

48-Hour Makeover Contest

Wisconsin Main Street Makeover Contest



The Wisconsin Economic Development Corporation (WEDC), partnering with Retailworks, Inc, a commercial interior design, display and branding firm headquartered in Milwaukee are pleased to host the 8th annual **48-Hour Wisconsin Main Street Makeover Contest**. One deserving businesses from one of Wisconsin's designated Main Street districts or Connect Communities will receive funds up to \$10,000 for the 48-Hour Makeover to be applied to the business makeover as well as expert assistance.

48-HOUR MAIN STREET MAKEOVER

Services provided to the chosen business:

Architectural Assistance:

- » Colored façade renderings
- » Sign design and layout
- » General code-related advice
- » Material, color and finish suggestions

Social Media and Marketing Assistance:

- » Social media calendar draft
- » Social media post templates
- » Promotional material design and creation
- » Website audit and suggestions

Interior design and display plans, including:

- » Fixture/furniture layout
- » 3-D colored renderings
- » Material, color and finish suggestions and resources
- » Lighting plan/advice and resources
- » Fixture/furniture suggestions/resources
- » Interior sign design and layout

Display and visual merchandising assistance:

- » Window display ideas
- » Focal point displays
- » Product organization and merchandising
- » Product review
- » Prop design
- » Prop fabrication (depending on size and scope of project some of this cost may be included)

On-site hands-on labor from WEDC and Retailworks team for the final two days to complete installations

Grand re-opening ribbon cutting ceremony inviting WEDC, state and local dignitaries, and local media; customers and community businesses

Total funds received: \$10,000

Total value of services: \$50,000



FRED'S BEDS AND MORE – BEFORE



FRED'S BEDS AND MORE – FAÇADE RENDERING



FRED'S BEDS AND MORE – IN PROGRESS

BEFORE



AFTER



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WHO SHOULD APPLY:

We're looking for an amazing business with a desire to have their physical space match the quality of their goods and services! Businesses in Main Street or Connect Communities districts are encouraged to apply (maps of eligible districts are available here [\(link\)](#)). Applicants should be located in the downtown district, occupy an active storefront space and have been in business for at least one full year.

Deadline to apply: September 29, 2023

Applicants should contact their local Main Street Director or Connect Communities Coordinator to learn more about the program or contact adriana.humbert@wedc.org to receive an application.

Required criteria for 48-Hour Makeover Contests:

- » Location in a designated Main Street district or Connect Community
- » At least 1 full year in business
- » Retail or service business with substantial retail element. Retail sales area should be 5,000 square feet or less
- » Ability to contribute or secure local match funds of \$10,000 (greater match encouraged)
- » Willingness of property owner/landlord to participate in program
- » Permission from property owner/landlord for improvements to property
- » Willingness of business owner to be closed for team renovation period of two days
- » Willingness of business owner/staff to participate in planning/meetings/calls to discuss makeover strategy and progress reports, and lend a hand for the makeover improvements

Judging criteria:

- » Presence of traditional historic storefront façade elements
- » Visible need for façade/interior design improvements
- » Project appropriately scaled for the 48-hour renovation period
- » Viability of business model
- » Future business growth plans/potential
- » Compelling personal business story
- » Size of impact on community (visibility, size of property, historic significance, etc.)
- » Support of/involvement with local Main Street or Connect Communities organization



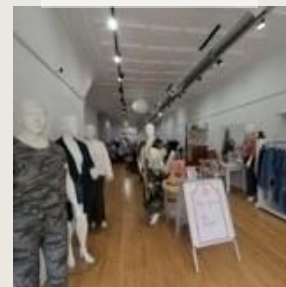
ART ON THE TOWN - BEFORE



ART ON THE TOWN - AFTER

PLUSH CLOTHING

BEFORE



AFTER



BEFORE



AFTER



PROGRAM TIMELINE

Application Release
August 11

Application Request Deadline
Sept. 26

Application Due
Sept. 29

Finalists Interviews
Oct. 2023

Winners Selected
Oct. 2023

Is your business in a [Connect Community](#) or [Main Street](#) district?

