

Place Makeover Contest

Wisconsin Main Street Place Makeover Contest



The Wisconsin Economic Development Corporation (WEDC), partnering with Ayres Association, an urban planning and landscape architecture firm headquartered in Eau Claire are pleased to host the second annual **Place Makeover Contest**. One deserving business from one of Wisconsin's designated Main Street or Connect Community districts will receive funds up to \$5,000 for the 24-Hour Place Makeover, as well as expert assistance.

TARGET SPACES

Example spaces which represent ideal candidates for a business place makeover include but are not limited to:

- » Private alleys
- » Rear patios
- » Parklets
- » Parking spaces/small lots
- » Sidewalk terraces

EVALUATION CRITERIA

- » Visibility of space within the district
- » Impact of transformation on district experience
- » Potential for space improvements to support business growth
- » Quality and completeness of application materials
- » Availability of matching funds

THE FINE PRINT

- » Space must be located in a Main Street or Connect Community district
- » Square footage of space should be less than 10,000 square feet
- » Written permission from landlord/property owner is required for the application
- » Owner will need to submit a w9 and pass a background check
- » Grant funds will be reimbursed to winning business after planned investments have occurred
- » Space installation should remain intact through August 31st or longer

WHO SHOULD APPLY:

We're looking for amazing businesses with a desire to have their physical outdoor space match the quality of their goods and services! Businesses in Main Street or Connect Community districts are encouraged to apply (maps of eligible districts are available below). Applicants should be located in the downtown district, occupy an active storefront space and have been in business for at least one full year.

Deadline to apply: February 15, 2023

Applicants should contact their local Main Street Director or Connect Communities Coordinator to learn more about the program or contact adriana.humbert@wedc.org to receive an application.

PRIVATE PLACEMAKING EXAMPLES

Eagle River – Private Alley



Green Bay – Patio
(Photo by Madrid Tapas)



Minocqua – Sidewalk Terrace



Monroe – Parklet
(Photo by Baumgartner Cheese Store and Tavern)



PROGRAM TIMELINE

Application Release
Jan. 1

Application Request Deadline
Feb. 13

Application Due
Feb. 15

Finalists Interviews
March

Winners Selected
Mid-March

Is your business in a [Connect Community](#) or [Main Street](#) district?

