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# WISCONSIN MAIN STREET 1988-1998

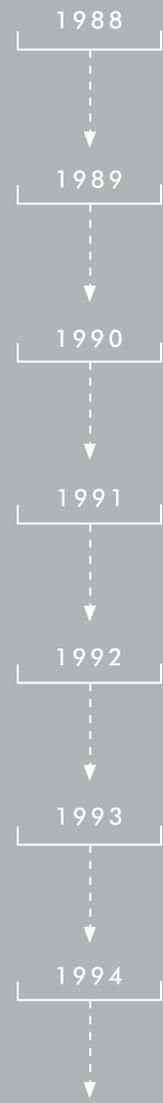


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10TH ANNUAL REPORT







# WISCONSIN MAIN STREET

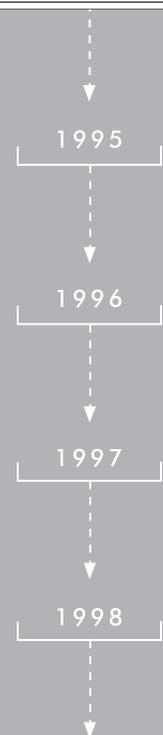
*10th Annual Report*

## ACKNOWLEDGMENTS

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Text was written and edited by Shari Cox with assistance from Jim Engle, Kevin Pomeroy, Bruce Fox, and Tony Hozeny. Design by Heather Lins, with assistance from Kevin Pomeroy.

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## LETTER FROM THE GOVERNOR

### GREETINGS,

It is with great pride that I present the 1988-1998 Wisconsin Main Street annual report.

In late spring 1987, legislation was introduced to establish a Main Street Program in Wisconsin. It passed unanimously in both the state senate and assembly. In 1988 I announced the first five participating communities: Beloit, Eau Claire, Ripon, River Falls, and Sheboygan Falls. Since then, 32 additional Main Street communities have been selected. On July 1, 1996, the Department of Development (DOD) formally became the Department of Commerce and with this reorganization came the establishment of a new Bureau of Downtown Development. The new bureau, part of the Division of Community Development, administers the state's Main Street Program, and provides outreach to state communities interested in revitalizing their downtowns.

It's hard to believe the impact the program has had on the landscape of our state over the last 10 years. As I travel throughout Wisconsin, I see a rebirth of social and economic activity in the heart and soul of our communities — the downtowns. Collectively the Main Street communities have created 7,966 jobs, attracted 1,486 new businesses, and generated over \$255,335,165 in public and private investment.

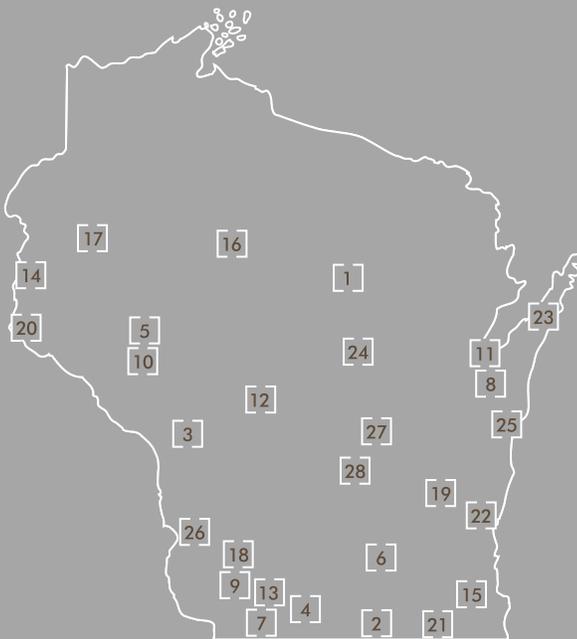
This report illustrates the accomplishments of the Wisconsin Main Street program over the past decade. I congratulate the participants on their commitment and dedication to their communities. They serve as an excellent example to all Wisconsin communities as we work together to bring our state into the next century.



*Tommy G. Thompson*

Tommy G. Thompson  
Governor

## MAIN STREET COMMUNITIES



### The year each community was selected follows the community's name.

1 ANTIGO, 1998	15 PEWAUKEE, 1996
2 BELOIT, 1988	16 PHILLIPS, 1995
3 BLACK RIVER FALLS, 1997	17 RICE LAKE, 1991
4 BLANCHARDVILLE, 1997	18 RICHLAND CENTER, 1992
5 CHIPPEWA FALLS, 1989	19 RIPON, 1988
6 COLUMBUS, 1992	20 RIVER FALLS, 1988
7 DARLINGTON, 1996	21 SHARON, 1994
8 DE PERE, 1990	22 SHEBOYGAN FALLS, 1988
9 DODGEVILLE, 1991	23 STURGEON BAY, 1994
10 EAU CLAIRE, 1988	24 TIGERTON, 1993
11 GREEN BAY, 1995	25 TWO RIVERS, 1996
12 MARSHFIELD, 1990	26 VIROQUA, 1989
13 MINERAL POINT, 1993	27 WAUPACA, 1996
14 OSCEOLA, 1997	28 WAUTOMA, 1993

## LETTER FROM THE SECRETARY



*Brenda J. Blanchard*  
Secretary  
Department of Commerce

With great pride I join Governor Tommy G. Thompson in presenting the 10th annual report for the Wisconsin Main Street Program. The Main Street Program has not only had a dramatic impact on the viability of Wisconsin downtowns, but it has also generated an awareness of the importance of our traditional business districts. The movement to preserve our heritage, strengthen our downtown commercial areas, and focus on Main Street's Four Point Approach to downtown revitalization continues to grow.

I am proud to say that Wisconsin has one of the premier Main Street Programs in the country. The Department of Commerce is committed to the future success of Wisconsin downtowns. We appreciate the important role that downtowns play in the economy and quality of life of the entire state. All of our communities have

different strengths, assets, and priorities, but the Main Street Program provides structure and technical assistance that helps each participating community reach its specific goals. Through the hard work of the Wisconsin Main Street staff and the determination of local program managers, volunteers, business and property owners, and other stakeholders, the Main Street Program has created an impressive private investment-to-budget ratio. This program has also been extremely successful at mobilizing volunteers to improve their communities.

Local projects have been diverse — façade rehabilitations in Dodgeville; major adaptive reuse projects in Sheboygan Falls, De Pere, and Marinette; crowd-generating promotional events in Green Bay, Tigerton, and Sharon. I hope find this report informative and enjoyable.



### THE BEGINNING

#### THE MAIN STREET TASK FORCE

The Main Street Task Force convened in February 1987. Charles Causier, President of the Wisconsin Chapter of the American Planning Association, and Neal Herst, Director of Community Development for the City of Beloit, co-chaired the task force. Membership in the Wisconsin Main Street Task Force required only an abiding interest in downtown revitalization and a commitment of the appropriate time and resources.

The task force convened for the purpose of creating a statewide downtown revitalization effort that included all current revitalization programs. In addition, it brought to Wisconsin

the proven Main Street Program of the National Main Street Center with its consulting and training resources. The task force was self-funding and self-liquidating.

The Main Street Task Force was initially sponsored jointly by the Wisconsin Downtown Action Council, Wisconsin Trust for Historic Preservation, Wisconsin Coalition for Historic Preservation, and Wisconsin Chapter-American Planning Association. In addition, the task force actively sought other interested organizations as co-sponsors who, in turn, lent their names and provided resources.

LETTER FROM THE  
NATIONAL MAIN STREET CENTER

A lot sure has happened in the past decade.

Ten years ago, the shopping mall industry was still rapidly growing. Internet commerce didn't exist. The US Postal Service was closing downtown post offices right and left. Small main street businesses were struggling to stay afloat amid a sea of new discount superstores. Downtowns were going through their darkest days in America's history.

Today, new mall construction is practically at a standstill, and chains and franchises are trying to figure out how to open stores downtown. Small main street businesses setting up storefronts on the internet are seeing their sales climb. There's a Federal Executive Order directing federal offices to locate in downtowns (and, whenever possible, in historic buildings downtown). The Post Office is working out some reasonable compromises to keep downtown post offices open. In towns of all sizes, people are moving into new upper-floor apartments in historic downtown buildings. And, in survey after survey, teens say they prefer main streets to malls because (among other things) main streets are one-of-a-kind places. The battle isn't over, of course – but over the past ten years, we've turned the corner.

It's been an exciting decade for America's main streets, and Wisconsin's Main Street Program has been at the forefront of many of these exciting advances. Wisconsin's Main Street program boasts one of the highest rates of downtown investment in the nation, with more than \$255 million. Nearly 8,000 new jobs have been created downtown and two of the 20 national winners of the Great American Main Street Award are Wisconsin communities. In addition, many innovative Wisconsin projects have served as role models nationwide.

All of us here at the National Trust for Historic Preservation's National Main Street Center are very proud of your achievements. Every day, you're setting examples for the rest of the country and proving, through your hard work and dedication, that Wisconsin's Main Street communities are among the most successful in the nation. As all of us continue to tackle the tough issues that lie ahead, I feel confident that some of the most innovative solutions will continue to be born in Wisconsin.



*Kennedy Smith  
Director, National Main  
Street Center  
National Trust for Historic  
Preservation*



MAIN STREET DAY

Main Street Day was held on May 12, 1987 to kick off the legislative initiative to adopt a Main Street Program in Wisconsin. The program included a description of how the proposed program would work; lunch with legislators; guest speaker Anise Read, Director of the Texas Main Street Program; a panel discussion of Wisconsin's downtown revitalization needs; and a wine and cheese reception with legislators. The kick off brought together state legislators and their concerned constituents to discuss the importance of the National Main Street Program for Wisconsin.

UNANIMOUS VOTE

In late spring 1987, Sen. Barbara Ulichny (D-Milwaukee) and Rep. Sue R. Magnuson (D-Madison) introduced legislation to establish a Main Street Program in Wisconsin. Bill (A-427) was unanimously passed by the state legislature with a 33-0 vote in the senate and a 97-0 vote in the assembly.

# MAIN STREET TODAY

## WHAT IS MAIN STREET?

Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in Wisconsin.

The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results in Wisconsin have been impressive. Wisconsin Main Street Programs have brought significant numbers of new businesses and jobs to their respective downtowns. Façade improvements and building rehabilitation projects have upgraded the image of Main Street. Promotional activities bring the community together in a positive way.

## THE FOUR-POINT APPROACH

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

There are no quick fixes for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street Program. The four elements that combine to create this well-balanced program are listed below. The success rate of the four-point approach is enhanced greatly when combined with the NMSC's eight principles.

### 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

### 1. DESIGN

This element works on enhancing the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping, and lighting all improve the physical beauty of the downtown as a quality place to shop, work, walk, invest in, and live.

### 3. ECONOMIC RESTRUCTURING

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

### 2. ORGANIZATION

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

### 4. PROMOTIONS

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.

### THE FOUR-POINT APPROACH

# MAIN STREET TOMORROW

## THE SELECTION PROCESS

Communities are selected for participation in the Wisconsin Main Street Program after going through a rigorous review process. The following areas are reviewed during the selection process.

### NEED

The need for the Main Street program in the municipality and its expected impact of the municipality.

### ORGANIZATIONAL CAPABILITY

The capability of the applicant to successfully implement the Main Street program.

### PUBLIC SECTOR COMMITMENT

The level of public sector interest in and commitment to a local Main Street program.

### PRIVATE SECTOR COMMITMENT

The level of private sector interest in and commitment to a local Main Street program.

### FINANCIAL CAPACITY

The financial capability to employ a full-time manager (or a half-time manager if the population of the community is 3,500 or less), fund a local Main Street program, and support area business projects. A variety of funding sources should be used. A minimum budget of \$45,000 annually (including in-kind donations) is expected for communities hiring a full-time manager, while a minimum budget of \$30,000 annually is expected for communities hiring a part-time manager.

### PHYSICAL CAPACITY

The cohesiveness, distinctiveness, character of, and variety of business activity conducted in the proposed commercial area.

### HISTORICAL IDENTITY

The historic significance of the proposed business area and the interest in, as well as commitment to, historic preservation.

If after comparing the municipalities, the department is unable to distinguish between two or more of the highly rated municipalities, the department shall consider the following to distinguish one municipality from another.

