



The Downtown Business Improvement District (BID) is established to help support the residents, business owners, organizations, and owners of property within Downtown Stevens Point. The BID boundaries and operating documents may be found at:

<https://stevenspoint.com/1296/Business-Improvement-Districts>.

Downtown BID meetings are scheduled monthly at the end of the preceding meeting. All meetings are hosted in-person and virtually and are open to the public.

Members

- Tara Manzke
- Hana Cutler
- Mike Beacom
- Jeanna Trzebiatowski
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	March 7, 2023 2:30 PM	Location:	City Conference Room 1515 Strongs Avenue, Stevens Point, WI
			<u>OR</u>
			Zoom Teleconferencing
			Meeting ID: 829 8501 1894 Passcode: None
			By Computer: https://us02web.zoom.us/j/82985011894
			By Phone: +1-312-626-6799 (US Chicago)

Discussion and Possible Action on:

1. Roll Call.
2. Members of the public wishing to address the Board of Directors on an agenda or non-agenda item may do so at this time.
3. Follow-up from Main Street Pre-Application Visit and Main Street Application Update
4. Update from Downtown Partnership Committee (Stevens Point Alliance, Business Improvement District, City of Stevens Point)
5. Assignment of Downtown Surveying
6. Open Discussion & New Business
7. Adjournment.

PLEASE TAKE NOTICE that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

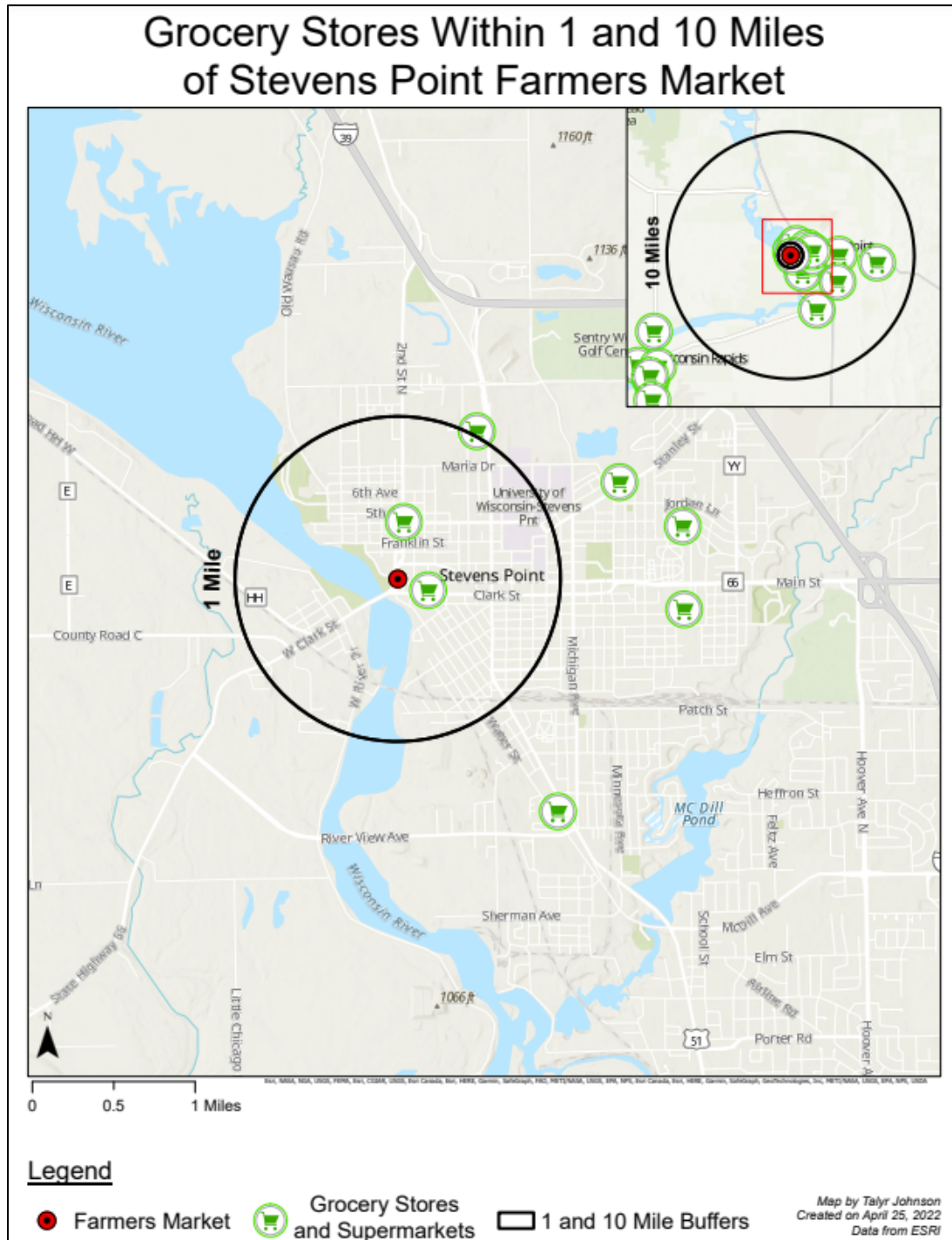
PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.

