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 for the first Tuesday of each month but moved for special circumstances. Additional ad hoc meetings are held as needed. All board meetings of the board 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:	September 20, 2023 2:30 PM	**Location:**	Mid-State Technical College, Room 413 1001 Centerpoint Drive OR Zoom Teleconferencing **Meeting ID: 869 0049 3968 | Passcode: 099929** **By Computer: Zoom Link** **By Phone: +1-312-626-6799 (US Chicago)**

Opening Section:

1. Roll Call.
2. Comments and questions from the public on agenda and non-agenda items.
3. Workgroup & Committee Reports

   A. Downtown MOU Workgroup (Chris K., Hana C., Marc C., Tara M.)

   B. Main 5:

   - Bathrooms (Mike B., Tara M., Chris K.)
   - Branding (Brian C., Hana C., Rosalind K.)
   - Lighting (Mike B., Chris K.)
   - Outdoor Support (Vacant)
   - Volunteer Database (Tara M.)

C. City Staff Updates

4. Discussion on BID Tax Levy

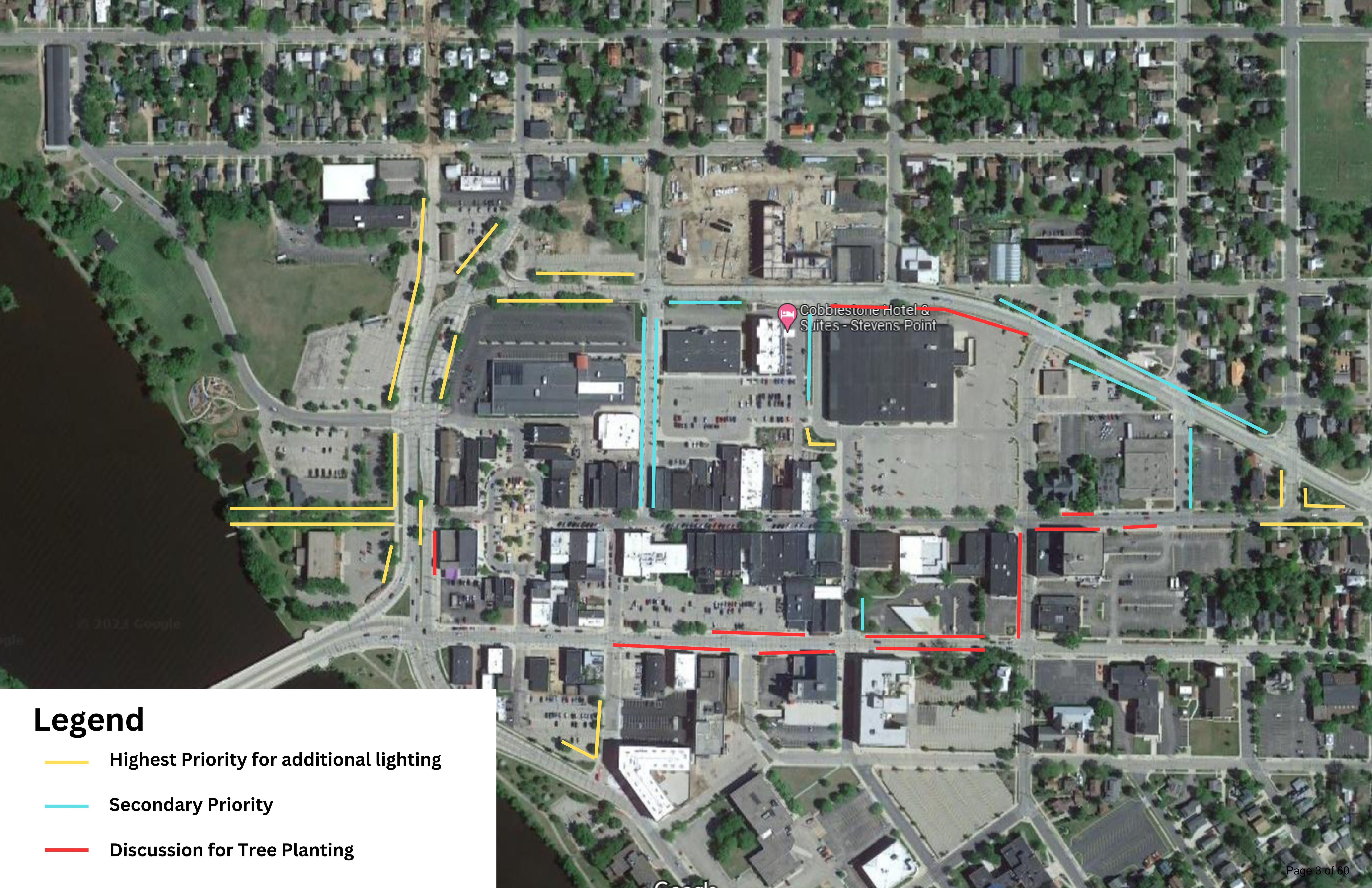
Discussion and Possible Action:

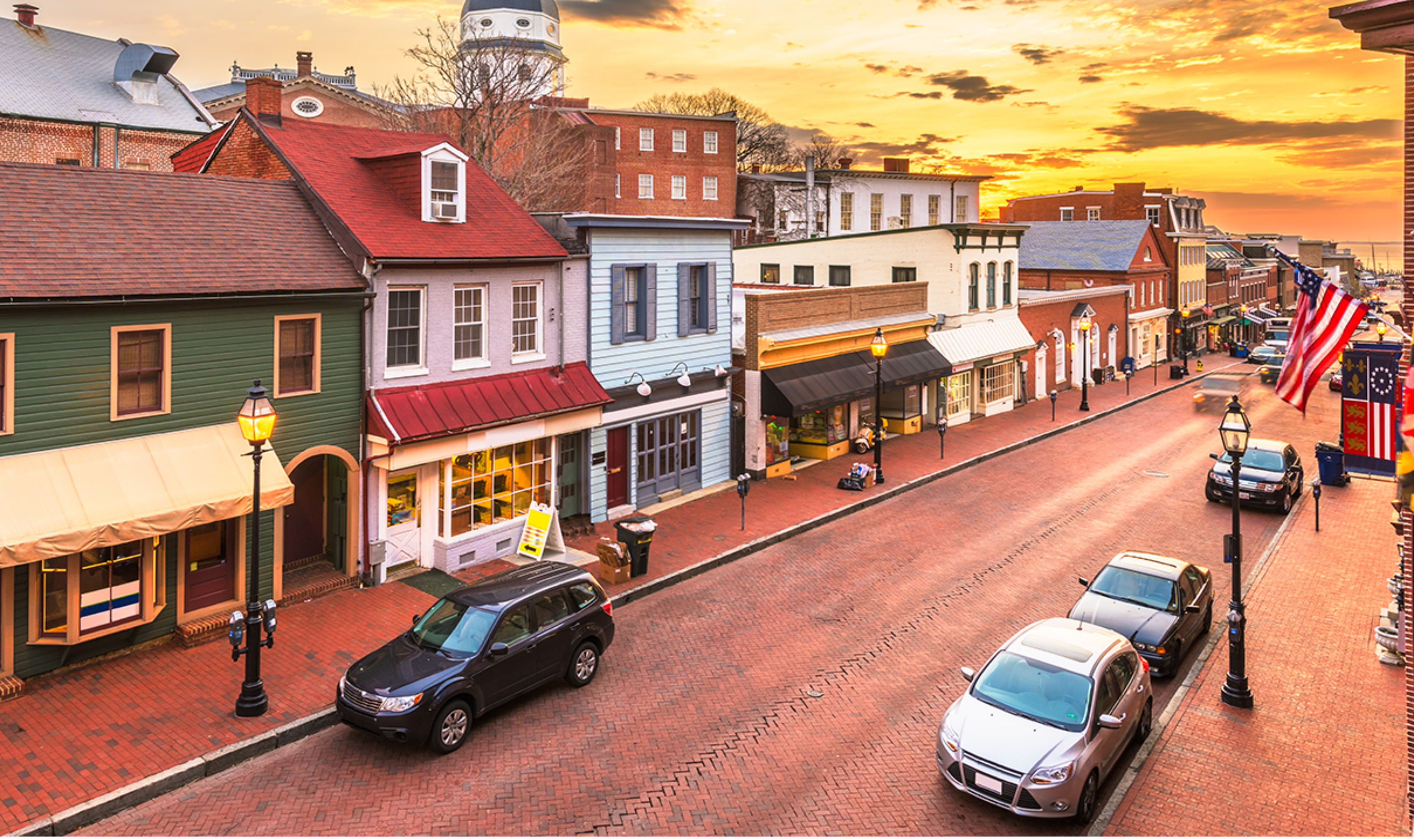
1. Approve minutes from August 1, 2023
2. Main St manager hiring steps (Jeanna T., Mike B., Chris K.)
3. Scheduling an annual town hall meeting.
4. Workgroup to review and publish operating plan.
5. Establishing Community Foundation special projects fund.

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.


Cobblestone Hotel & Suites - Stevens Point
© 2023 Google
Legend
Highest Priority for additional lighting
Secondary Priority
Discussion for Tree Planting



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL - *Version 2.0 - August 2022*

TABLE OF CONTENTS

MAIN STREET AMERICA®

COMMUNITY SELF-ASSESSMENT TOOL

For over 40 years, Main Street programs across the country have used the Main Street Approach™ to support revitalization and catalyze positive transformation of their downtowns and neighborhood commercial corridors. Through grassroots leadership, partnership building, community engagement, and a commitment to holistic preservation-based economic development, thousands of Affiliate and Accredited Main Street programs have created lasting impact for their local economies and communities as a whole.

AN EMPOWERING MODEL FOR REVITALIZATION

The new Main Street America Evaluation Framework, developed by Main Street America (MSA) in close partnership with Main Street Coordinating Programs, outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

Annual program assessments are an important opportunity for local Main Street leaders, volunteers, partners, and Coordinating Programs to come together to reflect on the progress of a program's efforts and identify opportunities to build and grow.

The following Self-Assessment has been developed as a tool to help Main Street leaders recognize how their program's efforts already align with the new standards and identify areas for deeper focus and prioritization. The tool will also serve as a basis for local leaders to work with their Coordinating Program on identifying areas for capacity building, program development, and training needs. This process will also inform Main Street America on our network's strengths, greatest needs and opportunities.

We encourage you to look at this tool as a working model – one that will adapt and grow as we test it in the field before full implementation at the end of 2023. We invite you to be in close communication with Main Street America staff and your Coordinating Program to explore how these new standards and measures are working for your organization, what might be missing or unclear, and how Main Street America can support your efforts.

WHO SHOULD USE THIS TOOL

- Currently and previously Accredited programs.
- Affiliate-level programs wanting to become Accredited in the future.
- New communities seeking guidance in establishing a strong foundation for their revitalization programs with the vision of being designated as Affiliate or Accredited in the future.

WHEN TO USE THIS TOOL

- Get started now! There's a lot of content to dig in to, but by reviewing this tool regularly you will have plenty of time to familiarize yourself with these new Standards and Indicators before we move to full integration by the end of 2023.
- Consider dedicating time at each of your board and committees' meetings to become more familiar with the new Standards (we'll be providing discussion guides to help frame these conversations).

HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, score yourself on the Indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

For each Indicator, we encourage communities to explore areas of strength and opportunities for growth by discussing:

- What actions and next steps can you take to strengthen your efforts?
- How can you build upon your work or take it to the next level?

The Self-Assessment Tool provides examples of how Main Street programs can meet each Standard. These example activities are not an exhaustive or prescriptive list, rather are included to provide guidance and inspiration. Programs are invited to count these and other related activities towards each Indicator.

After you complete you Community Self-Assessement, your Coordinator will review and provide their own score and feedback. **Communities will need to average at least three (3) points per Standard to achieve Accreditation.** Please use this Community Assessment Worksheet to evaluate your program's progress.

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. **The current Baseline Requirements are:**

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- Detailed work plans aligned with the selected Transformation Strategy that outline programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
- Reinvestment statistics reported as required by Coordinating Program (monthly, quarterly, or annually).
- Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the Coordinating Program logo.

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level.

STANDARD I

BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization, but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Partnerships and Collaborations, II) District and Community Outreach, and III) Communication and Public Relations.**

KEY INDICATORS

The following Indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. PARTNERSHIPS AND COLLABORATIONS

INDICATOR I: Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

a. Participation in strategy development and planning.
b. Collaborations in the implementation of programming or work plans.
c. Monetary and non-monetary resources for the Main Street program.
d. Engagement of elected officials and/or staff in the Main Street program Board and committees.
e. Promoting the district revitalization and their partnership with Main Street.

INDICATOR II: Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

a. Participation in strategy development and planning.
b. Collaborations in the implementation of programming or work plans.
c. Monetary and non-monetary resources for the Main Street program.
d. Engagement with the Main Street program Board and committees.
e. Promoting district revitalization and their partnership with Main Street.

II. DISTRICT AND COMMUNITY OUTREACH

INDICATOR I: Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents). Examples of how outreach efforts are demonstrated include:

a. A variety of communication tools (online and printed materials) used to reach a broad group of district stakeholders.

b. Workplans that outline how planned activities intend to reach all members of the community.

c. Main Street bringing the district and community stakeholders together for input gathering, information sharing, etc. at least once a year.

III. COMMUNICATION AND PUBLIC RELATIONS

INDICATOR I: Main Street has maintained communication and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program. Examples of how these efforts are demonstrated include:

a. The program's external marketing (online, printed, social media, etc.) clearly promotes the role and impact of the Main Street program.

b. Main Street's leadership and staff are actively engaged in public relations activities that educate, build awareness, and promote the Main Street program.

c. Main Street highlights positive stories about the district through a variety of media tools.