### GEOGRAPHICAL VARIETY

The contribution to the geographic variety of the program made by the municipality.

### POPULATION DIVERSITY

The contribution to the variety of community size in the program made by the municipality.

## TECHNICAL ASSISTANCE

Applicants selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance, including:

1. Onsite volunteer training programs;
2. Manager orientation and training sessions;
3. Advanced training on specific downtown issues, such as marketing, business recruitment, volunteer development, and historic preservation;
4. Onsite visits to help each community develop its strengths and plan for success;
5. Onsite design assistance;
6. Onsite business consultation to business owners and managers; and



### **BUREAU OF DOWNTOWN DEVELOPMENT SERVICES**

In September 1995, the Bureau of Downtown Development was added to the Division of Community Development. The bureau administers the Wisconsin Main Street Program and provides outreach assistance to any Wisconsin communities interested in revitalizing their downtowns. The following is a list of services provided by the bureau.

#### **THE GOVERNOR'S CONFERENCE ON DOWNTOWN REVITALIZATION**

Co-sponsored by the Wisconsin Main Street Program and Wisconsin Downtown Action Council (WDAC), this conference features keynote speakers; exhibits from local community programs; downtown product suppliers; tours; an awards banquet; and training sessions.

#### **DOWNTOWN WEEK**

The Bureau of Community Development is one of the sponsors of this week-long celebration of Wisconsin's downtowns. The week begins with a luncheon and idea exchange. It is celebrated throughout the state with a variety of events planned by individual communities.

#### **MAIN STREET APPLICATION WORKSHOPS**

These sessions are mandatory for communities interested in applying for the Main Street Program. Communities interested in setting up an independent downtown revitalization program may also participate in these sessions.

#### **ONE-DAY WORKSHOPS**

The Wisconsin Main Street Program and the WDAC offer workshops on topics such as "Attracting Visitors to Downtown," "New Uses for Old Buildings," and "Downtown Design."

#### **FIELD TRIPS**

Communities may take field trips to Main Street communities to learn firsthand about their progress and methodology. Call the state office at (608) 267-3855 for a referral.

#### **NEWSLETTER**

This quarterly publication includes case studies on local downtown projects, descriptions of upcoming workshops, an updated list of all local Main Street Program Managers, and other useful information. An individual or organization may be placed on the mailing list by calling or writing the Main Street office.

#### **ANNUAL REPORT**

The Main Street Program publishes an annual report that covers the progress of each Main Street community and provides information about the state program. The report is especially helpful to communities seeking case study information.

#### **THE WISCONSIN MAIN STREET SPEAKERS BUREAU**

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

#### **WISCONSIN MAIN STREET PROJECT DIRECTORY**

This is a contact list covering approximately 100 different types of projects ranging from consumer surveys to volunteer recognition programs to façade improvement grants. The directory provides names, addresses, and phone numbers of experienced local people to contact with questions about a particular initiative.

#### **WISCONSIN MAIN STREET LIBRARY**

This resource offers over 300 books, manuals, workbooks, slide programs, and videos on various downtown topics. Any state resident may check out an item for a three-week period.

#### **TELEPHONE ASSISTANCE**

Bureau staff will provide requested information over the phone. Assistance by phone or mail is also available from the local Main Street offices.



## A DECADE OF SUCCESS

The numbers speak for themselves. Using the Main Street methodology, over three dozen Wisconsin Main Street Communities have created thousands of new jobs and businesses, stimulated millions of dollars of private and public reinvestment, and spurred hundreds of building rehabilitation projects. The program's success may be clear, but the reasons for this success may not be quite so obvious at first glance. Overall, the Main Street Four-Point Approach reached the right state, at the right time, and involved the right people.

In the community development field, success starts with using the right methodology and no national economic development strategy has proven to be more successful than the National Main Street Center's Four-Point Approach. The Main Street Four-Point Approach involves combining efforts in the areas of organization, promotion, design, and economic restructuring. This well-rounded approach ensures that all facets of the downtown are treated in a comprehensive fashion.

Another reason the approach has been so successful, is the methodology's emphasis on historic preservation. This economic development tool highlights and utilizes a downtown's most important asset: its historic fabric. The identification, recognition, rehabilitation, and adaptive-reuse of historic buildings creates an atmosphere that attracts visitors, shoppers, and businesses alike.

While the national numbers are impressive, not every state can boast equal success in the program. Why has the methodology worked so well in Wisconsin? First, volunteerism is a widely valued ethic in this state. Citizens in Wisconsin are accustomed to rolling up their sleeves and pitching in to make their communities better.

This habit of self-sufficiency has proven to be a very useful trait leading to the success of the Main Street Program in Wisconsin.

Second, the timing was right. In the late 1980s, the future was starting to look bleak for many Wisconsin downtowns. Increased competition from discount stores and shopping malls threatened their existence. The state's citizens stepped in and made sure this did not happen. They worked hard to save the hearts and souls of their cities and villages.

The state's strong economy during the past decade played a significant role in the program's success as well. It has been an opportune time to start or expand a business and to invest in real estate. While the state's economic prosperity may ebb and flow over the many years to come, the valuable lessons learned by Main Street communities during this prosperous era will help them get through the lean years as well.

In the end, as is so often the case, it's the people who made the difference. As Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it's the only thing that ever has."



*Alicia L. Goehring*

*Alicia L. Goehring*

*Goehring, the director of Wisconsin Main Street throughout the program's first 10 years, now serves as the State Historical Society of Wisconsin's Administrator of Historic Preservation.*

## REINVESTMENT STATISTICS

### WISCONSIN MAIN STREET | 1988 - 1998

<i>Public Improvements</i>	540
<i>Public Investment</i>	\$77,878,061
<i>Building Rehabilitations</i>	1,900
<i>Private Investment</i>	\$84,086,997
<i>New Businesses</i>	1,486
<i>Business Relocations and Expansions</i>	714
<i>New Jobs</i>	7,966
<i>New Buildings</i>	69
<i>Private Investment</i>	\$43,749,400
<i>Buildings Sold</i>	499
<i>Private Investment</i>	\$49,620,707
<i>New Downtown Housing Units</i>	257
<i>Total Private Investment</i>	\$177,457,104
<i>Total Public and Private Investment</i>	\$255,335,165

COMMUNITY PROFILES

The Wisconsin Main Street communities have been involved in many successful projects during the last decade. Therefore, we have selected a representative sampling of accomplishments from each community.



▶ ANTIGO

▶ BELOIT



# ANTIGO

*Antigo Main Street Inc. | Terri Hunter, Manager | 8,653 population | 16 blocks in program area | 172 businesses in program area | 704 full-time jobs in program area*

REINVESTMENT STATISTICS | 1989 - 1998

<i>Public Improvements</i>	19
<i>Public Investment</i>	\$2,940,301
<i>Building Rehabilitations</i>	41
<i>Private Investment</i>	\$988,780
<i>New Businesses</i>	105
<i>Business Relocations and Expansions</i>	26
<i>New Jobs</i>	391
<i>New Buildings</i>	11
<i>Private Investment</i>	\$7,659,000
<i>Buildings Sold</i>	19
<i>Private Investment</i>	\$1,483,900
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$10,131,680
<i>Total Public and Private Investment</i>	\$13,071,981

Antigo was one of the first Wisconsin Main Street programs to establish a youth advisory board to assist its downtown revitalization efforts. The goals of involving the students are to help Main Street to better promote downtown to area youth and to expand the volunteer base of the organization.

In 1992, the Alexander Company rehabilitated and restored the 88-year old railroad depot. The project cost \$2.7 million and required the creation of a \$285,000 tax incremental finance district. Upon completion, the depot contained 31 residential units and 9,600 sq. ft. of commercial space. The project also included two new eight-unit apartment complexes on the depot grounds, and a new commercial/residential building.

# BELOIT

*Downtown Beloit, Association | Andrew Janke, Manager | 35,500 population | 21 blocks in program area | 176 businesses in program area | 2,810 full-time jobs in program area*

REINVESTMENT STATISTICS | 1988 - 1998

<i>Public Improvements</i>	42
<i>Public Investment</i>	\$7171,949
<i>Building Rehabilitations</i>	222
<i>Private Investment</i>	\$14,714,854
<i>New Businesses</i>	125
<i>Business Relocations and Expansions</i>	56
<i>New Jobs</i>	821
<i>New Buildings</i>	4
<i>Private Investment</i>	\$3,490,000
<i>Buildings Sold</i>	30
<i>Private Investment</i>	\$2,991,900
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$21,196,754
<i>Total Public and Private Investment</i>	\$28,368,703

The City of Beloit has had an extremely close working relationship with the Downtown Beloit Association (DBA) since Beloit became one of Wisconsin's first Main Street communities in 1988. The city's commitment to the downtown has been consistently strong. Examples of city cooperation include the funding of downtown public improvements, incentive programs for building rehabilitations, and cooperation on the recent Team 51 work group.

In 1990, the Downtown Beloit Association formed the Design Review Committee to oversee the planning, prioritization, and development of Tax Increment District (TID) #5 funded public improvement projects. This marked the first time that downtown property and business owners were included in the decision making for a TID project. The committee hired a landscape architectural firm to create a master plan for future streetscape improvements. Through 1995, the city made over \$500,000 of improvements. In 1995, the committee planned its most ambitious project to date, the renovation of the 300 block of State Street. This is Beloit's primary retail and service area, contains the community's richest collection of historic commercial buildings, and serves as the setting for many DBA-sponsored events. Total project cost was \$255,000.



## BLACK RIVER FALLS

*Black River Falls Downtown Association, Inc. | Chad Helgeson, Manager | 3,490 population | 13 blocks in program area | 71 businesses in program area | 650 full-time jobs*

In 1995, Black River Falls Downtown Association, Inc. was formed to look into downtown revitalization issues. The program area has been a traditional business district for more than 100 years. Past improvements have included historically correct streetlights, brick accents, and landscaping. Some of the community's immediate goals include developing guidelines for building restorations; establishing a Historic Preservation Program; and publishing a community walking tour.

### REINVESTMENT STATISTICS | 1997 - 1998

<i>Public Improvements</i>	2
<i>Public Investment</i>	\$10,400
<i>Building Rehabilitations</i>	4
<i>Private Investment</i>	\$9,673
<i>New Businesses</i>	6
<i>Business Relocations and Expansions</i>	0
<i>New Jobs</i>	14
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	0
<i>Private Investment</i>	0
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$9,673
<i>Total Public and Private Investment</i>	\$20,073

## BLANCHARDVILLE

*Blanchardville Community Pride, Inc. | Amy Charles, Manager | 802 population | 8 blocks in program area | 32 businesses in program area | 88 full-time jobs in program area*

An eight-block area of downtown Blanchardville is the focus of the newly formed Blanchardville CommunityPride, Inc. Last year Blanchardville began a project to restore the historic dam on the Pecatonica River, located at the north end of Main Street. In addition, Blanchardville plans to focus on attracting new businesses; creating a positive community image; and preserving historic resources.

### REINVESTMENT STATISTICS | 1997 - 1998

<i>Public Improvements</i>	3
<i>Public Investment</i>	\$1,110
<i>Building Rehabilitations</i>	2
<i>Private Investment</i>	\$13,000
<i>New Businesses</i>	5
<i>Business Relocations and Expansions</i>	0
<i>New Jobs</i>	5
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	1
<i>Private Investment</i>	\$10,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$23,000
<i>Total Public and Private Investment</i>	\$24,110



# CHIPPEWA FALLS

*Chippewa Falls Main Street | Jim Schuh, Manager | 13,277 population | 26 blocks in program area | 203 businesses in program area | 1,300 full-time jobs in program area*

REINVESTMENT STATISTICS | 1989 - 1998

<i>Public Improvements</i>	41
<i>Public Investment</i>	\$35,990,850
<i>Building Rehabilitations</i>	142
<i>Private Investment</i>	\$5,565,373
<i>New Businesses</i>	141
<i>Business Relocations and Expansions</i>	87
<i>New Jobs</i>	865.5
<i>New Buildings</i>	5
<i>Private Investment</i>	\$4,155,000
<i>Buildings Sold</i>	25
<i>Private Investment</i>	\$2,364,900
<i>New Downtown Housing Units</i>	45
<i>Total Private Investment</i>	\$12,085,273
<i>Total Public and Private Investment</i>	\$48,076,123

In 1996, Chippewa Falls was one of five communities in the nation to be honored with the Great American Main Street Award. This prestigious award is presented annually by the National Trust for Historic Preservation and the Edward Jones Financial Services Group. The award recognizes exceptional accomplishments in revitalizing America's historic and traditional downtowns and neighborhood business districts. The community received \$5,000 to further revitalization efforts, along with trophies, road signs, and certificates to mark its achievement.

