



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
- Bob Butt
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	March 5, 2024 2:30 PM	Location:	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481
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Opening Section:

1. Roll Call.
2. Comments from the public on non-agenda and agenda items.
3. Guest Speaker: Adam Kuhn presenting on the Historical Preservation Plan
4. Workgroup & Committee Reports
 - A. City Staff Updates
 - B. Treasurer Report
 - C. Downtown Manager Report
 - D. Promotion Committee Chair - Tara
 - E. Design Committee Chair - Brian
 - F. Economic Vitality Chair - Rosalind
 - G. Organization Committee Chair - Hana/Bob

Discussion and Possible Action on:

1. Approve Meeting Minutes from 02-06-24
2. Approve Meeting Minutes from 2-20-24

3. Economic Vitality Chair - Approval of Event 4-30-2024
4. WEDC Main Street Team Hiring Tech Discussion
5. Altering Name of Committees to Work Groups
6. Adjournment

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



Retail Goods and Services Expenditures

1001 Main St, Stevens Point, Wisconsin, 54481
Walk time: 5 minute radius

Prepared by Esri
Latitude: 44.52312
Longitude: -89.58432

Top Tapestry Segments	Percen	Demographic Summary	2023	2028
College Towns (14B)	82.6%	Population	320	378
Set to Impress (11D)	17.4%	Households	172	206
	0.0%	Families	35	41
	0.0%	Median Age	25.7	25.9
	0.0%	Median Household	\$47,691	\$51,900
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services				
Men's		64	\$1,415.55	\$243,475
Women's		67	\$272.19	\$46,817
Children's		64	\$476.13	\$81,895
Footwear		61	\$203.77	\$35,049
Watches & Jewelry		66	\$331.44	\$57,007
Apparel Products and Services (1)		62	\$104.11	\$17,907
		63	\$27.91	\$4,800
Computer				
Computers and Hardware for Home Use		71	\$180.40	\$31,028
Portable Memory		65	\$3.01	\$517
Computer Software		78	\$11.22	\$1,929
Computer Accessories		65	\$16.36	\$2,814
Entertainment & Recreation				
Fees and Admissions		58	\$2,189.91	\$376,665
Membership Fees for Clubs (2)		53	\$379.78	\$65,322
Fees for Participant Sports, excl. Trips		55	\$153.76	\$26,447
Tickets to Theatre/Operas/Concerts		50	\$59.43	\$10,222
Tickets to Movies		57	\$31.37	\$5,395
Tickets to Parks or Museums		69	\$18.97	\$3,263
Admission to Sporting Events, excl. Trips		60	\$16.68	\$2,869
Fees for Recreational Lessons		56	\$32.67	\$5,620
Dating Services		46	\$66.06	\$11,362
TV/Video/Audio		78	\$0.83	\$142
Cable and Satellite Television Services		63	\$848.05	\$145,864
Televisions		57	\$493.48	\$84,878
Satellite Dishes		68	\$98.88	\$17,008
VCRs, Video Cameras, and DVD Players		71	\$1.22	\$210
Miscellaneous Video Equipment		76	\$3.65	\$628
Video Cassettes and DVDs		64	\$8.06	\$1,386
Video Game Hardware/Accessories		75	\$4.90	\$843
Video Game Software		85	\$34.15	\$5,873
Rental/Streaming/Downloaded Video		90	\$17.41	\$2,995
Installation of Televisions		74	\$91.34	\$15,710
Audio (3)		55	\$0.88	\$151
Rental and Repair of TV/Radio/Sound Equipment		68	\$91.33	\$15,709
Pets		99	\$2.74	\$472
Toys/Games/Crafts/Hobbies (4)		53	\$491.31	\$84,506
Recreational Vehicles and Fees (5)		65	\$102.20	\$17,579
Sports/Recreation/Exercise Equipment (6)		44	\$65.75	\$11,309
Photo Equipment and Supplies (7)		62	\$174.92	\$30,086
Reading (8)		66	\$30.95	\$5,323
Catered Affairs (9)		61	\$77.15	\$13,269
		65	\$19.80	\$3,406
Food				
Food at Home		62	\$6,511.90	\$1,120,047
Bakery and Cereal Products		61	\$4,118.71	\$708,418
Meats, Poultry, Fish, and Eggs		60	\$530.84	\$91,304
Dairy Products		60	\$887.18	\$152,595
Fruits and Vegetables		59	\$391.03	\$67,258
Snacks and Other Food at Home (10)		60	\$804.50	\$138,374
Food Away from Home		61	\$1,505.16	\$258,887
Alcoholic Beverages		64	\$2,393.19	\$411,629
		59	\$398.54	\$68,549

