



Annual Report 2018-2019



Then...



Now...

And what's to come!

We Are Main Street



Enjoy free Wi-Fi on
Main Street &
City Park!





Enjoy free Wi-Fi on
Main Street &
City Park!



Our Vision

The unique and historic character of Platteville's Main Street® is special to its residents and visitors alike. Platteville is the largest city in Grant County and is situated within the unique region known as Wisconsin's Driftless Area. Main Street is a vibrant, thriving hub of activity and commerce. The community's identity is largely sustained by the authentic and lively qualities that downtown offers. From the historic Mining and Rollo Jamison Museum on one end of the district to the University of Wisconsin-Platteville on the other, Main Street fulfills the needs of a diverse and growing city.

Through Platteville's Main Street®, volunteers and community members work together to maintain downtown's appeal. Main Street leaders cooperate with the City of Platteville, Chamber of Commerce, and a variety of other organizations to make positive change happen. Developing unity between downtown businesses and stakeholders continues to be important. Main Street® continues to promote the downtown district and be a leader in the effort to develop creative projects for Platteville.

Our Mission

The mission of the Platteville Main Street® Program is to enhance community identity, heritage, and pride through the revitalization, restoration, and business development of downtown and making Platteville's Main Street® the focal point of the community.

Annual Meeting Celebration at City Park
Thursday, August 22nd



Cindy Tang

Board President

2018-2019 has been another successful year for Main Street. We are celebrating our twentieth year in support of downtown community development. We have coordinated individuals, public and private sector organizations to benefit our community. Our work has brought people together to benefit all. The staff and volunteers have done a great job!

The year was filled with events and initiatives designed to build community. We have extended our popular Music in the Park Program by three more weeks. We saw our first Chalk and Cheese Fest at City Park, hosted by the P.A.T.H. Group. Sweet Treats on Main continues to draw record numbers of children and adults from the community and surrounding areas. We have seen many new businesses opened by young entrepreneurs, and existing businesses continue to thrive. The Rountree Gallery has now moved downtown. Ruxton Place development of the former Pioneer Ford site at Pine and Water Street is very near completion. Besides additional housing downtown, this creates additional retail space right off Main Street. The city is mowing the grass on the old railroad bed so that users of the Rountree Branch Trail can now connect to the Museum with access from there to Main Street.

Caring people have volunteered and provided financial support. We are fortunate that our organization has so many friends that want to make the City of Platteville and Grant County a better place. The partnership between government, public and private entities benefits the entire community. We are also fortunate to have an amazing Executive Director, Jack Luedtke, who works with our volunteers and community on achieving our transformation strategies.

We have seen a truly amazing year and we cannot wait to see what the next twenty years hold!

Thank you,

Cindy Tang, *President*

Platteville Main Street® Program Board of Directors

20 S. Fourth Street • 608-348-4505 • director@plattevillemainstreet.com

2018 BOARD OF DIRECTORS

Executive Officers:

Cindy Tang
President
Katherine Westaby
Vice-President
Mary Huck
Secretary
Alice Rekstad
Treasurer
Jack Luedtke
Executive Director

Board Members:

Natasha Geyer
Mark Ihm
Julie Klein
Scott MacDowell
Eileen Nickels
Bob Stauffacher
Jean Wanezak

Committee Chairs:

Mark Ihm
Design Committee
Gary Munson
Sustainability Committee
Eileen Nickels
*Economic Vitalization
Committee*
Mitzi Herber
Promotions Committee
Cindy Tang
Organization Committee





Enjoy free Wi-Fi on
Main Street &
City Park!



Jack Luedtke *Executive Director*

There is one line in our Mission Statement that drew my attention this year and that is to “Make Platteville’s Main Street the focal point of the Community.” As I walk our district, I would have to say mission accomplished. Why do I believe that? First off, we welcomed eight new entrepreneurial businesses to Main Street in the last twelve months. Add to that the return of American Roots Country Store and the percent of leasable retail space is 95% occupied. Second, with the construction of the new rental space at 25 East Main and Ruxton Place, the density of people living downtown is on the rise. Third, the traffic created by our new library and downtown hotel is evident to everyone.

Another gage of Main Street as the focal point of the community is the continuing growth of attendance at our special events. The Music in the Park program is now held over twelve weeks with huge crowds enjoying the community feeling in City Park. The historic Walk Down Main and Sweet Treats on Main had their largest attendance this year. Last but not least, I need to mention the growth of Farmers Market both in terms of vendors and shoppers. This is thanks to the marketing and organizational efforts of its new manager Jenna Phillips.

Over time, the only constant along Main Street is change. Right now we are experiencing “good” change but that can move to “bad” change overnight. We know we can not stand still, so this past year the Main Street Board took action on two major projects. The first was to contract for a new user friendly website. We should go live in late August. Secondly, they worked with Errin Welty from the State Main Street office to create a new strategic plan for the program. A roadmap to continue the success we have enjoyed the last few years.

