

WISCONSIN MAIN STREET

2010-2011 ANNUAL REPORT



ACKNOWLEDGMENTS

This publication was written and produced by the Wisconsin Main Street Program, formerly in the Division of Housing and Community Development, Department of Commerce, Paul Jadin, Secretary. The report covers the program's performance from July 1, 2010 to June 30, 2011. The Wisconsin Main Street Program follows the National Trust Main Street Center's trademark Four Point Approach to Downtown Revitalization and is acknowledged by the Center as a State Coordinating Main Street Program.

The Wisconsin Main Street Program would like to thank the following individuals and organizations:

- The National Trust Main Street Center for its continued support.
- The local Main Street executive directors for providing statistics, photographs, and information for this report.
- J.D. Milburn for compiling the statistical information for this report.
- Tom Thieding, Jim Engle and Joe Lawniczak for editing.

Wisconsin Main Street is now administered by the Wisconsin Economic Development Corporation (WEDC). The WEDC was created by Act 7 to administer all economic development programs that were under the authority of the Wisconsin Department of Commerce.

Catherine Dunlap, Editor

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COUNCIL ON MAIN STREET

as of June 2011

Tim Anderson, Madison	WDAC
Dick Best, Menomonie	Chamber of Commerce
Joe DeRose, Madison	WI Historical Society
John Gardner, Stevens Point	Planning
Shawn Graff, Slinger	WI Trust
Virginia Haske, Algoma	City, Village, Town
Darryl Johnson, Milwaukee	At Large
Michael Iwinski, Green Bay	At Large
Paul Knuth, Rhinelander	Business
Denise Sonnemann, Marshfield	At Large
Thomas Meiklejohn, III, Fond du Lac	Architectural
Jim O'Keefe, Madison	Dept. of Commerce
Dawn Rog, Rhinelander	Business
Judy Wall, Prairie du Chien	At Large



COVER PHOTOS:

Celebrating 20 years or more as a Main Street Community is quite an accomplishment. Wisconsin is fortunate to have eight that have reached this milestone. They are clockwise from the top: Beloit, Rice Lake, Sheboygan Falls, Viroqua, Ripon, Marshfield, Chippewa Falls and De Pere. They are a testament to the fact that need for a professional downtown revitalization effort never goes away. Beloit, which started in the program in 1988, was one of five winners of the Great American Main Street Award this year.

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LETTER FROM GOVERNOR SCOTT WALKER

Greetings!

I am pleased to present the 2010-2011 Wisconsin Main Street Annual Report, which celebrates the accomplishments of the Wisconsin Main Street program over the last year.

2011 has been a year of change for the State of Wisconsin. With leadership from the Capitol, we are now embarking on a new venture with the Wisconsin Economic Development Corporation (WEDC). This new economic development organization will allow us to be more flexible in recruiting quality businesses to the State of Wisconsin.

Wisconsin Main Street has always had a great track record of helping small businesses and creating jobs in Wisconsin's historic downtowns. We are confident this will continue as it moves into the WEDC. This is shown by its cumulative statistics which include more than \$1.17 billion in public and private reinvestment, 18,764 new jobs created by 4,262 new businesses.

Wisconsin's Main Street communities continue to be leaders in the country. In May, Beloit was named as one of the five winners of the Great American Main Street Award, the highest honor in downtown revitalization in the country. Beloit's story is a great example of how steady, incremental progress can produce fantastic results. They joined the Wisconsin Main Street program in 1988 as one of the first five communities, and have building by building, business by business restored Beloit's city center into a thriving arts district. Marshfield was also named one of the semi-finalists for this prestigious award.

Wisconsin has eight communities that have been in the program for 20 years or more: Beloit, Ripon, Sheboygan Falls, Chippewa Falls, Viroqua, Marshfield, De Pere and most recently, Rice Lake. This is a testament to the dedicated volunteers, staff and city leaders to maintain quality downtown organizations over the long haul.

I want to thank the state Main Street program and its member communities for their continued commitment to their historic downtowns.

Sincerely,



Scott Walker, Governor



LETTER FROM WEDC CEO PAUL F. JADIN

Greetings!

Wisconsin's main streets are the hearts of our towns. They are the focal points for visitors. They are the hub for businesses in the community. They are the foundation of where our families enjoy life in Wisconsin.

The dedicated staff at the Wisconsin Economic Development Corporation works with communities ranging from towns with populations of less than 1,000 to neighborhoods in Milwaukee and Green Bay. Our Downtown Development staff provides assistance to revitalize their historic downtowns and to recapture the spirit of Main Street. This takes a multi-faceted approach that includes improving buildings, recruiting and retaining quality small businesses, staging events and strengthening an organization.

As a former mayor of Green Bay, I have been a proponent of Wisconsin Main Street and have seen the program at work in the Broadway District of Green Bay. With steady efforts in cooperation with the City of Green Bay, On Broadway, Inc., has brought back this district from a blighted area to a thriving arts district. I was there when Green Bay received the Great American Main Street Award in 2009. WEDC is also proud to say Beloit was honored with this same award in May, 2011.

As part of the Wisconsin Economic Development Corporation, the Wisconsin Main Street Program's staff will continue to serve their current communities and develop innovative ways to reach out to more downtowns across the state of Wisconsin. We recently welcomed Omro and Waterford as the newest Main Street Communities.