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 27, 2024



Retail Goods and Services Expenditures

1001 Main St, Stevens Point, Wisconsin, 54481
Walk time: 5 minute radius

Prepared by Esri
Latitude: 44.52312
Longitude: -89.58432

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	48	\$18,740.55	\$3,223,374
Value of Retirement Plans	45	\$63,590.70	\$10,937,601
Value of Other Financial Assets	48	\$4,141.69	\$712,371
Vehicle Loan Amount excluding Interest	65	\$2,353.88	\$404,868
Value of Credit Card Debt	57	\$1,816.01	\$312,354
Health			
Nonprescription Drugs	59	\$100.00	\$17,200
Prescription Drugs	59	\$218.38	\$37,562
Eyeglasses and Contact Lenses	59	\$65.45	\$11,258
Home			
Mortgage Payment and Basics (11)	43	\$5,572.93	\$958,544
Maintenance and Remodeling Services	42	\$1,600.01	\$275,202
Maintenance and Remodeling Materials (12)	44	\$347.19	\$59,716
Utilities, Fuel, and Public Services	61	\$3,540.62	\$608,986
Household Furnishings and Equipment			
Household Textiles (13)	64	\$77.91	\$13,401
Furniture	63	\$516.32	\$88,807
Rugs	53	\$22.10	\$3,802
Major Appliances (14)	54	\$285.96	\$49,185
Housewares (15)	61	\$65.09	\$11,196
Small Appliances	69	\$50.45	\$8,677
Luggage	65	\$9.35	\$1,608
Telephones and Accessories	65	\$70.20	\$12,074
Household Operations			
Child Care	55	\$282.99	\$48,675
Lawn and Garden (16)	46	\$305.10	\$52,477
Moving/Storage/Freight Express	69	\$61.97	\$10,659
Housekeeping Supplies (17)	59	\$548.33	\$94,312
Insurance			
Owners and Renters Insurance	49	\$386.30	\$66,444
Vehicle Insurance	65	\$1,405.06	\$241,670
Life/Other Insurance	50	\$344.01	\$59,169
Health Insurance	56	\$2,774.01	\$477,129
Personal Care Products (18)	63	\$349.57	\$60,126
School Books and Supplies (19)	71	\$94.62	\$16,275
Smoking Products	77	\$334.03	\$57,453
Transportation			
Payments on Vehicles excluding Leases	62	\$1,877.93	\$323,004
Gasoline and Motor Oil	64	\$1,615.04	\$277,787
Vehicle Maintenance and Repairs	64	\$839.61	\$144,413
Travel			
Airline Fares	58	\$272.45	\$46,862
Lodging on Trips	54	\$391.19	\$67,285
Auto/Truck Rental on Trips	62	\$49.15	\$8,454
Food and Drink on Trips	58	\$326.90	\$56,226