The Chippewa Falls Economic Restructuring Committee created a business plan contest for a \$5,000 grant and up to a \$20,000 low-interest loan. All five downtown financial institutions committed \$5,000 to the project. To win the award, potential businesses had 12 months to open in the downtown. Extra points were awarded if the business was on the Main Street "wish list" of businesses needed. The winner, Dan Dahl, opened a computer store on Bridge Street. Three of the four who applied are now open for business, and in the 12 months that followed, 15 new businesses opened in the downtown.

# CLINTONVILLE

*Main Street Clintonville, Inc. | Amy McBriar, Manager | 4,423 population | 10 blocks in program area | 105 businesses in program area | 677 full-time jobs in program area*

REINVESTMENT STATISTICS | 1995 - 1998

<i>Public Improvements</i>	1
<i>Public Investment</i>	\$23,000
<i>Building Rehabilitations</i>	9
<i>Private Investment</i>	\$331,550
<i>New Business</i>	18
<i>Business Relocations and Expansions</i>	10
<i>New Jobs</i>	56
<i>New Buildings</i>	1
<i>Private Investment</i>	\$325,000
<i>Buildings Sold</i>	9
<i>Private Investment</i>	\$500,500
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$1,157,050
<i>Total Public and Private Investment</i>	\$1,180,050

The brick on the façade of the newly built Fox Communities Credit Union building in downtown Clintonville complements the three surrounding structures. The site is sympathetic to several large trees on the lot and allows for green spaces as well as adequate parking. The drive-through service windows are specially conducive to the existing traffic patterns in the downtown. Total investment was \$325,000.

The Promotion Committee of Main Street Clintonville, the Retail Division of the Clintonville Area Chamber of Commerce, and community volunteers teamed up to form the Clintonville Christmas Committee. The committee organized "Santaville" which is where children can visit Santa downtown as well as create arts and crafts projects; listen to holiday stories; and snack on punch and cookies. 1997 marked the first year for the event. It was so well received by the community that Clintonville is looking forward to visiting with the Clauses on an annual basis.



# COLUMBUS

*Columbus Main Street | Judy Goodson, Manager | 4,093 population | 9 blocks in program area | 57 businesses in program area | 133 full-time jobs in program area*

The city of Columbus has always had an emphasis on preservation. In 1997, after completing its Historic Walking Tour brochure, there was \$900 left from the grant received from the National Park Service, the U.S. Department of Interior, and the State Historical Society of Wisconsin. It was used to create a coloring book to serve as a lasting educational tool, and as an effective way to reach young members of the community. Columbus Main Street printed 1,000 coloring books and distributed them within the community, including the grade school art department and the local hospital. The coloring books were very well received.

The Whitney Hotel was built in 1858 of cream brick, in an Italianate-style. It was considered a first-rate establishment boasting a ballroom heated by six wood-burning stoves on the third floor. The building hosted a variety of occupants throughout its history, but by 1990 there was talk of tearing it down. Concerned citizens formed a non-profit group called Columbus Downtown Development Corporation. The group raised \$103,000 from the community to help save the building. It then entered into a joint venture with Heartland Properties to rehabilitate the property. The two upper floors now contain eight apartments, and the first floor is commercial space. The entire façade was rehabilitated, and the original front bay was recreated. Total project cost came to \$726,000.

REINVESTMENT STATISTICS | 1992 - 1998

<i>Public Improvement</i>	6
<i>Public Investment</i>	\$592,235
<i>Building Rehabilitations</i>	22
<i>Private Investment</i>	\$110,176
<i>New Businesses</i>	27
<i>Business Relocations and Expansions</i>	3
<i>New Jobs</i>	37.5
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	32
<i>Private Investment</i>	\$1,900,250
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$2,010,426
<i>Total Public and Private Investment</i>	\$2,602,661

# DARLINGTON

*Darlington Community Revitalization, Inc. | Todd Barman, Manager | 2,235 population | 14 blocks in program area | 101 businesses in program area | 234 full-time jobs*

The Pecatonica River has posed a threat to the community's historic business district for generations. Older residents remember the flood of 1937 when water spread for blocks. The early 1950s brought more water damage to the county seat. The community then enjoyed 30 years without flooding. However, 1990 was the beginning of a new decade of water problems. The community was flooded in 1990, 1993, and 1994. After the 1990 flood, community leaders began to discuss flood mitigation, which is considered cost-effective because it reduces the amount of taxpayer-financed emergency disaster assistance required to repair structural damage caused by flooding. Darlington's project was completed in 1996 and now serves as a disaster planning model.

In September and October of 1998, the Darlington Main Street Program sponsored a business training seminar series. This 5-part series received a community-based economic development grant from the Department of Commerce, which allowed them to offer the series at a greatly reduced cost. Each week consultants from Retailworks, based in Cedarburg, Wisconsin, spoke for 1.5 hours in the morning. The rest of the day was devoted to one-on-one consulting in one hour time slots. Topics included remodeling or updating your store's image and interior; retail operations; window displays and visual merchandising; marketing and advertising; and customer sales and service. The series was well attended, averaging 25-30 participants each session and many retailers took advantage of the one-on-one consulting opportunity.

REINVESTMENT STATISTICS | 1996 - 1998

<i>Public Improvements</i>	0
<i>Public Investment</i>	0
<i>Building Rehabilitations</i>	35
<i>Private Investment</i>	\$646,900
<i>New Businesses</i>	7
<i>Business Relocations and Expansions</i>	6
<i>New Jobs</i>	16.75
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	2
<i>Private Investment</i>	\$78,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$724,900
<i>Total Public and Private Investment</i>	\$724,900



## DE PERE

Main Street De Pere | Gene Hackbarth, Manager | 14,892 population | 22 blocks in program area | 186 businesses in program area | 2,238 full-time jobs in program area

### REINVESTMENT STATISTICS | 1990 - 1998

Public Improvements	20
Public Investment	\$267,813
Building Rehabilitations	90
Private Investment	\$8,823,304
New Businesses	109
Business Relocations and Expansions	36
New Jobs	844.5
New Buildings	4
Private Investment	\$190,000
Buildings Sold	21
Private Investment	\$2,837,000
New Downtown Housing Units	0
Total Private Investment	\$12,850,304
Total Public and Private Investment	\$13,118,117

Established in 1879, the Lawton Foundry building was a general machine and foundry shop diversified enough to serve any or all of the local manufacturing plants in the De Pere area. The foundry remained in operation until 1972 when Lawton decided to phase out this part of the business. In the early 1980s, C.A. Lawton Company relocated to the industrial park, leaving only a small workforce downtown. The foundry was scheduled for demolition several times before the Alexander Company decided it could be adapted for use as apartments. Construction began in the fall of 1992. The Lawton Foundry building was converted into 70 affordable housing units and was also one of the first buildings in De Pere's downtown to be listed on the State and National Register of Historic Places. Total cost of the project was \$5.5 million. All 70 units are fully occupied adding an additional customer group to the downtown area.

In 1990, De Pere celebrated the city's consolidation centennial. Due to its success Celebration 101 was established the following year. It has now become an extremely popular annual event, attracting more than 100,000 people. Main Street De Pere and the Business Association work together to plan and promote the event, which is held in downtown's Voyageur Park on the bank of the Fox River over Memorial Day weekend. Activities have varied through the years, but have included a build-your-own-raft contest; a Venetian boat parade; a hole-in-one contest off the riverbank onto a barge; and a five-mile run.

## DODGEVILLE

Dodgeville Revitalization | Joni Herron, Manager | 3,872 population | 12 blocks in program area | 66 businesses in program area | 312 full-time jobs in program area

### REINVESTMENT STATISTICS | 1991 - 1998

Public Improvements	16
Public Investment	\$1,837,100
Building Rehabilitations	34
Private Investment	\$834,000
New Businesses	16
Business Relocations and Expansions	12
New Jobs	83
New Buildings	2
Private Investment	\$310,000
Buildings Sold	4
Private Investment	\$260,000
New Downtown Housing Units	8
Total Private Investment	\$1,404,000
Total Public and Private Investment	\$3,241,100

Brad and Barbara Glass rehabilitated one of the oldest buildings in downtown Dodgeville. The building is the last wooden-framed retail structure in the central business district. Peter J. Morris, a Welsh blacksmith and entrepreneur, built the structure in 1866. The building has gone through a series of major interior and exterior remodelings, which left no trace of how the original façade appeared. The 1993 renovation relied on historic photos, newspaper accounts, and oral history. It was undertaken in consultation with the State Historical Society architects. The interior has been remodeled with two apartments added on the second floor. The building now houses Glass Law Offices.

The Dodgeville Historic Preservation Commission in partnership with Dodgeville Revitalization unveiled the Dodgeville Walking Tour Booklet in August 1995. It was a product of more than a year's work by a dedicated committee. The more-than-50-page booklet provides never before compiled information about the rich history of Dodgeville and focuses on the buildings constructed between 1840 and 1920. There are more than 60 historic photos of houses, churches, and retail buildings. The \$6,000 project was funded with a grant from the State Historical Society and a local match from the Dodgeville Kiwanis, Jaycees, and Dodgeville Revitalization. More than 450 volunteer hours were invested in the project.



## EAU CLAIRE

*Eau Claire City Center Corporation | Kirsten Means, Manager | 51,509 population | 40 blocks program area | 300 businesses in program area | 3,700 full-time jobs in program area*

The annual International Fall Festival celebrates ethnic diversity and promotes understanding and appreciation of every culture. More than 20,000 people flock to this event every September. The Eau Claire Main Street Association begins planning one year in advance by presenting to university foreign exchange students to gain their participation. Regional ethnic entertainers and crafters are also sought. More than \$10,000 in grants and donations need to be raised to cover the costs. Volunteers play a vital role in soliciting sponsors, ethnic food vendors and parade units as well as assisting on the day of the event.

Mogie's Pub is just one of several downtown Eau Claire buildings restored by owner John Mogensen. In November 1994, an Eau Claire Main Street Association approved a reinvestment loan for the restoration project. Mr. Mogensen's goal was to have the building look as much like the original building of 1900 as possible. The project included three new upper floor windows, storefront structural supports, a new door and display windows, a new sign, and interior renovation. Total cost for the façade rehabilitation was \$15,000. The new building houses a pub and restaurant.

### REINVESTMENT STATISTICS | 1988 - 1998

<i>Public Improvements</i>	26
<i>Public Investment</i>	\$4,241,564
<i>Building Rehabilitations</i>	76
<i>Private Investment</i>	\$8,727,335
<i>New Businesses</i>	141
<i>Business Relocations and Expansions</i>	86
<i>New Jobs</i>	1506
<i>New Buildings</i>	11
<i>Private Investment</i>	\$10,906,000
<i>Buildings Sold</i>	14
<i>Private Investment</i>	\$1,286,720
<i>New Downtown Housing Units</i>	69
<i>Total Private Investment</i>	\$20,920,055
<i>Total Public and Private Investment</i>	\$25,161,619

## GREEN BAY

*On Broadway, Inc. | Stephanie Hawkinson, Manager | 96,948 population | 22 blocks in program area | 137 businesses in program area | 1,498 full-time jobs in program area*

The Titledown Brewing Company renovated the former Chicago and Northwestern Train Depot located at 200 North Dousman into a brewpub, a combination restaurant and microbrewery. The renovation features gleaming copper brew tanks, restored fireplaces and elegant hardwood floors. Complementing the renovation are works from area artists, historic photos of the depot and two hand-painted murals depicting turn of the century citizens at the train station. An important feature of the brewpub is Titledown's 15-barrel brewhouse, capable of producing fresh, hand-crafted beers for consumption in the restaurant and lounge areas. Titledown has also created the area's largest billiards hall with nine full size tables spread out over the second floor. More than 100 employees have been hired to staff the operation.

