



2020 ANNUAL REPORT



STRENGTHEN + ENERGIZE
D O W N T O W N



2020 BOARD OF DIRECTORS

PRESIDENT JENNA HANSON (CHILDREN'S WISCONSIN)

VICE PRESIDENT BRAD REMMEN (ROEHL TRANSPORT)

SECRETARY DANIELLE WINER (MILL CREEK GARDENS)

TREASURER JOSH KILTY (FAIRWAY MORTGAGE)

IMMEDIATE PAST PRESIDENT KELLY KORTH (SIMPLICITY CREDIT UNION)

ANN DIERINGER (NUTZ DEEP II)

KRISTEN NIEHAUS (SPLIT ENDS HAIR SALON)

MELISSA MEYER (F.I.R.E. FITNESS CAMP)

RHONDA URLAUB (GPM INVESTMENTS)

ROBERT WARREN (STATE BANK FINANCIAL)

VICKI TRACY (UPTOWN COFFEE COMPANY)

VICKY VARSHO (MARSHFIELD CLINIC HEALTH SYSTEM)

EX-OFFICIO MEMBERS & PARTNERS

AL CHANEY (AL CHANEY MARKETING, VISIT MARSHFIELD BOARD PRESIDENT)

SCOTT LARSON (MACCI PRESIDENT)

STEVE BARG (CITY OF MARSHFIELD ADMINISTRATOR)

MIKE FEIRER (CITY OF MARSHFIELD ALDERMAN)

CONTACT US

222 S CENTRAL AVE, 1G

MARSHFIELD, WI 54449

(715) 387-3299

WWW.MAINSTREETMARSHFIELD.COM



EXECUTIVE DIRECTOR KALIE GOMEZ

EXECUTIVEDIRECTOR@MAINSTREETMARSHFIELD.COM

WENZEL FAMILY PLAZA DIRECTOR NICKI RYNER

PLAZADIRECTOR@MAINSTREETMARSHFIELD.COM

BOOKKEEPER & OFFICE ASSISTANT DIANE GALLATIN

INFO@MAINSTREETMARSHFIELD.COM

LETTER FROM THE PRESIDENT

2020 was a year like no other! When we started the year, we looked forward to so many things including celebrating Main Street Marshfield's 30th Anniversary. Our plans changed rather quickly. We were able to host one event, Cabin Fever Run, in February before COVID 19 shaped our year in a different direction.



BOARD PRESIDENT JENNA HANSON

We quickly shifted our efforts and refocused our energy on what we could do to help local businesses survive during a pandemic. We were able to raise funds through our "Shop Local. Love Local." Ultimately this program helped twelve local businesses find new ways of marketing their products and increasing online sales. We were so proud to see that in spite of the challenges, local businesses found new ways of doing business and offering more to their customers – curbside pickup, online sales, delivery, sidewalk sales, etc. It was an amazing testament to how creative and innovative businesses can be! Customer service took on a whole new meaning. As the seasons changed and holidays approached, we changed our focus again.

Our "Home for the Holidays" marketing focused on shopping locally at home, promoted ways downtown businesses could help as we stayed home for the holidays, and highlighted ways not only to shop downtown but experience downtown in new ways. While it was a year like no other, the thing that stood out the most was the spirit of downtown. Regardless of what happened in the world, our hometown and downtown continued to be a place of positive energy. While Main Street Marshfield continues to work on its mission to "Energize and Strengthen Downtown Marshfield," we are reminded that spirit is alive and well in Marshfield! Thank you for your continued support of Main Street Marshfield!