INDICATOR II: Main Street has maintained communication and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program. Examples of how these efforts are demonstrated include:

a. Main Street meets with local government officials or attends council meetings to share progress and impact (at least every quarter).

b. Main Street invites participation of local government officials and staff to meetings and encourages visits to the district and programming activities.

INDICATOR III: Main Street has promoted the district's positive image, brand identity, and assets. Examples of how these efforts are demonstrated include:

a. A distinctive brand has been created and implemented for the district.

b. A distinctive brand has been created and implemented for the organization.

c. Social media platforms are used to promote the value of the district and the Main Street program.

d. An annual report is produced noting successes across the Four Points.

STANDARD II

INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work. Standard Two reflects the value we place on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street. This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Inclusive Organizational Culture and Diverse Volunteer Engagement, II) Active Board Leadership and Supporting Volunteer Base, III) Professional Staff Management, and IV) Effective Operational Structure**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can become proactive and effective agents for inclusive community engagement and leadership development, ensuring that the investment of time and talents is a rewarding experience. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT

INDICATOR I: The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement. Examples of how these efforts are demonstrated include:

a. The organization's stated mission and core values show a commitment to engaging all sectors of the community it serves.

b. Internal and external messaging promotes that Main Street has a place for everyone in the community and that diverse engagement is welcomed and valued. Communication tools address language barriers as appropriate.

c. Work plans and programming activities address accessibility and inclusive design for all community members.

d. The organization's policies address equitable access for all district and community stakeholders in the organization's leadership structure (Board and committees) as well as in specific projects and activities.

INDICATOR II: The Main Street organization has implemented an inclusive volunteer program that demonstrates the capacity to implement approved annual work plans and programming for the district. Examples of how these efforts are demonstrated include:

a. Clearly outlined volunteer needs for approved work plans or programming activities are in place and promoted broadly.

b. A proactive effort to recruit diverse volunteers representing the entire community in a culturally competent way.

c. Active volunteer coordination throughout the year that ensures attention to thoughtful placement, rotation, and retention of new and existing volunteers within the organization.

d. Initiatives, activities, or events are taking place throughout the year to recognize and/or demonstrate appreciation for Main Street volunteers.

e. Volunteers at all levels have access to and receive appropriate orientation, trainings, and leadership development throughout the year.

INDICATOR III: The Main Street Board of Directors is formed with a diverse and balanced representation of district and community stakeholders. The following participation is recommended:

a. District business owners

b. District property owners

c. District and community residents

d. Community businesses/corporations

e. Institutions (schools, universities, foundations, nonprofits, government)

INDICATOR IV: The Main Street organization has developed a leadership base (Board, staff, committee members, and volunteers) that reflects the district and the community it serves. The leadership base should be open, inclusive, and representative of the entire community, taking into account a broad range of dimensions of diversity, including race, age, ethnicity, gender, education, physical and mental ability, veteran status, and income level. The program should take proactive measures to ensure under-represented groups are included as part of Main Street's leadership base.

a. Looking at the community's most recent population data, Main Street leadership base reflects a balanced level of participation of all age groups.

b. Looking at the community's most recent population data, the Main Street leadership base reflects the racial and ethnic diversity of the community,

c. Looking at the community's most recent population data, the Main Street leadership base reflects gender balance.

d. Considering the Main Street Approach, the organization's leadership base demonstrates a wide range of skills, experiences, and perspectives.

II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

INDICATOR I*: Board members have demonstrated active engagement in the Main Street program throughout the year. Ideally, 100 percent but no less than 75 percent of Board members have:

a. Attended Board meetings 75 percent of the time throughout the year.

b. New Board members participated in Board orientation and existing Board members participated in at least one training offered by the Coordinating Program.

c. Played an active role on the Board by leading a committee, a task force, or key initiative.

d. Advocated for the program and the district within the community, in coordination with Main Street staff and the rest of the Board.

Meeting this Indicator is a requirement and must be met to achieve Accreditation.

INDICATOR II: Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals. Ideally, 100 percent but no less than 75 percent of Board members have:

a. Made a personal financial investment in the program.

b. Participated in the development of fundraising goals.

c. Led or participated in a key fundraising activity of the organization.

d. Made direct solicitations.

e. Supported donor relationship, retention, and/or recruitment.

INDICATOR III: The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Examples of how these efforts are demonstrated include:

a. Established committees or teams that follow the program's selected Transformation Strategies, Board's outlined priorities, and/or the Main Street Four Points.

b. Each volunteer committee or team has an active leader, chair, or co-chairs.

c. Each volunteer committee has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement. Ideally, there is a leader or champion for every project.

d. Committees or teams participate in trainings that support their roles at least annually.

III. PROFESSIONAL STAFF MANAGEMENT

INDICATOR I*: The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work. These efforts are demonstrated by fulfillment of all the following:

a. The Main Street Program meets the minimum staffing requirements established by the Coordinating program. At a minimum, Main Street America requires part-time staffing for cities under 5,000 population and 1 FTE for cities over 5,000 population.

b. Main Street staff have job descriptions and defined performance expectations.

c. Main Street staff participates in trainings required by the Coordinating Program.

d. Main Street staff participates in professional development offerings provided by Main Street America, Coordinating Program, etc.

e. Main Street staff communicates regularly with the Board and specifically with the Board Chair and offers regular monthly reports to the Board.

**Meeting this Indicator is a requirement and must be met to achieve Accreditation.*

INDICATOR II: The Main Street Board of Directors has managed and provided guidance to its Main Street Director throughout the year. Understanding that organizational formats vary, this is demonstrated by:

a. The Board, through its Board chair or president provides regular guidance and feedback to the program's director.

b. A formal performance review process is conducted at least once annually. The Board Executive Committee, with participation of Board members, leads the director's perfor mance review.

c. The Board ensures that the annual budget provides a competitive compensation package (pay and benefits) and opportunity for appropriate merit increases.

d. The Board ensures that the annual budget offers staff with professional development and trainings, including travel.

e. Staff management policies and procedures are in place and reviewed annually. Appropriate procedures ensure clearly established communication lines and roles and responsibilities between Board and staff.

f. The Board has developed a plan to manage succession or the director's transition and recruitment.

IV. EFFECTIVE OPERATIONAL STRUCTURE

INDICATOR I*: The Main Street organization has developed appropriate operational and organizational practices to manage effectively. This must include the following:

a. A clearly defined mission statement that confirms the purpose of the organization.

b. Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district.

c. Operating policies and procedures that outline internal and external communication practices, conflicts of interest, personnel management, leadership selections, elections, and terms, Board roles and responsibilities, etc.

d. Appropriate insurance for the organization, Board/staff, and its programming.

e. Legal and fiscal requirements are met and maintained as required with its tax status or operation structure.

Meeting this Indicator is a requirement and must be met to achieve Accreditation.

STANDARD III

DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations. Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Balanced Funding Structure, II) Strategic Revenue Development and Fundraising, III) Budget and Work Plan Alignment and IV) Financial Management and Best Practices**

KEY INDICATORS

Understanding that funding is an essential resource to accomplish the work of revitalization, the following indicators included under this Standard can guide Main Street programs in building, growing, and sustaining diverse and balanced mix of investment in revitalization efforts and the Main Street program. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. BALANCED FUNDING STRUCTURE

INDICATOR I: The Main Street organization's budget demonstrates a balanced funding structure with a diverse mix of public and private sector sources. Examples of how these efforts are demonstrated include:

a. Contributions from private sector: e.g., businesses, community members and/or partner organizations.

b. Special taxing/assessment district.

c. Sponsorships and/or in-kind donations.

d. Earned revenues.

e. Memberships.

f. Local Government.

g. Grants.

INDICATOR II: The private sector is investing in the district's revitalization efforts and the Main Street program. Examples of how these efforts are demonstrated include:

a. Fundraising activities such as event sponsorships, marketing initiatives, and/or special project funding.

b. Main Street program's earned incomes, such as rents, merchandise sales, etc.

c. Investor programs such as memberships, Friends of, annual donations, etc.

d. In-kind services.

e. A special tax self-assessment mechanism(s) approved by district property and/or business owners, such as BIDs, CIDs, DDAs, SSMID, etc.

INDICATOR III: The public sector is investing in the district's revitalization and the Main Street program. Examples of how these efforts are demonstrated include:

a. Annual contribution to the Main Street.

b. Service agreements with the Main Street.

c. Supports through the employment of the Main Street Director.

d. Direct funding for event sponsorships & marketing initiatives.

e. In-kind services

II. STRATEGIC REVENUE DEVELOPMENT AND FUNDRAISING

INDICATOR I: The Main Street program demonstrates commitment to strategic revenue development process and oversight. Examples of how these efforts are demonstrated include:

a. The Board reviews fund-development plans, goals, and progress at least quarterly.

b. A designated Board member provides active financial oversight for the program and is engaged in revenue development planning and reporting.

c. A fund-development committee, organization committee, or team is in place to lead fund-development planning and implementation.

d. Committees are engaged in seeking funding to support projects.

III. BUDGET AND WORK PLAN ALIGNMENT

INDICATOR I: The Main Street organization has an annual budget that is aligned to the organization's strategies and goals. Examples of how these efforts are demonstrated include:

a. Alignment with the mission.

b. Alignment with a selected Transformation Strategy and/or approved workplan.

c. A diversity of income sources.

INDICATOR II: The Main Street program exhibits commitment to a budget that effectively covers operational and programming goals. Examples of how these efforts are demonstrated include:

a. Covering operational expenses, including program personnel, office administration, financial management activities, and travel expenses for professional development.

b. Covering programming related to each point of the Main Street Approach (Organization, Economic Vitality, Design, Promotion).

IV. FINANCIAL MANAGEMENT AND BEST PRACTICES

INDICATOR I: The Main Street organization demonstrates sound financial management outlined by processes and procedures. Examples of how these efforts are demonstrated include:

a. Financial tracking systems and reporting practices are in place. (QuickBooks or other software)

b. The organization's monthly financial statements are reviewed by the Treasurer.

c. The organization has a third party financial professional compile and reconcile monthly financial statements.

d. The organization has had a third party financial professional review, reconcile and/or audit the program's finances at a minimum every two years.

INDICATOR II: The Main Street organization's financial management has clear leadership and oversight. Examples of how these efforts are demonstrated include:

a. Leadership roles and responsibilities relating to budgeting, fund-development, and financial reporting are clearly outlined through Board, committee and/or Treasurer job descriptions.

b. The Main Street Board of directors conducts monthly reviews of the organization's finances to ensure appropriate accountability and alignment with programming.

STANDARD IV

STRATEGY-DRIVEN PROGRAMMING

Main Street has built a strong track record for making change happen in communities across the country. Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Planning Guided by Inclusive Community and Market-informed Inputs, II) Defining Direction through Transformation Strategy Identification and Development, and III) Strategy-aligned Comprehensive Work Planning and Implementation Across all Four Points**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can develop a community and market informed strategy-driven planning and implementation process. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. PLANNING GUIDED BY INCLUSIVE COMMUNITY AND MARKET-INFORMED INPUTS

INDICATOR I: The organization's annual planning process as informed by a comprehensive set of inputs that guide Transformation Strategy identification and work plan alignment and implementation. Examples of how these are demonstrated include:

a. Inclusive district and community input is gathered at a minimum of every three years to keep the pulse on the district's needs through focus group events, online surveys, and/or other strategies.

b. Market research and analysis has been conducted for the district's trade area within an appropriate time interval, depending on the local economy. This is recommended at least every three to five years.

c. Business inventory is up to date and reflective of the district's business mix, uses, and existing clusters.

d. Building inventory is up to date and reflective of the district's property ownership, condition, uses, and status (for sale, for lease, occupied).

e. The organization maintains an asset map that recognizes distinctive place-based assets within the district that highlight unique and competitive advantages and market opportunities.

f. Strategy reflects opportunities driven by local and national trends.

II. DEFINING DIRECTION THROUGH TRANSFORMATION STRATEGY IDENTIFICATION AND DEVELOPMENT

INDICATOR I: Main Street has defined and aligned as an organization around a Transformation Strategy that is guiding the revitalization work. Examples of how these are demonstrated include:

a. Using a comprehensive set of inputs, the board has identified a consumer-based or industry-, product-, or service-based strategy(s) that can best respond to the district and community vision, needs and market opportunities.

b. The board formally adopts a Transformation Strategy(s).

c. Partner organizations or other stakeholders have adopted or endorsed selected Transformation Strategy.

d. The Strategy(s) have measurable benchmarks.