So your support of the Program both financially and visibly as a volunteer, is crucial to its success. It's your City and your Downtown. Be proud of Platteville. It's a great place to live, work, and play.

Thank you all for letting me share the journey with you.
Sincerely,

Jack Luedtke

Jack Luedtke, *Executive Director*
Platteville Main Street® Program

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Platteville's Main Street

27

Properties
Improved

\$1.7 M

Private
Investment

899

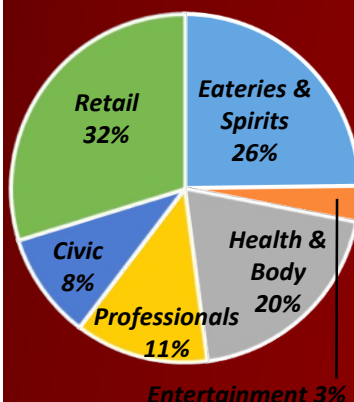
Volunteer
Hours

\$20,731

Value of
Volunteer Hours

These statistics were
provided by the State
Main Street Program

Platteville Main Street Businesses



Main Street® Program

Wisconsin's downtowns and historic commercial districts are centers of commerce, government, banking and social life in our communities. By preserving and revitalizing these traditional cores, communities can distinguish themselves from the competition and set the table for economic development.

The Wisconsin Main Street® Program advocates restoration of the historic character of downtown while pursuing traditional development strategies such as:

- Marketing
- Business recruitment and retention
- Real estate development
- Market analysis
- Public improvements

There are no quick fixes for declining downtown/historic commercial districts. Success is realized through the comprehensive and incremental approach of the Main Street® Program. Four elements combine to create this well balanced program:

Design involves creating an environment where people want to shop and spend time. First impressions can have a lasting influence. Rehabilitated buildings, attractive storefronts, enticing window displays, clean streets and sidewalks, and properly designed signage together present an appealing image to potential customers, tenants, and investors.

Organization involves building 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 downtown/urban neighborhoods. Fundraising, volunteer development, and public relations are examples of organization activities.

Economic Vitalization involves analyzing current market forces to develop long-term solutions. Sharpening the competitiveness of Main Street's traditional merchants, recruiting new businesses, and creatively converting unused space for new uses are examples of economic restructuring activities.

Promotion creates excitement in the downtown/urban neighborhood district. 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.

Strategic Planning 2019



Platteville Main Street invited board members, committee members, and downtown stakeholders to participate in a strategic planning session in March of 2019. The group participated in a series of activities as part of an evening session to confirm the organization's vision and long term goal for the organization, and to continue the positive momentum which has carried downtown forward in recent years.

The group reconfirmed the organization's mission and goals as follows:

- **Mission:** The mission of the Platteville Main Street Program is to enhance community identity, heritage, and pride through the revitalization, restoration, and business development of downtown and making Platteville's Main Street the focal point of the community.
- **Goals:**
 - **Organization:** A strong organization provides the stability to build and maintain a long-term effort.
 - **Design:** 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.
 - **Economic Restructuring:** Improving the competitiveness of Main Street's traditional merchants, creatively converting vacant space to new uses and recruiting new complimentary businesses.
 - **Promotion:** Promotion involves marketing an enticing image to shoppers, investors and businesses.

They also identified several items for which they are most proud of the organization and downtown, which included several common themes:

- Significant new investment in recent years
- Core group of dedicated board and committee members
- New 'crop' of downtown business owners committed to downtown



Strategic Planning 2019

PROCESS & BACKGROUND

The 2019 strategic planning process was designed to build on previous efforts, including the previous 2010 Downtown Plan and the 2018 Main Street Work Plan, among others. The organization has made significant progress in successfully implementing recommendations from these plans, and this progress and changes in local economic and business conditions were used as a basis for future planning.

Summary of 2010 Plan

The following focus areas and objectives were identified for downtown Platteville:

Housing:

- Promote redevelopment
- Enforce codes (health/safety)

Historic Preservation:

- Encourage proactive efforts by owners
- Develop promotional material
- Establish Business Improvement District

Urban Design:

- Adopt design standards
- Offer financial incentives
- Extend streetscape
- Improve wayfinding

Economic Development:

- Cross market with nearby communities
- Promote retail on street level
- Organize special events
- Develop recruitment strategy (clusters)
- Establish downtown UW presence
- Make strategic public space decisions

Parking & Transportation:

- Establish parking authority
- Parking structure, permitting, short-term
- Allow fee in lieu of parking
- Bike/ped/traffic study & plan

Many of these items have been accomplished or have been included in City and Main Street work plans. The economic value of downtown continues to grow, and today represents \$3.1 million annually in City/County tax revenues, including a significant share of commercial activity, as illustrated in the table below, even though geographically, downtown only accounts for 2% of the municipal land area.

