

MAYOR'S INNOVATION PROJECT · MADISON · JULY 2026

STAYING POWER

Krista Browne, Mayor of Viroqua, Wisconsin

Population ~4,500

KRISTABROWNEFORMAYOR.COM



WHERE DO YOU START?

SHOWING UP.

Knocked over 1000 doors.

They asked,
"What are you going to do if you're Mayor?"

I replied, "It's about HOW I will lead, not what
I want to do. I will show up. I will listen.
I will open doors to round tables.
I will work with you.
We will decide, together."

VIROQUA
CITY HALL



SWORN IN APRIL 21, 2026

MY KEYS CAME
WITH A ROOM
WITH A SIGN
THAT SAID...
MAYOR

**BUT, NO OTHER
MAYOR HAD
MOVED IN
BEFORE.**

114

MAYOR





I MOVED IN.

**I SHOWED UP.
I'M LEADING HOW
I SAID I WOULD
BECAUSE I KEEP
MY WORD.**

Fun Facts:

I am a certified Interior Designer, NCIDQ

and wrote my Master's Thesis, "Community-Based Third Place."



STAYING POWER STARTS WITH SHOWING UP & TAKING UP SPACE TO

BRING A PLACE TO LIFE