

Watertown Main Street Program (WMSP)

City Council Update Quarter 2

1. Economic Vitality

- 60 business visits completed
 - 4 new businesses opened and supported
 - Ongoing marketing initiative: *“Downtown Is Not Dead—It’s Thriving and Growing”*
 - Weekly Thursday social media spotlights
 - Destination downtown businesses
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2. Historic Preservation

- Educational outreach:
 - 4th grade class visit to Schempf Building and Mullens Dairy Bar
 - New connection with historic building renovation company
 - Grant Program Updates:
 - \$21,275 in funding committed
 - \$5,000 contribution from the City of Watertown
 - Funded projects include:
 - Charles David & Sons – new awnings
 - Fiesta Las Margaritas – door replacement & painting
 - Amado Jr’s – new door installation
 - New business eligibility approved for sign grant (amount TBD)
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3. Beautification / Design

- Launch of local art banner program
 - Downtown flower program:
 - Designs finalized
 - Community planting day scheduled
 - Volunteer recruitment underway (including summer watering program)
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4. Promotion & Community Engagement

- Several events planned and executed
 - Planning underway for Music on Main concert series at Bentzin Family Town Square
 - Main Street Matters Forum
 - Farmers' Market:
 - 50+ vendors participating
 - "Farmers' Market After Hours" to include live music
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