The City of Green Bay has had an ongoing partnership with On Broadway in its mission to revitalize the Broadway district. Mayor Paul Jadin and the City of Green Bay were instrumental in bringing the Main Street Program to the Broadway District. Mayor Jadin is an active On Broadway board member. Currently, the mayor's office, the Department of Economic Development, and the Redevelopment Authority are actively working to recruit businesses to the Broadway area. In the fall of 1998, the new Main Street Bridge opened. To prepare for this, the city and On Broadway committees worked jointly working on new revitalization projects, including selecting an architectural firm to design streetscape improvements.

### REINVESTMENT STATISTICS | 1995 - 1998

<i>Public Improvements</i>	11
<i>Public Investment</i>	\$237, 278
<i>Building Rehabilitations</i>	11
<i>Private Investment</i>	\$5,055,100
<i>New Businesses</i>	28
<i>Business Relocations and Expansions</i>	6
<i>New Jobs</i>	304
<i>New Buildings</i>	1
<i>Private Investment</i>	\$4,500,000
<i>Buildings Sold</i>	17
<i>Private Investment</i>	\$7,783,808
<i>New Downtown Housing Units</i>	2
<i>Total Private Investment</i>	\$17,338,908
<i>Total Public and Private Investment</i>	\$17,362,686



# MARSHFIELD

Main Street Marshfield | Sheila Ashbeck Nyberg, Manager | 18,527 population | 26 blocks in program area | 223 businesses in program area | 1,356 full-time jobs

REINVESTMENT STATISTICS | 1990 - 1998

Public Improvements	24
Public Investment	\$444,823
Building Rehabilitations	151
Private Investment	\$7,327,231
New Businesses	88
Business Relocations and Expansions	73
New Jobs	411
New Buildings	3
Private Investment	\$985,000
Buildings Sold	27
Private Investment	\$4,314,900
New Downtown Housing Units	57
Total Private Investment	\$12,627,131
Total Public and Private Investment	\$13,071,954

The century-old, downtown city hall was scheduled for demolition a few years ago. Today, it is the site of high-quality rental housing and a number of new businesses. Heartland Properties, developer for the \$2 million property, restored the historical and architectural features of the building, including arched windows, wooden beams, wood floors, and three-story stairway. The four-story building now houses 20 residential apartments with an additional 2,800 square feet of commercial space. The combination of a state block grant, low interest loans, affordable housing, and historic tax credits made the development a reality. The Main Street Program and other community groups helped guide Heartland through the restoration.

An interior designer, a graphic designer, and an architect were looking for a location for their new association. A recently abandoned, small brick building in downtown Marshfield seemed like the right size, but needed a lot of work. It was the original office building of the block-long Blodgett Hotel, which burned to the ground in 1953. Structural repairs included window, door, and transom replacement. Total cost for the project was \$2,000. Funding for the renovation was provided by the three tenants, in exchange for a rent adjustment.

# MINERAL POINT

Mineral Point Chamber/Main Street | Jon Weiss, Manager | 2,428 population | 10 blocks in program area | 137 businesses in program area | 205 full-time jobs in program area

REINVESTMENT STATISTICS | 1993 - 1998

Public Improvements	10
Public Investment	\$148,720
Building Rehabilitations	95
Private Investment	\$1,591,326
New Businesses	41
Business Relocations and Expansions	11
New Jobs	104
New Buildings	3
Private Investment	\$405,000
Buildings Sold	34
Private Investment	\$2,744,900
New Downtown Housing Units	3
Total Private Investment	\$4,741,226
Total Public and Private Investment	\$4,889,946

The Theodore Feder Building was constructed out of locally quarried limestone in 1840 and is believed to have originally housed a harness shop. Over the last 150 years the interior and the storefront received numerous alterations. Don Mahieu purchased the building in 1987 and began salvaging materials for the rehabilitation. All of the original millwork was gone and/or lost from a fire. Don is a woodworker by trade and did all of the interior woodwork himself. He used a section of wainscoting and a portion of chair rail, discovered during the rehabilitation, as a guide to replicate the original interior. The matching brick for the second story was salvaged from Dodgeville's City Hall, while the limestone lintels, sills, and front steps were all salvaged from buildings being dismantled in Wisconsin and Iowa. Photographs were used to replicate the entire storefront. Total cost of the project was just over \$30,000. The first floor of the building is a working studio and gallery where Don creates and displays his unique hardwood sculptures, while the second floor houses the Mahieu family.

Mineral Point Main Street and an ad hoc committee produced a landscape plan for the restoration of Brewery Creek in 1995. The creek runs between Hwy 23 and the local depot, which is located in one of the community's historic districts. The plan's goal is to enhance the beauty of the area and reduce the chance of flooding. Elements include a general clean-up and removal of inappropriate fill along the banks; creation of a greenspace; removal of fill and silt accumulations; removal of weeds; planting of native trees and plants; installation of interpretive signage that highlights past commerce and industry; widening of the stream to create a trout habitat; installation of historic lighting; and enhancement of the existing parking lot through shrub and flower planting. A large portion of the plan has already been completed. The project is expected to cost more than \$14,000. Expenses are being covered through grants, in-kind donations, and assistance from local volunteers, including a \$2,000 grant from the Wisconsin Department of Natural Resources.



## OSCEOLA

*Osceola Main Street "Full Steam Ahead" | Pat Kytola, Manager | 2,075 population | 10 blocks in program area | 63 businesses in program area | 210 full-time jobs in program area*

In 1988, Osceola, located in Polk County, established Osceola Main Street "Full Steam Ahead" as its downtown revitalization organization. The program area has two properties listed on the National Register of Historic Places: the Geiger Building, formerly the Polk County Court House; and the Alvah H. Heald House. One of the largest projects undertaken recently was the restoration of the 1916 Soo Line Depot. This building is once again a working depot, transporting more than 25,000 passengers in 1996. One way Osceola is looking forward to enhancing its "rivertown" image is by developing walking paths through a park-like environment from the St. Croix River to the Cascade Falls.

### REINVESTMENT STATISTICS | 1997 - 1998

<i>Public Improvements</i>	1
<i>Public Investment</i>	\$38,000
<i>Building Rehabilitations</i>	2
<i>Private Investment</i>	\$2,000
<i>New Businesses</i>	3
<i>Business Relocations and Expansions</i>	9
<i>New Jobs</i>	19
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	2
<i>Private Investment</i>	\$295,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$297,000
<i>Total Public and Private Investment</i>	\$335,000

## PARK FALLS

*Park Falls Main Street | Ginger Kielyka, Manager | 3,104 population | 24 blocks in program area | 65 businesses in program area | 815 full-time jobs in program area*

Georgeann Bastian undertook quite a project when she decided to purchase and renovate the former Bass Building. The roof was leaking so badly that there was eight inches of ice in the basement and damage to the floors and windows. The building was also without heat and electricity. The back had to be rebuilt with cement blocks on the inside after it collapsed and the only way to remove the old brick was to shovel it into five gallon buckets which the Boy Scouts agreed to carry out. The removal of the coolers used in the building by a meat market in 1924 was also a problem. They eventually were cut into smaller pieces with a chain saw and removed. Georgeann insisted that the design remain as close to the original as possible, so keeping the high ceilings and numerous skylights were a must. The building now houses the Upper Street Clothing Store.

The Park Theater, located in the heart of downtown Park Falls, was built in the late 1940s, and opened in 1950. It served as a movie theater until the late 1980s. At that time, the building was leased by a video tape rental business. When this business closed in 1988, the building sat vacant until it was purchased by Jim Billek in 1996. By this time it had sustained considerable interior and exterior damage. External repairs began with the installation of a new roof to prevent further water damage. The marquee was restored with \$2,000 in light bulbs. With the help of volunteers and his employees, Billek completed much of the initial restoration work, including repairing the auditorium's 440 seats and installing a new silver screen. Reopening the theater has really helped increase traffic in downtown Park Falls.

### REINVESTMENT STATISTICS | 1993 - 1998

<i>Public Improvements</i>	17
<i>Public Investment</i>	\$347,759
<i>Building Rehabilitations</i>	9
<i>Private Investment</i>	\$1,424,675
<i>New Businesses</i>	22
<i>Business Relocations and Expansions</i>	6
<i>New Jobs</i>	62
<i>New Buildings</i>	1
<i>Private Investment</i>	\$565,000
<i>Buildings Sold</i>	4
<i>Private Investment</i>	\$164,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$2,153,675
<i>Total Public and Private Investment</i>	\$2,501,434



## PEWAUKEE

*Positively Pewaukee | Patrick Nehring, Manager | 5,287 population | 25 blocks in program area | 56 businesses in program area | 185 full-time jobs in program area*

### REINVESTMENT STATISTICS | 1996 - 1998

<i>Public Improvements</i>	5
<i>Public Investment</i>	\$650
<i>Building Rehabilitations</i>	15
<i>Private Investment</i>	\$321,950
<i>New Businesses</i>	10
<i>Business Relocations and Expansions</i>	3
<i>New Jobs</i>	30
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	7
<i>Private Investment</i>	\$1,051,200
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$1,373,150
<i>Total Public and Private Investment</i>	\$1,373,800

The Pewaukee Economic Restructuring Committee has just completed its Guide to the Business Loan Process. This was the result of business owners and lenders both expressing frustration with the lending process. To simplify the communication process, 10 lenders submitted their loan requirements or applications. This allows business owners to have advanced knowledge of what was expected from them. There is also a section from the Small Business Association on business plans.

The newly formed Pewaukee Merchants Committee organized the first annual Arts and Crafts Show in downtown Pewaukee. There were four shows held on the second Saturday from June through September in 1998. The average attendance was approximately 300 and two new businesses opened in the downtown as a direct result of the shows. The committee is already looking forward to next year's events.

## PHILLIPS

*Phillips Main Street Association | Zelda Anderson, Manager | 1,592 population | 6 blocks in program area | 67 businesses in program area | 209 full-time jobs in program area*

### REINVESTMENT STATISTICS | 1995 - 1998

<i>Public Improvements</i>	8
<i>Public Investment</i>	\$1,153,040
<i>Building Rehabilitations</i>	19
<i>Private Investment</i>	\$395,900
<i>New Businesses</i>	16
<i>Business Relocations and Expansions</i>	4
<i>New Jobs</i>	26
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	7
<i>Private Investment</i>	\$452,800
<i>New Downtown Housing Units</i>	2
<i>Total Private Investment</i>	\$848,700
<i>Total Public and Private Investment</i>	\$2,001,740

Harland and Bonnie Ball bought the property where the current Phillips Feed Mill Shops is located in the mid-1970s. It was originally built in 1927 as a potato warehouse. Included were the remains of Flambo Milling, a farm feed operation that was devastated in the mid-1960s by fire. In the spring of 1998, they began renovations to turn the structure into retail stores. After more than \$200,000 in renovations the shops opened their doors in September 1998. First floor shops include Mill Creek Apparel, an upscale men and women's clothing store; Doolittles Jewelry; and Ball Communications, an Internet service provider. The second level houses a massage therapist, an optometrist, and an antique store.

The Phillips Main Street Association and the City of Phillips worked together to fund decorative street lights during their road construction in 1997. Main Street worked closely with downtown property owners who agreed to a voluntary tax to cover one-half of the underground wiring. Main Street also provided the funding for the poles and luminaries as well as a program to sell commemorative plaques that were placed on the poles. Funding totaling \$28,500 was raised for the 19 light poles.



## RICE LAKE

*Rice Lake Main Street | Kathy Wellsandt, Manager | 7,998 population | 15 blocks in program area | 146 businesses in program area | 1,044 full-time jobs in program area*

Rice Lake created the annual Petunias Unlimited Banquet to raise funds for the hanging petunia baskets that beautify downtown Rice Lake. The event nets more than \$6,500 and attracts more than 170 guests. Approximately 125 sponsors provide cash, gift certificates and merchandise. The evening includes raffles, a silent auction, a harpist, and a very appropriate garden theme.

The Kid's Korner Pizza building was destroyed by fire in 1994. Owners Walt and Mary Miner worked with Brunette Construction to develop a design for a new building that complemented the architecture in the downtown. The brick exterior is capped with a stone cornice, and pedestrian-oriented signage was used for the awning and storefront windows. The Miners visited several restaurants to get ideas for the interior design. The unique atmosphere is much like a deli with an ordering counter, menus on blackboards and seating for approximately 25 patrons. Cost of the project was approximately \$125,000.

