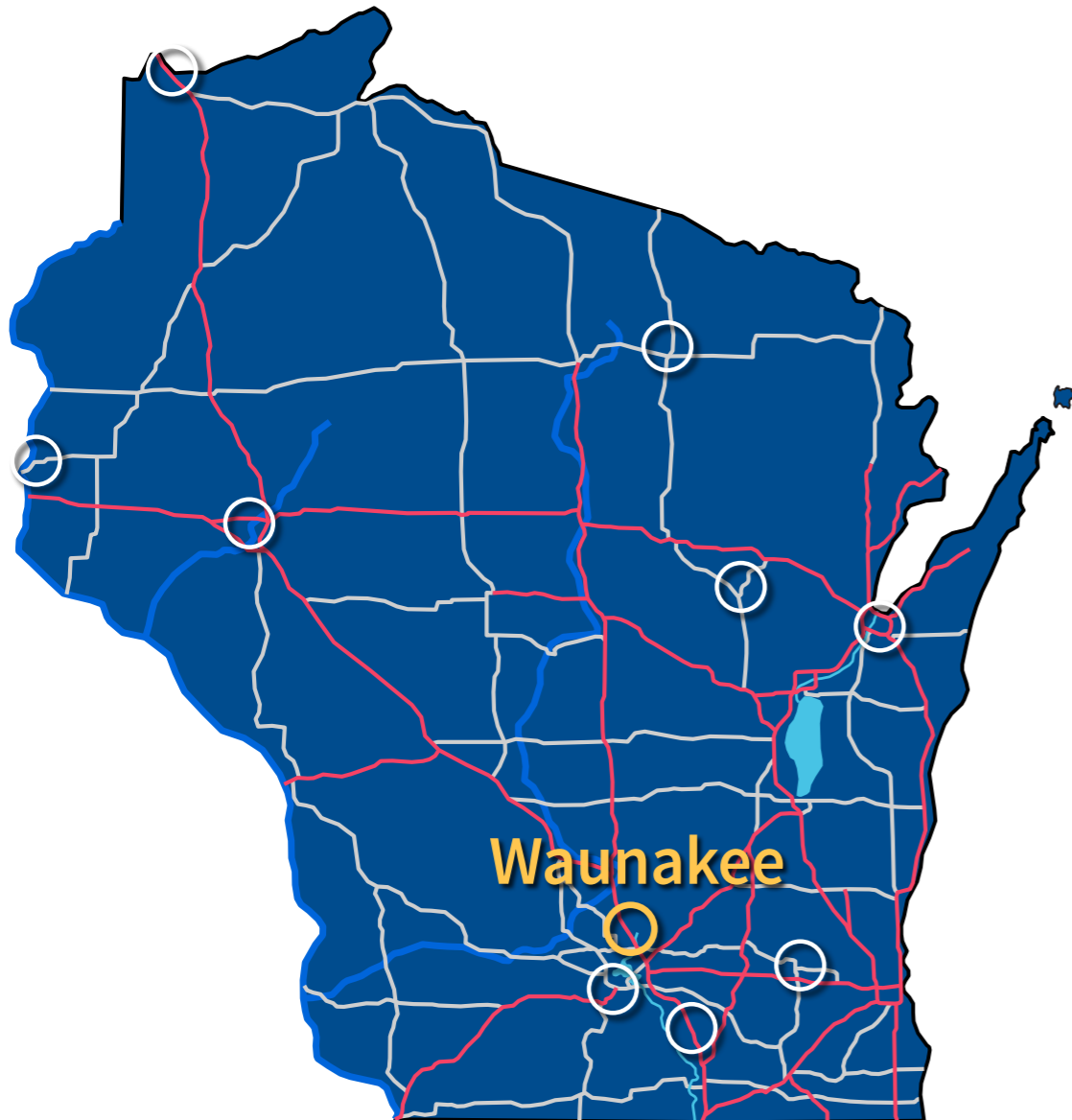


# How It's Done



## Waunakee

### WIS 19 and WIS 133 (Main Street) Reconstruction

- The logo, tagline and website, Together Waunakee - Paving the Way, was coordinated by the village of Waunakee and offered a recognizable brand as a place to find and share project information.
- The village coordinated mailing to all residents with the need-to-know project information and links.
- Local businesses coordinated several promotions including WaunaBUCKS: gift certificates that could be spent at over 150 local chamber member businesses.

The village offered a Streetscape Sponsorship program which allowed businesses or residents to purchase a village bench, bike rack or planter to include an engraved plaque at or near the purchasers preferred location along the corridor.



**Key takeaways:** Collaboration among many stakeholders is key – local municipalities can play a role to help businesses and organizations like the Chamber of Commerce coordinate.