I look forward to working with all of our downtown development staff and the local Main Street programs as we show everyone Wisconsin is a great place to live, work and do business.

Sincerely,



Paul F. Jadin, CEO
Wisconsin Economic Development Corporation



WISCONSIN MAIN STREET

The Wisconsin Main Street program is an economic development effort targeting Wisconsin's historic commercial districts. Main Street staff provides technical support and training to Wisconsin communities that have expressed a grassroots commitment to revitalizing their traditional business districts using a comprehensive strategy based on historic preservation.

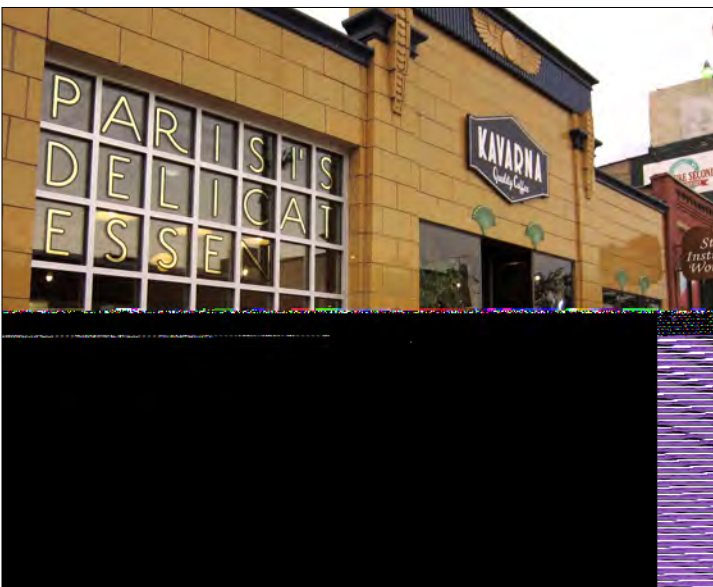
Established in 1987 to encourage and support the revitalization of downtowns in Wisconsin, the Department of Commerce (now the WEDC) selects communities to join the program through a competitive process. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results have been impressive. Wisconsin Main Street programs have generated new businesses and new jobs for their respective downtowns; façade improvements and building rehabilitation projects have upgraded the image of Wisconsin downtowns; and promotional activities have encouraged community cohesion.

EIGHT PRINCIPLES

The success rate of the four-point approach is greatly enhanced when combined with the NMSC's eight principles:

1. Comprehensive Four-Point Approach
2. Incremental Process
3. Quality
4. Public and Private Partnership
5. Changing Attitudes
6. Focus on Existing Assets
7. Self Help Program
8. Action Oriented



On Broadway, Green Bay: Kavarna's Coffeehouse- Originally built as a car garage in 1931, the building was restored to house this coffeehouse and Parisi's deli.

MAIN STREET FOUR POINT APPROACH™

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

There are no "quick fixes" for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street program. The four elements that combine to create this well-balanced program are:

1. Organization

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

2. Promotion

Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors and visitors.

3. Design

This element works on enhancing the physical vitality of the business district and the potential to attract and keep customers, tenants and investors. Rehabilitated buildings, attractive storefronts, properly designed signage, clean and functional streets and sidewalks all help to create an environment where people want to shop and visit.

4. Economic Restructuring

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

WISCONSIN MAIN STREET REINVESTMENT STATISTICS 1988-2011

Promotional Events*

3,948

Total Attendance*

8,162,036

Public Improvements

1,608

Public Investment

\$299,087,969

Building Rehabilitations

5,939

Private Reinvestment in Building Rehabilitations

\$335,942,399

New Businesses

4,262

Business Relocations and Expansions

1,476

New Jobs

18,764

New Buildings

268

Private Investment in New Buildings

\$290,560,330

Buildings Sold

1,588

Private Investment in Buildings Sold

\$247,242,307

New Downtown Housing Units

255

Total Private Investment

\$873,745,036

Total Public and Private Investment

\$1,172,833,005

Return on Investment (ROI)

\$117,439,299 - Estimated real estate taxes generated by building rehabilitations and new buildings

\$323,060,000 - Estimated state sales taxes generated by new businesses

\$146,608,768 - Estimated state income taxes generated by new jobs

Return for every state dollar invested through Wisconsin Main Street Program \$52.36

Return for every local dollar invested through local Main Street organizations \$12.74

Return for every state and local dollar combined invested through Main Street \$10.25

Assumptions

- For Rehab Investment and New Building ROI, assume all improvements add to the property tax base at the full value tax rate.
- For New Business ROI, assume each new business generates \$200K/year in revenues and pays five percent in state sales tax.
- For New Jobs ROI, assume each new job is 2,080 hours/year, paid at least \$7.50/hr. and generates six percent state income tax.

***Note:** Number of promotional events and event attendance is reported starting in 1998.



Fond du Lac Family YMCA - Through a collaborative effort between the YMCA and the Boys and Girls Club, the vision of serving children came to fruition with this impressive new downtown building.

ECONOMIC RETURNS FROM MAIN STREET INVESTMENT

Reinvestment statistics tell only part of the story. Reinvesting serves as a catalyst for additional economic return on investment (ROI).

