



# Downtown Update

Fall 2016



## Program launches *Downtown Update*

Communication is key to an organization running smoothly, and that is exactly what downtown Watertown is – an organization comprised of many businesses, building owners and individuals working together to make our downtown the very best it can be. To increase communication between the Watertown Main Street Program and our downtown building owners and merchants, we are proud to present to you this inaugural edition of *Downtown Update*. Through this newsletter, the Watertown Main Street Program will provide information on upcoming events and promotional activities, the latest on local historic preservation efforts as well as any changes to City of Watertown code that could impact downtown properties.

Since its inception in 2000, the Watertown Main Street Program has been committed to improving and promoting our historic downtown. As executive director, I oversee the day-to-day operations of the program, but it's our outstanding volunteers that truly make this enterprise hum. The Main Street Program is very proud of its accomplishments over the past 16 years and looks forward to even more success and prosperity in the future. Anyone interested in seeing our historic downtown thrive is welcome and encouraged to become a Watertown Main Street volunteer. Our committees oversee a variety of functions and activities from planning downtown streetscape beautification projects to organizing Art on Main and Pumpkin Palooza. Won't you get involved?



Melissa Lampe, Director

With warmest regards,  
Melissa Lampe

### Businesses Sought to Participate in Downtown Trick-or-Treat

This year's Pumpkin Palooza celebration in downtown Watertown will take place on **Saturday, Oct. 29, 2016**. Many fall-themed activities are being planned for this event for all ages to enjoy. City-wide trick-or-treating will also be held this year on the same day as Pumpkin Palooza.



The traditional costume parade will start at 3 p.m. on Main Street, followed by city-wide trick-or-treating from 4–7 p.m. The festivities will culminate at 7 p.m. with the Pumpkin Lighting on the front steps of the Watertown Public Library.

The Main Street Program would like to organize a downtown trick-or-treat from 1-3 p.m. Join in the fun by handing out candy at your business entrance or by inviting little ghouls and goblins into your store. Please let us know if you'll participate by emailing Melissa at [watertownmainstreet@gmail.com](mailto:watertownmainstreet@gmail.com).

## Donations to Santa House fund now top \$17,000!

The campaign to build a new Santa House in Watertown continues to gain momentum with donations topping \$17,000 as of Sept. 20. The Main Street Program hopes to raise \$25,000 by Sept. 30 to construct the new Santa House in time for the holidays this year.

The new Santa House will be built from scratch on a new dual-axle trailer. RJ Construction of Watertown has been hired to build the structure and any funds remaining from the project will be set aside for its future care. In addition to the generous monetary donations from more than



Bradow Jewelers is one of many local businesses that have contributed to the Santa House campaign.

65 local businesses, individuals and organizations, many local businesses have also pledged donations of time and materials. To date they include United Electric, Y's Way Flooring, Keck Furniture and Charles David's Sons.

The rendering of the new Santa House (above, right) was created by Joseph Lawniczak, a staff architect with the Wisconsin Main Street Program. Inspiration for the design was provided by Main Street staff and local artist, Nathan Lampe, a sophomore at Watertown High School.



Design of new Santa House

All donations to the Santa House fund are tax-deductible. Donate \$100 or more to have your name included on a special plaque to hang on Santa's wall. Please make checks payable to the Watertown Main Street Program.

## New Downtown Revolving Loan Fund Nearing Approval

A new revolving loan designed to improve properties located within the boundaries of the Main Street Program District is expected to be approved this fall by the Watertown City Council. Funding for the revolving loan will come from Tax Increment Financing dollars and from contributions from local banks. Revolving loan funds may be used for all aspects of exterior building repair, including roof replacement, and for any interior work that will enhance retail and commercial spaces and to improve or reactivate upper level residences.