Stevens Point Farmers Market

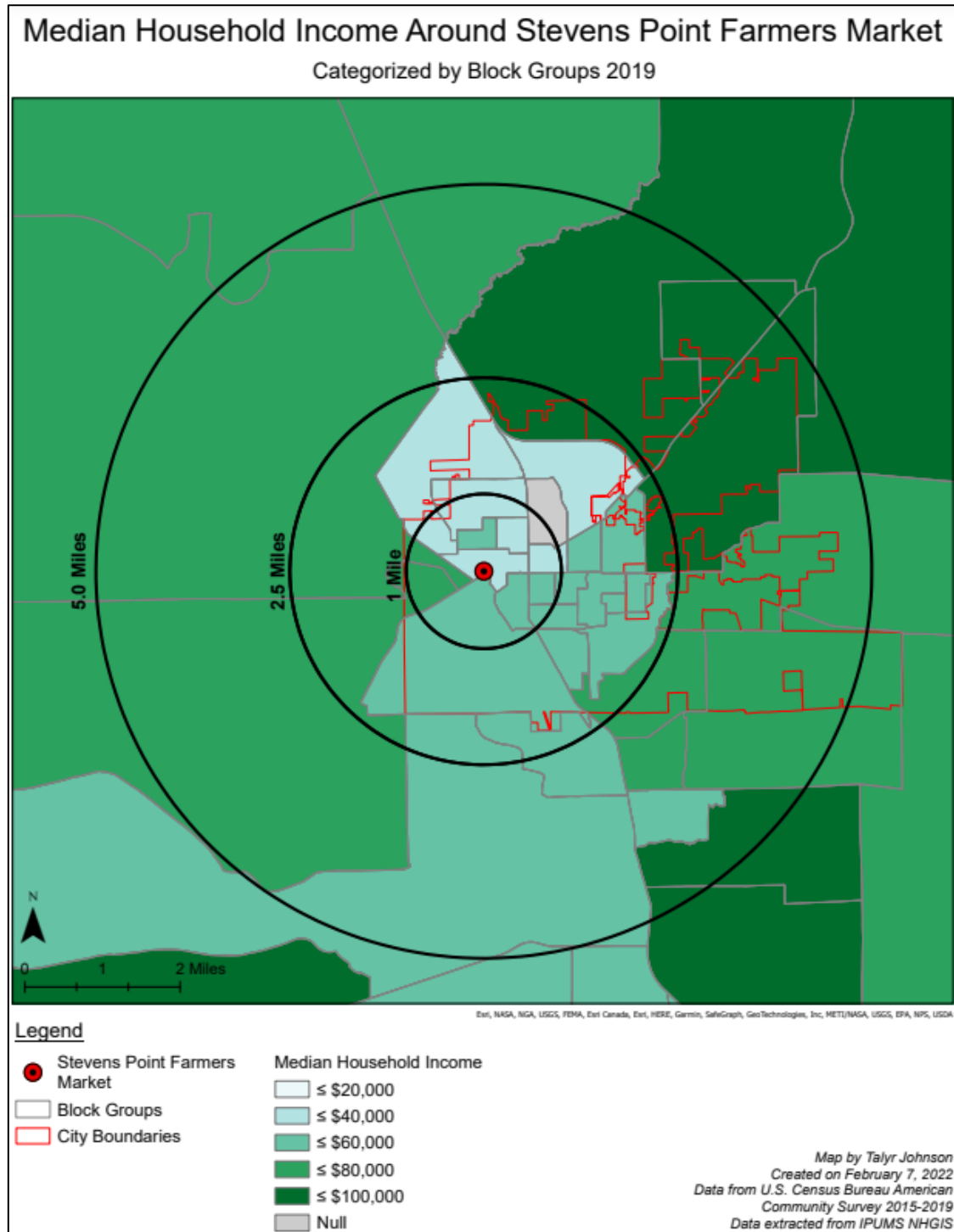
Key Takeaways:

- There is 10+ grocery stores within 10 miles of the market.
- Most of the block groups within 2.5 miles north of the market have the lowest MHI, ranging between \$21,000 - \$40,000.
- Between 2-10% of the population of most block groups within 2.5 miles of the market do not have a vehicle.
- Between 51-70% of the population in 2 block groups within 2.5 miles of the market have an income below the poverty level.
- Between 21-25% of the population in 2 block groups within 2.5 miles of the market have received public assistance income or SNAP.
- There is one block group within 1 mile of the market where 16-25% of the population is unemployed.
- Most people living within 1 mile of the market can walk to it within 20 minutes, even those living across the Wisconsin River.

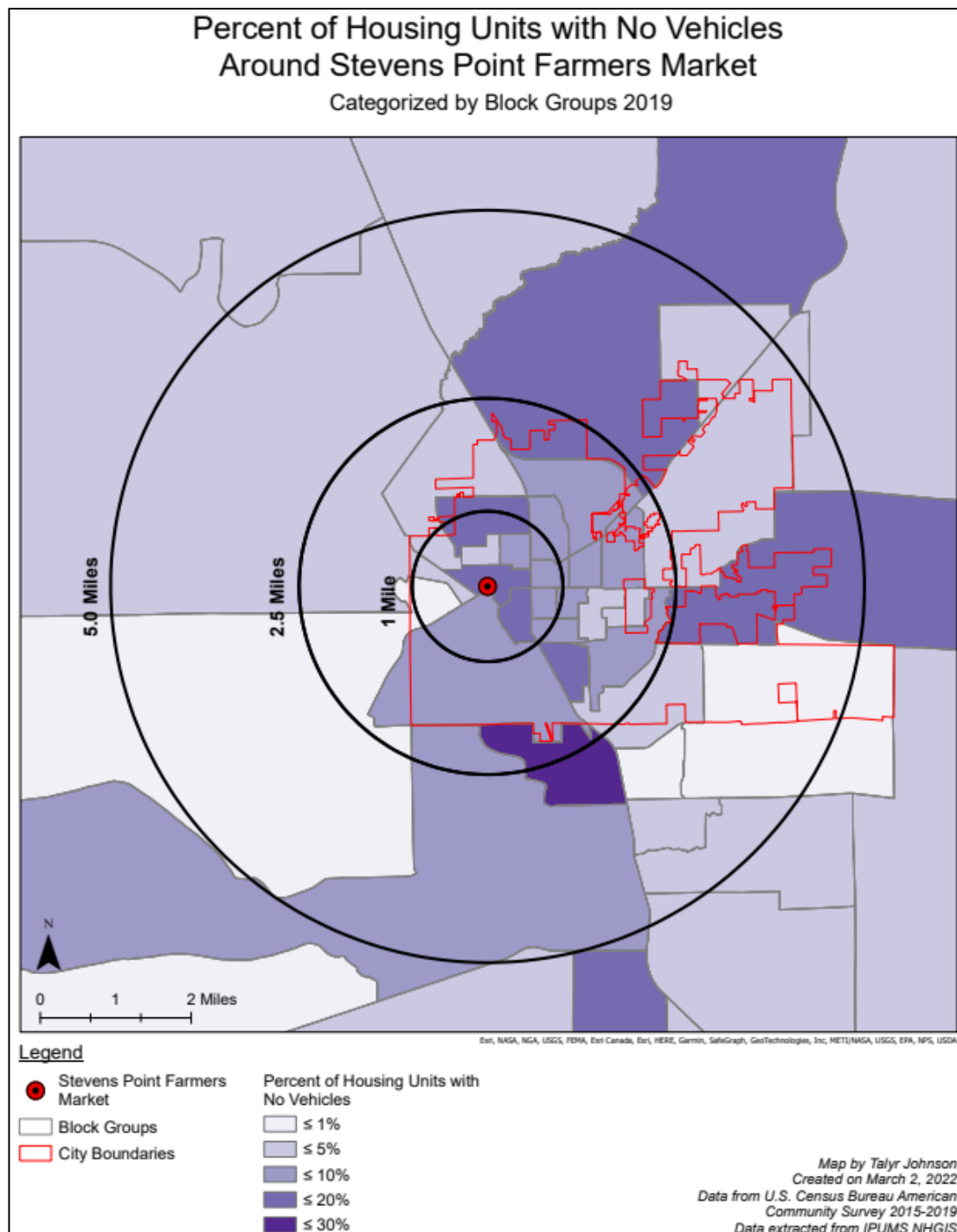
Analysis: There are 2 grocery stores within 1 mile of the market, and approximately 11 within 10 miles of the market.



