Absolutely Waterford, the village’s Main Street organization, recently announced the release of its Downtown Market Analysis – a research tool meant to support business retention, expansion and recruitment efforts.

The 29-page document released in July, was completed collaboratively with a local study team, University of Wisconsin-Extension and the Wisconsin Economic Development Corporation (WEDC), and includes key demographic information, market characteristics, consumer perspectives, business mix comparisons, trade area demand and supply estimates and strategies related to the Main Street “Four Points” initiative.

The study team, comprised of officials from the Village of Waterford, Absolutely Waterford, Racine County Economic Development Corporation (RCEDC), WEDC, and the Extension, provided local insight and was instrumental in developing locally-relevant conclusions from the data collected.

Second open house on Highways 83/20 reconstruction set Aug. 26

The Wisconsin Department of Transportation (WisDOT) Southeast Region in Waukesha has set its second informal public information meeting for the state Highways 83/20 reconstruction project eyed for 2017.

The open house, scheduled Monday, Aug. 26, will run from 4-6 p.m. in the Community Room of the Waterford Public Library, 101 N. River St. The meeting will include a conceptual layout of the recommended alternative.

The proposed project includes the reconstruction of East Main Street from First Street to Milwaukee Street. The

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The purpose of the market analysis was to provide Absolutely Waterford, and other business and community leaders with objective information to guide business development in the village. The information can be used to identify business gaps in the community and to fill empty and new commercial space. It also provides information to

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Parking can be a pain – even in smaller communities like Waterford.

However, many motorists passing through, and even lifelong residents are unaware that the Village offers ample, free parking right downtown, making it easy to access shops, restaurants and local events.

According to Gil Amborn, treasurer for Absolutely Waterford and chair of its Economic Restructuring Committee, officials from the organization connected with local business owners, and learned lack of convenient parking in the downtown area was a major concern.

“In response, the committee decided there was an immediate need for better signage to identify the municipal public parking areas,” he said.

A municipal lot with free parking is located behind the properties and businesses on the north side of Main Street. Landscaped pathways between businesses add to a pedestrian-friendly downtown.

“Good signage is obviously an important factor in a quality community, both from a business and visitor standpoint,” Amborn said, noting the value of directing the public to downtown parking.

AW’s Economic Restructuring Committee purchased four signs totaling $300 to direct the public to the parking. The Village erected the signage in early July at the intersections of Main Street and Highway 20/83; Main Street and North 2nd Street (westbound and eastbound), and 2nd Street, near the parking area.

The latest signage is just the beginning of Main Street’s overall makeover. With a major roadway reconstruction earmarked for 2017, the village will be examining, selecting and implementing useful and aesthetic way-finding signage. AW, the Village, other organizations and business representatives will be working with Wisconsin Main Street consultants in developing the future signage. The free consulting service is one of many resources offered as a result of Absolutely Waterford’s Main Street designation.

“Good signage is obviously an important factor in a quality community, both from a business and visitor standpoint.”
- Gil Ambon, AW treasurer

The Village of Waterford municipal lot is located across the river from the Waterford Public Library, and behind buildings on the north side of Main Street. It offers free, easy parking with a great view!
Send-off gathering planned for Village Clerk

A send-off gathering is set for Wednesday, Aug. 14 at 5 p.m. to wish outgoing Village Clerk Vikki Zuehlke good luck in her new ventures. Zuehlke has accepted a position with the City of Racine. Join staffers for coffee and cake at Village Hall, 123 N. River St.

“We want to give people a chance to wish Vikki well and thank her for all her hard work and the incredible things she has done for the Village of Waterford over the past seven years,” said Village Treasurer Lori Peternell.

Zuehlke has remained active, serving as ex-officio on its Board of Directors.

Field of dreams!

Early risers got a treat during the third annual Waterford Balloon Fest on Sunday, July 20 when Mother Nature provided perfect conditions for the majestic balloons to take flight and pierce the blue horizon with vibrant balls of color.

Photos courtesy of Liz Theribah
Three cheers for our volunteers!