III. STRATEGY-ALIGNED COMPREHENSIVE WORK PLANNING AND IMPLEMENTATION ACROSS ALL FOUR POINTS

INDICATOR I: The Main Street board conducts an annual strategy-driven work planning process with volunteer committees to guide the organization's programming. Examples of how these are demonstrated include:

a. Board outlines priorities or goals that guide volunteer committees in identifying the initiatives, projects, and activities to be approved in annual work plan.

b. Projects, events, or initiatives are aligned with selected Transformation Strategy(s).

c. The Transformation Strategy(s) are reflected comprehensively across all Four Points.

d. Work plans include written action plans for critical projects that outline specific tasks, timeline, budget, volunteer hours, who's responsible, etc.

e. Annual fund-development goals and allocations are guided by the Transformation Strategy(s)

STANDARD V

PRESERVATION-BASED ECONOMIC DEVELOPMENT

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets. Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establishes a competitive market advantage.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Preservation Ethics and Education on Historic and Cultural Assets, II) Standards and Best Practices for Place-based, People-focused Design, and III) Promotion of Historic, Heritage, and Cultural Assets**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can build a strong foundation for revitalization through the preservation of building and cultural assets, educating the public on their value to economic growth, and enlisting businesses and property owners in redevelopment efforts. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. PRESERVATION ETHICS AND EDUCATION ON HISTORIC AND CULTURAL ASSETS

INDICATOR I: Main Street demonstrates the community's commitment to its historic and cultural assets. Examples of how these are demonstrated include:

a. The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places.

b. The community is a Certified Local Government (CLG).

c. The district has received cultural, arts, or other special designations or recognitions.

d. Main Street advocates for a local preservation ordinance or the community has one.

e. Main Street has developed or supported the development of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.

f. Incentives or in-kind services are in place to assist with improvements to historic and cultural resources (e.g., façade grant, sign grant, low interest loan, design assistance)

g. Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets as economic development priorities.

INDICATOR II: Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations, and residents at large. Examples of how these are demonstrated include:

a. Holding education and awareness activities that promote the value of the district's historic fabric and cultural assets throughout the year or at least annually during Preservation Month.

b. Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.

c. Attending staff and volunteer trainings provided by the Coordinating Program, Main Street America, or other organizations.

d. Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built and cultural assets.

II. STANDARDS AND BEST PRACTICES FOR PLACE-BASED, PEOPLE-FOCUSED DESIGN

INDICATOR I: Main Street is an advocate and partner for the implementation of standards, guidelines, and best practices for the preservation of historic and cultural assets. Examples of how these are demonstrated include:

a. Partnered with local government, commissions, and community groups to assess and incorporate heritage and cultural assets into economic development and marketing priorities and initiatives.

b. Provided or connected district property owners with assistance in redevelopment that is aligned with the district's strategy(s).

c. Provided guidance that educates property and business owners and developers on state and local ordinances, incentives, and other redevelopment tools.

d. Provided guidance to projects that leveraged preservation and/or economic development funding tools to support building improvements (TIF, Historic Tax Credits, CLG, USDA grants, etc.)

e. Advocated for threatened historic properties, and worked to acquire, attract new owner ships and/or worked with city leaders to enforce requirement maintenance standards.

III. PROMOTION OF HISTORIC, HERITAGE, AND CULTURAL ASSETS

INDICATOR I: The Main Street program actively promotes the district's historic and cultural assets. Examples of how these are demonstrated include:

a. Activities/programming that interpret, celebrate, and recognize local heritage and cultural resources.

b. Working with media to promote stories that highlight the district's historic and cultural assets and messages their importance to the community and economic growth.

c. Conducts activities that educate property owners on the benefits of rehabbing historic properties to increase the economic value of the property.

STANDARD VI

DEMONSTRATED IMPACT AND RESULTS

Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the districtís position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Demonstrating the Value of Main Street, II) Measuring and Packaging Quantitative and Qualitative Outcomes and III) Promoting Progress and Demonstrating Impact and Results**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can build the case for Main Street and demonstrate the impact of their revitalization efforts. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. DEMONSTRATING THE VALUE OF MAIN STREET

INDICATOR I: Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large. Examples of how these are demonstrated include:

a. District revitalization and physical and economic improvements are included in recent regional or citywide master plans, economic development plans, comprehensive plans, etc.

b. Main Street participates in ongoing local planning efforts that involve the district.

c. Main Street participates in guest presentations to local community organizations and institutions.

d. Small business owners in and around the district regularly seek and receive assistance or support from the Main Street program (e.g., letters of support for grants or loans, market ing support on the Main Street program's website and social media, etc.)

e. District stakeholders advocate for the program when requested.

f. The district is highlighted in local partners' communication and marketing efforts (e.g., city, tourism, economic development, etc.) with blog posts, multi-line descriptions of the district, and/or photos featuring the district, etc.

g. Main Street program's logo, webpage, and/or social media links are included on local government and other partner organizations' websites.

h. Entrepreneurs and local business owners regularly approach the Main Street program about commercial spaces in the district that could potentially serve as a base-of-operations for a new business or new location for an existing business.

II. MEASURING AND PACKAGING QUANTITATIVE AND QUALITATIVE OUTCOMES

INDICATOR I: Main Street regularly collects and maintains district revitalization statistics (quantitative) and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program. Examples of how these are demonstrated include:

a. Number of businesses operating in the district.

b. Number of businesses operating in the district that are women-owned.

c. Number of businesses operating in the district that are minority-owned.

d. Number of businesses operating in the district that are veteran-owned.

e. Number of employees/jobs based in the district.

f. Number of new businesses launched in the district over a given period (monthly, quarterly, or annually) and number of employees/jobs added in a district in a given period.

g. Number of business closures in the district over a given period (monthly, quarterly, or annually) and number of employees/jobs lost in a district in a given period.

h. Number of local businesses participating as vendors in district events, festivals, etc.

i. Number of housing units added or lost in the district over a given period (monthly, quarterly, or annually), broken out by housing type (loft, apartment, duplex, single family detached home, etc.), tenure type (for lease or for sale), and sale/rent amount relative to area median income (i.e., affordability).

j. Number of properties in the district renovated, including details about the capital invested in the renovations and any financial incentives programs leveraged in the renovation (e.g., historic tax credits, low-income housing tax credits, etc.).

k. Number of public improvement projects in the district that were launched/completed, including overall price tag, public dollars invested, and any secondary sources of capital invested.

INDICATOR II: Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time. Examples of how these are demonstrated include:

a. Board annually reviews broad performance goals established within the organization's workplan.

b. Board annually reviews metrics established to analyze the progress of selected Transformation Strategies.

c. Number of volunteer hours contributed.

d. Financial value of volunteer contribution (using Independentsector.org formula).

e. Number of volunteers participating.

f. Testimonial reports from small business owners, property owners, and government officials about the value of the Main Street program.

g. Conversion of volunteer hours to in-kind dollars ($) contributed.

h. Financial ($) contributions made to Main Street by the public sector.

i. Financial ($) contributions made to Main Street by the private sector.

j. Number of responses and analysis of response data from a survey that seeks to under stand the community's growing knowledge about Main Street, the importance of Main Street,etc., as well as stakeholder attitudes about Main Street organization.

k. Impact surveys of promotional events.

l. Impact surveys of education programming attendees.

m. Number of media impressions.

III. PROMOTING PROGRESS AND DEMONSTRATING IMPACT AND RESULTS

INDICATOR I: The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include:

a. Sharing through the Coordinating Program reporting system according to the timeline outlined in annual agreements.

b. Sharing with district stakeholders, local units of government, anchor organizations, funders, and the community at large.

c. Highlighting and publishing success stories of impactful projects on digital platforms (website, social media channels, etc.) and local media outlets.

d. Publishing and distributing an annual report and summary of revitalization statistics.

e. Highlighting key statistics and testimonials on website and other marketing materials.

COMMUNITY ASSESSMENT WORKSHEET

Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America*

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

After reviewing the Community Self-Assessment Tool document, use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting **Yes** or **No**.

		LP		CP		MSA	
		Yes	No	Yes	No	Yes	No
1	A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.	○	○	○	○	○	○
2	Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	○	○	○	○	○	○
3	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	○	○	○	○	○	○
4	Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	○	○	○	○	○	○
5	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	○	○	○	○	○	○
6	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	○	○	○	○	○	○
7	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	○	○	○	○	○	○
8	Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	○	○	○	○	○	○

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level

ACCREDITATION ELIGIBILITY

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator.	Outstanding achievement. One that other programs could replicate.

Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	CP	MSA
Partnerships and Collaboration			
Indicator I:	___	___	___
Indicator II:	___	___	___
District and Community Outreach			
Indicator I:	___	___	___
Communications and Public Relations			
Indicator I:	___	___	___
Indicator II:	___	___	___
Indicator III:	___	___	___
Standard I Average:	0.0	0.0	0.0

Notes

STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

	LP	CP	MSA	Notes
Inclusive Organizational Culture and Diverse Volunteer Engagement				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Indicator IV:	___	___	___	
Active Board Leadership and Supporting Volunteer Base				
Indicator I: *Required*	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Professional Staff Management				
Indicator I: *Required*	___	___	___	
Indicator II:	___	___	___	
Effective Operational Structure				
Indicator I: *Required*	___	___	___	
Standard II Average:	0.0	0.0	0.0	

STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	CP	MSA	Notes
Balanced Funding Structure				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Strategic Revenue Development and Fundraising				
Indicator I:	___	___	___	
Budget and Work Plan Alignment				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Financial Management and Best Practices				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Standard III Average:	0.0	0.0	0.0	

STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

	LP	CP	MSA
Planning Guided by Inclusive Community and Market-Informed Inputs			
Indicator I:	___	___	___
Defining Direction through Transformation Strategy Identification and Development			
Indicator I:	___	___	___
Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points			
Indicator I:	___	___	___
Standard IV Average:	0.0	0.0	0.0

Notes

STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

	LP	CP	MSA
Preservation Ethics and Education on Historic and Cultural Assets			
Indicator I:	___	___	___
Indicator II:	___	___	___
Standards and Best Practices for Place-based, People-focused Design			
Indicator I:	___	___	___
Promotion of Historic, Heritage, and Cultural Assets			
Indicator I:	___	___	___
Standard V Average:	0.0	0.0	0.0

Notes

STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

	LP	CP	MSA
Demonstrating the Value of Main Street			
Indicator I:	___	___	___
Measuring and Packaging Quantitative and Qualitative Outcomes			
Indicator I:	___	___	___
Indicator II:	___	___	___
Promoting Progress and Demonstrating Impact and Results			
Indicator I:	___	___	___
Standard VI Average:	0.0	0.0	0.0

Notes

CUMULATIVE AVERAGE SCORES		LP	CP	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION	0.0	0.0	0.0
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY	0.0	0.0	0.0
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS	0.0	0.0	0.0
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING	0.0	0.0	0.0
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT	0.0	0.0	0.0
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS	0.0	0.0	0.0

LOCAL PROGRAM

Program Name: ______________________________

Reviewer:____________________ Title: ____________________ Date: ____________

COORDINATING PROGRAM

Program Name: ______________________________

Reviewer:____________________ Title: ____________________ Date: ____________

MAIN STREET AMERICA

Reviewer:____________________ Title: ____________________ Date: ____________

Main Street America Designation

Being a Main Street America™ community is a special mark of distinction, and represents a commitment to continual improvement, community engagement, and rigorous outcome measurement. It offers national recognition and sends a strong message to local stakeholders, as well as city, state, and national funders. It signifies that you are part of a greater movement that has a 40-year proven track record of generating impressive economic returns, preserving community character, and celebrating local history.

Getting Started

To get started, become a member of the National Main Street Center. Membership gives you access to a wide range of tools, training materials, discounts, funding opportunities, and an invaluable network that will help you develop your revitalization effort and put you on the path to recognition as a Main Street America™ community.

Once you are a member, you are eligible to become a designated Main Street America™ community! If you are currently working with your state, county, or city Coordinating Program, your Coordinator will work with you to determine the right tier and meet the necessary requirements. Not part of a Coordinating Program yet? Find your program here. This network of partner institutions provides invaluable support and training to Main Street America Communities across the country. In areas where this is no Coordinating Program, you may be able to be designated by NMSC directly. Contact us to get started.

Main Street America™ designation is available at two tiers: Affiliate and Accredited.

Affiliate

Affiliate status is our introductory tier. Main Street America Affiliates™ are programs or organizations that have demonstrated a commitment to comprehensive community revitalization and are on the pathway to achieving meaningful economic, social, physical and organizational improvements in their downtown or commercial districts. Main Street America Affiliates commit to:

- Broadly engaging community stakeholders in the revitalization process;
- Working with stakeholders to identify a unified vision for success for community or district and appropriate success indicators;
- Developing diversified and sustainable funding sources to support your efforts;
- Participating in available training, professional development, and networking opportunities to strengthen leadership capacity and deepen knowledge of the Main Street Approach and community revitalization field;
- Maintaining membership with the National Main Street Center.

This tier consists of programs, districts, or communities interested in learning more about the Main Street model tapping into the national network's strategies and resources. These programs are eligible to become Accredited when they meet the necessary performance standards. They may also remain Affiliates if they do not have the capacity or are otherwise ineligible for higher tiers.

How to become an Affiliate:
In states or regions that have existing Coordinating Programs, communities work with their Coordinating Program to learn the Main Street Approach, build capacity, and reach Affiliate status. Coordinating Programs select and recommend Affiliates to the National Main Street Center annually. NMSC may also independently designate Affiliates in areas where there is no Coordinating Program – learn more here.

Accredited

Accredited status is our top tier of recognition. This exclusive designation signifies a commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement. Main Street America Accredited™ programs have a proven track record of planning, implementing, and measuring results that align with the Main Street Approach. National Accreditation is a powerful advocacy tool that highlights a program's work and showcases their achievements. All Accredited programs have demonstrated their success by meeting a series of rigorous accreditation standards:

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan
4. Possesses an historic preservation ethic
5. Has an active board of directors and committees
6. Has an adequate operating budget
7. Has a paid professional program manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics
10. Is a current member of the Main Street America™ Network
    Learn more here

How to become Accredited:
In states or regions that have existing Coordinating Programs, communities work with their Coordinating Program to grow their revitalization effort and meet the performance standards above. Coordinating Programs evaluate, select, and recommend Accredited programs to the National Main Street Center annually. In areas where there is no Coordinating Program, NMSC may accredit communities that have retained the necessary training and evaluation services needed to meet accreditation standards – contact us to learn more.

