

# HIGHLIGHTS

16 Farmers Market Events  
9 Community Enriching Events  
66 Downtown Planters & 4 Garden

We hosted the **State Main Street Awards** in Marshfield this year, bringing over 250 visitors to town

The Holiday Pop Up Shop won **Best Business Development Program** at the 2015 Wisconsin Main Street Awards

**More than doubled** the participation for the Hot Chocolate Fun Run in 2015

**20+ Businesses** collaborated and decided to stay Open Late on Thursdays during the summer months

Over **400 Cars** were registered for the Hub City Days Car show in 2016

**Hardacre Park** officially opened & Main Street held our first **Fall Block Party** there to unveil the murals

In partnership with Leadership Marshfield, & United Way, the Spring Wine Walk was a sold out event bringing over **150 people downtown to shop and sip wine!**



Hub City Days 2015

## About Us

MSM is a volunteer-driven, preservation-based economic development program and part of a national network of communities.



2015-2016  
Board of Directors

**Want to get involved?** Join us for coffee on the 1<sup>st</sup> and 3<sup>rd</sup> Thursday of each month at the Daily Grind!  
Other ways to get involved...

- Become a Friend of Main Street
- Volunteer
- Join a Committee
- Apply to be on the Board!

## Contact Us

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Marshfield, WI 54449



## YEAR IN REVIEW



Oct. 2015 –  
Sept. 2016

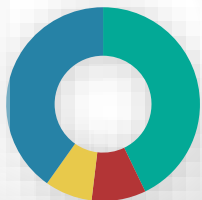
Our mission is to enhance our community identity and heritage to foster a center of activity, and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design, and economic restructuring.

**We encourage historic preservation** by providing financial incentives and design assistance for renovations, property development, and to enhance public areas in the downtown district.

**\$115,000** The total amount of Grant Funding given out to downtown businesses by the City's Economic Development Board and Main Street Marshfield for the 2016 **Façade Improvement Program**.

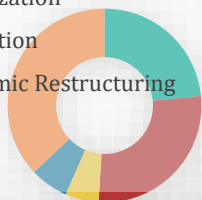
### 2015 Income

- BID
- Sponsors
- City Funding
- Fundraisers



### 2015 Committee Expenses

- Organization
- Promotion
- Economic Restructuring
- Design
- Admin



**We promote** the downtown district, businesses, and organizations...



**Women Business Owners on W. 4<sup>th</sup> Street**  
(Highlighted in Explore Marshfield's Main Street publication put out this summer)

*V & Co Salon & Spa, Stroetz Accounting, Investment Concepts, Indigo Bloom SkinSpa, Split Endz, Circle the Date*

**6** The number of retail-driven events Main Street Marshfield puts on each year to increase foot traffic downtown.

**We foster business growth** by connecting businesses to appropriate resources, providing networking and educational opportunities to downtown business owners, and gathering, maintaining and disseminating market data used when recruiting new businesses.

## MILESTONES

**5 Years** {Circle the Date}

**15 Years** {Royal Tokyo, O'Brien Insurance & Financial, Wis.Ag Connection}

**20 Years** {Marshfield Family Restaurant & Plan-it Earth Health Center}

**25 Years** {Crabby Dave's}

**30 Years** {Expressions of Hair by Mary}

**35 Years** {Nutz Deep II & John Adam Kruse Law Offices}

## 10 NEW BUSINESSES

Out of the Blue Tattoo, Investment Concepts, Knights N Maidens, Marshfield Technology, Ripple Behavior Solutions, the Rivers Tavern, USBank Home Mortgage Illusions and Designs LLC, Bella's Boutique