As a non-profit organization, Absolutely Waterford relies on its generous volunteers to keep the Main Street mission moving forward. Fundraisers such as our calendar raffle, and beverage sales throughout the summer months help us to bring exciting events like the River’s Edge Art Walk and Waterford Winter Wonderland Parade to the community. We would like to thank the following individuals who have given their time this summer at River Rhythms and Balloon Fest to help sell refreshments in an effort to raise money toward our worthy cause:

Roy Gawlitta, Liz Theirbah, Tim Snodgrass, Josh Giersch, Jason Bachand, Diane Lemancyzk, Jodi Gutknecht, Melissa Euler, Jennifer Brown, Mary Windler, Gil Amborn, Joey Greenamyer, Don Houston and family, Brian & Kathy Buchman, Bill & Carol Czaja, Scott, Zhenya & Maxim Scheu, Howard Bryant, Mary Ellen Shine, Ruthie Marquez, Morena Marquez, Kathy Keckhaver, Penny Markus

‘Atta boy Roy! Mr. Gawlitta was a big help to AW during Balloon Fest, hauling drinks, securing the tent and donating large coolers.

Joey Greenamyer helped Absolutely Waterford make sales during the third annual Balloon Fest with his impressive juggling skills.

Calendar Cash-outs

Congratulations to our calendar raffle winners for the month of July. A total of $500 was awarded to the following individuals:

July 2 – Kathy Stollenwerk, Waterford, $15
July 4 – Steve Kolata, Milwaukee, $50
July 5 – John Putra, Franksville, $15
July 8 – Chris Thomas, Mukwonago, $15
July 10 – Rita Pisarski, Waterford, $100
July 12 – Dan Szczedrewski, Milwaukee, $15
July 15 – Bill Luth, Waterford, $15
July 16 – John Putra, Franksville, $50
July 18 – V.V. Hasley, Waterford, $15
July 19 – Tom Roanhouse, Waterford, $15
July 22 – Mark Hegemann, Union Grove, $15
July 24 – Penny Formella, Waterford, $50
July 26 – Jeremiah Bear, Wind Lake, $15
July 29 – Scott Scheu, Waterford, $100
July 30 – Scott Klepp, $15

Calendars are $15. Drawings are held at noon each scheduled day at Hometown Computers, 216 N. Milwaukee St. Calendars are available online, at Absolutely Waterford, 201A E. Main St.; or during beverage sales at River Rhythms.
MIKE’S MUSINGS

By Mike Ciezki, Absolutely Waterford President

If we build it, they will come!

What if Waterford built an annual hot air balloon rally; would anyone come?

Would the event catch on?

Would it be welcomed by the community, visitors and local businesses? Based on what happened on July 19th and 20th, I think we can say YES!

If you came out for the 3rd annual Waterford Hot Air Balloon Festival, you know that the event was definitely a feather in our community’s cap. Once again, everyone around was talking about and visiting Waterford; remember, there’s always something going on in Waterford.

Based on that success, what would happen if we built the best downtown in the area? Would people come? Would Waterford catch on? Would a revitalized, rejuvenated downtown be welcomed by the community, visitors and local businesses? I think the answer is definitely YES!

“If we all pull together, put our support behind the downtown revitalization effort and create a great place...that’s just what they will do!”

Based on the success of our events alone; the balloon festival, River Rhythms, the River’s Edge Art Walk, the Lions’ chicken BBQ, Waterford Youth Baseball, and countless other events and activities that we do all year long (remember, there’s always something going on in Waterford), the answer has to be YES!

If we all pull together, put our support behind the downtown revitalization effort and create a great place for people to visit, recreate, shop and live, that’s just what they’ll do.

It all has to start somewhere. It all has to start with creating that vibrant, lively, fun, happening community; if we do that, they will come.

Now, more than ever, it’s time to put your support, your effort and your heart behind your community.

Let’s capitalize on the fact that we have a great foundation and work to put a little polish on it, spread the word and draw people to our community.