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery,

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Top Tapestry Segments	Percen	Demographic Summary	2023	2028
College Towns (14B)	48.3%	Population	2,234	2,463
Set to Impress (11D)	34.4%	Households	1,144	1,288
Traditional Living (12B)	16.0%	Families	345	379
Salt of the Earth (6B)	1.4%	Median Age	28.2	28.6
	0.0%	Median Household	\$50,733	\$54,108
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services				
Men's		67	\$1,482.47	\$1,695,945
Women's		68	\$279.45	\$319,693
Children's		67	\$501.48	\$573,690
Footwear		66	\$218.84	\$250,349
Watches & Jewelry		69	\$345.97	\$395,786
Apparel Products and Services (1)		64	\$107.35	\$122,803
		66	\$29.39	\$33,624
Computer				
Computers and Hardware for Home Use		71	\$181.77	\$207,942
Portable Memory		68	\$3.15	\$3,604
Computer Software		76	\$11.02	\$12,602
Computer Accessories		68	\$16.97	\$19,415
Entertainment & Recreation				
Fees and Admissions		62	\$2,337.00	\$2,673,532
Membership Fees for Clubs (2)		57	\$408.36	\$467,163
Fees for Participant Sports, excl. Trips		59	\$164.42	\$188,100
Tickets to Theatre/Operas/Concerts		54	\$64.68	\$73,996
Tickets to Movies		61	\$33.41	\$38,222
Tickets to Parks or Museums		70	\$19.30	\$22,077
Admission to Sporting Events, excl. Trips		64	\$17.76	\$20,314
Fees for Recreational Lessons		62	\$36.10	\$41,303
Dating Services		50	\$71.84	\$82,180
TV/Video/Audio		79	\$0.85	\$970
Cable and Satellite Television Services		66	\$899.57	\$1,029,113
Televisions		62	\$535.86	\$613,027
Satellite Dishes		71	\$102.76	\$117,561
VCRs, Video Cameras, and DVD Players		72	\$1.23	\$1,411
Miscellaneous Video Equipment		76	\$3.68	\$4,208
Video Cassettes and DVDs		69	\$8.69	\$9,946
Video Game Hardware/Accessories		77	\$5.01	\$5,728
Video Game Software		85	\$34.23	\$39,161
Rental/Streaming/Downloaded Video		89	\$17.24	\$19,717
Installation of Televisions		76	\$93.34	\$106,778
Audio (3)		57	\$0.92	\$1,050
Rental and Repair of TV/Radio/Sound Equipment		70	\$94.01	\$107,550
Pets		94	\$2.60	\$2,975
Toys/Games/Crafts/Hobbies (4)		58	\$533.59	\$610,424
Recreational Vehicles and Fees (5)		68	\$108.04	\$123,600
Sports/Recreation/Exercise Equipment (6)		50	\$75.75	\$86,654
Photo Equipment and Supplies (7)		64	\$178.91	\$204,678
Reading (8)		68	\$31.74	\$36,315
Catered Affairs (9)		64	\$80.59	\$92,194
		67	\$20.45	\$23,390
Food				
Food at Home		65	\$6,856.88	\$7,844,273
Bakery and Cereal Products		64	\$4,378.84	\$5,009,393
Meats, Poultry, Fish, and Eggs		64	\$566.35	\$647,902
Dairy Products		64	\$943.44	\$1,079,290
Fruits and Vegetables		63	\$416.05	\$475,957
Snacks and Other Food at Home (10)		64	\$854.16	\$977,157
Food Away from Home		65	\$1,598.85	\$1,829,088
Alcoholic Beverages		67	\$2,478.04	\$2,834,880
		62	\$418.84	\$479,154