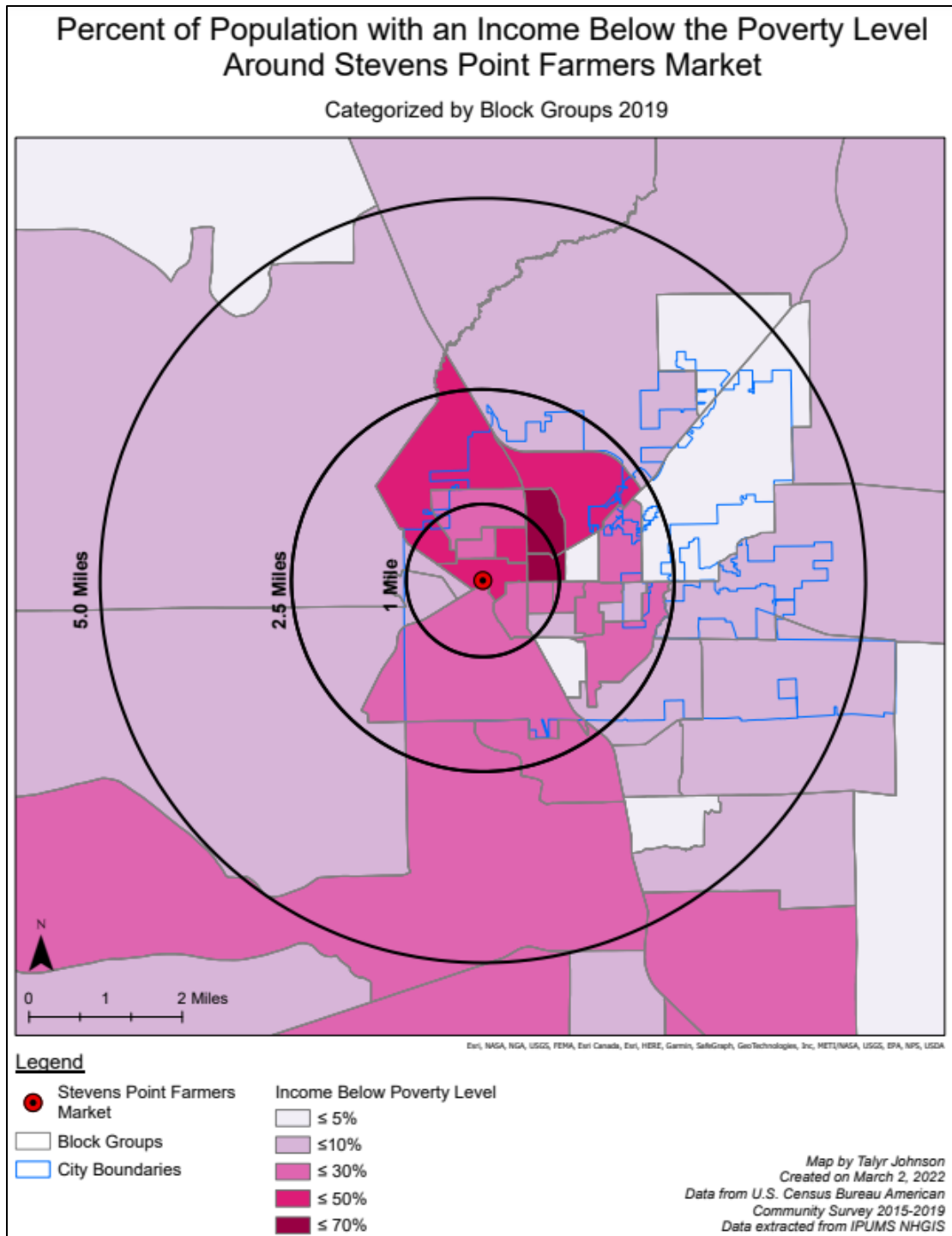
Analysis: Most of the block groups within 2.5 miles north of the market have the lowest MHI, ranging between \$21,000 - \$40,000. The block groups 2.5 miles south of the market have slightly higher MHI, ranging between \$41,000 - \$80,000. The MHI of the block groups closest to the 5-mile radius range between, \$61,000 - \$100,000. There is one block group within 2.5 miles of the market that did not have any data.



