



Green Lake Area Chamber of Commerce

Job Title: Main Street Manager

Reports To: Executive Director

Organization: Green Lake Area Chamber of Commerce

Job Type: Full-Time

Location: Green Lake, WI

Position Overview

The Main Street Manager is responsible for leading and executing the revitalization and economic development efforts of the Green Lake Main Street Program. This role focuses on fostering a vibrant downtown district by implementing the Four-Point Approach® of the National Main Street Program: **Organization, Promotion, Design, and Economic Vitality**. The Main Street Manager works collaboratively with business owners, property owners, local government, and community stakeholders to enhance downtown Green Lake's economic prosperity and cultural vibrancy while ensuring compliance with state and national Main Street Program requirements and in alignment with the Chamber's broader mission.

Core Responsibilities

Downtown Revitalization Leadership

- Coordinate with the Executive Director to align Main Street initiatives with Chamber of Commerce and Visitors Bureau objectives.
 - Ensure compliance with Wisconsin Main Street Program requirements, reporting, and benchmarks.
 - Maintain momentum across short-term and long-term efforts
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Action Group Management

- Coordinate and manage all Action Groups
 - Facilitate meetings, track progress, and ensure accountability
 - Align group efforts with overall downtown priorities
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Fundraising & Project Management

- Develop and execute fundraising strategies to support Main Street programs and initiatives.
 - Manage budgets and financial oversight for Main Street initiatives.
 - Oversee project management efforts, ensuring timely completion of downtown development projects.
 - Track and report on fundraising goals, grant applications, and donor engagement.
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Business Retention & Economic Development

- Serve as the primary point of contact for downtown businesses, property owners, and community partners.
- Develop and implement business retention and expansion strategies.
- Assist new and existing businesses with resources, incentives, and connections to local economic development partners.
- Advocate for public infrastructure projects that enhance the downtown experience.



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Grant & Program Administration

- Manage facade grants, rent assistance, and loan programs
 - Assist with application processes and oversight
 - Track outcomes and impact
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Event Support

- Support event setup, teardown, and day-of operations to ensure successful events
- Ability to lift and carry 50 pounds, including event equipment, signage, tables, tents, and supplies

Major Annual Events Include:

- Winterfest Trout Derby - Last Saturday of February
 - Bike 100 – First Saturday in June
 - Concerts in the Park – Beginning Second Wednesday of June through August
 - Light up the Lake - Fourth of July
 - Taste & Tunes Wine Walk – First Friday of August
 - Golden Days Harvest Fest - Last full weekend of September
 - Craft Beer Walk - Second Friday of November
 - Keep the Cheer Here – Last Saturday of November
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Marketing & Promotion

- Working with Marketing Manager to ensure cohesive branding and promotion of Main Street activities.



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Key Traits for Success

- Strong project or community manager and executor
- Comfortable working with diverse personalities
- Highly organized and self-directed
- Strong communicator and relationship builder
- Able to balance long-term vision with day-to-day execution