### REINVESTMENT STATISTICS | 1992 - 1998

<i>Public Improvements</i>	11
<i>Public Investment</i>	\$176,512
<i>Building Rehabilitations</i>	92
<i>Private Investment</i>	\$2,213,399
<i>New Businesses</i>	41
<i>Business Relocations and Expansions</i>	31
<i>New Jobs</i>	164.5
<i>New Buildings</i>	1
<i>Private Investment</i>	\$96,000
<i>Buildings Sold</i>	31
<i>Private Investment</i>	\$2,802,200
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$5,111,599
<i>Total Public and Private Investment</i>	\$5,288,111

## RICHLAND CENTER

*Richland Main Street Center | Todd Allbaugh, Manager | 5,018 population | 10.5 blocks in program area | 96 businesses in program area | 446 full-time jobs in program area*

The Richland Main Street Economic Restructuring Committee initiated a comprehensive business retention and recruitment program in 1994. Programs developed to assist existing businesses include sign grants and low-interest loans for building improvements. In addition, the committee works with the local UW Center-Extension office to provide business workshops on a variety of topics, such as advertising, surviving discounters, customer service, and merchandising. To aid the business recruitment process the committee conducted a building inventory and began working with local realtors on the available downtown properties. An attractive business recruitment packet was put together and is distributed to potential new businesses. Using its "wish list" of new businesses as a guide, the committee contacts non-local business owners regarding potential expansion into Richland Center. The recruitment process includes phone calls, on-site visits to other locations, and tour invitations. The efforts have been very successful, decreasing the vacancy rate dramatically.

In 1996, the Design Committee looked into public improvements for the downtown. A survey was completed and a successful grant application for Intermodal Surface Transportation Efficiency Act (ISTEA) dollars was written and the project began. The aluminum light poles were painted dark green and banner brackets and planters were installed on each pole. A volunteer designed a watering system built on a wagon, since each flower basket needed to be watered daily. Landscaping was added to five parking lots, along with red benches and matching trash containers. Total cost for the project was \$29,000.

### REINVESTMENT STATISTICS | 1992 - 1998

<i>Public Improvements</i>	9
<i>Public Investment</i>	\$1,128,398
<i>Building Rehabilitations</i>	40
<i>Private Investment</i>	\$1,439,372
<i>New Businesses</i>	32
<i>Business Relocations and Expansions</i>	19
<i>New Jobs</i>	114
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	31
<i>Private Investment</i>	\$2,491,400
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$3,930,772
<i>Total Public and Private Investment</i>	\$5,059,170



## RIPON

Ripon Main Street | Craig Tebon, Manager | 7,111 population | 14 blocks in program area | 110 businesses in program area | 325 full-time jobs in program area

### REINVESTMENT STATISTICS | 1988 - 1998

Public Improvements	5
Public Investment	\$261,306
Building Rehabilitations	93
Private Investment	\$6,505,921
New Businesses	67
Business Relocations and Expansions	29
New Jobs	282.5
New Buildings	3
Private Investment	\$1,900,000
Buildings Sold	30
Private Investment	\$1,508,500
New Downtown Housing Units	54
Total Private Investment	\$9,914,421
Total Public and Private Investment	\$10,175,727

Ripon's first annual Jazz Festival in 1993 was a huge success, bringing more than 3,000 into the downtown. The Ripon Revitalization Corporation and its Promotion Committee coordinated the event, which included many of Wisconsin's best jazz musicians, bicycle races, and arts and crafts exhibits. Sponsors donated more than \$3,500 to fund the festival, which was free to the public. In addition to the music, the festival featured the Ripon Bicycle Race Weekend sponsored by the Peloton Cycling Club. Over 470 cyclists participated.

Built in 1885, Pratt's Block, formerly one of the downtown's most impressive buildings, had become an eyesore. The building stood vacant for several years, but after a year of planning and negotiating, Ripon Main Street purchased it. Main Street Manager, Craig Tebon, prepared floor plans and served as the project's general contractor. Four lending institutions cooperatively financed 100% of the project. Over 48% of the renovation budget was spent installing a new roof, heating and air conditioning system, updating the electrical system, and for window replacements on the second floor. In order to stretch the remaining funds, hundreds of volunteers donated their time. They came to be known as the "Pratt Pack." Total cost of acquisition and renovation was \$122,000.

## RIVER FALLS

River Falls Main Street | Janet Olson Halaas, Manager | 9,036 population | 26 blocks in program area | 150 businesses in program area | 600 full-time jobs in program area

### REINVESTMENT STATISTICS | 1988 - 1998

Public Improvements	49
Public Investment	\$3,883,933
Building Rehabilitations	100
Private Investment	\$1,393,667
New Businesses	63
Business Relocations and Expansions	30
New Jobs	207.5
New Buildings	4
Private Investment	\$559,500
Buildings Sold	5
Private Investment	\$1,232,500
New Downtown Housing Units	0
Total Private Investment	\$3,185,667
Total Public and Private Investment	\$7,069,600

As you enter downtown River Falls in the summer, one of the first things you notice is the beautiful flower gardens located on virtually every street corner, in the two parks, and in the Main Street median. Every year since 1993, the River Falls Main Street program has sponsored an Arbor Day event at which hundreds of residents spend a morning on the last Saturday in April helping to plant flowers and trees in the downtown and along the Kinnickinnic River. For their gardening efforts, volunteers receive a free T-shirt with a unique Arbor Day logo and a free lunch. The activities are funded solely by donations and through the sale of Arbor Day calendars featuring local artwork and pictures. In 1996, Main Street developed a new program called the Fund-A-Garden, allowing businesses to sponsor a garden for a fee. Participating businesses had plaques with their names placed in their sponsored garden.

The median project visually breaks the wide main street in half and serves as a safety zone for pedestrians. The key elements in the project included cutting the asphalt; installation of a raised curb and gutter; paving the concrete; planting 32 large trees; installing 32 heavy-duty outlets; building stone planters; and implementing two cast-iron bollards to light the crosswalks. Approximately 2,200 volunteer hours went into the project. The committee's \$70,000 budget was enhanced by the \$8,400 Adopt-A-Tree program.



# SHARON

*Sharon Main Street Association | Sandra Jantz, Manager | 1,250 population | 13 blocks in program area | 31 businesses in program area | 146 full-time jobs in program area*

Sharon's Organization and Design Committees worked together in 1997 to recruit volunteers and rid the community of an eyesore on a prime corner in downtown Sharon. The vacant gas station was very dilapidated. The group found an environmental company to remove the underground tanks, free of charge, and volunteers to clean up the site. The Lutheran Brotherhood donated paint and laborers. Power-washing equipment was also donated for the project. Music played, refreshments were served, and even onlookers became interested and joined in the fun. Finally, a talented volunteer painted a mural of a Model A in the bay of the station.

The Sharon Main Street Promotion Committee sponsored a Victorian Christmas Evening in 1997 to draw people downtown. Each shop owner was dressed in vintage clothing and offered specials. Many residents wore Victorian clothing as well. Carolers and paperboys sang out the news of the holiday season, while children were treated to a special program. There was also a seven-piece brass band playing, a "bum" roasting chestnuts, and a parade featuring 13 lighted horse-drawn buggies. More than 600 people attended, including Ebenezer Scrooge. Retail sales soared.

REINVESTMENT STATISTICS | 1994 - 1998

<i>Public Improvements</i>	17
<i>Public Investment</i>	\$60,024
<i>Building Rehabilitations</i>	25
<i>Private Investment</i>	\$163,865
<i>New Businesses</i>	11
<i>Business Relocations and Expansions</i>	0
<i>New Jobs</i>	18
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	3
<i>Private Investment</i>	\$120,000
<i>New Downtown Housing Units</i>	1
<i>Total Private Investment</i>	\$283,865
<i>Total Public and Private Investment</i>	\$343,889

# SHAWANO

*Shawano Main Street | Robyn Tempus, Manager | 7,013 population | 15 blocks in program area | 83 businesses in program area | 414 full-time jobs in program area*

The retail mix in downtown Shawano has improved greatly since 1990. Much of the credit goes to the Main Street Economic Restructuring Committee for its innovative rental subsidy program. This program has provided financial incentives for businesses to open in downtown Shawano. The group was able to reduce the vacancy rate from 43% to 4% in just three years.

The Crescent Theater had been vacant since the 1970s and was in considerable disrepair when Jim and Jean Routhieaux purchased it in 1996. They spent over \$83,000 on renovations. The Routhieauxs worked hard to maintain the historic nature of the theater, which still has its original seating, bird's eye maple flooring, wall sconces, and ceiling fixtures. The theater now includes a restaurant for people to enjoy while the films are being shown. The project received an additional boost when the Main Street Program set in motion the application process for Shawano's downtown to become a historic district. This provided an opportunity for 25% historic tax credit incentives.

REINVESTMENT STATISTICS | 1990 - 1998

<i>Public Improvements</i>	9
<i>Public Investment</i>	\$710,000
<i>Building Rehabilitations</i>	33
<i>Private Investment</i>	\$1,129,675
<i>New Businesses</i>	33
<i>Business Relocations and Expansions</i>	21
<i>New Jobs</i>	144.5
<i>New Buildings</i>	1
<i>Private Investment</i>	\$275,000
<i>Buildings Sold</i>	23
<i>Private Investment</i>	\$2,933,900
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$4,338,575
<i>Total Public and Private Investment</i>	\$5,048,575



## SHEBOYGAN FALLS

*Sheboygan Falls Main Street | Lisa Wegener, Manager | 5,253 population | 15 blocks in program area | 47 businesses in program area | 130 full-time jobs in program area*

### REINVESTMENT STATISTICS | 1988 - 1998

<i>Public Improvements</i>	18
<i>Public Investment</i>	\$1,338,309
<i>Building Rehabilitations</i>	111
<i>Private Investment</i>	\$5,567,748
<i>New Businesses</i>	57
<i>Business Relocations and Expansions</i>	14
<i>New Jobs</i>	140
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	14
<i>Private Investment</i>	\$1,456,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$7,136,748
<i>Total Public and Private Investment</i>	\$8,475,057

In 1995, Sheboygan Falls was one of five communities in the nation to be honored with the Great American Main Street Award. This prestigious award is presented annually by the National Trust for Historic Preservation and the Edward Jones Financial Services Group. The award recognizes exceptional accomplishments in revitalizing America's historic and traditional downtowns and neighborhood business districts. The community received \$5,000 to further revitalization efforts, along with trophies, road signs, and certificates to mark their achievement.

The Brickner Woolen Mill was built in 1879. After many years lying vacant, today the building once again serves a useful purpose, providing 34 units of affordable and market rate housing in the downtown. Heartland Properties is the owner and developer of this building which is listed on the National Register of Historic Places. Steve Schmitt was the contractor on the project, which was done in conjunction with the Sheboygan Falls Main Street Program. The exterior of the building was cleaned and tuckpointed. More than 100 windows were replaced using the original design. The apartments have modern conveniences, but they retain a sense of the past with exposed original timbers and brick. The view they have of the falls is breathtaking.

## STURGEON BAY

*Sturgeon Bay Community Development Corporation | Becky McKee, Manager | 9,716 population | 14 blocks in program area | 161 businesses | 2,500 full-time jobs*

### REINVESTMENT STATISTICS | 1994 - 1998

<i>Public Improvements</i>	9
<i>Public Investment</i>	\$3,055,586
<i>Building Rehabilitations</i>	71
<i>Private Investment</i>	\$389,900
<i>New Businesses</i>	19
<i>Business Relocations and Expansions</i>	2
<i>New Jobs</i>	321.5
<i>New Buildings</i>	3
<i>Private Investment</i>	\$4,800,000
<i>Buildings Sold</i>	10
<i>Private Investment</i>	\$894,500
<i>New Downtown Housing Units</i>	1
<i>Total Private Investment</i>	\$6,084,400
<i>Total Public and Private Investment</i>	\$9,119,986

The Sturgeon Bay Community Development Corporation's promotion committee continues to coordinate a heavy, annual promotional schedule of events. All the events are successful and draw the many participants into the downtown. The schedule includes the Winter Arts Festival; the Festival of Blossoms; the Sturgeon Bay Open Bass Tournament; the Taste of Door County; Sidewalk Days; Maritime Days; Harvest Festival; and the Christmas Walk.