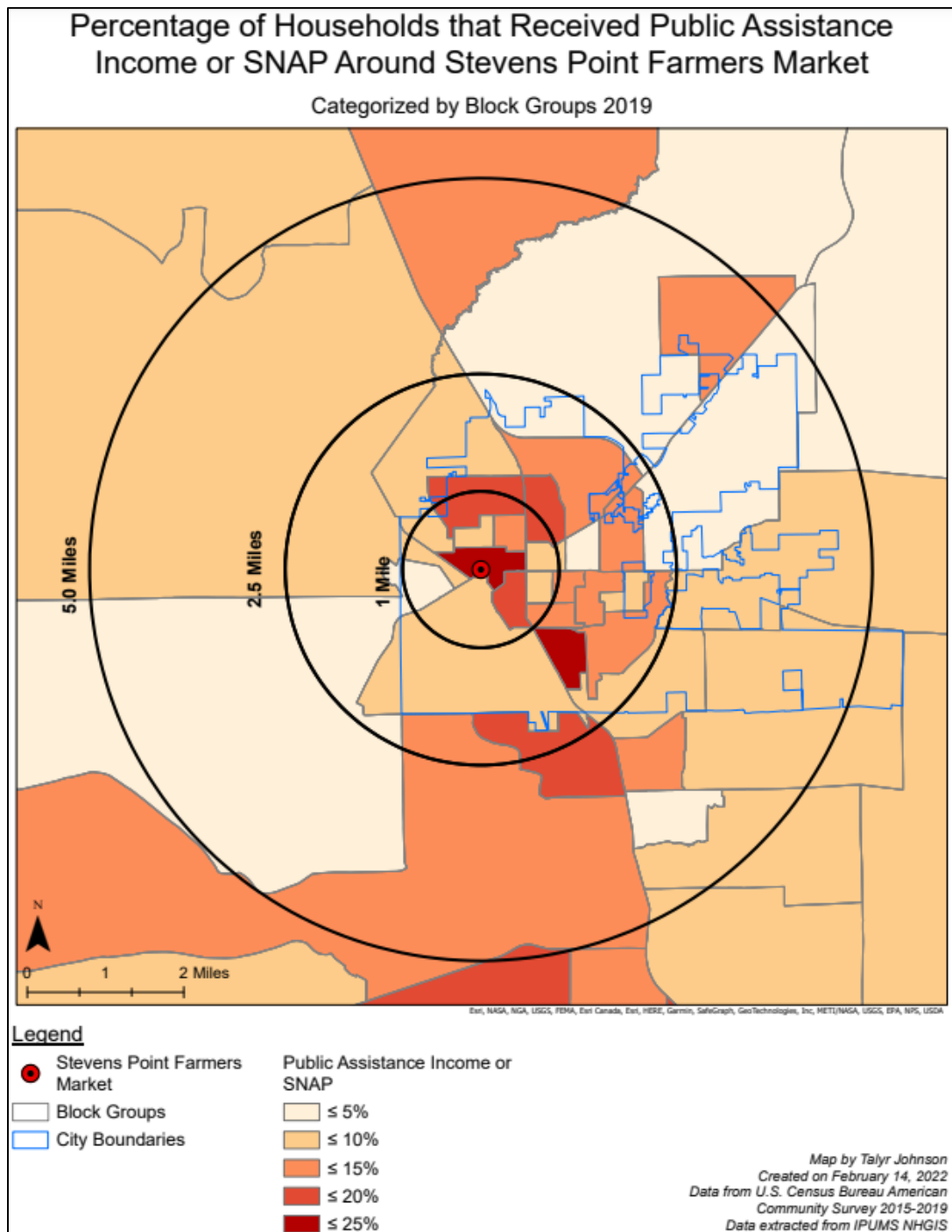
Analysis: Between 2-10% of the population of most block groups within 2.5 miles of the market do not have a vehicle. There are 4 block groups within the 2.5 miles, though, where 11-20% of the population do not have a vehicle. There is only one block group within 5 miles where 21-30% of the population is without a vehicle and there are only a few block groups within 5 miles where less than 1% of the population does have a vehicle.



