



TWO RIVERS MAIN STREET

Building a Stronger Downtown Together

A 501(c)3 Non-Profit Dedicated to Economic Development, Beautification & Community Engagement

Two Rivers Main Street works with property owners, businesses, community partners, and local government to create a **vibrant, welcoming, and thriving downtown district** — providing resources, advocacy, and opportunities for long-term success.



Business Support

Retention, attraction & growth resources



Property Development

Planning & marketing for spaces



Beautification

Public art, murals & streetscape



Community Events

3 major annual events + more



Networking

State resources & peer connections

BUSINESS & PROPERTY SUPPORT

Assistance & Advocacy

- Assistance and advocacy for private property owners and businesses
- Support navigating local resources and development opportunities
- Guidance on downtown improvement and business growth

Business Retention & Attraction

- Support for business retention and attraction efforts
- Recruitment of businesses to available commercial spaces
- Promotion of downtown as a destination for shopping, dining, entertainment, and investment

Grants & Improvement Programs

- Grants for exterior and sign improvements
- Encouragement of high-quality storefronts and building rehabilitation
- Support for preserving and enhancing downtown character

COMMUNITY PROGRAMS & RESOURCES

Beautification & Placemaking

- Public art, murals, and seasonal flower displays
- Streetscape and public right-of-way improvement planning
- Seasonal decorations and community-focused enhancements

Events & Promotions

- Three major annual events and several smaller community events
- Special BID events encouraging shopping, dining, and entertainment
- Promotions designed to increase visibility for local businesses

Networking & State Resources

- Peer-to-peer networking opportunities
- Access to Wisconsin State Main Street resources and consultants
- Architectural design sketches, finance, web design, merchandising support
- Educational opportunities and business development support

WHY INVEST IN DOWNTOWN TWO RIVERS?

Economic Growth

Increased Tourism

Local Entrepreneurship

Property Value Enhancement

Community Identity

A Place to Live, Work & Visit

Get Involved — Join the Momentum

Whether you are opening a business, improving a property, sponsoring an event, or supporting downtown — **Two Rivers Main Street is here to help.** | Follow us on social media or contact us to learn how you can shape the future of downtown Two Rivers.