CABIN FEVER RUN & FEST



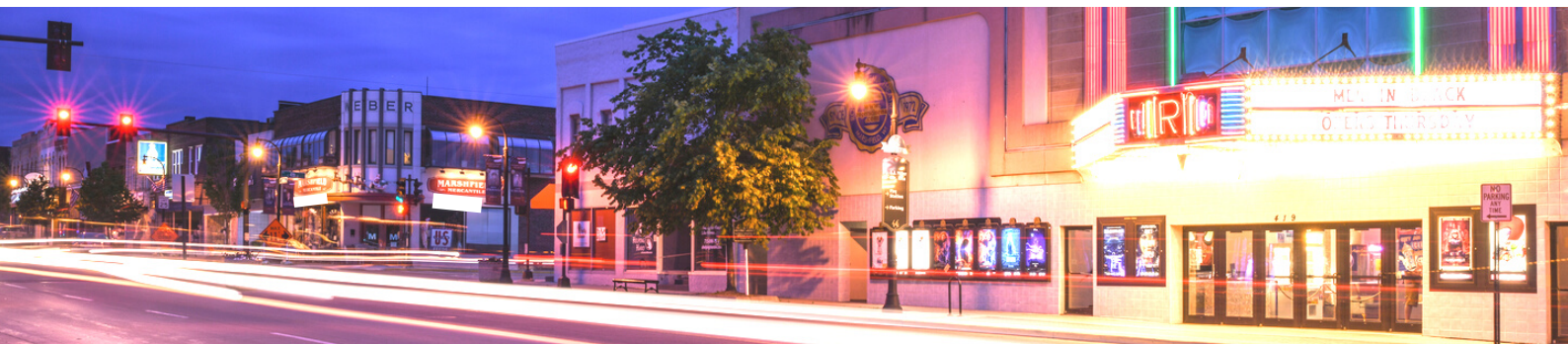
SHOP LOCAL SHIRTS ON DISPLAY



SMALL BUSINESS SATURDAY



HOME FOR THE HOLIDAYS



ABOUT

Main Street Marshfield has been designated as an accredited Main Street America and Wisconsin Main Street Program for meeting the commercial district revitalization performance standards set by Main Street America. Program performance is annually evaluated to ensure local organizations meet ten performance standards. These standards set benchmarks for measuring an individual Main Street Program's application of commercial district revitalization. Evaluations include building comprehensive and sustainable revitalization efforts and include standards such as mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings.

To further promote the development, redevelopment, and promotion of Downtown Marshfield for the economic benefit of its population and the good of the entire community, Main Street Marshfield continues efforts to maintain and develop new initiatives in line with the Main Street Four-Point Approach. The Approach includes concentrated efforts in areas of Design, Economic Vitality, Organization, and Promotion. Our board of directors oversees four committees supporting this strategy:

Design - Working in conjunction with the City Development Services Department, downtown partners and other entities to encourage the improvement of the visual aspects of downtown, while maintaining its historic integrity, by using the basics of architectural style, façade rehabilitation, streetscape improvements, and design incentives.

Economic Vitality - Strengthening the economic base of the downtown by fostering entrepreneurship, helping develop properties, identifying new business opportunities, and supporting existing businesses.

Organization - Establishing a strong program that encourages participation from a wide cross-section of the community by implementing and funding downtown revitalization, drafting an annual work plan, raising money, recruiting and managing volunteers, updating marketing campaigns, and assessing grant options for promoting business growth.

Promotion - Marketing a unified, quality image of Marshfield's downtown business district as the center of activities, goods, and services to retailers, shoppers, investors, and tourists.

FUNDING

The Common Council of the City of Marshfield created a business improvement district (BID) on November 27, 1990. This authorized the levy of assessments on properties located within the district for the purpose of funding Main Street Marshfield's program costs. Around half of our revenue comes from this BID funding on a typical year. This year, however, the BID accounted for 65% of our revenue. Additional income we'd typically gain from holding events and sponsorship recognition virtually disappeared.

Throughout the year we made the decision to cancel events and programming at the recommendation of both national and local health authorities. We lost a key element of our non-profit's strategy. Events and promotions highlight our organization, bring in extra funding, and encourage foot traffic amongst downtown businesses.

- Event income decreased by 93% from 2019 to 2020. Expenses decreased 88%.
- Sponsorship income decreased by 45% from 2019 to 2020.
- SBA Assistance (PPP) provided additional funding for needs like payroll and rent.
- Shop Local Love Local additionally provided our organization with 25% income from every t-shirt or lawn sign purchase or investment from donors. The remaining 75% was invested directly into in-kind marketing grants for businesses.

