



Local Wisconsin Main Street Organizations Recognized at Annual Awards Ceremony

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WEDC salutes volunteers and staff at 24th annual event in De Pere

DE PERE, WI. April 17, 2015 – The Wisconsin Economic Development Corporation (WEDC) Friday recognized the best downtown revitalization projects of 2013-2014 at the 24th Annual Wisconsin Main Street Awards Ceremony at St. Norbert College.

Tricia Braun, deputy secretary and COO of WEDC, was on hand to recognize the efforts by Main Street volunteers and staff for the historic preservation and downtown economic development efforts of communities in Wisconsin.

“The Wisconsin Main Street Program is a true success story that has revitalized downtown districts throughout the state and has provided a significant economic boost to the local communities,” Braun said. “This is a great way to recognize the amazing work being done by the volunteers and staffers who play a key role in that success.”

Wisconsin Main Street is a community development program administered by WEDC that targets Wisconsin’s historic commercial districts. WEDC provides technical support and training to Wisconsin communities to revitalize their business districts based on historic preservation developed by the National Trust for Historic Preservation. Wisconsin has 36 Main Street Communities. Since 1988, Main Street communities saw more than 3,000 businesses open their doors and create 7,100 jobs, with nearly \$1 billion in private investment taking place in those downtown districts.

In 2013-14, 90 new businesses opened in the Wisconsin Main Street communities, creating more than 450 jobs and generating \$85 million in private investment.

The awards presented Friday night were:

Best Volunteer Engagement

Winner: Absolu-Tea, Absolutely Waterford

Best Digital Media Campaign

Winner: Definitely De Pere and Burnham Richards Advertising

Best Creative Fundraising Effort

Winner: New Years Eve Masquerade On Broadway, On Broadway, Inc. Promotions Committee (Green Bay)

Best Public/Private Partnership in Downtown Revitalization

Winner: "Businesses Go Dementia-Friendly", Chippewa Falls Main Street and Dementia Coalition of Chippewa County

Best Downtown Special Event

Winner: Winter Wine Walk On Broadway, On Broadway, Inc., Green Bay

Honorable Mention: Applefest 2014, Tigerton Main Street

Best Façade Rehabilitation Project Under \$7,500

Winner: The Nail Studio/111 S. Main St. and Oaks Development Group, Fond du Lac

Best Public Improvement: Public Art

Co-Winner: 2013 "Art in the Downtown" project, Positively Pewaukee

Co-Winner: "Come Knock on Our Doors" Project, Visit Beloit

Best New Business

Winner: Waseda Farms Market, De Pere

Best Retail Event

Winner: Ladies Nite Out, Sheboygan Falls Chamber-Main Street

Best Cooperative Business Marketing Campaign

Winner: "The Wedding Collection," Downtown Fond du Lac Partnership

Best Upper Floor Rehabilitation Project

Co-Winner: Platten Place Apartments, Green Bay

Co-Winner: Mary Flanagan & Scott Kearney, 204-208 Watson, Ripon

Best Business Development Program

Winner: Holiday 2014 Pop-Up Series, Viroqua Chamber Main Street Board of Directors

Best Façade Rehabilitation Project Over \$7,500

Winner: Modern Apothecary, Dr. Erin Merritt and Clovis Properties LLC, Kenosha

Best Image item/Campaign/Event

Winner: "Omro: A Great Place" Campaign, Omro

Best Business Retention Program

Winner: Focus on Energy Program, Platteville

Best Interior Renovation Project

Co-Winner: Starry Realty, De Pere

Co-Winner: Sanft Accounting & Tax LLC, Lake Mills

Best Public Improvement Project: Built Environment

Winner: Monroe Community Garden, Monroe

Best Storefront Display

Winner: Circle The Date, Marshfield

Honorable Mention: 2nd Hand Rose, Algoma

Best Historic Rehabilitation

Winner: CE Staples Building, Osceola Main Street Group LLC, Osceola

Best New Building

Winner: Gehl-Mulva Science Center, St. Norbert College, Performa and Miron Construction, De Pere

