

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Special Events Grant Application

Applicant Information

Application Date: March 19, 2024

Organization Name: Watertown Main Street Program

Organization Sector: Non-profit, downtown development

Contact Name: _____

Role at Organization: _____

Contact Phone: 920-342-3623 Contact Email: watertownmainstreet@gmail.com

Organization Mailing Address: 519 E. Main St. Watertown, WI 53094

Total Amount Requested: \$6177 Total Event Cost: \$6177

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

The Watertown Main Street Program's Promotions Committee is planning a holiday market, named Jingle Bell on the Rock, to take place at the Bentzin Family Town Square and inside the Watertown Public Library. The event will include holiday themed vendors, including artisan/crafters and food/beverage vendors. Entertainment will be provided throughout the day, including visits with Santa. Children's activities are planned for this family-friendly event. The funds will secure a tent and barrels, outdoor heaters, restrooms and wash stations, supplies for a tree lot, decorations, entertainment, and marketing costs.

Anticipated Timeline (estimated start and end dates): December 7, 2024

Organization Information

How long has your organization been established? 24 years

Please describe your organization, including services offered and a brief history of operations.

The Watertown Main Street Program is a non-profit organization dedicated to the preservation, beautification and economic vitality of downtown Watertown. We work in partnership with private building and business owners, the city of Watertown and the greater Watertown community to inspire reinvestment and renewal in the city's historic business district.

We host multiple events throughout the year that attract shoppers, families and visitors to downtown Watertown including Pumpkin Palooza, Sidewalk Sales, specialty drink walks, Santa House, Women's Only Weekend, Art on Main and more.

The funding raised through these events is reinvested in the downtown through facade grants and other beautification initiatives.

The Main Street Program employs one full-time executive director and is supported by multiple committees of volunteers.