Knowing overall revenue was down about 18%, we aimed to stretch every resource, partnership, and communication outlet we had to provide customers access to businesses, businesses connection to resources, and properties connected to development support. See the committee reports for more specifics on programming changes and the silver linings of 2020.





DESIGN

COMMITTEE HIGHLIGHTS



The Design Committee's main goal is to enhance the physical and visual assets of our downtown by creating a strong sense of place for all residents and visitors in the community. The objective is to make the downtown area an aesthetically pleasing gathering space for all, which includes summer flowers, fall mums, and winter greenery throughout the historic district in partnership with the Economic Development Board (EDB) and private sponsors.



The Design Committee continued in partnership with the City Public Right of Way use for outdoor dining and sidewalk sandwich boards. We hosted the annual fall and holiday window display competitions which is a great to add some art downtown and keep eyes on our downtown businesses. The Design Committee thought outside of the box to come up with low priced ways to provide activities to families in the downtown area.



The group painted a walking path from the S.J. Miller Recreation Area through the downtown area to engage visitors and provide them with a walking path. The Committee worked with the EDB and Exclamation to install two new information kiosks with customized maps that show downtown businesses. The goal of the kiosks is to show visitors that there is plenty of options nearby to encourage them to eat, shop, and relax in downtown Marshfield.



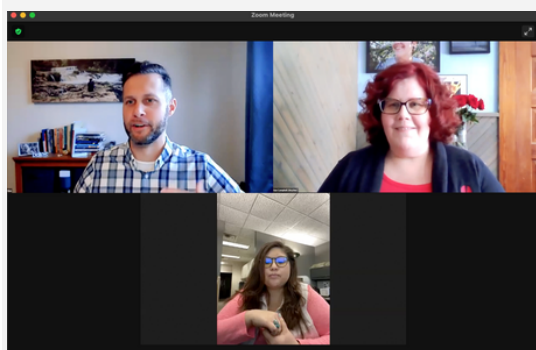
As we celebrate 30 years of Main Street Marshfield, we can reflect on many strong design programs. In 2009, need for more accessible downtown building preservation and restoration led to the 50/50 Facade Grant Program partnership with the City. Since that time there have been 69 projects completed and grant investment of approximately \$700,000. The total investment, (public and private), into the downtown through the program has been approximately \$3,000,000.

- Committee Chair Bryce Hembrook



ECONOMIC VITALITY

COMMITTEE HIGHLIGHTS



The Economic Vitality (EV – formerly known as the Economic Restructuring) Committee seeks out effective ways to diversify an already vibrant and expanding downtown economy.

The EV Committee started off 2020 by discussing the first quarter work plan. Prior to the start of the pandemic, we had met twice and were discussing the results of the Communication Survey and discussing action planning for Your Thursdays. Once COVID-19 hit, the focus shifted on trying to understand the needs of downtown businesses by distributing a COVID-19 business impact survey and follow up survey. As the committee pored over responses, we saw a trend in business needs - marketing and eCommerce assistance. In the summer, the Committee teamed up with the Organization Committee to put together some information and go door to door to all the downtown businesses and encourage each business to develop an engaging storefront and take advantage of the PROW, utilize a poster that illustrated what customers could expect when they entered the store as it relates to COVID, and expand their online presence. Visits gave us the opportunity to reach out and connect to businesses individually and see how things were going. Through conversations within the committee and trusted business partners, we developed a program that would allow for one-on-one customized marketing analysis, strategy, and next steps in marketing or eCommerce for any downtown business - from brand new to those who've been here 100 years. Our partners met each business where they were with an audit of current marketing, worked with them on where they wished to go, then created a plan for use beyond their custom service meeting. We will follow up with program participants in hopes of learning how this program tangibly affected their business in 2021.

- Committee Chair Josh Miller



ORGANIZATION COMMITTEE HIGHLIGHTS



While our plans for the year started out in the typical fashion, they changed rather quickly as we pivoted and adjusted to the impact of COVID-19 in our community. We looked at feedback from businesses and developed a business relations task force with Marshfield economic development partners to help identify next steps. Instead of recruiting event volunteers, we focused on business relations, programming with a focus on grant/marketing education, and grassroots fundraising. Much of this was done in tandem with the Economic Vitality Committee.

