



Annie's Fountain City Café in Fond du Lac - 2018 Winner



## WISCONSIN MAIN STREET BUSINESS MAKEOVER CONTEST

The Wisconsin Economic Development Corporation (WEDC), partnering with Retailworks, Inc., a commercial interior design, display and branding firm headquartered in Milwaukee for the sixth year to host Wisconsin's Main Street Makeover Contest. One deserving business from one of Wisconsin's designated Main Street districts will receive expert assistance and up to \$10,000 to makeover their business, including exterior and interior plans, designs, visual merchandising and labor to bring the renovation to fruition.

**Deadline to apply:** Monday, December 6th at 8:00 am

Applicants should contact their local Main Street Director to receive an application form.

### Required criteria:

- Location in a designated Main Street district
- Ability to contribute or secure local match funds of \$10,000 (greater match encouraged)
- Willingness of business owner/landlord to participate in program
- Permission from landlord (if separate entity) for improvements to property
- Willingness of business owner to be closed for 2-day renovation period in May
- Willingness of business owner to participate in planning meetings/calls in February/March to design a makeover strategy

### Additional scoring considerations:

- Presence of traditional historic storefront façade elements
- Visible need for façade/interior design improvements
- Project appropriately scaled for three-day renovation
- Viability of business model
- Future business growth plans/potential
- Compelling personal/business story

- Size of impact on community (visibility, size of property, historic significance, etc.)
- Support of/involvement with local Main Street organization

