



JULY 2024
ISSUE 2

WATERTOWN MAIN STREET LAMPPOST



JMSA is excited to be hosting Joe Lawniczak from the Wisconsin Economic Development Corporation's Wisconsin Main Street Program for this informative session on resources available for renovating and maintaining older and historic commercial buildings! This event is free and open to the public and will be held at the Jefferson City Hall on July 8th, from 3 till 5!

**ATTENTION
DOWNTOWN
BUSINESS OWNERS**



Scan code to **signup** and
get more info

Monthly Blog: The Main Attraction



The Main Attraction

KENN FOX

Multifaceted Music Empire, Big Picture Vision!

This 1st edition of Main Attraction is with Kenn Fox. We had an amazing hangout session on, Monday morning, on this very hot and humid June. He was reminiscing about his first shop in Watertown on Main Street in 1984. Paramount has been at their current location 402 E. Main St. for 17 years and just celebrated 40 years of being in business this past April. He is excited to see what the Watertown Main Streets program's future holds!



read all about it!

TAKE A WALK AND **VOLUNTEER** OPPORTUNITIES

Be sure to check out the stunning art banners that have been installed throughout downtown. Remember to vote for your favorite! Ballots are available at WEPCO Printing, the Watertown Area Chamber of Commerce, and the Watertown Main Street Program. Get your vote in by August 30th!

Calling All Weeding Volunteers!

The recent rain has been fantastic for our greenery, but it's also led to some enthusiastic weed growth. We need your help to keep our downtown streets looking sharp. If you are unable to weed around your property I would love to lend a hand. Please email me at watertownmainstreet@gmail.com

Presented by:
SINCE 1922
**MAASBROTHERS
CONSTRUCTION
CO., INC.**



TICKETS ARE STILL ON SALE, BUY THEM TODAY!
Calling All Craft Beer Enthusiasts! Tickets on Sale for the 7th Annual Downtown Watertown Craft Beer Walk!! Gear up for summer fun! Presented by Johnsonville and organized by the Watertown Main Street Program. Mark your calendars for Saturday, **July 13th, from 1:00 PM to 4:00 PM**, and get ready to explore delicious craft beers and seltzers while strolling through historic downtown Watertown. This year's event promises to be bigger and better than ever! Attendees can savor 18 unique samples of craft beers and seltzers, along with delectable treats from two distinctive snack stops. Two after-walk parties to enjoy (Drafty Cellar or Bentzin Family Town Square) and for an added twist, there will be a tractor-pulled wagon ride to navigate any detours, making the walk even more enjoyable! Go to the ticket page to see the full list of locations. :)



THANK TO THE DRAFTY CELLAR FOR MAKING THIS EVENT POSSIBLE!

LET'S GO FOR A WALK

SPONSORED BY
Johnsonville

JULY 13TH 2024
1 PM - 4 PM
17 LOCATIONS
\$32 PER PERSON

CRAFT BEER & SELTZER WALK
WATERTOWN MAIN STREET PROGRAM



SCAN THE CODE TO BUY TICKETS!

Mark Your Calendars! Main Street Market Day Hits July 20th!
Calling all deal hunters and treasure seekers! Downtown explodes with our annual sidewalk sale! Imagine sidewalks overflowing with incredible finds from your favorite retailers AND unique goodies from amazing new vendors! Here's what you can expect:
~Deals: Snag those summer steals you've been eyeing!
~Vendor discoveries: Unearth one-of-a-kind treasures you won't find anywhere else!
~Delicious detours: Refuel and recharge at our fantastic restaurants, perfect for a midday break!
~Music: Special Performance by Matt Logan & Kenn Fox in front of Paramount Record Shop! Spread the word!



SCAN THE CODE TO FOLLOW THE FACEBOOK EVENT



July 20th 9-4
Watertown Wisconsin

Main Street Market Day

Deals galore! Score incredible discounts in our Downtown Main Street sidewalk sale! Plus, unique finds from vendors line the streets!



The market is open Tuesdays, 7 a.m.-12:30 p.m., May through October. Held in beautiful Riverside Park!
Thank you to Pine Hill Farm for being a sponsor!

Sponsored By
PINE HILL FARM
local organic wellness



DOWNTOWN IMPACT

It's baseball and softball tournament season! We're expecting a high volume of visiting teams and their families on the listed dates. Please prepare for heavier volumes of patrons. We hope the influx of visitors will have a positive impact on your business!
~Robin Kaufmann

WATERTOWN 2024 BASEBALL/SOFTBALL TOURNAMENTS

SEMINOLE SPORTS - JUNE 1-2
OUTLAWZ - JUNE 14 - 16
CLASS A FASTPITCH - JUNE 20 - 23
SEMINOLE SPORTS - JUNE 28 - 30
ARMAGEDDON - JULY 13-14
SEMINOLE SPORTS - JULY 19 - 21
WINDMILL - AUGUST 2 - 4
SEMINOLE SPORTS - SEPTEMBER 28-29
SEMINOLE SPORTS - OCT. 12-13

FOLLOW THE WATERTOWN MAIN STREET PROGRAM SOCIALLY



Jody Purtell

920-342-3623
watertownmainstreet@gmail.com