

GOOD AFTERNOON. IT IS WONDERFUL TO BE HERE TODAY TO ANNOUNCE CRANDON'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 AND 1997, WISCONSIN'S MAIN STREET COMMUNITIES:

- **GENERATED MORE THAN 8,500 NEW JOBS.**
- **ATTRACTED OVER 1,600 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...CRANDON.**

**CRANDON LIES IN A BEAUTIFUL SETTING HERE IN
FOREST COUNTY AND CONSIDERS TOURISM AN
IMPORTANT SOURCE OF REVENUE.**

**CRANDON HAS SHOWN A CAN-DO SPIRIT WITH A
RECENT HISTORY OF SUCCESSFUL PROJECTS,
INCLUDING THE CONSTRUCTION OF A NEW K-12
SCHOOL COMPLEX...A FIRE STATION...CARDINAL
PARK AND THE CRANDON INDUSTRIAL PARK.**

**THE COMMUNITY HAS ALSO RAISED MORE THAN
\$550,000 FOR A NEW LIBRARY.**

**THE LOCAL PROGRAM HAS TAKEN THE NAME OF
CRANDON MAIN STREET REVITALIZATION AND HAS
ALREADY ATTRACTED A STRONG VOLUNTEER
BASE.**

**PROGRAM GOALS INCLUDE PROMOTING AREA
BUSINESSES...DEVELOPING A PLAN TO RETAIN
AND PROTECT HISTORICAL ASSETS IN THE
COMMUNITY... AND CREATING AN INVITING,
PLEASANT COMMUNITY.**

**AND NOW...I AM PLEASED TO PRESENT THIS
RECOGNITION PLAQUE TO RICK DENTON, VICE
PRESIDENT, CRANDON MAIN STREET
REVITALIZATION...AND SANDY FRANK AND MARY
KIRCHER OF THE MAIN STREET COMMITTEE. I WISH
YOU SUCCESS IN YOUR DOWNTOWN
REVITALIZATION INITIATIVE. THANK YOU.**