



Monroe Street Green at a Glance

Monroe Street is the state's first business district to utilize stewardship tools and innovative best practices developed by Wisconsin Environmental Initiative (WEI). The Monroe Street Green program is being implemented in conjunction with the Monroe Street Merchants Association and 26 businesses representing retail, food and beverage, and service establishments. These leading "ecopreneurs" are implementing innovative best practices to benefit the community and environment in many ways.

What is Monroe Street Green?

Monroe Street Green businesses work with WEI to receive the support they need to establish baseline goals, benchmark their progress and identify best practices in sustainability. Businesses in the program must meet the requirements of the Monroe Street Green Checklist. This serves as a stewardship tool to set goals relating to eight major environmental topic areas. Participating businesses will be able to:

- Establish a baseline of their current energy, solid waste, water consumption and storm water impacts.
- Pursue energy efficiency goals.
- Incorporate water-saving strategies.
- Implement best practices in landscaping and related efforts to reduce storm water run-off.
- Shift their purchasing practices to more local and environmentally responsible choices.
- Educate their customers, employees and the public about actions they can take to reduce their environmental impact.

Buy local and support Main Street Green businesses and small businesses that showcase the very best of communities across Wisconsin.

Certified Businesses:

Alvarado Real Estate Group	Maurie's Fine Chocolates
Arbor House Inn	Monroe Street Family Dental
Art Gecko	Monroe Street Framing
Bluephies	Mystery to Me
Brasserie V	New Orleans's Take-Out
Full Circle Natural Medicine	Orange Tree Imports
HAIR	Paragon Video and Stereo
HotelRED	Pizza Brutta
J. Kinney Florist	Restaino & Associates Realtors
Jacs Dining & Tap House	SERRV
Karner Blue Candle & Supply	The Wine and Hop Shop
Madison Environmental Group	UW Credit Union
Mallatt's Pharmacy	Wingra Boats

For more information:

Visit www.mainstreetgreen.org

Look for the Monroe Street Green logo and... GO GREENER!
www.mainstreetgreen.org

Monroe Street Green is a program of WEI