I want to become a member!

Membership Categories:

___ **General Member $295** – Open to all organizations, municipalities, or individuals interested in commercial district revitalization tools. No requirements – just great resources.

___ **Friend of Main Street $95** – Individuals passionate about supporting the Main Street movement.

___ **Allied Member $525** – Consultants, manufacturers, or companies that serve communities and are interested in tapping into our customer base.

MAIN STREET AMERICA®

Nationally recognized. Locally powered.™

Contact Information:

Organization Name: ______________________________

Contact Name & Title: ______________________________

Mailing Address: ______________________________

Phone: ______________________________

Email: ______________________________

Website: ______________________________

Payment Information:

______ My check is enclosed, made payable to: National Main Street Center, Inc.

______ Charge my credit card – circle type: Visa MasterCard American Express

Credit Card Number: ______________________________

Exp. Date: ______________________CVV:____________

Name on Card: ______________________________

Complete this form and send with payment to:

National Main Street Center
Attention: Main Street Membership
53 W. Jackson Blvd., Suite 350
Chicago, IL 60604

48-Hour Makeover Contest

Wisconsin Main Street Makeover Contest

WISCONSIN ECONOMIC DEVELOPMENT

The Wisconsin Economic Development Corporation (WEDC), partnering with Retailworks, Inc, a commercial interior design, display and branding firm headquartered in Milwaukee are pleased to host the 8th annual **48-Hour Wisconsin Main Street Makeover Contest.** One deserving businesses from one of Wisconsin's designated Main Street districts or Connect Communities will receive funds up to $10,000 for the 48-Hour Makeover to be applied to the business makeover as well as expert assistance.

FRED'S BEDS AND MORE – BEFORE

48-HOUR MAIN STREET MAKEOVER

Services provided to the chosen business:

Architectural Assistance:

- » Colored façade renderings
- » Sign design and layout
- » General code-related advice
- » Material, color and finish suggestions

Social Media and Marketing Assistance:

- » Social media calendar draft
- » Social media post templates
- » Promotional material design and creation
- » Website audit and suggestions

Interior design and display plans, including:

- » Fixture/furniture layout
- » 3-D colored renderings
- » Material, color and finish suggestions and resources
- » Lighting plan/advice and resources
- » Fixture/furniture suggestions/resources
- » Interior sign design and layout

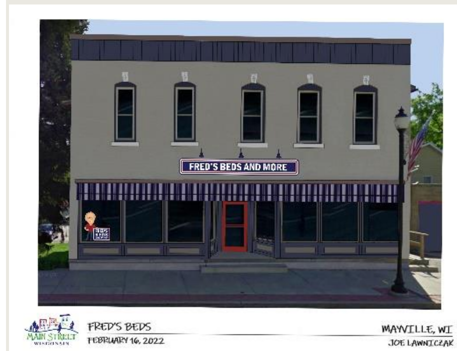
Display and visual merchandising assistance:

- » Window display ideas
- » Focal point displays
- » Product organization and merchandising
- » Product review
- » Prop design
- » Prop fabrication (depending on size and scope of project some of this cost may be included)

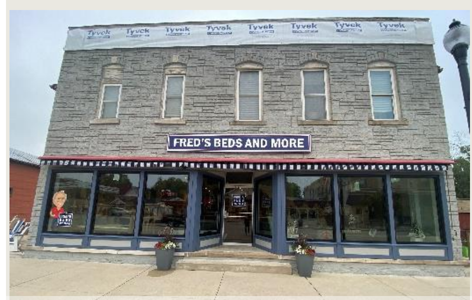
On-site hands-on labor from WEDC and Retailworks team for the final two days to complete installations

Grand re-opening ribbon cutting ceremony inviting WEDC, state and local dignitaries, and local media; customers and community businesses

Total funds received: $10,000
Total value of services: $50,000



FRED'S BEDS AND MORE – FAÇADE RENDERING



FRED'S BEDS AND MORE – IN PROGRESS

BEFORE

AFTER

MAIN STREET WISCONSIN

Retailworks Inc. changing the customer experience

48-Hour Makeover Contest

Wisconsin Main Street Makeover Contest

WISCONSIN ECONOMIC DEVELOPMENT

WHO SHOULD APPLY:

We're looking for an amazing business with a desire to have their physical space match the quality of their goods and services! Businesses in Main Street or Connect Communities districts are encouraged to apply (maps of eligible districts are available here (link). Applicants should be located in the downtown district, occupy an active storefront space and have been in business for at least one full year.

Deadline to apply: September 29, 2023

Applicants should contact their local Main Street Director or Connect Communities Coordinator to learn more about the program or contact adriana.humbert@wedc.org to receive an application.

Required criteria for 48-Hour Makeover Contests:

- Location in a designated Main Street district or Connect Community
- At least 1 full year in business
- Retail or service business with substantial retail element. Retail sales area should be 5,000 square feet or less
- Ability to contribute or secure local match funds of $10,000 (greater match encouraged)
- Willingness of property owner/landlord to participate in program
- Permission from property owner/landlord for improvements to property
- Willingness of business owner to be closed for team renovation period of two days
- Willingness of business owner/staff to participate in planning/meetings/calls to discuss makeover strategy and progress reports, and lend a hand for the makeover improvements

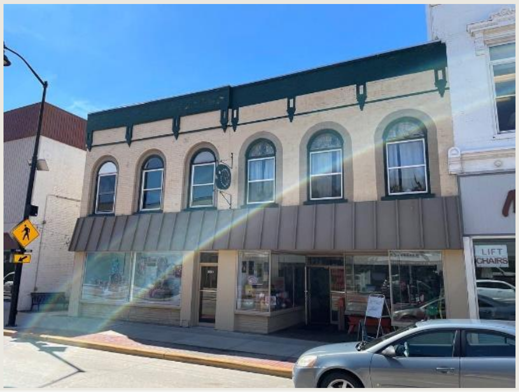
Judging criteria:

- Presence of traditional historic storefront façade elements
- Visible need for façade/interior design improvements
- Project appropriately scaled for the 48-hour renovation period
- Viability of business model
- Future business growth plans/potential
- Compelling personal business story
- Size of impact on community (visibility, size of property, historic significance, etc.)
- Support of/involvement with local Main Street or Connect Communities organization

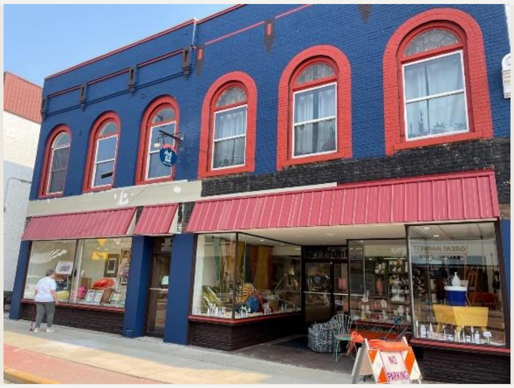
PROGRAM TIMELINE

Application Release – **August 11** → Application Request Deadline – **Sept. 26** → Application Due – **Sept. 29** → Finalists Interviews – **Oct. 2023** → Winners Selected – **Oct. 2023**

Is your business in a Connect Community or Main Street district?



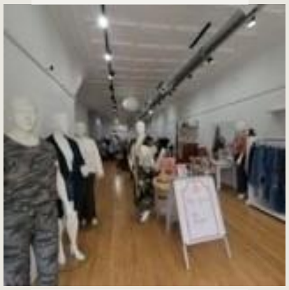
ART ON THE TOWN - BEFORE



ART ON THE TOWN - AFTER

PLUSH CLOTHING

BEFORE



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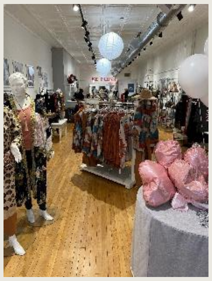

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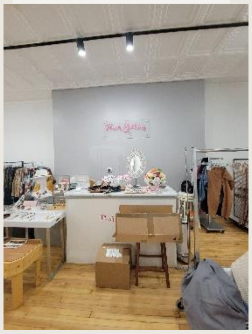

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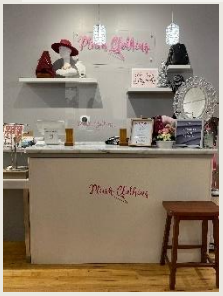

MAIN STREET WISCONSIN

Retailworks Inc.

A Guide to Starting Your Business in Downtown Fond du Lac

Downtown Fond du Lac is in the midst of an economic resurgence. Our beautiful, historic downtown area has attracted significant new investment in the form of old buildings being purchased and repurposed. The market for new business continues to improve every day.

For an individual or entrepreneur, starting a new business can present a major challenge. You need to locate a space to lease. Or possibly buy a building. You need to obtain city permits and approvals. You need access to funding and technical assistance. The process can seem overwhelming. We want to help.

The Downtown Fond du Lac Partnership has created this guide in an effort to make the process of starting your business as simple as possible.

Please contact the Downtown Partnership staff for assistance through this process:

Amy Hansen, *Executive Director*
amy@downtownfdl.com
920.322.2007

Amber Bodart, *Director of Communication and Special Events*
Amber
@downtownfdl.com
920.322.2006

DFP Mission Statement: To establish a diverse, prosperous and healthy district that is social, commercial and the cultural heart of the community.

Developing Your Business Plan

Envision Greater Fond du Lac 920.929.2928 For guidance in developing a business plan or conducting market research: 23 S. Main Street, Fond du Lac
Website: http://www.envisiongreaterfdl.com

Advocap 920.922.7760 The Business Development Program allows low income persons gain self-sufficiency through self-employment. The program administers a Business Development Loan Fund which provides loans to start-up and existing eligible businesses.
Website: http://www.advocap.org

Entrepreneurs Toolkit is designed to give innovators a guide to resources available in Wisconsin and beyond.
Website: http://witoolkit.com/

Wisconsin Economic Development Corporation is Wisconsin's lead economic development organization. WEDC offers information on Business Planning, Permits & Licensing and resources from incubators to business mentors.
Website: http://inwisconsin.com/inside-wedc/

Wisconsin Small Business Development Center provides expert assistance to Wisconsin businesses and entrepreneurs by SBDC consultants who know business and understand the issues facing them.
Website: http://www.wisconsinsbdc.org/

Finding the Right Location

Where does it make sense for your business to be? Is it a retail or service business? Does your business rely on high visibility? Or do you need an office setting? What about parking? For businesses wanting to locate in Downtown Fond du Lac, the Downtown Fond du Lac Partnership is here to help. Downtown Fond du Lac is home to a variety of property types: storefronts, office space, residential buildings, historic buildings. The DFP maintains a database of spaces available for sale or lease in downtown Fond du Lac. The database includes lease or sale prices, square footage, a brief description, and contact information. DFP list of available sale or lease properties:
http://www.downtownfonddulac.com/dfp/available_properties.php

Property Renovations

Downtown Property Design Renderings: To show renovation possibilities, this free service can be used before a building is purchased or leased.

Downtown Façade Design Assistance Grant: This grant funds the services of an architect to design the exterior of your property. Maximum grant amount is $4,000. Twenty-five percent of design costs are reimbursed when the design is complete and approved by the DFP Design Review Board. Seventy-five percent of the balance is reimbursed upon completion of the project.

Building Improvement Grant: Provides a matching grant to fund the expense of exterior renovations. There is no maximum.

Downtown Fond du Lac Design Guidelines: The Downtown Fond du Lac Partnership's Design Review Board has authored, "Design Guidelines, A Guide to Building Rehabilitation, Renovation and New Construction". The guidelines are used in evaluating DFP facade grant applications and for proposals for changes to downtown properties. The Downtown Fond du Lac Design Guidelines are available online at:
http://www.downtownfdl.com/dfp/sft422/designguidelinesseptember2012.pdf

Finding the Cash

A variety of assistance programs help to expand, relocate or start a business in Downtown Fond du Lac.

Building Improvement (BIG) Grant: Designed to incentivize property owners to undertake exterior property improvements.

National Exchange Bank & Trust Downtown FDL Loan Program: Provides Downtown FDL property & business owners the opportunity to secure financing at below-market interest rates.

Economic Development Revolving Loan Fund: Loan amounts from $10,000 to $200,000 are available. There must be at least one private dollar spent for each public dollar in the project. Eligible uses of funds include property acquisition, architectural fees, site preparation, and working capital. Job creation is a requirement of the loan.

Downtown Microenterprise Loan Program: This loan program assists businesses of 5 or fewer employees, one of which must be the owner of the business and of low or moderate income.

Rental Rehabilitation Loan Program: Applies to the residential units within a mixed use building. Residential units must be rented to low or moderate income tenants.

Focus on Energy: A State of Wisconsin program where businesses can apply for incentives from their electric and natural gas utilities to implement identified upgrades.

For details and contact information on these programs go to:
http://www.downtownfdl.com/dfp/financial_incentives.html

Getting the Permits

Starting a business may require permits, licenses and other approvals from the City of Fond du Lac.

Architectural Review: 920.322.3440
Exterior renovations and signs changes to downtown properties require review and approval of the Downtown Architectural Review Board. Signs, painting, awnings, roofing, restoration, repairs, additions - are subject to design criteria of the Zoning Code and the *Downtown Fond du Lac Partnership Design Guidelines*.

Historic Preservation: 920.322.3440
Any building that is locally designated as historic requires review and approval by the Historic Preservation Commission for any exterior building alterations or renovations.