In order to improve the outward appearance of the downtown, the Economic Restructuring committee decided to implement a façade improvement program in combination with a low interest loan program. These two programs offer qualified businesses free design assistance as well as an opportunity to obtain a loan with an interest rate ½ - percent under the prime rate. To date, 13 businesses have borrowed \$270,365 through two local lenders.



# TIGERTON

*Tigerton Main Street | Brian Derus, Manager | 815 population | 10 blocks in program area | 29 businesses in program area | 190 full-time jobs in program area*

A cooperative effort between the village, Tigerton Main Street, and the Tigerton Lumber Company set out to attract a new group of consumers to the area in 1995 – mountain bikers, hikers, and cross country skiers. The Tigerton Lumber Company donated the use of more than 13,000 acres of its property on which a mountain bike trail system was developed. The village donated \$3,000 in funding, manpower and equipment. Main Street volunteers contributed hundreds of hours mapping, marking, and grooming trails. More than 60 press releases and 3,000 brochures were mailed to bike shops and media sources. In the two weeks following the trail’s opening, Tigerton Main Street received 122 calls seeking information.

The Crossroads Building is located at a prime corner in the downtown. It was constructed around the turn-of-the-century and originally was used as a hotel, but had fallen into disrepair. The Building Improvement Grant Program came to the rescue providing \$20,000 for repairs. The Design Committee helped choose the color scheme and façade design. The renovation was completed in about five months and now hosts a busy restaurant/tavern and apartments.

REINVESTMENT STATISTICS | 1993 - 1998

<i>Public Improvements</i>	15
<i>Public Investment</i>	\$281,455
<i>Building Rehabilitations</i>	18
<i>Private Investment</i>	\$41,950
<i>New Businesses</i>	12
<i>Business Relocations and Expansions</i>	9
<i>New Jobs</i>	42
<i>New Buildings</i>	2
<i>Private Investment</i>	\$340,000
<i>Buildings Sold</i>	8
<i>Private Investment</i>	\$317,000
<i>New Downtown</i>	
<i>Housing Units</i>	12
<i>Total Private Investment</i>	\$698,950
<i>Total Public and Private Investment</i>	\$980,405

# TWO RIVERS

*Two Rivers Main Street | Mike Ascher, Manager | 13,030 population | 32 blocks in program area | 150 businesses in program area | 2,259 full-time jobs in program area*

At the end of 1997, the Two Rivers Promotions Committee took over the coordination and planning of the 7th annual Ethic Fest. This 2-day event is held in September each year at Central Park in downtown Two Rivers. There were 63 different ethnic foods available as well as number activities. One of the entertainment highlights was noted Lakota hoop dancer, Kevin Lock. More than 150 vendors participated and attendance soared with over 27,000 people attending.

In 1997, Main Street initiated “The Lake, The Land: Live our Legacy” concept which is a heritage tourist council that is working to promote Kewanee and Manitowoc counties. Main Street successfully applied for a Joint Effort Marketing (JEM) grant for \$18,888 to promote the council’s first promotion which they dubbed the Smelt Extravaganza. More than 3,500 pounds of smelt were eaten by close to 10,000 people in the two counties.

REINVESTMENT STATISTICS | 1996 - 1998

<i>Public Improvements</i>	2
<i>Public Investment</i>	\$2,388,000
<i>Building Rehabilitations</i>	2
<i>Private Investment</i>	\$23,000
<i>New Businesses</i>	4
<i>Business Relocations and Expansions</i>	3
<i>New Jobs</i>	21
<i>New Buildings</i>	1
<i>Private Investment</i>	\$500,000
<i>Buildings Sold</i>	1
<i>Private Investment</i>	\$80,000
<i>New Downtown</i>	
<i>Housing Units</i>	0
<i>Total Private Investment</i>	\$603,000
<i>Total Public and Private Investment</i>	\$2,991,000



## VIROQUA

Viroqua Chamber-Main Street | Ingrid Mahan, Manager | 3,716 population | 13 blocks in program area | 104 businesses in program area | 210 full-time jobs in program area

REINVESTMENT STATISTICS | 1989 - 1998

<i>Public Improvements</i>	36
<i>Public Investment</i>	\$2,494,789
<i>Building Rehabilitations</i>	45
<i>Private Investment</i>	\$927,207
<i>New Businesses</i>	42
<i>Business Relocations and Expansions</i>	23
<i>New Jobs</i>	136
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	10
<i>Private Investment</i>	\$826,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$1,753,207
<i>Total Public and Private Investment</i>	\$4,247,996

Planning for the Viroqua Sesquicentennial of 1996 began almost two years before the event. A volunteer structure consisting of 19 committees was set up to organize various segments of the promotion. The Viroqua Chamber-Main Street sponsored a Sesquicentennial Medallion Hunt with a cash prize; a Window Display and Costume Contest; the Miss Viroqua Pageant and Reunion; fireworks; a beard contest; and a BBQ Beef Feed. The Sesquicentennial Pageant was held in the historic Temple Theater, which was cleaned, painted, and restored for the event. Main Street sent a newsletter invitation to high school alumni dating back to the 1940s. The event brought record breaking crowds downtown. An estimated 10,000 visitors attended the celebration.

After 5,200 volunteer hours were contributed by 170 volunteers, Viroqua's first mural was unveiled to the public in 1997. A \$5,000 Wisconsin Arts Board grant served as start-up money. Many hours were spent researching the community's history for the design. The 24 panels each measured 4 ft. by 8 ft., and were sanded, puttied, and primed before the painting even began. Every element had to be painted three times. It is estimated that the mural would have cost \$65,000 if a professional had been hired to paint it.

## WAUPACA

Waupaca Main Street | Lori Dehlinger, Manager | 5,191 population | 25 blocks in program area | 117 businesses in program area | 476 full-time jobs in program area

REINVESTMENT STATISTICS | 1996 - 1998

<i>Public Improvements</i>	8
<i>Public Investment</i>	\$165,560
<i>Building Rehabilitations</i>	28
<i>Private Investment</i>	\$1,691,236
<i>New Businesses</i>	9
<i>Business Relocations and Expansions</i>	12
<i>New Jobs</i>	37
<i>New Buildings</i>	4
<i>Private Investment</i>	\$510,900
<i>Buildings Sold</i>	12
<i>Private Investment</i>	\$1,239,850
<i>New Downtown Housing Units</i>	1
<i>Total Private Investment</i>	\$3,441,986
<i>Total Public and Private Investment</i>	\$3,607,546

The goal of the first annual Riverfest was to raise funds for the improvement of the downtown riverfront, including Riverview Park. Riverfest offered a full day of music, food, refreshments, and children's activities. Over 125 volunteers chipped in and more than 2,000 people came downtown for the event. Net income was \$9,300.

An extensive booklet on design guidelines was created by the Design Committee and distributed to all downtown property owners. This 70-page booklet is a nice complement to the low-interest loan program established by the Economic Restructuring Committee. The loans are from a \$200,000 pool of funds being handled by four local lenders. They are available at 2½% below the prime rate for facade restoration and historic preservation of downtown businesses. Several renovation projects have been inspired by the booklet and loan program.



# WAUTOMA

*Wautoma Main Street | Joyce Wesley, Manager | 1,784 population | 2.5 blocks in program area | 26 businesses in program area | 143 full-time jobs in program area*

REINVESTMENT STATISTICS | 1993 - 1998

<i>Public Improvements</i>	14
<i>Public Investment</i>	\$3,551,233
<i>Building Rehabilitations</i>	30
<i>Private Investment</i>	\$446,600
<i>New Businesses</i>	25
<i>Business Relocations and Expansions</i>	5
<i>New Jobs</i>	52
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	20
<i>Private Investment</i>	\$872,700
<i>New Downtown Housing Units</i>	2
<i>Total Private Investment</i>	\$1,319,300
<i>Total Public and Private Investment</i>	\$4,870,533

The building that now houses The Shops of Duck Crossing was originally built for the Mischka Brothers Meat market in 1901. Since then, the building has housed three meat markets. It sat vacant for many years before Sara Schwartz and Marty Lee purchased it in late 1994. They immediately removed the old awning and hired contractors to remove paint from the exterior of the building. The façade was tuckpointed, and many bricks were replaced with originals found in the basement. The historic integrity of the interior was preserved when the interior was completely renovated. Friends, neighbors, and Main Street volunteers helped with much of the actual labor, keeping costs down to \$5,000. In July 1995, the Shops of Duck Crossing opened its doors. Shops include a meat market, café, bookstore, deli, and bakery.

Downtown Wautoma saw rapid growth during the first three years of its Main Street program with 16 new businesses creating 32 new jobs. The vacancy rate decreased dramatically with 20 properties purchased in the downtown with an investment of \$872,000. Many of these businesses also generated rehabilitation projects which numbered 23 and totaled \$441,000.



## ASHLAND

The renovation of the Shoe Shack by owners Tom and Betty Yankee served as a catalyst for several other projects in downtown Ashland. The simple idea of removing the cedar panels covering the storefront became a larger project. The owners discovered and exposed a hidden cast iron column. They relocated the display windows to the original plane of the building. The masonry was cleaned and the transom area was rebuilt after the filler material was removed. A new sign, trim paint, and an awning completed the look. Main Street provided the design assistance for the project, and Tom and Betty Yankee used Main Street Ashland's low interest loan program.

### REINVESTMENT STATISTICS | 1990 - 1994

<i>Public Improvements</i>	6
<i>Public Investment</i>	\$810,045
<i>Building Rehabilitations</i>	94
<i>Private Investment</i>	\$1,500,788
<i>New Businesses</i>	34
<i>Business Relocations and Expansions</i>	32
<i>New Jobs</i>	197
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	21
<i>Private Investment</i>	\$1,177,879
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$2,678,667
<i>Total Public and Private Investment</i>	\$3,488,712



## BURLINGTON

The Kiss-A-Pig fund raiser was incorporated into Burlington's long-established Maxwell Street Days. Twelve local celebrities, including city officials, doctors, business people, and clergymen were chosen as candidates. Votes for your favorite candidate could be cast for \$1 each. The winning vote-getter received the honor of kissing the swine. This event created a lot of community enthusiasm and raised nearly \$1,000 for the local Main Street program.

### REINVESTMENT STATISTICS | 1991 - 1993

<i>Public Improvements</i>	1
<i>Public Investment</i>	\$2,000
<i>Building Rehabilitations</i>	6
<i>Private Investment</i>	\$36,300
<i>New Businesses</i>	17
<i>Business Relocations and Expansions</i>	6
<i>New Jobs</i>	42
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	0
<i>Private Investment</i>	0
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$36,300
<i>Total Public and Private Investment</i>	\$38,300



## MARINETTE

The restoration of the Lauerman Warehouse Building, now renamed the Wholesale Building, started in December of 1991. The exterior improvements included masonry cleaning, window replacement, and painting of the building trim. Also, the storefronts were restored and transoms replaced. The interior of the building was converted to residential units and commercial space. All the apartments were rented by November of 1992. The warehouse rehabilitation was the first of five buildings to be renovated in the Dunlap Square project, a multimillion dollar downtown redevelopment by the Alexander Company.

### REINVESTMENT STATISTICS | 1989 - 1992

<i>Public Improvements</i>	50
<i>Public Investment</i>	\$846,879
<i>Building Rehabilitations</i>	3
<i>Private Investment</i>	\$10,200
<i>New Businesses</i>	12
<i>Business Relocations and Expansions</i>	2
<i>New Jobs</i>	64.5
<i>New Buildings</i>	2
<i>Private Investment</i>	\$230,000
<i>Buildings Sold</i>	0
<i>Private Investment</i>	0
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$240,200
<i>Total Public and Private Investment</i>	\$1,087,079

# MAUSTON

Forward Mauston's annual Rendezvous on the River Festival was created in 1994 to celebrate the history of Mauston and the Lemonweir River. This three-day autumn festival featured a living history of the French fur trade era; an actual pioneer-style wedding; an original play on Mauston's history; a beard contest; and several historical re-enactments. More than 4,000 people attended the first year.