	City	Downtown	Market Share
Assessed Value	\$664m	\$47m	7%
Businesses	877	168	19%
Employment	5,422	669	12%
Population	12,326	709	6%
Retail Sales	\$178m	\$40m	23%
Restaurant Sales	\$22m	\$6.5m	30%
Hotel Rooms	225	121	54%



**Enjoy free Wi-Fi on
Main Street &
City Park!**



The newly restored Historic Mining Mural at the corner of Bonson and Main Street depicts a piece of the beginning history of the Platteville community and is used as an educational tool in the 4th grade tour of historic places in the downtown area.

Design Committee

Mark Ihm
Chair
Jack Luedtke
Executive Director

Cindy Tang
Tud Bowden
Dan Enz
Tammy Enz
Mary Huck
Robin Timm
Karlie Stefan



Join us!
Design Committee Meetings

2nd Thursday of
every month

Noon at Los Amigos

Design Committee Year in Review

The Design Committee of the Platteville Main Street Program deals with everything that you see in the downtown, so we are interested in a variety of views: condition of buildings/lots, condition of store fronts, window displays, lighting, signage, redevelopment and reuse and on and on. We would like to improve on anything that diminishes the image of downtown as a vibrant, safe and fun place to live, work, entertain or shop. One project that added to the downtown appearance this past year was the conversion of an empty store to the renewed/independent Rountree Gallery. The once vacant storefront is now alive with vibrant art and activity.

The central event of the Design committee is the annual Walk Down Main during May Historic Preservation Month. While this walk program was started privately, The Main Street program has sponsored this event from the first year of the program. This year the evening began at the Bridal Boutique where we celebrated the rich history of Mr. Homer Beebe's first long distance phone call. From there we walked to the Rountree Gallery where versatile, Design member, Tud Bowden and others entertained participants with an amazing re-enactment of famed former President Grant's participation in the long distant call to Lancaster. Finally, we reconvened at the former Burg Mansion, now owned by Paul and Jen Mariskanish, for supper, catered by Los Amigos.

While this report is usually a review of the past year, since this is our 20th anniversary, I would like to look forward to the next twenty years. Leading up to our start, in March 1990 the City of Platteville with the leadership of then Community Planning and Development head, JoAnne Reese, Platteville's Main Street Commercial District was listed on the National Register of Historic Places. In 1996, then Governor Tommy Thompson, signed legislation into law requiring cities with National Register Districts' to adopt protective codes regarding the preservation of historic buildings. The Platteville City Council on a 6-1 vote adopted a model ordinance offered by the Wisconsin Historical Society, thus in the spring of 1997 the first Historic Preservation Commission was formed and began meeting to review design proposals.

During the next 20 years we need to circle the wagons, not just save, but perfect the condition of the stock of historic buildings in the downtown. It is through preservation planning that two of the largest downtown re-developments in 40 years, the Holiday Inn Express/Library Block on the West and the former Pioneer Ford property on the East, both took place across the street and outside of the line defining the historic district. We don't have to tear down historic structures to progress as a community. This protected historic district ought to be looked on as a resource and these well cared for buildings will be a source of destination for tourist, buyers and businesses. This attention to detail, care and hard work will secure the future of the downtown historic district for the next 20 years and beyond.

The Design Committee with the talented Tud Bowden has four public murals. One of these, the tribute to volunteer firemen was lost due to development, which is now planned to be re-presented on the Witte Building on N. Oak.

This year the Sustainability subcommittee of the Design committee has submitted a separate year-end report.

Respectfully submitted,
Mark Ihm, Design, Chairman
Platteville Main Street® Program's Design Committee

20 S. Fourth Street • 608-348-4505 • director@plattevillemainstreet.com

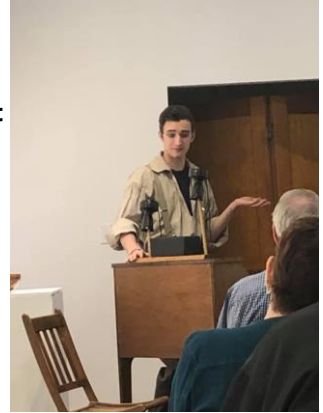


Design Committee

Year in Pictures

WalkDown Main

WalkDown Main is an annual historic event. This year, the objective was to learn about Frank Burg's buildings and where W.H. Beebe made the world's first long distance telephone call on a line that ran between Platteville & Lancaster. The evening started at 40 East Main Street, currently the home of Bridal Boutique, upstairs in the former office of W.H. Beebe, where the telephone was located. They then moved to Rountree Gallery for a short reenactment. After, they finished at the Burg Mansion for dinner. Thank you to Paul and Jen Mariskanish for your hospitality and opening your home to us for this event!



Cleanup Day

Great effort from the Platteville High School students for cleaning the City Park, Main Street, and the Community Garden. It looks wonderful out there!