We are pleased to report that in spite of the many challenges, there were successes as well. Our board remained intact; they used their time and many talents to work with businesses, offer support, and continue to work on new ways of helping downtown businesses. We continued to encourage shopping local. We celebrated organizational and economic development at the (virtual) 2020 Awards Bash. Businesses celebrated milestone anniversaries rather than mourning closures. New businesses opened.

This year has given us a chance to pause and focus on our vision, try some new approaches, and see how we may meld what we've learned this year with our usual strategies. We do look forward to a time when we can focus on "normal" tasks like fundraising, events, and volunteerism again, but believe we can come out of this a stronger organization and district being challenged to learn new ways of doing things.

- Board President Jenna Hanson





PROMOTION COMMITTEE HIGHLIGHTS



Like many of you, we anticipated big activities for the year. Promotion Committee had events like Hub City Days, Fall Beer Walk, Downtown Trick-or-Treating, Holiday Parade, and Holiday Wine Walk set on the calendar. We'd plan, realize things weren't changing, then have to make a tremendously disappointing announcement to the community of cancellation. While we didn't have the flashiness of a typical event year, we got down to brass tacks and dreamed a bit with our limited budget. We were able to hand out a free Fall Scavenger Hunt that exposed families to multiple storefronts, a downtown VIP experience giveaway for Small Business Saturday that created a safe exclusive experience with four Downtown Marshfield venues. We campaigned on social media to enjoy being stuck "Home for the Holidays" offering comfort and support of local shopping to make the season special, encouraging further customer engagement downtown by purchasing gift cards to giveaway on Facebook for "10 Days of Giveaways" prior to Christmas. Our focus continues to attract shoppers and visitors to the downtown Marshfield and keep them coming back. We are proud of our committee members, business owners and volunteers who continue to make downtown Marshfield a center of the community and hub of economic activity!

Thank you to Kaelie and Diane for all of your hard work throughout the year. Also, a special thank you to our many volunteers that have taken part of our events and promotions. Your participation helps bring about positive results for downtown and make our mission a reality. The Promotion Committee has many events planned for the next year and would love your fresh ideas and help. If you want to help make Main Street Marshfield an even better place to live, work and play, then we would love for you to join our committee!

- Committee Chair Ann Dieringer

2020 HIGHLIGHTS



UPTOWN COFFEE COMPANY RECEIVES "BEST INTERIOR RENOVATION PROJECT" IN WISCONSIN MAIN STREET AWARDS

Wisconsin Main Street and WEDC awarded Uptown Coffee Company "Best Interior Renovation Project" in their annual statewide awards categories. Uptown's award honors the business or building owner that has completed an outstanding renovation to the interior of their building for under \$50,000. (Note, the whole renovation project cost, including property owner and business owner investment, was closer to \$225,000. This award focuses specifically on the interior renovation.)

Preserving 130-year-old patina in half of the Knoll Hardware Building was a passion project for Chris & Erin Howard and John & Vicki Tracy. A vintage clock belonging to Vicki's family served as inspiration for the midcentury design of everything from logo and signage to sputnik chandeliers, espresso bar, lounge chairs, patterned walls, and seating. Interior quality matches everything John and Vicki set out to do. They partner with Wisconsin coffee roasters to provide craft coffee to Marshfield with care to "dial-in" their espresso, time their shots, and measure their servings to ensure each guest's experience meets their own high expectations for a good cup of joe. They also regularly work with local startups, like Lagom Bakery and Fresh Jar, to bring the bounty of Central Wisconsin agriculture into the bustle of Downtown life. They've been a welcome addition to downtown both aesthetically and as business members in the downtown district community.



SHOP LOCAL LOVE LOCAL MARKETING PROGRAM OFFERS DEVELOPMENT AND EXPOSURE TO DOWNTOWN BUSINESSES

The Shop Local Love Local fundraising campaign was so successful, we were able to grant 12 businesses each with around \$500 in in-kind marketing value to launch their business forward. Participating businesses received custom packages ranging from social media startup, eCommerce, website development, branding, professional photography, and online marketing plans.