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	52	\$20,442.89	\$23,386,670
Value of Retirement Plans	51	\$71,880.53	\$82,231,326
Value of Other Financial Assets	53	\$4,505.99	\$5,154,853
Vehicle Loan Amount excluding Interest	67	\$2,451.66	\$2,804,696
Value of Credit Card Debt	62	\$1,967.59	\$2,250,925
Health			
Nonprescription Drugs	63	\$107.97	\$123,520
Prescription Drugs	64	\$237.43	\$271,616
Eyeglasses and Contact Lenses	63	\$70.57	\$80,733
Home			
Mortgage Payment and Basics (11)	49	\$6,340.31	\$7,253,317
Maintenance and Remodeling Services	48	\$1,806.85	\$2,067,035
Maintenance and Remodeling Materials (12)	51	\$398.68	\$456,089
Utilities, Fuel, and Public Services	65	\$3,770.80	\$4,313,800
Household Furnishings and Equipment			
Household Textiles (13)	66	\$81.36	\$93,072
Furniture	65	\$540.26	\$618,052
Rugs	57	\$23.66	\$27,071
Major Appliances (14)	58	\$308.20	\$352,580
Housewares (15)	64	\$68.31	\$78,148
Small Appliances	71	\$51.62	\$59,055
Luggage	67	\$9.58	\$10,954
Telephones and Accessories	68	\$72.74	\$83,214
Household Operations			
Child Care	59	\$303.59	\$347,308
Lawn and Garden (16)	51	\$342.00	\$391,252
Moving/Storage/Freight Express	70	\$62.89	\$71,944
Housekeeping Supplies (17)	63	\$587.06	\$671,591
Insurance			
Owners and Renters Insurance	56	\$433.74	\$496,193
Vehicle Insurance	67	\$1,464.27	\$1,675,128
Life/Other Insurance	55	\$381.47	\$436,403
Health Insurance	61	\$3,019.35	\$3,454,139
Personal Care Products (18)	66	\$367.03	\$419,878
School Books and Supplies (19)	71	\$94.82	\$108,469
Smoking Products	80	\$348.77	\$398,992
Transportation			
Payments on Vehicles excluding Leases	66	\$1,986.01	\$2,271,990
Gasoline and Motor Oil	67	\$1,688.04	\$1,931,120
Vehicle Maintenance and Repairs	67	\$883.62	\$1,010,867
Travel			
Airline Fares	61	\$283.24	\$324,032
Lodging on Trips	58	\$418.08	\$478,278
Auto/Truck Rental on Trips	65	\$51.60	\$59,033
Food and Drink on Trips	62	\$344.50	\$394,110

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(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

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(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery,