Building Permits: 920.322.3577
Inspection staff provides code information and assistance for new construction, remodeling or expanding an existing structure or changing the use of an existing structure. A permit is required for all new buildings, additions, interior and exterior alterations, signs and improvement or repairs.

Signs: 920.322.3440
Wall signs and sandwich board signs are allowed in the downtown. The design and placement of a new sign is subject to Downtown Design standards. A sign permit is required.

City Licenses: 920.322.3430
The office of the City Clerk is responsible for issuing certain licenses, including liquor licenses.

Getting Connected

Water Utility: 920.322.3680
The City of Fond du Lac Water Utility provides water service to residents and businesses.
160 S. Macy Street, Fond du Lac; Website: http://www.fdl.wi.gov/

Alliant Energy Business Resource Center: 800.255.4268
Dedicated to assisting business customers, the team of consultants at the Business Resource Center can explain utility practices and offer answers to improve your energy efficiency and bottom line.
883 W. Scott Street, Fond du Lac; Website: http://www.alliantenergy.com/business

Waste Management: 888.960.0008
Low-cost high-quality waste management services for businesses of all sizes.
301 Thomas Street, Fond du Lac; Website: https://www.wm.com/

Spectrum (Charter) Business Internet: 920.907.7756 or 920.948.4427
High-speed Internet connection that can support bandwidth-intensive tasks like web-conferencing, cloud-computing, video-streaming, and large file transfers.
Website: http://www.charterbusiness.com/

Getting Listed

Fond du Lac Police Department: call 920.906.5555 to register emergency contact information.

Fond du Lac Fire Department: call 920.322.3800 to register emergency contact information.

US Post Office: 920.921.2911
99 W. 2nd Street, Fond du Lac, Website: https://www.usps.com/

Downtown Fond du Lac Partnership: 920.322.2006
131 S. Main Street, Suite #101, Fond du Lac; Website: http://www.downtownfdl.com

Getting the Word Out

Downtown Fond du Lac Partnership: 920.322.2006
The DFP will help get the word out with press releases, newsletters, Facebook and website listings.
131 S. Main Street, Suite 101, Fond du Lac; Website: http://www.downtownfdl.com

Fond du Lac Reporter: 920.922.4600 Daily subscription based newspaper.
N6637 Rolling Meadows Drive, Fond du Lac; Website: www.fdlreporter.com

Action Advertiser: 920.907.7819 Bi-weekly home delivery free newspaper.
N6637 Rolling Meadows Drive, Fond du Lac; Website: www.fdlreporter.com/section/fon12

Sunny97-7 / 96-1TCX / AM1170 / 98.7FM: 920.924.9697
210 S. Main Street, Fond du Lac; Website: http://www.radioplusinfo.com/

K107.1 / KFIZ: 920.921.1071
254 Winnebago Drive, Fond du Lac; Websites: http://www.k107.com/ http://www.kfiz.com/

B104.7: 920.230.1047
3911 S. Washburn Street, Oshkosh; Website: http://www.b104online.com/

Envision Greater Fond du Lac: 920.921.9500 Membership based organization for the purpose of promoting the civic, commercial and industrial progress of our community.
23 S. Main Street, Fond du Lac; Website: http://www.envisiongreaterfdl.com/

Parking & Maintenance

Free Parking: Visitors to downtown can park for free every day on Main Street, with a two-hour limit. Parking is free throughout the district on evenings and weekends.

Parking Enforcement: Parking limits are enforced Monday through Friday from 8 a.m. to 5 p.m. for metered parking and 8 a.m. to 6 p.m. for Main Street.

Employee Parking: Downtown employees and frequent visitors find parking permits to be cost-effective and convenient. Downtown employees are encouraged to keep Main Street spaces open for customers.
Website: http://www.downtownfonddulac.com/parking.html

Winter Parking Reminder
On-street parking from November 15th through March 15th is restricted between the hours of 8:00 p.m. and 8:00 a.m. On EVEN numbered days starting at 8:00 p.m. parking is restricted to the even side of the street only. The same applies for ODD numbered days. NO PERMITS will be required. Any METERED AREA is restricted to 60 minutes between the hours of 2:00 a.m. and 6:00 a.m. This policy overrides all other on-street parking restrictions in place on any street where parking is allowed.
Website: http://www.fdl.wi.gov/index.iml

Cleaning Sidewalks
City regulations require that the owner or occupant of a lot, part of a lot or a building that fronts on any street must keep the sidewalk in front of such property clean and free from all dirt, rubbish, encumbrances or obstructions.
Website: https://www.secured-site7.com/city_of_fdl/www/cofuploads/Chapter_8.pdf

Bulky Waste Pick Up Service
Pick up service is available for bulky waste items. Please telephone 322-3544 to schedule pick up of bulky waste items. The charge is $40 per cubic yard with a $40 minimum.
Website: http://www.fdl.wi.gov/departments.iml?DeptID=8&DeptPage=53

Get Involved!

The success of the Downtown Fond du Lac Partnership (DFP) is driven by the active involvement of its members. One of the best ways to get involved is to volunteer.

We are continuously looking for community minded individuals to assist with special event set up and tear down, downtown maintenance, data entry and deliveries to businesses.

If you are interested in learning more, please contact the DFP.

"It is the Downtown Fond du Lac Partnership's intention to assist potential business owners and entrepreneurs in starting their businesses here in Fond du Lac. We want to make the process as easy as possible"
~ Amy Hansen, Executive Director

City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481-3594

Department of Community Development
Redevelopment Authority
Director Ryan J. Kernosky, MPA
Ph: (715) 346-1567
Fax: (715) 346-1498

TO: Business Improvement District Board

FROM: Ryan Kernosky, Director of Community Development

DATE: September 15, 2023

RE: 2023 (FY 2024) BID Tax Levy Discussion

BID Board Members –

There's quite a bit going on with the BID this first year of existence – and there's been some complicating factors that will play into our discussion as it relates to the BID Tax Levy for Fiscal Year (FY) 2024, based upon the 2023 assessed values in the downtown.

City-Wide Revaluation

The City performed a state-mandated city-wide revaluation of all real property for 2023. A revaluation is required when the City's assessment ratio (assessed value/market value) falls below 90% or above 110% as established by the WI-Dept. of Revenue. In 2022, the City's assessment ratio was 76.83%, well below the market value. Revaluations are done to provide equal distribution level the property tax burden between all property classifications (residential, commercial, manufacturing, etc.).

Standard practice for taxing jurisdictions is to consider is keeping the levy (total property tax revenue) stable or slightly increased from the previous year. Because of the increase in the assessed values within the BID, this will result in the tax rate decreasing. I'll provide an example below:

2022 Levy for BID:	\$35,203.44
2022 Assessed Value in BID:	\$58,672,400.00
2022 Per Thousand Value:	\$58,672,400.00 / 1,000 = \$58,672.40
2022 Per Thousand Tax Rate (BID ONLY):	\$.60 x \$58,672.40 = \$35,203.44

The next example is if the levy remains the same as the 2022 levy, but with the change in assessed values:

2023 Levy for BID:	\$35,203.44
2023 Assessed Value in BID:	\$85,946,200.00
2023 Per Thousand Value:	\$85,946,200.00 / 1,000 = \$85,946.20
2023 Per Thousand Tax Rate (BID ONLY):	\$.41 x \$85,946.20 = \$35,237.94

"City of Wonderful Water"

The City does not annually do a revaluation, so assessed values will stabilize over the next few years, which will help with future levy planning efforts as well.

Net New Construction

The increase in the assessed value downtown is not only the result of the revaluation! Major developments such as Northside Yard, Great Northern Distillery, Berkshire Senior Housing, and others came into full or increased value as of January 1 of the fiscal year. January 1 of each year is the 'assessment date' wherein the condition of the property on January 1 is where the value of that tax year will be based upon.

Other Considerations

Setting a Levy is a challenge for any taxing authority. Being conscious of property tax revenue and balancing the tax burden you will place on property owners is something that you need to take seriously.

The City offered to offset the operating costs of the BID up to $35,000 annually for 5 years beginning in 2024. This means that the total budget of the BID is $70,000, with $35,000 coming from the property owners and the remaining $35,000 coming from the City of Stevens Point. This was done to allow the BID to get up and running. The BID does need to consider modest increases over the next five years as the subsidy from the City will eventually seize. Reasonably expecting to increase the BID Levy by $7,000 annually will help phase out the City subsidy by year five and provide a solid financial position for the BID moving forward. Below is based upon the expected $7,000 increase for the FY 2024 BID property tax revenue:

2023 Levy for BID:	$42,237.94
2023 Assessed Value in BID:	$85,946,200.00
2023 Per Thousand Value:	$85,946,200.00 / 1,000 = $85,946.20
2023 Per Thousand Tax Rate (BID ONLY):	**$.492** x **$85,946.20** = $42,285.53

This is discussion only. Numbers shown here are conceptual at this point, but are relatively close to where estimated tax rate will be. On the next page, you'll find a parcel by parcel break down of 2022 vs 2023 assessed values, BID tax rates, and the hypothetical differences between the 2022 vs 2023 BID tax rate alone. Please be ready to discuss.

	2022 Assessed Value	2022 Net Tax	2022 BID Tax	2022 Total Tax	2023 Assessed Value	2023 Net Tax	2023 BID Tax	2023 Total Tax	2022 VS 2023 BID Tax Alone
1	$ 307,200.00	$ 7,723.01	$ 184.32	$ 7,907.33	$ 339,100.00	$ 6,951.55	$ 166.84	$ 7,118.39	$ (17.48)
2	$ 62,600.00	$ 1,573.76	$ 37.56	$ 1,611.32	$ 67,400.00	$ 1,381.70	$ 33.16	$ 1,414.86	$ (4.40)
3	$ 216,300.00	$ 5,437.78	$ 129.78	$ 5,567.56	$ 281,100.00	$ 5,762.55	$ 138.30	$ 5,900.85	$ 8.52
4	$ 4,634,200.00	$ 116,503.79	$ 2,780.52	$ 119,284.31	$ 4,471,900.00	$ 91,673.95	$ 2,200.17	$ 93,874.12	$ (580.35)
5	$ 2,325,500.00	$ 58,463.07	$ 1,395.30	$ 59,858.37	$ 2,351,200.00	$ 48,199.60	$ 1,156.79	$ 49,356.39	$ (238.51)
6	$ 176,500.00	$ 4,437.21	$ 105.90	$ 4,543.11	$ 236,800.00	$ 4,854.40	$ 116.51	$ 4,970.91	$ 10.61
7	$ 66,400.00	$ 1,669.30	$ 39.84	$ 1,709.14	$ 68,900.00	$ 1,412.45	$ 33.90	$ 1,446.35	$ (5.94)
8	$ 285,100.00	$ 7,167.41	$ 171.06	$ 7,338.47	$ 332,600.00	$ 6,818.30	$ 163.64	$ 6,981.94	$ (7.42)
9	$ 200,700.00	$ 5,045.60	$ 120.42	$ 5,166.02	$ 354,400.00	$ 7,265.20	$ 174.36	$ 7,439.56	$ 53.94
10	$ 227,600.00	$ 5,721.86	$ 136.56	$ 5,858.42	$ 246,600.00	$ 5,055.30	$ 121.33	$ 5,176.63	$ (15.23)
11	$ 168,500.00	$ 4,236.09	$ 101.10	$ 4,337.19	$ 187,800.00	$ 3,849.90	$ 92.40	$ 3,942.30	$ (8.70)
12	$ 311,300.00	$ 7,826.08	$ 186.78	$ 8,012.86	$ 389,800.00	$ 7,990.90	$ 191.78	$ 8,182.68	$ 5.00
13	$ 251,300.00	$ 6,317.68	$ 150.78	$ 6,468.46	$ 281,900.00	$ 5,778.95	$ 138.69	$ 5,917.64	$ (12.09)
14	$ 135,900.00	$ 3,416.53	$ 81.54	$ 3,498.07	$ 165,300.00	$ 3,388.65	$ 81.33	$ 3,469.98	$ (0.21)
15	$ 9,900.00	$ 248.89	$ 5.94	$ 254.83	$ 10,000.00	$ 205.00	$ 4.92	$ 209.92	$ (1.02)
16	$ 122,600.00	$ 3,082.16	$ 73.56	$ 3,155.72	$ 145,300.00	$ 2,978.65	$ 71.49	$ 3,050.14	$ (2.07)
17	$ 21,900.00	$ 550.57	$ 13.14	$ 563.71	$ 23,200.00	$ 475.60	$ 11.41	$ 487.01	$ (1.73)
18	$ 10,700.00	$ 269.00	$ 6.42	$ 275.42	$ 10,800.00	$ 221.40	$ 5.31	$ 226.71	$ (1.11)
19	$ 271,800.00	$ 6,833.05	$ 163.08	$ 6,996.13	$ 353,500.00	$ 7,246.75	$ 173.92	$ 7,420.67	$ 10.84
20	$ 48,600.00	$ 1,221.80	$ 29.16	$ 1,250.96	$ 62,100.00	$ 1,273.05	$ 30.55	$ 1,303.60	$ 1.39
21	$ 12,400.00	$ 311.74	$ 7.44	$ 319.18	$ 12,500.00	$ 256.25	$ 6.15	$ 262.40	$ (1.29)
22	$ 11,800.00	$ 296.65	$ 7.08	$ 303.73	$ 11,900.00	$ 243.95	$ 5.85	$ 249.80	$ (1.23)
23	$ 87,900.00	$ 2,209.81	$ 52.74	$ 2,262.55	$ 87,900.00	$ 1,801.95	$ 43.25	$ 1,845.20	$ (9.49)
24	$ 80,400.00	$ 2,021.26	$ 48.24	$ 2,069.50	$ 121,600.00	$ 2,492.80	$ 59.83	$ 2,552.63	$ 11.59
25	$ 18,800.00	$ 472.63	$ 11.28	$ 483.91	$ 18,900.00	$ 387.45	$ 9.30	$ 396.75	$ (1.98)
26	$ 109,000.00	$ 2,740.26	$ 65.40	$ 2,805.66	$ 220,100.00	$ 4,512.05	$ 108.29	$ 4,620.34	$ 42.89
27	$ 332,600.00	$ 8,361.56	$ 199.56	$ 8,561.12	$ 491,000.00	$ 10,065.50	$ 241.57	$ 10,307.07	$ 42.01
28	$ 457,900.00	$ 11,511.61	$ 274.74	$ 11,786.35	$ 453,500.00	$ 9,296.75	$ 223.12	$ 9,519.87	$ (51.62)
29	$ 138,300.00	$ 3,476.86	$ 82.98	$ 3,559.84	$ 150,400.00	$ 3,083.20	$ 74.00	$ 3,157.20	$ (8.98)
30	$ 634,600.00	$ 15,953.84	$ 380.76	$ 16,334.60	$ 708,000.00	$ 14,514.00	$ 348.34	$ 14,862.34	$ (32.42)
31	$ 156,600.00	$ 3,936.92	$ 93.96	$ 4,030.88	$ 310,600.00	$ 6,367.30	$ 152.82	$ 6,520.12	$ 58.86
32	$ 163,600.00	$ 4,112.90	$ 98.16	$ 4,211.06	$ 198,700.00	$ 4,073.35	$ 97.76	$ 4,171.11	$ (0.40)
33	$ 294,500.00	$ 7,403.73	$ 176.70	$ 7,580.43	$ 333,900.00	$ 6,844.95	$ 164.28	$ 7,009.23	$ (12.42)
34	$ 2,407,900.00	$ 60,534.61	$ 1,444.74	$ 61,979.35	$ 2,312,000.00	$ 47,396.00	$ 1,137.50	$ 48,533.50	$ (307.24)
35	$ 343,200.00	$ 8,628.05	$ 205.92	$ 8,833.97	$ 266,600.00	$ 5,465.30	$ 131.17	$ 5,596.47	$ (74.75)
36	$ 450,500.00	$ 11,325.57	$ 270.30	$ 11,595.87	$ 618,900.00	$ 12,687.45	$ 304.50	$ 12,991.95	$ 34.20
37	$ 78,600.00	$ 1,976.00	$ 47.16	$ 2,023.16	$ 110,300.00	$ 2,261.15	$ 54.27	$ 2,315.42	$ 7.11
38	$ 252,400.00	$ 6,345.34	$ 151.44	$ 6,496.78	$ 328,900.00	$ 6,742.45	$ 161.82	$ 6,904.27	$ 10.38
39	$ 275,900.00	$ 6,936.13	$ 165.54	$ 7,101.67	$ 336,200.00	$ 6,892.10	$ 165.41	$ 7,057.51	$ (0.13)
40	$ 133,900.00	$ 3,366.25	$ 80.34	$ 3,446.59	$ 168,800.00	$ 3,460.40	$ 83.05	$ 3,543.45	$ 2.71
41	$ 174,300.00	$ 4,381.90	$ 104.58	$ 4,486.48	$ 208,700.00	$ 4,278.35	$ 102.68	$ 4,381.03	$ (1.90)
42	$ 33,900.00	$ 852.25	$ 20.34	$ 872.59	$ 51,000.00	$ 1,045.50	$ 25.09	$ 1,070.59	$ 4.75

