

## **Main Street Program is recognized**

BARABOO - The Watertown Main Street Program was recognized for two of its projects Friday evening during the 20th annual Wisconsin Main Street award ceremony at the Circus World Museum in Baraboo.

The city's Main Street Program was named the winner of the 2009 Best Public Improvement: Beautification award for its streetscape project in the downtown area.

According to Susan Dascenzo, director of the Watertown Main Street Program, the streetscape project consisted of rehabilitating the Riverwalk plaza and installing stamped concrete, benches, banners and trash receptacles along Main Street in the downtown portion of the city. The Watertown Street Department assisted the city Main Street Program with this undertaking.

Randy Trella, owner of Rock River Pizza Co. on East Madison Street, was named the co-winner of the 2009 Best Interior Renovation Project award. Trella purchased the former Hong Kong Cafe building in 2006 and completely gutted the structure, Dascenzo said.

According to Dascenzo, Trella replaced the building's kitchen and installed new equipment, including an exhaust system, walk-in coolers and a stone hearth fire-deck oven. The project also consisted of repairing a brick wall, installing new windows, replacing the rest rooms and reinforcing and leveling the floor. A fireplace was also added to the bar area to enhance the atmosphere, Dascenzo said.

The Watertown Main Street Program also shared the Best Promotional Item award with the Lake Mills Main Street Program.

The two local Main Street Programs won the Best Promotional Item award for their "What's Up Downtown" cable television show that highlights downtown businesses.

In April of 2009, the directors of the Lake Mills and Watertown Main Street programs began a monthly cable television show designed to promote their downtowns. Each month the directors talk about the Main Street Program and events occurring in area communities. The show also includes a business tour that highlights a local business in each community.

Dascenzo said she is proud of the city as a whole for being recognized by the Wisconsin Main Street Program for its revitalization efforts.

"The Watertown Main Street program is proud of the partnership with the city of Watertown and downtown businesses," Dascenzo added. "Through our projects and programs we plan to continue to work toward our common goal of having an economically vibrant and beautiful downtown."

The Lake Mills Main Street Program also received a number of awards Friday night. The Lake Mills Main Street Organization and Economic Restructuring committees were named the co-winner of the Best Creative Fundraising Effort award for their "Lake Mills Main Street Sponsorship Night" and Ephraim Pottery received the Best Adaptive Reuse Project award.

Cindy Peters was named the 2009 volunteer of the year for Watertown and Sarah FitzGibbon earned the same distinction for Lake Mills. Melissa Lampe of Watertown and Russ Roedl of Lake Mills were named to the 2009 Honorary Board of Directors.

The Wisconsin Main Street Program is an economic development organization that targets the state's historic commercial districts. Staff members provide technical support and training to Wisconsin communities that have expressed a grass roots commitment to revitalizing their traditional business districts.

Other Main Street Program communities include Algoma, Beloit, Chippewa Falls, Columbus, Darlington, De Pere, Eagle River, Fond du Lac, On Broadway (Green Bay), Lincoln Village (Milwaukee), Manitowoc, Marshfield, Monroe, Osceola, Pewaukee, Platteville, Portage, Port Washington, Prairie du Chien, Rhinelander, Rice Lake, Ripon, Sharon, Sheboygan Falls, Stevens Point, Sturgeon Bay, Tigerton, Tomahawk, Two Rivers, Viroqua, Wausau, West Allis, West Bend and Whitewater.

Since its inception in 1988, the state's Main Street Program communities have attracted 3,942 new businesses, 17,577 new jobs and more than \$1 billion in public and private reinvestment.