

## Who can help me get started?

- **Michelle Bores-Stockton**, Absolutely Waterford Executive Director, (262) 895-9086, [director@absolutelywaterford.org](mailto:director@absolutelywaterford.org)
- **Martin Montoya**, Waterford building inspector and zoning administrator, (262) 534-7911, [mmontoya@iilimited.com](mailto:mmontoya@iilimited.com)
- **Rebecca Ewald**, Waterford Village Administrator, (262) 534-3980, [rewald@tds.net](mailto:rewald@tds.net)
- **Carrie Orlovsky**, Waterford Village Clerk, (262) 534-3980, [vwaterford.clerk@tds.net](mailto:vwaterford.clerk@tds.net)
- **Mark Buechel**, Wisconsin Historical Society Division of Historic Preservation, (608) 264-6491
- **Tina Chitwood**, Community Development Manager, Racine County Economic Development Corporation, (262) 898-7422, [tchitwood@racinecountyedc.org](mailto:tchitwood@racinecountyedc.org)

## Hometown lenders

- Maureen Bretsch, **BMO Harris Bank**, 300 N. Milwaukee St., (262) 534-7292
- Rick Fettes, **Community State Bank**, 810 Fox Ln., (262) 514-2200
- Michelle Goetzke, **Associated Bank**, 217 N. Milwaukee St., (262) 534-3151
- Dawn Jurgensen, **The Equitable Bank**, 701 Trailview Court, (262) 534-5161
- Tom Marciniak, **Peoples Bank**, 104 E. Main St., (262) 514-3240

## Local realtors

- RE/MAX Premier Properties, 407 E. Main St., [choosepremier.com](http://choosepremier.com) Laura Halbach, (262) 534-5603, Lu Robbins, (262) 534-7458, Tracy Young, (262) 939-8084
- Mary Pangman Schmitt, (262) 492-1124, [www.1first1.com](http://www.1first1.com)
- Pamela Oleinik, Harbor Heights LLC, 599 Oak Lodge Road (262) 534-4666, [harborheights.com](http://harborheights.com)
- Robin and Mark Anderson, Elite Realty, PO Box 98, (262) 514-4800, [ra@elite-realty.com](mailto:ra@elite-realty.com)



## It is our mission . . .

. . . to develop Waterford's unique identity, keeping with its rich history and promoting the revitalization of the downtown Heritage District.



## We accomplish this . . .

. . . using the Main Street Program's highly successful Four Point Approach, revolving around grassroots volunteerism

## Putting plans into action through:

**Design** ■ Enhancing and beautifying the physical appearance of the downtown

**Economic Restructuring** ■ Revitalization by strengthening existing businesses and recruiting new ones

**Organization** ■ Focusing on volunteer recruitment, training and fundraising efforts

**Promotion** ■ Creating promotions and special events that draw people to our downtown

Absolutely Waterford is a 501c3 non-profit organization. All donations are tax deductible and can be made at [absolutelywaterford.org](http://absolutelywaterford.org).

## Enhance your storefront and bottom line

*A guide to FREE building and business resources & incentives that will breathe new life into your establishment*



Presented by Absolutely Waterford, a Wisconsin Main Street organization working to revitalize the village's downtown

[www.absolutelywaterford.org](http://www.absolutelywaterford.org) • (262) 534-9000 • 104 E. Main St.

## Thinking about giving your business a facelift?

Free architectural renderings are offered to business and property owners within the downtown Heritage District. Services provided by a Main Street staff architect include color renderings, on-site and telephone consultations, sign design, paint and color scheme suggestions, awning designs, and other preservation-related information.

**Contact:** Michelle Bores-Stockton, AW Director

Grant dollars are available through the Village's Curb Appeal Grant program. Introduced in October 2012, the program offers grant money to improve the façades of commercial buildings on Main Street and throughout the village. The Village provides up to \$5,000 in matching funds toward projects that follow Heritage District Design guidelines.

**Contact:** Tina Chitwood, RCEDC

**Heritage District Design Guidelines**, adopted by the Village, provides parameters for projects that will enhance the appearance, value, and function of downtown properties. Guidelines must be met in order to receive Curb Appeal funds. Visit [absolutelywaterford.org](http://absolutelywaterford.org) or [vi.waterford.wi.gov](http://vi.waterford.wi.gov) for the full document.

**Contact:** Martin Montoya, building inspector



## What's available in Waterford?

For a full inventory of available business sites, refer to the Wisconsin Economic Development Corporation at [locateinwisconsin.com](http://locateinwisconsin.com). The Village and AW also work jointly with the Racine County Economic Development Corporation to identify business expansion opportunities. Absolutely Waterford, through its Economic Restructuring Committee, also has information about the types of businesses that are in high demand for the area. A market analysis report, including key demographic information, was conducted by University of Wisconsin-Extension, Center for Community & Economic Development, and is available on our homepage at [absolutelywaterford.org](http://absolutelywaterford.org). For additional reports on Waterford's demographic information, visit [racinecountyedc.org](http://racinecountyedc.org).

**Contact:** Tina Chitwood, RCEDC

## Who can help my business grow?

There are a number of resources current and prospective business owners can tap into to help increase sales.

**Free business growth tool offered to entrepreneurs.**

The GrowthWheel is a business decision-making visual toolkit for dialogue, decision making and action planning offered by Gateway Technical College. Diagnostic problem solving, mapping opportunities and evaluating competencies are ways it screens business plans.

**Contact:** Kate Walker, business development director, (262) 898-7410, [walker@gtc.edu](mailto:walker@gtc.edu)

## Other business resources:

**Racine County Economic Development Corporation (RCEDC)** provides businesses with almost every service needed to complete an expansion, relocation, financing or workforce development project. **Contact:** Tina Chitwood, or visit [racinecountyedc.org](http://racinecountyedc.org)

**Business Lending Partners (BLP)** administer low-interest loans to finance real-estate purchases, renovations and new construction, and sometimes working capital. Projects are financed in partnership with a primary lender. **Contact:** Carolyn Engel, (262) 898-7420

**Wisconsin Women's Business Initiative Corporation (WWBIC)** administers low-interest loans to purchase machinery, equipment, inventory and start-up costs. **Contact:** Heather Lux, (262) 925-2840

**The UW-Parkside Small Business Development Center (SBDC)** provides education, training, and no-cost, one-on-one counseling to entrepreneurs and existing businesses throughout Southeastern Wisconsin. SBDC also offers workshops and business writing courses to help understand the clear picture of what it takes to run a successful business. **Contact:** Jim McPhaul, director, [mcpaul@uwp.edu](mailto:mcpaul@uwp.edu), (262) 595-3363

**Waterford Area Chamber of Commerce**, 102 E. Main St., a network of local businesses working together to enhance local commerce. **Contact:** Katy Engels, director, (262) 534-5911, [chamber@waterford-wi.org](mailto:chamber@waterford-wi.org).

## Take advantage of tax credits

The U.S. Department of Treasury offers a 10% federal tax credit for the rehabilitation of buildings erected prior to 1936 that are not intended for residential purposes. The state has recently increased its historic preservation tax credit to 20 percent. For details, visit <http://inwisconsin.com/community-development/programs/htc/>. **Contact:** Mark Buechel, Wisconsin Historical Society, Division of Historic Preservation, (608) 264-6491, [wisconsinhistory.org/hp/](http://wisconsinhistory.org/hp/)