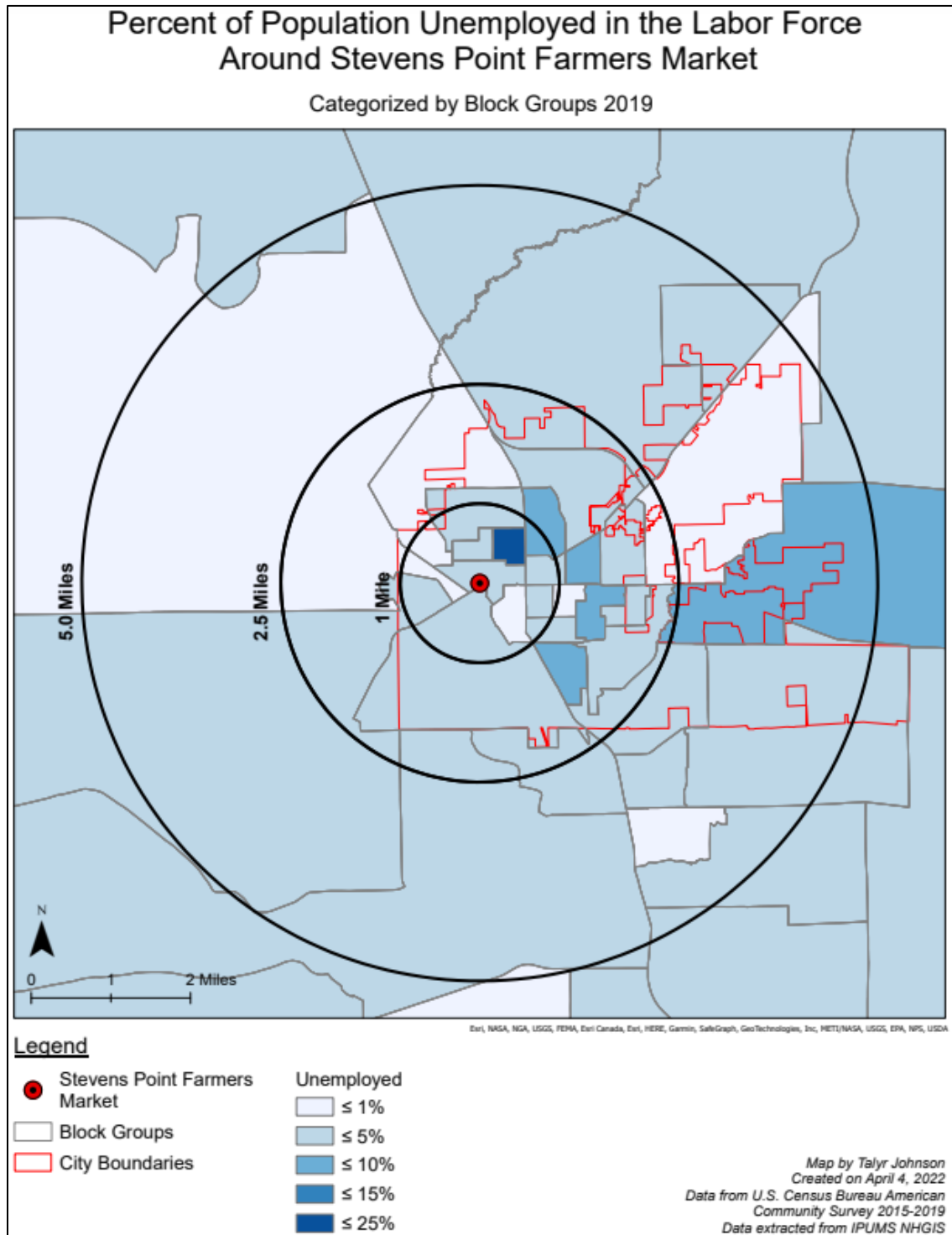
Analysis: Most of the block groups within 2.5 miles north of the market have the highest percentages of the population with an income below the poverty level, ranging between 31-50%. Between 51-70% of the population in 2 block groups just to the northeast of the market have an income below the poverty level. The percentage of the population with an income below the poverty level decreases to 0-10% in most of the block groups closest to the 5-mile radius. However, there are a few block groups to the south with ranges between 11-30%.



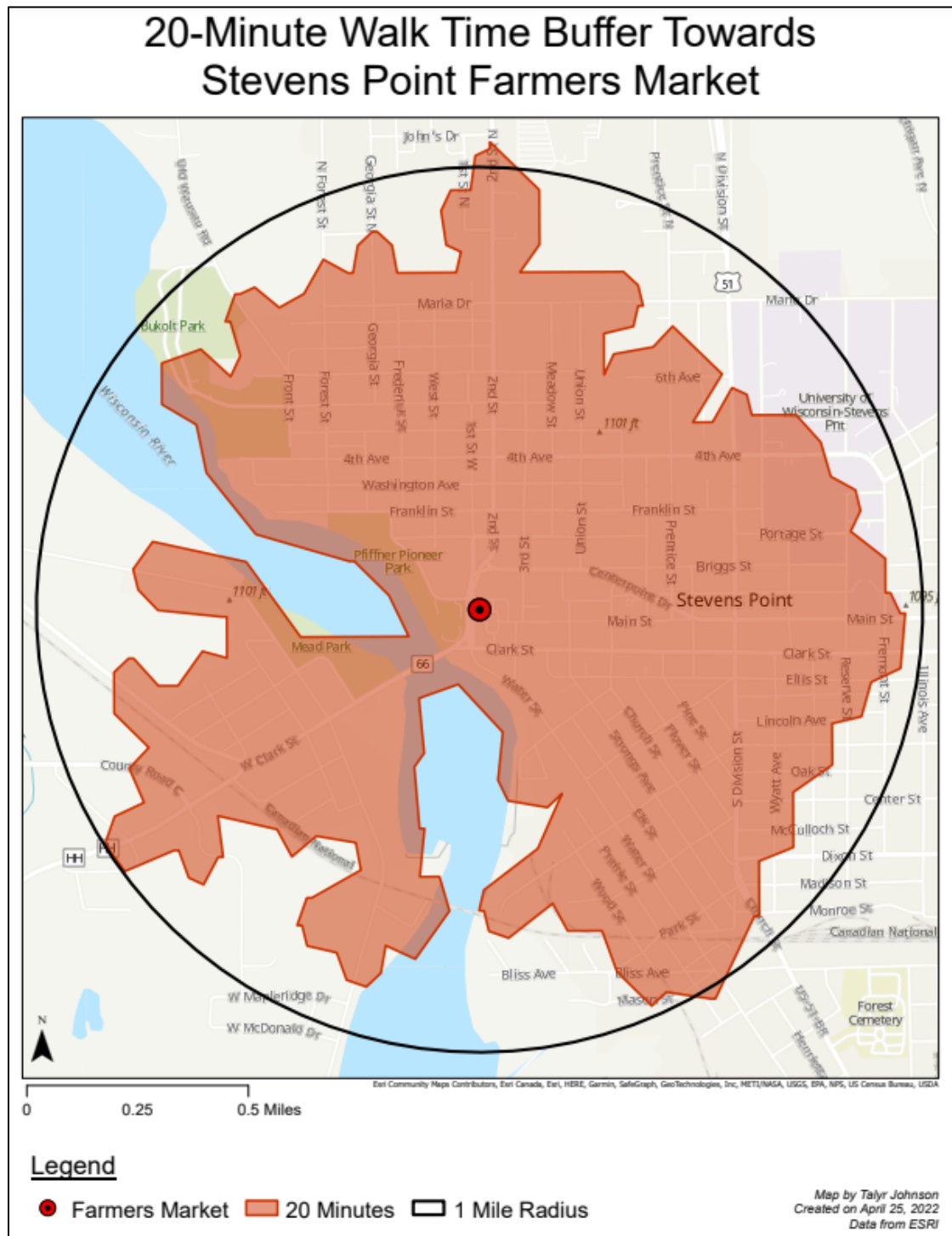
Analysis: There is no clear pattern. There are 2 block groups within 2.5 miles of the market, one of which the market is in, where 21-25% of the households received public assistance income or SNAP. Between 6-15% of the households in most block groups within 2.5 miles of the market received public assistance income or SNAP. Within 5 miles, the percentages mostly range between 0-20%.