Property Taxes

Successful revitalization efforts often lead to an increase in downtown property values, which in turn leads to an increase in the property taxes generated by the district. Property values increase through restoration, rehabilitation and renovation of historic properties; infill construction (new buildings); and the increased income potential of the property based on increased profitability of downtown businesses. Property taxes help fund public services such as city, county and state government; public education, police and fire. For many communities, just ending a pattern of decreasing property values is an important return.

Increased Sales

Successful revitalization efforts often lead to an increase in the number of businesses downtown and an increase in the volume of sales made by these businesses. Real estate professionals who understand the relationship between sales and real estate value know that the highest sales-generating areas command the highest rents and report the highest valued real estate. For many communities, turning around a history of decreasing sales is an important return.

Sales Taxes

Increased sales lead to an increase in the sales taxes generated by the district. Wisconsin collects a five percent tax on the sale of goods and services. A portion of the money collected is returned to local governments through the state shared-revenue program. Many counties collect an additional half percent tax on the sale of goods and services.

State Employment/Income Tax

Successful revitalization efforts often lead to an increase in the number of employees working downtown, which in turn leads to an increase in the state income taxes generated by the Main Street district helping to fund public services.

Increased Occupancy/Decreased Vacancy

Successful revitalization efforts often lead to an increase in occupancy rate. Filling vacant storefronts results in an increased economic return equal to the rent received by those downtown property owners whose space was filled. Occupancy rates are also very important to real estate professionals. They signify the ability of the market to absorb more space and command increased rents. For many communities, reducing storefront vacancies is an important return.

Increased Rent per Square Foot

Successful revitalization efforts often lead to an increase in the amount of rent downtown property owners are able to receive for their space. As profitability of downtown businesses increases, demand for downtown space will also increase. This demand translates into increased rents per square foot, which in turn drives the value of commercial real estate. For many communities, slowing decreasing rents per square foot is an important return.

The Multiplier Effect of Money

Successful revitalization efforts in the Main Street district often lead to economic returns outside the district. The multiplier effect is a basic economic concept that describes how changes in the level of one activity bring further changes in the level of other activities throughout the economy. The multiplier effect is the rationale behind targeted economic development. For example, when a new or expanding business adds an employee to the downtown workforce, that employee spends their paycheck in the community on such items as rent/mortgage, food, and clothing which in turn results in economic return by other businesses in and outside the Main Street district.

Increased Traffic

Well-planned investments in image campaigns, special events, retail promotions and tourism result in increased traffic in the Main Street district by both residents and visitors. Savvy business owners can translate this increased traffic into sales. Furthermore, businesses outside the Main Street district may also benefit from increased visitor traffic, particularly lodging establishments, restaurants, and entertainment.



Port Washington: Dockside Deli - Mary Ann Voigt more than doubled the seating in her restaurant when she expanded in to the space next door. The project cost \$95,000 and has more than paid for itself as sales have tripled since the renovation.

MEET THE WISCONSIN MAIN STREET STAFF

Jim Engle is the Director of the Downtown Development team and the Wisconsin Main Street Program. Before joining the staff of the Wisconsin Main Street Program in 1990, Jim served as the Program Manager for the Main Street Program in Oskaloosa, Iowa. He also served as the Associate Director of Admissions and Transfer Coordinator for Upper Iowa University in Fayette, Iowa. Jim holds a degree in Business Administration from Central College in Pella, Iowa.



In Jim's current position as Director of the Wisconsin Main Street Program, he manages the overall technical assistance program offered to Wisconsin Main Street communities. This includes development of downtown revitalization services, budgeting, management of staff and actual delivery of generalist services in the field of downtown revitalization. Areas of expertise include business development, volunteer development, promotional planning, non-profit management, fundraising, and the Main Street Approach. Jim participates in a range of services to Wisconsin Main Street communities including: progress visits, issue-specific technical assistance visits, board and executive director training, resource teams, vision planning and workplan development, Main Street committee training, and development of Main Street executive director workshops.

Catherine Dunlap is the Downtown Development Specialist for Wisconsin Main Street. Since July 2006, she has been providing technical assistance to designated Main Street Communities in the areas of promotions' planning, volunteer development, work planning and the Main Street Approach. She has a bachelor's degree in Communication Arts from Culver-Stockton College in Canton, Missouri. She received her certification in Professional Main Street Management from the National Trust Main Street Center in 2003.



A former executive director of three Main Street Communities in Illinois and Missouri, Catherine trains current directors on how to run a Main Street office. She is also the editor of Wisconsin Main Street's newsletter and annual report. Through these publications, she highlights projects of active Main Street programs at the state and national level.

Catherine also delivers a range of services to Wisconsin Main Street communities including progress visits, issue specific technical assistance visits, board and executive director training, resource teams, vision planning and workplan development, Main Street committee training, and development of Main Street executive director workshops.



J.D. Milburn is the Wisconsin Main Street's Small Business Specialist. He provides hands-on business and economic development mentorship to Wisconsin Main Street organizations and their individual businesses.

In a typical year he conducts more than 80 on site business consulting meetings, and responds to hundreds of email assistance requests. Consultations run the gamut from

marketing, to legal structures, to accounting to any other business need. These individual consultations usually lead to helping write business plans. The end result is jobs created and buildings rehabilitated, in conjunction with the WIMS design specialist, which ultimately lead to an increased local economic base.

J.D. also helps implement building recruitment efforts, assists with marketing pieces, broker interaction, and contacting potential tenants. He is active in assisting the local Economic Restructuring Committee in implementing recruitment and retention goals, measurable outcomes, and mentoring the goals to fruition.