Best Adaptive Reuse Project

Winner: Ironworks Redevelopment: Hendricks Commercial Properties, Beloit

Connect Communities Award

Best Downtown Development Success Story-Under 5,500 Population

Winner: Rinehart Tobacco City Lofts, Edgerton

Connect Communities Award

Best Downtown Development Success Story-Over 5,500 Population

Co-Winner: Business Expansion and Relocation Guide, Village of Menomonee Falls

Co-Winner: Marvin W. Roth Community Pavilion, City of Janesville

Milestone Main Street Anniversaries

10 Years in 2014

- Downtown Fond du Lac Partnership

15 Years in 2014

- Platteville Main Street
- Eagle River Revitalization Project

20 Years in 2014

- Sturgeon Bay Visitor Center

25 Years in 2014

- Chippewa Falls Main Street
- Viroqua Chamber Main Street

15 Years in 2015

- Community Improvement of Algoma
- Watertown Main Street

20 Years in 2015

- On Broadway, Inc., Green Bay

25 years in 2015

- Main Street Marshfield
- Definitely De Pere

Past Winners of “Best New Business” Celebrating 10 Years

Jason Meinholz & Marzena Noch-Meinholz

Soda Pops

Eagle River

Darin Shireman

Badger Brothers Coffee

Platteville

Executive Director Years of Service Awards

Five Years:

Christopher Naumann, Green Bay/Kenosha

12 Years:

Elaine Kroening, Pewaukee

14 Years:

Michael Glime, Algoma

16 Years:

Virginia Kauffman, Tigerton

19 Years:

Kathy Wellsandt, Rice Lake

23 Years:

Craig Tebon, Ripon

2014 Volunteers of the Year

Sue Hepp, Algoma Tiffany Warren, Beloit Sherry Hoffman, Darlington

Amy Sorenson, De Pere Gary Fawcett, Eagle River Tracy Mathweg, Fond du Lac
Tim Dexter, On Broadway, Inc. (Green Bay) Zohrab Khaligian, Kenosha

Mery Ellen Vinz, Lake Mills Kate Clanton, Marshfield John & Donna Glynn, Monroe

Sheila Jilot, Pewaukee

Steve Swift, Platteville Sam Kohlhagen, Sheboygan Falls Julie Mauritz, Tigerton
Howard Bryant, Waterford Autumn Carew, Watertown Jeremy Eineichner, West Allis
Kristine Zaballos, Whitewater

2014 Honorary Board Members

Ron Welch, Algoma Malinda Obershaw, Beloit Scott Hemauer, De Pere Cindy
Meinholz, Eagle River Philip Shepherd, Fond du Lac Peter Nugent, On Broadway
Inc. (Green Bay) Deanna Goodwin, Kenosha

Sarah Fitzgibbon, Lake Mills

Andy Hill, Monroe Dr. Tad Diciaula, Pewaukee

Gary Olson, Platteville Michael Kennedy, Sheboygan Falls Clarence Natzke,
Tigerton Gil Amborn, Waterford David Beduze, Watertown Veronica Telfer,
Whitewater

Wisconsin Main Street Hall of Fame Inductees

Lois TeStrake, Marshfield

Russ Roedl, Lake Mills

Joe Schinkten, De Pere

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About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing Wisconsin's business climate. WEDC nurtures business growth and job creation by providing resources, technical support and financial assistance to companies, partners and communities in Wisconsin. WEDC has four focus areas: business and industry development, economic and community development, entrepreneurship and innovation and international business development. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network. Visit www.inwisconsin.com (<http://www.inwisconsin.com/>) or follow WEDC on Twitter [@_InWisconsin](https://twitter.com/_InWisconsin) (https://twitter.com/_InWisconsin) to learn more.

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