## REINVESTMENT STATISTICS | 1993 - 1996

<i>Public Improvements</i>	5
<i>Public Investment</i>	\$4,800
<i>Building Rehabilitations</i>	11
<i>Private Investment</i>	\$77,600
<i>New Businesses</i>	20
<i>Business Relocations and Expansions</i>	6
<i>New Jobs</i>	73
<i>New Buildings</i>	1
<i>Private Investment</i>	\$13,000
<i>Buildings Sold</i>	8
<i>Private Investment</i>	\$348,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$438,600
<i>Total Public and Private Investment</i>	\$443,400

# SPARTA

In 1995, Sparta Main Street organized a series of events in the Classic, an old renovated theatre which had been under used for many years. The goal was to raise funds for the program by bringing live entertainment to the downtown. The acts included a blues band and stand-up comedy. Sponsors paid for the entire cost of each event, including the entertainment and marketing. The shows attracted standing-room-only crowds, and Main Street took in nearly \$2,000 each show.

## REINVESTMENT STATISTICS | 1990 - 1998

<i>Public Improvements</i>	22
<i>Public Investment</i>	\$299,139
<i>Building Rehabilitations</i>	99
<i>Private Investment</i>	\$3,263,042
<i>New Businesses</i>	58
<i>Business Relocations and Expansions</i>	30
<i>New Jobs</i>	242.5
<i>New Buildings</i>	1
<i>Private Investment</i>	\$35,000
<i>Buildings Sold</i>	14
<i>Private Investment</i>	\$526,500
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$3,824,542
<i>Total Public and Private Investment</i>	\$4,123,681

# STOUGHTON

In 1991, Stoughton Downtown Revitalization Association and Stoughton Landmarks Commission embarked on a historic preservation campaign. They received a Certified Local Government grant-in-aid from the National Park Service and the State Historical Society of Wisconsin for an intensive survey of Stoughton's downtown commercial architecture. In addition, events such as "Celebrate Your Heritage Art Show" and a community portrait in front of city hall were organized to coincide with National Preservation Week, the 25th anniversary of the National Preservation Act, and the 75th anniversary of the National Park Service.

## REINVESTMENT STATISTICS | 1989 - 1992

<i>Public Improvements</i>	2
<i>Public Investment</i>	\$1,207,000
<i>Building Rehabilitations</i>	20
<i>Private Investment</i>	\$382,400
<i>New Businesses</i>	22
<i>Business Relocations and Expansions</i>	4
<i>New Jobs</i>	71.5
<i>New Buildings</i>	0
<i>Private Investment</i>	0
<i>Buildings Sold</i>	3
<i>Private Investment</i>	\$161,000
<i>New Downtown Housing Units</i>	0
<i>Total Private Investment</i>	\$543,400
<i>Total Public and Private Investment</i>	\$1,750,400



# AWARDS

Each year, the Bureau of Downtown Development recognizes the year's best downtown revitalization projects.

## BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION

- 1990 Chippewa Falls City Council and Chippewa Falls Main Street
- 1991 Viroqua Revitalization Association and the City of Viroqua
- 1992 City of Columbus and Columbus Main Street
- 1993 City of Beloit and Downtown Beloit Association
- 1994 City of De Pere and De Pere Main Street
- 1995 Village of Tigerton, Tigerton Main Street, Inc., Tigerton Lumber Company
- 1996 Downtown Beloit Association and the City of Beloit
- 1997 City of Green Bay and On Broadway, Inc.

## BEST VOLUNTEER DEVELOPMENT PROJECT

- 1990 Sheboygan Falls Main Street
- 1991 Kate Lindsay and the Main Street Organization Committee, Chippewa Falls
- 1992 Main Street De Pere Organization Committee
- 1993 Youth Advisory Board, Antigo
- 1994 Richland Center Main Street
- 1997 Community Pet-Peeve Project — Gas Station Improvement, Sharon Main Street Program

## BEST CREATIVE FUND RAISING EFFORT FOR A MAIN STREET ORGANIZATION

- 1990 Viroqua Revitalization Association
- 1991 Sparta Main Street The De Pere Development Corporation
- 1992 Burlington Main Street Promotion Committee, Kiss-A-Pig Fund Raiser
- 1993 Antigo Main Street
- 1994 The Viroqua Revitalization Association

## BEST CREATIVE FUND RAISING EFFORT FOR A MAIN STREET PROJECT

- 1990 River Falls Main Street 2000 Project
- 1991 Michael Sherry and the Stoughton Revitalization Association
- 1992 Lighting a Memory in Downtown Campaign, Sheboygan Falls Main Street Design Committee
- 1993 Nancy's Leap of Faith, De Pere

- 1995 Parking Meter Project, Main Street Marshfield
- 1996 The First Annual Elk River Rendezvous Committee, Phillips Main Street Association
- 1997 Steam Passenger Excursions, Chippewa Falls Main Street

## BEST DOWNTOWN PUBLIC IMPROVEMENT PROJECT

- 1990 River Falls Main Street Design Committee
- 1991 The Rotary Court Project, Ripon
- 1992 City of Viroqua
- 1993 River Falls Main Street and the City of River Falls
- 1994 City of Columbus
- 1995 Business Improvement District of Eau Claire: Pedestrian Shelter Renovation
- 1996 Downtown Beloit Association Design Review Committee
- 1997 Community Mural Project, Viroqua Partners Mural Committee

## BEST PROMOTIONAL SERIES

- 1992 Beloit Farmers' Market Committee
- 1993 Watson Street Farmers Market, Ripon

## BEST DOWNTOWN RETAIL EVENT

- 1990 Sheboygan Falls Main Street
- 1991 The Sheboygan Falls Main Street Promotion Committee
- 1992 Downtown's Alive After Five, Chippewa Falls Main Street Retail Committee
- 1993 Maxwell Street Days, Dodgeville Revitalization Promotion Committee
- 1994 Chippewa Falls Retail Committee
- 1995 Gold Rush Days, Dodgeville Revitalization
- 1996 Uncovering Historic Sharon Quilt Show, Sharon Main Street Association
- 1997 Victorian Christmas Evening, Sharon Main Street Promotion Committee
- Christmas in Wautoma, Wautoma Main Street

## BEST DOWNTOWN SPECIAL EVENT

- 1990 Special Events Committee, Ripon Revitalization Corporation
- 1991 Celebration 101, De Pere

- 1992 Aquafest Ping Pong Ball Drop, Rice Lake Main Street Promotion Committee
- 1993 International Fall Fest, Eau Claire
- 1994 Bridge to Wonderland Holiday Parade, Chippewa Falls
- 1995 Historic Walk of Downtown Sharon, Sharon Main Street Promotion Committee
- 1996 Fall Fest, De Pere Main Street Program and St. Norbert College
- 1997 Marshfield 125th Anniversary, Main Street Marshfield

## BEST IMAGE DEVELOPMENT CAMPAIGN

- 1990 Marketing Committee, Ripon Revitalization Corporation
- 1991 The Ripon Revitalization Corporation's Marketing Committee
- 1992 Chippewa Falls Main Street Marketing/Image Development Committee
- 1993 Sparta Main Street Promotion Committee

## BEST NEWSLETTER

- 1990 Sheboygan Falls Main Street
- 1991 The Standpipe, Viroqua Revitalization Association
- 1992 Main Street Ink, Marshfield
- 1993 Main Street Ashland

## BEST DESIGN ASSISTANCE PROGRAM

- 1991 The De Pere Main Street Design Committee
- 1992 Main Street Ashland Design Committee
- 1993 Beloit Facelift Committee

## BEST HISTORIC REHABILITATION PROJECT

- 1990 Eau Claire Clearwater Partnership
- 1991 Fred Nelson, Viroqua
- 1992 Alexander Company/Randall Alexander, Lauerman Wholesale Building, Marinette
- 1993 Brad & Barbara Glass, Dodgeville
- 1994 1878 Broadway Project, Sheboygan Falls
- Carla and John Lind, Dodgeville
- 1995 Bemis Home and Garden Factory Direct Store, Sheboygan Falls

- 1996 Against the Grain Woodworks, Theodore Feder Building, Don Mahieu, Mineral Point
- 1997 The Evening Pipe Shop, Robert Grishaber & Suzette Trigalet, Mineral Point

**BEST FAÇADE REHABILITATION OVER \$5,000**

- 1990 Joyce Pugh, owner of Country Treasures, Chippewa Falls
- 1991 David Specht and Lee & Dorothy Schueffner, Sheboygan Falls
- 1992 The Tryggestad Family, Viroqua Viking Inn
- 1993 Dennis Altmeyer, Sheboygan Falls
- 1994 Cole Brothers Professional Building, Sheboygan Falls
- 1995 Mogie's Pub, John Mogensen, Eau Claire
- 1996 Depke's Shoe Store, Sheboygan Falls
- 1997 Corner Drug Store, Gary Schill, Dodgeville

**BEST FAÇADE REHABILITATION UNDER \$5,000**

- 1990 Mr. J's Clothiers, River Falls
- 1991 Stephenson National Bank, Marinette
- 1992 Photo-Land II Building, Jerry First, Dodgeville
- 1993 Woodland House, Sally & Jim Jansen, Antigo
- 1994 Mary Ann Banetzke and Jane Robbins, Columbus
- 1995 Jonew Intercable Building, Sondra Jones, Ripon
- 1996 The Ballentine Building, Stephen and Sheri Wideen, Mauston
- 1997 Design Associates, Marshfield

**BEST NEW DEVELOPMENT PROJECT**

- 1990 The Design Partnership, Eau Claire
- 1991 Northwestern Bank, Chippewa Falls
- 1993 Alexander Company, Arbor Landing Town Homes, De Pere
- 1994 Kid's Korner Pizza, Rice Lake
- 1995 Lee Building Corporation, De Pere
- 1996 Fox Communities Credit Union, Clintonville
- 1997 City Hall Annex Project, City of Columbus, Columbus

**BEST ADAPTIVE REUSE PROJECT**

- 1990 D.A. Development, Beloit
- 1991 Senior American Housing, Ripon
- 1992 Columbus Downtown Development Corporation, Whitney Building
- 1993 Heartland Properties, Brickner Woolen Mill Apartments, Sheboygan Falls
- Alexander Company, Lawton Foundry Apartments, De Pere
- 1994 Heartland Properties, Tower Hall Project, Marshfield
- 1995 Chippewa Shoe Factory Housing Project, Chippewa Falls, Warren Loveland
- 1996 Titletown Brewing Company, Green Bay
- 1997 Small Ventures Antique Mall, Sarah Lake, Viroqua

**BEST BUSINESS RETENTION/ RECRUITMENT PROJECT**

- 1991 The Main Street Marshfield Economic Restructuring Committee
- 1992 Main Street De Pere Economic Restructuring Committee
- 1993 Sheboygan Falls Economic Restructuring Committee
- 1994 Sparta Main Street
- 1995 Chippewa Falls Main Street, Business Plan Contest, Jerry Kuehl
- 1996 Main Street Clintonville Economic Restructuring Committee
- 1997 Team 51 Work Group, Downtown Beloit Association

**DOWNTOWN BUSINESS OF THE YEAR UNDER 20 EMPLOYEES**

- 1993 Bodis Jewelers, Rice Lake

**DOWNTOWN BUSINESS OF THE YEAR OVER 20 EMPLOYEES**

- 1993 Holiday Inn Convention Center, Eau Claire

**FRIENDS OF MAIN STREET AWARD**

- 1993 Sue Rohan & Barbara L. Ulichny
- 1994 George Meyer, Jr., Milwaukee
- Heartland Properties, Inc., Madison
- 1995 Larry Reed, State Historical Society, Madison
- Mayor Bev Anderson, Darlington
- Ed Wendland, Watertown

**BEST DOWNTOWN FESTIVAL**

- 1994 Ripon Jazz Festival, Ripon
- 1995 Pure Water Days Pure Fun Fest, Chippewa Falls
- 1996 The Viroqua Sesquicentennial Committee, Viroqua Revitalization Association

**BEST PRINTED PROMOTIONAL ITEM**

- 1994 Historic Architecture Tour Brochure, Columbus
- 1994 1995 Arbor Day Calendar, River Falls Main Street
- 1996 Coloring Book Project, CDDC/ Main Street Promotions Committee, Columbus
- 1997 Welcome to De Pere...Wisconsin's First Main Street, De Pere Main Street