To apply for a revolving loan, a property owner must provide 10% of the total anticipated project cost up front. The city will then contribute a 10% grant to the project and the remaining 80% of the project cost would be financed over seven years at a 2% interest rate. At the end of seven years, if the project is not paid for in full, the loan would be refinanced with one of the participating banking institutions.

All work included in a revolving loan project must be pre-approved before any construction may begin. All exterior changes to building facades would also require review by the Watertown Historic Preservation & Downtown Design Commission.

The goal of the loan program is to repair and beautify commercial properties to enhance the overall appearance of downtown Watertown. The loan program will also assist in broadening the tax base within the downtown and to drive the creation of more higher-end residential units.

For more information, contact City Hall at 262-4000 or the Main Street Program at (920) 342-3623.

## Art on Main Banner Auction Set for Oct. 21

The 39 custom art banners that have added so much color and vibrancy to our downtown this summer will be auctioned off on Friday, Oct. 21 to support next year's Art on Main program. The evening will begin with a special banner preview party from 5:30-6:30 p.m. where refreshments will be served and guests can enter into a drawing to win a number of raffle prizes donated by Watertown merchants.

The auction will start at 6:30 p.m. followed by the live music of Ian Gould. This event is open to the public. Join us for an evening of fun and entertainment and help support this worthy cause!



"Like" the Watertown Main Street Program on Facebook! Stay up-to-date with the latest happenings in downtown Watertown. Also visit [www.downtownwatertown.org](http://www.downtownwatertown.org) for more community and event information.



*Art on Main*  
*2016 Banner Auction*

**Friday, Oct. 21**

**Lyons Irish Pub**  
**201 E. Main St.**  
**Downtown Watertown**

**5:30 p.m. Preview Party**  
**6:30 p.m. Auction**  
**7:30 p.m. Live music of Ian Gould**

No admission cost & open to the public.

*Proceeds from all banner sales support next year's Art on Main program!*

## Downtown Watertown ~ A Look Back

Did you know that many facades of historic commercial buildings in Watertown were adorned with elaborate frescoes (decorative murals), and signage was often directly painted onto the building itself? One example of this is the William Raue painting supply store at 200-202 E. Main Street. Today, this is the site of the Johnson & Hellickson professional building. Note the wooden sidewalk and brick street.



Circa 1890



2016

## Planning underway for Women's Only Weekend Nov. 18-20



Join the Watertown Main Street Program and the Watertown Area Chamber of Commerce as they present the 3rd Annual Women's Only Weekend (WOW) Friday, November 18 through Sunday, November 20, 2016.

The WOW event will kick off Friday evening at Lyons Irish Pub where the first 300 participants will receive a swag bag filled with goodies donated by local merchants, Ladies Loot and raffle tickets. Saturday's festivities include shopping and dining using Ladies Loot at participating locations. Merchants will also be offering exclusive discounts, specials and give-a-ways. On the Rock will host the WOW Ladies Night Celebration featuring drink specials, raffle drawings for over 25 prizes, and a grand prize of a \$1,000 travel voucher donated by Oasis Salon & Spa.

The weekend concludes with the Turner Hall Craft Fair, a long-standing Watertown tradition.

All community members are encouraged to shop local during the event to take advantage of merchant deals and specials.

It is our hope that all merchants that have participated in WOW the past two years will return for this year's event and we also welcome any new retail, dining or specialty businesses to participate. The only stipulation for participation is that your business must be located within the boundaries of the Main Street Program district OR be a current member of the Watertown Area Chamber of Commerce.

For event details, call the Main Street office, visit Facebook and search Women's Only Weekend, or log onto [www.downtownwatertown.org](http://www.downtownwatertown.org) and click on news and events.

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Home of the Watertown Main Street Program



The Watertown Main Street Program is located at 519 E. Main St, Watertown, WI 53094. Call us at (920) 342-3623 or email [watertownmainstreet@gmail.com](mailto:watertownmainstreet@gmail.com). The Watertown Main Street Program is a tax-exempt, 501(c)(3) organization.