He has the primary responsibility of working with UW-Extension in completing local market analysis and developing implementation strategies. J.D. maintains the electronic economic outcome reporting tool, which generates reports for Wisconsin Main Street Communities.



Joe Lawniczak has been the Design Specialist since 2001. He provides assistance to building and business owners, municipalities, and volunteers in Main Street communities across the state. He helps them build local capacity to improve the physical aspects of their historic commercial districts, which in turn affects the decisions that residents, visitors and investors make about the district. He focuses on seven main areas of

design: building improvements, new construction, sustainability, public improvements, signage, visual merchandising and preservation tools.

The main service Joe provides to building and business owners within designated Main Street boundaries are schematic renderings of what a building could look like if properly restored. This is a much-sought-after service that few individuals or municipalities are able to pay for on their own. Because it is free, it allows them to invest that money into the actual developments. Joe produces 70-80 renderings per year.

In addition to renderings, Joe also works with local volunteers to establish design guidelines, financial incentives, design review, sign and preservation ordinances, etc. He provides informational resources to communities across the state (Main Street and non-Main Street) on a regular basis.

SERVICES AVAILABLE TO DESIGNATED COMMUNITIES

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

1. Director orientation and training sessions:

Wisconsin Main Street staff conducts two-day orientation and training sessions for new Main Street directors. Topics include the Four-Point Approach™ to downtown revitalization, volunteer management, executive director responsibilities and the role of the state office. Additionally, the Wisconsin Main Street Program provides quarterly two-day workshops for directors and volunteers in participating communities. State and national experts speak on relevant topics in the field of downtown revitalization at these workshops.

2. Materials such as manuals and PowerPoint programs:

All new Main Street communities receive excellent resource materials on downtown revitalization topics so that they can start their own Main Street libraries.

3. On-site volunteer training programs:

Wisconsin Main Street staff provides intense on-site training to committees and individuals in new Main Street communities. This service is initially provided to Main Street committees based on the Four Point Approach to downtown revitalization. Volunteer training is also provided on specific downtown revitalization topics, upon request.

4. On-site planning visits:

Wisconsin Main Street staff helps each Main Street Community develop a workplan. These sessions assist communities in identifying goals and objectives, and help prioritize and develop projects for the year. Some communities also receive assistance with strategic and vision planning.

5. Design assistance:

This free service is offered to property owners and merchants in local Main Street districts. The Wisconsin Main Street design specialist addresses design issues of historic commercial buildings. Requests are handled on a building-by-building basis due to the individuality of each project. This allows assistance to be tailored to the specific needs of each property owner and merchant. Services include color renderings, on-site consultations, telephone consultations, building sign design, paint and color scheme suggestions, awning design, and other preservation-related information.

6. Business counseling:

This is a free service provided by Wisconsin Main Street's small business specialist. Existing and potential business owners in Main Street districts are offered on-site confidential counseling services in areas such as marketing, business planning, advertising, financial analysis and inventory control. Follow-up assistance is also provided. The small business specialist also assists communities in planning business retention and recruitment programs.

7. Downtown market analysis:

Each new Main Street community receives intense training in downtown market analysis. The Wisconsin Main Street Program works with the University of Wisconsin-Extension Center for Community Economic Development and new Main Street communities to complete a downtown market analysis that will help with business development efforts, and provide valuable information to each of the four Main Street committees.

8. Advanced technical visits on specific downtown issues:

Wisconsin Main Street staff and outside consultants provide on-site assistance to communities in the form of one or two-day technical assistance visits. These visits are always targeted to meet the specific needs of the local community. Past visits include development feasibility for a white elephant building, streetscape design, merchandising, volunteer development, fund raising, preservation planning, waterfront development, etc.

9. Progress visits:

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



Marshfield: TKI Enterprises-Among other things ,the owners spent most of the summer of 2010 removing layers and layers of paint from the front of this building. This \$41,000 restoration utilized Wisconsin Main Street Design services.

GENERAL WISCONSIN MAIN STREET SERVICES

In addition to administering the state's Main Street program, staff members provide general outreach to Wisconsin communities that are interested in revitalizing their downtowns.

Following is a list of general services provided by the staff:

1. Field Trips

The Wisconsin Main Street office can help plan field trips to Main Street communities to learn about their progress and revitalization strategies.

2. Main Street Application Workshops

Learn how to complete the Main Street application and start and operate an independent downtown revitalization program.

3. Offsite Assistance

Assistance by phone, fax, e-mail or mail is available from the state and local Main Street offices.

4. Case Studies

Case studies of many great projects from Wisconsin Main Street communities are available on Main Street's website.

5. Wisconsin Main Street Library

Over 300 books, manuals, workbooks and presentations on various downtown topics are available to be checked out to any Wisconsin resident.

6. The Main Street Speaker's Bureau

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

THE SELECTION PROCESS

Communities are selected for participation in the Wisconsin Main Street program after participating in a rigorous review process. The following areas are considered.

1. **Need** The need for the Main Street program in the community and its expected impact on the community.
2. **Organizational Capability** The capability of the applicant to successfully implement the Main Street program.
3. **Public Sector Commitment** The level of public sector interest in, and commitment to, a local Main Street program.
4. **Private Sector Commitment** The level of private sector interest in, and commitment to, a local Main Street program.