Celebrating

20

YEARS OF PROGRESS

M

Platteville Main Street Program

Sustainability Committee

Gary Munson
Chair

Jack Luedtke
Executive Director

Sara Allen
Ruth Hinzmann
Danica Larson
Abbie Gale Lehman
Angie Mitchell
Luke Peters
Janelle Peterson
Vikki Petterson
Dave Ralph
Cindy Tang
Alexis Turman
Amy Seeboth-Wilson
Angie Wright
Molly Zuehlke



Platteville Community Garden. Pictured are High School Students who helped clean up the garden beds on Community Service Day. Thank You for all your help!

Sustainability Committee Year in Review

"Sustainability" is to avoid the depletion of natural resources in order to maintain an ecological balance, fostering a vibrant and healthy community. We may obtain this through education, collaboration, celebrations and direct action with the help of strategic partnerships and enthusiastic volunteers. Sustainability takes on many faces in Platteville and the Main Street Sustainability Committee is there to help. Recycling and gardening are the two main themes of the committee and each has been promoted in many ways this past year.

Recycling awareness has been increasing. Three recycling bins were installed in City Park and the public has used them well. This adds to the bins that are already in service at Legion Field and Smith Park. Recycling at Dairy Days has been well received and has grown each year. Last September there was a new twist. Several Boy Scouts volunteered to form a litter patrol. The scouts worked in shifts on Saturday to police the grounds for litter.

Community education in sustainability matters is an on-going effort. In October the committee co-sponsored an event called "Healthy Soil for a Healthy Future." It was held at the public library and was attended by 80 people. The basis of the presentation was regenerative agriculture. Regenerative agriculture uses no-till, cover crops, and other techniques to rebuild the soil to a healthy condition.

Growing has a double meaning for the Platteville Community Garden. The gardens are flourishing with the abundant rainfall and the warm weather. Plus, the garden grew by three new beds this year bringing the total to 15. We appreciate the community putting them to good use.

The garden is coordinated by the Main Street office and is supported by many people. For the second year in a row, Thrivent awarded the garden a grant. The money was used each time to make new garden beds. The city crews generously hauled compost and woodchips to the site, and a group of Platteville High School students helped spread the chips and clean up the garden beds for their community service day. Of course, the big task falls to the gardeners. There is a mix of returning gardeners and first timers for the 2019 season.

Sustainability is an important idea that needs to be promoted and spread. The Platteville Main Street Sustainability Committee is open to more participants with new ideas and who want to promote a healthy environment for our city.

Respectfully,

Gary Munson, *Chair*

Platteville Main Street® Program's Sustainability Committee

20 S. Fourth Street • 608-348-4505 • director@plattevillemainstreet.com

Join us!

**Sustainability
Committee
Meetings**

3rd Thursday of
every month

5pm at the
Platteville Public
Library

Year in Pictures

Cleanup Day

Great effort from the Platteville High School students for cleaning the City Park, Main Street, and the Community Garden.

Thank you to Tammy Enz & Thrivent for providing all the funds for the necessary supplies.



Pictured are the three new garden beds that went in to the community garden. These 15 plots are available to the community every season. There are many different varieties of plants being grown now. We are excited to have them put to good use!





Music in the Park

Every Thursday night 6-8 P.M. June - August

Promotions Committee

Mitzi Herber
Chair

Jack Luedtke
Executive Director

Pamela Brookens

Stacie Byers

Shelley Bostic

Lisa Haas

Jolene Kingeter

Julie Klein

Jessie Lee-Jones

Cindy Tang

Michelle White

Rebecca Wingham

Promotions Committee Year in Review

Main Street events continue to bring visitors and customers to our Downtown District. Our committee strives to promote and organize successful events. We work cohesively with both the Chamber and UWP throughout the year to build upon each other's events and provide a unified, hometown feeling.

Fall brings several events including Cows on Main, Dairy Days, Sweet Treats on Main, as well as the UWP new staff welcoming. Cows on Main had 16 businesses participating last August. The herd not only appeared by every business participating, but each was entered into the voting pool where the general public cast their votes for their favorites. Sweet Treats on Main is another favorite event that has grown vastly over the past 10+ years. The Avalon offers a free children's movie to start the event. Then downtown businesses provide a safe trick or treat alternative for families immediately after. This event also includes pumpkin painting, free train rides at the Jamison Mining Museum, games and more. This year gave us great success and we are excited for next year. Main Street and UWP partnered once again to welcome new staff. The event was held at Los Amigos and provided new community members an opportunity to meet fellow Platteville residents, obtain resource information, and learn about the area.

Winter months were rung in with community and business events like the Monthly Mingle and the Holiday Stroll. Monthly Mingle, formerly Women on Main, was held in November and featured Holiday Inn while celebrating their 1 year anniversary. This event was a huge hit with several community and business members in attendance. Holiday Stroll is quickly becoming another yearly 'must attend' event. With vendors offering their wares in the Council Chambers room of City Hall, Christmas music playing, Santa & Mrs. Claus, and even the Grinch making his way through town, this event gets everyone in the holiday spirit. Merchants also participated by offering their holiday specials for shoppers.