If you want to get involved, lend a hand and make a difference, let us know. Contact the Absolutely Waterford office at (262) 895-9086 and let us know what you can contribute to the cause. Whether it’s time, money, ideas or other support, it’s definitely welcome and ‘Absolutely’ appreciated!

Mike Ciezki owns In Home Floor & Window Fashions, 241 N. Milwaukee St. He can be reached by email at mciezki@inhomefloor.com

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public is encouraged to attend the meeting, provide input and ask questions concerning this project. Officials from WisDOT, the Village of Waterford and Absolutely Waterford will be in hand to provide information and gain feedback.

For more information, contact Janet Cannon, WisDOT Project Manager at (262) 548-6980 or janet.cannon@dot.wi.gov.

INTERESTED IN JOINING THE MAIN STREET MISSION?

We welcome you to join in on our committee meetings to see firsthand how Absolutely Waterford works to achieve its mission in turning downtown into a destination.

**Design Committee**, is charged with knowing about and improving the “look” of the downtown Historic Heritage District; Meets third Tuesday of the month, 5 p.m.

**Economic Restructuring**

**Committee**, works on the nuts and bolts of economic development downtown; Meets third Wednesday of each month, 8 a.m. at Lauer Financial.

**Promotions Committee**, seeks to blend the Main Street program into a coherent marketing, advertising, and public relations program aimed at promoting the village’s core; Meets third Tuesday of each month, noon. Locations vary.

**Organization Committee**, works on communication, membership, volunteer recruitment, training and recognition; Meets second Wednesday of each month, 8 a.m. at AW office.

* Times and locations may vary. Please email director@absolutelywaterford.org
Learn about Gangsters in Wisconsin on Aug. 13

Chad Lewis, author of “Wisconsin’s Road Guide to Gangster Hot Spots,” will present “Gangsters of Wisconsin,” Tuesday, Aug. 13 at Waterford Public Library, 101 N. River St. The talk, which highlights deadly bank robberies, brutal murders and daring kidnappings, among other history, begins at 6:30 p.m. The presentation is free of charge, but registration is required no later than Aug. 9, by calling (262) 534-3988.

Father Uhen Memorial Golf Classic set Aug. 19

The first Father Uhen Memorial Golf Classic to benefit the St. Thomas Aquinas School Endowment is set Monday, Aug. 19 at Rivermoor Golf Club, 30802 Waterford Drive. Registration is at 10:30 a.m. with lunch to follow, and a shotgun starts at noon. Registration is $80 and includes an 18-hole scramble, cart, two drinks, lunch and pizza & beer afterward. Many prizes, including the chance to win a car for a hole-in-one, will be given away. For more information, contact Matt Fehler at (262) 534-3544 or email mfehler@wi.rr.com.

Hit the links with Martini MO’z Aug. 23

Join others on the green at Rivermoor Golf Club, Friday, Aug. 23 at 11:30 a.m. during Martini MO’z Golf Outing to benefit Waterford Volunteer Fire & Rescue. Register before Aug. 14 for golf, lunch and dinner, for $110 or for dinner only for $45. Golfers will play an 18-hole course with cart with a number of raffle items and prizes. Lunch includes burgers, hotdogs and sides. Shotgun scramble begins at 1 p.m. An after party will take place at Martini MO’z, 201 E. Main St., including a catered dinner. For more information, or to register, call Ruthie at (262) 492-9177.

Three must-see acts remain!

It’s hard to believe that River Rhythms is wrapping up its 2013 season. Once again, organizers have delivered some big names to the Village Park Stage. Don’t miss out on the last shows of the summer starting at 6:30 p.m.

Jackie Brown takes the stage Aug. 1

Jackie Brown returns to the River Rhythms stage Thursday, Aug. 1 at Village Hall Park. Brown will belt out some tunes from her new, all original album released this year. Look for some instrumental changes, additions and great new material. This will be her seventh season of bringing the River Rhythms crowd to their feet. Cotton Exchange will offer some great eats, and Absolutely Waterford will be raising funds through beer and wine sales.

