

About WDAC

In 1982, a small group of business, professional and community leaders formed the Wisconsin Downtown Action Council to address the serious problems plaguing the state's downtowns. Once the hub and heart of their communities, by the early 1980's Wisconsin downtowns were deteriorating. Commercial districts, no longer the center of commerce, were becoming wastelands of vacant stores and shabby buildings. Something had to be done.

Dedicated individuals organized workshops and seminars, where state and national experts would advise communities on how to market, manage and revitalize their downtowns. WDAC was instrumental in spearheading legislation to create Business Improvement Districts (BIDs), one important factor in Wisconsin's success stories: today there are over eighty BIDs in Wisconsin, managing and rebuilding downtowns.

Along with state legislators, WDAC was also a key player in the development of the Wisconsin Main Street Program, an initiative providing technical assistance to downtowns. This is one of the most successful state programs in the country, currently assisting more than thirty communities.

WDAC avidly supports effective and sensible community planning that leads to revitalized downtown areas. WDAC champions downtown as a key component of smart growth; educates on the benefits of downtown; works to identify and remove barriers to downtown development; and coordinates with other organizations to promote smart growth for downtowns.

WDAC continues to evolve, aided recently by strategic planning assistance from UW-Extension. We have re-evaluated who we are, who we serve and our capacity for providing assistance. We are confident in our mission and we look forward to putting our plans into action. We invite you to join us!

Why Join WDAC?

Peer-to-Peer Learning

We host community visits around the state. These typically include tours and discussion of successful development projects. Participants offer impressions and share knowledge and ideas with the host community.

We also organize the annual *Wisconsin Conference on Downtown Revitalization*. The conference provides informational sessions related to downtown development and the opportunity to meet and network with fellow downtown professionals.

Partnerships

WDAC partners with organizations to provide education and support to WDAC members. We bring together a downtown collaboration of groups working to revitalize and preserve traditional business districts through education, advocacy and resources for community leaders and city planners.

Resources

There are many tools available to those working to keep Wisconsin downtowns vital. The challenge is tracking down all the resources. WDAC strives to make available the information most helpful to downtown advocates and professionals through our case studies, community visits, and e-mail notifications to our members.

We look forward to your help as we work together in fostering downtown revitalization throughout Wisconsin ~

www.wisconsinowntown.org

Join WDAC Today!

Vibrant downtowns are critical to the economic sustainability and overall attractiveness of communities as places to live, work, visit and connect. Help keep your downtown vital by joining WDAC.