Another Wisconsin Community has fully adopted our program and will be distributing to their own business community this year.



VOLUNTEERISM REMAINS STRONG

Event volunteers (pre-COVID) invested 222 hours of their time. Board and committee volunteers invested 458 hours of their time.

In total, these 680 hours of volunteer time are valued at over \$17,000.

With a staff of 1 full-time executive director and 1 part-time bookkeeper/office assistant, we gratefully look back on tremendous volunteer support from passionate locals year after year.





AWARD RECIPIENTS

EMPLOYEE OF THE YEAR

JODI WELLMAN, 2 1/2 CUPS

COMMITTMENT TO HOSPITALITY AWARD

RAE BAXTER'S FASHIONS

SPIRIT OF GIVING AWARD

STATE BANK FINANCIAL

VOLUNTEER OF THE YEAR

MARSHA BUSHMAN

OUTSTANDING BUSINESS RENOVATION AWARD

MOJO'S PASTA HOUSE & CAJUN COOK SHACK

COVID-19 RESPONSE AWARD

REIS MARTIAL ARTS

PARTNERSHIP OF THE YEAR

CHANEY MARKETING STRATEGY

COMMITTMENT TO DESIGN AWARD

EVOLVE SALON

LIFETIME ACHIEVEMENT AWARD

LOIS TESTRAKE

BOARD MEMBER OF THE YEAR

DANIELLE WINER



Watch the full video of our 2020 Awards Bash:

www.mainstreetmarshfield.com

> About

> Main Street

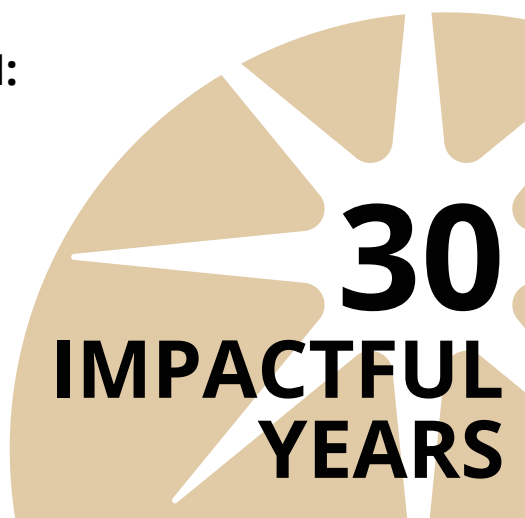


MAIN STREET MARSHFIELD'S **MISSION** IS TO STRENGTHEN AND ENERGIZE DOWNTOWN. OUR **VISION** IS TO HONOR THE HISTORY OF OUR DOWNTOWN WHILE LOOKING FOR NEW WAYS TO INVIGORATE AND STIMULATE THE ECONOMIC VITALITY OF BUSINESSES WITHIN THE DISTRICT. WE AIM TO MAKE DOWNTOWN MARSHFIELD A VIBRANT DESTINATION AND CREATE EXPERIENCES THAT PROVIDE A SENSE OF FAMILY, COMMUNITY, AND TOGETHERNESS FOR ALL RESIDENTS AND VISITORS.

SINCE OUR START IN 1990, DOWNTOWN HAS SEEN:

- 1,288 NET NEW JOBS
- \$73.7M IN PRIVATE INVESTMENT
- \$26.1M IN PUBLIC INVESTMENT
- 62 NEW HOUSING UNITS
- 223 BUILDING REHABILITATION PROJECTS

SOURCE: WEDC



NEW BUSINESSES & MILESTONE ANNIVERSARIES



NEW BUSINESSES

ASPIRUS CLINIC
BEARDS & SHEARS / HAIRAPY BY TRISH / HAIR BY TONJA
BLEU PLATE - MOJO'S MARKET & DELI
DISCOVERY EDUCATION STATION
ELITE MASSAGE
GOLDEN LAMB SKIN STUDIO
HAPPY NAILS
MBE CPAS
MY HAPPY PLACE
NEVERIA CARRERA
SERVICE FIRST STAFFING
SEVENTH HEAVEN MASSAGE