5. **Financial Capacity** The financial capability to employ a full-time executive director (or a half-time director if the population of the community is 5,000 or less), fund a local Main Street program, and support area business projects. A variety of funding sources should be utilized. A minimum budget of \$70,000 annually (including in-kind donations) is expected for communities hiring a full-time director, while a minimum budget of \$40,000 annually is expected for communities hiring a part-time director.
6. **Physical Capacity** The cohesiveness, distinctiveness, and variety of business activities conducted in the proposed Main Street program area.
7. **Historical Identity** The historic significance of the proposed Main Street program area and the interest in and commitment to historic preservation.

In the event that WEDC must choose between two highly-rated municipalities, it will base the selection on which adds more to the geographic and population diversity of Wisconsin's Main Street communities.



Rhinelander: Brown Street Parking Lot - More than 70 volunteers, including school groups, helped turn an unsightly parking lot into a park-light setting with green space and seating that can also be used for events.

WISCONSIN MAIN STREET ACCOMPLISHMENTS

	1988-2010*	2010-2011	Total
New business created	4,030	232	4,262
Existing businesses expanded	1,396	80	1,476
New full-time employee jobs	17,865	899	18,764
Total number of building facade rehabilitations	5,656	283	5,939
Total building rehabilitation investments	\$325,536,361	\$10,406,038	\$335,942,399
Total private investment	\$849,319,938	\$24,425,099	\$873,745,036
Total public investment	\$286,347,891	\$12,740,078	\$299,087,969
Total private and public	\$1,135,667,828	\$37,165,177	\$1,172,833,005

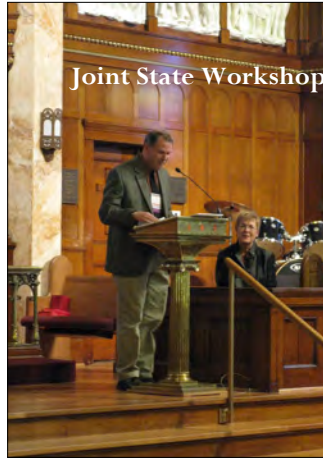
Additionally, in 2010-2011 the Wisconsin Main Street Program accomplished the following:

- More than 100 people attended the Small Town Forums, which were held in two locations in July. WIMS partnered with UW-Extension, Rural Partners and WDAC for this training.
- Forty people representing 22 communities attended three application workshops held across the state. This resulted in nine letters of intent and two applications.
- More than 150 people attended the Joint Main Street State Workshop held in Dubuque, Iowa and was sponsored by Main Street Iowa and Wisconsin Main Street. Attendees included representatives from four states.
- Provided 69 renderings to property/business owners and conducted 28 one-on-one site visits with business/property owners.
- Two Wisconsin Main Street communities, Marshfield and Beloit, were named semi-finalists of the Great American Main Street Award. Beloit went on to win the award.
- About 50 people attended a Main Street Executive Director Workshop in Marshfield to learn about the “50 Things to do with Your Economic Restructuring Committees.”
- Provided 31 specialized trainings to 36 Main Street Communities.
- Provided 10 trainings to nine non-Main Street Communities.
- Completed 136 on-site business consultations
- Completed 18 business feasibility profiles.
- Assisted with 29 business plans, 12 of which attracted financing and five real estate business plans.
- Conducted three business recruitment workshops.

YEAR IN REVIEW PHOTO GALLERY



Small Town Forums



Joint State Workshop



Joint State Workshop



Application Workshops



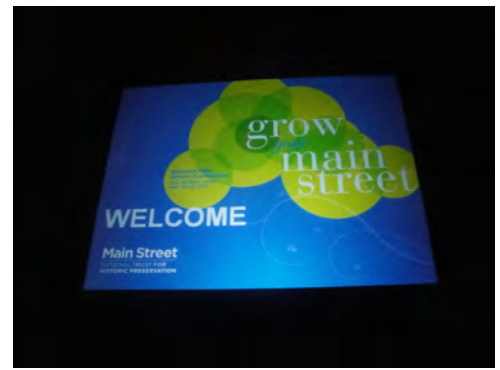
21st Annual Awards



21st Annual Awards



National Main Streets Conference



Tech Visits



Executive Director Workshop-
Marshfield



National Main Streets Conference

2010 WISCONSIN MAIN STREET AWARDS

Best Business Citizen Award

Co-winner
Vernon Memorial Healthcare
Viroqua

Co-winner
William Whitford
Darlington

Best Creative Fund Raising Effort

Winner
Whitewater Gone Wild Safari
Whitewater

Honorable Mention
Roun'du Manure Bicycle Tour
Sharon

Honorable Mention
Legendary Ghost Stories of Lake Mills Book
Lake Mills

Best Public-Private Partnership in Downtown Revitalization

Winner
TID #5 Façade and Upper Floor Housing Grant
City of Beloit and Downtown Beloit Association
Beloit

Honorable Mention
Vision Plan and Comprehensive Plan
Downtown Fond du Lac Partnership/City of Fond du Lac
Fond du Lac