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Top Tapestry Segments	Percen	Demographic Summary	2023	2028
College Towns (14B)	35.5%	Population	4,950	5,209
Set to Impress (11D)	35.1%	Households	2,444	2,627
Traditional Living (12B)	18.1%	Families	866	917
Emerald City (8B)	7.9%	Median Age	29.4	29.8
Salt of the Earth (6B)	3.3%	Median Household	\$50,924	\$54,814
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services				
Men's		68	\$1,496.20	\$3,656,709
Women's		69	\$280.60	\$685,791
Children's		68	\$507.16	\$1,239,507
Footwear		67	\$222.52	\$543,829
Watches & Jewelry		70	\$347.73	\$849,847
Apparel Products and Services (1)		64	\$108.47	\$265,105
		67	\$29.72	\$72,631
Computer				
Computers and Hardware for Home Use		71	\$181.27	\$443,022
Portable Memory		69	\$3.19	\$7,786
Computer Software		75	\$10.87	\$26,569
Computer Accessories		68	\$17.12	\$41,848
Entertainment & Recreation				
Fees and Admissions		63	\$2,387.66	\$5,835,436
Membership Fees for Clubs (2)		59	\$421.12	\$1,029,221
Fees for Participant Sports, excl. Trips		61	\$168.95	\$412,910
Tickets to Theatre/Operas/Concerts		56	\$67.27	\$164,414
Tickets to Movies		63	\$34.17	\$83,522
Tickets to Parks or Museums		70	\$19.36	\$47,320
Admission to Sporting Events, excl. Trips		65	\$18.19	\$44,457
Fees for Recreational Lessons		64	\$37.26	\$91,053
Dating Services		52	\$75.08	\$183,488
TV/Video/Audio		79	\$0.84	\$2,057
Cable and Satellite Television Services		67	\$911.28	\$2,227,164
Televisions		64	\$547.22	\$1,337,410
Satellite Dishes		71	\$103.32	\$252,522
VCRs, Video Cameras, and DVD Players		72	\$1.23	\$3,003
Miscellaneous Video Equipment		76	\$3.66	\$8,935
Video Cassettes and DVDs		70	\$8.87	\$21,684
Video Game Hardware/Accessories		77	\$5.01	\$12,243
Video Game Software		84	\$33.72	\$82,414
Rental/Streaming/Downloaded Video		87	\$16.91	\$41,336
Installation of Televisions		76	\$93.32	\$228,076
Audio (3)		58	\$0.94	\$2,304
Rental and Repair of TV/Radio/Sound Equipment		70	\$94.58	\$231,148
Pets		90	\$2.49	\$6,089
Toys/Games/Crafts/Hobbies (4)		60	\$549.81	\$1,343,726
Recreational Vehicles and Fees (5)		69	\$109.58	\$267,811
Sports/Recreation/Exercise Equipment (6)		53	\$80.02	\$195,566
Photo Equipment and Supplies (7)		65	\$181.34	\$443,201
Reading (8)		68	\$32.00	\$78,212
Catered Affairs (9)		65	\$81.83	\$199,982
		68	\$20.68	\$50,554
Food				
Food at Home		66	\$6,942.39	\$16,967,192
Bakery and Cereal Products		65	\$4,445.19	\$10,864,042
Meats, Poultry, Fish, and Eggs		65	\$575.26	\$1,405,939
Dairy Products		65	\$957.14	\$2,339,256
Fruits and Vegetables		64	\$423.03	\$1,033,879
Snacks and Other Food at Home (10)		65	\$867.37	\$2,119,855
Food Away from Home		66	\$1,622.39	\$3,965,112
Alcoholic Beverages		67	\$2,497.20	\$6,103,150
		63	\$426.49	\$1,042,334

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 27, 2024



Retail Goods and Services Expenditures

1001 Main St, Stevens Point, Wisconsin, 54481
Walk time: 15 minute radius

Prepared by Esri
Latitude: 44.52312
Longitude: -89.58432

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	54	\$21,307.09	\$52,074,535
Value of Retirement Plans	54	\$75,742.53	\$185,114,733
Value of Other Financial Assets	55	\$4,675.69	\$11,427,381
Vehicle Loan Amount excluding Interest	68	\$2,473.01	\$6,044,041
Value of Credit Card Debt	64	\$2,015.13	\$4,924,969
Health			
Nonprescription Drugs	65	\$110.34	\$269,681
Prescription Drugs	66	\$242.38	\$592,382
Eyeglasses and Contact Lenses	65	\$72.08	\$176,167
Home			
Mortgage Payment and Basics (11)	52	\$6,694.85	\$16,362,213
Maintenance and Remodeling Services	50	\$1,912.23	\$4,673,483
Maintenance and Remodeling Materials (12)	54	\$420.40	\$1,027,466
Utilities, Fuel, and Public Services	66	\$3,824.47	\$9,347,013
Household Furnishings and Equipment			
Household Textiles (13)	67	\$82.24	\$200,998
Furniture	66	\$547.58	\$1,338,285
Rugs	59	\$24.36	\$59,524
Major Appliances (14)	60	\$316.26	\$772,948
Housewares (15)	65	\$69.46	\$169,765
Small Appliances	71	\$51.67	\$126,286
Luggage	67	\$9.64	\$23,558
Telephones and Accessories	68	\$73.29	\$179,116
Household Operations			
Child Care	61	\$313.02	\$765,011
Lawn and Garden (16)	53	\$358.22	\$875,488
Moving/Storage/Freight Express	70	\$62.93	\$153,809
Housekeeping Supplies (17)	64	\$598.00	\$1,461,520
Insurance			
Owners and Renters Insurance	58	\$451.30	\$1,102,979
Vehicle Insurance	68	\$1,474.42	\$3,603,482
Life/Other Insurance	57	\$396.14	\$968,168
Health Insurance	63	\$3,095.84	\$7,566,227
Personal Care Products (18)	67	\$371.16	\$907,117
School Books and Supplies (19)	70	\$94.39	\$230,678
Smoking Products	80	\$346.79	\$847,544
Transportation			
Payments on Vehicles excluding Leases	67	\$2,014.85	\$4,924,287
Gasoline and Motor Oil	67	\$1,701.36	\$4,158,122
Vehicle Maintenance and Repairs	68	\$893.72	\$2,184,246
Travel			
Airline Fares	62	\$288.39	\$704,829
Lodging on Trips	60	\$429.57	\$1,049,862
Auto/Truck Rental on Trips	66	\$52.44	\$128,165
Food and Drink on Trips	63	\$351.39	\$858,809