MILESTONE ANNIVERSARIES

5 YEARS

BLUHMER'S GROOMERS
CENTRAL CITY VAPORS
J&J GAMES
STATE FARM INSURANCE: EDDIE BOUSUM

10 YEARS

BARTELT INSURANCE
JEWELER'S PALETTE
THE HEARING HOUSE

15 YEARS

BLUE HERON BREWPUB
MID-WISCONSIN CONSTRUCTION
SHEAR MAGIC

20 YEARS

BURNS INSURANCE

25 YEARS

THIMBLEBERRY BOOKS

30 YEARS

THE DAILY GRIND

40 YEARS

CHILDREN'S WISCONSIN

45 YEARS

PICK N' SAVE

55 YEARS

NORTH CENTRAL COMMUNITY ACTION PROGRAM

65 YEARS

DON'S AUTOMOTIVE CENTER

70 YEARS

RAE BAXTER'S FASHIONS

125 YEARS

MARSHFIELD MONUMENT

140 YEARS

IMMANUEL LUTHERAN CHURCH



2020 PARTNERS

MADE OUR COMMUNITY INVESTMENT POSSIBLE - THANK YOU

IF WE HAVE MISSED PRINTING YOUR NAME, PLEASE LET US KNOW

BID BOARD OF DIRECTORS

Alan Nystrom
Ann Dieringer
Brian Hopperdietzel
Jody Frahman
Patrick Schreiner
Scott Koran
Quentin Rosandich- Alderperson

SPONSORS & DONORS

Brad & Shannon Remmen, Corey & Dixie Schroeder, Dave & Gail LaFontaine,
Don & Judy Duellman, Floyd & Pat Hamus, Jenna Hanson, Joyce Wiskerchen,
Karen Reyes, Kelly Korth, Kutzie Wing, Uli & GrandPaw



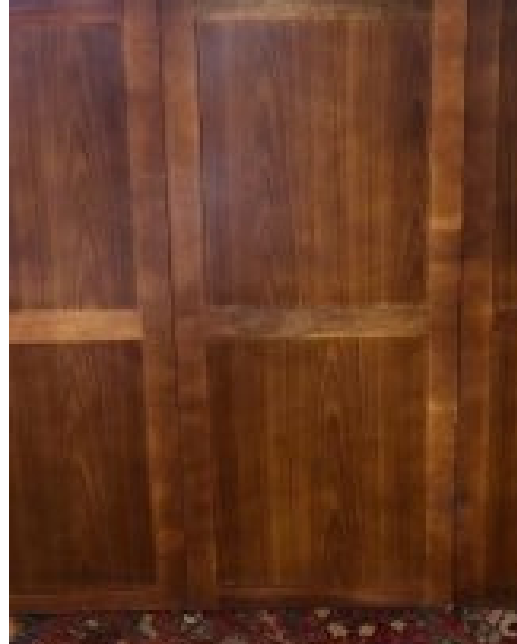
VOLUNTEERS

Alisha Olson, Ann Dieringer, Ashley Landwehr, Ben Bauer, Brad Remmen, Bryce Hembrook, Callie Hanson, Courtney Donahue, Danielle Winer, F.I.R.E. Fitness Staff & Members, Hailey McCanna, Jenna Hanson, Jim Castellano & the Marshfield Run Club, Jordan Pretsch, Josh Miller, Karen Olson, Kelly Korth, Kristen Niehaus, Kristen Schecklman, Lillie Geeslin, Mandy Cordes, Marsha Bushman, Marshfield Garden Club & Downtown Planter Volunteers, Melissa Meyer, Melissa Novak, Pam Nikolai, Raina Manlick, Robert Warren, Rhonda Urlaub, Sandra Costa, Shannon Cox, Vicki Tracy, Victoria Varsho



30 YEARS OF REVITALIZATION





30 YEARS OF PARTNERSHIP





30 YEARS OF FUN