Best Downtown Image Campaign/Event

Winner
River District Retour
Wausau

Best Downtown Retail Event

Winner
Reindeer Run
Platteville

Best Downtown Special Event

Winner
Eagle River Area Festival of Flavors
Eagle River

Honorable Mention
Knickerbocker Ice Festival
Lake Mills

Best Business Development Program/Project

Winner
Think Whitewater Buy Local
Whitewater

Honorable Mention
Downtown Works
Rhineland

Best New Downtown Business

Co-winner
Optimo Farm Market Restaurant and Café
Viroqua

Co-winner
Heavy Pedal Bicycles
Manitowoc

Best Façade Rehabilitation Over \$7,500

Winner
Fat Bruce's Expansion
Ripon

Honorable Mention
Quiet Hut Sports
Whitewater

Honorable Mention
TKI Enterprises, LLC
Marshfield

Best Upper Story Rehabilitation Project

Winner
House of Homebrew
Green Bay

Honorable Mention
Franklin Energy
Port Washington

Best Design Committee Project

Winner
Steam Heritage Mural/Fest
Algoma

Best New Building Project

Winner
Fond du Lac Family YMCA
Fond du Lac

Honorable Mention
American Legion Building Committee
Tigerton

Best Public Improvement

Winner
John Rose Canoe/Kayak Launch
Beloit

Honorable Mention
Green Space Project
Rhineland

Best Adaptive Reuse Project

Co-Winner
Hendricks Center for the Arts
Beloit

Co-winner
Kavarna Coffeehouse
Green Bay

Best Historic Restoration Project

Winner
Bagels and More
Beloit

2010 WISCONSIN MAIN STREET AWARDS

Best Interior Renovation Project

Co-winner

Tribeca Gallery Café and Books

Watertown

Co-winner

Dockside Deli

Port Washington

Sustainability Award

Winner

The Innovation Center

Whitewater

Honorable Mention

Clean Marina

Port Washington Marina

Port Washington

Main Street Achievement Awards

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

Lake Mills Main Street

Downtown Rhinelander Inc.

Downtown Whitewater, Inc.

2010 Hall of Fame Inductees

Jan Dart, Algoma

Palmer Draeger, Watertown

Shelly Schoening, Rice Lake

Jim Seipmann, Pewaukee

Main Street Executive Director Years of Service

Two Years:

Dianne Eineichner, West Allis
Sara Grover, Port Washington
Jill Nadeau, Lake Mills
Denise Sonnemann, Marshfield
Jamie Zastrow, Manitowoc

Five Years:

Kim Bates, Columbus
Susan Dascenzo, Watertown
Josie Minsky, West Bend
Suzi Osterday, Darlington

Ten Years:

Michael Glime, Algoma
Neil White, Lincoln Village (Milwaukee)

Twelve Years:

Rita Fritz, Eagle River
Virginia Kauffman, Tigerton

Fifteen Years:

Kathy Wellsandt, Rice Lake

Nineteen Years:

