

GOOD AFTERNOON. IT IS WONDERFUL TO BE HERE TODAY TO ANNOUNCE ALGOMA'S SELECTION TO THE WISCONSIN MAIN STREET PROGRAM.

SINCE 1988, THE MAIN STREET PROGRAM HAS GALVANIZED COMMUNITY SUPPORT AND SPURRED DOWNTOWN ECONOMIC GROWTH ALL ACROSS WISCONSIN.

I AM PARTICULARLY SUPPORTIVE OF THIS PROGRAM BECAUSE IT HAS DONE SO MUCH TO HELP SMALL DOWNTOWN BUSINESSES GROW AND PROSPER.

THE WISCONSIN MAIN STREET PROGRAM:

- **HAS PROVEN TO BE AN EFFECTIVE TOOL FOR DOWNTOWN REVITALIZATION**
- **EMPHASIZES HISTORIC PRESERVATION AND LONG-TERM ECONOMIC GROWTH THROUGH PUBLIC-PRIVATE PARTNERSHIPS.**

- **USES A FOUR-POINT APPROACH – ORGANIZATION, PROMOTION, DESIGN, AND ECONOMIC RESTRUCTURING – TO GIVE COMMUNITIES THE BUILDING BLOCKS FOR SUCCESS.**

BETWEEN 1988-1997, WISCONSIN'S MAIN STREET COMMUNITIES:

- **GENERATED MORE THAN 8,550 NEW JOBS,**
- **ATTRACTED OVER 1,620 NEW BUSINESSES, AND**
- **DEVELOPED ALMOST \$290 MILLION IN PUBLIC AND PRIVATE REINVESTMENT FOR THEIR DOWNTOWNS.**

BUT THAT'S ONLY PART OF THE STORY. CITIZENS HAVE VOLUNTEERED THEIR TIME AND EFFORTS TO REBUILD THEIR CENTRAL BUSINESS DISTRICTS. A STRONG SENSE OF PRIDE NOW INVIGORATES THESE COMMUNITIES.

**AFTER ALL, A VITAL, ATTRACTIVE DOWNTOWN
SENDS POWERFUL MESSAGES, TELLING VISITORS
AND CITIZENS ALIKE:**

- **THAT YOU ARE A COMMUNITY WITH THE
DETERMINATION AND THE SPIRIT TO PRESERVE
YOUR HISTORICAL TREASURES.**
- **THAT YOU ARE A COMMUNITY ALREADY ON THE
MOVE TOWARD A PROSPEROUS FUTURE.**
- **THAT YOUR COMMUNITY IS A GOOD PLACE TO
LIVE, TO WORK, AND DO BUSINESS.**
- **THAT YOUR COMMUNITY HAS THE RESOURCES
AND THE WILL TO FOSTER NEW AND EXPANDED
ECONOMIC DEVELOPMENT.**

THE MAIN STREET PROGRAM IN THE WISCONSIN DEPARTMENT OF COMMERCE OFFERS A WIDE VARIETY OF SERVICES AND TECHNICAL ASSISTANCE BOTH TO MAIN STREET MEMBER COMMUNITIES AND TO OTHER DOWNTOWNS ACROSS THE STATE.

LET ME TELL YOU ABOUT OUR BRAND NEW MAIN STREET COMMUNITY... ALGOMA.

ALGOMA IS A PRIME TOURIST DESTINATION IN KEWAUNEE COUNTY. FOR MANY YEARS IT HAS HELD A SUCCESSFUL PROMOTION CALLED SHANTY DAYS THAT DRAWS TOURISTS FROM ALL OVER.

THE COMMUNITY HAS AN EXTENSIVE STOCK OF HISTORIC BUILDINGS. MANY OF THESE BUILDING ARE MORE THAN 100 YEARS OLD AND FEATURE CREAM CITY BRICK CONSTRUCTION.

THE VON STIEHL WINERY AND ART DETTMAN FISHING SHANTY ARE LISTED ON THE WISCONSIN AND NATIONAL REGISTER OF HISTORIC PLACES.

**THE LOCAL PROGRAM HAS TAKEN THE NAME
COMMUNITY IMPROVEMENT OF ALGOMA. CITY
GOVERNMENT IS STRONGLY COMMITTED TO
DOWNTOWN DEVELOPMENT. THE COMMUNITY HAS
DEMONSTRATED ITS SUPPORT BY RAISING FUNDS
TO OPERATE THE PROGRAM FOR THE NEXT THREE
YEARS.**

**PROGRAM GOALS INCLUDE IDENTIFYING AND
ATTRACTING APPROPRIATE NEW BUSINESSES;
RETAINING EXISTING BUSINESSES; AND CREATING
PROMOTIONS THAT WILL ATTRACT RESIDENTS AND
TOURISTS.**

**AND NOW...I AM PLEASED TO PRESENT THIS
RECOGNITION PLAQUE TO MERLE COLBURN, CHAIR
OF THE MAIN STREET STEERING COMMITTEE. I
WISH YOU SUCCESS IN YOUR DOWNTOWN
REVITALIZATION INITIATIVE. THANK YOU.**