Analysis: No more than 5% of the population is unemployed in most block groups within 5 miles of the market. However, there is one block group within 1 mile of the market where 16-25% of the population is unemployed and a few block groups within 5 miles east of the market where 6-10% of the population is unemployed.



Analysis: Most people living within 1 mile of the market can walk to it within 20 minutes, even those living across the Wisconsin River. It is a very walkable market.





Stevens Point Farmers Market 2022 Summary Economic Impact Report

November 10, 2022

To:

Joel Kuehnhold
1001 Main St.
Stevens Point, WI 54481

From:

Edna Ely-Ledesma, Ph.D.
Assistant Professor
Department of Planning and Landscape Architecture
University of Wisconsin Madison
935 Bascom Mall
Midson, WI 53706

Purpose:

The mission of Farm2Facts (F2F) is to lend farmers markets a voice in delivering impactful tools for data collection, analysis and visualization. Our research team focuses on empowering markets for community growth, and we do this through community engagement in citizen science, integrity, and innovation. F2F was born of farmers market managers' demonstrated interest in data-driven decision-making, and research showed that those market managers were interested in legitimate and reliable tools that would be easy to execute. The F2F tools are administered at the University of Wisconsin-Madison as part of the public service mission of the University known as the Wisconsin Idea. As a non-profit, the tools and consulting services are billed to members on a cost recovery basis.

Method:

Data collected at the Stevens Point Farmers Market during the 2022 season was analyzed and economic impacts were calculated using the Farm 2 Facts (F2F) Toolkit. F2F was developed using USDA metrics to assess economic, social, and ecological impact of markets. Vendor data for this report represents surveyed market vendors from June to September of 2022. Customer data analysis is based on customer surveys and customer counts collected in June, July, August, and September of 2022. Vendor data analysis is based on vendor profiles created by market vendors. SNAP data analysis is based on data collected by the market manager.

Customer Data

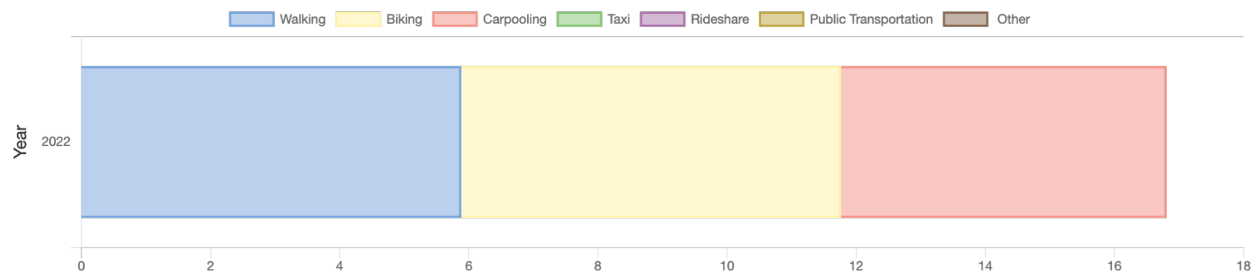
Key Takeaways from Customer Data:

- Second highest average number of visitors per market day with an estimated average of 2,259 visitors
- Highest percentage of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market with 11.76%.
- Over 70% of visitors were from the Stevens Point area.

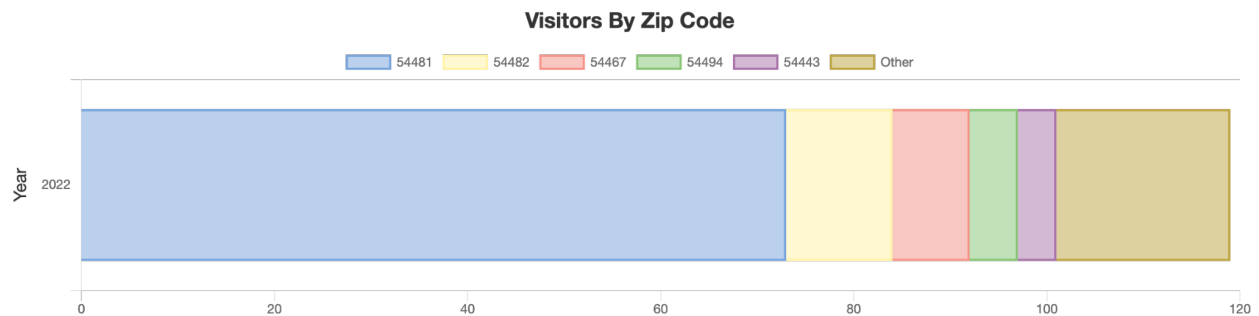
	Average number of visitors per market day (estimated)	Percent of customers who were first time visitors (estimated)	Average dollars spent per visitor per visit (estimated)	Percentage of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market (estimated)	Top 5 area codes of visitors, percentage of visitors from the code	Percentage of market visitors from outside of the state
Stevens Point Farmers Market - 2022	2,259	14.29%	\$26.70	11.76%	54481: 73% 54482: 9% 54467: 7% 54494: 4% 54443: 3%	0%

Estimated mode of transportation:

Percentage Of Visitors Walking, Bicycling, Carpooling, Ridesharing, Or Taking Public Transportation To The Market (Estimated)



Visitors by zip code:



Qualitative Customer feedback on EBT:

- 9/120 customer surveys said they had used EBT at this market in the past, all respondents had positive feedback. Several saying, 'Yes, it was good and easy to use' one in particular stating, 'Yes, excellent. Wondering why it disappeared.'
- When talking with some customers, they expressed how they currently use EBT benefits and would have used it at this market if it was available, 'I have been on SNAP(EBT) and would have used it at this market if it was possible...'