Craig Tebon, Ripon

2010 Volunteer of the Year

Algoma – Joe Feld

Beloit – Danielle Clifton

Columbus – Liz and Bill O'Donnell

Darlington – Angela Innerst

Green Bay – Jennifer Bukouricz

Eagle River – *Al and Mary Pittelko, Honorary Captains*

Fond du Lac – Kevin Miller

Lake Mills – Jeanne Sherer

Lincoln Village – Jim Mroczkowski

Manitowoc – Jill Iverson

Marshfield – Judy Shookman

Pewaukee – Mary Boersma

Platteville – Faye Millage

Port Washington – John Sigwart

Prairie du Chien – Vickie Howe

Rhinelander – Tina Werres

Rice Lake – Mike Miller

Ripon – Casey and Howard Hansen

Sheboygan Falls – Diane Krostag

Sharon – Jamie Swanson

Tigerton – Cindy Mueller

Tomahawk – Rejeana Ebert

Viroqua – Ryan Callan

Watertown – Peg Theder

West Allis – Kurt Potochich

West Bend – Scott Schmidt

Whitewater – Kim Scharine

2010 Honorary Board of Directors

Algoma – Pam Ritchie

Beloit – Tim McKearn

Columbus – Carolyn Fredericks

Darlington – Beverly Anderson

Eagle River – Sy Syvertsen

Fond du Lac – Joe Tasch

Green Bay – Billie Jo Horsens

Lake Mills – *Katie Otto, Honorary Chairperson*

Manitowoc – Diane Thorson

Marshfield – Rob Wickersham

Pewaukee – Matt Hohner

Platteville – Wendy Brooke

Prairie du Chien – Becky Hackett

Rhinelander – Sally Latimer

Rice Lake – Justin Thole

Ripon – Jeff Liddicoat

Sharon – Mary Kay Black

Sheboygan Falls – Dr. Christine Tempas

Viroqua – Mary Christenson

Watertown – Sandra Budewitz

West Allis – Chet Parker

West Bend – Jon Kieckhafer

Whitewater – Jon Kachel

WISCONSIN MAIN STREET COMMUNITY REINVESTMENT STATISTICS: JULY 2010 TO JUNE 2011

Community	Public Improvement	Public Investment	Building Rehabilitation	Private Investment	New Building	Private Investment
Algoma	0	\$0	3	\$43,683	1	\$500,000
Beloit	1	\$701,243	1	\$4,000,000	0	\$0
Chippewa Falls	1	\$3,100,000	10	\$91,000	0	\$0
Columbus	1	\$380,000	0	\$0	0	\$0
Darlington	1	\$1,153,000	10	\$247,683	0	\$0
De Pere	0	\$0	20	\$75,225	0	\$0
Eagle River	4	\$560,070	30	\$562,900	2	\$210,000
Fond du Lac	0	\$0	2	\$27,000	0	\$0
Green Bay	4	\$7,650	12	\$265,000	1	\$350,000
Lake Mills	1	\$150,000	1	\$15,000	0	\$0
Lincoln Village	0	\$0	9	\$210,300	0	\$0
Manitowoc	4	\$709,679	29	\$207,971	1	\$3,738,261
Marshfield	0	\$0	2	\$33,942	0	\$0
Monroe	0	\$0	0	\$0	0	\$0
Osceola	0	\$0	0	\$0	0	\$0
Pewaukee	1	\$5,000	1	\$6,000	0	\$0
Platteville	3	\$705,338	20	\$327,023	0	\$0
Port Washington	7	\$2,004,788	6	\$54,950	0	\$0
Portage	0	\$0	0	\$0	0	\$0
Prairie du Chien	2	\$1,160	5	\$3,208	0	\$0
Rhineland	4	\$29,011	9	\$1,374,000	0	\$0
Rice Lake	1	\$600,000	21	\$264,905	0	\$0
Ripon	0	\$0	1	\$1	0	\$0
Sharon	0	\$0	0	\$0	0	\$0
Sheboygan Falls	3	\$4,238	13	\$194,500	0	\$0
Stevens Point	2	\$303,200	4	\$1,221,000	0	\$0
Sturgeon Bay	1	\$75,000	2	\$45,000	0	\$0
Tigerton	0	\$0	1	\$100,000	0	\$0
Tomahawk	3	\$6,200	25	\$281,900	0	\$0
Two Rivers	1	\$1,512	3	\$5,600	0	\$0
Viroqua	1	\$500,000	5	\$21,900	0	\$0
Watertown	1	\$500,000	2	\$41,000	0	\$0
Wausau	2	\$1,204,500	9	\$95,200	0	\$0
West Allis	4	\$12,799	6	\$171,992	0	\$0
West Bend	25	\$25,690	18	\$278,861	0	\$0
Whitewater	0	\$0	3	\$139,295	0	\$0
Totals	78	\$12,740,078	283	\$10,406,038	5	\$4,798,261

WISCONSIN MAIN STREET COMMUNITY REINVESTMENT STATISTICS: JULY 2010 TO JUNE 2011

Buildings Sold	Amount of purchase	Housing Units	New Businesses	Total New Jobs	Total private reinvestment	Total private & public reinvestment
1	\$64,000	0	5	10	\$607,683	\$607,683
0	\$0	0	14	91	\$4,000,000	\$4,701,243
1	\$85,000	0	5	11	\$176,000	\$3,276,000
2	\$110,000	0	7	10	\$110,000	\$490,000
4	\$1,079,800	0	1	4	\$1,327,483	\$2,480,483
0	\$0	0	14	50	\$75,225	\$75,225
0	\$0	0	19	56	\$772,900	\$1,332,970
1	\$125,000	0	10	16	\$152,000	\$152,000
3	\$297,000	0	11	52	\$912,000	\$919,650
1	\$150,000	0	3	6.5	\$165,000	\$315,000
1	\$79,000	0	6	16	\$289,300	\$289,300
1	\$500,000	0	20	60	\$4,446,232	\$5,155,911
1	\$81,500	0	5	28.5	\$115,442	\$115,442
0	\$0	0	0	0	\$0	\$0
0	\$0	0	6	10	\$0	\$0
1	\$287,000	0	4	10	\$293,000	\$298,000
2	\$262,000	0	6	25	\$589,023	\$1,294,361
1	\$160,000	0	5	12	\$214,950	\$2,219,738
0	\$0	0	11	17	\$0	\$0
0	\$0	0	5	10	\$3,208	\$4,368
1	\$1,420,000	0	11	14	\$2,794,000	\$2,823,011
4	\$340,000	0	9	21	\$604,905	\$1,204,905
7	\$1,354,100	0	3	10.5	\$1,354,101	\$1,354,101
0	\$0	0	2	3	\$0	\$0
4	\$510,000	0	3	28	\$704,500	\$708,738
0	\$0	0	12	35	\$1,221,000	\$1,524,200
2	\$125,000	0	5	18	\$170,000	\$245,000
0	\$0	0	0	0	\$100,000	\$100,000
0	\$0	4	0	0	\$281,900	\$288,100
0	\$0	0	3	8.5	\$5,600	\$7,112
0	\$0	0	4	9.5	\$21,900	\$521,900
1	\$45,000	0	0	0	\$86,000	\$586,000
1	\$180,000	2	11	127	\$275,200	\$1,479,700
0	\$0	0	5	6	\$171,992	\$184,791
8	\$1,771,400	0	3	34	\$2,050,261	\$2,075,951
1	\$195,000	0	4	11	\$334,295	\$334,295
49	\$9,220,800	6	232	820.5	\$24,425,099	\$37,165,177

MAIN STREET DIRECTORY *As of September 2011*

Community Improvement of Algoma*

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Chippewa Falls Main Street*

P. (715) 723-6661
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Columbus Main Street

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Darlington Chamber Main Street

