

**RESOLUTION TO  
RECOGNIZE MELISSA LAMPE’S MAIN STREET PROGRAM SERVICE**

**SPONSOR: MAYOR MCFARLAND**

**WHEREAS**, Melissa Lampe led the Watertown Main Street Program as Executive Director since January 4, 2016; and,

**WHEREAS**, Melissa Lampe unified and served downtown stakeholders in support of the Public Library expansion, the development of the Bentzin Family Town Square and Sharp Corner Park, ARPA-funded downtown resurfacing, the Main Street Bridge project, and the design elements of the forthcoming Main Street reconstruction; and,

**WHEREAS**, Melissa Lampe led the creation of popular new downtown events including the Main Street Morning Mixer, the Craft Beer Walk, Beach Party Bingo, The Main Street Trick-or-Treat, the Downtown Open House, and the Valentine’s Day Sweet Stroll that increased the awareness of, and sales to, dozens of downtown businesses; and,

**WHEREAS**, Melissa Lampe provided design and technical support to help many downtown building owners refurbish buildings enabling new businesses to move downtown, including Central Block Kitchen & Designs, The Drafty Cellar, White Oak Builders, Deerfield Properties, Wilder’s Plants & More, Local Waters, The Chic Boutique, and Chandler House Bakery, thereby decreasing the downtown vacancy rate to less than 6%; and,

**WHEREAS**, Melissa Lampe led a revitalization of downtown buildings under which her program provided \$133,379 in grants to 55 properties, and saw \$6,558,602 in private property improvements covering more than 50% of all downtown buildings under her tenure, including improvements to the Masonic Temple, the Schempf Building, Sandra’s D’s Bridal, Oswald-Konz Financial Group, Draeger’s Floral, Main Street Café, and others; and,

**WHEREAS**, Melissa Lampe led the creation of the annual Lindborg Award to honor historic preservation in downtown Watertown, and was the conduit for 11 Wisconsin Main Street awards for downtown Watertown; and,

**WHEREAS**, Melissa Lampe improved Watertown’s Christmas experience by leading a successful fundraiser to build a new Santa House, upgrading our downtown holiday decorations, and co-organizing Watertown’s Window Wonderland.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:**

That the Common Council of the City of Watertown extends sincere gratitude to Melissa Lampe for her years of public service as Watertown Main Street Executive Director.

	YES	NO
DAVIS		
LAMPE		
BOARD		
BARTZ		
BLANKE		
SMITH		
SCHMID		
WETZEL		
MOLDENHAUER		
MAYOR MCFARLAND		
TOTAL		

ADOPTED April 16, 2024

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CITY CLERK

APPROVED April 16, 2024

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MAYOR