Late winter into spring always brings a sense of renewal, especially after a very long winter. We took this time to plan some of our upcoming events, including Music in the Park, UWP Summer Arts Festival, and Walk Down Main. Music in The Park is a yearly tradition of various bands performing in our beautiful City Park. This year's schedule features even more diverse types of music and brings crowds of music lovers out. Food options from The Lunch Bus, Downtown BBQ, and Our Kitchen are always a hit with those who come out. You can also purchase popcorn from The Popcorn Kernel, as well as beverages provided by Main Street. Thank you to our sponsors, City of Platteville, Wisconsin Bank and Trust, Ubersox Auto Group, UWP and Hartig Drug Store, for keeping this event going. UWP Summer Arts Festival sponsored three of the June events, as well as created our beautiful poster featuring the lineup schedule for Music in the Park. This was not only offered in print, but online as well for easy reference. Walk Down Main attendees this year had the opportunity to learn about Frank Burg's building, which is where W.H. Beebe made the world's first long distance phone call on a line that ran from Platteville to Lancaster. This phone was located on the second level of where A&M Bridal Boutique.

Moving forward we are anticipating an even stronger year as our committee continues to grow in members, which in turn brings forth new ideas. We will continue our efforts to support and promote all downtown businesses. If you are interested in joining the Promotions Committee, or volunteering at any of our various events throughout the year, please feel free to contact the Main Street office.

Sincerely,

Mitzi Herber & Julie Klein

Platteville Main Street® Program's Promotions Committee

20 S. Fourth Street • 608-348-4505 • director@plattevillemainstreet.com

Join us!

Promotions Committee Meetings

2nd Tuesday of
every month

8:30 a.m. at
Holiday Inn



Promotions Committee

Year in Pictures



Sweet Treats

Sweet Treats is a fun and safe way for your children to trick-or-treat along Main Street. The day kicks off with a Halloween themed movie put on by the Avalon Cinema. Kids also enjoy the costumed characters. We also had pumpkin paint which was a hit! We had a great turnout this year with over 1500 people joining us for this fun day!



Cows on Main

First Place: The Underground
Pictured is The Underground owner, Brittany Wasicek, accepting a prize of \$100 from Platteville Main Street Program Executive Director, Jack Luedtke.

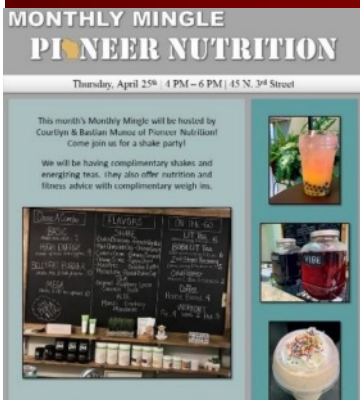


Monthly Mingle

Monthly Mingle, formerly known as Women on Main, is a mingling event that is hosted by different business owners and professionals each month.

This is an opportunity to share information and ideas while forming strong and lasting relationships. Monthly mingle is designed to bring successful entrepreneurs and professionals together to network and have a relaxing evening after a busy work day.

Monthly Mingle usually happens on Wednesday evenings once a month, usually one of the last weeks of the month, depending on holiday conflicts. Each Monthly Mingle event is something special and different since each business gets to decide what they do during their time. Thank you to all the businesses for your participation in this event and helping make it a success!



April monthly mingle was hosted by Pioneer Nutrition! They gave out free shakes and energizing teas as well as nutritional and fitness advice. We loved our visit!



November Monthly Mingle was hosted by Holiday Inn! They brought the fun to their lobby and had snacks and drinks as well as live music! Look forward to Holiday Inn hosting Monthly Mingle every November!



3 Marias gave out Mexican Treats, including their delicious ice cream. They are a great little ice cream shop in Platteville! We highly recommend visiting them and learning more about their fun ice cream flavors.





Economic Vitalization Committee

Eileen Nickels

Chair

Jack Luedtke

Executive Director

Pamela Brookens

Barb Daus

Tim Durst

Troy Pittz

Sheila Ruchti

Bob Stauffacher

Steve Swift

Cindy Tang



Join us!

**Economic
Vitalization
Meetings**

3rd Tuesday of
every month

Noon at Los Amigos

Economic Vitalization Committee **Year in Review**

It has been an exciting year for economic vitalization in the Main Street District of Platteville. There are eight new businesses that have been relocated downtown. These businesses include: The Hive, Rooted Studies, D.I.E.T., Rountree Gallery, Deals and Dragons, Marine Credit Union, Wisconsin Properties Realty, and Pioneer Nutrition.

Many of the new neighbors are health related businesses and have been started by young entrepreneurs. We are so excited to bring these types of businesses to our downtown area. The new home of Rountree Gallery at 120 West Main Street offers a very accessible location for many cultural events held throughout the year. Their events are a wonderful addition to the downtown area and we are very excited to have them open.