Customer feedback in a few words:



Vendor Data

Key Takeaways from Vendor Data:

- Vendors traveled an average of 12.01 miles from product origin to the market
- Vendors own a total of 1549.20 acres of land and 83 acres are leased by vendors
- Vendors cultivate a total of 83.75 acres and graze 165.50 acres of land
- There is a total number of 27.50 women-owned businesses selling at the market
- There are 3 market vendors with an organic certification and 1 vendor with a different certification

Average Distance in Miles Traveled from Product Origin to Market:

Stevens Point Farmers Market - 2022	Average distance in miles traveled from product origin to market	Average distance in miles traveled from product origin to market for fruits & vegetables vendors	Average distance in miles traveled from product origin to market for meat & seafood vendors	Average distance in miles traveled from product origin to market for dairy vendors	Average distance in miles traveled from product origin to market for egg vendors	Average distance in miles traveled from product origin to market for nuts & legumes vendors
	12.01	12.07	14.22	-	17.83	16.44

Stevens Point Farmers Market - 2022	Average distance in miles traveled from product origin to market for plants & flowers vendors	Average distance in miles traveled from product origin to market for value-added vendors	Average distance in miles traveled from product origin to market for prepared food vendors	Average distance in miles traveled from product origin to market for crafts/arts/services vendors		
	10.99	15.25	16.47	15.05		

Total Cultivated and Grazed Acres by Market Vendor:

Stevens Point Farmers Market - 2022	Total cultivated and grazed acres by market vendors	Total acres cultivated and grazed by vendors selling fruits & vegetables	Total acres cultivated and grazed by vendors selling meat & seafood	Total acres cultivated and grazed by vendors selling dairy	Total acres cultivated and grazed by vendors selling eggs	Total acres cultivated and grazed by vendors selling nuts & legumes
	249.25	179.25	189	-	145	2

Stevens Point Farmers Market - 2022	Total acres cultivated and grazed by vendors selling plants & flowers	Total acres cultivated and grazed by value-added food vendors	Total acres cultivated and grazed by vendors selling prepared food	Total acres cultivated and grazed by vendors selling craft/art/services vendor		
	35.50	145.75	61	9.25		

Total Acres Owned and Leased by Market Vendors:

Stevens Point Farmers Market - 2022	Total acres owned and leased by market vendors	Total acres owned and leased by vendors selling fruits & vegetables	Total acres owned and leased by vendors selling meat & seafood	Total acres owned and leased by vendors selling dairy	Total acres owned and leased by vendors selling eggs	Total acres owned and leased by vendors selling nuts & legumes
	1632.20	1152.20	692	-	788.70	19

Stevens Point Farmers Market - 2022	Total acres owned and leased by vendors selling plants	Total acres owned and leased by vendors selling value-	Total acres owned and leased by vendors selling	Total acres owned and leased by vendors selling		
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	& flowers	added food	prepared food	crafts/art/services		
	85.70	1098.50	271	425.70		

Total Acres Owned by Market Vendors:

Stevens Point Farmers Market - 2022	Total acres owned by market vendors	Total acres owned by vendors selling fruits & vegetables	Total acres owned by vendors selling meat & seafood	Total acres owned by vendors selling dairy	Total acres owned by vendors selling eggs	Total acres owned by vendors selling nuts & legumes
	1549.20	1069.20	636	-	737.70	19

Stevens Point Farmers Market - 2022	Total acres owned by vendors selling plants & flowers	Total acres owned by vendors selling value-added food	Total acres owned by vendors selling prepared food	Total acres owned by vendors selling crafts/art/services		
	58.70	1042.50	271	425.70		

Total Acres Leased by Market Vendors:

Stevens Point Farmers Market - 2022	Total acres leased by market vendors	Total acres leased by vendors selling fruits & vegetables	Total acres leased by vendors selling meat & seafood	Total acres leased by vendors selling dairy	Total acres leased by vendors selling eggs	Total acres leased by vendors selling nuts & legumes
	83	83	56	-	56	-

Stevens Point Farmers	Total acres leased by vendors	Total acres leased by vendors	Total acres leased by vendors	Total acres leased by vendors		
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Market - 2022	selling plants & flowers	selling value-added food	selling prepared food	selling crafts/arts/services		
	27	56	-	0		

Total Acres Cultivated by Market Vendors:

Stevens Point Farmers Market - 2022	Total acres cultivated by market vendors	Total acres cultivated by vendors selling fruits & vegetables	Total acres cultivated by vendors selling meat & seafood	Total acres cultivated by vendors selling dairy	Total acres cultivated by vendors selling eggs	Total acres cultivated by vendors selling nuts & legumes
	83.75	63.75	40	-	29.50	2

Stevens Point Farmers Market - 2022	Total acres cultivated by vendors selling plants & flowers	Total acres cultivated by vendors selling value-added food	Total acres cultivated by vendors selling prepared food	Total acres cultivated by vendors selling crafts/art/services		
	35	30.75	15	8.75		

Total Acres Grazed by Market Vendors:

Stevens Point Farmers Market - 2022	Total acres grazed by market vendors	Total acres grazed by vendors selling fruits & vegetables	Total acres grazed by vendors selling meat & seafood	Total acres grazed by vendors selling dairy	Total acres grazed by vendors selling eggs	Total acres grazed by vendors selling nuts & legumes
	165.50	115.50	149	-	115.50	-

Stevens Point Farmers Market -	Total acres grazed by vendors selling plants	Total acres grazed by vendors selling value-	Total acres grazed by vendors selling	Total acres grazed by vendors selling		
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2022	& flowers	added food	prepared food	crafts/art/services		
	0.50	115	46	0.50		

Total Number of Women-Owned Businesses Selling at the Market:

