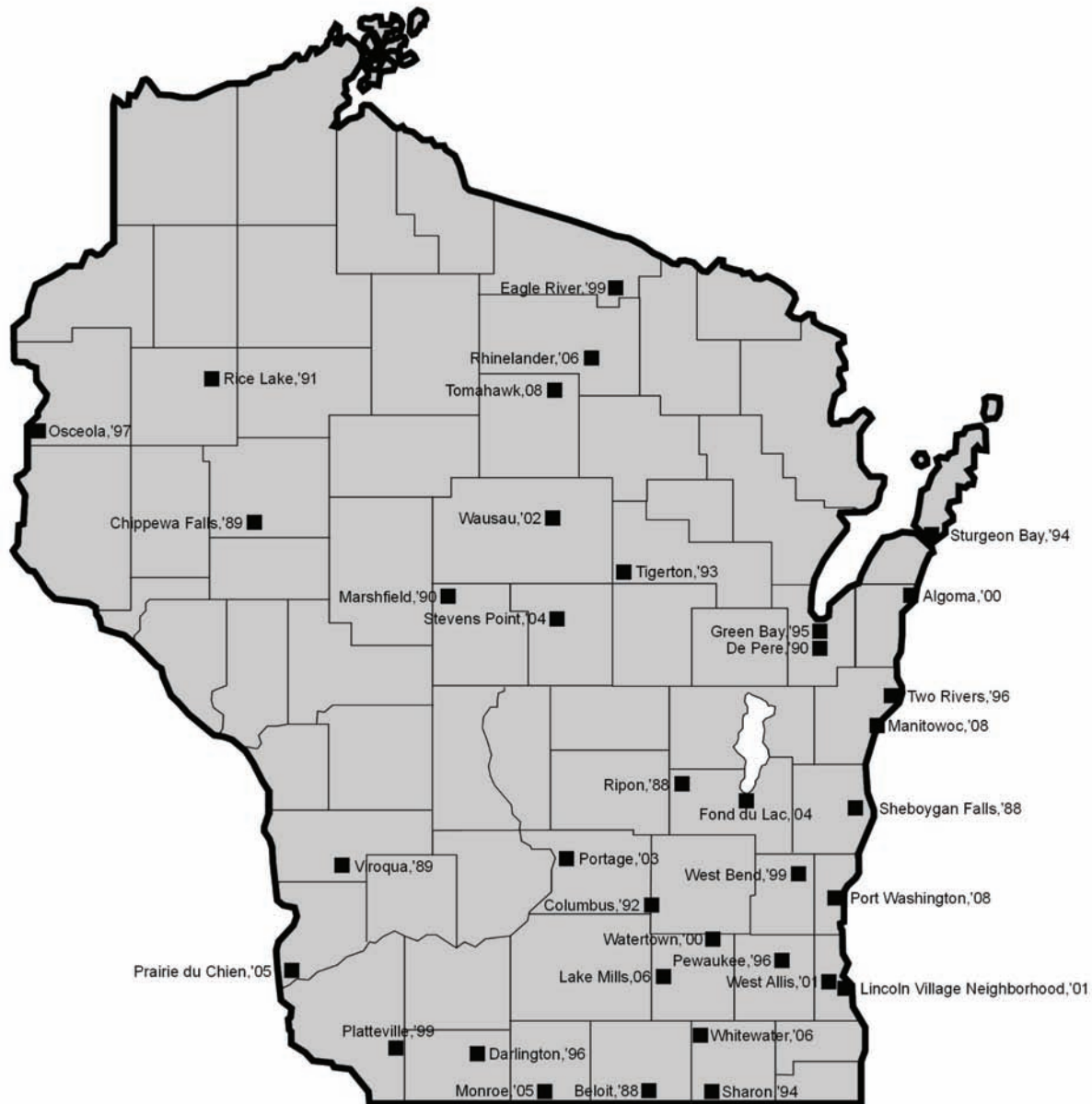
E. director@downtownwhitewater.com

W. www.downtownwhitewater.com

**2010 Nationally Accredited Communities*

MAP OF WISCONSIN MAIN STREET COMMUNITIES

AS OF SEPTEMBER 2010



Contact Information:

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Wisconsin Department of Commerce
201 West Washington Avenue, 5th Floor
PO Box 7970
Madison, WI 53707
(608) 267-0766
Fax: (608) 264-7834
james.engle@wisconsin.gov

<http://www.commerce.state.wi.us/CD/CD-bdd.html>

For a full listing of the Wisconsin Main Street Communities, go to page 12 of this report or go to <http://commerce.wi.gov/CD/CD-bdd-directory.html#comm>

WISCONSIN



MAIN STREET

