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**FOR IMMEDIATE RELEASE**

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To: News Editors

## **Wisconsin Rapids to take part in Wisconsin Main Street Day on Tuesday**

*Monday, July 9* – The City of Wisconsin Rapids will welcome distinguished guests from the State of Wisconsin, as one of eight communities taking part in the official Wisconsin Main Street Day, on Tuesday, July 10. The day highlights the important role that downtowns play in the local economy and celebrates the many successes of Wisconsin's commercial business districts.

State of Wisconsin officials will celebrate the revitalization of downtown areas throughout the state, and will make their stop in Wisconsin Rapids at 10 a.m. An official announcement about the awarding of a Site Assessment Grant from the State is set to take place in front of the former JC Penney store at the former Rapids Mall.

"WEDC leadership looks forward to visiting Wisconsin Rapids on Wisconsin Main Street Day to celebrate all the great work that is being done here to enhance the downtown business district," said Wisconsin Economic Development Corporation (WEDC) COO and Deputy Secretary Tricia Braun. "We look forward to not only highlighting the city's recent successes, but also learning more about upcoming initiatives planned for its Downtown district."

"With all our recent initiatives and the momentum we have generated toward reinvigorating our Downtown and Riverfront districts, we are excited to receive this affirmation of our efforts and plans from the State of Wisconsin," said Mayor Vruwink. "This event draws attention to our vision of transforming Wisconsin Rapids into an ideal community in which to live, work and play."

The Wisconsin Main Street Program, which celebrates its 30th anniversary in 2018 and is overseen by WEDC, provides support and training for organizations dedicated to Downtown revitalization efforts. Since the program's inception, Wisconsin Main Street communities have created more than 2,600 new net businesses and nearly 14,000 new net jobs. They also have generated more than \$1.7 billion in public and private investment since then, and are renovating more than 250 buildings per year.

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