In all, there are about 122 businesses in the Main Street District that together employ several hundred people. The E.V. Committee and members of the Main Street Board paid visits to the businesses to demonstrate support and appreciation for their investment in the downtown. We work closely with the Redevelopment Authority to help fund new businesses, expansion of existing businesses, and remodeling of downtown buildings. Resources on how to buy or sell a business are also provided by our committee. A strong business community makes Platteville a desirable place where people want to live and raise their families.

Our work is never done. We are always looking for new people to join us as we continue to strengthen downtown. Please contact the Main Street office at 608-348-4505 if you would like to give back some of your expertise to help our community with our stated mission. I always say, **your opinion is important to us!**

Thank you,

Eileen Nickels, *Chair*

Platteville Main Street® Program's Economic Vitalization Committee



Economic Vitalization Committee

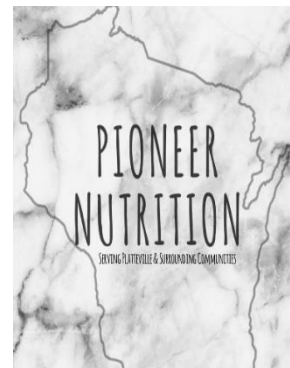
Welcome to the Neighborhood!



Wisconsin
Properties
Realty



MARINE
CREDIT UNION





The start of the Ruxton Apartments being built

Ruxton Update



The much anticipated Ruxton Apartment Project is nearing completion. It will feature seventy one apartments and one commercial space. The projected occupancy date for the apartments is August 26th. There are three types of rental options available in the building. There are twelve market rate apartments, eleven apartments available for special needs tenants, with the remaining forty eight to be income-based workforce housing. We are also working with an exciting prospective tenant for the 2,500 sq. feet of commercial space in the building.

The building will be four stories tall with a connection into the Pioneer Ford building on the second floor. The Pioneer Ford building will be renovated into a new entrance and community space on the upper floor and retail space/utility rooms on the lower level.

This is a twelve-million-dollar investment in our downtown. It serves as an East-end anchor that compliments the Platteville Public Library, Holiday Inn Express, and the Clarity Clinic development, which was completed two years ago at the West-end of the Main Street District. When completed, the Ruxton apartments will bring several hundred more people who will both live and work in the downtown area. We are excited to see this project completed and being put back on the tax roles!

Jack Luedtke

Jack Luedtke, Executive Director
Platteville Main Street Program

Construction on the
almost completed
building





Milestone: SnapFitness

March, 2019



Snap Fitness provides members with a quick and convenient workout in a comfortable environment that is open 24/7. With state-of-the-art equipment, personal trainers, group fitness classes on demand and lots of space to do functional training, they have everything to fit your needs. Local owners Jen Schweigert and Lori Laufenberg have made the last ten years of Snap Fitness in Platteville possible. Congratulations to Snap Fitness!

First Annual Chalk and Cheese Festival



This was the first year for PATH's Chalk and Cheese Festival in City Park. Chalk and Cheese Festival is an event where different artists over Wisconsin, both professional and amateur, show off their skills ranging from sidewalk chalk art to cheese carving. Chalk and Cheese is open to community artists of all abilities age 12 and over. This year, Chalk and Cheese was held on June 22 and had a great crowd of people come see the artists at work. Artists under 12 could create in the kid's area, no registration required. There was great success for this year and expecting great success in years to come! Congratulations to the Platteville PATH Project on Chalk and Cheese Festival!

Volunteer Spotlight

Tud Bowden Platteville Main Street Volunteer

Tud Bowden is a volunteer who wears many hats. A musician, an artist, a Platteville historian, and an inventor of the world famous Wundoemus Spice Blend are all titles that can be ascribed to Tud.



As a musician, he has helped us for many years behind the scenes to develop our Music in the Park series each summer in the park. His band, the Wundos, has been a main staple of that program for the last ten years. In addition to that, as a volunteer he has helped Main Street by serving on the Design committee and actively helping us produce the historic Walk Down Main Street each May. Among his other endeavors as an artist, he has produced and helped maintain the beautiful historic murals downtown. Finally, as an inventor, Tud's "Wundoemus Spice Blend" can be found at several of our downtown restaurants as a beautiful addition to everything from hamburgers to steaks or any other entrée.

No program can exist as long as the last twenty years without the insight and guidance of our many volunteers. Tud has always been there as a long-time resident of Platteville to provide insight and council to our Main Street Program. It is only through efforts like his that our program is able to be successful. The Main Street Program thanks Tud Bowden and is honored to have him as our Main Street Volunteer of the Year for 2019.

Katherine Westaby Volunteer of the Year Award

We are so pleased to have Katherine Westaby (Mrs. Claus) back as a passionate volunteer for our Main Street Program. Over the last three years, she and her husband Dustin (Santa), have been the center attraction for our Holiday Stroll event. However, that is only a small part of Katherine's support for the program. She also has begun her second stint on the Main Street Board of Directors, where as a young professional, she brings a fresh perspective to our mission for the Main Street district. Katherine also stepped up and represented Platteville at the Upper Mississippi Conference last October. Her latest appointment to the Board of the Wisconsin Downtown Action Council will allow her to bring even more substantial ideas to improving the experience that is Main Street Platteville. Even though she is a new mom and is working a new job, Katherine gives of herself to her community with an unbridled passion. Platteville Main Street is so blessed to have Katherine Westaby as our Volunteer of the Year for 2019.