**BEST INTERIOR RENOVATION**

- 1994 Georgeann Bastian, Park Falls
- 1995 The Osthelder Saloon, Ron and Libby Mauer, Sheboygan Falls
- 1996 Bagels & More, Beloit

**BEST HISTORIC PRESERVATION PROJECT**

- 1990 Stoughton Warehouse Reuse Committee
- 1991 The Stoughton Landmarks Commission and Stoughton Downtown Revitalization Association
- 1992 Viroqua Revitalization Association Building Improvements Committee
- 1994 Chippewa Falls Main Street
- 1996 Dodgeville Historic Preservation Commission, Dodgeville
- 1997 Intensive Survey, City of Columbus, Columbus
- Columbus Historic Preservation Commission, Columbus
- Waupaca Historic Preservation Commission, Waupaca

**APPRECIATION AWARD FOR OUTSTANDING SERVICE ON COUNCIL ON MAIN STREET**

- 1994 Ronald Trachtenberg, Madison
- John Somerville, Green Bay

## REINVESTMENT STATISTICS

	PUBLIC IMPROVEMENT	PUBLIC INVESTMENT	BUILDING REHABILITATIONS	PRIVATE INVESTMENT	NEW BUILDINGS	PRIVATE INVESTMENT
ANTIGO	0	\$0	1	\$700	0	\$0
BELOIT	5	\$3,898,044	15	\$4,057,429	0	\$0
BLACK RIVER FALLS	2	\$10,400	4	\$9,673	0	\$0
BLANCHARDVILLE	3	\$1,110	2	\$13,000	0	\$0
CHIPPEWA FALLS	1	\$1,400,000	10	\$382,000	1	\$525,000
CLINTONVILLE	0	\$0	3	\$18,500	0	\$0
COLUMBUS	1	\$485,000	4	\$26,468	0	\$0
DARLINGTON	0	\$0	23	\$638,075	0	\$0
DE PERE	0	\$0	6	\$1,022,000	0	\$0
DODGEVILLE	3	\$11,700	9	\$273,100	2	\$310,000
EAU CLAIRE	5	\$554,000	20	\$4,210,756	7	\$6,909,000
GREEN BAY	3	\$4,050	3	\$2,060,000	0	\$0
MARSHFIELD	8	\$291,830	18	\$2,270,600	0	\$0
MINERAL POINT	6	\$80,500	14	\$860,300	0	\$0
OSCEOLA	1	\$38,000	2	\$2,000	0	\$0
PARK FALLS	7	\$189,464	7	\$1,396,675	1	\$565,000
PEWAUKEE	3	\$650	14	\$236,950	0	\$0
PHILLIPS	4	\$56,540	5	\$288,300	0	\$0
RICE LAKE	1	\$30,000	18	\$22,196	1	\$96,000
RICHLAND CENTER	1	\$1,100,000	4	\$70,100	0	\$0
RIPON	0	\$0	10	\$447,504	1	\$300,000
RIVER FALLS	3	\$43,000	18	\$303,340	1	\$116,500
SHARON	9	\$18,789	1	\$2,000	0	\$0
SHAWANO	0	\$0	6	\$55,375	0	\$0
SHEBOYGAN FALLS	4	\$88,000	11	\$88,720	0	\$0
SPARTA	0	\$0	0	\$0	0	\$0
STURGEON BAY	3	\$1,374,000	4	\$187,000	2	\$4,500,000
TIGERTON	7	\$160,715	5	\$3,950	2	\$340,000
TWO RIVERS	0	\$0	1	\$20,000	1	\$500,000
VIROQUA	7	\$2,021,907	2	\$12,300	0	\$0
WAUPACA	5	\$28,560	18	\$1,358,500	2	\$485,000
WAUTOMA	1	\$3,544,633	0	\$0	0	\$0
<b>TOTALS</b>	<b>93</b>	<b>\$15,430,982</b>	<b>257</b>	<b>\$20,939,872</b>	<b>21</b>	<b>\$14,646,500</b>

BUILDINGS SOLD	PRIVATE INVESTMENT BUILDINGS SOLD	HOUSING UNITS	NEW BUSINESSES	RELOCATIONS OR EXP.	NEW JOBS	TOTAL PRIVATE INVESTMENT	TOTAL PUBLIC & PRIVATE INVESTMENT
3	\$366,000	0	3	2	2	\$366,700	\$366,700
12	\$1,270,200	0	10	2	2	\$5,327,629	\$9,225,673
0	\$0	0	6	0	0	\$9,673	\$20,073
1	\$10,000	0	5	0	0	\$23,000	\$24,110
1	\$85,000	0	17	11	11	\$992,000	\$2,392,000
1	\$50,000	0	7	2	2	\$68,500	\$68,500
3	\$260,000	0	7	2	2	\$286,468	\$771,468
2	\$78,000	0	4	5	5	\$716,075	\$716,075
6	\$962,000	0	8	5	5	\$1,984,000	\$1,984,000
2	\$200,000	4	4	0	0	\$783,100	\$794,800
7	\$742,000	68	27	13	13	\$11,861,756	\$12,415,756
6	\$1,099,000	0	15	2	2	\$3,159,000	\$3,163,050
4	\$1,996,200	0	13	15	15	\$4,266,800	\$4,558,630
8	\$853,400	0	8	3	3	\$1,713,700	\$1,794,200
2	\$295,000	0	3	9	9	\$297,000	\$335,000
1	\$60,000	0	3	0	0	\$2,021,675	\$2,211,139
5	\$705,200	0	6	3	3	\$942,150	\$942,800
0	\$0	2	10	1	1	\$288,300	\$344,840
5	\$422,000	0	4	1	1	\$540,196	\$570,196
6	\$326,900	0	4	2	2	\$397,000	\$1,497,000
2	\$94,000	0	5	2	2	\$841,504	\$841,504
0	\$0	0	8	2	2	\$419,840	\$462,840
0	\$0	1	1	0	0	\$2,000	\$20,789
8	\$1,714,000	0	1	2	2	\$1,769,375	\$1,769,375
2	\$606,000	0	9	0	0	\$694,720	\$782,720
0	\$0	0	3	0	0	\$0	\$0
1	\$160,000	0	10	0	0	\$4,847,000	\$6,221,000
2	\$130,000	3	1	2	2	\$473,950	\$634,665
1	\$80,000	0	2	2	2	\$600,000	\$600,000
2	\$70,000	0	9	1	1	\$82,300	\$2,104,207
7	\$877,000	1	6	5	5	\$2,720,500	\$2,749,060
0	\$0	0	3	1	1	\$0	\$3,544,633
97	\$13,145,900	79	219	93	1208.75	\$48,732,272	\$64,163,164

# MAIN STREET DIRECTORY

## MAIN STREET COMMUNITIES

Antigo Main Street Inc.  
625 Superior Street  
PO Box 165  
Antigo, WI 54409  
(715) 623-3595

Downtown Beloit, Association  
136 W. Grand, #100  
PO Box 291  
Beloit, WI 53511  
(608) 365-0150

Black River Falls  
Black River Falls Downtown  
Association, Inc.  
221 Main Street  
PO Box 674  
Black River Falls, WI 54615  
(715) 284-2503

Blanchardville  
Blanchardville Community  
Pride, Inc.  
PO Box 52  
Blanchardville, WI 53516  
(608) 523-4321

Chippewa Falls Main Street  
315 N. Bridge Street  
PO Box 554  
Chippewa Falls, WI 54729  
(715) 723-6661

Columbus Main Street  
105 N. Dickason Blvd.  
PO Box 23  
Columbus, WI 53925  
(920) 623-5325

Darlington Main Street Program  
324 Main Street  
PO Box 202  
Darlington, WI 53530  
(608) 776-3365

Main Street De Pere  
Associated Kellogg Bank  
206 N. Wisconsin  
PO Box 311  
De Pere, WI 54115-0311  
(920) 433-7767

Dodgeville Revitalization  
178<sup>1</sup>/<sub>2</sub> N. Iowa  
Dodgeville, WI 53533  
(608) 935-5324

Eau Claire City Center Corporation  
204 East Grand Avenue, 4th Floor  
Eau Claire, WI 54701  
(715) 839-0011

On Broadway  
117 S. Chestnut  
PO Box 2451  
Green Bay, WI 54306-2451  
(920) 437-2531

Main Street Marshfield  
222 S. Central, #404  
PO Box 551  
Marshfield, WI 54449  
(715) 387-3299

Mineral Point Chamber/  
Main Street  
225 High Street  
Mineral Point, WI 53565  
(608) 987-2580

Osceola Main Street  
114 Depot Road  
PO Box 251  
Osceola, WI 54020  
(715) 755-3300

Positively Pewaukee  
1210 West Wisconsin Avenue  
Pewaukee, WI 53072  
(414) 695-9735

Phillips Main Street  
198<sup>1</sup>/<sub>2</sub> N. Lake Street  
PO Box 102  
Phillips, WI 54555-0102  
(715) 339-6570

Rice Lake Main Street  
138<sup>1</sup>/<sub>2</sub> N. Main Street  
PO Box 167  
Rice Lake, WI 54868  
(715) 234-5117

Richland Main Street Center  
174 South Central Avenue  
PO Box 128  
Richland Center, WI 53581  
(608) 647-8418

Ripon Main Street  
301<sup>1</sup>/<sub>2</sub> Watson Street  
PO Box 365  
Ripon, WI 54971  
(920) 748-7466

River Falls Main Street  
114 East Elm Street  
PO Box 144  
River Falls, WI 54022  
(715) 425-8901

Sharon Main Street Association  
194 Baldwin Street  
PO Box 528  
Sharon, WI 53585  
(414) 736-6246

Sheboygan Falls Main Street  
Brickner Square Mezzanine  
641 Monroe, Suite 108  
Sheboygan Falls, WI 53085-1337  
(920) 467-6206

Sturgeon Bay Community  
Development Corp.  
23 North 5th Avenue  
Sturgeon Bay, WI 54235  
(920) 743-6246

Tigerton Main Street  
PO Box 3  
Tigerton, WI 54486  
(715) 535-2110

Two Rivers Main Street, Inc.  
PO Box 417  
Two Rivers, WI 54241  
(920) 794-1492

Viroqua Chamber-Main Street  
220 South Main Street  
Viroqua, WI 54665  
(608) 637-2666

Waupaca Main Street  
109 E. Badger Street  
PO Box 704  
Waupaca, WI 54981  
(715) 258-9009

Wautoma Main Street  
PO Box 1157  
Wautoma, WI 54982  
(920) 787-7532

COUNCIL ON MAIN STREET

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Charlie Causier  
Howard, Needles, Tammen &  
Bergendoff  
11270 W. Park Place, #660  
Milwaukee, WI 53224  
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Reedsburg, WI 53959  
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Kevin Tenpas  
Firstar Bank Green Bay  
425 Pine Street  
Green Bay, WI 54305  
(920) 436-5544

Ed Wendland  
Ed Wendland & Associates  
1210 S. 9th Street  
PO Box 291  
Watertown, WI 53094  
(920) 261-3200

John Spielmann  
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109 N. Main Street  
Hartford, WI 53027  
(414) 673-8202

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Fritz Ruf  
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Madison, WI 53702  
(608) 266-1114

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831 Division Street  
Darlington, WI 53530  
(608) 776-2497

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Wisconsin State Historical Society  
816 State Street  
Madison, WI 53706  
(608) 264-6491

Shawn Graff  
Graff & Associates  
PO Box 441  
Hartford, WI 53027  
(414) 644-9915

William Neureuther  
1351 Oak Drive  
Hubertus, WI 53033  
(414) 259-5521

Trudy Wallin  
The State Bank of Viroqua  
101 N. Main Street  
Viroqua, WI 54665

DEPARTMENT OF COMMERCE

Brenda J. Blanchard, Secretary  
W. Bruce Fox, Administrator  
Division of Community  
Development

BUREAU OF DOWNTOWN  
DEVELOPMENT STAFF

Jim Engle, Bureau Director and  
Main Street Coordinator  
Kevin Pomeroy, Design Coordinator  
Don Barnum, Program Assistant  
Shari Cox, Marketing Specialist  
Heather Lins, Design Specialist

FOR MORE INFORMATION

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