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery,

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February 27, 2024

Downtown Stevens Point – 2023
Month-by-Month – Busiest Days of the Week

January

Weekend: Sunday (26,226)
Weekday: Friday (24,529), Monday (21,429)

February

Weekend: Saturday (27,771)
Weekday: Friday (24,526), Thursday (21,330)

March

Weekend: Saturday (30,011)
Weekday: Friday (36,624), Thursday (29,751)

April

Weekend: Saturday (35,243)
Weekday: Friday (26,240), Thursday (21,866)

May

Weekend: Saturday (27,386)
Weekday: Monday (26,533), Friday (25,991)

June

Weekend: Saturday (28,192)
Weekday: Friday (32,711), Thursday (27,210)

July

Weekend: Saturday (43,189)
Weekday: Friday (28,593), Thursday (22,837)

August

Weekend: Saturday (30,613)
Weekday: Thursday (30,434), Tuesday (29,377)

September

Weekend: Saturday (43,609)
Weekday: Friday (40,819), Thursday (26,596)

October

Weekend: Sunday (32,962)
Weekday: Monday (33,462), Tuesday (24,622)

November

Weekend: Saturday (22,655)
Weekday: Wednesday (30,697), Thursday (28,523)

Note – all weekdays during November were busier than the weekend days

December

Weekend: Saturday (36,188)
Weekday: Friday (31,097), Tuesday (26,136)

2:32pm meeting called to order

Roll call

Board members:

Tara Manzke

Hana Cutler

Mike Beacom

Bob Butt-excused; out of town

Brian Cummins

Rosalind Kealiher

Alderperson Christianson

City Staff:

Chris Klesmith

Downtown Manager:

Chloe Kreuser

Members of the Public:

Wisconsin Main St Program Specialists

No public comments

City Staff updates-Update on Shopko meeting: good feedback, have been reviewing input and scheduling meetings with Vanderwall and Associates about everything soon. Received initial report on conference center and will share more next month.

Chair Mike requests more info on comprehensive plan-working on revising plan via neighborhood by neighborhood, and will be incorporated into targeted masterplan.

Lighting was acquired and will be installed for next winter.

Downtown manager report:

It's been one month since Chloe started.

Shared insights from last month's survey.

Save the dates: see agenda packet

Marc and Chloe went to manager orientation in Rapids: highlighted 4 point system. Network WI shares more info about workshops throughout the state.

Logos and branding: something that we need to consider as we move forward.

Chloe met with three businesses this month, and wants to put together more of a questionnaire to ask local businesses as she meets with them.

WEDC conversation:

Erin Welty-reiterating discussion on workshops and how we are all welcome.

The BID Board is technically their primary contacts for the Main St programs. Have heard so many great ideas to improve downtown Point, they are going to try and narrow it down to 2 main

points. Tara-it will be great to have an idea of what the road map looks like and layed out in a form that is achievable.