P. (608) 776-3067
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De Pere Area Chamber

P. (920) 338-0000
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Eagle River Revitalization Program

P. (715) 477-0645
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Downtown Fond du Lac Partnership

P. (920) 921-9500
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On Broadway, Inc. - Green Bay*

P. (920) 437-2531
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W. www.onbroadway.org

Lake Mills Main Street*

P. (920) 648-2344
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Mainly Manitowoc

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Main Street Marshfield*

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Lincoln Village Business Association - Milwaukee*

P. (414) 672-2249
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Monroe Main Street

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Main Street Omro

P. (920) 685-7005 ext. 22
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P. (715) 755-3300
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Positively Pewaukee

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Platteville Main Street*

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Port Washington Main Street*

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Main Street Portage

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Prairie du Chien Downtown Revitalization, Inc.*

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Downtown Rhinelander, Inc.*

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Ripon Main Street*

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Stevens Point Main Street

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Tigerton Main Street, Inc.*

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Tomahawk Main Street, Inc.*

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Two Rivers Main Street, Inc.

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Viroqua Main Street/Chamber*

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Absolutely Waterford

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Watertown Main Street

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River District Wausau

P. (715) 845-1328
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Downtown West Allis*

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Downtown West Bend Association*

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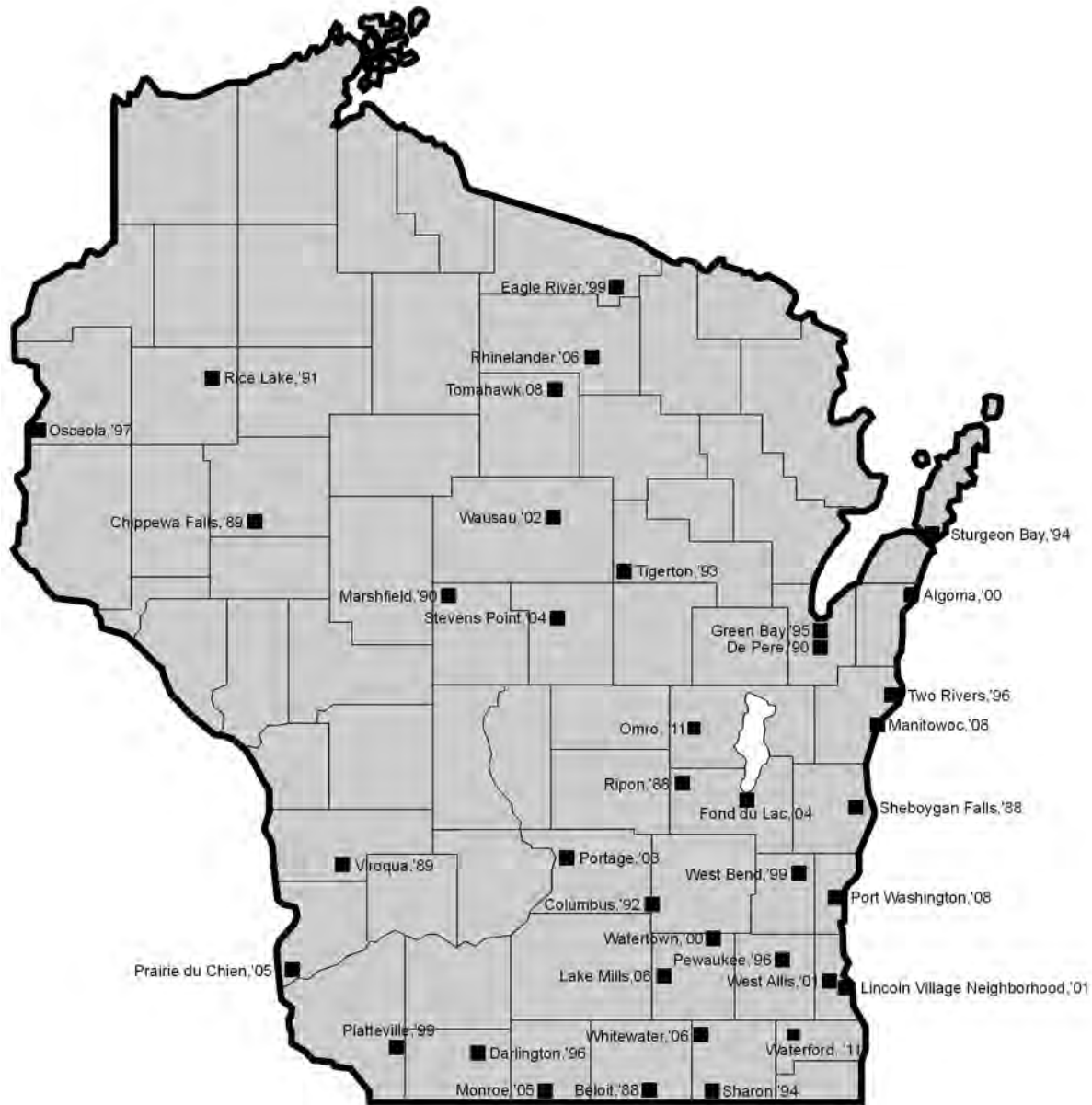
Downtown Whitewater, Inc.*

P. (262) 473-2200
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*2011 Nationally Accredited Communities

MAP OF WISCONSIN MAIN STREET COMMUNITIES

AS OF SEPTEMBER 2011



CONTACT INFORMATION:

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WISCONSIN



MAIN STREET

Wisconsin Economic Development Corporation