

# Welcome to Historic Downtown Watertown, Wisconsin!

Whether you are visiting for the day, the weekend, or you are proud to call Watertown home, we invite you to savor the vintage charm and modern spirit of our beautiful downtown.

Browse our unique shops, sample delicious fare at a variety of local restaurants and take in the scenic beauty of the Rock River that led to the establishment of this vibrant and picturesque city.



Watertown Street Clock located at 111 E. Main St.

Watertown is a designated  
Wisconsin Main Street Community



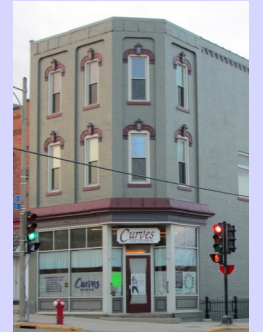
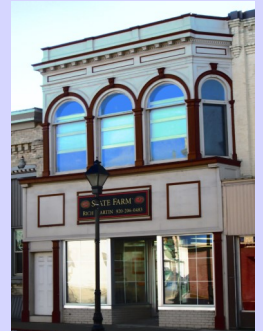
Please call or visit us soon!

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[downtownwatertown.org](http://downtownwatertown.org)

Follow us on Facebook @WatertownMainStreet



**A non-profit organization  
dedicated to the preservation,  
beautification and economic  
vitality of downtown Watertown.**

## Our Past

In 1841, pioneer brothers John and Luther Cole opened the first dry goods store in Watertown at the corner of Main and Second streets. By 1845, a dozen more businesses opened their doors on Main Street. As rapid growth in Watertown continued, the early wood frame buildings of the pioneer era were replaced by more substantial brick buildings and by 1885, the majority of the classic buildings standing today in downtown Watertown had already been constructed.



The 100 & 200 blocks of W. Main Street, circa 1886

Listed in the National Register of Historic Places, Watertown's Main Street Commercial Historic District stretches nine blocks west to east from Washington Street to Seventh Street, and one block north and south to Madison and Market streets. The district contains more than 120 contributing structures and is also designated as a locally landmarked historic district by the City of Watertown. In addition to its historic downtown, Watertown is also home to four picturesque residential districts listed in the National Register.

## Our Present

Working in partnership with downtown building and business owners, the City of Watertown, and the greater Watertown community, the Main Street Program serves as a catalyst to inspire reinvestment and renewal in the city's historic business district.

The program hosts several special events and activities annually that include:

- ◆ Flashback Fridays
- ◆ Maxwell Street Days
- ◆ Art on Main
- ◆ Pumpkin Palooza
- ◆ Women's Only Weekend
- ◆ Santa House



Art on Main banner

The Main Street Program strives to increase economic vitality by ensuring the lines of communication are open between the downtown community and City Hall. The program also hosts an annual open forum, *Main Street Matters*, where citizens share ideas aimed at improving our downtown.

The program is staffed by an executive director and governed by a 12-member volunteer Board of Directors. The program's committees include board members, downtown business and building owners, and citizens interested in enhancing downtown Watertown. Although our focus is to serve downtown Watertown, we believe that any improvements made to beautify and improve the downtown benefit the community as a whole.

## Our Future

The Watertown Main Street Program invites community members, businesses, and organizations with a passion for historic preservation and a desire to see our central business district thrive to become involved in our efforts to enhance downtown Watertown.

Together we will:

- ◆ Strengthen and grow our foundation of unique, quality businesses.
- ◆ Foster pride in shopping local.
- ◆ Revitalize our historic structures.
- ◆ Promote downtown Watertown as the heart of our city.

*Join us today!*



Candy, Kristine and Pam enjoying Women's Only Weekend



Historic, well-preserved buildings with original features line Main Street in downtown Watertown.  
309 E. Main St.