National recording artist performs Aug. 15

National recording artist Anthony Gomes brings his high energy guitar with attitude back to the Village Hall Park on Thursday, Aug. 15. His reckless blues-style has earned him some staggering credentials, including BluesWax Magazine’s “Artist of the Year” and Billboard Magazine’s “No. 1 Blues Artist.” His latest release “Up 2 Zero” made it to No. 2 on Sirius XM radio’s Blues Channel. He has performed with BB King, Robert Plant, Doobie Brothers, Buddy Guy, Kenny Wayne Sheppard, Chuck Berry, George Thorogood, Arc Angels, Gretchen Wilson, James Otto, Big and Rich, Cowboy Troy, Jim Peterik, John Goodman and Tim Robbins, among other big names.

Kashmir closes out 2013 River Rhythms Aug. 29

Kashmir, a Chicago-based Led Zeppelin-tribute band, will end the 2013 River Rhythms season with its Thursday, Aug. 29 appearance. Band members say the music “should be played as it was,” using only the equipment and clothing of the era, and should be reproduced “dead on” with great respect and admiration. Enjoy the music, food from Cotton Exchange and refreshments from Absolutely Waterford.
Save the date! 10/11/13

Absolutely Waterford’s second annual River’s Edge Art Walk is planned for Friday, Oct. 11.

More than 30 artists will display and sell works throughout shops, eateries and other storefronts within the Village’s historic downtown. Live music at several locations and free trolley rides will be offered. The event will take place rain or shine.

In addition to a variety of professional artists, organizers have opened up the opportunity to Waterford High School student artists to display their high-caliber works. Artists from Career Industries, a local company that works with adults with disabilities, will also gain exposure with their pieces located in one of the many downtown spaces.

For more information, email Liz Theirbah at ltheirbah@gmail.com or Mary Windler at creatresource@wi.rr.com.

Key findings of the report which incorporate a survey distributed to the public in the spring, include but are not limited to:

- The Village of Waterford’s 2012 population was 5,400. However, the trade area which includes neighboring communities, had a population of 20,570.
- Median household income for the trade area was $67,058, up from the state average of $49,824.
- The Waterford trade area has a large percentage of its population in the peak employment age range of 35 to 54 years old.
- Many residents indicated that aesthetic improvements are necessary in order to make downtown Waterford a more vibrant and inviting place.
- Residents indicated they are leaving Waterford to shop at large format retail stores, and at alternative and specialty grocery stores and stores that specifically offer specialty wine, health foods, and fresh produce.
- In the survey results, downtown Waterford scored highest in the categories of events, safety, and friendly businesses.
- Identified most as “below average” or “poor” include variety of goods/services, traffic flow, and attractiveness.
- Suggestions for an improved farmers market and a desire for a gathering space were in numerous survey responses.
- The Waterford trade area is losing a significant amount of resident spending from shopping outside the trade area.
- Retail demand (potential sales) exceeds supply in the Waterford trade area by more than 2 to 1.

Bill Czaja Insurance Agency is introducing Celebrate My Drive to Waterford Union High School students in an effort to keep our roads safe.

Join the cause & competition, and pledge your commitment to practice safe driving habits by voting daily for Waterford Union High School Oct. 18th – 26th.

Besides building awareness, Waterford could win up to a $100,000 grant and a big-name concert right in our hometown.

To learn more about the campaign, visit www.celebratemydrive.com, and join our event on Facebook (Celebrate My Drive – Waterford, WI) to stay connected. For more information, contact Lauren at 534-5195.
Sponsorship opportunities

As a Wisconsin Main Street program, Absolutely Waterford follows a four-step approach toward restoring the village's architectural charm, building local commerce and promoting culture and the arts.

AW is an 501c (3) non-profit organization, now in its second year of operation. Donor levels range from Individual or Family for $100, to Founder for $5,000.

Sponsorship opportunities are also available for AW events such as the River’s Edge Art Walk, Waterford Winter Wonderland Parade and the fall murder-mystery dinner.

For more information, visit absolutelywaterford.org.