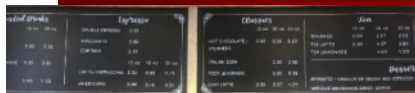
Platteville Main Street®

Honorable Mention

2nd and Main Best New Business



Stephanie has owned the building at the 2nd & Main location for about 15 years. In the early 2000's she had an Italian restaurant in the space until she and Mike moved to Idaho for career opportunities. Mike and Stephanie continued to rent out the building to other restaurants. During their travels, they witnessed many different business concepts and ideas that they always thought Platteville would benefit from. They wanted a place in Platteville that was not already in the market and catered to a portion of the demographic that was being missed by other businesses. A place that is universal and fresh. The atmosphere, drink and food options, events, specials, and even the interior design of 2nd & Main that they completely renovated proves that it can be done. 2nd & Main can cater to families, the younger crowd, Platteville natives, and can be used for business meetings, while still maintaining a welcoming hometown atmosphere. One of the best compliments you hear is about how fun and genuinely kind the staff is, and how involved they are with the restaurant. The use of social media is a driving force in their success.



2nd & Main started out by serving drinks in the Spirits Pub & Grill side of the restaurant, adding food to the menu shortly after. During the summertime, they opened the Savory Cafe side to serve muffins, coffee, tea, smoothies, and many more cafe favorites. They also began serving ice cream from Chocolate Shoppe Ice Cream out of Madison. They now host the very popular "Wundo Wednesday", a monthly music event featuring local band "The Wundos", as well as a weekly Fish Fry on Fridays. Customers regularly visit the bar for the very unique drink selection. They introduce trends from big name breweries and craft distilleries out of Milwaukee, Madison, and the West Coast and even host private parties and taste-testings. 2nd & Main continues to grow successfully by bringing Platteville into the now, while still catering to the long-time community residents.



Celebrating

20

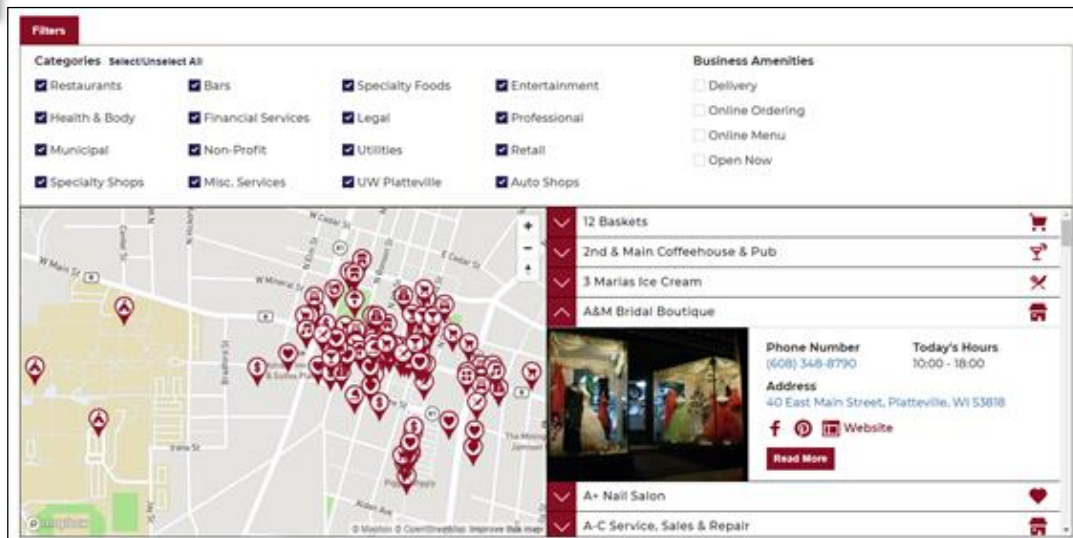
YEARS OF PROGRESS

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Platteville Main Street Program

Website & Social Media

The Platteville Main Street® Program utilizes social media to help promote and encourage successful Main Street merchants. Our website: www.plattevillemainstreet.com is a forum for local events, resources and businesses. We feature a Main Street business every month, have an in-depth business directory, and keep our calendar up to date with the latest community events. Our Facebook page is also a tool for promoting Main Street businesses and encouraging people to connect with their community. We also advertise our Featured Monthly Business on our Facebook page and share events, sales and promotions to help our merchants get maximum exposure.



2018 FEATURED BUSINESSES

July	Bad Cat Tattoo
August	Platteville Massage Therapy
September	12 Baskets
October	Mining Museum
November	Clarity Clinic
December	Owl Café

2019 FEATURED BUSINESSES

January	First Steps
February- June	Elements



Enjoy free Wi-Fi on
Main Street &
City Park!