43	$ 78,900.00	$ 1,983.55	$ 47.34	$ 2,030.89	$ 84,900.00	$ 1,740.45	$ 41.77	$ 1,782.22	$ (5.57)
44	$ 349,500.00	$ 8,786.43	$ 209.70	$ 8,996.13	$ 409,300.00	$ 8,390.65	$ 201.38	$ 8,592.03	$ (8.32)
45	$ 135,500.00	$ 3,406.47	$ 81.30	$ 3,487.77	$ 416,900.00	$ 8,546.45	$ 205.11	$ 8,751.56	$ 123.81
46	$ 146,100.00	$ 3,672.95	$ 87.66	$ 3,760.61	$ 253,200.00	$ 5,190.60	$ 124.57	$ 5,315.17	$ 36.91
47	$ 138,800.00	$ 3,489.43	$ 83.28	$ 3,572.71	$ 204,700.00	$ 4,196.35	$ 100.71	$ 4,297.06	$ 17.43
48	$ 71,500.00	$ 1,797.51	$ 42.90	$ 1,840.41	$ 51,700.00	$ 1,059.85	$ 25.44	$ 1,085.29	$ (17.46)
49	$ 434,400.00	$ 10,920.82	$ 260.64	$ 11,181.46	$ 521,600.00	$ 10,692.80	$ 256.63	$ 10,949.43	$ (4.01)
50	$ 171,100.00	$ 4,301.45	$ 102.66	$ 4,404.11	$ 183,700.00	$ 3,765.85	$ 90.38	$ 3,856.23	$ (12.28)
51	$ 239,900.00	$ 6,031.09	$ 143.94	$ 6,175.03	$ 312,200.00	$ 6,400.10	$ 153.60	$ 6,553.70	$ 9.66
52	$ 409,400.00	$ 10,292.32	$ 245.64	$ 10,537.96	$ 422,900.00	$ 8,669.45	$ 208.07	$ 8,877.52	$ (37.57)
53	$ 281,800.00	$ 7,084.45	$ 169.08	$ 7,253.53	$ 351,400.00	$ 7,203.70	$ 172.89	$ 7,376.59	$ 3.81
54	$ 285,600.00	$ 7,179.98	$ 171.36	$ 7,351.34	$ 354,300.00	$ 7,263.15	$ 174.32	$ 7,437.47	$ 2.96
55	$ 4,058,200.00	$ 102,023.15	$ 2,434.92	$ 104,458.07	$ 6,321,100.00	$ 129,582.55	$ 3,109.98	$ 132,692.53	$ 675.06
56	$ 255,400.00	$ 6,420.76	$ 153.24	$ 6,574.00	$ 388,000.00	$ 7,954.00	$ 190.90	$ 8,144.90	$ 37.66
57	$ 39,100.00	$ 982.97	$ 23.46	$ 1,006.43	$ 42,900.00	$ 879.45	$ 21.11	$ 900.56	$ (2.35)
58	$ 99,400.00	$ 2,498.92	$ 59.64	$ 2,558.56	$ 145,600.00	$ 2,984.80	$ 71.64	$ 3,056.44	$ 12.00
59	$ 373,400.00	$ 9,387.28	$ 224.04	$ 9,611.32	$ 462,500.00	$ 9,481.25	$ 227.55	$ 9,708.80	$ 3.51
60	$ 34,800.00	$ 874.87	$ 20.88	$ 895.75	$ 36,900.00	$ 756.45	$ 18.15	$ 774.60	$ (2.73)
61	$ 96,300.00	$ 2,420.98	$ 57.78	$ 2,478.76	$ 27,400.00	$ 561.70	$ 13.48	$ 575.18	$ (44.30)
62	$ 58,800.00	$ 1,478.23	$ 35.28	$ 1,513.51	$ 59,200.00	$ 1,213.60	$ 29.13	$ 1,242.73	$ (6.15)
63	$ 291,900.00	$ 7,338.37	$ 175.14	$ 7,513.51	$ 376,800.00	$ 7,724.40	$ 185.39	$ 7,909.79	$ 10.25
64	$ 153,000.00	$ 3,846.42	$ 91.80	$ 3,938.22	$ 192,300.00	$ 3,942.15	$ 94.61	$ 4,036.76	$ 2.81
65	$ 52,400.00	$ 1,317.34	$ 31.44	$ 1,348.78	$ 54,500.00	$ 1,117.25	$ 26.81	$ 1,144.06	$ (4.63)
66	$ 292,300.00	$ 7,348.42	$ 175.38	$ 7,523.80	$ 384,900.00	$ 7,890.45	$ 189.37	$ 8,079.82	$ 13.99
67	$ 97,400.00	$ 2,448.64	$ 58.44	$ 2,507.08	$ 120,700.00	$ 2,474.35	$ 59.38	$ 2,533.73	$ 0.94
68	$ 160,300.00	$ 4,029.94	$ 96.18	$ 4,126.12	$ 276,900.00	$ 5,676.45	$ 136.23	$ 5,812.68	$ 40.05
69	$ 11,300.00	$ 284.08	$ 6.78	$ 290.86	$ 11,300.00	$ 231.65	$ 5.56	$ 237.21	$ (1.22)
70	$ 164,000.00	$ 4,122.96	$ 98.40	$ 4,221.36	$ 197,500.00	$ 4,048.75	$ 97.17	$ 4,145.92	$ (1.23)
71	$ 133,000.00	$ 3,343.62	$ 79.80	$ 3,423.42	$ 143,800.00	$ 2,947.90	$ 70.75	$ 3,018.65	$ (9.05)
72	$ 84,800.00	$ 2,131.87	$ 50.88	$ 2,182.75	$ 113,400.00	$ 2,324.70	$ 55.79	$ 2,380.49	$ 4.91
73	$ 69,500.00	$ 1,747.23	$ 41.70	$ 1,788.93	$ 74,600.00	$ 1,529.30	$ 36.70	$ 1,566.00	$ (5.00)
74	$ 78,600.00	$ 1,976.00	$ 47.16	$ 2,023.16	$ 92,800.00	$ 1,902.40	$ 45.66	$ 1,948.06	$ (1.50)
75	$ 45,000.00	$ 1,131.30	$ 27.00	$ 1,158.30	$ 45,300.00	$ 928.65	$ 22.29	$ 950.94	$ (4.71)
76	$ 91,700.00	$ 2,305.34	$ 55.02	$ 2,360.36	$ 101,700.00	$ 2,084.85	$ 50.04	$ 2,134.89	$ (4.98)
77	$ 66,900.00	$ 1,681.87	$ 40.14	$ 1,722.01	$ 83,500.00	$ 1,711.75	$ 41.08	$ 1,752.83	$ 0.94
78	$ 157,200.00	$ 3,952.01	$ 94.32	$ 4,046.33	$ 210,900.00	$ 4,323.45	$ 103.76	$ 4,427.21	$ 9.44
79	$ 3,914,000.00	$ 98,397.96	$ 2,348.40	$ 100,746.36	$ 3,994,900.00	$ 81,895.45	$ 1,965.49	$ 83,860.94	$ (382.91)
80	$ 757,200.00	$ 19,036.01	$ 454.32	$ 19,490.33	$ 828,900.00	$ 16,992.45	$ 407.82	$ 17,400.27	$ (46.50)
81	$ 1,685,900.00	$ 42,383.53	$ 1,011.54	$ 43,395.07	$ 2,270,300.00	$ 46,541.15	$ 1,116.99	$ 47,658.14	$ 105.45
82	$ 183,800.00	$ 4,620.73	$ 110.28	$ 4,731.01	$ 210,400.00	$ 4,313.20	$ 103.52	$ 4,416.72	$ (6.76)
83	$ 153,900.00	$ 3,869.05	$ 92.34	$ 3,961.39	$ 153,900.00	$ 3,154.95	$ 75.72	$ 3,230.67	$ (16.62)
84	$ 145,900.00	$ 3,667.93	$ 87.54	$ 3,755.47	$ 185,300.00	$ 3,798.65	$ 91.17	$ 3,889.82	$ 3.63
85	$ 227,000.00	$ 5,706.78	$ 136.20	$ 5,842.98	$ 305,900.00	$ 6,270.95	$ 150.50	$ 6,421.45	$ 14.30

