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## **EAGLE RIVER GETS NATIONAL MAIN ST. ACCREDITATION**

**Eagle River, WI July 1, 2016** ---Ongoing "professionalism and rigorous performance" has earned the Eagle River Main St. program recognition by the National Main Street Center.

The recognition comes in the form of accreditation, which is a formal assurance that the Eagle River program is complying with various performance standards and other national criteria.

It's the first time the Eagle River Main St. program has achieved the honor, which will be an annual goal going forward.

"We're always so pleased when small Main St. communities earn accreditation, because it demonstrates in measurable ways how the community is working to strengthen the local economy as well as revitalize the appearance and improve the cultural fabric of the area," said National Main Street Center CEO Patrice Frey.

Local Main St. Executive Director Martha Geiseman said the organization's performance is evaluated annually by the Wisconsin Economic Development Corporation which assures that the Eagle River program meets at least ten national performance standards. The results are forwarded to the National Main Street Center for review.

Over the past year the Eagle River Main Street Program has organized the downtown Artscape Banner display along with the hanging flowers and curbside planters; the summer and winter Farmer's Markets; renovation of the Riverview Park band shell; the winter Business Breakfast series; a labor shortage task force; the business sign grant program; bike rack purchase and placement; Christmas decorations in Riverview Park; landscaping maintenance around the old Depot; and purchase of a downtown lot to preserve public parking, according to Geiseman.

All of these specific projects are done in combination with a number of ongoing programs that provide a variety of support services to new or expanding business in the city limits.

For more information about the Eagle River Main St. program, call 715-477-0645 or e-mail [errp@nnex.net](mailto:errp@nnex.net).

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