Financial Report: Balance Sheet July 2018-June 2019

ASSETS

Expense Checking	\$6,301
Special Savings Account	\$12,437
Farmers Market Group	\$3,507
Nutrition Program	\$5,185
Accts Receivable-Nutrition Program	\$500
Accts Receivable- Music in the Park	\$450
Root Beer Inventory	\$593
TOTAL ASSETS	<u>\$27,463</u>

LIABILITIES & EQUITY

Program Equity	\$34,694
Income (Loss)	(\$8,284)
Payroll Liabilities	\$153
TOTAL LIABILITIES & EQUITY	<u>\$27,463</u>

FINANCIAL STATEMENT NOTES

The Platteville Main Street® Program is a 501(c)(3) organization and funds pass through it for the Senior Nutrition/Food Pantry Program, the Farmer's Market, Music in the Park, Make Music Platteville, the Mural Program, Platteville Community Gardens, and Sweet Treats on Main. We also provide administrative support, as needed, for other area non-profit organizations.

Pending Grants not yet received include \$1,500 for the Nutrition Program, \$800 from the Cushman Fund for the Music in the Park 2019 concert series, and \$700 for the 2019 Make Music Platteville.

While we have \$5,185 in our Nutrition Program Bank Account, we have about \$4,000 in coupons that have been distributed but not yet used.

No officers or board members receive compensation for their service to the Main Street Program.



Financial Report
Income and Expenses
July 1st 2018- June 30th 2019

INCOME

Contributions Income		64,850
Grants		6,935
Around the Corner	370	
Community Garden Fees	250	
Farmer's Market Vendor Fees	1,945	
Holiday Stroll	40	
Make Music Platteville	500	
Mural Program	500	
Music in the Park	6,250	
Nutrition Program	925	
Walk Down Main	2,040	
Root Beer Sales	1,824	
	<hr/>	
		14,644
Interest		4
	<hr/>	
TOTAL INCOME		86,433

EXPENSES

General Expenses		
Computer Expenses	1,269	
Dues & Subscriptions	516	
Insurance	2,822	
Memorial	50	
Office Supplies	2,925	
Payroll Expenses	39,002	
Postage & Delivery	674	
Printing & Reproduction	587	
Rent	1,500	
Telephone	1,546	
Travel Expenses	808	
	<hr/>	
Total General Expenses		51,699
Program Expenses		
Advertising	332	
Annual Awards Dinner	742	
Around the Corner	173	
Community Garden	201	
Community Support	17,681	
Cows on Main	100	
Downtown Cleanup	17	
Farmers Market Group	1,246	
Holiday Wreaths	2,062	
Main Street Meetings	1,100	
Make Music Platteville	1,330	
Mural Program	2,500	
Music in the Park	5,535	
New Faculty Welcome	44	
Nutrition Program	5,486	
Root Beer	900	
Sweet Treats	259	
Walk Down Main	1,210	
Website	2,100	
	<hr/>	
Total Program Expense		43,018
TOTAL EXPENSES		94,717
		<hr/>
NET INCOME (LOSS)		-8,284



2018-2019 Donors

American Bank and Trust	Kopp McKichan
Avalon Cinema	Kwik-Trip
Badger Brothers	Luedtke, Jack
Blain's Farm and Fleet	Los Amigos Restaurante
Blue Note Music	Marine Credit Union
Boldt, Ron & Karen	Momentum Bikes
Cheryl's Costume Closet	Morrissey Printing
City of Platteville	Mound City Bank
Clare Bank	Nick's
Clarity Clinic	Nickels, Eileen
Community First Bank	Pioneer Ford
Community Fund of Southwest Wisconsin	Pioneer Property Management
Cushman, Terry	Platteville Cleaners
Culver's	Popcorn Kernel, LLC
Daus, Barbara & Hap	Reese, JoAnne
Dillon, Terry & Melody	Schmidt, Mark & Lori
Downtown BBQ	Southwest Health Center
Driftless Market	Stauffacher, Bob and Paula
Dupaco Credit Union	Steve's Pizza Palace
Enz, Daniel & Tammy	Straka, Robert & Teresa
Faherty, Inc.	Subway
Garvey Auto Service	Tang, Cindy
General Capital	Tashner, Michael O.D.
Hartig Drug Store	The Spa Boutique
Heartland Financial USA Inc	TRICOR Insurance
Heiser ACE Hardware	Turner, William & Mary
Hinzmann, Ruth	Ubersox Auto Group
Holiday Inn Express	University of Wisconsin-Platteville
Huck, Mary	Vaasen Pluemer CPAs LLC
IHM Builders	Van Deest, William
Insight Industries	Walmart
Kies, Nancy	Wayfarer Coffee
Kilian, Kenneth	Wisconsin Bank & Trust
Kloster, William J.	Wisconsin Properties Realty, LLC

Thank you
FOR YOUR SUPPORT