

ABSOLUTELY WATERFORD, INC.
102 E. MAIN STREET
WATERFORD, WI 53185

2011 ANNUAL REPORT

A WISCONSIN MAIN STREET
COMMUNITY



FROM THE PRESIDENT'S DESK

I feel so empowered by the commitment, energy and positive attitudes of the volunteers who are Absolutely Waterford. Our patience was tested waiting nine months to obtain our official Main Street program designation from the State, but we've hit the ground running and haven't slowed down. 2012 is going to be a great year for our group and for Downtown Waterford. Please consider supporting AW and taking Downtown from Good to Great!

Sincerely:

Morena Markez

President



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2012 COMMITTEE PROJECTS

Design

- ◆ Survey Downtown business and building owners
- ◆ Finalize Design Guidelines
- ◆ Participate in the Hwy. 83/20 road improvement process
- ◆ Develop a loan/grant program for façade renovation projects
- ◆ Develop a design "Resource Center"

Co-Chairs: Howard Bryant and Laura Halbach

Economic Restructuring

- ◆ Develop a new business resource guide
- ◆ Conduct a downtown market analysis
- ◆ Conduct business development workshops
- ◆ Coordinate an "Open House" event to showcase available space for rent / purchase

Chair: Brian Lauer

Promotion

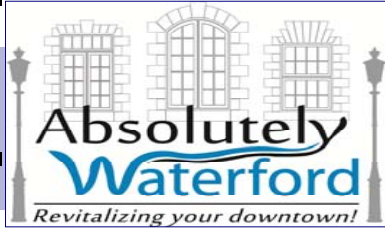
- ◆ Website redesign
- ◆ Downtown image campaign
- ◆ Annual Holiday Parade, Light Up the Night and new holiday event and retail program coordination

Chair: Vikki Zuehlke

Organization

- ◆ Develop a volunteer recruitment program
- ◆ Conduct a large dollar generating fundraiser
- ◆ Develop and implement a process to collect pledges on an annual basis
- ◆ Develop and implement proper accounting procedures and controls
- ◆ Develop online and hard copy program information packets

Chair: Jennifer Thomas



2011 ACCOMPLISHMENTS

- ◆ Hosted State officials at our Main Street award designation celebration
- ◆ Opened an office on Main Street
- ◆ Created our Mission, Vision and Goals statements
- ◆ Began recruiting and training volunteers for the four committees
- ◆ Secured 501c3 non-profit status
- ◆ Began website implementation
- ◆ Developed plans for 2012

Your contribution is TAX DEDUCTIBLE!



CALL FOR VOLUNTEERS

You have talents that are useful to our organization. Please let us know if you would like to volunteer to assist with our 2012 projects or assist on the four committees: Design, Organization, Economic Restructuring, and Promotions.

We use the information provided only to properly credit your contribution FOR TAX PURPOSES. Absolutely Waterford, Inc. will NEVER sell your information. Your support means too much to us and the community as your gift supports the revitalization of Downtown Waterford!

Donor Information

First and Last Name _____

Mailing Address _____

Phone Number _____

E-Mail _____

Pledge and Payment \$ _____ X _____ = \$ _____ (Total Annual Gift) _____ Cash _____ Check _____

Supplies Donations

Please consider donating items to our office. Check next to the items and we will contact you to coordinate delivery.

Desk File Cabinet Desk Lamp Power Strip Electric cord hider
 Desktop supplies (business card holder, vertical file holder, etc.) Literature holders for statwall
 Office supplies (letter sized white note pads, pens, pencils, highlighters, markers, paperclips, binder clips, envelopes, paper, stamps, manila folders, mailing labels, etc.)

Volunteer _____ I would like to be contacted regarding volunteer opportunities.

Your contribution is tax deductible. Please visit www.absolutelywaterford.org for our Contribution Receipt for your tax preparation purposes. **CUT ALONG THE DOTTED LINE AND RETURN WITH YOUR CONTRIBUTION TO: ABSOLUTELY WATERFORD, 102 E. MAIN STREET, WATERFORD, WI 53185**