Stevens Point Farmers Market - 2022	Total number of women-owned businesses selling at the market	Total number of women-owned businesses selling fruits & vegetables at the market	Total number of women-owned businesses selling meat & seafood at the market	Total number of women-owned businesses selling dairy at the market	Total number of women-owned businesses selling eggs at the market	Total number of women-owned businesses selling nuts & legumes at the market
	27.50	28.57	0	-	14.29	0

Stevens Point Farmers Market - 2022	Total number of women-owned businesses selling plants & flowers at the market	Total number of women-owned businesses selling value-added food at the market	Total number of women-owned businesses selling prepared food at the market	Total number of women-owned businesses selling craft/art/services at the market		
	33.33	14.29	0	20		

Total Number of Farm Vendors with Organic Certification (or in 3 year Transition):

Stevens Point Farmers Market - 2022	Total number of farm vendors with organic certification (or in 3 year transition)	Total number of farm vendors Certified Organic (or in 3-year transition)	Total number of farm vendors Certified Naturally Grown selling at	Total number of farm vendors Certified Biodynamic selling at the market	Total number of farm vendors Food Alliance Certified selling at	Total number of farm vendors with other certifications selling at market
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	selling at the market	selling at market	market		market	
	3	2	1	0	0	1

Stevens Point Farmers Market - 2022	Total number of farm vendors without certifications selling at market					
	31					

Total Number of Different Food Products Available For Sale:

Stevens Point Farmers Market - 2022	Total number of different food products available for sale	Total number of different fruit and vegetable crops available for sale				
	TBD	TBD				

STEVENS POINT FARMERS MARKET

Farm2Facts Data Takeaways
Summer 2022





— CUSTOMER —

- Average number of visitors per market day:
2,259
- Average \$ spent per visitor per visit: **\$26.70**
- Average \$ spent at neighboring businesses by visitors: **\$42.90**
- % of visitors walking, biking, or carpooling:
11.76%

— VENDOR —

- Total # of food products for sale: **99**
- Average distance traveled to market from product origin: **12 miles**
- Total cultivated & grazed acres: **249**
- Total acres owned & leased: **1632**
- Total # of women-owned businesses selling at market: **27**
- Total # of Organic Certified Vendors: **2**



Business Summary

Downtown
Area: 0.25 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:	210			
Total Employees:	2,034			
Total Residential Population:	777			
Employee/Residential Population Ratio (per 100 Residents)	262			
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	1	0.5%	2	0.1%
Construction	2	1.0%	20	1.0%
Manufacturing	5	2.4%	93	4.6%
Transportation	5	2.4%	104	5.1%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	3	0.1%
Wholesale Trade	3	1.4%	13	0.6%
Retail Trade Summary	48	22.9%	364	17.9%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	2	1.0%	9	0.4%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	2	0.1%
Apparel & Accessory Stores	1	0.5%	3	0.1%
Furniture & Home Furnishings	2	1.0%	12	0.6%
Eating & Drinking Places	23	11.0%	273	13.4%
Miscellaneous Retail	19	9.0%	65	3.2%
Finance, Insurance, Real Estate Summary	22	10.5%	316	15.5%
Banks, Savings & Lending Institutions	3	1.4%	180	8.8%
Securities Brokers	7	3.3%	49	2.4%
Insurance Carriers & Agents	5	2.4%	54	2.7%
Real Estate, Holding, Other Investment Offices	7	3.3%	34	1.7%
Services Summary	92	43.8%	819	40.3%
Hotels & Lodging	1	0.5%	11	0.5%
Automotive Services	1	0.5%	3	0.1%
Motion Pictures & Amusements	6	2.9%	13	0.6%
Health Services	10	4.8%	41	2.0%
Legal Services	7	3.3%	57	2.8%
Education Institutions & Libraries	5	2.4%	148	7.3%
Other Services	61	29.0%	546	26.8%
Government	23	11.0%	291	14.3%
Unclassified Establishments	10	4.8%	10	0.5%
Totals	210	100.0%	2,034	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

January 16, 2023



Business Summary

Downtown
Area: 0.25 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	3	0.1%
Construction	2	1.0%	20	1.0%
Manufacturing	2	1.0%	49	2.4%
Wholesale Trade	3	1.4%	13	0.6%
Retail Trade	25	11.9%	89	4.4%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	2	1.0%	6	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	0.5%	6	0.3%
Health & Personal Care Stores	0	0.0%	3	0.1%
Gasoline Stations	0	0.0%	2	0.1%
Clothing & Clothing Accessories Stores	5	2.4%	26	1.3%
Sport Goods, Hobby, Book, & Music Stores	7	3.3%	22	1.1%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	7	3.3%	21	1.0%
Nonstore Retailers	0	0.0%	2	0.1%
Transportation & Warehousing	3	1.4%	57	2.8%
Information	8	3.8%	141	6.9%
Finance & Insurance	15	7.1%	283	13.9%
Central Bank/Credit Intermediation & Related Activities	3	1.4%	180	8.8%
Securities, Commodity Contracts & Other Financial	7	3.3%	49	2.4%
Insurance Carriers & Related Activities; Funds, Trusts &	5	2.4%	54	2.7%
Real Estate, Rental & Leasing	7	3.3%	31	1.5%
Professional, Scientific & Tech Services	20	9.5%	98	4.8%
Legal Services	8	3.8%	60	2.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	6	2.9%	82	4.0%
Educational Services	3	1.4%	62	3.0%
Health Care & Social Assistance	25	11.9%	387	19.0%
Arts, Entertainment & Recreation	8	3.8%	24	1.2%
Accommodation & Food Services	24	11.4%	284	14.0%
Accommodation	1	0.5%	11	0.5%
Food Services & Drinking Places	23	11.0%	273	13.4%
Other Services (except Public Administration)	27	12.9%	112	5.5%
Automotive Repair & Maintenance	0	0.0%	2	0.1%
Public Administration	23	11.0%	291	14.3%
Unclassified Establishments	10	4.8%	10	0.5%
Total	210	100.0%	2,034	100.0%

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January 16, 2023