Questions for us:

Structure of our organization:

Are there any committees? Do we have bylaws and manuals?

Financial statements, where are they held and will it continue that way? A: Held within the city's treasurer's office. It will stay that way, since the city is included as the pass through. But will be collecting charitable contributions through Community Foundations.

Our current rate of levy: \$0.60/thousand. As we do events and there are fees how will the monies be collected? A: Through SPA as it has been traditionally done.

Question from us? Is what we are doing "normal"? A: Every Main St is different. We are not totally off the mark.

Question from Main St. Who decides our mill rate? A: Discussions are had amongst the board final approval comes from city council.

Almost all communities maintain a level of city funding indefinitely. Our understanding is that we will have to be self-sufficient at some point. Typically cities don't supply operational funds, more in-kind.

As BID Board representatives: 2 owners&business, 2 property only, 2 business only. We are conscious of needing to reach everyone, not just big shareholders.

Right now we have no formal communications outside of the SPA communications. We do need to have a communications plan on our own if we do want to get funding and support. We do need to speak for ourselves. Goes back to conversation on the need to do branding for ourselves. *This is something that does require future discussion

What are Chloe's top marching orders? For now, get some organization flowing, to help the BID develop the Main St 4 points going in our community. Get relationships developed with business owners.

Do we have an annual meeting? In the Fall we had a town hall meeting. Decided to have quarterly engagements with the community. Gave us a chance to get feedback before the city created a budget and all that good stuff.

Q from Brian: How are we doing? A: Doing the things we do well is all we can ask for. Have been methodical and have successfully built the foundational pieces. Communications plan is something we really need to develop.

Chris: In future when we have opportunities to ask for help-should there be only one main contact? Not necessarily, great to cc Chloe.

When it comes to design assistance: Process suggestions: Amy: questionnaire and form that she has them fill out and then she passes it to him, she stays as the liaison. This would be a good way for Chloe to manage this.

Reminder: If we are embarking on something new-be sure to contact Erin, since most likely it's already been done, and it is easy to provide support.

Reflections from the 2006 resource team and their topics:

Branding/wayfinding, mall redevelopment, forming a BID, fox theater redevelopment, square development, coordinating design guides, public parking enhancement.

Discussion and possible action:

Minutes from January 22 meeting. Future: Clarify names of visitors. Correction: Chris' last name spelled wrong, Rosalind's name spelled wrong. Motion to approve pending corrections by Brian, 2nd by Tara-motion passes.

Action teams and memberships: Four points that we will focus on and take action. Four board members would chair a point. And then recruit volunteers to help us.

4 standing committees that represent the 4 points. Rosalind: Economic vitality. Tara: Promotion. Brian: Design. Hana and Bob: Organization. Goal for each chair to spend an hour discussing with the proper people and report back next month. All of us: Keep Chloe in the loop. Chloe can share volunteer lists.

Hana makes a motion to establish committees for each point with discussed chairs. Second by Tara. Motion passes.

Mike-Work with Chloe to identify items within the work plan to fit underneath each category.

Travel authorization: Needs authorization for expenses to go to Viroqua training. Gas, lunch.

Tara makes motion for BID to cover Chloe's travel expenses. Second by Brian. Motion passes.

Standard operating procedures are not established at this point. Recommendation that we do find ways to streamline this.

4:35 adjourned

02/20/24, 2:35pm

Role Call

Board Members

Alderperson Christianson

Tara Manzke

Bob Butt

Brian Cummins

In by video:

Rosalind Kealiher

City Staff:

Ryan Kernosky

Downtown Manager:

Chloe Kreuser

Public:

Jennifer Garcia-Pfefferle

Facilitated Workshop on the Four-point Approach and Committee Structure:

Presentation given at this time.

The agenda is exhausted and the meeting adjourned.