86	$ 939,300.00	$ 23,614.00	$ 563.58	$ 24,177.58	$ 1,212,900.00	$ 24,864.45	$ 596.75	$ 25,461.20	$ 33.17
87	$ 386,300.00	$ 9,711.58	$ 231.78	$ 9,943.36	$ 627,900.00	$ 12,871.95	$ 308.93	$ 13,180.88	$ 77.15
88	$ 248,600.00	$ 6,249.80	$ 149.16	$ 6,398.96	$ 472,900.00	$ 9,694.45	$ 232.67	$ 9,927.12	$ 83.51
89	$ 5,357,100.00	$ 134,677.49	$ 3,214.26	$ 137,891.75	$ 5,493,100.00	$ 112,608.55	$ 2,702.61	$ 115,311.16	$ (511.65)
90	$ 146,100.00	$ 3,672.95	$ 87.66	$ 3,760.61	$ 192,100.00	$ 3,938.05	$ 94.51	$ 4,032.56	$ 6.85
91	$ 37,000.00	$ 930.18	$ 22.20	$ 952.38	$ 61,100.00	$ 1,252.55	$ 30.06	$ 1,282.61	$ 7.86
92	$ 860,600.00	$ 21,635.48	$ 516.36	$ 22,151.84	$ 919,000.00	$ 18,839.50	$ 452.15	$ 19,291.65	$ (64.21)
93	$ 271,000.00	$ 6,812.94	$ 162.60	$ 6,975.54	$ 327,400.00	$ 6,711.70	$ 161.08	$ 6,872.78	$ (1.52)
94	$ 112,800.00	$ 2,835.79	$ 67.68	$ 2,903.47	$ 185,600.00	$ 3,804.80	$ 91.32	$ 3,896.12	$ 23.64
95	$ 192,000.00	$ 4,826.88	$ 115.20	$ 4,942.08	$ 226,800.00	$ 4,649.40	$ 111.59	$ 4,760.99	$ (3.61)
96	$ 244,100.00	$ 6,136.67	$ 146.46	$ 6,283.13	$ 262,500.00	$ 5,381.25	$ 129.15	$ 5,510.40	$ (17.31)
97	$ 859,500.00	$ 21,607.83	$ 515.70	$ 22,123.53	$ 946,400.00	$ 19,401.20	$ 465.63	$ 19,866.83	$ (50.07)
98	$ 62,600.00	$ 1,573.76	$ 37.56	$ 1,611.32	$ 135,000.00	$ 2,767.50	$ 66.42	$ 2,833.92	$ 28.86
99	$ 46,900.00	$ 1,179.07	$ 28.14	$ 1,207.21	$ 79,600.00	$ 1,631.80	$ 39.16	$ 1,670.96	$ 11.02
100	$ 157,300.00	$ 3,954.52	$ 94.38	$ 4,048.90	$ 212,000.00	$ 4,346.00	$ 104.30	$ 4,450.30	$ 9.92
101	$ 268,000.00	$ 6,737.52	$ 160.80	$ 6,898.32	$ 377,400.00	$ 7,736.70	$ 185.68	$ 7,922.38	$ 24.88
102	$ 8,100.00	$ 203.63	$ 4.86	$ 208.49	$ 8,200.00	$ 168.10	$ 4.03	$ 172.13	$ (0.83)
103	$ 251,100.00	$ 6,312.65	$ 150.66	$ 6,463.31	$ 257,000.00	$ 5,268.50	$ 126.44	$ 5,394.94	$ (24.22)
104	$ 92,800.00	$ 2,332.99	$ 55.68	$ 2,388.67	$ 512,900.00	$ 10,514.45	$ 252.35	$ 10,766.80	$ 196.67
105	$ 240,300.00	$ 6,041.14	$ 144.18	$ 6,185.32	$ 321,300.00	$ 6,586.65	$ 158.08	$ 6,744.73	$ 13.90
106	$ 452,000.00	$ 11,363.28	$ 271.20	$ 11,634.48	$ 543,400.00	$ 11,139.70	$ 267.35	$ 11,407.05	$ (3.85)
107	$ 1,096,100.00	$ 27,555.95	$ 657.66	$ 28,213.61	$ 1,143,600.00	$ 23,443.80	$ 562.65	$ 24,006.45	$ (95.01)
108	$ 326,700.00	$ 8,213.24	$ 196.02	$ 8,409.26	$ 379,800.00	$ 7,785.90	$ 186.86	$ 7,972.76	$ (9.16)
109	$ 17,000.00	$ 427.38	$ 10.20	$ 437.58	$ 18,400.00	$ 377.20	$ 9.05	$ 386.25	$ (1.15)
110	$ 174,200.00	$ 4,379.39	$ 104.52	$ 4,483.91	$ 186,900.00	$ 3,831.45	$ 91.95	$ 3,923.40	$ (12.57)
111	$ 288,100.00	$ 7,242.83	$ 172.86	$ 7,415.69	$ 338,800.00	$ 6,945.40	$ 166.69	$ 7,112.09	$ (6.17)
112	$ 299,200.00	$ 7,521.89	$ 179.52	$ 7,701.41	$ 314,800.00	$ 6,453.40	$ 154.88	$ 6,608.28	$ (24.64)
113	$ 302,000.00	$ 7,592.28	$ 181.20	$ 7,773.48	$ 365,300.00	$ 7,488.65	$ 179.73	$ 7,668.38	$ (1.47)
114	$ 2,832,400.00	$ 71,206.54	$ 1,699.44	$ 72,905.98	$ 2,523,200.00	$ 51,725.60	$ 1,241.41	$ 52,967.01	$ (458.03)
115	$ 522,500.00	$ 13,135.65	$ 313.50	$ 13,449.15	$ 500,800.00	$ 10,266.40	$ 246.39	$ 10,512.79	$ (67.11)
116	$ 140,800.00	$ 3,539.71	$ 84.48	$ 3,624.19	$ 205,200.00	$ 4,206.60	$ 100.96	$ 4,307.56	$ 16.48
117	$ 381,200.00	$ 9,583.37	$ 228.72	$ 9,812.09	$ 399,600.00	$ 8,191.80	$ 196.60	$ 8,388.40	$ (32.12)
118	$ 190,900.00	$ 4,799.23	$ 114.54	$ 4,913.77	$ 194,200.00	$ 3,981.10	$ 95.55	$ 4,076.65	$ (18.99)
119	$ 278,400.00	$ 6,998.98	$ 167.04	$ 7,166.02	$ 324,700.00	$ 6,656.35	$ 159.75	$ 6,816.10	$ (7.29)
120	$ 767,500.00	$ 19,294.95	$ 460.50	$ 19,755.45	$ 6,209,300.00	$ 127,290.65	$ 3,054.98	$ 130,345.63	$ 2,594.48
121	$ 217,200.00	$ 5,460.41	$ 130.32	$ 5,590.73	$ 284,500.00	$ 5,832.25	$ 139.97	$ 5,972.22	$ 9.65
122	$ 108,600.00	$ 2,730.20	$ 65.16	$ 2,795.36	$ 137,200.00	$ 2,812.60	$ 67.50	$ 2,880.10	$ 2.34
123	$ 149,900.00	$ 3,768.49	$ 89.94	$ 3,858.43	$ 262,400.00	$ 5,379.20	$ 129.10	$ 5,508.30	$ 39.16
124	$ 363,400.00	$ 9,135.88	$ 218.04	$ 9,353.92	$ 413,000.00	$ 8,466.50	$ 203.20	$ 8,669.70	$ (14.84)
125	$ 34,700.00	$ 872.36	$ 20.82	$ 893.18	$ 45,600.00	$ 934.80	$ 22.44	$ 957.24	$ 1.62
126	$ 182,600.00	$ 4,590.56	$ 109.56	$ 4,700.12	$ 194,200.00	$ 3,981.10	$ 95.55	$ 4,076.65	$ (14.01)
127	$ 4,210,100.00	$ 105,841.91	$ 2,526.06	$ 108,367.97	$ 7,514,000.00	$ 154,037.00	$ 3,696.89	$ 157,733.89	$ 1,170.83
128	$ 112,800.00	$ 2,835.79	$ 67.68	$ 2,903.47	$ 416,900.00	$ 8,546.45	$ 205.11	$ 8,751.56	$ 137.43

129	$ 759,600.00	$ 19,096.34	$ 455.76	$ 19,552.10	$ 8,585,000.00	$ 175,992.50	$ 4,223.82	$ 180,216.32	$ 3,768.06
130	$ 122,000.00	$ 3,067.08	$ 73.20	$ 3,140.28	$ 1,463,700.00	$ 30,005.85	$ 720.14	$ 30,725.99	$ 646.94
131	$ 118,900.00	$ 2,989.15	$ 71.34	$ 3,060.49	$ 78,400.00	$ 1,607.20	$ 38.57	$ 1,645.77	$ (32.77)
132	$ 235,100.00	$ 5,910.41	$ 141.06	$ 6,051.47	$ 330,600.00	$ 6,777.30	$ 162.66	$ 6,939.96	$ 21.60
133	$ 207,200.00	$ 5,209.01	$ 124.32	$ 5,333.33	$ 360,600.00	$ 7,392.30	$ 177.42	$ 7,569.72	$ 53.10
	$ 58,951,100.00		$ 35,370.66		$ 85,946,200.00		$ 42,285.53		$ 6,914.87

Business Improvement District Meeting
August 1, 2023 called to order at 2:30 pm

In Attendance:
Jeanna Trzebiatowski
Tara Manzke
Hannah Cutler
Brian Cummins
Mike Beacom
Rosalind Kealiher
Alderperson Christianson
Chris Kliesmith

1. **Roll-all present, some online**

2. **No comments from public on non agenda items**

3. **Workgroup & Committee Reports:**
   A. **MOU workgroup-**
   Chris shared on the need to follow up with the new executive team of the downtown alliance, and the need to schedule that meeting. Meeting needs to consist of Nikki Kaiser, Tara Manzke, Bob Willis, Marc Christianson, Hannah Cutler.
   B. **Update on our Main 5-**
   -Bathroom discussion-Mike was not able to get a quote yet. Chris-water access update, North West corner requires a meter installation, South east corner would not require a meter and would be easiest, we will need to discuss with businesses that occupy that corner. Placemaking grants are still available, costs could be covered by grants in the near future.
   -Branding-Brian is initiating the group-a few people are interested in giving quotes to Brian, he will pull together a meeting with the branding committee soon.
   -Lighting-no updates at this time, but we will follow up soon. Q-when is planting common? Typically in Spring after road projects are complete. Tree installation is possible for Spring 2024, Hopefully lighting will be done Fall 2023
   -Outdoor support-Jeanna is intending to meet with Lee Ayers to discuss sidewalk use near their building. Rosalind talked to Kiwanis club, they offer fundraising and support for kid friendly projects, they are a good friend for us to consider as we move forward in future projects.
   -Volunteer database-No comment
   -**Community foundation special projects**-will need to come up with a dollar amount to start, Jeanna will have more information and include this for discussion for the next meeting agenda.
   -**City staff updates**-Chris- Email from Children's museum from Kristy Stacey-regarding back entrance, requesting support with beautifying that space. Jeanna says wildcard works was originally planning to add grass back there, they

are willing to discuss with Kristy more. Mike-was able to offer some insight on the past of that space. It is a redevelopment authority owned property so further conversation will be had for the vision of that space.
Additional city staff update regarding breathing some life into the downtown area master plan being adopted and finalized in the near future.

4. **Approval of Minutes:** request to add headers for easy reading. Minutes of July 11, 2023 approved by all.

5. **Mainstreet Announcement**-parking systems for downtown Stevens Point is our priority space. Erin (WEDC) passed along a draft press release, the announcement has been sent to the mayor for approval. WEDC will send staff if we would like to have a small celebratory announcement. Rosalind suggests we wait till we have a logo. Announcing our new status is an exciting opportunity. Hope to share at the 8/17 Levitt, the Jazz Fest, and the last notes at night in September regardless if we have a logo, will release branding as soon as we can.

6. Agenda exhausted and the meeting adjourned.

COMMUNITY FOUNDATION
OF CENTRAL WISCONSIN

SPECIAL PROJECT
Fund Charter Agreement

Name of Fund:

Check as appropriate: ☐ New Charter Agreement ☐Restated Charter Agreement

Charter Founder(s): Anonymous? ☐ Yes ☐ No	
Fund Representative (Primary): Donation Notification ☐ Yes ☐No Grant Notification ☐ Yes ☐No	
Address:	
Telephone:	
E-mail:	
Fund Representative: Donation Notification ☐ Yes ☐No Grant Notification ☐ Yes ☐No	
Address:	
Telephone:	
E-mail:	
Fund Representative: Donation Notification ☐ Yes ☐No Grant Notification ☐ Yes ☐No	
Address:	
Telephone:	
E-mail:	

Purpose of Fund:

FUND AGREEMENT TERMS AND PROVISIONS

1. Contributions

I/we hereby irrevocably give the assets described in the attached Schedule to the Community Foundation of Central Wisconsin, a charitable organization described in sections 501(c)(3) and 509(a)(1) of the Internal Revenue Code. The Donor(s) understand that this is an irrevocable gift, which will be used to establish and maintain a charitable fund of the Foundation, subject to the Foundation's governing documents and bylaws. The Foundation may also receive additional contributions to add to this Fund.

2. Distributions

The Fund is considered non-endowed; distributions from the Fund may be made in any amount not to exceed the balance of the Fund.

3. Fund Representative

Fund Representative(s) are the sole contact(s) for the Fund. The individual(s) serving as Fund Representative may advise the Fund with respect to amount and timing of distributions. The Foundation will only share information about the fund with third parties pending approval from the Fund Representative(s). Fund Representative(s) may be changed by the current Fund Representative at any time upon written notice to the Foundation. The Foundation highly recommends a succession plan be put in place to ensure continuity. Should the Fund project/purpose cease to exist the Foundation will consult with the Fund Representative to identify alternative use of the funds which align with donor intentions. In accordance with the Foundation Variance Policy, the Fund Representative(s) will be given the opportunity to recommend an alternative use of the Fund if the stated intent becomes unnecessary, impractical, or incapable of fulfillment.

4. Fees

The Foundation will assess administrative in accordance with the Foundation's published fee schedule, as amended from time to time with approval of the Foundation's Board of Directors. The Foundation may also assess the fund to cover any unusual expenses incurred in connection with the contributed assets, including the cost of disposing of them, and in the administration of the Fund. See Pass Through Policy and Procedures for more information on fees.

5. Investment of Assets

The Foundation shall have sole discretion in the investment of assets of the Fund. Pass Through Funds will be invested in a money market account and managed by the Foundation. Records pertaining to the status of the Fund balance, including transactions, gifts, and operations fees, shall be maintained by the Foundation for review by the Fund Representative.

6. Administration of Funds

The Fund will be administered in accordance with the Pass-Through Policy and Procedures of the Foundation as provided with this agreement (and available upon request).

