

# MAIN STREET AND CONNECT COMMUNITIES PROGRAMS

## REVITALIZING COMMUNITIES IN WISCONSIN

Downtowns and historic commercial districts play an important role in their communities and in Wisconsin's overall economy, functioning not only as prominent employment and business centers, but as the cultural and civic heart of the community. Successful commercial districts don't just happen. They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders.

### How it works

Two programs exist to assist Wisconsin communities with revitalization efforts: Main Street and Connect Communities. These programs help local leaders leverage the unique assets of their downtowns and commercial districts, providing access to resources and networking opportunities.

Participants in both the **Wisconsin Main Street Program** and the **Connect Communities Program** receive operational assistance designed to facilitate revitalization of downtowns and urban commercial districts. These programs benefit a diverse array of communities by size and geography, supporting the efforts of both emerging and established revitalization programs. Resources provided to program participants by the Wisconsin Economic Development Corporation (WEDC) include:

- Regular training including regional workshops, webinars, and discussion calls
- Toolkits, case studies, and best practice library
- Staff and board orientation
- Business and property owner training and resources
- Annual awards recognition opportunities

### Eligibility requirements

Participating communities must have an organization or group focused on downtown/historic district issues, commit to participating in education and training, and fulfill annual reporting requirements. Communities will be required to sign a participation agreement with WEDC, and Connect Communities will pay an annual participation fee of \$200.

### Application and selection process

Connect Communities applications are accepted twice per year: in the spring and in the fall. Main Street applications are due annually in mid-April.

## APPLICATION DETAILS

A competitive application process is used to identify communities that are ready and able to advance downtown revitalization initiatives.

Both Main Street and Connect Communities applicants should demonstrate the following:

- Defined downtown/commercial district
- Need for assistance
- Organizational stability
- Availability of local support and resources

Main Street applicants must also have paid staff, meet minimum budget requirements, and have successfully completed at least one year in the Connect Communities Program.

For more information about the Main Street and Connect Communities programs, contact a WEDC regional economic development director.

You can find the list of regional directors and territories covered at [wedc.org/regional](http://wedc.org/regional).