Board of Directors

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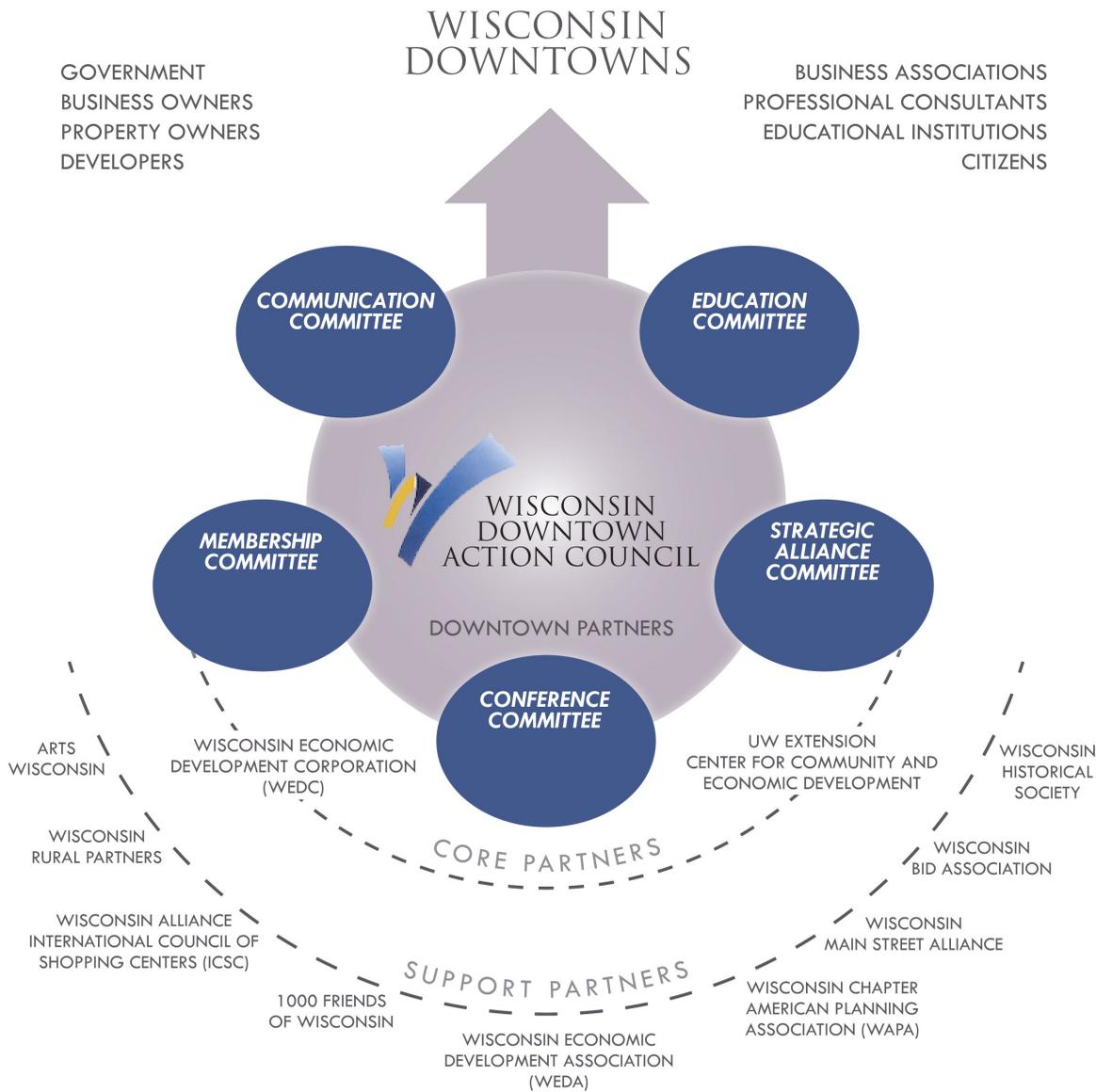
Administrative Manager

Lesia Ryerson

Education Advocacy Networking for Wisconsin Downtowns



**Support
Wisconsin Downtowns!
Become a member
today!**



Get Involved!

The success of the Wisconsin Downtown Action Council is driven by the active involvement of its members. One of the best ways for members to get active is to volunteer to serve on a committee. The committees offer opportunities for members to use their diverse skills to further the mission of the WDAC.

Communication Committee

Manages communications from the WDAC to our members and other interested parties. This involves promoting events, distributing educational resources, and sharing information using our website, newsletters, and social media.

Conference Committee

Plans the annual *Wisconsin Conference on Downtown Revitalization*. The committee selects the host community and works with that community to make conference arrangements. A key responsibility of the committee is identifying valuable session topics and bringing in dynamic speakers.

Education Committee

Plans educational sessions, such as our famous community visits; and developing educational materials, such as our growing collection of case studies. They identify downtowns across the state (and beyond) that are accomplishing unique successes and help to share their stories with other communities.

Membership Committee

Responsible for managing and growing our organization's membership. They are also always working to identify new ways that we can provide benefits to our members.

Strategic Alliance Committee

Develops partnerships with other statewide organizations to broaden the support and resources available to Wisconsin downtowns. To this end, this committee convenes an annual summit of the Strategic Partners to discuss key issues facing Wisconsin downtowns and identify collaborative projects that will address these issues.

WDAC Member Registration

Name _____

Organization _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Membership Type	Rate
<input type="checkbox"/> Business	\$200
<input type="checkbox"/> Government or Non-Profit Group	\$250
<input type="checkbox"/> Government or Non-Profit Individual	\$100
<input type="checkbox"/> Individual	\$50
<input type="checkbox"/> Student	\$25

Please contact me about becoming a committee member ~
(Circle your area of interest)

Communication	Membership
Conference	Strategic Alliance
Education	

Please mail this form with a check to:
Wisconsin Downtown Action Council
P.O. Box 260017
Madison, WI 53726-0017

or register online at www.wisconsinowntown.org

WDAC MISSION STATEMENT

Wisconsin Downtown Action Council is a statewide organization established to facilitate the revitalization of Wisconsin downtowns as vibrant social and economic centers. We will pursue our mission through a mix of strategies including developing partnerships with other organizations, information sharing, and facilitating networking and peer learning. It is our vision that all Wisconsin communities will recognize and support their downtowns as special places and work together for the betterment of all Wisconsin downtowns.