7. Variance Power

If the intent of this Fund becomes unnecessary, impractical, or incapable of fulfillment and the Fund Representative(s) or their successor are unresponsive to the Foundation for a period of one year or more, the Foundation Board of Directors will exercise their legal "power of variance," and redirect distributions from this Fund. In all such cases, the Foundation Board of Directors will seek an alternative use consistent with the purpose of the fund.

8. Anonymity/Publicity

To recognize and honor our donors, the Foundation's policy is to include our donors' names in publicity about the Foundation unless they wish to remain anonymous. Please check the box below that best describes your wish regarding publicity:

☐ I have no objection to the inclusion of my name in Foundation publicity
☐ I do not wish to have my name included in Foundation publicity and I wish to be listed as an anonymous donor
☐ Other ______________________________________

9. Other Provisions

SIGNATURES:

Charter Fund Representative:

______________________________ ____________________
(Date)

Charter Fund Representative:

______________________________ ____________________
(Date)

Charter Fund Representative:

______________________________ ____________________
(Date)

Foundation Board of Directors President:

______________________________ ________________ ____________________
(Signature) *(Title)* *(Date)*

Foundation Chief Executive Officer:

______________________________ ____________________
(Signature) *(Date)*

Table of Contents

Click a title below to link to the form

COMMUNITY FOUNDATION OF CENTRAL WISCONSIN

Pass-Through (Special Project) Funds
Policies, Procedures and Fees

When special projects arise in the community, this type of fund is used to help others help the community. Monies are collected from fundraisers which are deposited at the Foundation to hold until the funds are needed to pay for project costs. The fund can then be dissolved upon completion of the project.

1. $250 Start Up Fee
2. $250 Minimum Fund Balance
3. $250 Annual Fee for all Pass-Through Funds (Billed December 31st)
4. 5% Administration Fee on all incoming gifts and deposits
5. Cash will be counted by CFCWI staff and Fund Representative before depositing.
6. **CFCWI Deposit Log** must be submitted with all deposits:
    a. Ticket/Event Sales
    b. Merchandise Sales (to report for sales tax)
    c. Cash donations that are not from an individual (will not receive tax receipt)
7. $3 Fee per check disbursement
8. All reimbursement requests must be submitted with a signed **Fund Expense Reimbursement Form** and accompanied by itemized receipts and invoices.
9. Payables to be made 2x month – on the 1st and 15th of the month
10. CFCWI will not issue checks to individuals without an invoice or receipt.
11. Fund Representative cannot authorize reimbursement to self – Fund Rep reimbursement must be approved in writing by a separate Fund Representative.
12. Additional banking fees will be billed to Fund, including:
    a. $75 fee for International Wire Transfers
    b. $25 fee for returned checks
    c. $35 fee for stop payment on CFCWI issued checks
13. Fundraising activities must follow **CFCWI Fundraising Policy**.
14. Fund Events and materials must be approved by Foundation Staff prior to releasing materials and at least 60 days prior to Fund Event.
15. Tax receipts will NOT be issued for Business Sponsorships or ad sales; sponsors have the option to claim these as a business expense. Fund Rep is responsible for acknowledging Sponsorships. **Sponsorship Log** must be submitted to CFCWI with Sponsorship deposits.

16. CFCWI does not provide liability insurance for events. Funds are responsible for obtaining all necessary insurance, licenses, and permits for events.

17. Projects will be evaluated after 6 months and 1 year to measure progress. Funds with no activity in one year will be closed and fund dispersed to a nonprofit organization with similar mission.

18. Fundraising goal to be reached within 3 years. If goal is not reached and regular progress not being made toward the goal, CFCWI will meet with Fund Representatives to determine if funds should be released to nonprofit organization with similar mission.

19. Only Fund Representatives may have access to account information; additional persons must obtain written authorization from Fund Rep to obtain fund balance or reports.

20. Grants written with CFCWI EIN (501c3) must be done under the supervision of CFCWI Grants and Scholarship Coordinator. Please contact the Coordinator <u>before</u> submitting the grant.

21. Pass Through Funds that have reached their goal will have the opportunity to transition to a CFCWI Endowed Fund.

CFCWI may amend these Policies, Procedures and Fees at any time. CFCWI shall provide the fund representative a minimum of 30 days advance notice of any changes.

COMMUNITY FOUNDATION
OF CENTRAL WISCONSIN

Deposit Form

This form needs to be completed for any bank deposits or drop-off deposits at the Community Foundation office. Donations from individuals do not need to be entered on this form; individual donors will receive a tax receipt from CFCWI.

Fund:

Fund Rep or Contact:

Phone or Email:

Deposit Date:

Description	Amount	Cash or Check(s)
Ticket/Event Sales		
Merchandise Sales *Subject to sales tax*		
Cash Donations **not** from an individual *No gift receipt provided*		
OTHER		

FOR OFFICE USE ONLY

Fund Name:	Date Submitted:
Fund Rep:	
Approved By:	Date Approved:

Revised 02/2020

COMMUNITY FOUNDATION
OF CENTRAL WISCONSIN

Fund Expense Reimbursement Form

ATTACH ALL INVOICES AND RECEIPTS WITH THIS FORM

Contact Name ______________________ **Dates Included** __________

Fund ______________________

Fund Rep Approval Signature ______________________

Date	Pay to	Address	Description	Office Use	TOTAL

TOTAL $ -

THINGS TO REMEMBER

If Fund Rep is requesting reimbursement, you must have signature from another fund representative.
Expense Reimbursements will be paid on 1st and 15th of the month
Submit this form electronically or in person with approval signature(s)

Office Use Only

Received on ______________________ **Received by** ______________________

Paid Date ______________________

Revised 02/2020

COMMUNITY FOUNDATION
OF CENTRAL WISCONSIN

Donation Log

Contact Name	______________________________	**Dates Included**	______________
Fund	______________________________		

Date	Donor Name , include address if cash donation	waive goods/services	Check # or Cash	Amount
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
		yes no n/a		
			TOTAL	$ -

THINGS TO REMEMBER

This form must be completed and delivered with all cash or checks for your fundraiser's donations.
Receipt will be provided for all donations

Revised 2/2020

COMMUNITY FOUNDATION
OF CENTRAL WISCONSIN

Fundraising Policy

The chief responsibility of the staff of the Community Foundation of Central Wisconsin (CFCWI) is to assist individuals and organizations in fulfilling their philanthropic objectives. Some groups may wish to organize fundraising activities/solicitations to support funds at the Community Foundation. CFCWI does not have the staff to operate public fundraising events. This policy is to serve as a guideline for such groups. CFCWI reserves the right to amend, revise or change this policy at any time.

Definition for fundraising activity: Any activity in which participants are requested to make their checks payable to the Community Foundation or a specific fund at the Community Foundation.

When donors conduct fundraising activities and solicitations on behalf of component funds of the Community Foundation of Central Wisconsin, such fundraising is being done on behalf of the Community Foundation. As such, several accounting and tax issues arise. It is, therefore, important that these activities be conducted under the supervision and fiscal guidance of the Community Foundation to ensure that:

- Donors to the fund receive the appropriate tax deductions
- Fundraising groups are protected from unintended liabilities to themselves
- The Community Foundation and the Fundraising group are not subjected to penalties for failing to make proper solicitation disclosures

The Community Foundation reserves the right to refuse any donations that are not received in conformity with these guidelines.

Please keep in mind that the Community Foundation of Central Wisconsin has overall responsibility for all its component funds, and improper actions of one fund could jeopardize the tax-exempt status of all funds held at the Community Foundation.

Prior approval must be obtained from the Community Foundation for all fundraising activities

- Before undertaking public fundraising, the Fundraising Group will submit a Fundraising Application Form to the Office Coordinator at least 90 days before the proposed event to attain the Community Foundation's approval.
- The Community Foundation must approve all publicity materials, whether print or media (radio, TV and social media). This will help to ensure accurate and positive media coverage, prevent negative coverage through inaccuracies or misunderstandings, and to ensure any required language is included.

Responsibilities of the Community Foundation

The Community Foundation shall be responsible for the following:

- Investment and management of such money & property accepted by it in accord with donor intention and governing documents of the Community Foundation
- Prompt and appropriate acknowledgement to donors (business sponsorships are not receipted)
- Application of income and principal to charitable uses, all in accord with the governing documents of the Community Foundation.

Responsibilities of the Fundraising Group

The Fundraising Group will retain responsibility for all fundraising events, including:

- Submit a written proposal 90 days prior to any initial fundraising activity
- Submit all print material for approval 90 days prior to printing, including but not limited to posters, brochures, Class A raffle tickets
- Provide CFCWI with appropriate documentation and donor information
- Compliance with all applicable law
- Liabilities related to the activity
- Recognition of all Business Sponsorships

Grant Applications

All grant applications that utilize the CFCWI 501(c)3 status, or EIN number, must be submitted to CFCWI Grants and Scholarships Coordinator prior to submitting the grant, the grant follow up or progress reports. The Foundation requires this oversight to ensure the correct usage of our nonprofit status.

Payment of expenses

- Fund Representatives must submit signed CFCWI Fund Expense Reimbursement Form for all invoices and reimbursements
- Fund Representatives may not authorize reimbursements to themselves; third party approval is required
- Invoices and itemized receipts must accompany each reimbursement request
- The Community Foundation will not pay any expenses in advance of collecting receipts
- CFCWI will issue payments and reimbursements on the 1st and 15th day of each month
- Per IRS Guidelines, fundraising expenses to Donor Advised Funds are not reimbursable

Deposits

- Deposits must be accompanied by CFCWI Deposit Form provided
- Cash deposits will be counted together by Fund Rep and CFCWI staff to confirm amount
- Cash deposits over $1,000 will be delivered to bank by Fund Representative
- Fund Representative must inform CFCWI of bank deposit in writing; must provide copy of deposit receipt that is labeled with fund name

Donations and Event Sponsorships

- Checks should be made payable to the appropriate fund at the Community Foundation.
- Sponsorship Form must be submitted with all sponsorship deposits

Business Sponsorships will not receive a tax receipt.

- Businesses can claim the sponsorship as a business expense. Fund Rep is responsible for receipting/acknowledging business sponsorships

Individual Sponsorships will be entered as a donation. If the donor receives any goods or services for the sponsorship, the tax receipt will reflect the value of the gift.

The Community Foundation will require the following information from the Fundraising Group:

- Sponsor full name and address
- Date and amount of the contribution
- Whether the contribution is cash or check
- Description and fair market value of any goods or services provided in exchange for the contribution. If no goods or services were exchanged, that fact will be explicitly stated on the acknowledgement receipt.
- If an individual sponsor wishes to waive their right to the goods or services offered in the sponsorship, Fund Rep must provide the Foundation with their name on the Sponsorship Form. (In this situation, federal law allows contributors to deduct the full amount of their charitable contribution: therefore, you will need to keep track of the names of persons who choose to exercise this option)

Other donations:

- Raffle tickets are not tax-deductible
- Rummage Sale purchases are not tax deductible
- Auctions-each item sold must be assigned a fair market value. Any excess over the fair market value paid will qualify as a charitable deduction.
- Contributions of services, while appreciated, are not tax deductible

EVENT LICENSES/LIABILITY

Insurance and liability: CFCWI does not provide insurance for fund events/donor initiated events. Additional coverage may need to be secured. We recommend you inquire whether your venue has existing liability insurance that will cover your event.

Alcohol: The Community Foundation will not be responsible for any liability or licensing arising out of the sale of alcoholic beverages. The fundraising group is responsible for liability and licensing.

Raffles, Bingo or Casino Events: The fundraising group is responsible for obtaining appropriate licenses. CFCWI does not provide Raffle or Bingo licenses for our funds.

- All raffles are subject to compliance with the statutory Requirements For Raffles in Wisconsin according to the Wisconsin Division of Gaming.

Fundraising Event Approval

CFCWI requires 90-day notice of the event

1. **CONTACT INFORMATION**

   Event Contact Name: Today's Date:

   a. Address:
   b. Email Address: Phone: Cell:
   c. Name of the Event:
   d. List others involved in the event planning and execution:

2. **EVENT DETAILS**
   a. Event Date:
   b. Event Location:
   c. Purpose of Event: *(describe the fundraising event, include detailed description of activities that will happen at the event.)*

3. **EVENT PLANNING ACTIVITIES**
   a. Anticipated # of Participants:
   b. Anticipated # of Sponsors:

4. **MARKETING MATERIAL REQUIREMENTS**

   Fund Reps must submit all promotional fundraising materials at least 90 days in advance of event for approval, including brochures, posters, website verbiage and raffle tickets to the CFCWI office before final printing and distribution.

   - DO STATE: "Benefitting XX Fund at the Community Foundation of Central Wisconsin"
   - DON'T STATE: "sponsored by CFCWI"
   - Business Sponsorships are NOT Tax Deductible and will not be provided tax receipt
   - If individual donor is receiving any goods or meals with sponsorship or donation, printed materials must state that gift amount will be reduced by the value of the goods.

FOR OFFICE USE ONLY

Fund Name:	Date Submitted:
Fund Rep:	
Approved By:	Date Approved:

COMMUNITY FOUNDATION OF CENTRAL WISCONSIN

Sponsorship Log

Contact Name ______________________________ **Dates Included** ______________

Fund ____

Date	Sponsor Name	Individual waive goods/services Yes or No	Check #	Check Amount
			TOTAL	$ -

THINGS TO REMEMBER

Businesses may claim the sponsorship as a business expense, not an individual tax deduction
Fund Rep is responsible for acknowledging Business Sponsorships
CFCWI Receipts will not be provided for business sponsorships
Reciept provided for Individual Sponsorship who waive goods/services of sponsorship

Revised 02/2020